

No Award

Squadron/District **Hampton Road Sail & Power Squadro**

Evaluation Date **August 31 2009**

District Affiliation **5**

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.	n

A1 Identify purpose of the squadron/district/USPS

range	Identify purpose of Unit	Point Range						Pts Awd
		Highest	← →				Lowest	
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	0
2 0-1	Map showing location					1	0	0

Comments: Dots on map shown do not identify location of Hampton Roads.

A3) Explanation of the benefits of membership

1 0-3	Description of benefits described			3	2	1	0	3
2 0-2	Links to USPS benefits page				2	1	0	2

Comments: [redacted]

A4) Display of USPS emblems and logos.

1 0-1	Ensign					1	0	1
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	1
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	3

Comments: Could not find 'activity' triangle

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

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

Comments: No photos/activity page ( could have been in newsletter )

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: Excellent presentation of ' 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. 1 -10  
 Comments: Events was June 2009 - No Course Schedules Listed .

**A8) Identification of the bridge, committee members & contacts**

1	0-1	Bridge listed		1	0	0
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

Comments: Found no ' Bridge ' Page within site .

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammer		3	2	1	0	3
2	Calc.	Spelling errors, number.	0					

1 point reduction per error  
 Comments: Very good layout over scope of web site .

**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	0				0

Maximum deduct -10 points  
 Comments: .

**B4) Resource Linkages**

1	0-3	USPS Links, 10 or more for 3 points		3	2	1	0	1
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1	0	0
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N	n					-1

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.*  
 Only page with links (VA Boating Ed) had no disclaimer posted  
 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	1

*Backgrounds which make reading page difficult zero points.*  
 Comments: Easy to read Web Site .

**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
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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	3
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Standard graphics but no local flavor particular to Hampton Roads  
 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	1
3	0-2	Would you be proud of having this website represent your unit or district:		2	1	0	2

Although functional, the site did not excite me or explain the educational program or opportunities  
 Comments: .

