

No Award

Squadron/District **Patapsco River**

Evaluation Date **9/25/2009**

District Affiliation **5**

**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>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      |
|-------------------|------------------------------|--------------------|---|---|---|---|---|----------|
|                   |                              | Highest ← → Lowest |   |   |   |   |   | Awd      |
| 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: <b></b> |                              |                    |   |   |   |   |   |          |

**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: <b></b> |                                     |  |  |  |  |   |   |          |

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

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

**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<br>(must be on top half of home page for 2 points)   |  |   | 2 | 1 | 0 | <b>1</b> |          |
| 6                 | 0-3 ABC3 Logo with Link to USPS ABC web page<br><i>(3 points on home page, 2 points in another location,<br/>1 point for text only link.)</i> |  | 3 | 2 | 1 | 0 | <b>0</b> |          |
| Comments: <b></b> |   |  |   |   |   |   |          |          |

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

|   |                                     |  |   |   |   |   |          |  |
|---|-------------------------------------|--|---|---|---|---|----------|--|
| 1   | 0-3 Description of the fun we have. |  | 3 | 2 | 1 | 0 | <b>1</b> |  |
| 2   | 0-3 Photos showing unit activities  |  | 3 | 2 | 1 | 0 | <b>1</b> |  |
| Comments: <b>No photos on website, only in newsletter</b> |                                     |  |   |   |   |   |          |  |

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

|                   |  |  |   |   |   |   |          |  |
|-------------------|--|--|---|---|---|---|----------|--|
| 1                 | 0-3 Explanation of the program           |  | 3 | 2 | 1 | 0 | <b>1</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: <b></b> |  |  |   |   |   |   |          |  |

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

|   |  |  |  |   |   |   |          |  |
|---|--|--|--|---|---|---|----------|--|
| 1   | 0-2 Public Boating Course (zero points if contact missing) |  |  | 2 | 1 | 0 | <b>1</b> |  |
| 2   | 0-2 Members course(s) (zero points if contact missing)     |  |  | 2 | 1 | 0 | <b>1</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.          |  |  |   |   |   | <b></b>  |  |
| Comments: <b>no info about latest webpage updates</b> |  |  |  |   |   |   |          |  |

**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 | 0 |
| 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 | 3 |
| 2                           | Calc. | Spelling errors, number. |   |   |   |   | 0 |
| 1 point reduction per error |       |                          |   |   |   |   |   |
| Comments: [REDACTED]        |       |                          |   |   |   |   |   |

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

|                      |     |   |   |   |   |   |  |
|----------------------|-----|---|---|---|---|---|--|
| 1                    | 0-2 | Clear - Undistorted                           | 2 | 1 | 0 | 1 |  |
| 2                    | 0-2 | Good color balance (not dark or over exposed) | 2 | 1 | 0 | 1 |  |
| 3                    | 0-2 | Appropriately sized for application           | 2 | 1 | 0 | 1 |  |
| Comments: [REDACTED] |     |   |   |   |   |   |  |

**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       |   |   |   | 7 |    |
| Maximum deduct -10 points |       |                            |   |   |   |   | -7 |
| Comments: [REDACTED]      |       |                            |   |   |   |   |    |

**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 | 2 |
| 3   | 0-3   | Commercial Links, 10 or more for 3 points            | 3 | 2 | 1 | 0 | 3 |
| 4   | Calc. | Disclaimer statement on Commercial Links page Y or N |   |   |   |   | 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: [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. <i>one point for no background</i> | 2 | 1 | 0 | 1 |  |
| <i>Backgrounds which make reading page difficult zero points.</i> |     |  |   |   |   |   |  |
| Comments: [REDACTED]  |     |  |   |   |   |   |  |

**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: [REDACTED] |     |                                    |   |   |   |   |   |

**C2) Consistent format across pages.**

|                      |     |                                |   |   |   |   |   |
|----------------------|-----|--------------------------------|---|---|---|---|---|
| 1                    | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 2 |
| 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 | 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 | 1 | 0 | 1 |
| <i>If scoring a district website item 2 is to be given one point</i> |     |   |   |   |   |   |   |
| 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 |  |
| Comments: [REDACTED] |     |  |   |   |   |   |  |

Total Points Scored 43