## United States Power Squadrons, 2007 Website Awards Tally Sheet

### Squadron/District
Flint

### Evaluation Date
12-Oct-07

### District Affiliation
9

### Required Items

<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 Subtitle below squadron name</td>
<td>Y</td>
</tr>
<tr>
<td>“a unit of United States Power Squadrons ®” Sail and Power Boating</td>
<td></td>
</tr>
<tr>
<td>3 (squadron) Link to District Website</td>
<td>N</td>
</tr>
<tr>
<td>4 (district) Links to squadron websites</td>
<td></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</td>
<td>Y</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>A1 Identify purpose of the squadron/district/USPS</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Identify purpose of Unit</td>
<td>5 4 3 2 1 0</td>
<td>1</td>
</tr>
<tr>
<td>2 Identify purpose of USPS</td>
<td>3 2 1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>A2 Identification of squadron/district area of activity.</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Description of location of Unit</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2 Map showing location</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

### A3 Explanation of the benefits of membership

<table>
<thead>
<tr>
<th>A3 Explanation of the benefits of membership</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Description of benefits described</td>
<td>3 2 1 0</td>
<td>1</td>
</tr>
<tr>
<td>2 Links to USPS benefits page</td>
<td>2 1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

### A4 Display of USPS emblems and logos.

<table>
<thead>
<tr>
<th>A4 Display of USPS emblems and logos</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Ensign</td>
<td>1 0</td>
<td>0</td>
</tr>
<tr>
<td>2 USPS Wheel</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3 Activity Triangle</td>
<td>1 0</td>
<td>0</td>
</tr>
<tr>
<td>4 America’s Boating Club (logo)</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>A5 What we do, show the fun we have.</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Description of the fun we have.</td>
<td>3 2 1 0</td>
<td>0</td>
</tr>
<tr>
<td>2 Photos showing unit activities</td>
<td>3 2 1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

### A6 Presentation of Vessel Safety Check Program

<table>
<thead>
<tr>
<th>A6 Presentation of Vessel Safety Check Program</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Explanation of the program</td>
<td>3 2 1 0</td>
<td>3</td>
</tr>
<tr>
<td>2 Correct decal - proportionally sized</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3 Pre-check list provided</td>
<td>1 0</td>
<td>0</td>
</tr>
<tr>
<td>4 Contact information</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>

### A7 Contacts for various activities

<table>
<thead>
<tr>
<th>A7 Contacts for various activities</th>
<th>point range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Public boating course contact(s)</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>2 Members course(s) contact(s)</td>
<td>1 0</td>
<td>1</td>
</tr>
<tr>
<td>3 Event(s) contact(s)</td>
<td>1 0</td>
<td>0</td>
</tr>
</tbody>
</table>
### A8) Current Activities/Educational calendars available

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

Comments: 

### A9) Identification of the bridge, committee members & contacts

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

Comments: 

### B1) Presentation quality and correctness.

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

Comments: 1 point reduction per error

### B2) Quality of photographs and graphics.

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-2</td>
<td>Clear - Undistorted</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</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>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Appropriately sized for application</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: Nice class photo. Need more, however.

### B3) Active Linkages & Navigation

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

Maximum deduct -10 points

Comments: Easy to navigate. However, this website is basically one page with anchors used to help with the vertical scrolling. This is really tedious.

### B4) Resource Linkages

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</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>
<td>1</td>
<td>0</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>
<td>1</td>
<td>0</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>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Calc.</td>
<td>Disclaimer statement on Commercial Links page</td>
<td>Y or N</td>
<td></td>
<td></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: This area needs development.

### B5) Ability to read the message.

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<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>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>0-2</td>
<td>Font color, good contrast</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-2</td>
<td>Appropriate use of text space</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</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>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Backgrounds which make reading page difficult zero points.

Comments: 

### C1) Heading descriptive & appealing

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

Comments: Basically, site is a one page design.

### C2) Consistent format across pages.

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<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>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments: 

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

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<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>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: 

### C4) Animated Graphics

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

Comments: 
### C5) Additional Website Features

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

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

If scoring a district website item 2 is to be given one point

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

<p>| | | | |</p>
<table>
<thead>
<tr>
<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>
</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>
</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>
</tr>
</tbody>
</table>

Comments: This website is a good start - but needs some serious development work.

Total Points Scored: 47