

Excellence Award

Squadron/District **District 21**

Evaluation Date **9/15/2009**

District Affiliation **21**

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 | Y |
| 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

		Point Range						Pts
		Highest	←				Lowest	Awd
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	5
2	0-3 Identify purpose of USPS			3	2	1	0	3
Comments: Excellent story and History of D/21 on Story page								

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:								

A3) Explanation of the benefits of membership

1	0-3 Description of benefits described			3	2	1	0	3
2	0-2 Links to USPS benefits page				2	1	0	2
Comments:								

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	1
4	0-1 America's Boating Club (logo)					1	0	1
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	2
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	1

Comments: **Ensign hard to find, was on one of the flyers. Americas Boating Club should be on top half of Home page. Found it in the story page. ABC3 only found on the link to USPS**

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

1	0-3 Description of the fun we have.			3	2	1	0	3
2	0-3 Photos showing unit activities			3	2	1	0	3
Comments: Great Videos aand flyers of your upcoming fun stuff								

A6) Presentation of Vessel Safety Check Program

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

Comments: **Pre check is only found on National site. You have good info on how to put VSC submission info online.**

A7) Current Activities/Educational calendars available

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

Public Boating Course info is only on National. According to National IT head, if we can't see it it isn't there. So because I could not get into you "Members Only" link I could not see what was there

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	1
3	0-2	Five (5) of more committee contacts listed	2	1	0		2

I found your committee contacts in various sections. It would be nice if they were all listed on the Bridge page

Comments:

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:

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

Really enjoyed your videos

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		2
4	Calc.	Broken links, number					0

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	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.

Links only with USPS and all D/21 Squadrons

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	3
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	5
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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: Could only find RSS feed on Home page of National

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

Comments: Excellent site, wish I could do yours again next year. Your storm central is a good addition and your Story and History page of D/21 was outstanding.

Total Points Scored 90