

Website Award

Squadron/District **Fort Macon Sail and Power Squadron**

Evaluation. Date **9/7/2009**

District Affiliation **27**

**Required Items**

In compliance?  
(Y/N)

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

**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	<b>5</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>3</b>

Comments: **Number of members is closer to 40,000 than 45,000**

**A2) Identification of squadron/district area of activity.**

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

Comments:

**A3) Explanation of the benefits of membership**

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

Comments:

**A4) Display of USPS emblems and logos.**

1	0-1 Ensign					1	0	<b>1</b>
2	0-1 USPS Wheel					1	0	<b>1</b>
3	0-1 Activity Triangle					1	0	<b>1</b>
4	0-1 America's Boating Club (logo)					1	0	<b>0</b>
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	<b>2</b>
6	0-3 ABC3 Logo with Link to USPS ABC web page points on home page, 2 points other location, 1 point for text only link.	3		3	2	1	0	<b>3</b>

Comments:

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

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

Comments:

**A6) Presentation of Vessel Safety Check Program**

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

Comments:

**A7) Current Activities/Educational calendars available**

1	0-2 Public Boating Course (zero points if contact missing)			2	1	0		<b>2</b>
2	0-2 Members course(s) (zero points if contact missing)			2	1	0		<b>1</b>
3	0-2 Events (zero points if contact missing)			2	1	0		<b>1</b>

4 calc Number of pages with dates over 45 days old. 1 -10  
 Boat Smart & Jet Smart are not courses of choice; ABC 3 is course of choice  
 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 1  
 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  
 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 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 2  
 4 Calc. Broken links, number 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 1  
 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 1  
 3 0-2 Appropriate use of text space 2 1 0 2  
 4 0-2 Appropriate background. one point for no background 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 1  
 Comments:

**C2) Consistent format across pages.**

1 0-3 Consistent format across pages 3 2 1 0 0  
 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 4  
 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 2 1 0 2

represent your unit or district:

Comments:



Total Points Scored 73