

**No Award**

Squadron/District **Austin**

Evaluation Date **9/26/2009**

District Affiliation **21**

**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>N</b> |

**A1 Identify purpose of the squadron/district/USPS**

		Point Range						Pts Awd
range		Highest	←				Lowest	
1	0-5 Identify purpose of Unit	5	4	3	2	1	0	<b>5</b>
2	0-3 Identify purpose of USPS			3	2	1	0	<b>1</b>

Comments: **"Who We Are" was clear & concise**

**A2) Identification of squadron/district area of activity.**

1	0-1 Description of location of Unit					1	0	<b>1</b>
2	0-1 Map showing location					1	0	<b>0</b>

Comments:

**A3) Explanation of the benefits of membership**

1	0-3 Description of benefits described			3	2	1	0	<b>1</b>
2	0-2 Links to USPS benefits page				2	1	0	<b>0</b>

Comments: **There are many more benefits than are included on this web site**

**A4) Display of USPS emblems and logos.**

1	0-1 Ensign					1	0	<b>1</b>
2	0-1 USPS Wheel					1	0	<b>0</b>
3	0-1 Activity Triangle					1	0	<b>1</b>
4	0-1 America's Boating Club (logo)					1	0	<b>0</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	0	<b>2</b>
6	0-3 ABC3 Logo with Link to USPS ABC web page 3 points on home page, 2 points other location, 1 point for text only link.			3	2	1	0	<b>0</b>

Comments:

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

1	0-3 Description of the fun we have.			3	2	1	0	<b>0</b>
2	0-3 Photos showing unit activities			3	2	1	0	<b>0</b>

Comments: **There are menu links to empty pages waiting to be populated with information**

**A6) Presentation of Vessel Safety Check Program**

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

Comments: **No VSC information, despite the home page graphic saying "Courtesy Boat Safety Check - Here's how"**

**A7) Current Activities/Educational calendars available**

1	0-2	Public Boating Course (zero points if contact missing)	2	1	0	0
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	0
4	calc	Number of pages with dates over 45 days old.				0
Comments: No courses of any kind scheduled. No contact information .						
<b>A8) Identification of the bridge, committee members &amp; contacts</b>						
1	0-1	Bridge listed	1	0		0
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	0
Comments: Only the Commander and webmaster are identified .						
<b>B1) Presentation quality and correctness.</b>						
1	0-3	Readability and Grammer	3	2	1	0
2	Calc.	Spelling errors, number.				0
1 point reduction per error						
Comments: .						
<b>B2) Quality of photographs and graphics.</b>						
1	0-2	Clear - Undistorted	2	1	0	0
2	0-2	Good color balance (not dark or over exposed)	2	1	0	0
3	0-2	Appropriately sized for application	2	1	0	0
Comments: Photo Gallery is empty; includes only photo placeholders .						
<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				0
Maximum deduct -10 points						
Comments: .						
<b>B4) Resource Linkages</b>						
1	0-3	USPS Links, 10 or more for 3 points	3	2	1	0
2	0-3	Non-commercial Links, 10 or more for 3 points	3	2	1	0
3	0-3	Commercial Links, 10 or more for 3 points	3	2	1	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.						
<i>If disclaimer statement is missing zero points for this section.</i>						
Comments: Links page is empty; "Coming Soon" .						
<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: .						
<b>C1) Heading descriptive &amp; appealing</b>						
1	0-3	Home page, unique header (graphic)	3	2	1	0
2	0-2	All pages have informative header	2	1	0	1
Comments: Most pages are empty of content .						
<b>C2) Consistent format across pages.</b>						
1	0-3	Consistent format across pages	3	2	1	0
Comments: .						
<b>C3) Use of photos and/or graphics</b>						
1	0-5	Use of graphics to enhance message of website	5	4	3	2
Comments: .						
<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 go to <a href="http://www.usps.org/localusps/squadrons.shtml">http://www.usps.org/localusps/squadrons.shtml</a>	1	0		1
<i>If scoring a district website item 2 is to be given one point</i>						
Comments: .						
<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	2	1	0	0

		presenting USPS and the unit to the public					
2	0-2	If you were a non-member, would this site have increased your interest in USPS?	2	1	0	0	
3	0-2	Would you be proud of having this website represent your unit or district:	2	1	0	0	
Comments:		Very little information on this site. Graphics on the home page announce "Get a Boat Courtesy Safety Check", "Upcoming Course Schedule", and "Upcoming Events" with no link to the information.					
			Total Points Scored			36	