



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

|   |      |  |   |   |   |     |
|---|------|--|---|---|---|-----|
| 1 | 0-2  | Public Boating Course (zero points if contact missing) | 2 | 1 | 0 | 0   |
| 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.           |   |   |   | -10 |
|   |      | Comments:  |   |   |   |     |

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

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

**B1) Presentation quality and correctness.**

|   |       |                          |   |   |   |   |   |
|---|-------|--------------------------|---|---|---|---|---|
| 1 | 0-3   | Readability and Grammar  | 3 | 2 | 1 | 0 | 3 |
| 2 | Calc. | Spelling errors, number. |   |   |   |   |   |
|   |       | Comments:                |   |   |   |   |   |

1 point reduction per error

**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 | 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       |   |   |   | -2 |
|   |       | Comments:                  |   |   |   |    |

Maximum deduct -10 points

**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 | 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 |   |   |   |   |   |
|   |       | Comments:  |   |   |   |   |   |

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.*

**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 |
|   |     | Comments:   |   |   |   |   |

*Backgrounds which make reading page difficult zero points.*

**C1) Heading descriptive & appealing**

|           |     |                                    |   |   |   |   |   |
|-----------|-----|------------------------------------|---|---|---|---|---|
| 1         | 0-3 | Home page, unique header (graphic) | 3 | 2 | 1 | 0 | 3 |
| 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 | 3 |
|   |     | 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) Animated Graphics**

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

**C5) 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<br>go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a><br>If scoring a district website item 2 is to be given one point | 1 | 0 | 1 |
| 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 | 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: |     |  |   |   |   |   |

Total Points Scored 61