

Squadron/District Syracuse / District 6

Evaluation Date 9/25/2008

District Affiliation 6

Required Items

In compliance?
(Y/N)

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

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 | <u>5</u> |
| 2 | 0-3 Identify purpose of USPS | | | 3 | 2 | 1 | 0 | <u>3</u> |

Comments:

A2) Identification of squadron/district area of activity.

| | | | | | | | | |
|---|-------------------------------------|--|--|--|--|---|---|----------|
| 1 | 0-1 Description of location of Unit | | | | | 1 | 0 | <u>1</u> |
| 2 | 0-1 Map showing location | | | | | 1 | 0 | <u>0</u> |

Comments:

A3) Explanation of the benefits of membership

| | | | | | | | |
|---|---------------------------------------|--|---|---|---|---|----------|
| 1 | 0-3 Description of benefits described | | 3 | 2 | 1 | 0 | <u>3</u> |
| 2 | 0-2 Links to USPS benefits page | | | 2 | 1 | 0 | <u>0</u> |

Comments: No link to USPS Benefits Page

A4) Display of USPS emblems and logos.

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

Comments: No Triangle -- have logo for America's Boating "Course", but not for "club"

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

| | | | | | | | |
|---|-------------------------------------|--|---|---|---|---|----------|
| 1 | 0-3 Description of the fun we have. | | 3 | 2 | 1 | 0 | <u>3</u> |
| 2 | 0-3 Photos showing unit activities | | 3 | 2 | 1 | 0 | <u>1</u> |

Comments: Very few photos and we almost missed those -- buried too deeply into web site

A6) Presentation of Vessel Safety Check Program

| | | | | | | | |
|---|------------------------------------------|--|---|---|---|---|----------|
| 1 | 0-3 Explanation of the program | | 3 | 2 | 1 | 0 | <u>3</u> |
| 2 | 0-1 Correct decal - proportionally sized | | | 2 | 1 | 0 | <u>1</u> |
| 3 | 0-1 Pre-check list provided | | | | 1 | 0 | <u>1</u> |
| 4 | 0-1 Contact information | | | | 1 | 0 | <u>1</u> |

Comments: Point off for decal -- correct decal is on home page; on VSC page, decal has been removed from server (though code shows it was a 2007 decal) -- new decal was never added to the VSC page.

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 | 1 |
| 3 | 0-1 | Event(s) contact(s) | 1 | 0 | 0 |
| | | Event contact link is not there. May be contact info in "Members Only" area, but we have no way to see that info as it is password protected. | | | |
| Comments: | | | | | |

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 |
| | | Great calendar available, but no contact information for any of the listed activities | | | | |
| 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 | 2 |
| 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 |
| | | only 7 photos on entire site, but they were good -- could use more! | | | | | |
| 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 | | 1 |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | | 1 |
| 4 | Calc. | Broken links, number | | | | | 2 |
| | | Maximum deduct -10 points | | | | | -2 |
| Comments: Important links are all working, but check web cam links . | | | | | | | |

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. | | | | | |
| | | 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 | 3 |
| 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 |
| | | could use more photos to add visual interest -- lots of text, but few visuals. Photos of the Bridge would be a good addition to make people more comfortable in contacting officers. | | | | | | | |
| 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

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 |

Basically a great site, but more photos (with easier access to photos) would be more interesting to visitors who may be interested in joining this unit. Not having access to Member pages may be the reason we could not "see" more about

Comments: your squadron, but we can't judge what we can't see.

Total Points Scored 75