United States Power Squadrons, 2009 Website Awards Tally Sheet

Revised 5-3-09

Final Score 91

www.coralridgepowersquadron.org Excellence Award

Squadron/District
Coral Ridge

Evaluation Date
9/28/2009

District Affiliation
8

Required Items

1 Link to USPS.org on Home (opening) page Y
Subtitle below squadron name Y
"A unit of United States Power Squadrons ®" Y
Sail and Power Boating Y
3 (squadron) Link to District Website Y
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.

A1 Identify purpose of the squadron/district/USPS

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<thead>
<tr>
<th>_pts</th>
<th>Awd</th>
<th>Range</th>
<th>Point Range</th>
<th>Comments</th>
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<tbody>
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<td>1</td>
<td>0-5</td>
<td>5</td>
<td>4 3 2 1 0</td>
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<td>0-3</td>
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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

A3) Explanation of the benefits of membership

1 0-3 Description of benefits described 3 2 1 0 3
2 0-2 Links to USPS benefits page 2 1 0 2

A4) Display of USPS emblems and logos.

1 0-1 Ensign 1 0 1
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 1
5 0-2 Boating is fun...We'll show you how 2 1 0 2
(must be on top half of home page for 2 points)
6 0-3 ABC3 Logo with Link to USPS ABC web page 3 2 1 0 3
(3 points on home page, 2 points in another location, 1 point for text only link.)

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

1 0-3 Description of the fun we have. 3 2 1 0 1
2 0-3 Photos showing unit activities 3 2 1 0 3

A6) Presentation of Vessel Safety Check Program

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

A7) Current Activities/Educational calendars available

1 0-2 Public Boating Course (zero points if contact missing) 2 1 0 2
2 0-2 Members course(s) (zero points if contact missing) 2 1 0 1
3 0-2 Events (zero points if contact missing) 2 1 0 2
4 calc Number of pages with dates over 45 days old. 0 0
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 1
3 0-2 Five (5) of more committee contacts listed 2 1 0 2
Comments:  

B1) Presentation quality and correctness.
1 0-3 Readability and Grammar 3 2 1 0 3
2 Calc. Spelling errors, number. 0
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 1
4 Calc. Broken links, number 0 0
Comments: Maximum deduct -10 points  

B4) Resource Linkages
1 0-3 USPS Links, 10 or more for 3 points 3 2 1 0 3
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, 9 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 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 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 2
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 5
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 http://www.usps.org/localusps/squadrons.shtml 1 0 0
If scoring a district website item 2 is to be given one point
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 2
Comments:  

Total Points Scored 91