

No Award

Squadron/District **Mount Clemens**

Evaluation Date **9/14/2009**

District Affiliation **9**

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 | N |
| 6 | Link to USPS Trademark reference on home page at bottom | N |
| 7 | Link to USPS Disclaimer statement on home page at bottom | N |
| 8 | Active e-mail link to Webmaster on home page | N |
| 9 | Website must display current information on appropriate pages. | |

A1 Identify purpose of the squadron/district/USPS

		Point Range						Pts
range		Highest ← → Lowest						Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	3
2	0-3 Identify purpose of USPS			3	2	1	0	1

Comments:

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	0

Comments:

A3) Explanation of the benefits of membership

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:

A4) Display of USPS emblems and logos.

1	0-1 Ensign					1	0	0
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		2
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:

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:

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3	2	1	0	2
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	0

Comments:

A7) Current Activities/Educational calendars available

1	0-2 Public Boating Course (zero points if contact missing)			2	1	0		0
2	0-2 Members course(s) (zero points if contact missing)			2	1	0		0
3	0-2 Events (zero points if contact missing)			2	1	0		0

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

Comments:

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	0
3	0-2	Five (5) of more committee contacts listed		2	1	0
Comments: [REDACTED]						
B1) Presentation quality and correctness.						
1	0-3	Readability and Grammer		3	2	1
2	Calc.	Spelling errors, number.	2			-2
1 point reduction per error						
Comments: 2 instances USPS not shown as plural (Squadrons)						
B2) Quality of photographs and graphics.						
1	0-2	Clear - Undistorted		2	1	0
2	0-2	Good color balance (not dark or over exposed)		2	1	0
3	0-2	Appropriately sized for application		2	1	0
Comments: Used "thumbprints" well -- no captions						
B3) Active Linkages & Navigation						
1	0-2	Ease of Navigation		2	1	0
2	0-2	Links easy to identify		2	1	0
3	0-1	Links identify the subject		2	1	0
4	Calc.	Broken links, number	3			-3
Maximum deduct -10 points						
Comments: [REDACTED]						
B4) Resource Linkages						
1	0-3	USPS Links, 10 or more for 3 points		3	2	1
2	0-3	Non-commercial Links, 10 or more for 3 points		3	2	1
3	0-3	Commercial Links, 10 or more for 3 points		3	2	1
4	Calc.	Disclaimer statement on Commercial Links page Y or N				0
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: No commercial links identified (all links on same page)						
B5) Ability to read the message.						
1	0-2	Font - size and style		2	1	0
2	0-2	Font color, good contrast		2	1	0
3	0-2	Appropriate use of text space		2	1	0
4	0-2	Appropriate background. one point for no background		2	1	0
<i>Backgrounds which make reading page difficult zero points.</i>						
Comments: Format of pages varied considerably						
C1) Heading descriptive & appealing						
1	0-3	Home page, unique header (graphic)		3	2	1
2	0-2	All pages have informative header		2	1	0
Comments: [REDACTED]						
C2) Consistent format across pages.						
1	0-3	Consistent format across pages		3	2	1
Comments: [REDACTED]						
C3) Use of photos and/or graphics						
1	0-5	Use of graphics to enhance message of website	5	4	3	2
Comments: [REDACTED]						
C4) Additional Website Features						
1	0-1	Inclusion of USPS News RSS feed		1	0	0
2	0-1	Listing of area of location on the USPS list of websites go to http://www.usps.org/localusps/squadrons.shtml		1	0	1
<i>If scoring a district website item 2 is to be given one point</i>						
Comments: [REDACTED]						
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	0-2	If you were a non-member, would this site have increased your interest in USPS?		2	1	0
3	0-2	Would you be proud of having this website represent your unit or district:		2	1	0
Comments: [REDACTED]						

Total Points Scored 37