

No Award

Squadron/District Oklahoma City - #4005

Evaluation Date 9/13/2008

District Affiliation 31

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		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	3
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: Location description is in the Squadron's name					

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	0	
Comments: Benefits can be found on the Welcome 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	2	
Punctuation on "Boating is fun ..." logo needs either opening and closing quotes, or no quotes at all, but not just closing quotes					
Comments: quotes					

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	2	
Comments: Navigating through the MSN site to see photos is time-consuming					

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	1	
Comments: Only a link to VSC Examiner could be found					

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

Comments: Difficult to navigate .

A8) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	0
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.				0
		September Boating class date: TBD. October Seamanship class date: ?. Site last updated 8/5/2008 means information is getting stale				

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	1
3	0-2	Five (5) or more committee contacts listed	2	1	0	2
		Comments: Photos too small to identify the bridge officers				

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0	1
2	Calc.	Spelling errors, number.					0
		1 point reduction per error					
		Comments: Page layout difficult to navigate					

B2) Quality of photographs and graphics.

1	0-2	Clear - Undistorted	2	1	0	1
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: Bridge photos too small. Event photos through MSN results in lengthy navigation				

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
2	0-2	Links easy to identify	2	1	0	1
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				5
		Maximum deduct -10 points				
		Comments: Broken links on Home Page to USPS Safe Boating & to The Boathouse Link. Others on Links page				

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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
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.					
		<i>If disclaimer statement is missing zero points for this section.</i>					
		Comments: Full set of links. Disclaimer statement is not the approved text					

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	1
		<i>Backgrounds which make reading page difficult zero points.</i>				
		Comments: Easy to read				

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: Good					

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
		Comments: Good					

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: Home page photos show fun							

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed		1	0	0
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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	1
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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	1
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2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
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3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0
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Generally difficult to navigate. Menu structure seemed rather random. This site has the makings of being good, but needs work.

Comments:

Total Points Scored 54