United States Power Squadrons, 2008 Website Awards Tally Sheet
Revised 7-29-08

Final Score 97
Excellence Award

Squadron/District: Unit 3315, Mid-Hudson
Evaluation Date: 9/16/2008
District Affiliation: 2

Required Items

<table>
<thead>
<tr>
<th>Item</th>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Link to USPS.org on Home (opening) page</td>
<td>Y</td>
</tr>
<tr>
<td>2 Subtitle below squadron name</td>
<td>Y</td>
</tr>
<tr>
<td>&quot;A unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td></td>
</tr>
<tr>
<td>3 (squadron) Link to District Website</td>
<td>Y</td>
</tr>
<tr>
<td>4 (district) Links to squadron websites</td>
<td></td>
</tr>
<tr>
<td>5 Link to USPS Privacy statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>6 Link to USPS Trademark reference on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>7 Link to USPS Disclaimer statement on home page at bottom</td>
<td>Y</td>
</tr>
<tr>
<td>8 Active e-mail link to Webmaster on home page</td>
<td>Y</td>
</tr>
<tr>
<td>9 Website must display current information on appropriate pages.</td>
<td></td>
</tr>
</tbody>
</table>

A1 Identify purpose of the squadron/district/USPS

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td></td>
</tr>
</tbody>
</table>

A2 Identification of squadron/district area of activity.

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td></td>
</tr>
</tbody>
</table>

A3 Explanation of the benefits of membership

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td></td>
</tr>
</tbody>
</table>

A4 Display of USPS emblems and logos.

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>0-2</td>
<td></td>
</tr>
</tbody>
</table>

A5 What we do, show the fun we have.

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td></td>
</tr>
</tbody>
</table>

A6 Presentation of Vessel Safety Check Program

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0-1</td>
<td></td>
</tr>
</tbody>
</table>

A7 Contacts for various activities

<table>
<thead>
<tr>
<th>Range</th>
<th>Point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td></td>
</tr>
</tbody>
</table>

Comments: .
### A8) Current Activities/Educational calendars available

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Public Boating Course (zero points if contact missing)</td>
<td>2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Members course(s) (zero points if contact missing)</td>
<td>2 1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Events (zero points if contact missing)</td>
<td>2 1 0</td>
</tr>
<tr>
<td>4</td>
<td>calc</td>
<td>Number of pages with dates over 45 days old.</td>
<td></td>
</tr>
</tbody>
</table>

Comments: 

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

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td>Bridge listed</td>
<td>1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td>Bridge photo(s) 1 point if more than 2 photos</td>
<td>1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Five (5) or more committee contacts listed</td>
<td>2 1 0</td>
</tr>
</tbody>
</table>

Comments: 

### B1) Presentation quality and correctness.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>Readability and Grammar</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>calc</td>
<td>Spelling errors, number.</td>
<td></td>
</tr>
</tbody>
</table>

1 point reduction per error

Comments: 

### B2) Quality of photographs and graphics.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Clear - Undistorted</td>
<td>2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Good color balance (not dark or over exposed)</td>
<td>2 1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Appropriately sized for application</td>
<td>2 1 0</td>
</tr>
</tbody>
</table>

Comments: 

### B3) Active Linkages & Navigation

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Ease of Navigation</td>
<td>2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Links easy to identify</td>
<td>2 1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td>Links identify the subject</td>
<td>2 1 0</td>
</tr>
<tr>
<td>4</td>
<td>calc</td>
<td>Broken links, number</td>
<td></td>
</tr>
</tbody>
</table>

Maximum deduct -10 points

Comments: 

### B4) Resource Linkages

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>USPS Links, 10 or more for 3 points</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td>Non-commercial Links, 10 or more for 3 points</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-3</td>
<td>Commercial Links, 10 or more for 3 points</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>4</td>
<td>calc</td>
<td>Disclaimer statement on Commercial Links page</td>
<td>Y or N</td>
</tr>
</tbody>
</table>

For the above point determination; 10 or more links 1 point, 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.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Font - size and style</td>
<td>2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Font color, good contrast</td>
<td>2 1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Appropriate use of text space</td>
<td>2 1 0</td>
</tr>
<tr>
<td>4</td>
<td>0-2</td>
<td>Appropriate background. one point for no background</td>
<td>2 1 0</td>
</tr>
</tbody>
</table>

Backgrounds which make reading page difficult zero points.

Comments: 

### C1) Heading descriptive & appealing

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>Home page, unique header (graphic)</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>All pages have informative header</td>
<td>2 1 0</td>
</tr>
</tbody>
</table>

Comments: 

### C2) Consistent format across pages.

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>Consistent format across pages</td>
<td>3 2 1 0</td>
</tr>
</tbody>
</table>

Comments: 

### C3) Use of photos and/or graphics

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-5</td>
<td>Use of graphics to enhance message of website</td>
<td>5 4 3 2 1 0</td>
</tr>
</tbody>
</table>

Comments: 

### C4) Additional Website Features

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td>Inclusion of USPS News RSS feed</td>
<td>1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1</td>
<td>Listing of area of location on the USPS list of websites</td>
<td>1 0</td>
</tr>
</tbody>
</table>

go to http://www.usps.org/localusps/squadrons.shtml

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

Comments: 

<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>How well did you like the site, was it effective in presenting USPS and the unit to the public</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Would you be proud of having this website represent your unit or district:</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Comments: Excellent Site, great inclusion of graphics, pictures, overall arrangement</td>
<td></td>
</tr>
</tbody>
</table>

Total Points Scored: 97