### United States Power Squadrons, 2009 Website Awards Tally Sheet

**Revised 5-3-09**

#### Final Score

- **97**

#### Excellence Award

**District Affiliation:** 32

<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>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

- **Identify purpose of Unit**
  - Point Range: 4 | 3 | 2 | 1 | 0 | **5**
- **Identify purpose of USPS**
  - Point Range: 2 | 1 | 0 | 0 | **3**

#### A2 Identification of squadron/district area of activity.

- **Description of location of Unit**
  - Point Range: 1 | 0 | 0 | **1**
- **Map showing location**
  - Point Range: 1 | 0 | 0 | **1**

#### A3 Explanation of the benefits of membership

- **Description of benefits described**
  - Point Range: 3 | 2 | 1 | 0 | **3**
- **Links to USPS benefits page**
  - Point Range: 2 | 1 | 0 | **2**

#### A4 Display of USPS emblems and logos.

- **Ensign**
  - Point Range: 1 | 0 | 0 | **1**
- **USPS Wheel**
  - Point Range: 1 | 0 | 0 | **1**
- **Activity Triangle**
  - Point Range: 1 | 0 | 0 | **1**
- **America's Boating Club (logo)**
  - Point Range: 1 | 0 | 0 | **1**
- **Boating is fun...We'll show you how**
  - Point Range: 2 | 1 | 0 | **2**

- **ABC3 Logo with Link to USPS ABC web page**
  - Point Range: 3 | 2 | 1 | 0 | **3**

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

- **Description of the fun we have.**
  - Point Range: 3 | 2 | 1 | 0 | **3**
- **Photos showing unit activities**
  - Point Range: 3 | 2 | 1 | 0 | **3**

#### A6 Presentation of Vessel Safety Check Program

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

#### A7 Current Activities/Educational calendars available

- **Public Boating Course (zero points if contact missing)**
  - Point Range: 2 | 1 | 0 | **2**
- **Members course(s) (zero points if contact missing)**
  - Point Range: 2 | 1 | 0 | **2**
3 0-2 Events (zero points if contact missing) 2 1 0 2

Comments: 

4 calc Number of pages with dates over 45 days old. 

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. 

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 

Maximum deduct -10 points On the home page in the first column just below the photo the Seminar link is broken.

Comments: 

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, 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.

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 1

Backgrounds which make reading page difficult zero points.

No background only allows one point; however with the quality and quantity of graphics and photos it is an excellent choice.

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 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 5

Comments: Enhanced the site.

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 1 0 1

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

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
<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</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>Would you be proud of having this website represent your unit or district?</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: Excellent Plus. Lots of well presented information. Use of Specialty Groups a nice addition. The site was a pleasure to read and review.

Total Points Scored 97