

Website Award

Squadron/District **District 19**

Evaluation Date **9/16/2009**

District Affiliation **19**

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>Y</b> |

		Point Range		Pts
		Highest ←	→ Lowest	Awd
<b>A1 Identify purpose of the squadron/district/USPS</b>				
range				
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:	<b>District purpose statement can be elaborated.</b>			
<b>A2) Identification of squadron/district area of activity.</b>				
1	0-1 Description of location of Unit		1 0	<b>1</b>
2	0-1 Map showing location		1 0	<b>1</b>
Comments:				
<b>A3) Explanation of the benefits of membership</b>				
1	0-3 Description of benefits described		3 2 1 0	<b>2</b>
2	0-2 Links to USPS benefits page		2 1 0	<b>2</b>
Comments:	<b>Benefit descriptions on your site can be improved.</b>			
<b>A4) Display of USPS emblems and logos.</b>				
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>Link to ABC course only. Should be prominent..</b>			
<b>A5) What we do, show the fun we have.</b>				
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>2</b>
Comments:	<b>Lacks descriptions and photos showing "fun" activities can be improved. Sell new and younger members via your website!</b>			
<b>A6) Presentation of Vessel Safety Check Program</b>				
1	0-3 Explanation of the program		3 2 1 0	<b>2</b>
2	0-1 Correct decal - proportionally sized		2 1 0	<b>2</b>
3	0-1 Pre-check list provided		1 0	<b>0</b>
4	0-1 Contact information		1 0	<b>0</b>
Comments:	<b>VSC should have own section other then on link page.</b>			
<b>A7) Current Activities/Educational calendars available</b>				
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>2</b>

4	calc	Number of pages with dates over 45 days old.							0	
Comments: [REDACTED]										
<b>A8) Identification of the bridge, committee members &amp; contacts</b>										
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: [REDACTED]										
<b>B1) Presentation quality and correctness.</b>										
1	0-3	Readability and Grammer			3	2	1	0	3	
2	Calc.	Spelling errors, number.								
1 point reduction per error										
Comments: [REDACTED]										
<b>B2) Quality of photographs and graphics.</b>										
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]										
<b>B3) Active Linkages &amp; Navigation</b>										
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							-1	
Maximum deduct -10 points										
USPS National Link should include a text hyperlink in addition to the logo hyperlink. Clicking home launches new IE session. Should remain in same window.										
Comments: Broken: <a href="http://www.boatingguidetoamerica.com/">http://www.boatingguidetoamerica.com/</a>										
<b>B4) Resource Linkages</b>										
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	2	
3	0-3	Commercial Links, 10 or more for 3 points			3	2	1	0	2	
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.										
<i>If disclaimer statement is missing zero points for this section.</i>										
Comments: [REDACTED]										
<b>B5) Ability to read the message.</b>										
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	
<i>Backgrounds which make reading page difficult zero points.</i>										
Comments: [REDACTED]										
<b>C1) Heading descriptive &amp; appealing</b>										
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]										
<b>C2) Consistent format across pages.</b>										
1	0-3	Consistent format across pages			3	2	1	0	3	
Comments: [REDACTED]										
<b>C3) Use of photos and/or graphics</b>										
1	0-5	Use of graphics to enhance message of website			5	4	3	2	1	0
Although graphics are used, they are not aligned to enhance the messages.										
Comments: [REDACTED]										
<b>C4) Additional Website Features</b>										
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 <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>										
<i>If scoring a district website item 2 is to be given one point</i>										
Comments: [REDACTED]										
<b>D1) Overall impression of quality and effectiveness of the site</b>										
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			2	1	0		1	

represent your unit or district:

Comments: [REDACTED]

Total Points Scored 73