United States Power Squadrons, 2009 Website Awards Tally Sheet

Final Score: 76

<table>
<thead>
<tr>
<th>Squadron/District</th>
<th>Dundalk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Date</td>
<td>9/12/2009</td>
</tr>
<tr>
<td>District Affiliation</td>
<td>5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Required Items</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>Subtitle below squadron name</td>
<td>Y</td>
</tr>
<tr>
<td>2 &quot;A unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td>Y</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>Y</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>Y</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range</td>
<td>Highest</td>
</tr>
<tr>
<td>0-5 Identify purpose of Unit</td>
<td>5</td>
</tr>
<tr>
<td>0-3 Identify purpose of USPS</td>
<td>3</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 Description of location of Unit</td>
<td>1</td>
</tr>
<tr>
<td>0-1 Map showing location</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Description of benefits described</td>
<td>3</td>
</tr>
<tr>
<td>0-2 Links to USPS benefits page</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-1 Ensign</td>
<td>1</td>
</tr>
<tr>
<td>0-1 USPS Wheel</td>
<td>1</td>
</tr>
<tr>
<td>0-1 Activity Triangle</td>
<td>1</td>
</tr>
<tr>
<td>0-1 America's Boating Club (logo)</td>
<td>1</td>
</tr>
<tr>
<td>0-2 Boating is fun...We'll show you how (must be on top half of home page for 2 points)</td>
<td>2</td>
</tr>
<tr>
<td>0-3 ABC3 Logo with Link to USPS ABC web page points on home page, 2 points other location, 1 point for text only link.</td>
<td>3</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Description of the fun we have.</td>
<td>3</td>
</tr>
<tr>
<td>0-3 Photos showing unit activities</td>
<td>3</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3 Explanation of the program</td>
<td>3</td>
</tr>
<tr>
<td>0-1 Correct decal - proportionally sized</td>
<td>2</td>
</tr>
<tr>
<td>0-1 Pre-check list provided</td>
<td>1</td>
</tr>
<tr>
<td>0-1 Contact information</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

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

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Pts Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-2 Public Boating Course (zero points if contact missing)</td>
<td>2</td>
</tr>
<tr>
<td>0-2 Members course(s) (zero points if contact missing)</td>
<td>2</td>
</tr>
<tr>
<td>0-2 Events (zero points if contact missing)</td>
<td>2</td>
</tr>
</tbody>
</table>
### A8) Identification of the bridge, committee members & contacts

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1</td>
<td>Bridge listed</td>
<td>1</td>
<td>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</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Five (5) of more committee contacts listed</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

Comments:

### B1) Presentation quality and correctness.

<p>| | | | | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3</td>
<td>Readability and Grammar</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Calc.</td>
<td>Spelling errors, number.</td>
<td>0</td>
<td>1 point reduction per error</td>
</tr>
</tbody>
</table>

Comments:

### B2) Quality of photographs and graphics.

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

Comments:

### B3) Active Linkages & Navigation

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

Maximum deduct -10 points

Comments:

### B4) Resource Linkages

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

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.

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

Backgrounds which make reading page difficult zero points.

Comments:

### C1) Heading descriptive & appealing

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

Comments:

### C2) Consistent format across pages.

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

Comments:

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

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<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</td>
<td>4</td>
</tr>
</tbody>
</table>

Comments:

### C4) Additional Website Features

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<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</td>
<td>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</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments

### D1) Overall impression of quality and effectiveness of the site

<p>| | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</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>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>If you were a non-member, would this site have increased your interest in USPS?</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Would you be proud of having this website represent your unit or district:</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Comments: 

Total Points Scored 76