

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

**Final Score 41**

**No Award**

Squadron/District **District 32**

Evaluation. Date **10/6/2009**

District Affiliation **32**

**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	
4	(district) Links to squadron websites	y
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.	y

**A1 Identify purpose of the squadron/district/USPS**

range		Point Range						Pts	
		Highest	←				Lowest	Awd	
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	1
2	0-3	Identify purpose of USPS			3	2	1	0	1
Comments:		I had to search for your statements on the purpose of your unit. Might be better on front page or with a direct link to that information.							

**A2) Identification of squadron/district area of activity.**

1	0-1	Description of location of Unit					1	0	1
2	0-1	Map showing location					1	0	1
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:		I could find no information on the benefits of membership in USPS						

**A4) Display of USPS emblems and logos.**

1	0-1	Ensign					1	0	0
2	0-1	USPS Wheel					1	0	1
3	0-1	Activity Triangle					1	0	1
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	0	1
6	0-3	ABC3 Logo with Link to USPS ABC web page 3 points on home page, 2 points other location, 1 point for text only link.		3	2	1	0	0	
Comments:		USPS Logos add national recognition to your site. They are available from National and are required.							

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

1	0-3	Description of the fun we have.		3	2	1	0	3
2	0-3	Photos showing unit activities		3	2	1	0	3
Comments:		Great Photos and the captions clearly show that you in D 32 HAVE FUN!						

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

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

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

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	3
2	0-2	Members course(s) (zero points if contact missing)	2	1	0	0
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.	2	1	0	-20

No Contact information on Member courses or events.  
Your calendar is out of date (completed items should be removed or have strike outs on them. The rendezvout poster is way out of date.

Comments:

**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

Photos of your Bridge officers would help here also a list of committee chairs such as: Newsletter, Conference committee, C&R chair etc.

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: Great Photos!

**B3) Active Linkages & Navigation**

1	0-2	Ease of Navigation	2	1	0	1
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

Links back to the home page from the other pages would be helpful.

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	0				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	2
2	0-2	All pages have informative header	2	1	0	2	

You should have the America's Boating Club logo on the front page.

Comments:

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
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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	1
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There are a lot of good graphics which can help get the safe boating message across to your viewers. Graphics also add interest to the site.

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 go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	1	0	1

If scoring a district website item 2 is to be given one point

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	2
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: This is a nice site it just needs a little fine tuning.

Total Points Scored 41