

## United States Power Squadrons, 2006 Website Awards Tally Sheet

Squadron/

District Name Louisville Sail & Power Squadron

Evaluation Date 10/28/2006

District Affiliation 24

**Required Items**

In compliance?  
(Y/N)

|   |   |   |
|---|---|---|
| 1 | Link to USPS.org on Home (opening) page                               | <span style="border: 1px solid black; padding: 2px;">y</span> |
|   | Subtitle below squadron name  |   |
| 2 | "a unit of United States Power Squadrons ®"<br>Sail and Power Boating | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 3 | (squadron) Link to District Website                                   | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 4 | (district) Links to squadron websites                                 | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 5 | Privacy statement or link on home page at bottom                      | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 6 | USPS Trademark reference or link at home page bottom                  | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 7 | Disclaimer statement or link on home page at bottom                   | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 8 | Active e-mail link to Webmaster on home page                          | <span style="border: 1px solid black; padding: 2px;">y</span> |
| 9 | Website must display current information                              | <span style="border: 1px solid black; padding: 2px;">y</span> |

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

|           |       |  |           |   |          |   |   |   |   |
|-----------|-------|--|-----------|---|----------|---|---|---|---|
|           | range |  | Highest ← | ↔ | → Lowest |   |   |   |   |
| 1         | 0-5   | Identify purpose of Unit   | 5         | 4 | 3        | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">4</span> |
| 2         | 0-1   | Identify the purpose of the squadron/district                          |           |   |          |   | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 3         | 0-2   | Identify purpose of USPS   |           |   |          | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">2</span> |
| Comments: |       | <span style="background-color: black; color: black;">[REDACTED]</span> |           |   |          |   |   |   |   |

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

|           |   |  |  |  |  |  |   |   |   |
|-----------|---|--|--|--|--|--|---|---|---|
| 1         | 1 | Description of location of Unit  |  |  |  |  | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 2         | 1 | Map showing location   |  |  |  |  | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| Comments: |   | <span style="background-color: black; color: black;">[REDACTED]</span> |  |  |  |  |   |   |   |

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

|           |     |  |  |  |   |   |   |   |   |
|-----------|-----|--|--|--|---|---|---|---|---|
| 1         | 0-3 | Description of benefits described                                      |  |  | 3 | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">2</span> |
| 2         | 0-2 | Links to USPS benefits   |  |  |   | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">2</span> |
| Comments: |     | <span style="background-color: black; color: black;">[REDACTED]</span> |  |  |   |   |   |   |   |

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

|           |     |  |  |  |   |   |   |   |   |
|-----------|-----|--|--|--|---|---|---|---|---|
| 1         | 1   | Ensign   |  |  |   |   | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 2         | 1   | USPS Wheel   |  |  |   |   | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 3         | 1   | Activity Triangle  |  |  |   |   | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 4         | 1   | 90th Anniversary Logo  |  |  |   |   | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">1</span> |
| 5         | 0-2 | Graphics properly sized.   |  |  | 2 | 1 | 0 |   | <span style="border: 1px solid black; padding: 2px;">1</span> |
| Comments: |     | <span style="background-color: black; color: black;">[REDACTED]</span> |  |  |   |   |   |   |   |

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

|   |     |                                 |  |   |   |   |   |   |   |
|---|-----|---------------------------------|--|---|---|---|---|---|---|
| 1 | 0-3 | Description of the fun we have. |  |   | 3 | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">3</span> |
| 2 | 0-3 | Photos showing unit activities  |  | 4 | 3 | 2 | 1 | 0 | <span style="border: 1px solid black; padding: 2px;">3</span> |

Comments: [REDACTED]

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

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

Comments: [REDACTED]

**A7) Contacts for various activities**

|   |   |                                  |  |   |   |   |
|---|---|----------------------------------|--|---|---|---|
| 1 | 1 | Public boating course contact(s) |  | 1 | 0 | 1 |
| 2 | 1 | Members course(s) contact(s)     |  | 1 | 0 | 1 |
| 3 | 1 | Event(s) contact(s)              |  | 1 | 0 | 1 |

Comments: [REDACTED]

**A8) Current Activities/Educational calendars available**

|   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|
| 1 | 2 | Public Boating Course (zero points if contact missing)  | 2 | 1 | 0 | 2 |
| 2 | 2 | Members course(s) (zero points if contact missing)      | 2 | 1 | 0 | 2 |
| 3 | 2 | Events (zero points if contact missing)                 | 2 | 1 | 0 | 2 |
| 4 |   | Number of pages with dates over 30 days old. [REDACTED] |   |   |   |   |
|   |   | Deduct 10 points for each page over 30 days old         |   |   |   |   |

Comments: [REDACTED]

**A9) Identification of the bridge, committee members & contacts**

|   |   |  |   |   |   |   |
|---|---|--|---|---|---|---|
| 1 | 1 | Bridge listed                              |   | 1 | 0 | 1 |
| 2 | 1 | Bridge photo(s)                            |   | 1 | 0 | 1 |
| 3 | 2 | Five (5) of more committee contacts listed | 2 | 1 | 0 | 2 |

Comments: [REDACTED]

**B1) Presentation quality and correctness.**

|   |       |                                     |   |   |   |   |   |
|---|-------|-------------------------------------|---|---|---|---|---|
| 1 | 0-3   | Readability and Grammer             | 3 | 2 | 1 | 0 | 2 |
| 2 | Calc. | Spelling errors, number. [REDACTED] |   |   |   |   |   |
|   |       | 1 point reduction per error         |   |   |   |   |   |

Comments: [REDACTED]

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

Maximum deduct -10 points

Comments: [REDACTED]

**B4) Resource Linkages**

|   |       |   |   |   |   |   |   |
|---|-------|---|---|---|---|---|---|
| 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 | 2 |
| 3 | 0-3   | Commercial Links, 10 or more for 3 points                       | 3 | 2 | 1 | 0 | 2 |
| 4 | Calc. | Disclaimer statement on Commercial Links page Y or N [REDACTED] |   |   |   |   |   |

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: [redacted]

**B5) Ability to read the message.**

|   |     |   |   |   |   |   |
|---|-----|---|---|---|---|---|
| 1 | 0-2 | Font - size and style   | 2 | 1 | 0 | 1 |
| 2 | 0-2 | Font color, good contrast   | 2 | 1 | 0 | 1 |
| 3 | 0-2 | Appropriate use of text space   | 2 | 1 | 0 | 1 |
| 4 | 0-2 | Appropriate background. <i>one point for no background</i><br><i>Backgrounds which make reading page difficult zero points.</i> | 2 | 1 | 0 | 1 |

Comments: [redacted]

**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 |   | 1 |

Comments: [redacted]

**C2) Consistent format across pages.**

|   |     |                                |   |   |   |   |   |
|---|-----|--------------------------------|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 1 |
|---|-----|--------------------------------|---|---|---|---|---|

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 | 4 |
|---|-----|---|---|---|---|---|---|---|---|

Comments: [redacted]

**C4) Animated Graphics**

|   |     |   |   |   |   |   |   |
|---|-----|---|---|---|---|---|---|
| 1 | 0-3 | Use of animated graphics, appropriate and add interest of the website | 3 | 2 | 1 | 0 | 2 |
|---|-----|---|---|---|---|---|---|

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 | 2 |
| 3 | 0-2 | Would you be proud of having this website represent your unit or district:                     | 2 | 1 | 0 | 2 |

Comments: [redacted]

Total Points Scored 82