

United States Power Squadrons, 2009 Website Awards Tally Sheet
 Revised 5-3-09

Final Score 88

Excellence Award

Squadron/District **Duluth Sail & Power Squadron**

Evaluation Date **10/7/2009**

District Affiliation **10**

Required Items

In compliance?
(Y/N)

- | | | |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page | Y |
| | Subtitle below squadron name | |
| 2 | "A unit of United States Power Squadrons ®"
Sail and Power Boating | Y |
| 3 | (squadron) Link to District Website | Y |
| 4 | (district) Links to squadron websites | Y |
| 5 | Link to USPS Privacy statement on home page at bottom | Y |
| 6 | Link to USPS Trademark reference on home page at bottom | Y |
| 7 | Link to USPS Disclaimer statement on home page at bottom | Y |
| 8 | Active e-mail link to Webmaster on home page | Y |
| 9 | Website must display current information on appropriate pages. | Y |

A1 Identify purpose of the squadron/district/USPS

		Point Range						Pts Awd
range		Highest	←→				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	5
2	0-3 Identify purpose of USPS			3	2	1	0	3
Comments: 								

A2) Identification of squadron/district area of activity.

1	0-1 Description of location of Unit						1	0	1
2	0-1 Map showing location						1	0	1
Comments: 									

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described				3	2	1	0	1
2	0-2 Links to USPS benefits page					2	1	0	2
Comments: 									

A4) Display of USPS emblems and logos.

1	0-1 Ensign							1	0	1
2	0-1 USPS Wheel							1	0	1
3	0-1 Activity Triangle							1	0	1
4	0-1 America's Boating Club (logo)							1	0	1
5	0-2 Boating is fun..We'll show you how (must be on top half of home page for 2 points)					2	1	0		2
6	0-3 ABC3 Logo with Link to USPS ABC web page points on home page, 2 points other location, 1 point for text only link.	3			3	2	1	0		0
Comments: 										

A5) What we do, show the fun we have.

1	0-3 Description of the fun we have.					3	2	1	0	2
2	0-3 Photos showing unit activities					3	2	1	0	3
Comments: 										

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program					3	2	1	0	3
2	0-1 Correct decal - proportionally sized						2	1	0	2
3	0-1 Pre-check list provided							1	0	1
4	0-1 Contact information							1	0	1
Comments: 										

A7) Current Activities/Educational calendars available

1	0-2 Public Boating Course (zero points if contact missing)							2	1	0	2
2	0-2 Members course(s) (zero points if contact missing)							2	1	0	1
3	0-2 Events (zero points if contact missing)							2	1	0	2

4 calc Number of pages with dates over 45 days old. [redacted]
Comments: [redacted]

A8) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed				1	0	<u>1</u>	
2	0-1	Bridge photo(s) 1 point if more than 2 photos				1	0	<u>1</u>	
3	0-2	Five (5) of more committee contacts listed				2	1	0	<u>2</u>

Comments: [redacted]

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer				3	2	1	0	<u>3</u>
2	Calc.	Spelling errors, number.	[redacted]							

1 point reduction per error

Comments: [redacted]

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted				2	1	0	<u>2</u>
2	0-2	Good color balance (not dark or over exposed)				2	1	0	<u>2</u>
3	0-2	Appropriately sized for application				2	1	0	<u>2</u>

Comments: [redacted]

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation				2	1	0	<u>2</u>
2	0-2	Links easy to identify				2	1	0	<u>2</u>
3	0-1	Links identify the subject				2	1	0	<u>1</u>
4	Calc.	Broken links, number	[redacted]						

Maximum deduct -10 points

Comments: [redacted]

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points				3	2	1	0	<u>3</u>
2	0-3	Non-commercial Links, 10 or more for 3 points				3	2	1	0	<u>3</u>
3	0-3	Commercial Links, 10 or more for 3 points				3	2	1	0	<u>3</u>
4	Calc.	Disclaimer statement on Commercial Links page Y or N	[redacted]	Y						

For the above point determination; 10 or more links 3 points,
5 to 9 links 2 points, 1 to 4 links 1 point.
If disclaimer statement is missing zero points for this section.

Comments: [redacted]

B5) Ability to read the message.

1	0-2	Font - size and style				2	1	0	<u>2</u>
2	0-2	Font color, good contrast				2	1	0	<u>2</u>
3	0-2	Appropriate use of text space				2	1	0	<u>2</u>
4	0-2	Appropriate background. one point for no background				2	1	0	<u>2</u>

Backgrounds which make reading page difficult zero points.

Comments: [redacted]

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)				3	2	1	0	<u>3</u>
2	0-2	All pages have informative header				2	1	0	<u>2</u>	

Comments: [redacted]

C2) Consistent format across pages.

1	0-3	Consistent format across pages				3	2	1	0	<u>3</u>
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Comments: [redacted]

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website				5	4	3	2	1	0	<u>2</u>
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Comments: [redacted]

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed				1	0	<u>0</u>
2	0-1	Listing of area of location on the USPS list of websites go to http://www.usps.org/localusps/squadrons.shtml				1	0	<u>1</u>

If scoring a district website item 2 is to be given one point

Comments: [redacted]

D1) Overall impression of quality and effectiveness of the site

1	0-2	How well did you like the site, was it effective in presenting USPS and the unit to the public				2	1	0	<u>2</u>
2	0-2	If you were a non-member, would this site have increased your interest in USPS?				2	1	0	<u>2</u>
3	0-2	Would you be proud of having this website represent your unit or district:				2	1	0	<u>2</u>

Comments:

Total Points Scored 88