United States Power Squadrons, 2009 Website Awards Tally Sheet
Revised 5-3-09

Final Score 62

No Award

<table>
<thead>
<tr>
<th>Squadron/District</th>
<th>Port Huron</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Date</td>
<td>14 September, 09</td>
</tr>
<tr>
<td>District Affiliation</td>
<td>9</td>
</tr>
</tbody>
</table>

### Required Items

<table>
<thead>
<tr>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Y/N)</td>
</tr>
</tbody>
</table>

1. Link to USPS.org on Home (opening) page (Y)
2.Subtitle below squadron name (Y)
4. (squadron) Link to District Website (Y)
5. (district) Links to squadron websites
6. Link to USPS Privacy statement on home page at bottom (N)
7. Link to USPS Trademark reference on home page at bottom (Y)
8. Link to USPS Disclaimer statement on home page at bottom (N)
9. Active e-mail link to Webmaster on home page (Y)

**Website must display current information on appropriate pages.**

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

**Pts**  
**Awd**

<table>
<thead>
<tr>
<th>Identify purpose of Unit</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0-5 Identify purpose of Unit</td>
<td>5 4 3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2 0-3 Identify purpose of USPS</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: need privacy and disclaimer links

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

**Pts**  
**Awd**

<table>
<thead>
<tr>
<th>Description of location of Unit</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0-1</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2 0-1</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

### A3 Explanation of the benefits of membership

**Pts**  
**Awd**

<table>
<thead>
<tr>
<th>Links to USPS benefits page</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0-2</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2 0-2</td>
<td>2 1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

### A4 Display of USPS emblems and logos.

**Pts**  
**Awd**

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

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

**Pts**  
**Awd**

<table>
<thead>
<tr>
<th>Description of the fun we have.</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0-3</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2 0-3</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
</tbody>
</table>

### A6 Presentation of Vessel Safety Check Program

**Pts**  
**Awd**

<table>
<thead>
<tr>
<th>Explanation of the program</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0-3</td>
<td>3 2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>2 0-1</td>
<td>2 1 0</td>
<td>2</td>
</tr>
<tr>
<td>3 0-1</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>4 0-1</td>
<td>1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

### A7 Current Activities/Educational calendars available

**Pts**  
**Awd**

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

A8) Identification of the bridge, committee members & contacts
<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th>0-1</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bridge listed</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</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>Five (5) of more committee contacts listed</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Comments: 

B1) Presentation quality and correctness.
<table>
<thead>
<tr>
<th></th>
<th>0-3</th>
<th>Calc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Readability and Grammar</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Spelling errors, number.</td>
<td>0</td>
</tr>
</tbody>
</table>

1 point reduction per error
Comments: 

B2) Quality of photographs and graphics.
<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>0-2</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clear - Undistorted</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Good color balance (not dark or over exposed)</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Appropriately sized for application</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Comments: 

B3) Active Linkages & Navigation
<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>0-2</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ease of Navigation</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Links easy to identify</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Links identify the subject</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Broken links, number</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Maximum deduct -10 points
Comments: 

B4) Resource Linkages
<table>
<thead>
<tr>
<th></th>
<th>0-3</th>
<th>0-3</th>
<th>0-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USPS Links, 10 or more for 3 points</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Non-commercial Links, 10 or more for 3 points</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Commercial Links, 10 or more for 3 points</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Disclaimer statement on Commercial Links page</td>
<td>Y or N</td>
<td>0</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: boating link are good

B5) Ability to read the message.
<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>0-2</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Font - size and style</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Font color, good contrast</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Appropriate use of text space</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>4</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
<table>
<thead>
<tr>
<th></th>
<th>0-3</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Home page, unique header (graphic)</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>All pages have informative header</td>
<td>2</td>
</tr>
</tbody>
</table>
Comments: 

C2) Consistent format across pages.
<table>
<thead>
<tr>
<th></th>
<th>0-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consistent format across pages</td>
</tr>
</tbody>
</table>
Comments: 

C3) Use of photos and/or graphics
<table>
<thead>
<tr>
<th></th>
<th>0-5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use of graphics to enhance message of website</td>
</tr>
</tbody>
</table>
Comments: 

C4) Additional Website Features
<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th>0-1</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Inclusion of USPS News RSS feed</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Listing of area of location on the USPS list of websites</td>
<td>1</td>
</tr>
</tbody>
</table>

If scoring a district website item 2 is to be given one point
Comments: no link to usps news

D1) Overall impression of quality and effectiveness of the site
<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>0-2</th>
<th>0-2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</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>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>Would you be proud of having this website represent your unit or district:</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>
Comments: good looking site, easy fixes to get more point for award.

Total Points Scored 62