

Squadron/District New Britain

Evaluation Date **10/1/2009**

District Affiliation **1**

**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> |

		Point Range				Pts		
		Highest	←	→	Lowest	Awd		
<b>A1 Identify purpose of the squadron/district/USPS</b>								
range		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit							<b>4</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>2</b>
Comments:								
<b>A2) Identification of squadron/district area of activity.</b>								
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:								
<b>A3) Explanation of the benefits of membership</b>								
1	0-3 Description of benefits described			3	2	1	0	<b>3</b>
2	0-2 Links to USPS benefits page			2	1	0		<b>0</b>
Comments:								
<b>A4) Display of USPS emblems and logos.</b>								
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 <i>(3 points on home page, 2 points in another location, 1 point for text only link.)</i>			3	2	1	0	<b>0</b>
Comments:								
<b>A5) What we do, show the fun we have.</b>								
1	0-3 Description of the fun we have.			3	2	1	0	<b>2</b>
2	0-3 Photos showing unit activities			3	2	1	0	<b>3</b>
Comments:								
<b>A6) Presentation of Vessel Safety Check Program</b>								
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>2</b>
3	0-1 Pre-check list provided					1	0	<b>1</b>
4	0-1 Contact information					1	0	<b>1</b>
Comments:								
<b>A7) Current Activities/Educational calendars available</b>								
1	0-2 Public Boating Course (zero points if contact missing)			2	1	0		<b>2</b>
2	0-2 Members course(s) (zero points if contact missing)			2	1	0		<b>0</b>
3	0-2 Events (zero points if contact missing)			2	1	0		<b>2</b>
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	1
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	0	3
2	Calc.	Spelling errors, number.					
		1 point reduction per error					
Comments: [REDACTED]							

**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: [REDACTED]							

**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				1	
		Maximum deduct -10 points					-1
Comments: <a href="http://www.boatingguidetoamerica.com/">http://www.boatingguidetoamerica.com/</a>							

**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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
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.					
		<i>If disclaimer statement is missing zero points for this section.</i>					
Comments: [REDACTED]							

**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. <i>one point for no background</i>	2	1	0	2	
		<i>Backgrounds which make reading page difficult zero points.</i>					
Comments: [REDACTED]							

**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	1	
Comments: About Directions has on header							

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
Comments: About Directions has on header							

**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
Comments: [REDACTED]									

**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 go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	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	
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: [REDACTED]							

Total Points Scored 80