United States Power Squadrons, 2007 Website Awards Tally Sheet

<table>
<thead>
<tr>
<th>Squadron/District</th>
<th>D23</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation Date</td>
<td>14-Oct</td>
</tr>
<tr>
<td>District Affiliation</td>
<td>23</td>
</tr>
</tbody>
</table>

**Required Items**

<table>
<thead>
<tr>
<th>Item Description</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>N</td>
</tr>
<tr>
<td>3. &quot;a unit of United States Power Squadrons ®&quot; Sail and Power Boating</td>
<td></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>N</td>
</tr>
<tr>
<td>9. Active e-mail link to Webmaster on home page</td>
<td>Y</td>
</tr>
<tr>
<td>10. Website must display current information</td>
<td>Y</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-5 Identify purpose of Unit</td>
<td>5 4 3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-3 Identify purpose of USPS</td>
<td>3 2 1 0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1 Description of location of Unit</td>
<td>1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1 Map showing location</td>
<td>1 0</td>
</tr>
</tbody>
</table>

**A3) Explanation of the benefits of membership**

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3 Description of benefits described</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-2 Links to USPS benefits page</td>
<td>2 1 0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1 Ensign</td>
<td>1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1 USPS Wheel</td>
<td>1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-1 Activity Triangle</td>
<td>1 0</td>
</tr>
<tr>
<td>4</td>
<td>0-1 America's Boating Club (logo)</td>
<td>1 0</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3 Description of the fun we have.</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-3 Photos showing unit activities</td>
<td>3 2 1 0</td>
</tr>
</tbody>
</table>

**A6) Presentation of Vessel Safety Check Program**

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-3 Explanation of the program</td>
<td>3 2 1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1 Correct decal - proportionally sized</td>
<td>1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-1 Pre-check list provided</td>
<td>1 0</td>
</tr>
<tr>
<td>4</td>
<td>0-1 Contact information</td>
<td>1 0</td>
</tr>
</tbody>
</table>

**A7) Contacts for various activities**

<table>
<thead>
<tr>
<th>Range</th>
<th>Point Range</th>
<th>Pts Awd</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0-1 Public boating course contact(s)</td>
<td>1 0</td>
</tr>
<tr>
<td>2</td>
<td>0-1 Members course(s) contact(s)</td>
<td>1 0</td>
</tr>
<tr>
<td>3</td>
<td>0-1 Event(s) contact(s)</td>
<td>1 0</td>
</tr>
</tbody>
</table>
**A8) Current Activities/Educational calendars available**

<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>Public Boating Course (zero points if contact missing)</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</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>0</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>1</td>
</tr>
<tr>
<td>4</td>
<td>calc</td>
<td>Number of pages with dates over 45 days old.</td>
<td>1</td>
<td></td>
<td></td>
<td>-10</td>
</tr>
</tbody>
</table>

Comments: Pages seem ok but change dates make it look stale and lack of required "crossing out" on events page makes this over 45 days old.

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

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

Comments: 

**B1) Presentation quality and correctness.**

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

Comments: 

**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>2</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>

Comments: Maximum deduct -10 points

**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: 

**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>1</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>1</td>
</tr>
</tbody>
</table>

Comments: Home page layout would benefit from paragraph breaks

**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>2</td>
</tr>
</tbody>
</table>

Comments: 

**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 at the website</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

Comments: 
### C5) Additional Website Features

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

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

**Comments**

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

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

**Comments:**

**Total Points Scored**: 27