

Website Award

Squadron/District **Banana River Sail and Power Squadron**

Evaluation. Date **9/21/2009**

District Affiliation **23**

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**

range		Point Range						Pts	
		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>2</b>
Comments:		I liked the PowerPoint presentation on your home site. But remember, not everyone has PowerPoint or the viewer. You should try to save this as a PDF for a greater audience. Can add more about the USPS purpose - which is indirectly stated via your mission.							

**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>1</b>
Comments:									

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

1	0-3	Description of benefits described			3	2	1	0	<b>2</b>
2	0-2	Links to USPS benefits page				2	1	0	<b>0</b>
Comments:		You have a lot of good things to say about Squadron but you do not tell me what benefits I will realize by joining.							

**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>0</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 points on home page, 2 points other location, 1 point for text only link.	3		3	2	1	0		<b>0</b>
Comments:		ABC3 not advertised.								

**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:		You did a great job in this section.							

**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>1</b>
3	0-1	Pre-check list provided					1	0	<b>0</b>
4	0-1	Contact information					1	0	<b>1</b>

Comments: Decal 2008 - in Home Page PowerPoint and VSC page

**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	2
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

Comments: Event page does not have a contact.

**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	0

Comments: No committee contacts

**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:

**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

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	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	2
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.*

*Spacing on "About BRSPS" history section too tight. No*

*points off because this is minor.*

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: Nice picture and heading. Great attention grabber.

**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	5
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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:	2	1	0	2

Comments: On the main page, "A Unit of United States Power Squadron" - should include of "the" United States. Also there is an odd A character at the end.

Total Points Scored 83