

No Award

Squadron/District Middletown

Evaluation Date 10/9/2008

District Affiliation 1

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 N
- 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	Highest ←	→ Lowest	Pts	Awd	
1 0-5	Identify purpose of Unit	5	4 3 2 1 0	2		
2 0-3	Identify purpose of USPS		3 2 1 0	1		
Comments:	Broken links to key info. At one point I briefly got a different home page which then redirected to http://www.usps.org/localusps/middletown/default.htm I got the rest of the time over several days. Is the site in transision?					

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	1	
2 0-2	Links to USPS benefits page	2	1 0	0	
Comments:	Benefits description refers to link that are not there				

A4) Display of USPS emblems and logos.

1 0-1	Ensign	1	0	1	
2 0-1	USPS Wheel	1	0	1	
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:					

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	1	
Comments:					

A6) Presentation of Vessel Safety Check Program

1 0-3	Explanation of the program	3	2 1 0	1	
2 0-1	Correct decal - proportionally sized	2	1 0	2	
3 0-1	Pre-check list provided	1	0	0	
4 0-1	Contact information	1	0	1	
Comments:					

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: Public contact uses form, nice

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.				
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
Comments: .						

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	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	0
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				5
Maximum deduct -10 points						

Pull-down menu makes navigation cumbersome. Link checker found 2 broken links on links page but because of combo-box menu it did not scan all the pages which came up checking for usps info, etc.

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	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: .

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	1
4	0-2	Appropriate background. one point for no background	2	1	0	2

Backgrounds which make reading page difficult zero points.

Comments: See text overlap on courseoutline.htm .

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)	3	2	1	0	1
2	0-2	All pages have informative header	2	1	0		1
Comments: .							

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	2
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: Lots of nice graphics. Photos were good but hard to find .									

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed	1	0			1
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 [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	0

Lots of good info is here, but the unusual pulldown menus, broken or missing links, and lengthy scrolling text items

Comments: detract from effectiveness [redacted]

Total Points Scored 42