



Department of Defense Education Activity ADMINISTRATIVE INSTRUCTION

NUMBER 1060.1
March 26, 2009

COMMUNICATIONS

SUBJECT: DoDEA World Wide Web Site Administration

- References:
- (a) DoDEA Administrative Instruction 1060.1, "DoDEA World Wide Web Site Administration," June 12, 2001 (hereby canceled)
 - (b) Office of the Assistant Secretary of Defense Policies and Procedures, "Web Site Administration Guidance," November 25, 1998, as amended
 - (c) DoDEA Web Publishing Guidelines, current edition
 - (d) DoD Directive 5230.9, "Clearance of DoD Information for Public Release," August 22, 2008
 - (e) DoD Instruction 5230.29, "Security and Policy Review of DoD Information for Public Release," January 8, 2009
 - (f) Section 794d of title 29, United States Code

1. PURPOSE. This Administrative Instruction reissues Reference (a) and delineates the policy, assigns responsibility, and prescribes the procedures related to operating and maintaining an unclassified Department of Defense Education Activity (DoDEA) Web site.

2. APPLICABILITY. This Administrative Instruction applies to the Office of the Director, DoDEA; the Director, Domestic Dependent Elementary and Secondary Schools, and Department of Defense Dependent Schools, Cuba (DDESS/DoDDS-Cuba); the Director, Department of Defense Dependents Schools, Europe (DoDDS-E); the Director, Department of Defense Dependents Schools, Pacific, and Domestic Dependent Elementary and Secondary Schools, Guam (DoDDS-P/DDESS-Guam); (hereafter collectively referred to as "DoDEA Area Directors"), and all DoDEA District Superintendents, School Principals, and Support Staff.

3. DEFINITIONS. See Glossary.

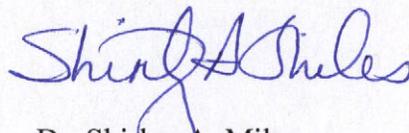
4. POLICY. It is DoDEA policy that in accordance with References (b) through (f), any component Web site or logical group of Web pages contained within a component Web site funded by DoDEA or the Department of Defense is a DoDEA Web site, and is considered an official DoD Web site subject to all applicable DoD guidance. The use of Web sites is encouraged because they provide DoDEA with a means to convey information quickly and

efficiently on a broad range of topics relating to component activities, objectives, policies, and programs. Web content must reflect the mission of the component.

5. RESPONSIBILITIES. See Enclosure 1.

6. PROCEDURES. Enclosure 2 provides overarching procedures and requirements of the DoDEA World Wide Web Site Administration Instruction.

7. EFFECTIVE DATE. This Administrative Instruction is effective immediately.



Dr. Shirley A. Miles
Director

Enclosures

1. Responsibilities
 2. Procedures
- Glossary

TABLE OF CONTENTS

REFERENCES1

PURPOSE.....1

APPLICABILITY.....1

POLICY1

EFFECTIVE DATE.....2

RESPONSIBILITIES4

 The Director, DoDEA.....4

 Chief, Office of Communications.....4

 DoDEA Webmaster4

 DoDEA Chief Information Officer.....5

 DoDEA Headquarters Division Directors and Chiefs5

 Web Author.....5

 DoDEA Area Directors.....6

 Area Webmaster.....6

 District Superintendents, and School Principals.....7

 Field Webmaster7

PROCEDURES.....9

GLOSSARY11

ENCLOSURE 1

RESPONSIBILITIES

1. The Director, DoDEA. The Director, DoDEA, shall provide final approval for all Web content to be published on a publicly available Web site if the Web content varies from the DoDEA Web Publishing Guidelines (Reference (c)), or is outside the scope of normal business operations.

2. Chief, Office of Communications. The Chief, Office of Communications shall:
 - a. Designate a person known as the DoDEA Webmaster.

 - b. Obtain resources for the operation, communications, and maintenance associated with providing the Headquarters Web Site.

 - c. Designate a person(s) to publish Headquarters Web content.

 - d. Provide Recommendations to the Director, DoDEA.

3. DoDEA Webmaster. The DoDEA Webmaster shall:
 - a. Manage the administration, operation, and maintenance of the Headquarters component Web site.

 - b. Provide guidance addressing the security and vulnerability of Web content.

 - c. Perform technical reviews on all Headquarters Web site content that varies from Reference (c), or is outside the scope of normal business operations, and provide recommendations to the Chief, Office of Communications, or designee(s).

 - d. Report to the Chief, Office of Communications, any changes in the Headquarters Web site infrastructure or any anomalies in the operation of the Headquarters Web site.

 - e. Develop, maintain, and publish Reference (c).

 - f. Research and recommend Web content and Web site tools for field Webmaster and Web author use.

 - g. Provide Web site development guidance to Area Components.

 - h. Monitor Headquarters component Web content for compliance with Reference (c).

- i. Maintain and evaluate Headquarters Web site usage logs.
 - j. Gather and analyze Headquarters Web site performance data.
 - k. Ensure compliance with this Administrative Instruction.
4. DoDEA Chief Information Officer (CIO). The DoDEA CIO shall:
- a. Ensure that security assessments of the Headquarters and Area Web sites are conducted at least bi-annually.
 - b. Ensure the day-to-day management and administration of the core underlying operating system, software and hardware supporting the Headquarters and Area Web sites.
5. DoDEA Headquarters Division Directors and Chiefs. The DoDEA Associate Directors and DoDEA Headquarters division Directors and chiefs shall:
- a. Designate a person(s) known as the Web author, to develop and maintain the Headquarters component's Web content.
 - b. Designate persons to:
 - (1) Review and approve Headquarters component Web content before it is published on the Headquarters Web site.
 - (2) Ensure that approved DoDEA security and privacy notices, and applicable disclaimers, are used on all Headquarters Web site entry points and whenever hyperlinks to non-DoDEA Web content are included.
 - (3) Ensure that all Web content placed on a publicly available Web site is approved for public release in accordance with DoD Directive 5230.9 (Reference (d)), and DoD Instruction 5230.29 (Reference (e)). Ensure that such content does not expose information or data that, when electronically aggregated or disaggregated, would expose national security; DoDEA; the community served by DoDEA; or other DoD personnel and assets, mission effectiveness, or the privacy of individuals, to risk.
 - (4) Accomplish a regular functional and security review of Web content, at least quarterly. Reviews are to be documented and anomalies reported to the DoDEA Webmaster.
 - (5) Ensure that Web content is accurate, consistent, and timely, and that it supports the Headquarters component's mission.
6. Web Author. The Web author shall:
- a. Develop and maintain Web content in accordance with Reference (c).

- b. Obtain component head or designee approval for Web content
- c. Collect and retain documentation granting the release of personal information over the Internet to include, but not limited to, personnel from the Department of Defense, DoDEA, and the community served by DoDEA.
- d. Maintain backup copies of all Web content.

7. DoDEA Area Directors. The DoDEA Area Directors shall:

- a. Designate a person known as the Area Webmaster.
- b. Obtain resources for the operation, communications, and maintenance associated with providing the Area Web Site.
- c. Designate a person(s) to publish Area Web content.
- d. Provide Recommendations to the Director, DoDEA.

8. Area Webmaster. The Area Webmaster shall:

- a. Manage the administration, operation, and maintenance of the Area component Web site.
- b. Provide guidance addressing the security and vulnerability of Web content.
- c. Perform technical reviews on all Area Web site content that varies from Reference (c), or is outside the scope of normal business operations, and provide recommendations to the Area Directors, or designee(s).
- d. Report to the Area Director, any changes in the Area Web site infrastructure or any anomalies in the operation of the Area Web site.
- e. Provide Web site development guidance to Components (e.g., districts, schools).
- f. Monitor Area component Web content for compliance with Reference (c).

- g. Maintain and evaluate Area Web site usage logs.
- h. Gather and analyze Area Web site performance data.
- i. Ensure compliance with this Administrative Instruction.

8. DoDEA District Superintendents and School Principals. The DoDEA district superintendents, and school principals shall:

- a. Designate a person known as a field Webmaster.
- b. Designate a person(s) known as a Web author, to develop and maintain field component's Web content.
- c. Obtain resources for the operation, communication, and maintenance associated with providing the field component's Web site.
- d. Designate persons to:
 - (1) Review and approve field component Web content before it is published on a field component Web site.
 - (2) Ensure that approved DoDEA security and privacy notices and applicable disclaimers, are used on all component Web site entry points and whenever hyperlinks to non-DoDEA Web content are included.
 - (3) Ensure that all Web content placed on a publicly available Web site is approved for public release in accordance with References (d) and (e). Ensure that such content does not expose information that, when electronically aggregated or disaggregated, would expose national security; DoDEA, the community served by DoDEA; or other DoD personnel and assets, mission effectiveness, or the privacy of individuals, to risk.
 - (4) Accomplish a regular functional and security review of Web content, at least quarterly. Reviews are to be documented and anomalies reported to the field Webmaster and DoDEA Webmaster.
 - (5) Ensure that Web site content is accurate, consistent, and timely, and that it supports the field component's mission.

9. Field Webmaster. The field Webmaster shall:

- a. Administer, operate, and maintain the field component's Web site.
- b. Perform the duties of a Web author, as specified above.

- c. Report to the field component head, the Area Webmaster and the DoDEA Webmaster any changes in the field component's Web site infrastructure or any anomalies in the operation of the field component's Web site.
- d. Maintain and evaluate field component Web site usage logs.
- e. Gather and analyze field component Web site performance data.

ENCLOSURE 2

PROCEDURES

1. VERIFY WEB CONTENT. Component heads or their designee(s), field Webmasters, and Web authors shall examine and verify Web content for sensitivity and distribution/release controls, including sensitivity of information in the aggregate, or disaggregate, prior to being posted on a publicly available Web site.
2. REVIEW HYPERLINKS. Component heads or their designee(s), field Webmasters, and Web authors shall review hyperlinks not less than quarterly to ensure continued support of the component's mission and availability. If a hyperlink to an external Web site is found to contain questionable or objectionable content; material that is sexually explicit, gambling, or hate-speech related; or material that promotes illegal or unethical activity, it is to be removed immediately.
3. ACCESSIBLE CONTENT AND STANDARDS SUPPORT. The DoDEA Webmaster, field Webmasters, and Web authors shall ensure that Web content is accessible by users with disabilities in accordance with section 794d of title 29, United States Code (Reference (f)). They shall also maintain Web content in a manner that conforms to a recommended or previously recommended Extensible Hypertext Markup Language (XHTML)/Hypertext Markup Language (HTML) standard as documented in the specifications of the World Wide Web Consortium and that supports the current and last previous version of major browser software.
4. DOCUMENTATION. The DoDEA Webmaster, field Webmasters and Web authors shall collect and retain documentation granting the release of personal information over the Internet to include, but not be limited to, personnel from the Department of Defense, DoDEA, and the community served by DoDEA.
5. AVAILABILITY. The DoDEA Webmaster and field Webmasters shall ensure that Web content posted to a publicly available Web site is accessible by users of major browser software, including the previous version of current browser software.
6. CONTENT ACCURACY. The responsibility for accuracy, credibility, and timeliness of Web content published on a Web site is delegated to each component. Web content must be developed and published in accordance with Reference (c).
7. REGISTER WEB SITES. The DoDEA Webmaster and Area Webmasters must register their Web site in the Government Information Locator System and maintain the registration information as required.
8. MITIGATING RISKS. The benefits gained by placing DoDEA Web content on a publicly available Web site must be weighed against the potential risk to DoDEA, the community served by DoDEA, and other DoD interests such as national security, the conduct of federal programs, the safety and security of personnel or assets, or individual privacy created by having electronically available DoD information more readily accessible to a worldwide audience.

9. CONTENT REVIEW. Web content, not in accordance with Reference (c), or outside the scope of normal business operations, must be reviewed by the DoDEA Webmaster and approved by the Chief, Office of Communications, and the Director, DoDEA, or their designee(s) before such content is placed on a publicly available Web site. Unapproved Web content not in compliance with Reference (c) will be removed from the Web site. A component may only develop Web content that it originates or for which it is normally responsible.

GLOSSARY

DEFINITIONS

Browser. Computer software used to access Web content on the Internet.

Component. For the purposes of this Administrative Instruction, one of the subordinate organizations that constitute DoDEA. A component consists of the Director and all individuals, schools, districts, Areas, branches, divisions, and directorates under the Director, including the support services that have been assigned to the activity.

Hyperlink. An area of Web content that, when activated by a user, transfers the user to other Web content within a Web site or to Web content in another Web site.

Infrastructure. The operating platform and communication systems required to operate a Web site.

Internet. The loosely connected worldwide collection of computer systems that uses a common set of communications standards to send and receive electronic information.

Intranet. An Internet not readily available to the general public.

Performance Data. Data that represents usage and availability statistics for a specific domain or sub-domain. In general, it represents the access statistics for a given period of time and its relationship to a previous period of time. Furthermore, it addresses the availability of the Web site to the general public.

Security Assessments. A review of Web site assets aimed at identifying potential security risks.

Security Review. A review of existing Web site content to ensure that no personal identifiable information is available on a publicly available Website.

Technical Review. A review of existing Web site content to ensure that all information available on a public site is up to date and accurate.

Usage Logs. Represents general Web site usage statistics related to a specific domain or sub-domain. These include overall visits, page views, traffic sources, browser capabilities, trends, etc.

Web content. A collection of Hypertext Markup Language-coded text, programmatic script, clip art, hypertext links, images, sound, and/or video clips.

Web site. A collection of information organized into a number of Web documents, including a "home page" and its linked subordinate Web pages, related to a common subject or set of subjects.

World Wide Web or Web. The subset of the Internet capable of providing the public with user-friendly, graphics-based, multimedia access to information on the Internet. A means for storing and linking Internet-based information in all multimedia formats. Navigation is accomplished through a set of linked documents that may reside on the same computer or on computers located throughout the world.

XHTML/HTML. Standards maintained by the World Wide Web Consortium for the presentation of Web content by a browser.