

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY

DoDEA Web Publishing Guidelines

dodea

DEPARTMENT OF DEFENSE EDUCATION ACTIVITY

Publicly Available Web Sites (Internet)

Accessibility. To accommodate customers with disabilities or others using text-based Web browsers, Web pages must incorporate the following:

*Guides, checklists, and techniques are available from the Worldwide Web Consortium (W3C) **

1. Provide descriptive alternative text tags for all navigational graphics and any graphic that adds value to the customer's experience. Do not put text descriptions in alternative text tags for "spacer" graphics. If placing several graphics together on a Web page with no space between them, use a separator in the alternative text tag description, such as the pipe sign "|" so the text does not blend together confusing the customer. When a graphical hyperlink and an identical text hyperlink appear together, use a space, " ", as the alternative text tag description.

Example: hyperlink: alt="Link to Employment Opportunities"

graphic: alt="Picture of a group of children studying"

list item bullet: alt=" "*

navigational graphic: alt="Link to Search| "

graphic and hyperlink together or a graphic used as a spacer: alt=" "

2. Provide descriptive alternative text tags for all areas of client-side image maps or offer alternative text hyperlinks on the Web page. Server-side image maps are not acceptable for use in Web pages.
3. Provide descriptions for text-based graphics, applets, or scripts if they are not fully described through alternative text tags or in the document's content.

Applet: "A small program, usually embedded in a Web page, to perform a simple function."

4. Provide equivalent alternatives for all multimedia information. Alternatives should be synchronized with the presentation.
5. Ensure that text and graphics are perceivable and understandable when viewed without color.

*Examples of what **not** to do: (1) A web page has three arrows: one red, one blue, and one green. A link on the web page tells the customer to click the "red arrow." (2) Place maroon colored text on a black background.*

* (see the Web Authors Resources section)

6. Ensure that Web pages are perceivable and understandable when viewed without an associated style sheet (e.g., Cascading Style Sheet).
7. Ensure that moving, blinking, scrolling, or auto-updating objects or Web pages can be paused or frozen. An animated graphics must stop after no more than five (5) animated sequences. Objects on a Web page must not cause the screen to flicker.
8. Activation of hyperlinks must be available through both a pointing device (e.g., mouse) and the keyboard (e.g., Tab key).
9. Changes in the natural language of the Web page (e.g., from English to French) must be clearly identified.
10. Provide table column and row headings when tables contain tabular data. Include code to associate data cells and header cells when tables have two or more logical levels of rows or columns.

Example: `<TABLE border="1"
summary="This table charts the number of cups
of coffee consumed by each teacher, the type
of coffee (decaf or regular), and whether
taken with sugar.">
<CAPTION>Cups of coffee consumed by each teacher</CAPTION>
<TR>
<TH id="t1">Name</TH>
<TH id="t2">Cups</TH>
<TH id="t3" abbr="Type">Type of Coffee</TH>
<TH id="t4">Sugar?</TH>
</TR>
<TR>
<TD headers="t1">J. Smith</TD>
<TD headers="t2">2</TD>
<TD headers="t3">Regular</TD>
<TD headers="t4">No</TD>
</TR>
<TR>
<TD headers="t1">S. Doe</TD>
<TD headers="t2">5</TD>
<TD headers="t3">Decaf</TD>
<TD headers="t4">Yes</TD>
</TABLE>`

11. Ensure that Web pages do not require a set time limit for a response.
12. Ensure that Web pages which require the customer to have an applet, plug-in, or other application on their system contain a hyperlink to the applet, plug-in, or application, and that the applet, plug-in, or application meets specifications of Section 508.

Plug-in: "A third-party program, tied into a Web browser, that is used to access a specific type of Web content."

13. Web pages making use of "Frames" to separate a Web page into smaller windows, must be named with text that identifies the frames and facilitates navigation.
14. When using a standard navigation scheme, a method must be used to allow the customer to skip the navigational links and jump to the main focus of the Web page.

Example: Create a one (1) pixel by one (1) pixel transparent graphic named, "skipnav.gif," for example and insert the following code into the Web page before the navigation menu:

```
<A HREF="#content"></a>
```

At the beginning of the Web page's primary content insert the following code:

```
<A NAME="content"></A>
```

15. When there is no way to make the Web page compliant, a text-only Web page with equivalent content and functionality must be added and updated whenever the Web page or included content changes.
16. Test Web pages with a non-graphical browser such as Lynx*, speech synthesis software such as JAWS, or an on-line accessibility Web site, such as "Bobby" *.

Copyright / Trademark Material. Copyrighted information or trademarked material cannot be used without the written permission of the copyright or trademark owner. All non-Federal government information, to include student works, should be considered copyrighted until proved otherwise. While most Federal government information is not copyrighted or trademarked, information from some Federal government agencies such as the National Aeronautics and Space Administration (NASA) may be copyrighted or trademarked, and written permission must be obtained before it can be used. A statement must appear near the copyrighted information stating it is used with permission.

Duplication. Do not publish duplicate DoDEA content unless the duplication is for performance, security, or other mission-related reasons. If relevant, provide a hyperlink to the Web page. Permission for duplication must be obtained from the owner of the content and the DoDEA Webmaster.

* (see the Web Authors Resources section)

Hyperlinks. When connecting to other Web pages or another Web site, the following must be incorporated:

1. Reference information from other sources on the Internet. Do not copy the content.
2. Hyperlinks to large documents or graphics must specify the file size in parenthesis at the end of the hyperlink.
3. Hyperlink text should be brief but descriptive, not just "Click Here."
4. Hyperlinks to Web pages, or within Web pages contained in the Web site, should use relative addressing. When the use of absolute addressing is required to link to another Web site, the address must use the Web site's fully qualified domain name and not an Internet Protocol address.

*Example: Relative Address: *

*Absolute Address: *

*And Not *

Fully Qualified Domain Name: "The combination of the Internet protocol (e.g., http://), server name, (e.g., www), domain name (e.g., odedodea.edu), and if applicable, port number (e.g., :80) and file name (e.g., index.html) as in 'http://www.odedodea.edu:80/index.html'."

5. Periodically review hyperlink connections to ensure continued suitability and availability.
6. Hyperlinks to non-DoD Web sites must support the Component's (e.g., Headquarters, Area, District, School) mission. If the content of a hyperlinked external site becomes questionable, objectionable, or unavailable, remove the hyperlink.
7. Only hyperlinked text must be used to direct visitors to private organization or individual Web sites. Do not include graphics or logos depicting companies/products.
8. A hyperlink to the DoDEA Privacy and Security Notice must be included at the Web site's homepage, main entry points, and on any Web page that includes hyperlinks to private organizations or individuals.
9. If the Web page includes a hyperlink to a private organization or individual Web site, hyperlinks to all similar Web sites must be provided in the Web page, if requested.
10. Hyperlinks to non-DoDEA web pages must include a notification letting the customer know they are leaving a DoDEA web site.

Example: External Site: U.S. Department of Justice Web Site

11. Hyperlinks to file types that require a separate browser plug-in or helper application (e.g., Adobe Acrobat (.pdf)) must include a text-only hyperlink to the location of the plug-in or helper application, along with a statement that DoDEA does not endorse or support the product.

Example: Link to Adobe Acrobat Reader

Link to Adobe Accessibility Tools for Adobe PDF Documents<p>

DoDEA does not support or endorse Adobe Systems Incorporated or its products.<p>

12. No compensation of any kind can be accepted for placing a hyperlink on a Web site.

Non-copyrighted Material. Non-copyrighted material, text, clip art, hyperlinks, images, and sound or video clips may be used **only** if they directly relate to the Component's mission.

Privacy.

1. Visitors to a Web site can not be required to enter personal information.
2. Any Web site that collects personal information must enable a method of secure data transfer such as Secure Socket Layer (SSL), and must implement Public Key Infrastructure (PKI) according to DoD guidance. The collection of information via a Web site is considered a system of records and thus must comply with any applicable Federal government and/or DoD guidance (e.g., Privacy Act).

Registration. Web sites must be registered in the Government Information Locator Service (GILS)*.

Security. Examine and verify Web pages for sensitivity and distribution/release controls, including sensitivity of information in the aggregate/disaggregate, prior to being posted on a publicly available Web site. **Web pages may not contain any of the following:**

1. First, middle, or last name of any DoDEA employee, student, parent, or family member with the exception of first and second tier Component Heads (e.g., Superintendent, Principal, Assistant Principal).

* (see the Web Authors Resources section)

2. The physical location, description, or depiction (e.g., a floor plan, a school map) of a Component overseas. Use only official APO/FPO mailing addresses.
3. Any telephone number other than the Component's official telephone or facsimile number, or a telephone number for a DoDEA employee's position, generally known to the public (e.g., "Principal," "Athletic Director").
4. An electronic mail address that matches a current logon or account name of a DoDEA employee. If this condition exists, an electronic mail address alias (e.g. "webmaster@hq.odedodea.mil") should be created and used.
5. Analysis and recommendations concerning lessons learned which would reveal sensitive military operations, exercises, or vulnerabilities.
6. Reference unclassified information that would reveal sensitive movements of military assets or the location of units, installations, or personnel where uncertainty regarding location is an element of a military plan or program.
7. Information, the release of which would be a clearly unwarranted invasion of personal privacy. This includes the following categories concerning U.S. citizens, DoDEA or DoD employees, and military personnel: (1) Social Security Account Numbers; (2) dates of birth; (3) home addresses; (4) telephone numbers other than duty office numbers; (5) personal electronic mail addresses; and (6) names, locations, and identifying information about family members of U.S. citizens, DoDEA or DoD employees, or military personnel.
8. Proprietary information submitted by a contractor and protected by a Limited Rights Statement or other agreement, and trade secrets, commercial and financial information submitted by an entity outside the government which considers the information to be protected from release to the public.
9. Test and evaluation information that could result in an unfair advantage or disadvantage to the manufacturer or producer.
10. Technical information not marked or otherwise determined to be appropriate for distribution.
11. Unclassified information pertaining to classified programs. The review of unclassified information pertaining to classified programs proposed for posting to a publicly available Web site must take into account the likelihood of classification by compilation.
12. Product endorsements or preferential treatment of any private organization or individual.
13. Embedded or in-line graphic or programmatic code provided by, or hyperlinked to, private organizations or individuals for the purpose of

providing services (e.g., Web page counters, local weather reports, or Web site traffic analysis).

Student Works. Before student works may be published on a Web site, permission must be obtained from the individual or, in the case of minors, parent/guardian. A statement must also appear on the Web page displaying the student's work stating that the work is the intellectual property of the student and that individuals interested in using the work should contact the Component Head to arrange permission.

Sample Statement: The student work of art appearing on this Web site is protected by the copyright laws of the United States. Downloading, reproduction or distribution of the work of art appearing on this Web site is specifically prohibited without the written approval of the individual who created the work. Persons wishing to obtain artist permission to reproduce the work may request such permission by writing the artist care of the school principal.

[Note: This requirement may be met by the parent/guardian signature on the recommended waiver form or by any facsimile that includes specific reference to posting student's work on the Web site.]

Web Page Approval. Before publishing, Web pages must be reviewed and approved by the Component Head or designee(s). Web pages not in accordance with, or outside the scope of, this document must also be reviewed by the DoDEA Webmaster and approved by the Chief, Office of Communications, and the Director, DoDEA, or their designee(s) before publishing.

Web Page Composition. Web pages must be developed and published to support the following:

1. Prevent directory browsing. The Web site's main directory and all subdirectories contained within must have a page named according to the Web server's default homepage setting (e.g., index.html, home.htm, etc.).
2. Must not contain questionable or objectionable content; material that is sexually explicit, gambling, or hate-speech related; or material that promotes illegal or unethical activity.
3. Design Considerations:
 - The Web site design must have a width of no greater than 750 pixels and use a maximum of 16-bit color or "High Color."
 - Whenever possible, limit Web pages to one screen in width, four screens in length, or provide a target tag to various sections of the document, including a return link at the bottom of the Web page to return to the top of the Web page.

- The Heading section must contain a Title section with a descriptive title starting with "DoDEA: ."

Example:

```
<HTML>
<HEAD>
<TITLE>DoDEA: Bitburg Elementary School –
Homepage</TITLE>
</HEAD>
<BODY> ....
```

- The Web site's homepage must contain hyperlinks to the DoDEA's Web site homepage and the DoDEA Privacy and Security Notice.

- The date of Web page creation, or last update, must appear in small text at the bottom left corner of the Web page.

Example:

```
<Left>H6>4/30/2001/</h6></Left><br>
```

- The first initial and last name or the school/office name, position title, date, and initials of the Web Author, the person who designed or obtained any graphic, and the approval authority must be placed in META tags in the Heading section of the Web page.

Example:

```
<HTML>
<HEAD>
<META name="author" content="T. Smith">
<META name="designer" content="Osan ES, Educational
Technologist, 10/2001, JBB">
<META name="approved" content="K. Mann">
.....
```

- Use colors that promote a high contrast between the text and background colors.
- A standard navigation scheme should be maintained throughout each Web site.
- Major areas of each Web site should be consistent in design and presentation. Whenever possible, limit the number of font styles, sizes, and colors used in the Web page.
- White (#FFFFFF) text colors should be avoided for Web pages. Not all printers print background colors.
- Only school, educational, or instructional graphics are permitted.
- Reduce the file size of the Web page including graphical content where possible to decrease Web page download time.

4. The Web pages must conform to recommended Extensible Hypertext Markup Language (XHTML) / Hypertext Markup Language (HTML) standard, as documented in the specifications of the World Wide Web Consortium (W3C) * and must be supported by the most current and the last previous version of major browser software (e.g., Netscape Navigator, Microsoft Internet Explorer).
5. Only non-proprietary, platform independent program scripts (e.g., Java, JavaScript, Perl) may be used, as long as the functionality is available in the most current and the last previous version of major browser software. Web pages must not require the use of any specific browser.
6. The use of "persistent cookies" or other methods to collect or store information is not permitted. The use of "session cookies" is allowed with permission of the DoDEA Webmaster. *[Note: A "cookie" is a small piece of information sent by a Web server and stored on a customer's system so it can later be read back from that system. A "persistent cookie" is one that remains over time. A "session cookie" is one that remains only for the current browsing session and must be deleted at the end of the session.]*
7. Outdated Web pages must be updated, and superseded Web pages and associated files removed.
8. Web page and file names must not use characters other than letters, numbers, or an underscore "_" in their filename and have 3 or 4 character extensions
9. The use of frames to link to external sites is not permitted. The use of frames to link to Web pages from DoDEA Web sites is permitted.
10. No sponsorship, advertisement, logo, endorsement, or preferential treatment of any private organization or individual may be included in Web pages or "pop-up" when viewing Web pages.
11. Requests for information or surveys of the general public must conform to DoD and Federal Government (e.g., Office of Management and Budget) policy. Forms for general solicitations of comments that do not seek responses to standard questions, such as the common opinion-based feedback forms and e-mail links, are allowed.
12. Web page functionality and hyperlinks should be tested thoroughly and with major software browsers.
13. Acronyms appearing in a Web page must be spelled out in text of the Web page.
14. "Under Construction" Web pages are not to be published.
15. The use of Web page counters is not permitted.
16. Must not allow Web site visitors to enter and/or post information directly into Web content (e.g., Web forums, message boards, chats).

* (see the Web Authors Resources section)

Non-Publicly Available Web Sites (Intranet)

The following exceptions modify the policy for Publicly Available Web Sites (Internet) for Intranet Web site (Private Web Server) use only:

Hyperlinks. Text or graphical hyperlinks may be used to direct visitors to non-government Web Sites. Graphics or logos depicting private individuals or companies and/or their products may appear on a non-publicly available Web site provided written permission is obtained from the copyright/trademark holder.

Security.

1. All non-publicly available Web sites must be in accordance with all DoD policy and guidance regarding Public Key Infrastructure (PKI) requirements. This includes obtaining and installing a DoD or a commercial, DoD-approved digital certificate, and activating a minimum of Secure Socket Layer (SSL) encryption. The only exceptions to this mandate are printers, copiers, or telecommunications equipment with a built-in Web interface, and Web servers with no physical connection to, or access to or from, the Internet.
2. Electronic mail addresses do not require an electronic mail address alias (e.g., "webmaster@odedodea.mil").
3. Information designated "For Official Use Only" may be published.
4. Names of U.S. citizens, DoDEA or DoD employees, and military personnel and their families may be published with the individual's or, in the case of minors, parent's or guardian's permission.
5. First and last names of U.S. citizens, DoDEA or DoD employees, and military personnel or their families may be published when associated with a photograph with the individual's or, in the case of minors, parent's or guardian's permission.
6. Official Component telephone numbers for DoDEA employees may be published.

Web Page Composition.

1. The Web site design must have a width of no greater than 975 pixels and must use a maximum of 32-bit color or "True Color."

2. The Web site must conform 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 (W3C), and must be supported by the DoDEA standard browser software.
3. Program script (e.g., Java, JavaScript, Perl, Visual Basic, Active Server Page) is allowed if it is supported by DoDEA standard web browser software. Programmatic functionality not supported by DoDEA standard Web browser software must be avoided.
4. The use of "persistent cookies" or other methods to collect or store non-user-identifying information is permitted.
5. Web site visitors may be allowed to enter and/or post information directly into Web content (e.g., Web forums, message boards, chats) as long as the person is required to enter his/her name and the content is frequently reviewed for appropriateness. If inappropriate content is posted or the service abused, it is to be removed immediately.

Web Author Resources

The following are Internet-based resources available at the time of publishing of this document.

Accessibility Issues.

<u>Web Site Name</u>	<u>Web Address (URL)</u>	<u>Content</u>
The Access Board (Web-based Intranet and Internet Information)	http://www.access-board.gov/sec508/guide/1194.22.htm	Accessibility requirements, examples
CAST Bobby	http://www.cast.org/bobby/	On-line Web site accessibility check
Equal Access to Software and Information	http://www.isc.rit.edu/%7Eeasi/access.html	Accessible page design, workshops, non-graphic browsers
Federal IT Accessibility Initiative	http://www.section508.gov/	Law related
IBM Accessibility Center	http://www-3.ibm.com/able/accessweb.html	Checklists and techniques
Lynx	http://lynx.browser.org/	Text-based Web browser
Web Accessibility in Mind	http://webaim.org	Accessibility How-to

<u>Web Site Name</u>	<u>Web Address (URL)</u>	<u>Content</u>
World Wide Web Consortium (W3C), Web Accessibility Initiative	http://www.w3.org/WAI/	Guidelines, checklists, techniques

Web Site Registration.

<u>Web Site Name</u>	<u>Web Address (URL)</u>	<u>Content</u>
Government Information Locator Service (GILS)	http://sites.defenselink.mil/	DoD Web site registration

Web Site Content

The section titled, "Writing for the Web," included in previous versions has been removed from this publication, expanded, and become a separate publication titled, "Writing for the Web, A Manual". The School Web Site Content Checklist has been included here as a quick reference.

School Web Site Content Checklist

Following is a list of content pages for DoDEA school Web sites, including both required and suggested pages. The required pages are “musts”—the information they dispense is the primary reason every DoDEA school has a Website, and so that information must be included. The suggested pages are information that an individual school may or may not want to include, and are based upon appropriate information that other schools—in DoDEA and throughout the U.S.— have put on their Web sites. Additional informational pages may be used as long as they follow the DoDEA guidelines for Web sites. At the bottom of the page is a brief listing of those items that cannot be included on a DoDEA Web site. Please contact the DoDEA Webmaster if you need further clarification.

Required pages:

- ❑ **School Homepage**
 - ❑ A short statement about the school or a short welcoming message from the principal
 - ❑ A school mission and vision statement
 - ❑ The school leadership
 - ❑ Principal
 - ❑ Assistant principal
 - ❑ Links to other key pages, including
 - ❑ DoDEA Headquarters Web site
 - ❑ Community Guides
 - ❑ Search

- ❑ **School contact information**
 - ❑ APO address
 - ❑ Telephone/DSN
 - ❑ Telephone/commercial (from U.S., e.g., 011 + country code + city code + number)
 - ❑ Fax number
 - ❑ E-mail address (i.e., HTML “Mailto”)
 - ❑ Generic phone directory (e.g., counselor, football coach, media specialist)
 - ❑ Host military command (link)

- Employment opportunities (link to Personnel)
 - A contact for speakers of languages other than English
- **Registration information**
 - Required documents (link to area)
 - Immunization (link to area)
 - Point-of-contact (e-mail and mailing)
- **School policies**
 - Attendance
 - Discipline
 - Dress code
 - Graduation Requirements
 - Homework
- **School transportation**
 - Policies
 - Safety
 - Registration
 - Points-of-contact (DSN, e-mail)
- **School curriculum and programs**
 - Course descriptions
 - Link to DoDEA Curriculum Guides / Standards
 - Standardized testing and results
 - Special needs programs
 - Gifted programs
 - Distance learning
 - Athletic programs
 - Awards/Commendations
- **Information for PCSing families**
- **School calendar** (with links to descriptions of activities)
- **Community connections**
 - School Advisory Council / School Board
 - PTO/PTA/PTSA/Booster Club (e-mail contacts)
 - Command partnerships
 - Community organizations
 - School volunteering opportunities (e-mail contact)
- **Handbooks**
 - Student Handbook (PDF / downloadable format)
 - Parent Handbook (PDF / downloadable format)

- ❑ **School Improvement Plan**
- ❑ **School accreditation**
- ❑ **School demographics** (linked to school profile)

Suggested pages:

- ❑ A page of frequently asked questions and answers, with links to other pages, as required. This kind of page is a tremendous help to visitors to your site, and could include answers to questions such as school hours, the semester calendar, the lunch menu, transportation information, school supplies required, and general school policies. Consider this if you want to save yourself and your visitors time and effort.
- ❑ A page showcasing the school and highlighting its uniqueness (Possible titles: *Look at Us!*, *Spotlight On...*, *Class Act*)
- ❑ * A page highlighting student work/projects such as:
 - ❑ Student writing
 - ❑ Student artwork
 - ❑ Photos of science projects
 - ❑ Student-created web pages
- ❑ An extracurricular activities page highlighting such activities as:
 - ❑ Athletic teams
 - ❑ Intramural sports
 - ❑ School clubs
 - ❑ JROTC
- ❑ Home/school partnership information
- ❑ School history
- ❑ * School facilities and environs (e.g., gym, art room, library, media center)—general descriptions and photographs
- ❑ Alumni information/connections

* Must comply with regulations re: names and certain site-specific information.

Check to make sure that on your Web site there are:

- ❑ No student names.
- ❑ No employee names below the second tier of administrators (e.g., Assistant Principal).

- ❑ No home addresses, home telephone numbers, or home e-mail addresses.
- ❑ No posting of printed material that includes student names or other restricted information.
- ❑ No building specifications (e.g., floor plans).
- ❑ No links to non-mission-related sites.
- ❑ No “borrowed” designs or content without written authorization and attribution.