

No Award

Squadron/District **Port Clinton**

Evaluation Date **10/6/2009**

District Affiliation **29**

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 | y |
| 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
range		Highest	←				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	2
2	0-3 Identify purpose of USPS			3	2	1	0	1

Comments: **You do not indicate very well what the purpose of your unit or USPS is.**

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	0

Comments: **You should explain to viewers what the benefits of membership are. A link to the USPS benefits page helps here also.**

A4) Display of USPS emblems and logos.

1	0-1 Ensign					1	0	0
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	0
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		3	2	1	0	0

Comments: **Logos are important for recognition. They are available from National.**

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: **You tell what you do but do not elaborate on the fun activities you do. I can tell from your calendar that you do some fun things. Tell about them. Photos always help show just how active you are.**

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	0
3	0-1 Pre-check list provided			1	0	0	0	0

4	0-1	Contact information	1	0	0
<p>The Vessel Safety Check Program is one of the most important programs in all of USPS. It increases public awareness of your squadron and can be a tool to get boaters to your public courses and possibly membership.</p>					
Comments: .					

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	1
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
Comments: Your calendar is good be careful of the 45 day rule.						

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
<p>List your committee chairs ie Port Captain, CoOP Charting Chair, Newsletter editor etc.</p>					
Comments: .					

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer	3	2	1	0
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
<p>Photographs make your site more interesting show some of your activities.</p>						
Comments: .						

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
Maximum deduct -10 points						
Comments: .						

B4) Resource Linkages

1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0	1
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	1
4	Calc.	Disclaimer statement on Commercial Links page Y or N					-5
<p>For the above point determination; 10 or more links 3 points, 5 to 9 links 2 points, 1 to 4 links 1 point.</p> <p>If disclaimer statement is missing zero points for this section.</p> <p>A link to the USPS disclaimer statement must be on the links page.</p>							
Comments: .							

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	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	
<p>Backgrounds which make reading page difficult zero points.</p>							
Comments: .							

C1) Heading descriptive & appealing

1	0-3	Home page, unique header (graphic)	3	2	1	0	2
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
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	0
<p>In addition to photos graphics can enhance your site.</p> <p>There are many available from National</p>									
Comments: .									

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

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	1
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0

This site needs some upgrading. Check other squadron websites. Knoxville, Ocean City, San Carlos Bay are some to look at for ideas.

Comments:

Total Points Scored 37