

No Award

Squadron/District Housatonic River

Evaluation Date 9/5/2009

District Affiliation 2

Required Items

In compliance?  
(Y/N)

- 1 Link to USPS.org on Home (opening) page  y
- Subtitle below squadron name
- 2 "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

		Point Range						Pts
		Highest ← → Lowest						Awd
<b>A1 Identify purpose of the squadron/district/USPS</b>								
	range							
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	1
2	0-3 Identify purpose of USPS			3	2	1	0	1
Comments:								
<b>A2) Identification of squadron/district area of activity.</b>								
1	0-1 Description of location of Unit					1	0	1
2	0-1 Map showing location					1	0	1
Comments: A Google map would show more detail.								
<b>A3) Explanation of the benefits of membership</b>								
1	0-3 Description of benefits described		3	2	1	0		0
2	0-2 Links to USPS benefits page			2	1	0		0
Comments:								
<b>A4) Display of USPS emblems and logos.</b>								
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: You missed some easy points here.								
<b>A5) What we do, show the fun we have.</b>								
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 and no current newsletter.								
<b>A6) Presentation of Vessel Safety Check Program</b>								
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: Missed easy points here. Could have linked to USPS.								
<b>A7) Current Activities/Educational calendars available</b>								
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		1
3	0-2 Events (zero points if contact missing)			2	1	0		0
4	calc Number of pages with dates over 45 days old.						0	0
Comments:								

**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: Only Commander and Education Officer listed.

**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:

**B2) Quality of photographs and graphics.**

1	0-2	Clear - Undistorted	2	1	0	0
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	0

Comments: No photos on website.

**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	1	
4	Calc.	Broken links, number					3

Maximum deduct -10 points

Comments: "Boating Course Flyer with more details" "Advertisement for Class" "Course Syllabus"

**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					

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: No com. Non com 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

*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	0	

Comments: This is a one page website. All links are outside site.

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	0
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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	0
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Comments:

**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	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	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

Comments: Did not appear to me that this is a very active Squadron.