

Website Award

Squadron/District **Shreveport**

Evaluation Date **9/10/2009**

District Affiliation **21**

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></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>n</b> |

**A1 Identify purpose of the squadron/district/USPS**

		Point Range					Pts	
range		Highest	←			→	Awd	
		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit						<b>5</b>	
2	0-3 Identify purpose of USPS			3	2	1	0	<b>3</b>
Comments: <b></b>								

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	<b>1</b>
2	0-1 Map showing location					1	0	<b>0</b>
Comments: <b></b>								

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described		3	2	1	0	<b>1</b>
2	0-2 Links to USPS benefits page		2	1	0	<b>1</b>	
Comments: <b></b>							

**A4) Display of USPS emblems and logos.**

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>1</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>1</b>	
Comments: <b>No ABC kink, photo only</b>								

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

1	0-3 Description of the fun we have.		3	2	1	0	<b>1</b>
2	0-3 Photos showing unit activities		3	2	1	0	<b>0</b>
Comments: <b></b>							

**A6) Presentation of Vessel Safety Check Program**

1	0-3 Explanation of the program		3	2	1	0	<b>1</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>VSC info would be better on separate page</b>							

**A7) Current Activities/Educational calendars available**

1	0-2 Public Boating Course (zero points if contact missing)		2	1	0	<b>0</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>0</b>
4	calc Number of pages with dates over 45 days old.	<b></b>				

Comments: Seems like a consolidated event calendar may be a good idea

**A8) Identification of the bridge, committee members & contacts**

1	0-1	Bridge listed							1
2	0-1	Bridge photo(s) 1 point if more than 2 photos							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				3
2	0-2	Links easy to identify	2	1	0				3
3	0-1	Links identify the subject	2	1	0				3
4	Calc.	Broken links, number							

Maximum deduct -10 points

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			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							

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				2

*Backgrounds which make reading page difficult zero points.*

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
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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	0
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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	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				2

Comments:

Total Points Scored 75