

No Award

Squadron/District **Grand Traverse Bay**

Evaluation Date **9/11/2009**

District Affiliation **9**

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 | 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

| | | Point Range | | | | | | Pts |
|-----------|------------------------------|--------------------|---|---|---|---|---|----------|
| range | | 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 | 3 |
| 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 | 0 |
| Comments: | | | | | | | | |

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 | | 2 |
| Comments: | | | | | | | | |

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 <i>(3 points on home page, 2 points in another location, 1 point for text only link.)</i> | 3 | 2 | 1 | 0 | | | 2 |
| Comments: | | | | | | | | |

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

| | | | | | | | | |
|-----------|-------------------------------------|---|---|---|---|--|--|----------|
| 1 | 0-3 Description of the fun we have. | 3 | 2 | 1 | 0 | | | 3 |
| 2 | 0-3 Photos showing unit activities | 3 | 2 | 1 | 0 | | | 3 |
| Comments: | | | | | | | | |

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: Use Coast Guard for Safety Check requirements? | | | | | | | | |

A7) Current Activities/Educational calendars available

| | | | | | | | | |
|--|--|--|--|---|---|---|----------|------------|
| 1 | 0-2 Public Boating Course (zero points if contact missing) | | | 2 | 1 | 0 | | 2 |
| 2 | 0-2 Members course(s) (zero points if contact missing) | | | 2 | 1 | 0 | | 2 |
| 3 | 0-2 Events (zero points if contact missing) | | | 2 | 1 | 0 | | 2 |
| 4 | calc Number of pages with dates over 45 days old. | | | | | | 1 | -10 |
| Comments: "Ewhat's New" (Home Page) bad link - out of date | | | | | | | | |

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 |
| Comments: [REDACTED] | | | | | |

B1) Presentation quality and correctness.

| | | | | | | | |
|-----------------------------|-------|--------------------------|---|---|---|---|---|
| 1 | 0-3 | Readability and Grammer | 3 | 2 | 1 | 0 | 2 |
| 2 | Calc. | Spelling errors, number. | | | | | 0 |
| 1 point reduction per error | | | | | | | |
| Comments: [REDACTED] | | | | | | | |

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: [REDACTED] | | | | | | | |

B3) Active Linkages & Navigation

| | | | | | | | |
|---|-------|----------------------------|---|---|---|---|---|
| 1 | 0-2 | Ease of Navigation | 2 | 1 | 0 | 1 | |
| 2 | 0-2 | Links easy to identify | 2 | 1 | 0 | 1 | |
| 3 | 0-1 | Links identify the subject | 2 | 1 | 0 | 2 | |
| 4 | Calc. | Broken links, number | | | | | 1 |
| Maximum deduct -10 points | | | | | | | |
| Excessive use of PDF files makes navigation difficult and time consuming. | | | | | | | |
| Comments: [REDACTED] | | | | | | | |

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 | 3 |
| 3 | 0-3 | Commercial Links, 10 or more for 3 points | 3 | 2 | 1 | 0 | 3 |
| 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: [REDACTED] | | | | | | | |

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: [REDACTED] | | | | | | | |

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: [REDACTED] | | | | | | | |

C2) Consistent format across pages.

| | | | | | | | |
|----------------------|-----|--------------------------------|---|---|---|---|---|
| 1 | 0-3 | Consistent format across pages | 3 | 2 | 1 | 0 | 3 |
| Comments: [REDACTED] | | | | | | | |

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: [REDACTED] | | | | | | | | | |

C4) Additional Website Features

| | | | | | | | |
|---|-----|--|---|---|---|---|--|
| 1 | 0-1 | Inclusion of USPS News RSS feed | 1 | 0 | 0 | 0 | |
| 2 | 0-1 | Listing of area of location on the USPS list of websites | 1 | 0 | 0 | 0 | |
| 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: [REDACTED] | | | | | | | |

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 | |
| Comments: [REDACTED] | | | | | | | |

Total Points Scored 69