

Evaluation. Date	2-Oct-07
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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 | N |
| 8 | Active e-mail link to Webmaster on home page | N |
| 9 | Website must display current information | Y |

point range

Highest \longleftrightarrow Lowest

	range		Highest	←	→	Lowest		
1	0-5	Identify purpose of Unit	5	4	3	2	1 0	1
2	0-3	Identify purpose of USPS			3	2	1 0	3
Comments		Needs more info on what D17 actually does						

1	0-1	Description of location of Unit	1	0	1
2	0-1	Map showing location	1	0	1
Comments: Good					

1	0-3	Description of benefits described	3	2	1	0	3
2	0-2	Links to USPS benefits page	2	1	0	0	1
Comments: Link to benefits page - make more visible							

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	0
Comments:					

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	1
Comments: Both somewhat buried. Some in "Files & Profiles"							

1	0-3	Explanation of the program	3	2	1	0	3
2	0-1	Correct decal - proportionally sized			1	0	0
3	0-1	Pre-check list provided			1	0	0
4	0-1	Contact information			1	0	1
Comments: Should have 2007 decal							

1	0-1	Public boating course contact(s)	1	0	0
2	0-1	Members course(s) contact(s)	1	0	0
3	0-1	Event(s) contact(s)	1	0	1
Comments:					

A8) 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	1
3	0-2	Events (zero points if contact missing)	2	1	0	1
4	calc	Number of pages with dates over 45 days old.				
		Educational courses not in one location but under squadrons.				
Comments: .						

A9) Identification of the bridge, committee members & contacts

1	0-1	Bridge listed	1	0	1
2	0-1	Bridge photo(s)	1	0	1
3	0-2	Five (5) of more committee contacts listed	2	1	0
Comments: Good					

B1) Presentation quality and correctness.

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

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: Good				
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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				-2
		Maximum deduct -10 points				
		Comments: Joint Claendar and VSC				
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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	3
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	0	3
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: .					

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: Good				
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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: Good					

C2) Consistent format across pages.

1	0-3	Consistent format across pages	3	2	1	0	3
		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	4
		Comments: .							

C4) Animated Graphics

1	0-3	Use of animated graphics, appropriate and add interest of the website	3	2	1	0	1
		Comments: .					

C5) 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 go to http://www.usps.org/localusps/squadrons.shtml If scoring a district website item 2 is to be given one point	1	0	1
Comments					

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
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 represent your unit or district:	2	1	0	1
Comments:		Nice little site. Needs to include more USPS Website requirements.				

Total Points Scored 72