

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

**Final Score 8**

**No Award**

Squadron/District **Durham Sail & Power Squadron**

Evaluation Date **9/22/2009**

District Affiliation **27**

**Required Items**

In compliance?  
(Y/N)

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

**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	<b>5</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>0</b>

Comments:

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	<b>1</b>
2	0-1 Map showing location					1	0	<b>1</b>

Comments:

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described			3	2	1	0	<b>0</b>
2	0-2 Links to USPS benefits page				2	1	0	<b>0</b>

Comments:

**A4) Display of USPS emblems and logos.**

1	0-1 Ensign					1	0	<b>0</b>
2	0-1 USPS Wheel					1	0	<b>1</b>
3	0-1 Activity Triangle					1	0	<b>0</b>
4	0-1 America's Boating Club (logo)					1	0	<b>0</b>
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
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	<b>0</b>

Comments:

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

1	0-3 Description of the fun we have.			3	2	1	0	<b>1</b>
2	0-3 Photos showing unit activities			3	2	1	0	<b>0</b>

Comments: **The only photo's I found were in the 2007 editions of their newsletter, Bullhorn and they were of the Bridge at that point in time.**

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program			3	2	1	0	<b>0</b>
2	0-1 Correct decal - proportionally sized				2	1	0	<b>0</b>
3	0-1 Pre-check list provided					1	0	<b>0</b>
4	0-1 Contact information					1	0	<b>0</b>

Comments:

**A7) Current Activities/Educational calendars available**

1	0-2 Public Boating Course (zero points if contact missing)					2	1	0	<b>0</b>
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2	0-2	Members course(s) (zero points if contact missing)		2	1	0	0
3	0-2	Events (zero points if contact missing)		2	1	0	0
4	calc	Number of pages with dates over 45 days old.	3				-30
Comments:		I gave their public boating course notice a zero because it was for Feb 2008. Their events calendar gets a zero as well as it stopped in Feb 2009.					
<b>A8) Identification of the bridge, committee members &amp; contacts</b>							
1	0-1	Bridge listed		1	0		0
2	0-1	Bridge photo(s) 1 point if more than 2 photos		1	0		0
3	0-2	Five (5) of more committee contacts listed		2	1	0	0
Comments:		Web page "Under Construction"					
<b>B1) Presentation quality and correctness.</b>							
1	0-3	Readability and Grammer		3	2	1	0
2	Calc.	Spelling errors, number.	0				3
Comments:		1 point reduction per error					
<b>B2) Quality of photographs and graphics.</b>							
1	0-2	Clear - Undistorted		2	1	0	2
2	0-2	Good color balance (not dark or over exposed)		2	1	0	0
3	0-2	Appropriately sized for application		2	1	0	2
Comments:		There were no photographs, only a few graphics.					
<b>B3) Active Linkages &amp; Navigation</b>							
1	0-2	Ease of Navigation		2	1	0	2
2	0-2	Links easy to identify		2	1	0	2
3	0-1	Links identify the subject		2	1	0	2
4	Calc.	Broken links, number	0				0
Comments:		Maximum deduct -10 points					
<b>B4) Resource Linkages</b>							
1	0-3	USPS Links, 10 or more for 3 points		3	2	1	0
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1	0
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N	y				0
Comments:		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. There was no commercial links page.					
<b>B5) Ability to read the message.</b>							
1	0-2	Font - size and style		2	1	0	2
2	0-2	Font color, good contrast		2	1	0	2
3	0-2	Appropriate use of text space		2	1	0	2
4	0-2	Appropriate background. one point for no background		2	1	0	2
Comments:		Backgrounds which make reading page difficult zero points.					
<b>C1) Heading descriptive &amp; appealing</b>							
1	0-3	Home page, unique header (graphic)		3	2	1	0
2	0-2	All pages have informative header		2	1	0	2
Comments:							
<b>C2) Consistent format across pages.</b>							
1	0-3	Consistent format across pages		3	2	1	0
Comments:							
<b>C3) Use of photos and/or graphics</b>							
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1
Comments:							
<b>C4) Additional Website Features</b>							
1	0-1	Inclusion of USPS News RSS feed		1	0		0
2	0-1	Listing of area of location on the USPS list of websites		1	0		1
Comments:		go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> If scoring a district website item 2 is to be given one point					
<b>D1) Overall impression of quality and effectiveness of the site</b>							
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	0

2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
3	0-2	Would you be proud of having this website represent your unit or district: The only thing that appears to be new since 2008 is the calendar of events which ended in Feb 2009. Color coding of past events confusing.	2	1	0	0
Comments:			Total Points Scored		8	