

Excellence Award

Squadron/District **Greensboro**

Evaluation Date **9/14/2009**

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
range		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: [Redacted]

**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>0</b>

Comments: Link to District 27 goes to another map ..should go directly to D/27-would be confusing to non-member

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

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

Comments: [Redacted]

**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>1</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 3 points on home page, 2 points other location, 1 point for text only link.		3	2	1	0		<b>1</b>

Comments: [Redacted]

**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: [Redacted]

**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: [Redacted]

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

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

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

Add name to phone number for boating course. Showing boating classe date from February. Contact for Member courses is not prominent. SEO Picture.. would help

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 Grammer				3	2	1	0	3
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	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.

*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	2
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	5
---	-----	---	---	---	---	---	---	---	---

Comments:

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed				1	0		1
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: Very good site. It would be an improvement if you gave more prominence to your SEO...only mention as an Education Officer is on Bridge Officers page.	2	1	0	2
Comments:			Total Points Scored		85	