United States Power Squadrons, 2006 Website Awards Tally Sheet

<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></td>
</tr>
<tr>
<td>&quot;a unit of United States Power Squadrons ®&quot;</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></td>
</tr>
<tr>
<td>5. Privacy statement or link on home page at bottom</td>
<td></td>
</tr>
<tr>
<td>6. USPS Trademark reference or link at home page bottom</td>
<td></td>
</tr>
<tr>
<td>7. Disclaimer statement or link on home page at bottom</td>
<td></td>
</tr>
<tr>
<td>8. Active e-mail link to Webmaster on home page</td>
<td></td>
</tr>
<tr>
<td>9. Website must display current information</td>
<td></td>
</tr>
</tbody>
</table>

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

- **range**
  - 1 0-5 Identify purpose of Unit
  - 2 0-1 Identify the purpose of the squadron/district
  - 3 0-2 Identify purpose of USPS

- **Pts**
  - **Highest**
  - **Lowest**

<table>
<thead>
<tr>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

- **Awd**
  - 4
  - 1
  - 2

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

- **1.** Description of location of Unit
- **2.** Map showing location

- **Comments**: .

### A3) Explanation of the benefits of membership

- **1.** Description of benefits described
- **2.** Links to USPS benefits

- **Comments**: .

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

- **1.** Ensign
- **2.** USPS Wheel
- **3.** Activity Triangle
- **4.** 90th Anniversary Logo
- **5.** Graphics properly sized.

- **Comments**: .

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

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

- **Comments**: .
A6) Presentation of Vessel Safety Check Program
1 0-2 Explanation of the program 2 1 0 0
2 1 Correct decal - proportionally sized 0 1 0 0
3 1 Pre-check list provided 1 0 0
4 1 Contact information 1 0 0
Comments: .

A7) Contacts for various activities
1 1 Public boating course contact(s) 1 0 1
2 1 Members course(s) contact(s) 1 0 0
3 1 Event(s) contact(s) 1 0 0
Comments: .

A8) Current Activities/Educational calendars available
1 2 Public Boating Course (zero points if contact missing) 2 1 0 2
2 2 Members course(s) (zero points if contact missing) 2 1 0 0
3 2 Events (zero points if contact missing) 2 1 0 0
4 Deduct 10 points for each page over 30 days old. Number of pages with dates over 30 days old.
Comments: .

A9) Identification of the bridge, committee members & contacts
1 1 Bridge listed 1 0 1
2 1 Bridge photo(s) 1 0 0
3 2 Five (5) of more committee contacts listed 2 1 0 0
Comments: .

B1) Presentation quality and correctness.
1 0-3 Readability and Grammar 3 2 1 0 3
2 Calc. Spelling errors, number.
   1 point reduction per error
Comments: .

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
Comments: .

B4) Resource Linkages
1 0-3 USPS Links, 10 or more for 3 points 3 2 1 0 2
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 2
4 Calc. Disclaimer statement on Commercial Links page
   Y or N
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.
### B5) Ability to read the message.

<table>
<thead>
<tr>
<th></th>
<th>0-2 Font - size and style</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
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<tr>
<td>2</td>
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<td>3</td>
<td></td>
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<td>1</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Appropriate background. one point for no background</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

**Comments:** 

**Backgrounds which make reading page difficult zero points.**

### C1) Heading descriptive & appealing

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

**Comments:**

### C2) Consistent format across pages.

<table>
<thead>
<tr>
<th></th>
<th>0-3 Consistent format across pages</th>
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**Comments:**

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

<table>
<thead>
<tr>
<th></th>
<th>0-5 Use of graphics to enhance message of website</th>
<th></th>
<th></th>
<th></th>
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<td></td>
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<td>3</td>
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**Comments:**

### C4) Animated Graphics

<table>
<thead>
<tr>
<th></th>
<th>0-3 Use of animated graphics, appropriate and add interest to the website</th>
<th></th>
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<td>3</td>
<td>2</td>
<td>1</td>
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</table>

**Comments:**

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

<table>
<thead>
<tr>
<th></th>
<th>0-2 How well did you like the site, was it effective in presenting USPS and the unit to the public</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</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>
<td>0</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>
<td>0</td>
</tr>
</tbody>
</table>

**Comments:** ditch digging is not fun; needs fun pictures!

**Total Points Scored** 64