

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 |
|---|-----|--------------------------------|---|---|---|---|---|

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 |
|---|-----|---|---|---|---|---|---|---|---|

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