

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

Final Score 46

No Award

Squadron/District **Palisades**

Evaluation Date **9/12/2009**

District Affiliation **4**

Required Items

In compliance?
(Y/N)

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

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 | 3 |
| 2 | 0-3 Identify purpose of USPS | | | 3 | 2 | 1 | 0 | 2 |
| Comments: | | | | | | | | |

A2) Identification of squadron/district area of activity.

| | | | | | | | | |
|-----------|-------------------------------------|--|--|--|--|---|---|----------|
| 1 | 0-1 Description of location of Unit | | | | | 1 | 0 | 0 |
| 2 | 0-1 Map showing location | | | | | 1 | 0 | 0 |
| Comments: | | | | | | | | |

A3) Explanation of the benefits of membership

| | | | | | | | | |
|-----------|---------------------------------------|--|--|---|---|---|---|----------|
| 1 | 0-3 Description of benefits described | | | 3 | 2 | 1 | 0 | 0 |
| 2 | 0-2 Links to USPS benefits page | | | 2 | 1 | 0 | | 0 |
| Comments: | | | | | | | | |

A4) Display of USPS emblems and logos.

| | | | | | | | | |
|-----------|---|---|--|---|---|---|---|----------|
| 1 | 0-1 Ensign | | | | | 1 | 0 | 1 |
| 2 | 0-1 USPS Wheel | | | | | 1 | 0 | 0 |
| 3 | 0-1 Activity Triangle | | | | | 1 | 0 | 0 |
| 4 | 0-1 America's Boating Club (logo) | | | | | 1 | 0 | 0 |
| 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 | | 2 |
| 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 | 0 |
| Comments: | | | | | | | | |

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

| | | | | | | | | |
|--|-------------------------------------|--|--|---|---|---|---|----------|
| 1 | 0-3 Description of the fun we have. | | | 3 | 2 | 1 | 0 | 2 |
| 2 | 0-3 Photos showing unit activities | | | 3 | 2 | 1 | 0 | 1 |
| Comments: Photos shown are 5 years old | | | | | | | | |

A6) Presentation of Vessel Safety Check Program

| | | | | | | | | |
|----------------------|--|--|--|---|---|---|---|----------|
| 1 | 0-3 Explanation of the program | | | 3 | 2 | 1 | 0 | 1 |
| 2 | 0-1 Correct decal - proportionally sized | | | 2 | 1 | 0 | | 0 |
| 3 | 0-1 Pre-check list provided | | | 1 | 0 | | | 0 |
| 4 | 0-1 Contact information | | | 1 | 0 | | | 1 |
| Comments: 2008 Decal | | | | | | | | |

A7) Current Activities/Educational calendars available

| | | | | | | | | |
|---|--|--|--|---|---|---|--|----------|
| 1 | 0-2 Public Boating Course (zero points if contact missing) | | | 2 | 1 | 0 | | 2 |
| 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: Feb-07

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 **2**
 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 **1**
 2 0-2 Links easy to identify 2 1 0 **1**
 3 0-1 Links identify the subject 2 1 0 **2**
 4 Calc. Broken links, number **0**
 Maximum deduct -10 points
 Comments:

B4) Resource Linkages

1 0-3 USPS Links, 10 or more for 3 points 3 2 1 0 **1**
 2 0-3 Non-commercial Links, 10 or more for 3 points 3 2 1 0 **1**
 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 **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:

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:

C1) Heading descriptive & appealing

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

C2) Consistent format across pages.

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

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 **0**
 go to <http://www.usps.org/localusps/squadrons.shtml>
If scoring a district website item 2 is to be given one point
 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 **1**

Comments:

Total Points Scored 46