

No Award

Squadron/District Cross County

Evaluation Date 9/18/2009

District Affiliation 2

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	N
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.	N

		Point Range				Pts		
		Highest	←	→	Lowest	Awd		
A1 Identify purpose of the squadron/district/USPS								
	range							
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	2
2	0-3 Identify purpose of USPS			3	2	1	0	2
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	1
Comments: Location of unit would be enhanced with nearest city shown.								
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		0
Comments: This information would be better presented on the squadron site rather than linked to the district.								
A4) Display of USPS emblems and logos.								
1	0-1 Ensign					1	0	1
2	0-1 USPS Wheel					1	0	0
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		0
6	0-3 ABC3 Logo with Link to USPS ABC web page <i>(3 points on home page, 2 points in another location, 1 point for text only link.)</i>			3	2	1	0	0
Comments: Additional points could be acquired by inclusion of more emblems and logos. Also the site appearance would be enhanced.								
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	0
Comments: Information not available without linking to another site.								
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	0
Comments: No VSC emblem or mention of squadron VSC program.								
A7) Current Activities/Educational calendars available								
1	0-2 Public Boating Course (zero points if contact missing)			2	1	0		1

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.				-10
		Most information linked to another site. Home page shows boating course scheduled 3 September 2008				
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	0
		Comments: No photos or committees shown.				
B1) Presentation quality and correctness.						
1	0-3	Readability and Grammer	3	2	1	0
2	Calc.	Spelling errors, number.				-1
		1 point reduction per error				
		Comments: SEO's name misspelled on home page.				
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	0
3	0-2	Appropriately sized for application	2	1	0	1
		Comments: No photos on site. If a couple of towns were shown on the map graphic it would help locate the squadron.				
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: Links were all active and easy to identify.				
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: Could not find commercial or non-commercial 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: There is no background other than plain white. Works with the home page making it easy to read.				
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: Squadron burgee makes an attractive header. The Lat /Long adds a nautical touch.				
C2) Consistent format across pages.						
1	0-3	Consistent format across pages	3	2	1	0
		Comments: There is only one page, the home page.				
C3) Use of photos and/or graphics						
1	0-5	Use of graphics to enhance message of website	5	4	3	2
		Comments: Limited due to only a short one page site.				
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				
		<i>If scoring a district website item 2 is to be given one point</i>				
		Comments: No News RSS feed.				
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	0

3 0-2 Would you be proud of having this website represent your unit or district:

2 1 0 0

A great deal of work needs to be done to bring the site up to award status. Subtitle must include Sail and Power Boating. The site must have less dependence on links to the district web site.

Comments:

Total Points Scored 27