

No Award

Squadron/District **Tar River**

Evaluation Date **10/5/2009**

District Affiliation **27**

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 | n |
| 4 | (district) Links to squadron websites | n |
| 5 | Link to USPS Privacy statement on home page at bottom | y |
| 6 | Link to USPS Trademark reference on home page at bottom | n |
| 7 | Link to USPS Disclaimer statement on home page at bottom | n |
| 8 | Active e-mail link to Webmaster on home page | n |
| 9 | Website must display current information on appropriate pages. | y |

A1 Identify purpose of the squadron/district/USPS

		Point Range						Pts
		Highest	←				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	1
2	0-3 Identify purpose of USPS			3	2	1	0	0
Comments: I had to search to find "purpose of unit" it is buired in "squadron history" which is interesting								

A2) Identification of squadron/district area of activity.

1	0-1 Description of location of Unit					1	0	0
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
Comments: You do not show the benefits of membership in your squadron or USPS								

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	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	
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: Logos are available from National and are required on your website. They help in public recognition of USPS.									

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

1	0-3 Description of the fun we have.			3	2	1	0	0	
2	0-3 Photos showing unit activities				3	2	1	0	1
Comments: Photos showing the fun you have are good but you should have more. Descriptions help also.									

A6) Presentation of Vessel Safety Check Program

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

Comments: Vessel Safety Check Program is an important part of USPS. It can also be a great tool to get boaters to your classes and hopefully membership.

A7) Current Activities/Educational calendars available

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	0
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.				0

Comments:

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		0
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	1
2	Calc.	Spelling errors, number.					0

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: Not enough photos. Captions help others understand what you are doing.

B3) Active Linkages & Navigation

1	0-2	Ease of Navigation	2	1	0	1
2	0-2	Links easy to identify	2	1	0	1
3	0-1	Links identify the subject	2	1	0	1
4	Calc.	Broken links, number				7

Maximum deduct -10 points

Comments: You have a problem with the link which takes the viewer back to your home page. It appears that you have left out the dots and slashes. It makes navigation around your site eaiser if all your pages have a link back to home.

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	0
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					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: A link to the disclaimer statement is missing from all areas of this site.

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	1
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	0

Comments: Backgrounds which make reading page difficult zero points.
Dark bacground makes some text difficult to read

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		1

Comments: Your home page header is quite nice.

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	1
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Comments: Try to be consistant from page to page

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: Graphics can really enhance your site. There are plenty available from National.

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

This site needs to be upgraded. Take a look at some of the sites from other squadrons. Knoxville, San Carlos Bay, Ocean City are a few from which you may get some ideas. Download and read the requirements for web sites from

Comments: National. [Redacted]

Total Points Scored 19