DODEA REGULATION 8550.01

DODEA WORLD WIDE WEB SITE ADMINISTRATION

Originating Division: Communications

Effective: August 15, 2022

Releasability: Cleared for public release. Available at the DoDEA Policy Webpage.


Approved by: Thomas M. Brady, Director

Purpose: This Issuance establishes policy and assigns responsibilities to operate and maintain an unclassified Department of Defense Education Activity (DoDEA) Website managed through DoDEA’s centralized Web Content Management System (WCMS).
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SECTION 1: GENERAL ISSUANCE INFORMATION

1.1. APPLICABILITY. This Issuance applies to the DoDEA Headquarters Organization, the DoDEA Americas Region, the DoDEA Europe Region, the DoDEA Pacific Region, and to include all schools under the DoDEA authority, and when applicable, volunteers, students, support personnel, student teachers, contractors, and sponsors, parents, and legal guardians.

1.2. POLICY. It is DoDEA policy that in accordance with Department of Defense (DoD) Instruction 5230.29, DoD Instruction 5230.09, DoDEA Manual 8170.01, DoD Instruction 8170.01, DoD Manual 5400.07, DoD Instruction 5400.11, DoD 5400.11-R, and this Issuance that a component Website or group of Web pages (i.e. ServiceNow, Microsoft 365, Classlink, Aspen, etc.) funded by DoDEA or the Department of Defense is a DoDEA Website and is considered an official DoDEA Website subject to all applicable DoD and DoDEA guidance. The use of Websites is encouraged because they provide DoDEA with a means to convey information quickly and efficiently on a broad range of topics relating to DoDEA activities, objectives, policies, and programs. Web content must reflect the DoDEA mission. All official DoDEA Region, District, Community, and School public facing Websites will be managed through the DoDEA WCMS.

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 law and DoD and DoDEA regulations, policies, and guidance.
SECTION 2: RESPONSIBILITIES

2.1. DODEA DIRECTOR. The DoDEA Director, or designee will provide final approval for all DoDEA Website content to be published on a publicly available Website if the Web content varies from the DoDEA Manual 8170.01 or is outside the scope of normal business operations.

2.2. DODEA CHIEF ACADEMIC OFFICER, CHIEF OPERATING OFFICER, REGION DIRECTOR FOR STUDENT EXCELLENCE, DISTRICT SUPERINTENDENT, AND THE DODEA DIVISION AND BRANCH CHIEFS. The DoDEA Chief Academic Officer, Chief Operating Officer, Region Director for Student Excellence, District Superintendent, and the DoDEA Division and Branch Chiefs will:

   a. Designate a Web Content Contributor to develop and maintain the component’s Web content to include content in support of current DoDEA priorities, initiatives, artifacts, personnel and activities, and provide that information to the DoDEA Lead Web Communications.

   b. Provide guidance and oversight to the Web Content Contributor.

   c. Review and approve component Web content before publication on the DoDEA Headquarters Website.

   d. Review component’s content every six (6) months for accuracy.

2.3. DODEA COMMUNICATIONS DIVISION CHIEF. The Communications Division Chief will:

   a. Provide oversight and direction to the DoDEA Lead Web Communications Manager.

   b. Provide oversight and direction for each DoDEA Region Webmaster (Americas, Europe, and Pacific.)

   c. Obtain resources for the operation, communications, and maintenance associated with the DoDEA WCMS.

   d. Provide recommendations related to the operation of DoDEA’s Website to the DoDEA Director and the Cabinet.

2.4. DODEA CHIEF INFORMATION OFFICER. The DoDEA Chief Information Officer (CIO) will:

   a. Ensure that cybersecurity assessments of all DoDEA Websites are conducted in accordance with DoDEA Administrative Instruction 8500.01.
b. Provide information technology infrastructure support to ensure the DoDEA public facing Websites are operational and accessible to the public.

2.5. DODEA LEAD WEB COMMUNICATIONS MANAGER. The DoDEA Web Team Manager will:

a. Manage the administration, operation, and maintenance of the DoDEA Website and the DoDEA WCMS.

b. Provide oversight and day-to-day guidance for each DoDEA Region Webmaster (Americas, Europe, and Pacific.)

c. Provide guidance addressing the security and vulnerability of Web content.

d. Perform technical reviews on all DoDEA Website content that varies from DoDEA Manual 8170.01 or is outside the scope of normal business operations and provides recommendations to the DoDEA Communications Division Chief or designee.

e. Report to the DoDEA Communications Division Chief any changes in the DoDEA WCMS Website infrastructure or any anomalies in the operation of the DoDEA Website.

f. Review and update DoDEA Manual 8170.01, as necessary.

g. Research and recommend, in coordination with IT, Web content and Website tools for Field Webmaster and Web Content Contributor use.

h. Monitor Web content for compliance in accordance with DoDEA Manual 8170.01.

i. Maintain and evaluate DoDEA Website usage logs.

j. Gather and analyze DoDEA Website performance data.

k. Ensure compliance in accordance with this Issuance.

l. Verify Web content for sensitivity and distribution and release controls, including the sensitivity of the information in the aggregate, or disaggregate, before being posted on a publicly available DoDEA Website.

m. Ensures that Web content is accessible by users with disabilities in accordance with Section 794d of Title 29, United States Code, also known as “Electronic and Information Technology” and Section 508 of Title 29, United State Code, also known as “The Rehabilitation Act of 1973, as amended.”

n. Ensure that approved DoDEA security and privacy notices and applicable disclaimers are used on all DoDEA Headquarters Website entry points and whenever hyperlinks to non-DoDEA Web content are included.
2.6. REGION WEBMASTER. The Region Webmaster will:

a. Manage the administration, operation, and maintenance of the Region Component Website and subcomponents, including District, Community, and School Websites.

b. Perform technical reviews on all Region Website content that varies from DoDEA Manual 8170.01 or is outside the scope of normal business operations and provide recommendations to the Region Director for Student Excellence or designee.

c. Report to the DoDEA Communications Division Chief and the Web Team Manager any changes in the Region Website infrastructure or any anomalies in the operation of the Region Website.

d. Provide Website development guidance to DoDEA regions, districts, and schools.

e. Monitor Region Component Web content for compliance in accordance with DoDEA Manual 8170.01.

f. Maintain and evaluate region Website usage logs.

g. Gather and analyze region Website performance data.

h. Ensure compliance in accordance with this Issuance.

i. Verify Web content for sensitivity and distribution and release controls, including the sensitivity of the information in the aggregate, or disaggregate, before being posted on a publicly available Website.

j. Review hyperlinks on their designated Component Website not less than quarterly to ensure continued support of the DoDEA mission and availability. If a hyperlink to an external Website is found to contain questionable or objectionable content, material that is sexually explicit, gambling, or hate-speech related, or material that promotes illegal or unethical activity, it is to be removed immediately.

2.7. DODEA SCHOOL PRINCIPAL. The DoDEA School Principal will designate a person known as a Field or School Webmaster to develop and maintain the field component’s Website and content.

2.8. FIELD AND SCHOOL WEBMASTER. The Field and School Webmaster will:

a. Administer, operate, and maintain the field component’s Website in accordance to DoDEA Manual 8170.01.

b. Perform the duties of a Web Content Contributor in accordance with Section 2.8. in this Issuance.
c. Report to the DoDEA School Principal, the Region Webmaster, and the DoDEA Lead Web Communications Manager any changes in the field component’s Website infrastructure or any anomalies in the operation of the field component’s Website.

d. Ensure access to documentation granting the release of personal information over the internet to include, but not limited to, personnel and the community served using DoDEA Worksheet 700, “Sponsor Consents and Authorizations.”

e. Verify Web content for sensitivity and distribution and release controls, including the sensitivity of the information in the aggregate, or disaggregate, before being posted on a publicly available DoDEA Website.

f. Review hyperlinks on their designated component Website not less than quarterly to ensure continued support of the component’s mission and availability. If a hyperlink to an external Website is found to contain questionable or objectionable content, material that is sexually explicit, gambling, or hate-speech related, or material that promotes illegal or unethical activity, it is to be removed immediately.

2.9. WEB CONTENT CONTRIBUTOR. The Web Content Contributor will:

   a. Develop and maintain Web content in accordance with DoDEA Manual 8170.01.

   b. Obtain respective component chief, or designee, approval for Web content.

   c. Maintain backup copies of all Web content.

   d. Verify Web content for sensitivity and distribution and release controls, including the sensitivity of the information in the aggregate, or disaggregate, before being posted on a publicly available DoDEA Website.

   e. Review hyperlinks on their designated component Website not less than quarterly to ensure continued support of the DoDEA mission and availability. If a hyperlink to an external Website is found to contain questionable or objectionable content, material that is sexually explicit, gambling, or hate-speech related, or material that promotes illegal or unethical activity, it is to be removed immediately.

   f. Ensure that Web content placed on a publicly available DoDEA Website is approved for public release in accordance with DoD Instruction 5230.09 and DoD Instruction 5230.29.

   g. Ensure that content does not expose information or data that when electronically aggregated or disaggregated, may expose national security information, DoDEA, the community served by DoDEA, or other DoD personnel and assets, mission effectiveness, or the privacy of individuals, to risk.

   h. Accomplish a regular functional and security review of Web content at least quarterly. Any anomalies will be reported to the DoDEA Lead Web Communications Manager and the Communications Division Chief.
i. Ensure that Web content is accurate, consistent, and timely and that it supports the DoDEA mission.

2.10. CHIEF INFORMATION SECURITY OFFICER. The Chief Information Security Officer (CISO) will provide guidance addressing the security and vulnerability of Web content to the DoDEA Lead Web Communications Manager.
SECTION 3: PROCEDURES

3.1. CONTENT ACCURACY. The responsibility for accuracy, credibility, and timeliness of Web content published on a Website is delegated to each component. Web content must be developed and published in accordance with DoDEA Manual 8170.01.

3.2. REGISTER WEB SITES. The DoDEA Lead Web Communications Manager and Region Webmasters must register their Websites in the Government Information Locator System and maintain the registration information as required. Field and School Webmasters must inform the Region Webmasters, Region Public Affairs Officer, and the Lead Web Communications Manager if they create an official component social media site or account so that it is registered accordingly. All DoDEA Public Websites will be built and managed within the DoDEA WCMS and in accordance with DoDEA Manual 8170.01.

3.3. MITIGATING RISKS. The benefits gained by placing DoDEA Web content on a publicly available Website must be weighed against the potential risk to DoDEA, the community served by DoDEA, and other DoD interests such as national security, the conduct of Federal programs, the safety and security of personnel or assets, or individuals.

3.4. CONTENT REVIEW. Web content not in compliance with DoDEA Manual 8170.01 or outside the scope of normal business operations, must be reviewed by the DoDEA Lead Web Communications Manager. Unapproved Web content not in compliance with DoDEA Manual 8170.01 will be removed from the component Website. A component may only develop Web content that it originates or for which it is normally responsible.
GLOSSARY

G.1. ACRONYMS.

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO</td>
<td>Chief Information Officer</td>
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<tr>
<td>CISO</td>
<td>Chief Information Security Officer</td>
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<tr>
<td>HTML</td>
<td>Hypertext Markup Language</td>
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<tr>
<td>WCMS</td>
<td>Web Content Management System</td>
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</table>

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

browser. Computer software used to access Web content on the internet.

component. DoDEA and all the subordinate organizations that constitute DoDEA. The DoDEA component consists of the DoDEA Director and all schools, districts, regions, branches, divisions, and directorates under the DoDEA Director to include the support services assigned to DoDEA.

Field or School Webmaster. An individual designated with managing Web content; includes anyone that is not a designated DoDEA Headquarters Web Content Contributor - region, district, community, school.

Home Page. The introductory page of a Website, typically serving as the table of contents for the Website.

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

infrastructure. The operating platform and communication systems required to operate a Website.

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

performance data. Data that represents usage and availability statistics for a specific domain or sub-domain. It represents the access statistics for a given period and its relationship to a previous period and addresses the availability of the Website to the public.

security assessments. A review of Website assets aimed at identifying potential security risks.

security review. A review of existing Website content to ensure that no personal identifiable information is available on a publicly available Website.
**technical review.** A review of existing Website content to ensure that all information available on a public site is up to date and accurate.

**usage logs.** Represents general Website usage statistics related to a specific domain or subdomain. These include overall visits, page views, traffic sources, browser capabilities, trends, etc.

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

**Web Content Contributor.** Any individual designated to review and/or edit a component’s Website.

**WCMS.** A system that facilitates the publication of content to a website via an easy-to-use browser interface.

**Website.** A collection of information organized into several Web documents, including a “home page” and its linked subordinate Web pages, related to a common subject or set of subjects.

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

DoD Instruction 5230.09, “Clearance of DoD Information for Public Release,” January 25, 2019, as amended
DoD Instruction 5400.11, “DoD Privacy and Civil Liberties Programs,” January 29, 2019, as amended
DoD Instruction 8170.01, “Online Information Management and Electronic Messaging,” January 2, 2019, as amended
DoDEA Administrative Instruction 8500.01, “DoDEA Cybersecurity Program,” October 28, 2019
DoDEA Worksheet 700, “Sponsor Consents and Authorizations,” July 2022
United State Code, Title 29, Section 508 (also known as “The Rehabilitation Act of 1973, as amended”)
United States Code, Title 29, Section 794d (also known as “Electronic and Information Technology”)
APPENDIX

APPENDIX 1: INTERNAL CONTROLS EVALUATION CHECKLIST

F-1. Function.

The function covered by this evaluation are the DoDEA public facing Websites managed in the DoDEA WCMS.

F-2. Purpose.

The purpose of this evaluation is to assist DoDEA component leadership in evaluating the internal controls listed. It is not intended to cover all controls.

F-3. Instructions.

Answers must be based on actual Web content management scenarios. Answers must indicate deficiencies and lack of coverage and must explain corrective action to be taken to ensure all public facing DoDEA Websites have the appropriate personnel assigned to them to ensure content is reviewed regularly and maintained up to date.

F-4. Test questions.

   a. Does the DoDEA Director know they are the final approval authority for all Web content published?

   b. Has the DoDEA CIO provided the necessary resources and assets required to ensure day-to-day management, administration, and operations of the core underlying operating system software and hardware supporting the DoDEA Websites?

   c. Has the DoDEA Lead Web Communications Manager been assigned to review and maintain DoDEA Manual 8170.01 and keep it up to date?

   d. Does the DoDEA Webmaster communicate with and provide necessary guidance to the Region Webmasters related to the operation and maintenance of the DoDEA public facing Websites managed with the DoDEA WCMS?

   e. Has the Region Webmaster reviewed and is familiar with DoDEA Manual 8170.01?

   f. Has the Region Webmaster reviewed and is familiar with this Issuance?

   g. Is the Region Webmaster communicating, providing guidance, and assisting the Field and School Webmasters and Region Content Contributors with the day-to-day operations of the public facing Region, District, and Community and School Websites?
h. Have the DoDEA Chief Academic Officer, Chief Operating Officer, District Superintendent, and the DoDEA Division Chiefs designated a Web Content Contributor for their respective component Websites?

i. Is the designated component Web Content Contributor reviewing the specific component Website in accordance with DoDEA Manual 8170.01 to ensure content is up to date and current?

j. Has each DoDEA School Principal designated a Field or School Webmaster to develop and maintain the DoDEA school Website and content?

k. Has the Field or School Webmaster reviewed DoDEA Manual 8170.01?

l. Has the Field or School Webmaster reviewed and is familiar with this Issuance?

m. Has the Field or School Webmaster reviewed and taken the necessary training required to maintain a Website in DoDEA’s WCMS?

F-5. Supersession.

Not applicable.

F-6. Comments.

Help make this a better tool for evaluating internal controls. Submit comments to the DoDEA Communications Division via e-mail at Webmaster@dodea.edu.