

Website Award

Squadron/District **Phoenix Sail and Power Squadron**

Evaluation Date **10/12/2009**

District Affiliation **28**

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

range		Point Range	Pts Awd
		Highest ← → Lowest	
1 0-5	Identify purpose of Unit	5 4 3 2 1 0	4
2 0-3	Identify purpose of USPS	3 2 1 0	2
Comments: Little content on USPS. Great content for Phoenix			

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: I did find some maps in the site of some meetings. But no map for monthly meetings.			

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: You have a lot of great content but does not clearly tell me why I should want to be a member.			

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	1
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 3 points on home page, 2 points other location, 1 point for text only link.	3 2 1 0	0
Comments: No mention of ABC3.			

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: Great work - but could be better organized.			

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	2
3 0-1	Pre-check list provided	1 0	1
4 0-1	Contact information	1 0	0
Comments: No local contact telephone. But you have list of inspectors.			

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.				

Comments: Contacts missing from event page and most other pages.

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	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	0
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

Broken Links: Skipper Saver. Navigation and content can be better organized. Topics and content all over the place.

Comments:

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	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	1

Backgrounds which make reading page difficult zero points.

Comments: The rope on every page is distracting when it crosses text.

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	

Comments:

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	5
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Comments: Better than most.

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

Comments: [REDACTED]

Total Points Scored 79