### Required Items

<table>
<thead>
<tr>
<th>Required 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>&quot;a unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td></td>
</tr>
<tr>
<td>3. (squadron) Link to District Website</td>
<td></td>
</tr>
<tr>
<td>4. (district) Links to squadron websites</td>
<td>Y</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></td>
</tr>
</tbody>
</table>

#### Identifying purpose of the squadron/district/USPS

- **A1** Identify purpose of the squadron/district/USPS
  - **Pts range** 0-5
  - **Awd range** Highest 5, 4, 3, 2, 1, Lowest 0
  - **Pts** 4

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

- **A2** Identification of squadron/district area of activity.
  - **Pts range** 0-1
  - **Awd range** Highest 1, Lowest 0
  - **Pts** 1

#### Explanation of the benefits of membership

- **A3** Explanation of the benefits of membership.
  - **Pts range** 0-3
  - **Awd range** Highest 3, 2, 1, Lowest 0
  - **Pts** 3

#### Display of USPS emblems and logos.

- **A4** Display of USPS emblems and logos.
  - **Pts range** 0-1
  - **Awd range** Highest 1, Lowest 0
  - **Pts** 0

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

- **A5** What we do, show the fun we have.
  - **Pts range** 0-3
  - **Awd range** Highest 3, 2, 1, Lowest 0
  - **Pts** 3

#### Presentation of Vessel Safety Check Program

- **A6** Presentation of Vessel Safety Check Program.
  - **Pts range** 0-3
  - **Awd range** Highest 3, 2, 1, Lowest 0
  - **Pts** 3

#### Contacts for various activities

- **A7** Contacts for various activities.
  - **Pts range** 0-1
  - **Awd range** Highest 1, Lowest 0
  - **Pts** 1

Comments:
- VSC DECAL SHOWN IS 2006 - NOT SURE WHY PRE-CHECK LIST SHOULD BE SHOWN ON A DISTRICT SITE.
**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. 0 0

Comments: 

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

1. 0-1 Bridge listed 1 0 1
2. 0-1 Bridge photo(s) 1 0 1
3. 0-2 Five (5) of more committee contacts listed 2 1 0 2

Comments: 

**B1) Presentation quality and correctness.**

1. 0-3 Readability and Grammar 3 2 1 0 3
2. Calc. Spelling errors, number. 0 0

Comments: 1 point reduction per error

**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

Comments: Maximum deduct -10 points

**B4) Resource Linkages**

1. 0-3 USPS Links, 10 or more for 3 points 3 2 1 0 3
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 0
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.

Comments: 

**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

Comments: Backgrounds which make reading page difficult zero points.

**C1) Heading descriptive & appealing**

1. 0-3 Home page, unique header (graphic) 3 2 1 0 3
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 5

Comments: 

**C4) Animated Graphics**

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

<table>
<thead>
<tr>
<th></th>
<th>0-1</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Inclusion of USPS News RSS feed</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td></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.

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

<table>
<thead>
<tr>
<th></th>
<th>0-2</th>
<th>Description</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></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></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></td>
<td>Would you be proud of having this website represent your unit or district:</td>
<td>2</td>
</tr>
</tbody>
</table>

**Comments:**

**Total Points Scored:** 87