

No Award

Squadron/District Buzzards Bay

Evaluation Date 10/14/2009

District Affiliation 14

Required Items

In compliance?  
(Y/N)

- |   |   |   |
|---|---|---|
| 1 | Link to USPS.org on Home (opening) page   | y |
| 2 | Subtitle below squadron name<br>"A unit of United States Power Squadrons ®"<br>Sail and Power Boating | y |
| 3 | (squadron) Link to District Website   | n |
| 4 | (district) Links to squadron websites   |   |
| 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  | n |
| 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	←				→	Awd
range		5	4	3	2	1	0	
1	0-5 Identify purpose of Unit						0	2
2	0-3 Identify purpose of USPS			3	2	1	0	2

Comments: default page has good info but cannot navigate back to it easily once enter site. The sum of the two would be good but deducted points here for visitor's access challenge.

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	1
2	0-2 Links to USPS benefits page				2	1	0	0

Comments:

A4) Display of USPS emblems and logos.

1	0-1 Ensign							1	0	0
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 points on home page, 2 points other location, 1 point for text only link.	3		3	2	1	0			1

Comments: Public class is Boat Smart all but one place

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

1	0-3 Description of the fun we have.			3	2	1	0	1
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: default page mentions VSC but not hyperlink and VSC chair is on Bridge page, but did not find VSC content elsewhere in site

**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	2	
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:		Relies on Log newsletter for full event info					

**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	1
Comments:						

**B1) Presentation quality and correctness.**

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

**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	1
Comments:						

**B3) Active Linkages & Navigation**

1	0-2	Ease of Navigation	2	1	0	1
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
Comments:		Maximum deduct -10 points Broken links on links and privacy pages. WC3 found some for old issues of Log on a print page I could not reach. The Log PDF download page was fine				

**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	1
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
Comments:		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>					

**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	1
Comments:		Backgrounds which make reading page difficult zero points. some very tiny fonts; blue on blue sometimes hard to read; some unexpected extra spaces on pages				

**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:		Treated default and home page as combined home for requirements					

**C2) Consistent format across pages.**

1	0-3	Consistent format across pages	3	2	1	0	2
Comments:		default not equal home; left menu bar changes					

**C3) Use of photos and/or graphics**

1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	3
Comments:		Very creative graphics, however large animated welcome becomes annoying after a little while. No photos inside site -- relies on nice photos page and Log newsletter							

**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	1
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3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	1
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Comments: [Redacted]

Total Points Scored 42