

Website Award

Squadron/District **Peace River Sail and Power Squadron**
9/16/2009

Evaluation. Date

District Affiliation **22**

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 | 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

		Point Range						Pts
		Highest	←				→	Awd
range		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit						0	5
2	0-3 Identify purpose of USPS						0	2
Comments: You have more about your Squadron than any other site I have reviewed. Great work. Your USPS purpose can be improved.								

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	1
Comments:									

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	2
Comments: Over all, great job on who you are. I would like to see a little more selling on what benefits "I" would receive by joining.									

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	1
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 points on home page, 2 points other location, 1 point for text only link.	3								0
Comments: America's Boating Club mentioned but no logo. I see the Squadron course advertised but no reference the new ABC 3 course.										

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

1	0-3 Description of the fun we have.			3	2	1	0			3
2	0-3 Photos showing unit activities			3	2	1	0			3
Comments: Good balance. Not too much and not too little.										

A6) Presentation of Vessel Safety Check Program

1	0-3 Explanation of the program			3	2	1	0			3
2	0-1 Correct decal - proportionally sized					2	1	0		1
3	0-1 Pre-check list provided							1	0	0
4	0-1 Contact information							1	0	1

Comments: Wrong decal. (2008) - but size and image were fine.

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	2
4	calc	Number of pages with dates over 45 days old.				

Your calendar goes back beyond 45 days but I did not take points off given the format presented.

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	2

Comments:

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:

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	2
3	0-2	Appropriately sized for application	2	1	0	2

Comments: Image quality on "Fun Activities" not very good.

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

-1

Maximum deduct -10 points

Comments: Broken link: <http://www.puntagorda-boating.org/>

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	3
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	2
4	Calc.	Disclaimer statement on Commercial Links page Y or N					

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: Lacked commercial links. Less than 10.

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	1
4	0-2	Appropriate background. one point for no background	2	1	0	1

Backgrounds which make reading page difficult zero points.

Text spacing not consistent and lacks organization. Background OK but not nautical.

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	2	

Heading not unique. Text heading not especially eye capturing.

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	4
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Use of graphics are great but can be better coupled with messages.

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 [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	1
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	1

You have a lot of great content. More then most squadrons. I would like to see your site better organized and conform to the standard presentations formats. Don't forget, we are trying to attract the younger crowd who are accustomed to standard web formats.

Comments:

Total Points Scored 82