

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

**Final Score 14**

**No Award**

Squadron/District **North River Sail and Power Squadron**

Evaluation Date **9/28/2009**

District Affiliation **4**

**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>N</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>N</b> |
| 7 | Link to USPS Disclaimer statement on home page at bottom  | <b>N</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**

range		Point Range						Pts Awd	
		Highest	←				Lowest		
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	<b>1</b>
2	0-3	Identify purpose of USPS			3	2	1	0	<b>1</b>
Comments:		<b>Only brief comment on "courses" page</b>							

**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:									

**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>0</b>
Comments:									

**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>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	<b>0</b>
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>0</b>
2	0-3	Photos showing unit activities			3	2	1	0	<b>1</b>
Comments:									

**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>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>0</b>

4	calc	Number of pages with dates over 45 days old.							3	-30
Comments: _____ .										
<b>A8) Identification of the bridge, committee members &amp; contacts</b>										
1	0-1	Bridge listed			1	0			1	
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: _____ .										
<b>B1) Presentation quality and correctness.</b>										
1	0-3	Readability and Grammer			3	2	1	0	3	
2	Calc.	Spelling errors, number.							2	-2
1 point reduction per error										
Comments: On "Links" page "importan" "satel;ite" _____ .										
<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		2	
3	0-2	Appropriately sized for application			2	1	0		2	
Comments: _____ .										
<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							2	-2
Maximum deduct -10 points										
Link to Home page from "History" page is broken, link to CG Auxiliary on Home page is broken										
Comments: _____ .										
<b>B4) Resource Linkages</b>										
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	3	
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							N	-3
For the above point determination; 10 or more links 3 points, 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: _____ .										
<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		1	
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: _____ .										
<b>C1) Heading descriptive &amp; appealing</b>										
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: _____ .										
<b>C2) Consistent format across pages.</b>										
1	0-3	Consistent format across pages			3	2	1	0	2	
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	0	3
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 go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>			1	0			1	
<i>If scoring a district website item 2 is to be given one point</i>										
Comments: _____ .										
<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		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			2	1	0		1	

represent your unit or district:

While this website might be interesting to members, I think it has very little public appeal. It ignores the USPS requirements for websites in many areas.

Comments:

Total Points Scored 14