

No Award

Squadron/District Northern New Jersey

Evaluation Date 9/14/2009

District Affiliation 4

Required Items

In compliance?  
(Y/N)

- |   |   |   |
|---|---|---|
| 1 | Link to USPS.org on Home (opening) page   | Y |
| 2 | Subtitle below squadron name<br>"A unit of United States Power Squadrons ®"<br>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

range		Point Range	Pts
		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	3
Comments: Make Home page friendlier to new visitor			

A2) Identification of squadron/district area of activity.

1 0-1	Description of location of Unit	1 0	0
2 0-1	Map showing location	1 0	0
Comments: Was not sure what geography matched up with this Squadron other than obviously Northern New Jersey			

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	0
Comments: Lots of great course info, couldn't find link requirement			

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:			

A5) What we do, show the fun we have.

1 0-3	Description of the fun we have.	3 2 1 0	1
2 0-3	Photos showing unit activities	3 2 1 0	0
Comments: Webmaster wants to show fun, members need to provide some content			

A6) Presentation of Vessel Safety Check Program

1 0-3	Explanation of the program	3 2 1 0	0
2 0-1	Correct decal - proportionally sized	2 1 0	0
3 0-1	Pre-check list provided	1 0	0
4 0-1	Contact information	1 0	0
Comments: Didn't find this info, hope I didn't miss it.			

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	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	0

Comments: Ok that calendar shows past activities I think

**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: Flags and grades a nice touch

**B1) Presentation quality and correctness.**

1	0-3	Readability and Grammar				3	2	1	0	2
2	Calc.	Spelling errors, number.	0							

1 point reduction per error

Comments: Straightforward writing style and business tone

**B2) Quality of photographs and graphics.**

1	0-2	Clear - Undistorted				2	1	0	1
2	0-2	Good color balance (not dark or over exposed)				2	1	0	1
3	0-2	Appropriately sized for application				2	1	0	1

Comments: graphics used correctly, background is somewhat distracting but of course it is a water theme

**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						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	1
4	Calc.	Disclaimer statement on Commercial Links page Y or N	N							-5

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: copyrights but no disclaimer

**B5) Ability to read the message.**

1	0-2	Font - size and style				2	1	0	1
2	0-2	Font color, good contrast				2	1	0	0
3	0-2	Appropriate use of text space				2	1	0	1
4	0-2	Appropriate background. one point for no background				2	1	0	0

Backgrounds which make reading page difficult zero points.

Comments: solid background still best for readability

**C1) Heading descriptive & appealing**

1	0-3	Home page, unique header (graphic)				3	2	1	0	1
2	0-2	All pages have informative header				2	1	0	1	

Comments: Add a human element or boat picture for warmth

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages				3	2	1	0	2
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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	1
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Comments: right idea, but needs services of a graphic designer

**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				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	1
2	0-2	If you were a non-member, would this site have increased your interest in USPS?				2	1	0	0
3	0-2	Would you be proud of having this website represent your unit or district?				2	1	0	0

Comments: Good start, needs more member-contributed content and more inviting tone for visitors

