

No Award

Squadron/District **Old Colony**

Evaluation. Date **10/7/2008**

District Affiliation **12**

**Required Items**

In compliance?

		(Y/N)
1	Link to USPS.org on Home (opening) page	Y
	Subtitle below squadron name	
2	"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**

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	1
Comments: <b></b>				

**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: <b></b>					

**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	1	
Comments: <b></b>					

**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	0	
Comments: <b></b>					

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

1	0-3 Description of the fun we have.		3 2 1 0	2	
2	0-3 Photos showing unit activities		3 2 1 0	2	
Comments: <b></b>					

**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	2	
3	0-1 Pre-check list provided		1 0	1	
4	0-1 Contact information		1 0	1	
Comments: <b></b>					

**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	1	
Comments: <b></b>					

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

Comments: need better calendar. no contact info on event calendar .

**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	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	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				1

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	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					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	1
2	0-2	Font color, good contrast	2	1	0	1
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	1

*Backgrounds which make reading page difficult zero points.*

Comments: mixed fonts, could improve calendar .

**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	1
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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	2
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Comments: add more photos. include photos on content pages to add appeal. .

**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/squadrans.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	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	1
		good start. Add photos to content. try to show more "fun" and appeal to potential members. Use same font/design/structure on all pages.				
Comments:						

Total Points Scored 56