

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

**Final Score 42**

**No Award**

Squadron/District **Balboa**

Evaluation Date **9/22/2009**

District Affiliation **28**

**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>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 |   |   |   |   |        | Pts<br>Awd |
|-------|------------------------------|-------------|---|---|---|---|--------|------------|
| range |                              | Highest     | ← |   |   |   | Lowest |            |
| 1     | 0-5 Identify purpose of Unit | 5           | 4 | 3 | 2 | 1 | 0      | <b>0</b>   |
| 2     | 0-3 Identify purpose of USPS |             |   | 3 | 2 | 1 | 0      | <b>0</b>   |

Comments: **[REDACTED]**

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

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

Comments: **[REDACTED]**

**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: **[REDACTED]**

**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<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>points on home page, 2 points other location, 1 point for text only link. | 3 |  | 3 | 2 | 1 | 0 | <b>0</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>0</b> |
| 2 | 0-3 Photos showing unit activities  |  |  | 3 | 2 | 1 | 0 | <b>0</b> |

Comments: **[REDACTED]**

**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: **[REDACTED]**

**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 | <b>2</b> |
| 3 | 0-2 Events (zero points if contact missing)                |  |  |  |  | 2 | 1 | 0 | <b>2</b> |

4 calc Number of pages with dates over 45 days old. 1  
 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 |

Comments: [REDACTED]

**B1) Presentation quality and correctness.**

|   |       |                          |  |   |   |   |   |                             |
|---|-------|--------------------------|--|---|---|---|---|-----------------------------|
| 1 | 0-3   | Readability and Grammer  |  | 3 | 2 | 1 | 0 | 2                           |
| 2 | Calc. | Spelling errors, number. |  |   |   |   |   | 1 point reduction per error |

Comments: [REDACTED]

**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: [REDACTED]

**B3) Active Linkages & Navigation**

|   |       |                            |  |   |   |   |                           |
|---|-------|----------------------------|--|---|---|---|---------------------------|
| 1 | 0-2   | Ease of Navigation         |  | 2 | 1 | 0 | 1                         |
| 2 | 0-2   | Links easy to identify     |  | 2 | 1 | 0 | 1                         |
| 3 | 0-1   | Links identify the subject |  | 2 | 1 | 0 | 1                         |
| 4 | Calc. | Broken links, number       |  |   |   |   | Maximum deduct -10 points |

Comments: [REDACTED]

**B4) Resource Linkages**

|   |       |  |  |   |   |   |   |            |
|---|-------|--|--|---|---|---|---|------------|
| 1 | 0-3   | USPS Links, 10 or more for 3 points                  |  | 3 | 2 | 1 | 0 | 0          |
| 2 | 0-3   | Non-commercial Links, 10 or more for 3 points        |  | 3 | 2 | 1 | 0 | 0          |
| 3 | 0-3   | Commercial Links, 10 or more for 3 points            |  | 3 | 2 | 1 | 0 | 0          |
| 4 | Calc. | Disclaimer statement on Commercial Links page Y or N |  |   |   |   |   | [REDACTED] |

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 | 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 |

*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 | 3 |
| 2 | 0-2 | All pages have informative header  |  | 2 | 1 | 0 | 1 |   |

Comments: [REDACTED]

**C2) Consistent format across pages.**

|   |     |                                |  |   |   |   |   |   |
|---|-----|--------------------------------|--|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages |  | 3 | 2 | 1 | 0 | 3 |
|---|-----|--------------------------------|--|---|---|---|---|---|

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 | 2 |
|---|-----|---|---|---|---|---|---|---|---|

Comments: [REDACTED]

**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<br>go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> |  | 1 | 0 | 0 |

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

S

Comments:

Total Points Scored 42