

Website Award

Squadron/District **Two Rivers**

Evaluation Date **9/22/2009**

District Affiliation **20**

Required Items

In compliance?
(Y/N)

Y	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	Y
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	5
2	0-3	Identify purpose of USPS			3	2	1	0	3

Comments: **[Redacted]**

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: **[Redacted]**

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: **# 1: Could elaborate on benefits more; #2: Could find no link to USPS, on home page or on links 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	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 for 2 points)				2	1	0	2	
6	0-3	ABC3 Logo with Link to USPS ABC web page 3 points on home page, 2 points other location, 1 point for text only link.			3	2	1	0	1	

Comments: **[Redacted]**

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: **# 1: None except a few words in Cdr's message; #2: what you have is a good start, but you need more, no on the water pictures/photos.**

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	0	
4	0-1	Contact information						1	0	1

Comments: **[Redacted]**

A7) 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	1
3	0-2	Events (zero points if contact missing)	2	1	0	2
4	calc	Number of pages with dates over 45 days old.				0
Comments: .						
A8) 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) of more committee contacts listed	2	1	0	2
Comments: .						
B1) Presentation quality and correctness.						
1	0-3	Readability and Grammar	3	2	1	0
2	Calc.	Spelling errors, number.				3
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	1
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
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	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.						
<i>If disclaimer statement is missing zero points for this section.</i>						
Comments: #1: 9 links; #2: 7 links; #3: 0 links .						
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: .						
C1) Heading descriptive & appealing						
1	0-3	Home page, unique header (graphic)	3	2	1	0
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
Comments: .						
C3) Use of photos and/or graphics						
1	0-5	Use of graphics to enhance message of website	5	4	3	2
Comments: Only 7 photos, no water, but 7 photos were good. .						
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 go to http://www.usps.org/localusps/squadrons.shtml	1	0		1
<i>If scoring a district website item 2 is to be given one point</i>						
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	2	1	0	2

3 0-2 increased your interest in USPS?
Would you be proud of having this website
represent your unit or district:

2 1 0 **2**

Comments: [Redacted]

Total Points Scored 72