

No Award

Squadron/District **District 8**

Evaluation Date **9/16/2009**

District Affiliation **8**

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 | |
| 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

range		Point Range						Pts Awd	
		Highest	←				Lowest		
1	0-5	Identify purpose of Unit	5	4	3	2	1	0	0
2	0-3	Identify purpose of USPS			3	2	1	0	1

Comments: **Broken link to file.**

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	1

Comments: **Excellent map! Very cool.**

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: **No mention of membership or benefits of membership mentioned.**

A4) Display of USPS emblems and logos.

1	0-1	Ensign						1	0	0
2	0-1	USPS Wheel						1	0	0
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:

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	0

Comments:

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
3	0-1	Pre-check list provided					1	0	0
4	0-1	Contact information					1	0	0

Comments:

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.	1					-10
Comments: [REDACTED]								

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	0
Comments: No committees or committee members were listed.								

B1) Presentation quality and correctness.

1	0-3	Readability and Grammer			3	2	1	0	3
2	Calc.	Spelling errors, number.	0						
1 point reduction per error									
Comments: [REDACTED]									

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: [REDACTED]								

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	4					-4
Maximum deduct -10 points								

Comments: There are thre tabs on the top of the menu that require you to log in. Since I am not a member of this District, I could not explore further.

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	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: I put 'Y' for disclaimer on commercial links page even though they have no commercial links. This was so they would not be penalized for not having any commercial links or page at all.

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	2

Backgrounds which make reading page difficult zero points.

Comments: [REDACTED]

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: [REDACTED]									

C2) Consistent format across pages.

1	0-3	Consistent format across pages			3	2	1	0	3
Comments: [REDACTED]									

C3) Use of photos and/or graphics

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	4
Comments: [REDACTED]									

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>
 Comments: If scoring a district website item 2 is to be given one point

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

The District chose to present a verbal description of their own for the Trademark informaton. No link provided to the USPS Trademark webpage.

This website appears to be set up for the benefit of the Squadrons in it's district and not as a stand-alone portal for things you would expect to see at the Squadron level.

Comments:

Total Points Scored 31