

No Award

Squadron/District **Cross County**

Evaluation. Date **9/12/2008**

District Affiliation **2**

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	Y
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
		Highest ←	→ Lowest	Awd
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	1
Comments: There is not a firm address for the meeting location so I assume I'd need to call someone on the bridge to find out more if I were interested in learning more about meetings or joining.					

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
Comments: No mention of benefits beyond education. Any links on this site point to the District. Almost no content hosted on the Cross County site itself.					

A4) Display of USPS emblems and logos.

1	0-1 Ensign			1 0	1
2	0-1 USPS Wheel			1 0	0
3	0-1 Activity Triangle			1 0	0
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: Very disappointing web site. This is a single page site with all links to their entry on the District site with the exception of two links (via Ensign icon and embedded text) to the USPS home site.					

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

1	0-3 Description of the fun we have.			3 2 1 0	1
2	0-3 Photos showing unit activities			3 2 1 0	0
Comments: The only place I could find any information about this squadron actually doing anything or even having any fun, was in their newsletter which can only be found through a link from the District website. That information is not available on the website therefore not subject to inclusion on this review.					

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	2	1	0	0
3	0-1	Pre-check list provided	1	0		0
4	0-1	Contact information	1	0		0
Comments:		There was no information on this squadron's site or the District site. I did find a VSC icon in the District newsletter, but not in the Squadron newsletter.				

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		0
Comments:		Again, only the public boating course was mentioned on this site, but it did have contact details. No member courses for this squadron listed on this site. You have to go to the District site to get any information whatsoever about what is going on.				

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	0
4	calc	Number of pages with dates over 45 days old.				0

There is only one page on this site and it lists only one course, the public boating course and it has a contact. Information on advanced courses are through links to the District site which just lists generic courses but not who is running them or when.

Comments: .

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

No committees were listed at all, I can only surmise they do not have any.

Comments: .

B1) Presentation quality and correctness.

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

1 point reduction per error

Clean background, good font and font size. Easy on the eyes.

Comments: .

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	0
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	0

Comments: No photo's available on this site. .

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

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	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					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: There are no commercial links on this site. .

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.

There is not background, but I don't consider this a bad thing as I find backgrounds to distracting and takes away from a clean, professional appearance. So, white to me is a background and this site makes excellent use of this

Comments: *balance of font color, size and spacing.* .

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	

Nice touch with the squadron burgee and I liked the lat / long line as well

Comments: .

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1
---	-----	--------------------------------	---	---	---	---	---

Comments: There is only one page, so the site is consistent to a point. .

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	2
Comments:									.

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 go to http://www.usps.org/localusps/squadrons.shtml						1	0	0
Comments:		If scoring a district website item 2 is to be given one point							.	

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	0
3	0-2	Would you be proud of having this website represent your unit or district:						2	1	0	0
Comments:		The site has the look and feel of being put up in a hurry without much thought to content (since there was almost none). It relies too heavily on the District web site which I did not find particularly exciting. I don't believe this site really reflects the membership of this Squadron. If it does, then I sure would give it a miss!							.		

Total Points Scored 39