



DoDEA MANUAL 8170.01

DoDEA WEB PUBLISHING GUIDE

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| Originating Division: | Communications Division |
| Effective: | August 2, 2018 |
| Releasability: | Cleared for public release. Available on the DoDEA Policy Website. |
| Cancels: | “DoDEA Web Publishing Guidelines,” February 2002 |
| Approved by: | Thomas M. Brady, Director |

Purpose: This Issuance does not create new policy but only clarifies existing laws or already established policy and describes the steps to accomplish specific actions in accordance with the references. This Issuance delineates the standard operating procedures related to the operation and maintenance of official DoDEA public-facing websites and other related services in support of the DoDEA Mission.

- Meets the requirement to establish quality standards for publicly disseminated information in the February 10, 2003 Deputy Secretary of Defense Memorandum.
- Provides guidance for compliance with the policies for federal agency public websites in the November 8, 2016 Office of management and Budget (OMB) Memorandum M-17-06 and OMB Circular No. A-130.

TABLE OF CONTENTS

| | |
|--|----|
| SECTION 1: GENERAL ISSUANCE INFORMATION | 4 |
| 1.1. Applicability. | 4 |
| 1.2. Authority. | 4 |
| 1.3. Information Collection. | 4 |
| SECTION 2: RESPONSIBILITIES | 5 |
| 2.1. DoDEA Director. | 5 |
| 2.2. DoDEA Communications Division Chief. | 5 |
| 2.3. DoDEA Webmaster. | 5 |
| 2.4. DoDEA Region Directors for Student Excellence. | 5 |
| 2.5. DoDEA Region Public Affairs Officer. | 5 |
| 2.6. DoDEA Region Webmaster. | 6 |
| 2.7. DoDEA District Superintendent. | 7 |
| 2.8. DoDEA School Principal. | 7 |
| 2.9. DoDEA Local Webmaster (School and District). | 7 |
| 2.10. Content Contributor. | 8 |
| 2.11. Content Owner/Subject Matter Expert. | 8 |
| SECTION 3: WEB PUBLISHING PROCESS | 9 |
| 3.1. Web Communications. | 9 |
| 3.2. Technical Environment. | 9 |
| 3.3. Structure. | 10 |
| 3.4. Browser and Platform Independence. | 11 |
| 3.5. Active Content, Content Generators, and Embedded Applications. | 11 |
| 3.6. Privacy Policy. | 12 |
| 3.7. File Names. | 12 |
| 3.8. Navigation. | 13 |
| 3.9. Required Site Elements. | 13 |
| 3.10. Collection of Information and the Use of Web Measurement and Customization Technologies. | 14 |
| 3.11. Branding and Graphics. | 15 |
| 3.12. Non-Publically Available Websites. | 16 |
| SECTION 4: GOOGLE SITES FOR EDUCATION - WEB PUBLISHING GUIDELINES FOR EDUCATORS ... | 17 |
| 4.1. Google Sites in DoDEA. | 17 |
| 4.2. Responsibilities Related to Google Sites. | 18 |
| 4.3. Personally Identifiable Information and Google Apps for Education. | 19 |
| 4.4. Google Sites Content. | 19 |
| SECTION 5: CONTENT REVIEW, APPROVAL, PUBLISHING, AND MAINTENANCE..... | 20 |
| 5.1. Web Publishing Approval. | 20 |
| 5.2. Content Publishing. | 20 |
| 5.3. File Formats. | 21 |
| 5.4. Content Maintenance. | 22 |
| 5.5. Metadata. | 23 |
| 5.6. Content Design. | 24 |
| 5.7. Required Content. | 25 |

5.8. Prohibited Information..... 27

5.9. Comply with Digital Rights, Copyright, Trademark, and Patent Laws..... 29

5.10. Mandatory Links..... 29

SECTION 6: SCHOOL WEBSITE MAINTENANCE CHECKLIST 31

6.1. School Homepage..... 31

 a. Announcements Section..... 31

 b. Features..... 31

 c. Region News (Recent News Section)..... 31

 d. School Calendar..... 32

6.2. Principal’s Corner..... 32

SECTION 7: HYPERLINKING POLICY 33

7.1. Hyperlinks..... 33

7.2. Evaluating Website Hyperlinks..... 33

7.3. Creating Hyperlinks..... 35

SECTION 8: USE OF IMAGES AND NAMES IN DoDEA PUBLICATIONS, VIDEO PRODUCTIONS, RICH-MEDIA PRODUCTS, AND OFFICIAL WEBSITES 37

8.1. Background..... 37

8.2. DoDEA Form 700, “Consents and Authorizations”..... 37

8.3. Use of Student and Employee Names, Locations, and Imagery..... 38

8.4. Use of Student and Employee Imagery in DoDEA Marketing..... 39

8.5. Sharing of Images and Video Content with DoD..... 40

8.6. Identification of School Personnel on Websites..... 40

8.7. Attribution of Photos..... 40

GLOSSARY 41

 G.1. Acronyms..... 41

 G.2. Definitions..... 42

REFERENCES 47

FIGURE

Figure 1: Story-Specific Publicity Waiver..... 39

SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY.

a. This Issuance applies to the Office of the Director, DoDEA; the Principal Deputy Director and Associate Director for Academics, DoDEA; the Associate Director for Financial and Business Operations, DoDEA; the Chief of Staff, DoDEA; the Director for Student Excellence, DoDEA Americas/Associate Director for Performance and Accountability (formerly the Director, Domestic Dependent Elementary and Secondary Schools, and Department of Defense Dependents Schools, Cuba (DDESS/DoDDS-Cuba)); the Director for Student Excellence, DoDEA Europe (formerly the Director, Department of Defense Dependents Schools, Europe (DoDDS-E)); the Director for Student Excellence, DoDEA Pacific (formerly the Director, Department of Defense Dependents Schools, Pacific and Domestic Dependent Elementary and Secondary Schools, Guam (DoDDS-P/DDESS-Guam)); and all other DoDEA region, district, community, and school leaders and support staff.

b. All DoDEA official websites.

1.2. AUTHORITY. This Issuance is published under the authority of:

a. DoD Instruction 8550.01.

b. February 10, 2003 Deputy Secretary of Defense Memorandum.

c. November 8, 2016 OMB Memorandum M-17-06.

1.3. INFORMATION COLLECTION. This Issuance may result in the collection of information due to its policy and procedures. Any collection of information must follow all applicable Federal, DoD, and DoDEA regulations, policies, and guidance.

SECTION 2: RESPONSIBILITIES

2.1. DODEA DIRECTOR. The DoDEA Director:

- a. Creates the vision for DoDEA's Web presence and sets Activity website direction.
- b. Provides final approval for all DoDEA Web content published to a publicly available website if it varies from these guidelines or is outside the scope of normal business operations, in accordance with DoDEA Administrative Instruction 1060.1.
- c. Grants exceptions to this Issuance, when necessary.

2.2. DODEA COMMUNICATIONS DIVISION CHIEF. The DoDEA Communications Division Chief initiates and manages DoDEA's communications and outreach efforts worldwide.

2.3. DODEA WEBMASTER. The DoDEA Webmaster:

- a. Executes the responsibilities defined in DoDEA Administrative Instruction 1060.1.
- b. Ensures this Issuance is available to each DoDEA employee, contractor, and volunteer.
- c. Provides training and guidance to help responsible offices produce quality Web materials.
- d. Conducts oversight to ensure compliance with Web policies and procedures.
- e. Resolves conflicts about cross-media or controversial issues.
- f. Establishes accountability, in accordance with DoDEA Administrative Instruction 1060.1, to ensure information posted to DoDEA websites is necessary, accurate, consistent with Activity policy, and properly addresses its intended audience.

2.4. DODEA REGION DIRECTORS FOR STUDENT EXCELLENCE. The DoDEA Region Directors for Student Excellence (DSEs):

- a. Establish accountability, in accordance with DoDEA Administrative Instruction 1060.1, to ensure information posted to websites in their respective region of responsibility is necessary, accurate, consistent with Activity policy, and properly addresses its intended audience.
- b. Implement procedures to ensure no Component resources are expended on the creation, production, or distribution of Web-based information without their approval.

2.5. DODEA REGION PUBLIC AFFAIRS OFFICER. The DoDEA Region Public Affairs Officer (PAO):

- a. Collaborates with the DoDEA Region Webmaster on using the Web to achieve system priorities and the Blueprint for Continuous Improvement. Helps establish the organizational capacity to uniformly improve student achievement and school operations.
- b. Establishes and maintains a public relations network and process to receive news and event information from the districts that should be communicated to the public.
- c. Creates and solicits information from districts and schools to be posted to region websites or hyperlinked from district or school websites.
- d. Trains district personnel designated as local public affairs points of contacts to generate “good news” and local interest content for school, district, and region websites.
- e. Provides public relations training to superintendents, principals, and Web publishers, including tips on how to use their websites in their communications and public relations efforts.
- f. Helps districts use their websites to communicate with target audiences and keep outside audiences fully and systematically informed of activities occurring in their school system.

2.6. DODEA REGION WEBMASTER. The DoDEA Region Webmaster:

- a. Maintains responsibility for the integrity and content of the region website.
- b. Maintains the region websites.
- c. Ensures all new, redesigned, or reorganized Web content meets all DoDEA standards, procedures, guidelines, and Web best practices.
- d. Provides training to region content owners and publishers, superintendents, principals, District and School Webmasters, Web authors, and publishers on topics including:
 - (1) Internet communications design and execution.
 - (2) Writing for the Web and compliance with Section 301 of Title 5, United States Code, also known and referred to in this Issuance as “The Plain Writing Act of 2010,” as amended.
 - (3) DoDEA’s Web Content Management System (WCMS).
 - (4) Section 794(d) of Title 29, United States Code, also known and referred to in this Issuance as “Section 508 of the Rehabilitation Act of 1973,” as amended.
- e. Ensures content reviews are carried out, updates are made, and information is properly displayed.
- f. Reviews district and school websites periodically to ensure compliance with Web policies and procedures. Corrects issues as necessary or alerts designated District and School Webmasters for future action.

2.7. DODEA DISTRICT SUPERINTENDENT. The DoDEA District Superintendent:

- a. Maintains responsibility for the integrity and quality of their district’s Web content.
- b. Determines the level of delegation appropriate for content authoring, review, publication, and maintenance of the district and community websites.
- c. Ensures this Issuance is implemented.
- d. Establishes standardized content which can be used by their communities and schools.
- e. Assigns district and community content publishing and maintenance responsibilities to qualified staff to ensure websites meet Activity standards.
- f. Conducts periodic reviews of district and community websites to assess compliance with Web policies and procedures and establishes a protocol to correct inappropriate information.

2.8. DODEA SCHOOL PRINCIPAL. The DoDEA School Principal:

- a. Maintains responsibility for the integrity and quality of the school’s Web content.
- b. Determines the level of delegation appropriate for Web content authoring, review, publication, and maintenance.
- c. Ensures school-level procedures are developed to implement this Issuance.
- d. Assigns school content publishing and maintenance responsibilities to qualified staff to ensure websites meet Activity standards.
- e. Ensures the current DoDEA Form 700, “Consents and Authorizations” authorizing release is on file prior to posting any student’s picture, art, or written work on DoDEA Websites or Internet-based communications. DoDEA Form 700, “Consents and Authorizations” is available on the DoDEA website at <https://www.dodea.edu/registration-process.cfm>.
- f. Conducts periodic website reviews to assess compliance with Web policies and procedures and establishes a protocol to correct inappropriate information.

2.9. DODEA LOCAL WEBMASTER (SCHOOL AND DISTRICT). The DoDEA Local Webmaster (either District or School Website) is assigned by the DoDEA District Superintendent or DoDEA School Principal. The DoDEA Local Webmaster:

- a. Completes the required training listed in Section 5 of this Issuance and subsequent refresher training.
- b. Ensures Web content meets all DoDEA standards, procedures, guidelines, and Web best practices.

- c. Updates website content as outlined in Section 6 of this Issuance and as needed.

2.10. CONTENT CONTRIBUTOR. A content contributor is anyone who has been granted access to manage content in the DoDEA WCMS. All content contributors:

- a. Must complete the required training listed in Section 5 of this Issuance, before contributor rights are granted.
- b. Must complete subsequent refresher training.
- c. Must create and maintain assigned content in accordance with this Issuance, DoDEA Administrative Instruction 1060.1, and local procedures.

2.11. CONTENT OWNER/SUBJECT MATTER EXPERT. A content owner/subject matter expert (SME) is anyone who has been assigned responsibility for the accuracy of a piece of Web content. All content owners/SMES:

- a. Provide assigned content, compliant with these procedures, to appropriate level Webmaster.
- b. Review and revise assigned content, as needed.

SECTION 3: WEB PUBLISHING PROCESS

3.1. WEB COMMUNICATIONS.

a. DoDEA websites directly support the goals of the Blueprint for Continuous Improvement and the priorities established by the DoDEA Director. They are a key resource for communicating with parents, students, and the wider DoDEA community. The quality of DoDEA websites is a direct reflection on DoDEA's commitment to preparing students for success in the digital and global economy and to help establish the organizational capacity to uniformly improve student achievement and school operations.

b. As a DoD Field Activity, DoDEA must carefully balance the considerable mission benefits gained by using the Internet and the potential risk to DoD interests, the safety and security of personnel or assets, or individual privacy created by having electronically aggregated DoD information more readily accessible to a worldwide audience.

c. DoDEA websites containing information in the following categories will not be accessible to the general public:

(1) DoDEA websites containing "FOR OFFICIAL USE ONLY" (FOUO) information or information not specifically cleared and marked as approved for public release in accordance with DoD Directive 5230.09 and DoD Instruction 5230.29.

(2) Information restricted by Section 552a of Title 5, United States Code, more commonly known and referred to in this Issuance as the "The Privacy Act," as amended.

(3) Information of questionable value to the general public and for which worldwide dissemination poses an unacceptable risk to the DoD, especially in electronically aggregated form.

d. No one is allowed to post official DoDEA information to external newsgroups, bulletin boards, or other public forums without authorization, in accordance with DoDEA Administrative Instruction 6600.01.

3.2. TECHNICAL ENVIRONMENT.

a. All DoDEA public-facing websites will use the Internet domain established for DoDEA in accordance with DoD Instruction 8410.01. No website managed by DoDEA Components will be registered under any domain other than the officially registered DoDEA domain. This includes, but is not limited to, official websites, intranets, portals, and electronic mail sites but does not preclude the use of Internet-based capabilities in accordance with DoD Instruction 8550.01.

b. In accordance with DoD Instruction 8550.01, publicly accessible websites or information sources will be on proxy servers or screened subnets (also called De-Militarized Zones (DMZs)), with all unnecessary protocols, ports, and services disabled or removed.

c. All DoDEA public websites will be built and managed within the DoDEA WCMS. This currently includes the DoDEA Headquarters, area, district, community, and school websites. Teacher websites/pages are governed by DoDEA's Education Division and are not managed in the WCMS.

d. All sample or tutorial application, or portions thereof, should be removed from any operational server.

e. "Back-end" supporting applications shall not be installed on the same server as the supported website.

f. Supporting applications will be maintained in the DMZ.

g. Mechanisms to ensure availability and protect information from tampering or destruction will be employed on DoDEA Web servers.

h. Websites used to disseminate DoDEA information must be configured and operated in a manner that ensures the protection (i.e., confidentiality, integrity, availability, no repudiation, and authentication) of the information, commensurate with the risk and magnitude of harm that could result from the compromise or corruption (ranging from the subtle textual changes to full defacement) of the information.

i. Regardless of the domain name and/or host used, DoDEA information assurance policies and requirements for handling DoDEA information apply.

j. Any hosting system (i.e., physical, cloud, virtual, owned, or contracted) modification or additional software would require coordination with Information Assurance in accordance with established change management and risk assessment procedures.

3.3. STRUCTURE.

a. The DoDEA WCMS provides the underlying structure and architecture for all official public facing websites. In the majority of cases, WCMS users will not need to enter any specific Hypertext Markup Language (HTML) code. When necessary, users will conform to the approved technical specifications as outlined by the World Wide Web Consortium (W3C) recommendations, including valid and semantically correct markup.

b. See Section 4 of this Issuance for information regarding Web publishing guidelines regarding Google sites for education.

c. Ensure all pages and assets comply with the electronic and information standards established by "Section 508 of the Rehabilitation Act of 1973," as amended.

d. Do not use auto generated HTML from any Microsoft Office (MS) product. When pasting content into the WCMS use plain text and format text using WCMS tools.

3.4. BROWSER AND PLATFORM INDEPENDENCE.

a. All Internet websites including Web-based applications should work across all approved platforms and function under the current major version and most recent prior major version of most commonly used browsers (i.e., Internet Explorer, Firefox, Safari, and Chrome.)

b. Publicly accessible websites shall not require or encourage users to choose any specific browser software or external plug-ins, in accordance with DoD Instruction 8550.01.

3.5. ACTIVE CONTENT, CONTENT GENERATORS, AND EMBEDDED APPLICATIONS.

a. All websites that implement active content and content generators should perform additional steps to protect content from compromise as described in the DoD Instruction 8550.01.

b. Only non-proprietary, platform independent program scripts may be used (e.g., Java, JavaScript).

c. If scripts are used, the page must remain compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended and work across all platforms and Web browsers. In addition, the Web page must be coded in such a way that it will still function even if a visitor has disabled Java or JavaScript.

d. Recommend avoiding content created with Adobe Flash, which is generally less conducive to search and requires effort to make compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended.

(1) Use of Adobe Flash is permissible as long as the resulting content is compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended,

(2) The most recent versions of Adobe Flash offer the option to export as an HTML5 compliant format. Where applicable use this option instead (test in all applicable browsers for support before uploading).

e. All third-party scripts must be vetted by the DoDEA Webmaster or DoDEA WCMS/Site Systems Engineer prior to approval. Anything that will require a new base library (i.e., Dojo, MooTools) will not be approved.

f. In accordance with the guidance for use of third-party websites and applications in the June 25, 2010 OMB Memorandum M-10-23 if a third-party application is incorporated or embedded in a website the third-party’s involvement must be disclosed in the site’s privacy policy.

3.6. PRIVACY POLICY.

a. Federal agencies must protect an individual's right to privacy when they collect personal information. This is required by "The Privacy Act," as amended and OMB Circular No. A-130.

b. The guidance on privacy policies on federal websites is in accordance with the November 8, 2016 OMB Memorandum M-17-06 that requires every Federal website to include a privacy policy statement even if the site does not collect any information that results in creating a record that "The Privacy Act," as amended would apply. The OMB Memorandum includes an attachment which provides guidance and model language for privacy statements.

c. The privacy policy statement that can be found at DoDEA privacy page at <https://www.dodea.edu/privacy.cfm>:

(1) Should be posted to the home page and every major entry point into the website.

(2) Must clearly and concisely inform visitors to the website what information the Activity collects about individuals, why the Activity collects it, and how the Activity will use it.

(3) Must be clearly labeled and easily accessed when someone visits the website.

d. Before using any third-party website or application to engage with the public, webmasters should examine the third-party's privacy policy to evaluate the risks and determine whether the website or application is appropriate for the Activity's use. In addition, webmasters should monitor any changes to the third-party's privacy policy and reassess the risks on an annual basis.

e. In accordance with the June 25, 2010 OMB Budget Memorandum M-10-23, the privacy policy should be updated to include the following when using third-party websites and applications:

(1) The specific purpose of the Activity's use of the third-party websites or applications.

(2) How the Activity will use Personally Identifying Information (PII) that becomes available through the use of the third-party websites or applications.

(3) Who at the Activity will have access to PII.

(4) With whom PII will be shared outside the Activity.

(5) Whether and how the Activity will maintain PII, and for how long.

(6) How the Activity will secure PII that it uses or maintains.

(7) What other privacy risks exist and how the Activity will mitigate those risks.

3.7. FILE NAMES.

a. File names must not use characters other than letters, numbers, or an underscore/dash.

- b. Do not use spaces in file names.
- c. File names should be camelcase (virtualSchool.cfm, aboutDodea.cfm, etc.).

3.8. NAVIGATION.

a. Each website must use a common and consistent site-wide navigational scheme to ensure navigational items that appear on every page (such as the link back to the homepage) are in the same location on each page. Make sure they have the same appearance and wording. Use the site-wide navigation on all pages.

b. Make sure site navigation works the same way from page to page. For example, if a set of pages on one topic has subtopic links in the left navigation bar, pages on other topics should also have subtopic links, if applicable, in the left navigation bar that look and behave the same way.

c. If a particular set of Web pages requires specialized navigation, DoDEA Webmasters should apply that navigation to the largest possible logical grouping (such as a topic, an audience, or a complete organizational unit). Do not create or direct users to pages that have no navigational options.

- d. Do not use frames on any page of DoDEA websites.

3.9. REQUIRED SITE ELEMENTS.

a. Use date stamps. Provide a date stamp on the site homepage, major entry points, and individual documents to show visitors that the content is current, that it has been reviewed within the past twelve (12) months, or that it's a historical document.

- b. Each website must contain a search function.

c. Show United States sponsorship on every page. It must be clear on every page that the site is maintained by the United States Government and clearly display that DoDEA is the sponsoring activity.

d. The following disclaimer must appear on every DoDEA page: “The appearance of hyperlinks does not constitute endorsement by the Department of Defense Education Activity (DoDEA) of non-U.S. Government sites or the information, products, or services contained therein. Although DoDEA may or may not use these sites as additional distribution channels for Department of Defense information, it does not exercise editorial control over all of the information that you may find at these locations. Such links are provided consistent with the stated purpose of this website.”

3.10. COLLECTION OF INFORMATION AND THE USE OF WEB MEASUREMENT AND CUSTOMIZATION TECHNOLOGIES.

a. Give users a way to provide feedback and measure customer satisfaction to ensure DoDEA's information dissemination products meet their needs in accordance with OMB Circular No. A-130.

b. DoDEA websites must comply with Section 3501 of Title 44, United States Code, also known and referred to in this Issuance as "The Paperwork Reduction Act of 1995," as amended and manage the information collected according to DoD website administration policies and procedures. Before information may be collected from the public the proposed collection must be submitted to OMB for review and approval.

c. "The Paperwork Reduction Act of 1995," as amended applies to the collection of information, "regardless of form or format," including:

(1) Requests for identical information from ten (10) or more members of the public, to include DoD contractors. Such requests include surveys using check box, radio button, or text form fields.

(2) Electronic forms/information collections on websites that collect standardized information from the public. It does not apply to collection of information strictly from current DoD employees in the scope of their employment.

d. 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, do not require OMB clearance. DoDEA Headquarters Executive Services handles forms and should be contacted.

e. The solicitation or collection of PII, including collection through capabilities which allow a user to contact the website owner or webmaster, triggers the requirement for either a Privacy Act statement or a privacy advisory to be used.

f. Web measurement and customization technologies, including persistent cookies and third-party Web measurement and customization technologies, may be used according to the procedures, guidance and requirements in the June 25, 2010 OMB Memorandum M-10-22.

(1) Web measurement and customization technologies may be used for the purpose of improving services online through conducting measurement and analysis of usage or through customization of the user's experience. However, under no circumstances may such technologies be used to:

(a) Track user-level activity on the Internet outside the website or application from which the technology originates.

(b) Share the data obtained through such technologies, without the user's explicit consent, with other departments or agencies.

(c) Cross-reference, without the user's explicit consent, any data gathered from web measurement and customization technologies against PII to determine individual-level online activity.

(d) To collect PII without the user's explicit consent in any fashion.

(2) Agencies must not use web measurement and customization technologies from which it is not easy for the public to opt-out.

(3) The decision to enable Web measurement and customization technologies by default or not (opt-in or opt-out) should be explained in the website privacy policy.

(4) All uses of Web measurement and customization technologies must comply with existing policies with respect to privacy and data safeguarding standards.

(5) Data collected from Web measurement and customization technologies may be retained only as long as necessary to achieve the specific objective for which it was collected. Only DoDEA employees who need to have access to the data should be allowed to do so.

3.11. BRANDING AND GRAPHICS.

a. DoDEA Websites in DoDEA's WCMS are all wrapped in a common header and footer that include the Activity's branding and key navigational aids to other sections of the DoDEA Website and mandatory links to other DoD and Federal resources. This header and footer, along with their respective components, are designed to promote unity and must remain intact and not altered or hidden in any way.

b. Use of the DoDEA logo and brand should adhere to the guidelines provided from the DoDEA Communications Division. All DoDEA official public-facing sites must include DoDEA's branding.

c. Graphics must serve an obvious purpose (e.g., provide information, navigation, or visual organization).

(1) Do not repeat required text items (e.g., page names) using graphics.

(2) Only use graphics to help convey, or support the website's message or other content.

(3) Background images should be simple and used sparingly.

(4) Images should reflect a consistent theme and support the messaging on the website.

(5) The use of images should reflect a professional design strategy consistent with an academic institution.

(6) Keep graphic file sizes small (e.g., under 100k). Large file sizes make Web pages load slowly.

(7) Do not use animated graphics unless there is a benefit that cannot be achieved otherwise. If they are used they must comply with “Section 508 of the Rehabilitation Act of 1973,” as amended.

(8) Every image or graphic must have a text alternative. This text label describes the picture or graphic to people using a text-based browser and people with disabilities using a text reader. The text label must describe the photo or image for those who cannot see it:

(a) **Do:** Describe a photo of the DoDEA Director meeting volunteers as: "The Director meets volunteer workers who are providing meals and drinks at a shelter in Puerto Rico."

(b) **Do not:** Describe a photo of the Director meeting volunteers as: "Director meets volunteers."

(9) If the graphic is all text, then the image’s alternative (alt) text must duplicate that text. For example, the message for a graphic that states "Homeless Assistance" would simply be "[Homeless assistance]."

(10) Where image maps and other graphic navigational aids are used, alternate text-only links must also be available in accordance with “Section 508 of the Rehabilitation Act of 1973,” as amended. This includes information displayed on mapping applications.

3.12. NON-PUBLICALLY AVAILABLE WEBSITES. All non-publicly available websites must be in accordance with all DoD policy and guidance regarding public key infrastructure requirements. This includes obtaining and installing a DoD or a commercial, DoD-approved digital certificate, and activating a minimum of secure socket layer 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.

SECTION 4: GOOGLE SITES FOR EDUCATION - WEB PUBLISHING GUIDELINES FOR EDUCATORS

4.1. GOOGLE SITES IN DODEA.

a. The purpose of Google Sites in the DoDEA setting is to foster communication among educators, parents, and students. Better communication empowers parents to be educational partners at home and anytime access to the learning resources used during class time allows students to take more responsibility for their own learning. Google Sites is part of the Google Apps for Education (GAFE) platform already available to DoDEA teachers. The guidelines below provide information on how to manage and maintain teacher webpages. Google Sites is meant to complement, not replace, other communication and collaboration tools like Schoology and GradeSpeed. While some of the functions overlap, each tool offers unique benefits:

(1) Google Sites is primarily a school-home communication tool with additional collaboration features for educators. It provides a flexible Web publishing option whereby a teacher can create a simple stand-alone page to showcase student work, share classroom news, or partner with colleagues to create a team-oriented site for a teaching team to collaborate, share, and publish files.

(2) Schoology is designed for online course delivery to students or to support classroom instruction with class announcements, moderated discussions, student collaboration, homework submission, etc. Schoology integrates with Google Drive to give educators and students access to the courses and files anywhere they have an internet connection. Schoology is also used for teacher collaboration, structured training, and professional development. DoDEA teachers and students use Schoology for Social Learning.

(3) GradeSpeed remains the official means by which DoDEA manages grades, homework assignments, and attendance. Custom triggers can be set to automatically send emails when a student's grade drops below or rises above a set level, or if a student is absent from class. Teachers can also post upcoming assignments and any associated attachments for student access at home. Requires separate login and is only available for grades 4-12.

b. Teachers who volunteer for the Google Sites will have the ability to create web pages for their respective classrooms and/or departments.

c. To ensure that Google Sites Web pages adhere to DoDEA Web publishing policies and comply with the GAFE terms of use, the following guidelines have been developed.

d. Google Sites must be professional, appropriate, and consistent with the DoDEA educational mission as follows:

(1) Educate: Published content should support the curriculum and be relevant to students, parents, and colleagues. School and teacher websites should welcome and provide visitors helpful information about class(es) and programs. The website may also contain information such as processes and procedures that are pertinent to students and parents.

(2) Inform: Published content should inform stakeholders about the school, teachers, students, or departments including information about curricula, recent events, class projects, and student activities. The website may also include links to valuable academic resources. However, do not duplicate information already available on the school's public website. Instead, simply link to existing information so updates can be applied in one location and be immediately available to anyone linking to it.

(3) Communicate: Published content should emphasize student and parent engagement with ample examples of student work. Posting class announcements, calendars, newsletters, flyers, etc., are all good ways to add value to a school site.

(4) Nondiscrimination: Websites shall be operated in accordance with DoDEA's responsibilities under Executive Order 13160.

4.2. RESPONSIBILITIES RELATED TO GOOGLE SITES.

a. Building level administrator responsibilities:

(1) Validate content of the teacher website submitted in a GAfE form.

(2) Review content/conduct content audit each semester. The audit will determine if the sites have been updated and should remain active.

(3) Verify website content for appropriateness.

(4) Maintain content in accordance with DoDEA's responsibilities under Executive Order 13160.

b. The teacher is responsible for the content of his/her website. He/she:

(1) Will submit a link to the website in a GAfE form for school administrators to validate content within the school.

(2) Is responsible for meeting the requirements in this Issuance. The guidelines cover management of content and technical standards of teacher Web pages.

(3) Must ensure that all links are functional, up-to-date, and linked correctly to their school/site pages.

(4) Will not share teacher username and password with students or parents.

(5) Obtain the training necessary for creating, troubleshooting and maintaining websites. Online training is available at Atomic Learning. The School, District, and Region Educational Technologist (ET) are also available for help.

(6) Maintain content in accordance with DoDEA's responsibilities under Executive Order 13160.

c. The SchooET will provide general oversight and guidance of the teacher Google Sites publishing platform. If a School ET or administrator has a question, they will refer to their District ET or Region ET.

4.3. PERSONALLY IDENTIFIABLE INFORMATION AND GOOGLE APPS FOR EDUCATION.

a. Great care should be exercised in the use of photographs and displaying original work of students on DoDEA GAfE Sites publishing platform. Each teacher GAfE Site will use the following guidelines for publications that require personal consent and/or permissions:

(1) The DoDEA Form 700, “Consents and Authorizations,” will be signed during the registration process. Teachers should ensure that all students in their class have a signed DoDEA Form 700, “Consents and Authorizations” on file before posting any student work or photos. Large group photos (e.g., more than three (3) unidentified students) may be posted without a publicity waiver check.

(2) All GAfE applications must adhere to the policy of “no personally identifiable or confidential information shall not be published on any GAfE application”.

(3) No student attendance, grades, or disciplinary information may be posted on GAfE Sites (use GradeSpeed).

b. All content published by teachers on the DoDEA GAfE Sites publishing platform must follow DoDEA PII publishing regulations and guidelines.

4.4. GOOGLE SITES CONTENT.

a. GAfE Sites Publishing Platform Content Guidelines will apply to all websites on the DoDEA GAfE Sites publishing platform, whether created by schools, departments, district staff, students, or other individuals with access to DoDEA GAfE.

b. First page of the teacher GAfE website must:

(1) Include the teacher or class name. Full names or partial names may be included (e.g., Mr. Martin Fernandez’s Class or Mr. Fernandez’s Class)

(2) Provide a contact form to contact the person responsible for the site (must be linked to an official DoDEA e-mail account).

SECTION 5: CONTENT REVIEW, APPROVAL, PUBLISHING, AND MAINTENANCE

5.1. WEB PUBLISHING APPROVAL.

a. Each website owner or their designee must define the local processes and procedures to identify, review, approve, publish, and maintain their website content in accordance with OMB, DoD, and DoDEA guidance.

b. As stated in the DoD Instruction 8550.01, Web publishers must be trained and maintain familiarity with the rules governing Web content. The following required training must be completed before Web publishing privileges may be granted to DoDEA Webmasters and contributors:

- (1) Read this Issuance.
- (2) Operational Security training.
- (3) Cyber Awareness Challenge Training.
- (4) Information Security Privacy Act training.

(5) 508 Universe Training Course: “Designing Accessible Web Sites,” which is available on the General Services Administration (GSA) Government-wide Section 508 Accessibility Program website.

c. Refresher training will be completed annually.

5.2. CONTENT PUBLISHING.

a. Websites must be in accordance with the provisions of DoD Instruction 5230.29. Approvals can be granted only by an appropriately trained individual specifically delegated that authority by the head of the appropriate DoDEA Component or his or her designee.

b. Before publishing a Web page(s) or website ensure:

(1) All information placed on publicly accessible websites is properly reviewed for security, levels of sensitivity, and other concerns, including protecting against discrimination before it is released.

(2) All links have been validated and comply with the DoDEA linking policy documented in Section 5 of this Issuance.

(3) The page is accessible/complies with “Section 508 of the Rehabilitation Act of 1973,” as amended and Executive Order 13160.

(a) Information about standards for all technologies covered by “Section 508 of the Rehabilitation Act of 1973,” as amended, including those that addresses the criteria specific to Web-based Intranet and Internet Information and Applications and video or multimedia products, can be found on the GSA Government-wide Section 508 Accessibility Program website.

(b) It is the responsibility of each and every webmaster who works on DoDEA’s web pages to familiarize themselves with these standards and apply them to the sites they build and manage.

5.3. FILE FORMATS.

a. Provide access to documents using open, industry standard preferred web formats or using alternative formats that do not impose an unnecessary burden on the intended audience.

b. Present content whenever possible in preferred formats such as standard HTML, Extensible Hypertext Markup Language (XHTML), etc. These industry standard formats generally provide the greatest flexibility for visitors and should be the primary formats for documents on DoDEA public websites.

c. Alternative formats like Portable Document Format (PDF) may be used when there is a clear business need. For example, PDF format is an appropriate format when it is important to retain the original formatting of a document, such as forms or brochures, and/or if the document is very long (more than five to ten (5-10) printed pages) and it is likely that readers prefer to print out the document for later reading rather than read the text on-screen.

(1) All alternative formats must be compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended.

(2) Avoid making documents available only in proprietary formats that require purchase or licensing of commercial software (e.g., MS Word, MS PowerPoint).

(3) Include clear text descriptions when linking to a document in an alternative format (e.g., PDF or MS Word), including the name, and file type.

(4) Pages that contain 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.

(5) In general, MS PowerPoint files should not be posted unless it is to allow the audience to download it and use it for their own presentations. If MS PowerPoint files are posted:

(a) They must comply with “Section 508 of the Rehabilitation Act of 1973”, as amended.

(b) They must have alternate (alt) tags on every page, providing both the text and description of the images.

(c) **Exception:** MS PowerPoint files that have been created by students and are posted for the purpose of temporarily displaying the student’s work do not need to be fully compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended

1. A brief description of the posted file should be included with the link to the file but each page does not require image and text descriptions.

2. An example would be a teacher periodically posts examples of her students’ works to her class page so students can share them with deployed parents or other distant friends and family. The works are temporary content and will be replaced with the next posting of student works. Her students have created MS PowerPoint projects as a class assignment and the teacher would like to post the files to her classroom page. The teacher does not need to make each PowerPoint file compliant with “Section 508 of the Rehabilitation Act of 1973,” as amended.

d. Content from print publications should be reformatted so it is web-friendly unless there is a business need for using an alternative format. Print materials do not read well on computer screens. If a webmaster wants to post print material, such as a newsletter as a secondary way of distributing it, it can be posted in a non-proprietary format, like PDF. However, if the office wants to publish a newsletter on the website as the only or primary way of distributing it, then it must be published in a preferred format.

5.4. CONTENT MAINTENANCE.

a. Every piece of content must have a content owner/SME assigned. The content owner is usually the office that created the page or the SME and can review content as necessary to maintain its accuracy. Content owners shall establish a content review process to ensure:

(1) All posted content is reviewed at least once per year, at a minimum.

(2) Outdated or superseded information is identified and promptly removed from the system or appropriately archived.

b. Every page in the DoDEA Headquarter Area, District, school, and supporting offices sites must be reviewed annually, at a minimum. Content that requires more frequent maintenance is outlined in Section 6 of this Issuance

c. All content will be reviewed using the following criteria:

(1) Functionality:

(a) Do all links work and go to the expected page?

(b) Can visitors successfully navigate their task from start to finish?

(2) Quality:

- (a) Is the information accurate?
- (b) Is the page written in plain language?
- (c) Are there errors in spelling or grammar?
- (d) Does the page duplicate information found elsewhere on the site, or on another U.S. Government Website?
- (e) Does the page follow this Issuance?

d. DoDEA websites are information resources and must be managed according to the DoD Instruction 8550.01.

e. To ensure that DoDEA websites are as concise and effective as possible, it is important to avoid duplication of effort. Each component level should produce content that only applies to that component level, all other content should be posted once by the component with the greatest expertise and used by other components, through links or inclusion. Before posting content, ensure that the content being published does not already exist somewhere else in the system.

f. When multiple components have a stake in the same or comparable content, the components should consult with each other to determine a content owner to be the point of contact lead to lead content coordination.

5.5. METADATA.

a. For every page and uploaded document on DoDEA's websites and in the WCMS, the following metadata must be defined:

- (1) Page Title: A brief and concise title that clearly identifies the page.
- (2) Page Title Bar Caption: This can be the same as the page title.
- (3) Page Description: A brief and concise statement (one to two (1–2) sentences) that adequately provides an abstract of the page's content.
- (4) Keywords: At least four (4) keywords (single or phrase) that can be used to search for and identify the page.
- (5) Freshness Reminder: This will vary depending on type of content.
- (6) Page Owner: a content owner/SME who is responsible for the page's content.

b. For every image on DoDEA's websites and in the WCMS, the following metadata must be defined:

- (1) Image Name.

- (2) Image Caption.
- (3) Image Attribution.
- (4) Key Words.

5.6. CONTENT DESIGN.

a. The audience and purpose must be clear and unambiguous for every page on DoDEA’s Websites.

b. Use writing for the Web best practices. Site content must be written clearly and comply with “The Plain Writing Act of 2010.”

(1) The Federal Plain Language Guidelines can be found on the PlainLanguage.gov website.

(2) Additional guidance on writing for the Web can be found on the DigitalGov.gov website.

- c. Break text into short segments.
- d. Use headers or section dividers to help people get to the sections they want, quickly.
- e. Allow white space (blank areas) on site pages. White space provides eye relief, makes items easier to find, and creates a more attractive page.
- f. Put the most important information at the top of the page.
- g. All Websites must be checked for spelling and grammatical errors before they are posted.
- h. Tables should only be used to display tabular data in an organized manner. Tables must comply with “Section 508 of the Rehabilitation Act of 1973,” as amended.
- i. Phone numbers.
 - (1) Format phone numbers as: 555-555-5555.
 - (2) Phone numbers including an extension will be written as: 555-555-5555, ext. 55.
 - (3) Locations outside the contiguous U.S. should also include the Defense Switched Network (DSN) number (if applicable), and directions to dial from the U.S. (from U.S., e.g., 011 + country code + city code + number).
- j. Acronyms must be spelled out on first use in the text of each page in which they are used.

5.7. REQUIRED CONTENT.

a. Each DoDEA website must include (or link to) the following information:

- (1) DoDEA's Blueprint for Continuous Improvement.
- (2) Annual Performance Plans (Continuous School Improvement (CSI) plans for schools).
- (3) Description of organizational structure.
- (4) DoDEA Mission Statement.
- (5) Statutory Authority (For example: DoDEA is a Department of Defense Field Activity operating under the direction, authority, and control of the Undersecretary of Defense for Personnel and Readiness).

b. Every DoDEA School website must include:

- (1) A welcome message from the DoDEA School Principal.
- (2) School mission and vision statement.
- (3) The school leadership (Chain of Command) and how to contact them (principal and assistant principal).
- (4) Link to Annual School Report Card.
- (5) School contact information.
 - (a) Mailing address.
 - (b) Telephone numbers DSN and commercial (from U.S., e.g., 011 + country code + city code + number).
 - (c) Fax number.
 - (d) E-mail address (i.e., HTML "Mailto").
- (6) Host military command (link).
- (7) Employment opportunities.
- (8) Registration information.
 - (a) Required documents (link to district/community/region/agency, if applicable).
 - (b) Immunization Requirements.

- (c) Point-of-contact (e-mail and phone number).
- (9) School policies, at a minimum.
 - (a) Attendance.
 - (b) Discipline.
 - (c) Grooming and Dress Guidance.
 - (d) Graduation Requirements (High Schools).
 - (e) Homework policy.
- (10) School transportation.
 - (a) Policies.
 - (b) Safety.
- (11) Phone number and email address for important points-of-contact (counselor, nurse, cafeteria, transportation, etc.).
- (12) Curriculum and instruction.
 - (a) Course descriptions.
 - (b) Link to DoDEA Curriculum Guides/Standards.
 - (c) Standardized testing schedules and results.
- (13) Student Activities and Athletics.
- (14) Information for families making a Permanent Change of Station.
- (15) School calendar.
- (16) Community connections/organizations.
- (17) School Advisory Council/School Board organizations/groups.
- (18) Parent Teacher Organization (PTO)/Parent Teacher Association (PTA)/Parent Teacher Student Organization (PTSO)/Booster Club e-mail and/or phone contacts.
- (19) Installation/Military Command partnerships.
- (20) School volunteering opportunities (e-mail contact).
- (21) Parent/Student Handbook (PDF/downloadable format).

- (22) Continuous School Improvement.
 - (a) School Improvement Goals and interventions.
 - (b) CSI Team meeting schedule.
 - (c) School Improvement Plan.
- (23) School accreditation.
- (24) School demographics.
- (25) Link to DoDEA's Executive Order 13160 statement.

5.8. PROHIBITED INFORMATION.

a. First, middle, or last name of any DoDEA employee, student, parent, or family member with the exception of first and second tier DoDEA Component Heads (e.g., Director, DSE) and "positions commonly known to public" (e.g., superintendent, principal, and assistant principal).

(1) For the purpose of a school website, teachers and program coordinators may be considered "positions commonly known to the public." These names are allowed to be posted as necessary to accomplish the DoDEA mission. Force protection must always be a consideration when publishing names of employees "positions commonly known to the public."

(2) See Section 8 of this Issuance for specific exceptions.

(3) Photographs taken by employees should have attribution and should be captioned accordingly.

(4) Student names and school may be used when in relation to a specific DoDEA Public Affairs initiative that recognizes a student(s) for a specific achievement worthy of public recognition and provided the student's parents/guardians have authorized so in DoDEA Form 700, "Consents and Authorizations" (see Section 8.2 of this Issuance).

b. Phone numbers other than the DoDEA Component's official telephone or facsimile number, or a telephone number for a DoDEA employee's position (e.g., "Athletic Director," "Guidance Counselor").

c. Copyrighted material should only be used with written permission of copyright owner.

d. Commercial sponsorships, advertisements, endorsements, or anything giving the perception of preferential treatment of any private organization or individual.

e. Links or references to DoD websites with security and access controls. However, under certain circumstances, it may be appropriate to establish a link to a logon site provided details as to the controlled site's contents are not revealed. (DoDEA exceptions: Intranets, GradeSpeed, and Employment Application Systems.)

- f. An official travel itinerary of individuals and units before it is performed.
- g. Duty rosters, or detailed organizational charts and directories with names (as opposed to organizational charts, directories, general telephone numbers for commonly requested resources, services, and contacts without names).
- h. The physical location/address of a DoDEA Component (e.g., regional office or school) overseas. Use only official Army/Air Post Office/Fleet Post Office mailing addresses.
- i. Detailed building description, depiction (e.g., floor plan, school map, blueprint), or photographic layout of complete exterior.
- j. Websites that are “Under Construction” or “Coming Soon.”
- k. Graphics or logos depicting companies/product except standard social media icons if they link to an official DoDEA social media page. (i.e., Facebook, Twitter, YouTube, etc.)
- l. Unclassified information pertaining to classified programs.
- j. Sensitive or FOUO information. Examples of FOUO include, but are not limited to:
 - (1) Reference to 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.
 - (2) Personal information including compilations of names of personnel assigned to overseas, sensitive, or routinely deployable units.
 - (3) Information, the release of which would be a clearly unwarranted invasion of personal privacy, to include the following categories about individuals, DoD and other Federal employees, and military personnel:
 - (a) Social Security Numbers.
 - (b) Dates of birth.
 - (c) Home addresses.
 - (d) Telephone numbers other than duty office numbers.
 - (e) Personal electronic mail addresses.
 - (f) Names, locations, and identifying information about family members.
 - (4) Names, locations, and specific identifying information about family members of DoD employees and military personnel.
 - (5) Proprietary information submitted by a contractor who is 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.

(6) Test and evaluation information that could result in an unfair advantage or disadvantage to the manufacturer or producer.

(7) Technical information not marked or otherwise determined to be appropriate for distribution.

(8) Individual student assessment data.

(9) Content that is of a biased or discriminatory nature.

5.9. COMPLY WITH DIGITAL RIGHTS, COPYRIGHT, TRADEMARK, AND PATENT LAWS.

a. Copyrighted information or trademarked material cannot be used without the written permission of the copyright or trademark owner. Permission must be on-file.

b. All non-federal government information, to include student works, should be considered copyrighted until proved otherwise.

c. While most Federal Government information is not copyrighted or trademarked, information from some Federal Government agencies such as the National Aeronautics and Space Administration may be copyrighted or trademarked, and written permission must be obtained before it can be used.

d. A statement must appear near the copyrighted information stating it is used with permission.

e. If written materials reprinted from outside sources are published, the Web publisher must have written authorization from the holder of the copyright to publish the materials on the DoDEA website and the copyright must be noted on each page of the material.

f. Personal attribution (e.g., names of individuals or groups of DoD employees, contractors, or dependents) is not permitted on DoDEA websites, with the exception of attribution needed for photographs taken by employees. No attribution should be given for student taken photographs with the exception of journalism students.

g. Before student works may be published on a website a DoDEA Form 700, "Consents and Authorizations" authorizing release must be on-file.

h. When in doubt, consult the Office of General Counsel for guidance.

5.10. MANDATORY LINKS. Links required on all DoDEA publicly-accessible websites:

a. United States Government Web portal.

- b. DoDEA Privacy and Security Notice.
- c. DoDEA Freedom of Information Act page.
- d. No Fear Act statistics and policy page.
- e. DoDEA Whistleblower Protection Act page.
- f. DoDEA Web policies.
- g. DoDEA Accessibility Statement.
- h. DoD Accessibility Link.
- i. DoDEA Homepage.
- j. Region Homepage (District and School Websites).
- k. District Homepage (School Websites).
- l. Small Business point of contact.
- m. Link to Executive Order 13160.

SECTION 6: SCHOOL WEBSITE MAINTENANCE CHECKLIST

6.1. SCHOOL HOMEPAGE.

a. Announcements Section. The announcements section is intended to be used to communicate about significant school events, programs, and information.

- (1) Announcements could include the promotion of an event, awareness of a situation or change of plans, information about a new program, or alert users to new website content.
- (2) Add something new at least bi-weekly.
- (3) Remove outdated posted immediately.
- (4) Announcements include a headline followed by concise information. Keep text brief and link to additional information, if applicable.

b. Features.

- (1) Add new features from DoDEA Headquarters, Region, or District when they are created.
- (2) Create one (1) school-specific feature quarterly (more frequently, if possible).
 - (a) Features must link to something, either an internal page, or an external Uniform Resource Locator (URL). Do not create features without a link.
 - (b) Do not link Features to Region News items.
 - (c) Limit the amount of text used in the Feature Image. If the image has to absolutely include text it should only be a couple words. Do not repeat the Feature Title and/or abstract in the image.
 - (d) Resize images to the correct size for the feature, sizes noted in the Add New Feature form.
 - (e) Notify the DoDEA District and DoDEA Region Webmaster when the new feature is posted.

c. Region News (Recent News Section). A simple way to share news about a school from external sources. Region News can also be used to add smaller news items that may not have enough information for a News Story Page or Feature but the school would still like to highlight.

- (1) Include the school name in the title.
- (2) Include “DoDEA in the News” in the selected topics.
- (3) Select at least one audience type.

- (4) Keep the abstract as concise as possible.
- (5) The News Content tab cannot be left blank.
- (6) Images are optional.

d. School Calendar.

(1) The WCMS uses Schoology to display specific school calendar information on the public website. Schoology calendars are the only authorized calendars for use in the WCMS.

(2) Update the school's Schoology calendar monthly or more frequently as changes occur.

(3) Events to include on the school calendar: Open house, PTA/PTO/PTSO meetings, graduation practice, graduation date, faculty meetings, book fair dates, picture day, student activities (e.g., club meetings, sporting events, and dances).

6.2. PRINCIPAL'S CORNER.

- a. Post a welcome message before the start of the school year.
- b. Add a Principal's update message quarterly.

SECTION 7: HYPERLINKING POLICY

7.1. HYPERLINKS.

a. The ability to hyperlink to sources external to a specific organization is a fundamental part of the World Wide Web, and can add significant value to the functionality of publicly accessible DoDEA websites. All Federal agencies are required to establish and enforce criteria for inclusion of hyperlinks to external sources on their respective pages. Clear and fair criteria for deciding which hyperlinks to use, particularly when another website owner asks to hyperlink to them is critical. Once the decision is made to include a hyperlink to one non-government site, one has to hyperlink to all similar websites, if requested.

b. DoDEA provides hyperlinks to external websites sponsored by education groups for informational purposes as a public service. These hyperlinks are offered to help visitors and staff explore the range of options available and make informed choices about education resources and opportunities as they relate to military-connected children. Only hyperlinks to information or services related to the performance of DoDEA's mission and the purpose of the DoD Internet service or use of the Internet-based capabilities shall be established.

c. Consideration for hyperlinking will be extended to organizations supporting the mission of DoDEA. Individual schools and offices within DoDEA may hyperlink to organizations that support their specific missions. Website sponsors must have a demonstrated track record of providing reliable public information about education resources that helps students, families, educators, military commands, policy makers, and the public, and can include:

- (1) Activities funded by DoDEA and other Federal agencies.
- (2) National and state education agencies and associations.
- (3) Elementary, secondary, and postsecondary education institutions.
- (4) For-profit or nonprofit groups that provide authoritative education-related information and services to our constituents.
- (5) National initiatives or celebrations consistent with the DoDEA mission that are free and available to the public and open to school districts, teachers, and students across the U.S.
- (6) Corporations that have a current business/contractual relationship with the DoD or DoDEA in delivering services, information, or products to students, families, and educators; and groups that support the mission of DoDEA or the responsible DoDEA school/ office through an ongoing partnership.

7.2. EVALUATING WEBSITE HYPERLINKS.

a. Hyperlinks to websites of organizations outside DoDEA will be provided only if the information is judged to be clearly central, essential, and indispensable to the implementation of

the mission of DoDEA and the responsible DoDEA school/office. Evaluation criteria will focus on:

(1) How well the site complements existing information, products, and services at DoD and/or DoDEA.

(2) Relevance and usefulness of content.

(3) Accuracy and timeliness of information.

(4) Overall quality and authoritative value of the website.

b. DoDEA does not hyperlink to sites that:

(1) Exhibit hate, bias, or discrimination.

(2) Primarily contain non-government advertisements.

(3) May be used to advertise for private individuals, firms, or corporations, including those attempting to do business with DoDEA, or imply in any manner that the DoDEA endorses or favors any specific commercial product, commodity, or service.

c. DoDEA reserves the right to deny or remove hyperlinks if it is determined that a group's website is in violation of our policy.

d. Hyperlink Selection Criteria:

(1) Other Government Internet Resources for Education: Encompasses websites on education efforts sponsored by other Federal agencies. This includes only education-related information, programs, activities, services, funding availability, and hyperlinks to education-related cross-agency databases, document collections, and virtual libraries.

(2) State Agencies and Resources: Limited to the primary state-sponsored websites that provide education information and resources. Focuses on information provided to the general public and special populations about available educational assistance and services and what steps to take to obtain these resources; as well as guidance and resources for professionals in the field on how to administer these state-sponsored programs.

(3) School Liaison Offices and Commands: Consists of hyperlinks to directories of school liaison officers, commands, DoD support offices, K-12 schools and school districts and state education agencies. The purpose of these online directories is to inform students and parents of DoD resources available to them with regard to academic and institutional services.

(4) Educational Institutions and Education Support Institutions: Consists of links to K-12 schools and school districts, colleges and universities, community colleges, and vocational, technical, and trade schools. The purpose of these online directories is to inform students and parents of academic and institutional services, or programs, and help educators explore ways to

use Internet resources for enriching the school curriculum; and to inform our publics about granted initiatives funded by the DoDEA Partnership and Outreach Office.

(5) Libraries or Information Centers: Hyperlinks to collections of Internet-accessible library catalogs, services, and centers across the United States., as well as specific library-related projects in which DoDEA is involved as a user, sponsor or partner. Includes tips on how to make the most of library/information resources, and user-friendly guides and search programs to help visitors find the information they are looking for quickly and easily.

(6) National Educational Associations and Organizations: Restricted to leading educational authorities that are organized to advance the cause of public and private education that would be of interest to military connected families. Information provided on these sites may include discussion of education-related issues, accreditation, initiatives, activities, publications, archives, conference information, professional development, and other resources.

(7) Non-Federal entities that relate to DoDEA's mission: The purpose of these hyperlinks is to inform employees, students and parents of educationally related information, resources, services, or programs that would be of interest to military-connected families and are consistent with the DoDEA mission.

7.3. CREATING HYPERLINKS.

a. Moving from one Federal public website to another:

(1) Moving from one Federal public website to another should be as seamless as possible. All Federal public websites must meet certain requirements mandated by laws, regulations, and policies; therefore, it is safe to send a visitor to another Federal public website, without a disclaimer.

(2) When sending a visitor to a non-federal website, inform visitors that the website they are going to does not necessarily operate under the same laws, regulations, and policies as Federal public websites. This can be done by placing an icon next to the hyperlink or identifying the destination website in the hyperlink text or description itself.

b. Other guidelines on hyperlinking:

(1) Do not hyperlink to known risky sites that are known to deliver viruses, adware, spyware, malware, or send spam.

(2) No payment of any kind shall be accepted in exchange for a hyperlink placed on a DoDEA publicly accessible website.

(3) Only text or hyperlinked text shall be used to direct visitors to software download sites.

(4) Graphics or logos depicting companies/products shall not appear on publicly accessible DoDEA websites except companies or products with which DoDEA has an

established business relationship and standard social media icons if they hyperlink to an official DoDEA social media page like Facebook, Twitter, YouTube, etc.

(5) Use text rather than images for hyperlinks whenever possible.

(6) Use hyperlink labels that are meaningful, understandable, and easily differentiated by users. The words that are underlined, leading to a hyperlink, should describe what the user would find at the hyperlinked page.

(a) **Do use:** Visit our listing of open positions.

(b) **Do not use:** Click here for listings of open positions.

(7) When hyperlinking to a document in an alternative format (e.g., PDF or MS Word), include:

(a) A text description of the document, including the name.

(b) File type: An example would be DoDEA Annual Report 2009 (PDF).

(8) When creating a hyperlink to another page on the same website, use the relative address.

(a) Do use: /offices/fheo/index.cfm.

(b) Do not use: www.dodea.edu/offices/fheo/index.cfm.

(9) When the use of absolute addressing is required to hyperlink to another website, use the fully qualified domain name and not an Internet Protocol (IP) address.

(10) Use different colors for visited and unvisited hyperlinks. The color for unvisited links should be more vivid, bright, and saturated than the color for visited hyperlinks, which should look "used" (i.e., dull and washed out). As always, when using color to signal information, one should provide redundant cues for color-blind users. Making unvisited hyperlinks brighter and more luminous than visited hyperlinks will usually accomplish this goal.

(11) Do not use tiny text for hyperlinks. (Exception: It is okay to use small font for hyperlinks that few users will need (e.g., copyright info), as long as those hyperlinks are in a secondary location (e.g., footer) so users do not feel obligated to read them.)

(12) Do not place hyperlinks so close together that users with reduced motor skills will have difficulty selecting them.

(13) Periodically review external hyperlinks to ensure their continued suitability. If the content of a hyperlinked external site becomes questionable or objectionable, remove the hyperlink.

SECTION 8: USE OF IMAGES AND NAMES IN DODEA PUBLICATIONS, VIDEO PRODUCTIONS, RICH-MEDIA PRODUCTS, AND OFFICIAL WEBSITES

8.1. BACKGROUND. The DoDEA Communications Division is responsible for promoting public awareness, understanding, and support of the DoDEA mission. To fulfill these responsibilities, DoDEA Communications personnel rely upon a variety of print, video, and web-based media to effectively share “the DoDEA story” with all stakeholders. Like other public school districts in the United States, imagery of students, educators, school support staff, and the broader school community is essential to document the value of our programs and services to parents, military and congressional leaders, taxpayers, and other key publics.

8.2. DODEA FORM 700, “CONSENTS AND AUTHORIZATIONS”.

a. DoDEA Form 700, “Consents and Authorizations” provides parents the opportunity to authorize appropriate use of their child's name and/or image within DoD sponsored print, video, and web-based media at the time of registration. DoDEA Form 700, “Consents and Authorizations” covers most of the publicity scenarios encountered in a typical school setting like DoDEA.

b. The language in the consent form reads: “Authorization to Disclose Directory Information to Various Media: The undersigned authorizes DoDEA to disclose my student’s media directory information (student name, and/or identification, school, grade level, student e-mail address, image, major field of study, participation in officially recognized activities and sports, weight and height if student is a member of a school athletic team, dates of attendance, degrees and awards received, the most recent previous educational agency or institution attended by the student, and/or student work products) to DoD and public news media, DoD-sponsored print and/or electronic media, including, for example, DoD news networks, student newspapers, yearbooks, and similar student’s school publications; DoD or DoDEA-sponsored or approved websites or web services (including social media); DoD or DoDEA brochures, booklets, and video/audio productions. (Mark the appropriate box) Authorize Decline to authorize Yearbook Only.”

c. DoDEA School Principals are responsible for maintaining a list of students whose parents have not granted permission for publicity. They must advise school news liaisons, school webmasters, and/or visiting media representatives to discretely exclude these students from print, video, and web-based media coverage.

d. However, schools are public settings and it is not always possible to fully exclude all imagery of children without publicity authorizations on file. Some common examples include imagery captured in large group settings such as playground areas, extra and co-curricular activities, student assemblies, or team projects in a classroom.

e. **Exception:** Publicity authorizations are not required for photos or video clips in which three (3) or more students appear without being identified by name and specific location (e.g.,

students may only be identified in general terms such as a photo caption that reads: “A group of fourth graders participate in a classroom activity to learn how the moon influences sea levels on earth.”). Even under this exception, school officials should still exercise good judgment in deciding whether or not to use this imagery.

f. When in doubt, school news liaisons and school webmasters should check a student’s status with their principal or registrar.

8.3. USE OF STUDENT AND EMPLOYEE NAMES, LOCATIONS, AND IMAGERY.

a. As a matter of practice, DoDEA does not routinely identify teachers or students by full or partial name, initials, and/or specific location in its communication products or media releases.

b. **Exception:** It is acceptable to release the image, full name, and associated school of a student and/or employee who earns recognition for a significant activity, accomplishment, honor, success, or other “public interest” event. Some common examples include a student who wins a major scholarship or is competitively selected for a national program.

c. Students must still have parent authorization via DoDEA Form 700, “Consents and Authorizations” prior to the release of any student name, image, or location. If a parent is unwilling to authorize publicity for their child on DoDEA Form 700, “Consents and Authorizations, one option available to school personnel is to seek a limited, story-specific publicity waiver, similar to the example in Figure 1: Story-Specific Publicity Waiver of this Issuance. The signed permission form should be kept in the student’s file for the duration of their enrollment at that school.

Figure 1: Story-Specific Publicity Waiver

DoDEA Publicity Waiver

The undersigned authorizes DoDEA to disclose my student's media directory information (student name, and/or ID, school, grade level, image, in the following officially recognized activity: (Describe below)

Information may be released to: (Mark the appropriate boxes)

- DoD and public news media
- DoD-sponsored print and/or electronic media, including, for example, DoD news networks, student newspapers, yearbooks, and similar student's school publications;
- DoD or DoDEA-sponsored or approved websites or web services (including social media);
- DoD or DoDEA brochures, booklets, and video/audio productions.

Name of Student: _____

Name of Parent: _____

Signature of Parent: _____

Date: _____

8.4. USE OF STUDENT AND EMPLOYEE IMAGERY IN DODEA MARKETING.

a. DoDEA Public Affairs personnel routinely visit schools to take photos and record videos of all the typical activities associated with the school day such as classroom instruction, student-teacher interaction, counselors meeting with students, faculty and staff meetings, front office operations, support personnel in action, pre-school activities, extra-curricular activities, athletics, Junior Reserve Officer Training Corps drills, advisory council meetings, inter-cultural exchanges, meal programs, bus arrival and departure, etc. These images are used in internal publications, video productions, rich-media products (e.g., online training), and official web and social media sites to support the DoDEA mission. These images and videos support the subject matter being presented and are considered "For Official Use Only." Images of employees and students may not be used for commercial purposes and, with the limited exceptions noted above, no other PII is released with these images or videos.

b. If a student is interviewed for a DoDEA video, they must have a current and approved authorization on file via DoDEA Form 700, "Consents and Authorizations." If a parent is unwilling to authorize publicity for their child on DoDEA Form 700, "Consents and Authorizations," one option available to school personnel is to seek a limited, story-specific publicity waiver similar to the example in Figure 1: Story-Specific Publicity Waiver of this Issuance.

c. When an adult is interviewed for a DoDEA video, a recording is made of their awareness and permission for use of the interview in any DoDEA product or web site. This recorded consent is stored with the associated video clips for as long as reasonably/technically possible.

8.5. SHARING OF IMAGES AND VIDEO CONTENT WITH DOD. From time-to-time, and upon specific request, DoDEA Public Affairs shares images and video content with the Military Services and the Office of the Secretary of Defense to support their official public affairs efforts. No PII is provided. Photographs and generic video of other employees and students are not identified by name or title.

8.6. IDENTIFICATION OF SCHOOL PERSONNEL ON WEBSITES.

a. Normally, only the top two (2) individuals at each component are identified on publicly available website. In the case of schools, that is normally the DoDEA School Principal and Assistant Principal.

b. For the purpose of a school website, teachers and program coordinators may be considered “positions commonly known to the public”. These names are allowed to be posted as necessary and with the approval of the DoDEA School Principal to accomplish DoDEA mission and provide an appropriate level of customer service and public engagement. Force protection and personal safety/security must always be a consideration when publishing names of employees serving in “positions commonly known to the public.”

c. Any employee who signs an extra-duty contract (EDC) may be identified by full name, title, and location to help with publicity and facilitation of events and activities. EDCs are voluntary and therefore, employees should not sign an EDC if they are uncomfortable with being the primary public contact for the associated duties. The protection and well-being of our employees is very important however, so if a situation develops after an employee signs an EDC that requires their name, title, and location to be withheld from public release, a request should be brought to the DoDEA School Principal for a prompt review and decision.

8.7. ATTRIBUTION OF PHOTOS. Photographs taken by employees/volunteers should have proper attribution. Use of names for this attribution is authorized even when they are other than “positions commonly known to the public.” No attribution by name, full, partial or initials, is provided for photos taken by students.

GLOSSARY

G.1. ACRONYMS.

| | |
|--------|--------------------------------------|
| alt | alternative |
| CD_ROM | compact disc read-only memory |
| CSI | continuous school improvement |
| CSP | community strategic plan |
| DMZ | de-militarized zone |
| DSE | Director of Student Excellence |
| DSN | defense switched network |
| EDC | extra-duty contract |
| ET | Education Technologist |
| FOIA | Freedom of Information Act |
| FOUO | For Official Use Only |
| GaE | Google Apps for Education |
| GSA | General Services Administration |
| HTML | hypertext markup language |
| IP | Internet Protocol |
| MS | Microsoft |
| OMB | Office of Management and Budget |
| PAO | Public Affairs Officer |
| PDF | portable document format |
| PII | personally identifying information |
| PTA | Parent Teacher Association |
| PTO | Parent Teacher Organization |
| PTSO | Parent Teacher Student Organization |
| SME | subject matter expert |
| URL | uniform resource locator |
| W3C | World Wide Web Consortium |
| WCMS | Web content management system |
| XHTML | Extensible Hypertext Markup Language |

G.2. DEFINITIONS. Unless otherwise noted, these terms and their definitions are for the purpose of this Issuance.

active content. Refers to interactive program elements downloaded to the client (i.e., a Web browser) and processed there instead of the server. (ActiveX, Java, JavaScript, etc.). If not implemented correctly, active content can present a risk to the user as well as to the Web server.

camelcase. Camelcase, originally known as medial capitals, is the practice of writing compound words or phrases in which the elements are joined without spaces, with each element's initial letter capitalized. It is a typographical convention in which an initial capital is used for the first letter of a word forming the second element of a closed compound (e.g., virtualSchool, courseCatalog, and principalsCorner).

DoDEA Component. An organization level within DoDEA (e.g., activity, region, district, community, or school).

content generators. Programs on a Web server that dynamically generate HTML pages for users. If the content generator has not been implemented correctly to restrict input, an attacker can enter certain types of information that may negatively affect the Web server or compromise its security.

content owner. Someone who has intimate knowledge of the content subject matter and has been assigned responsibility to review the content and provide updates to the Web author or publisher.

community engagement. The process of working collaboratively with and through groups of people affiliated by geographic proximity or special interest to enhance the understanding and support for military operations and activities.

DMZ. In computer networks, a DMZ is a physical or logical sub-network that separates an internal local area network from other untrusted networks, usually the Internet.

device-independent access. The user may interact with the user agent or document with a preferred input (or output) device -- mouse, keyboard, voice, head wand, or other. If, for example, a form control can only be activated with a mouse or other pointing device, someone who is using the page without sight, with voice input, or with a keyboard or who is using some other non-pointing input device will not be able to use the form.

DoD website. Any website or Web service operated by or for the DoD, funded with DoD appropriations, or operated by DoD employees as part of their official duties or by contracted employees as part of contracted services to the DoD.

DoDEA website. In accordance with DoDEA Administrative Instruction 1060.1, any component website or logical group of Web pages contained within a component website funded by DoDEA or the DoD.

external official presence. Official public affairs activities conducted on non-DoD sites on the Internet (e.g., Combatant Commands on Facebook, Chairman of the Joint Chiefs of Staff on Twitter).

extranet. An extranet is a website or portal used to securely share information or operations with users outside the organizations internal network. An extranet requires additional security protocols and procedures to safely share private or controlled information.

frames. In creating a website, frames is the use of multiple, independently controllable sections on a Web presentation. This effect is achieved by building each section as a separate HTML file and having one "master" HTML file identify all of the sections. When a user requests a Web page that uses frames, the address requested is actually that of the "master" file that defines the frames; the result of the request is that multiple HTML files are returned, one for each visual section. Hyperlinks in one frame can request another file that will appear in another (or the same) frame. A typical use of frames is to have one (1) frame containing a selection menu in one (1) frame and another frame that contains the space where the selected (hyperlinked to) files will appear.

information dissemination product. Any book, paper, map, machine-readable material, audiovisual production, or other documentary material, regardless of physical form or characteristic, a Component disseminates to the public. This definition includes any electronic document, compact disc read-only memory (CD-ROM), or Web page.

integrity. Refers to the security of information -- protection of the information from unauthorized access or revision, to ensure that the information is not compromised through corruption or falsification.

Internet-based capabilities. All publicly accessible information capabilities and applications available across the Internet in locations not owned, operated, or controlled by the DoD or the Federal Government. Internet based capabilities include collaborative tools such as social media, user-generated content, social software, e-mail, instant messaging, and discussion forums (e.g., YouTube, Facebook, Twitter, and Google Apps).

Internet media. Files delivered or acquired using any IP and supporting technology (e.g., Web pages, data/text, email, video, audio, graphic, instant messages, and chat

intranet. Available only to users on the same local area network/wide area network that hosts the website. Includes access available during virtual private network sessions. Intranet website are access-controlled by default of the network access requirement(s) and may or may not require additional access controls such as user identification and password, or common access card credentials.

keywords. Keywords are single words, or more commonly, strings of words, that represent the content of a Website and how people ask for Web content. Keywords are strategically selected by optimizers and are intended to help Web content communicate in a way that resonates with humans and search engine spiders.

limited rights statement. A statement that defines the extent to which the United States Government has the right to use, duplicate, or disclose technical data in whole or in part without the written permission of the party furnishing such technical data.

multi-session technologies. Technologies that remember a user's online interactions through multiple sessions. This approach requires the use of a persistent identifier for each user, which lasts across multiple sessions or visits.

non-public information. Information generally not available to the public, obtained in the course of one's official duties or position, which would normally not be releasable under Section 552 of Title 5, United States Code, also known as "The Freedom of Information Act (FOIA)," as amended, if requested. The term "non-public information" includes "inside information," "proprietary information," and "source selection information," controlled unclassified information, and other categories of information that are to be withheld from the public. Subpart 2635.703 of Title 5, Code of Federal Regulations; DoD Directive 5400.07; DoD Manual 5400.07; Volume 1 of DoD Manual 5200.01; and Sections 3.104.4 and 3.104.5 of Title 48, Code of Federal Regulations provide detailed information.

objectivity. Involves two (2) distinct elements, presentation and substance. "Objectivity" includes whether disseminated information is being presented in an accurate, clear, complete, and unbiased manner. The information must also be presented in the proper context. Sometimes, in disseminating certain types of information to the public, other information must also be disseminated in order to ensure an accurate, clear, complete, and unbiased presentation. Also, the Component must identify the sources of the disseminated information (to the extent possible, consistent with confidentiality protections) and, in a scientific, financial, or statistical context, the supporting data and models, so that the public can assess for itself whether there may be some reason to question the objectivity of the sources. Where appropriate, supporting data (including classified data) should have full, accurate, transparent documentation, and error sources affecting data quality should be identified and disclosed to users when possible. In addition, "objectivity" involves ensuring accurate and reliable information, including classified information. In a scientific, financial, or statistical context, the original and supporting data shall be generated, and the analytical results shall be developed, using sound statistical and research methods.

official DoD information. All information that is in the custody and control of the DoD, relates to information in the custody and control of the DoD, or was acquired by DoD employees as part of their official duties or because of their official status within the DoD.

official public-facing website. In accordance with DoDEA Administrative Instruction 1060.1, any authorized Component website or logical group of Websites sanctioned and contained within a DoDEA Component website funded by DoDEA or the DoD.

personal information. Information about an individual that identifies, links, relates, or is unique to, or describes him or her (e.g., a social security number; age; military rank; civilian

grade; marital status; race; salary; home or office phone numbers; other demographic, biometric, personnel, medical, and financial information)

publicly-accessible website. An external-facing website available without access controls to an unlimited audience. While sites with IP or domain restrictions are not publicly accessible under intended circumstances, the ease by which these restrictions may be bypassed makes them an unacceptable method of access control. Websites with only these restrictions are considered to be publicly-accessible websites for purposes of DoD policy and regulatory compliance. Publicly-accessible websites should not contain information that has not been cleared for public release in accordance with DoD Instruction 5230.29.

quality. An encompassing term comprising utility, objectivity, and integrity. Therefore, the guidelines sometimes refer to these three (3) statutory terms, collectively, as "quality."

record. Any item, collection, or grouping of information, whatever the storage media (e.g., paper, electronic), about an individual that is maintained by a DoD Component, including, but not limited to, his or her education, financial transactions, medical history, criminal or employment history, and that contains his or her name, or the identifying number, symbol, or other identifying particular assigned to the individual, such as a fingerprint, a voice print, or a photograph.

script. A list of commands that are executed by a certain program or scripting engine. Scripts may be used to automate processes on a local computer or to generate Web pages on the Web.

semantically correct markup. The use of HTML markup to reinforce the semantics, or meaning, of the textual information rather than merely to define its presentation (i.e, look). Semantic HTML can be processed by a regular Web browser as well as by many other user agents. Cascading Style Sheets suggests its presentation to human users. Using HTML elements for their given purpose and avoid using attributes to style them to look like other HTML elements.

single-session technologies. Technologies that remember a user's online interaction within a single session or visit. Any identifier correlated to a particular user is used only within that session, is not later reused, and is deleted immediately after the session ends.

SME. SME is a person who is an authority in a particular area or topic. A SME is someone with a deep understanding of a particular process, topic, or function.

tabular data. Data, preformatted text, images, hyperlinks, forms, form fields, other tables, etc., that needs to be formatted into rows and columns of cells. Tabular data is generally factual information that is organized for analysis or used to reason or make decisions.

third-party websites or applications. The term "third-party websites or applications" refers to web-based technologies that are not exclusively operated or controlled by a government entity, or web-based technologies that involve significant participation of a nongovernment entity.

URL. Refers to a web address; a reference to a web resource that specifies its location on a computer network and a mechanism for retrieving it.

utility. Refers to the relevance and timeliness of information to its intended users, including the public. In assessing the usefulness of information that the Component disseminates to the public, the Component needs to consider the uses of the information not only from the perspective of the Component but also from the perspective of the public.

valid code. Validation is a process of checking documents against a formal standard, like those published by the W3C. A document that has been checked and passed is considered valid.

Web measurement and customization technologies. Technologies used to remember a user's online interactions with a website or online application in order to conduct measurement and analysis of usage or to customize the user's experience.

Web page. A document that is suitable for the World Wide Web and Web browsers. A Web browser displays a Web page on a monitor or mobile device. The Web page is what displays, but the term also refers to a computer file, usually written in HTML or comparable markup language.

website. A location connected to the Internet that maintains one or more Web pages on the World Wide Web. The collection of information, Internet media, services, supporting technology, and system available at a URL (i.e., a Web address that begins with the protocol indicator of ftp (i.e., file transfer protocol), http (i.e., hypertext transfer protocol), or https (i.e., secure hypertext transfer protocol). Includes Web portals; Really Simple Syndication; blogs and micro blogging such as Twitter; WIKIs; social networking services such as Facebook, and LinkedIn; social media sharing services such as Flickr, YouTube, and SlideShare; video and audio streaming; file downloading; and other Internet media and services initially accessed via a URL.

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