United States Power Squadrons, 2007 Website Awards Tally Sheet

<table>
<thead>
<tr>
<th>Squadron/District</th>
<th>Smithtown Bay</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Date</td>
<td>12 Oct. 2007</td>
</tr>
<tr>
<td>District Affiliation</td>
<td>3</td>
</tr>
</tbody>
</table>

**Required Items**

<table>
<thead>
<tr>
<th>Item</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>3 &quot;a unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td>y</td>
</tr>
<tr>
<td>4 (squadron) Link to District Website</td>
<td>y</td>
</tr>
<tr>
<td>5 (district) Links to squadron websites</td>
<td>y</td>
</tr>
<tr>
<td>6 Link to USPS Privacy statement on home page at bottom</td>
<td>y</td>
</tr>
<tr>
<td>7 Link to USPS Trademark reference on home page at bottom</td>
<td>y</td>
</tr>
<tr>
<td>8 Link to USPS Disclaimer statement on home page at bottom</td>
<td>y</td>
</tr>
<tr>
<td>9 Active e-mail link to Webmaster on home page</td>
<td>y</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

**A3 Explanation of the benefits of membership**

<table>
<thead>
<tr>
<th>Point range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 2 1 0</td>
<td>3 0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Point range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 2 1 0</td>
<td>3 3</td>
</tr>
</tbody>
</table>

**A6 Presentation of Vessel Safety Check Program**

<table>
<thead>
<tr>
<th>Comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
</tbody>
</table>

**A7 Contacts for various activities**

<table>
<thead>
<tr>
<th>Point range</th>
<th>Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 0</td>
<td>1</td>
</tr>
</tbody>
</table>

**Notes:**

- A1 Identify purpose of the squadron/district/USPS
  - 1 Identify purpose of Unit
  - 2 Identify purpose of USPS

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

- A3 Explanation of the benefits of membership
  - 1 Description of benefits described
  - 2 Links to USPS benefits page

- A4 Display of USPS emblems and logos
  - 1 Ensign
  - 2 USPS Wheel
  - 3 Activity Triangle
  - 4 America's Boating Club (logo)

- A5 What we do, show the fun we have
  - 1 Description of the fun we have.
  - 2 Photos showing unit activities

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

- A7 Contacts for various activities
  - 1 Public boating course contact(s)
  - 2 Members course(s) contact(s)
  - 3 Event(s) contact(s)
### A8) Current Activities/Educational calendars available

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

Comments: 

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

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
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<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bridge listed</td>
<td></td>
<td>1</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Bridge photo(s)</td>
<td></td>
<td>1</td>
<td>0</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Five (5) of more committee contacts listed</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
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Comments: 

### B1) Presentation quality and correctness.

<table>
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<tr>
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<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Readability and Grammar</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Spelling errors, number.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
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Comments: 

### B2) Quality of photographs and graphics.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
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<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clear - Undistorted</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Good color balance (not dark or over exposed)</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Appropriately sized for application</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Comments: 

### B3) Active Linkages & Navigation

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ease of Navigation</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Links easy to identify</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Links identify the subject</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>Broken links, number</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

Comments: 

### B4) Resource Linkages

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USPS Links, 10 or more for 3 points</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>Non-commercial Links, 10 or more for 3 points</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Commercial Links, 10 or more for 3 points</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>4</td>
<td>Disclaimer statement on Commercial Links page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Y</td>
</tr>
</tbody>
</table>

Comments: 

### B5) Ability to read the message.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Font - size and style</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Font color, good contrast</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>Appropriate use of text space</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>Appropriate background.</td>
<td></td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: 

### C1) Heading descriptive & appealing

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

Comments: Good Site 

### C2) Consistent format across pages.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Consistent format across pages</td>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments: 

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

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Use of graphics to enhance message of website</td>
<td></td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Comments: Like this site 

### C4) Animated Graphics

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

Comments: Got some Ideas for my squadron's site
C5) 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
2 0-2 If you were a non-member, would this site have increased your interest in USPS? 2 1 0 2
3 0-2 Would you be proud of having this website represent your unit or district? 2 1 0 2

Comments: Really enjoyed looking at your site

Total Points Scored 80