

No Award

Squadron/District Anchor Bay

Evaluation Date 10/9/2008

District Affiliation 9

Required Items

In compliance?

(Y/N)

1	Link to USPS.org on Home (opening) page	y
2	Subtitle below squadron name "A unit of United States Power Squadrons ®" Sail and Power Boating	y
3	(squadron) Link to District Website	y
4	(district) Links to squadron websites	
5	Link to USPS Privacy statement on home page at bottom	y
6	Link to USPS Trademark reference on home page at bottom	y
7	Link to USPS Disclaimer statement on home page at bottom	y
8	Active e-mail link to Webmaster on home page	y
9	Website must display current information on appropriate pages.	y

A1 Identify purpose of the squadron/district/USPS

range		point range	Pts Awd
		Highest ← → Lowest	
1 0-5	Identify purpose of Unit	5 4 3 2 1 0	3
2 0-3	Identify purpose of USPS	3 2 1 0	2
Comments:			

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
Comments:			

A3) Explanation of the benefits of membership

1 0-3	Description of benefits described	3 2 1 0	2
2 0-2	Links to USPS benefits page	2 1 0	2
Comments: Relies on USPS page			

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	1
4 0-1	America's Boating Club (logo)	1 0	0
5 0-2	Boating is fun..We'll show you how (must be on top half of home page)	2 1 0	0
Comments:			

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

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

A6) Presentation of Vessel Safety Check Program

1 0-3	Explanation of the program	3 2 1 0	2
2 0-1	Correct decal - proportionally sized	2 1 0	0
3 0-1	Pre-check list provided	1 0	1
4 0-1	Contact information	1 0	0
Comments: Relies on safety-seal site, no local contact. 2006 decal shown on animated description box on home page			

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	0
3 0-1	Event(s) contact(s)	1 0	1
Comments:			

**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	0	
3	0-2	Events (zero points if contact missing)	2	1	0	1	
4	calc	Number of pages with dates over 45 days old.					
Comments:		All but public class page depend on Newsletter (a very nice one) for the schedules and contacts					

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

1	0-1	Bridge listed	1	0		1	
2	0-1	Bridge photo(s) 1 point if more than 2 photos	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
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	0	
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	1	
3	0-1	Links identify the subject	2	1	0	2	
4	Calc.	Broken links, number				0	
Comments:		Maximum deduct -10 points					

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	2
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	0
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					
Comments:		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.					

**B5) Ability to read the message.**

1	0-2	Font - size and style	2	1	0	1	
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. Main menu font is small					

**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	2
Comments:		Many menus go off-site instead of to a local intermediate page, eg VSC or public classes					

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

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	3
Comments:		No photos, lots of good graphics							

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0		0
2	0-1	Listing of area of location on the USPS list of websites	1	0		1
Comments:		go to <a href="http://www.usps.org/localusps/squadrans.shtml">http://www.usps.org/localusps/squadrans.shtml</a> If scoring a district website item 2 is to be given one point				

Comments [redacted]

**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	1
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	2

Comments: [redacted]  
Gets the core job done plus a great newsletter, but could do some more to 'sell' to prospects within the web site

Total Points Scored 57