

**No Award**

Squadron/District **Swamp Fox Power Squadron**

Evaluation Date **9/28/2009**

District Affiliation **26**

**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>N</b> |
| 9 | Website must display current information on appropriate pages.  | <b>N</b> |

**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	<b>3</b>
2	0-3	Identify purpose of USPS			3	2	1	0	<b>3</b>
Comments:		Membership directory had a nice description of the history. I would like to see more about what you do today - your purpose .							

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

1	0-1	Description of location of Unit					1	0	<b>0</b>
2	0-1	Map showing location					1	0	<b>0</b>
Comments:		Town and state only. District 26 has a good map to consider importing.							

**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>0</b>
Comments:		You do have a call to grow. But you need to use your website to sell to potential members.							

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

1	0-1	Ensign						1	0	<b>0</b>
2	0-1	USPS Wheel						1	0	<b>1</b>
3	0-1	Activity Triangle						1	0	<b>0</b>
4	0-1	America's Boating Club (logo)						1	0	<b>0</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 points on home page, 2 points other location, 1 point for text only link.	3		3	2	1	0	<b>0</b>	
Comments:										

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

1	0-3	Description of the fun we have.			3	2	1	0	<b>0</b>
2	0-3	Photos showing unit activities			3	2	1	0	<b>0</b>
Comments:		This is where you can help sell your squadron.							

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

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

Comments: Fox Tails includes the info. But your news letter and web are measured differently. I had to dig to find the VSC in the Membership directory.

**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	0
3	0-2	Events (zero points if contact missing)	2	1	0	0
4	calc	Number of pages with dates over 45 days old.				-10

Comments: Courses do not have contacts. Member event page is blank. Membership directory is 2008 (more than 45 days old).

**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	2
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	2
2	0-2	Links easy to identify	2	1	0	2
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				-1

Maximum deduct -10 points

Comments: Some links have acronyms that I cannot recognize without following the link. Link to webmaster is broken.

**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	2
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	0
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:

**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	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:

**C4) Additional Website Features**

1	0-1	Inclusion of USPS News RSS feed	1	0		0
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2	0-1	Listing of area of location on the USPS list of websites go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	1	0	1
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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
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2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0
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3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0
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Comments: [Redacted]

Total Points Scored 37