United States Power Squadrons, 2007 Website Awards Tally Sheet

<table>
<thead>
<tr>
<th>Squadron/District</th>
<th>Rappahannock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Date</td>
<td>2-Oct-07</td>
</tr>
<tr>
<td>District Affiliation</td>
<td>5</td>
</tr>
</tbody>
</table>

**Required Items**

<table>
<thead>
<tr>
<th>Item</th>
<th>In compliance?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>y</td>
</tr>
<tr>
<td>2</td>
<td>y</td>
</tr>
<tr>
<td>3</td>
<td>y</td>
</tr>
<tr>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>y</td>
</tr>
<tr>
<td>6</td>
<td>y</td>
</tr>
<tr>
<td>7</td>
<td>y</td>
</tr>
<tr>
<td>8</td>
<td>y</td>
</tr>
<tr>
<td>9</td>
<td>y</td>
</tr>
</tbody>
</table>

**Points**

<table>
<thead>
<tr>
<th>Item</th>
<th>Point range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-5</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>0-3</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>0-1</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>0-1</td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**

A1) Identify purpose of the squadron/district/USPS

- **A2) Identification of squadron/district area of activity.**
  - 1 0-1 Description of location of Unit 1 0 1
  - 2 0-1 Map showing location 1 0 0

A3) Explanation of the benefits of membership

- 1 0-3 Description of benefits described 3 2 1 0 1
- 2 0-2 Links to USPS benefits page 2 1 0 0

A4) Display of USPS emblems and logos.

- 1 0-1 Ensign 1 0 0
- 2 0-1 USPS Wheel 1 0 1
- 3 0-1 Activity Triangle 1 0 0
- 4 0-1 America's Boating Club (logo) 1 0 1

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

- 1 0-3 Description of the fun we have. 3 2 1 0 2
- 2 0-3 Photos showing unit activities 3 2 1 0 2

A6) Presentation of Vessel Safety Check Program

- 1 0-3 Explanation of the program 3 2 1 0 0
- 2 0-1 Correct decal - proportionally sized 1 0 0
- 3 0-1 Pre-check list provided 1 0 0
- 4 0-1 Contact information 1 0 0

A7) Contacts for various activities

- 1 0-1 Public boating course contact(s) 1 0 1
- 2 0-1 Members course(s) contact(s) 1 0 1
- 3 0-1 Event(s) contact(s) 1 0 1
A8) Current Activities/Educational calendars available

1 0-2 Public Boating Course (zero points if contact missing) 2 1 0 2
2 0-2 Members course(s) (zero points if contact missing) 2 1 0 2
3 0-2 Events (zero points if contact missing) 2 1 0 2
4 calc. Number of pages with dates over 45 days old. 1 -10
Comments: 90th anniversary page is 3 years old.

A9) Identification of the bridge, committee members & contacts

1 0-1 Bridge listed 1 0 1
2 0-1 Bridge photo(s) 1 0 0
3 0-2 Five (5) or 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. 0 2
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 0 0
Maximum deduct -10 points
Comments: .

B4) Resource Linkages

1 0-3 USPS Links, 10 or more for 3 points 3 2 1 0 1
2 0-3 Non-commercial Links, 10 or more for 3 points 3 2 1 0 1
3 0-3 Commercial Links, 10 or more for 3 points 3 2 1 0 1
4 Calc. Disclaimer statement on Commercial Links page Y or N Y 0 -3
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: No disclaimer on link page.

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 2
Backgrounds which make reading page difficult zero points.
Comments: .

C1) Heading descriptive & appealing

1 0-3 Home page, unique header (graphic) 3 2 1 0 2
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 4
Comments: .

C4) Animated Graphics

1 0-3 Use of animated graphics, appropriate and add interest of the website 3 2 1 0 0
Comments: .
### C5) Additional Website Features

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<table>
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</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>
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If scoring a district website item 2 is to be given one point.

**Comments:**

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

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</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**: 52