Squadron/District	Smith Mountain Lake						
Evaluation. Date	10/8/2007						
	District Affiliation	5					
Required Items	In c	omplianc (Y/N)	e?				
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	Υ					
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	Υ					
7	Link to USPS Disclaimer statement on home page at bottom	Υ					
8	Active e-mail link to Webmaster on home page	Υ					
9	Website must display current information	Y					
							Pts
	ose of the squadron/district/USPS		point ra	· ·			Awd
range 1 0-5	Identify purpose of Lipit	Highest 5	4 3	2	Lo 1	west 0	4
2 0-3	Identify purpose of Unit Identify purpose of USPS	5	4 3 3	2	1	0	3
Comments			0	2		U	U
A2) Identification	n 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	0
Comments		•					
A3) Explanation	of the benfits 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		•					
A4) Display of U	SPS 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
Comments		·					
A5) What we do. s	how 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	1
2 0-1	Correct decal - proportionally sized				1	0	1
3 0-1	Pre-check list provided				1	0	0
4 0-1	Contact information				1	0	1
Comments							
	various activities						0
1 0-1	Public boating course contact(s)				1	0	0
2 0-1 3 0-1	Members course(s) contact(s) Event(s) contact(s)				1 1	0 0	0
Comments					1	U	0
Comments							

	ont Acti	vitice/Educational calendara available							
	0-2	vities/Educational calendars available				2	1	0	0
1 2	0-2	Public Boating Course (zero points if contact missing)				2 2	1 1	0 0	0
		Members course(s) (zero points if contact missing)							0
3	0-2	Events (zero points if contact missing)				2	1	0	U
4	calc	Number of pages with dates over 45 days old.							
C	omments		·						
		of the bridge, committee members & contacts							
1	0-1	Bridge listed					1	0	0
2	0-1	Bridge photo(s)					1	0	0
3	0-2	Five (5) of more committee contacts listed				2	1	0	0
C	omments								
31) Pres	entation	quality and correctness.							
1	0-3	Readability and Grammar			3	2	1	0	3
2	Calc.	Spelling errors, number.							
		1 point reduction per error							
C	omments								
32) Qual	ity of ph	otographs 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	Õ	2
	omments:					-	1	5	-
	Grandino.		•						
3) Activ	o Linka	ges & Navigation							
1	0-2	Ease of Navigation				2	1	0	2
2		-				2		0	2
	0-2	Links easy to identify					1		
3	0-1	Links identify the subject				2	1	0	2
4	Calc.	Broken links, number							
		Maximum deduct -10 points							
C	omments		•						
	_								
34) Resc	ource Li								
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	Y						
-		pove point determination; 10 or more links 3 points,							
		s 2 points, 1 to 4 links 1 point.							
		mer statement is missing zero points for this section.							
C	omments	<b>•</b> • •							
	ommenta		•						
35) Abili	ty to rea	d the message.							
1 1	0-2	Font - size and style				2	1	0	2
						2	1	0	2
2	0-2	Font color, good contrast							
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
		Backgrounds which make reading page difficult zero points.							
C	omments		•						
C1) Head	•	criptive & 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	0
C	omments	Only 1 page							
C2) Cons	sistent f	ormat across pages.							
1	0-3	Consistent format across pages			3	2	1	0	3
	nents:				0	-	1	5	<b>v</b>
Comm	101113.		•						
<b>23)</b> []ee	of photo	as and/or graphics							
	-	es and/or graphics	-		~	~		~	1
1	0-5	Use of graphics to enhance message of website	5	4	3	2	1	0	1
C	omments		•						
C4) Anim		-							
1	0-3	Use of annimated graphics, appropriate and add			3	2	1	0	0
		interest ot the website							
C	omments								

C5) A	dditio	onal W	/ebsite 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					
	Con	nments						
D1) O	verall	impres	ssion of quality and effectiveness of the site					
	1	0-2	How well did you like the site, was it effective in		2	1	0	1
			presenting USPS and the unit to the public					
	2	0-2	If you were a non-member, would this site have		2	1	0	0
			increased your interest in USPS?					
	3	0-2	Would you be proud of having this website		2	1	0	0
			represent your unit or district:					
			It would be a nice site, if it were more than one page. Needs					
			much more information for non members. Just not enough					
Comments: information as a whole.								10
				Total	Po	ints	Scored	46