

Website Award

Squadron/District **Knoxville**

Evaluation Date **10/5/2009**

District Affiliation **17**

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 | y |
| 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

range		Point Range						Pts
		Highest	←				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	4
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	1
2	0-1 Map showing location					1	0	1

Comments: **[Redacted]**

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	0

Comments: **You should have a link to the USPS Benefits Page**

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	1
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 points on home page, 2 points other location, 1 point for text only link.	3		3	2	1	0	3

Comments: **You should use the America's Boating Club logo not just the words**

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

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

Comments: **[Redacted]**

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	1
4	0-1 Contact information					1	0	1

Comments: **[Redacted]**

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	1

3	0-2	Events (zero points if contact missing)		2	1	0	1
4	calc	Number of pages with dates over 45 days old.	1				-10
Comments: Indicate completed classes with strike outs, or remove them from the schedule							
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	1
Comments: List committee chairs not just Excomm members. Port Captain, Co Op Charting, etc.							
B1) Presentation quality and correctness.							
1	0-3	Readability and Grammer		3	2	1	0
2	Calc.	Spelling errors, number.	0				3
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	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
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1	0
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1	0
4	Calc.	Disclaimer statement on Commercial Links page Y or N	y				3
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: Some duplicates?							
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
<i>Backgrounds which make reading page difficult zero points.</i>							
Comments:							
C1) Heading descriptive & appealing							
1	0-3	Home page, unique header (graphic)		3	2	1	0
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
Comments: Why is Member Cours Schedule in different format?							
C3) Use of photos and/or graphics							
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1
Use of Photos is good There are some good graphics available from National. These can enhance your message.							
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							
<i>If scoring a district website item 2 is to be given one point</i>							
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		2	1	0	2

		presenting USPS and the unit to the public				
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:	2	1	0	2
Comments:		This is an excellent site. Watch out for out dated material.				
			Total Points Scored			77