

No Award

Squadron/District **Mid-Coast**

Evaluation. Date **9/19/2008**

District Affiliation **19**

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

		point range						Pts
		Highest ← → Lowest						Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	5
2	0-3 Identify purpose of USPS			3	2	1	0	0
Comments: No mention could be found on the home page. Only a link to the USPS home page was found. There was a nice long history of the USPS located on the "Squadron History" page, although I would not class this as informing of the purpose of the USPS.								

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: Excellent map and use of link icon.								

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described		3	2	1	0	0	
2	0-2 Links to USPS benefits page			2	1	0	0	
Comments: There was no direct evidence of the benefits of membership and no link to the USPS benefits page.								

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	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	2		
Comments: The Ensign and Activity Triangle was buried in the site								

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	2	
Comments: Buried on the Membership Requirements page and then located by a small camera icon with the title "Photo Gallery".								

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program		3	2	1	0	3	
2	0-1 Correct decal - proportionally sized			2	1	0	0	
3	0-1 Pre-check list provided				1	0	2	
4	0-1 Contact information				1	0	0	
Comments: No decal presented and no contact information available.								

A7) Contacts for various activities

1	0-1	Public boating course contact(s)	1	0	<u>1</u>
2	0-1	Members course(s) contact(s)	1	0	<u>1</u>
3	0-1	Event(s) contact(s)	1	0	<u>0</u>

Comments: There were no current events listed.

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	0
4	calc	Number of pages with dates over 45 days old.				1

The last activity listed on the Squadron Calendar was for April 2008. Activities for 2007 were listed, and not scored out to indicate past events.

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.					0

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	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	3
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0	2
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					Y

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

Backgrounds which make reading page difficult zero points.

Comments: .

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
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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	5
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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	1	0		1

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	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

Comments: [REDACTED]

Total Points Scored 64