

No Award

Squadron/District **Land of Lincoln**

Evaluation Date **9/6/2009**

District Affiliation **20**

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 Awd
range		Highest	←				Lowest	
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: On your map page it says Springfield MO-why?

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: [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	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: Boating is fun only on National Page. Ensign found on Tug Boat picture

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: Tug Boat story and pictures were great

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	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	1
4	calc Number of pages with dates over 45 days old.		1				-10

Calendar pages are from June & July, Then no activities for Oct. Nov. Dec..Pages updated June and July. No classes listed after June 15th or TBA only. Safe Boating is listed under LLPS Sailing

Comments:

A8) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed							1
2	0-1	Bridge photo(s) 1 point if more than 2 photos							0
3	0-2	Five (5) of more committee contacts listed	2	1	0				0

Comments: It would be nice to list your Bridge officers grade

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				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				1
4	Calc.	Broken links, number						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
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						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: I found a total of 7 links (6 of them were USPS)

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			3
2	0-2	All pages have informative header	2	1	0				2

Comments: Your 90th Anniversary logo on Home page good-but outdated- 5 years old

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	4
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Comments: The daily weather-good addition

C4) Additional Website Features

1	0-1	Inclusion of USPS News RSS feed						1	0
2	0-1	Listing of area of location on the USPS list of websites						1	0

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				2
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0				1

Comments: On Home page you show "a Unit of District 20 United States Power Squadrons" The District doesn't have to be shown that way. Also another great addition was the Plug in Page

Total Points Scored 62