

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

**Final Score 63**

**No Award**

Squadron/District **District 17**  
[www.usps-d17.org](http://www.usps-d17.org)  
 Evaluation. Date **October 2009**

District Affiliation **17**

**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   |          |
| 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>5</b>   |
| 2     | 0-3 Identify purpose of USPS |             |   | 3 | 2 | 1 | 0      | <b>3</b>   |

Comments: [Redacted]

**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: [Redacted]

**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>1</b> |

Comments: [Redacted]

**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>1</b> |
| 4 | 0-1 America's Boating Club (logo)   |   |  |   |   | 1 | 0 | <b>1</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>3</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>2</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>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: [Redacted]

**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>1</b> |

|   |       |   |   |   |   |   |   |   |   |     |
|---|-------|---|---|---|---|---|---|---|---|-----|
| 4   | calc  | Number of pages with dates over 45 days old.  |   |   |   |   |   |   | 1 | -10 |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <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 |   | 1 |     |
| 3   | 0-2   | Five (5) of more committee contacts listed  |   |   | 2 | 1 | 0 |   | 2 |     |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <b>B1) Presentation quality and correctness.</b>  |       |   |   |   |   |   |   |   |   |     |
| 1   | 0-3   | Readability and Grammer   |   |   |   | 3 | 2 | 1 | 0 | 2   |
| 2   | Calc. | Spelling errors, number.  |   |   |   |   |   |   | 0 |     |
| 1 point reduction per error   |       |   |   |   |   |   |   |   |   |     |
| Comments: Text could be larger. [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <b>B2) Quality of photographs and graphics.</b>   |       |   |   |   |   |   |   |   |   |     |
| 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: No photos. [REDACTED]   |       |   |   |   |   |   |   |   |   |     |
| <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 |   | 1   |
| 3   | 0-1   | Links identify the subject  |   |   |   | 2 | 1 | 0 |   | 2   |
| 4   | Calc. | Broken links, number  |   |   |   |   |   |   | 2 | -2  |
| Maximum deduct -10 points   |       |   |   |   |   |   |   |   |   |     |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <b>B4) Resource Linkages</b>  |       |   |   |   |   |   |   |   |   |     |
| 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 | 3   |
| 4   | Calc. | Disclaimer statement on Commercial Links page Y or N  |   |   |   |   |   |   | y |     |
| 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]  |       |   |   |   |   |   |   |   |   |     |
| <b>B5) Ability to read the message.</b>   |       |   |   |   |   |   |   |   |   |     |
| 1   | 0-2   | Font - size and style   |   |   |   | 2 | 1 | 0 |   | 1   |
| 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 |   | 1   |
| <i>Backgrounds which make reading page difficult zero points.</i>   |       |   |   |   |   |   |   |   |   |     |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <b>C1) Heading descriptive &amp; appealing</b>  |       |   |   |   |   |   |   |   |   |     |
| 1   | 0-3   | Home page, unique header (graphic)  |   |   |   | 3 | 2 | 1 | 0 | 1   |
| 2   | 0-2   | All pages have informative header   |   |   |   | 2 | 1 | 0 |   | 1   |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <b>C2) Consistent format across pages.</b>  |       |   |   |   |   |   |   |   |   |     |
| 1   | 0-3   | Consistent format across pages  |   |   |   | 3 | 2 | 1 | 0 | 3   |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <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 |   | 2   |
| Comments: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <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<br>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: [REDACTED]  |       |   |   |   |   |   |   |   |   |     |
| <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 |   | 2   |
| 2   | 0-2   | If you were a non-member, would this site have increased your interest in USPS?   |   |   |   | 2 | 1 | 0 |   | 2   |
| 3   | 0-2   | Would you be proud of having this website represent your unit or district:  |   |   |   | 2 | 1 | 0 |   | 1   |

Comments: Photos of district activities were missing. VSC decal on home page out of date.

Total Points Scored 63