

Website Award

Squadron/District

Evaluation. Date

District Affiliation

Required Items

In compliance?
(Y/N)

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

A1 Identify purpose of the squadron/district/USPS

| | | point range | | | | | | Pts |
|----------|------------------------------|---|---|---|---|---|---|--------------------------------|
| | | Highest ← → Lowest | | | | | | Awd |
| 1 | 0-5 Identify purpose of Unit | 5 | 4 | 3 | 2 | 1 | 0 | <input type="text" value="5"/> |
| 2 | 0-3 Identify purpose of USPS | | | 3 | 2 | 1 | 0 | <input type="text" value="3"/> |
| Comments | | good intro on main page to attract members and tell what the squadron and usps is about. consider links in content to usps and programs discussed | | | | | | |

A2) Identification of squadron/district area of activity.

| | | | | | | | | |
|-----------|-------------------------------------|--|--|--|--|---|---|--------------------------------|
| 1 | 0-1 Description of location of Unit | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 Map showing location | | | | | 1 | 0 | <input type="text" value="0"/> |
| Comments: | | | | | | | | |

A3) Explanation of the benefits of membership

| | | | | | | | | |
|-----------|---------------------------------------|---|---|---|---|--|--|--------------------------------|
| 1 | 0-3 Description of benefits described | 3 | 2 | 1 | 0 | | | <input type="text" value="3"/> |
| 2 | 0-2 Links to USPS benefits page | | 2 | 1 | 0 | | | <input type="text" value="2"/> |
| Comments: | | | | | | | | |

A4) Display of USPS emblems and logos.

| | | | | | | | | |
|-----------|---|---|---|---|--|---|---|--------------------------------|
| 1 | 0-1 Ensign | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 USPS Wheel | | | | | 1 | 0 | <input type="text" value="0"/> |
| 3 | 0-1 Activity Triangle | | | | | 1 | 0 | <input type="text" value="1"/> |
| 4 | 0-1 America's Boating Club (logo) | | | | | 1 | 0 | <input type="text" value="0"/> |
| 5 | 0-2 Boating is fun..We'll show you how (must be on top half of home page) | 2 | 1 | 0 | | | | <input type="text" value="2"/> |
| Comments: | | | | | | | | |

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

| | | | | | | | | |
|-----------|-------------------------------------|---|---|---|---|--|--|--------------------------------|
| 1 | 0-3 Description of the fun we have. | 3 | 2 | 1 | 0 | | | <input type="text" value="1"/> |
| 2 | 0-3 Photos showing unit activities | 3 | 2 | 1 | 0 | | | <input type="text" value="0"/> |
| Comments: | | | | | | | | |

A6) Presentation of Vessel Safety Check Program

| | | | | | | | | |
|-----------|--|---|---|---|---|--|--|--------------------------------|
| 1 | 0-3 Explanation of the program | 3 | 2 | 1 | 0 | | | <input type="text" value="2"/> |
| 2 | 0-1 Correct decal - proportionally sized | | 2 | 1 | 0 | | | <input type="text" value="2"/> |
| 3 | 0-1 Pre-check list provided | | | 1 | 0 | | | <input type="text" value="0"/> |
| 4 | 0-1 Contact information | | | 1 | 0 | | | <input type="text" value="1"/> |
| Comments: | | | | | | | | |

A7) Contacts for various activities

| | | | | | | | | |
|---|--------------------------------------|--|--|--|--|---|---|--------------------------------|
| 1 | 0-1 Public boating course contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |
| 2 | 0-1 Members course(s) contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |
| 3 | 0-1 Event(s) contact(s) | | | | | 1 | 0 | <input type="text" value="1"/> |

Comments: good calendar information, complete with contact info for each event.

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. | | | | |
| 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 | 1 |
| Comments: email addresses of bridge would be helpful . | | | | | | |

B1) Presentation quality and correctness.

| | | | | | | | |
|-----------------------------|-------|--------------------------|---|---|---|---|---|
| 1 | 0-3 | Readability and Grammer | 3 | 2 | 1 | 0 | 3 |
| 2 | Calc. | Spelling errors, number. | | | | | |
| 1 point reduction per error | | | | | | | |
| Comments: . | | | | | | | |

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 | 1 |
| 3 | 0-2 | Appropriately sized for application | 2 | 1 | 0 | 1 |
| Comments: Great site with excellent information but need to add some "fun" to the pages ... should add more photos to content pages. . | | | | | | |

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 | 1 |
| 3 | 0-3 | Commercial Links, 10 or more for 3 points | 3 | 2 | 1 | 0 | 1 |
| 4 | Calc. | Disclaimer statement on Commercial Links page Y or N | | | | | -3 |
| For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point. <i>If disclaimer statement is missing zero points for this section.</i> | | | | | | | |
| Comments: nice link page but need disclaimer statement. suggest sections for USPS related, non commercial and commercial. . | | | | | | | |

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. <i>one point for no background</i> <i>Backgrounds which make reading page difficult zero points.</i> | 2 | 1 | 0 | 2 |
| Comments: good format structure . | | | | | | |

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 | |
| 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 | 3 |
| Comments: need more photos in content section. remember "fun" . | | | | | | | | | |

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 | | | 0 |

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 |

nice site, very clear and good structure. need to add photos to content pages and show more "fun". also add more logo icons with links to usps programs. easy way to navigate and score more points!

Comments:

Total Points Scored 72