

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

**Final Score 85**

**Excellence Award**

Squadron/District **Green Bay**  
 Evaluation. Date **10/3/2009**  
 District Affiliation **10**

**Required Items**

In compliance?

(Y/N)

- |   |   |          |
|---|---|----------|
| 1 | Link to USPS.org on Home (opening) page                               | <b>y</b> |
|   | Subtitle below squadron name  |          |
| 2 | "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>y</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>y</b> |

**A1 Identify purpose of the squadron/district/USPS**

Point Range

Highest ← → Lowest

- |   |     |                          |   |   |   |   |   |   |          |
|---|-----|--------------------------|---|---|---|---|---|---|----------|
| 1 | 0-5 | Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | <b>4</b> |
| 2 | 0-3 | Identify purpose of USPS |   |   | 3 | 2 | 1 | 0 | <b>3</b> |

Comments: [redacted]

**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>0</b> |

Comments: good description of area served

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

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

Comments: a start for benefits has link in same paragraph

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

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

Comments: [redacted]

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

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

Comments: Nice photo of members/events

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

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

Comments: good link to VSC describes program, tells where VSC are scheduled and contat. Has a orm to request a VSC

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

- |   |     |  |  |  |   |   |   |  |          |
|---|-----|--|--|--|---|---|---|--|----------|
| 1 | 0-2 | Public Boating Course (zero points if contact missing) |  |  | 2 | 1 | 0 |  | <b>2</b> |
|---|-----|--|--|--|---|---|---|--|----------|

2	0-2	Members course(s) (zero points if contact missing)	2	1	0	2
3	0-2	Events (zero points if contact missing)	2	1	0	2
4	calc	Number of pages with dates over 45 days old.				0

Comments: [redacted]

**A8) Identification of the bridge, committee members & contacts**

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

Comments: [redacted]

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer	3	2	1	0	3
2	Calc.	Spelling errors, number.					0

1 point reduction per error

Comments: used lager font to make reading easier

**B2) Quality of photographs and graphics.**

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

Comments: home page had nice slide show. Many links also had photos

**B3) Active Linkages & Navigation**

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

Maximum deduct -10 points

Comments: Links all listed at the top of home page (Instead of the bottom)

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	3
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
4	Calc.	Disclaimer statement on Commercial Links page Y or N					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: link page had a nice table format listing the diferent links, (USPS, Commercial and non commercial links

**B5) Ability to read the message.**

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	1

*Backgrounds which make reading page difficult zero points.*

Comments: liked the larger font

**C1) Heading descriptive & appealing**

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

Comments: [redacted]

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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Comments: format remained the same making navigation of website easier

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	4
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Comments: slide show of photo a moving side o events and courses

**C4) Additional Website Features**

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

go to <http://www.usps.org/localusps/squadrons.shtml>

*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	2
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: one of the best I've seen very nicely done

Total Points Scored 85