

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

**Final Score 73**

**Website Award**

Squadron/District **Marblehead Sail and Power**

Evaluation Date **10/8/2009**

District Affiliation **18**

**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>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>4</b>   |
| 2         | 0-3 Identify purpose of USPS |             |   | 3 | 2 | 1 | 0      | <b>3</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>3</b> |
| 2         | 0-2 Links to USPS benefits page       |  |  |   | 2 | 1 | 0 | <b>2</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<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>1</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>2</b> |
| 2   | 0-3 Photos showing unit activities  |  |  | 3 | 2 | 1 | 0 | <b>1</b> |
| Comments: Very little in the way of event descriptions or photos -- many things were old. Past events were not obvious, located at the bottom of the schedule page. |                                     |  |  |   |   |   |   |          |

**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>1</b> |
| 4                                | 0-1 Contact information                  |  |  |   |   | 1 | 0 | <b>1</b> |
| Comments: Best page on the site! |  |  |  |   |   |   |   |          |

**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 | 1   |
| 4   | calc | Number of pages with dates over 45 days old.       | 1 |   |   |   | -10 |
| Comments: Photo Album shows only old events |      |  |   |   |   |   |     |

**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: |     |   |  |   |   |   |   |

**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:                   |       |                          |   |   |   |   |   |   |

**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: |     |   |  |   |   |   |   |

**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 |   |   |   | 0 |
| Maximum deduct -10 points |       |                            |   |   |   |   |   |
| Comments:                 |       |                            |   |   |   |   |   |

**B4) Resource Linkages**

|   |       |  |  |   |   |   |   |   |
|---|-------|--|--|---|---|---|---|---|
| 1   | 0-3   | USPS Links, 10 or more for 3 points                  |  | 3 | 2 | 1 | 0 | 2 |
| 2   | 0-3   | Non-commercial Links, 10 or more for 3 points        |  | 3 | 2 | 1 | 0 | 3 |
| 3   | 0-3   | Commercial Links, 10 or more for 3 points            |  | 3 | 2 | 1 | 0 | 1 |
| 4   | Calc. | Disclaimer statement on Commercial Links page Y or N |  |   |   |   |   |   |
| For the above point determination; 10 or more links 3 points,<br>5 to 9 links 2 points, 1 to 4 links 1 point. |       |  |  |   |   |   |   |   |
| <i>If disclaimer statement is missing zero points for this section.</i>                                       |       |  |  |   |   |   |   |   |
| Comments:   |       |  |  |   |   |   |   |   |

**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 |
| <i>Backgrounds which make reading page difficult zero points.</i> |     |   |  |   |   |   |   |
| Comments:   |     |   |  |   |   |   |   |

**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 | 3 |   |
| Comments: |     |                                    |  |   |   |   |   |   |

**C2) Consistent format across pages.**

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

**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: |     |   |   |   |   |   |   |   |   |

**C4) Additional Website Features**

|   |     |  |  |   |   |  |   |
|---|-----|--|--|---|---|--|---|
| 1   | 0-1 | Inclusion of USPS News RSS feed                          |  | 1 | 0 |  | 1 |
| 2   | 0-1 | Listing of area of location on the USPS list of websites |  | 1 | 0 |  | 1 |
| go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a> |     |  |  |   |   |  |   |
| <i>If scoring a district website item 2 is to be given one point</i>  |     |  |  |   |   |  |   |
| Comments:   |     |  |  |   |   |  |   |

**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 | 2 |
|           |                               | <p>All-in-all, this site is set up well and SHOULD be an award-winner on a higher level. USPS information is well presented, but their own Squadron information (the very reason for the web site) is lacking and not very inviting. With a little more attention to their own events, and more graphics and photos (not to mention USPS graphics that were almost non-existent), the site would be in the</p> |                     |    |   |   |
| Comments: | Excellent category, I'm sure. |  |                     |    |   |   |
|           |                               |  | Total Points Scored | 73 |   |   |