DEPARTMENT OF THE ARMY
U.S. ARMY MISSION AND INSTALLATION CONTRACTING COMMAND
2219 INFANTRY POST ROAD
JBSA FORT SAM HOUSTON, TX 78234-1361

CPM 14-42

CCMI-PA   FEB 13 2014

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy Memorandum – Public Web Sites

1. References.

    a. Army Regulation 25-1, Army Information Technology, 25 June 2013.

    b. Army Regulation 25-2, Information Assurance, 24 October 2007/RAR 23 March 2009.

    c. Army Regulation 360-1, The Army Public Affairs Program, 25 June 2011.

    d. Department of Army Pamphlet 25-1-1, Army Information Technology Implementation Instructions, 25 June 2013.

    e. Section 508, Rehabilitation Act, 7 August 1998.

    f. Army Materiel Command Enterprise Portal SharePoint Collaboration Governance Policy, 13 July 2010.

    g. Army Materiel Command Enterprise Portal Custom Solutions Guide, 25 February 2010.

    h. Army Contracting Command Policy Memorandum 14-20, Public Websites and Social Media, 18 November 2013.

    i. Memorandum, Army Contracting Command, AMSCC-IM, 20 August 2010, subject: Command Policy Letter Army Contracting Command (ACC) Privacy Program.

    j. Memorandum, Army Contracting Command, AMSCC-PA, October 2010, subject: Command Policy Letter Responsible and Effective Use of Internet-based Capabilities (Social Media).

    k. Memorandum, Mission and Installation Contracting Command, CPM 14-07 Operations Security (OPSEC), 11 December 2013.

(3) Establishing and enforcing command-wide controls for linking within the website and appropriately limit external linking to information or services necessary in the proper performance of the contracting function for the intended audience.

(4) Running analytical reports and trend analysis in order to identify the need for content to be created, reviewed, updated or archived.

c. Although some organizations may have unique customer requirements, certain elements of public-facing websites will be present on all landing pages to maintain content standardization and consistency across the command. These elements include but are not limited to the following.

(1) The Army-branded web template to include a standard header with search bar, left hand navigation, content area and footer as well as links to the command's social media sites, sitemap, contact page and the accessibility, privacy and security, and FOIA pages.

(2) Landing Page. A general statement that includes a broad overview about the Contracting Support Brigade, Field Directorate Office, Contracting Office or Contingency Contracting Battalion, their primary customers and the types of support provided.

(3) Leadership. The name and photo of the Commander or Director.

(4) Small Business. The contact information of the supporting small business specialist.

(5) Mission Statement. The official mission statement of the organization.

(6) Vision Statement. The official vision statement of the organization.

d. In addition to the above information residing on the organization's landing page, the organization will also feature the following page links on the left navigation bar.

(1) About Us. A more detailed overview of the organization than the site's landing page as well as a brief history of the organization.

(2) Visitors. Directions to the organization's physical location unless prohibited for security reasons. Additionally, information about the correct entry procedures that all visitors must follow to gain access to the location.

I. All Army Activities (ALARACT) 289/2013 - Army Operations Security (OPSEC) Training for External Official Presence (EOP) Operators, 29 October 2013.

2. Purpose.

a. To share news and information with the general public, industry, the acquisition community and other stakeholders to foster increased understanding of Army contracting. The command must also maintain communications with members of state and local governments to ensure it provides information meeting their respective needs.

b. The Public Affairs Office (PAO) will partner with G-2/3/5/7 OPSEC Officer and G-6 to review and evaluate content for public consumption and placement on the public site. The Office of Counsel will review content as necessary to ensure compliance with the Paper Reduction Act of 1995, Freedom of Information Act (FOIA) and the Privacy Act as well as consider publication in the Federal Register, copyright questions, trade names and trademark compliance.

c. PAO communications via the public Web is critical to gaining public support and trust. In an environment of limited resources, maximizing such communications via the public Web becomes even more essential to meet the needs of our customers and general public.

3. Applicability. This policy applies to all assigned or attached employees and organizational elements.

4. Policy.

a. All public websites for the headquarters and subordinate organizations will have the same "look and feel" as well as the approved Army branding.

b. This initiative standardizes information made available to the public while providing more responsive support to the command through the following.

(1) Developing, hosting and maintaining subordinate organizational websites under the public website.

(2) Providing assistance to subordinate organizations to migrate and update their current sites to an approved website template featuring Army branding.

(3) Contact Us. A web form that generates an e-mail that will be sent to a designated point of contact for the organization. Additionally, contact telephone numbers, mailing addresses and email addresses to various organizations will be placed on the page as well as the mailing address.

e. The following additional public Web content standardization rules apply.

(1) Every attempt will be made to place information into a content-format where feasible rather than as an attachment.

(2) Documents not converted to Web content will be placed in a readable PDF format whenever possible.

(3) No charts or graphs will be used within the content unless there are no other means to convey the meaning of content.

(4) G-6 will be allowed to make simple changes to content (corrections to spelling, grammar, numbering, etc.) provided it will not change the content of the article.

(5) All new and revised content must be approved through the command approval process identified in this policy.

(6) Names and office symbols will be listed on the Web only in approved instances.

(7) All content text will adhere to grammatical principles and standard editing rules as described in the Associated Press Stylebook.

(8) Jargon or slang will be sparingly used on the public Web.

(9) Acronyms will not be used in content titles unless approved by PAO and deemed commonly recognizable by the external audience.

(10) All content including images and PDF files should be compliant with Section 508 of the Rehabilitation Act Amendments of 1998. Files not compliant will require an accessibility conversion tool for available through Adobe.

f. Commanders and directors for each organization will designate a Content Manager responsible for coordinating content requirements and submitting requests for changes to the Public Affairs Office via the G-6 SharePoint page. Content Managers will be responsible for the content available on the public Web and will:

CCMI-PA
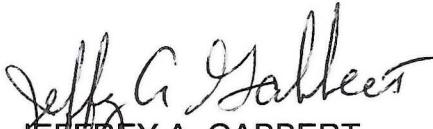SUBJECT: Command Policy Memorandum – Public Web Sites

      (1) serve as a focal point for submission of all website content and coordination of any changes for their organization and

      (2) identify any need for new content or change in existing content as well as identify corrections on posted information.

     g. Commanders and directors will ensure those personnel who publish, administer, or moderate information on External Official Presence (EOP) sites receive mandatory OPSEC training annually. This training will consist of the "Army OPSEC training for EOP Operators" training hosted on the Army Information Assurance (IA) virtual training website at https://iatraining.us.army.mil.

5. My point of contact is Mr. Ben Gonzales, Director, Public and Congressional Affairs Office, at 210-466-2334 or benito.gonzales3.civ@mail.mil.

Encl

JEFFREY A. GABBERT
Brigadier General, USA
Commanding

DISTRIBUTION:
Headquarters
Contracting Support Brigades/Field Directorate Office
Contracting Offices/Contingency Contracting Battalions

U.S. Army Mission and Installation Contracting Command

Public Web Standard Operating Procedure

February 2014

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The proponent of this standard operating procedure is the Public Affairs Office. Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) to Commander, U.S. Army Mission and Installation Contracting Command, ATTN: CCMI-PA, 2219 Infantry Post Road, JBSA Fort Sam Houston, TX 78234-1361.

FOR THE COMMANDER:

ROBERT J. BRINKMANN
COL, GS
Chief of Staff

DISTRIBUTION:
Headquarters
Contracting Support Brigades/Field Directorate Office
Contingency Contracting Battalions/Contracting Offices

CHAPTER 1
General

1-1.   **Purpose**. To establish a uniform policy and procedure for placing information on the command's public website.

1-2.   **Applicability**. The provisions of this standard operating procedure (SOP) apply to all assigned or attached employees and organizational elements.

1-3.   **References**.

   a. Army Regulation 25-1, Army Information Technology, 25 June 2013.

   b. Army Regulation 25-2, Information Assurance, 24 October 2007/RAR 23 March 2009.

   c. Army Regulation 360-1, The Army Public Affairs Program, 25 June 2011.

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   k. Memorandum, Mission and Installation Contracting Command, CPM 14-07 Operations Security (OPSEC), 11 December 2013.

   l. All Army Activities (ALARACT) 289/2013 - Army Operations Security (OPSEC) Training for External Official Presence (EOP) Operators, 29 October 2013.

CHAPTER 2
Guidance

2-1.   The public website is intended for the use of the general public and the acquisition community. Information contained on the website must be informative and/or educational in nature. It is intended to incorporate customer and market requirements.

2-2.   The Public Affairs Office manages the public website.

2-3.   All information that meets customers' needs will be considered and used providing it follows established standards and is not in violation of any policies or laws. No personal or advertising information will be considered. No false or misleading information may be knowingly submitted. False or misleading information will be immediately removed once identified.

2-4.   Information must be concise and easily understood by the general public. Technical information will be included if it clearly serves a need of an identified audience.

2-5.   The Public Affairs Office reserves the right to edit information to conform to established Web style or remove inappropriate information.

2-6.   Information that is refused will be returned to content owner with appropriate comments as to why it is not being used. Changes may be made to information and resubmitted for inclusion.

2-7.   The command does not solicit or accept requests for links.

2-8.   Links to non-government sites are provided only when they contain information that supports the mission of the command. Each site will contain a standardized Privacy and Security statement that informs visitors that the appearance of hyperlinks does not constitute endorsement by the U.S. Army of this website or the information, products or services contained therein. Such links are provided consistent with the stated purpose of this Department of Defense website.

2-9.   Changes to this SOP will be made by the Public Affairs Office only.

CHAPTER 3
Procedures

3-1.   Information and updates to be included on public website are to be submitted to the Public Affairs Office at the G-6 SharePoint site at https://micc.aep.army.mil/G6/web_presence/Lists/Public%20Web%20Update%20Request/AllItems.aspx. Information should be provided in Microsoft Word format for proof editing purposes. Attachments posted to the public Web will be converted to PDF format.

3-2.   Appropriate photos or artwork will be provided as listed above in a TIF, GIF or JPEG format.

3-3.   Information must contain the name, phone number and location of the organizational Web content manager submitting information; approval by the Commander/Director or Deputy to the Commander/Deputy Director of the organization, and an expiration date for the information, if applicable.

3-4.   Upon approval for inclusion, information will be reviewed by PAO and the OPSEC officer in accordance with Command Policy Memorandum 14-42.

3-5.   Published information will be reviewed periodically and removed if outdated. Changes, such as dates, names or invalid information, are the responsibility of the content owner submitting information. Web content submitted will be reviewed and forwarded to the Web manager within three working days to publish to the site.

CHAPTER 4
Privacy and Security Notice

A hyperlink to the Privacy and Security statement will be present on all public Web pages and contain the following notice.

Use of this site constitutes your understanding and acceptance of the following terms.

1. MICC's public website is provided as a public service by the MICC Public Affairs Office.

2. Information presented on this website is considered public information and may be distributed or copied. Use of appropriate byline/photo/image credits is requested.

3. For site management, information is collected for statistical purposes. This Government computer system uses software programs to create summary statistics, which are used for such purposes as assessing what information is of most and least interest, determining technical design specifications, and identifying system performance or problem areas.

4. For site security purposes and to ensure that this service remains available to all users, this Government computer system employs software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

5. Except for authorized law enforcement investigations, no other attempts are made to identify individual users or their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction.

6. Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the Computer Fraud and Abuse Act of 1987 and the National Information Infrastructure Protection Act.

7. If you have any questions or comments about the information presented here, please email the MICC Public Affairs Office.

NOTE: The appearance of hyperlinks does not constitute endorsement by the U.S. Army of this website or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the U.S. Army does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this Department of Defense website.

Cookie Disclaimer: The MICC website does not use persistent cookies, i.e., tokens that pass information back and forth from your machine to the server and remain after you close your browser. MICC occasionally does use session cookies, i.e., tokens that

remain active only until you close your browser, in order to make the site easier for you to use. No database of information obtained from these cookies is kept and when you close your browser, the cookie is deleted from your computer. The MICC uses cookies to maintain a relationship between the image and the correct link, the program that displays the banners on the bottom of some of our pages uses a session cookie. You can choose not to accept these cookies and still use the site, but (you may need to enter the same information repeatedly and clicking on the banners will not take you to the correct page). The help information in your browser software should provide you with instruction on how to disable cookies.

CHAPTER 5
Information Collected using the MICC Website

Your use of this site constitutes your understanding and acceptance of the following terms.

Information Collected from the MICC's website for statistical purposes

Below is an example of the information collected based on a standard request for a World Wide Web document:

xxx.yyy.com - - [28/Jan/1997:00:00:01 -0500] "GET /jbsa/news/whatsnew.html HTTP/1.0" 200 16704 Mozilla 3.0/www.altavista.digital.com

xxx.yyy.com (or 123.123.23.12) -- this is the host name (or IP address) associated with the requester (you as the visitor). In this case, (....com) the requester is coming from a commercial address. Depending on the requester's method of network connection, the host name (or IP address) may or may not identify a specific computer. Connections via many Internet Service Providers assign different IP addresses for each session, so the host name identifies only the ISP. The host name (or IP address) will identify a specific computer if that computer has a fixed IP address.

[28/Jan/1997:00:00:01 -0500] – this is the date and time of the request. "GET/jbsa/news/whatsnew.html HTTP/1.0" -- this is the location of the requested file on the website.

200 – this is the status code - 200 is OK - the request was filled.

16704 – this is the size of the requested file in bytes.

Mozilla 3.0 – this identifies the type of browser software used to access the page, which indicates what design parameters to use in constructing the pages.

www.altavista.digital.com – this indicates the last site the person visited, which indicates how people find the website.

Requests for other types of documents use similar information. No other user-identifying information is collected.

CHAPTER 6
Accessibility

Help Us Help You: We are striving to make this website accessible to all citizens. If you find a problem that prevents access, please contact us by <u>sending an e-mail</u>.

Alternative Access to Web Documents

The MICC is making every effort to ensure that the information available on our public website is accessible to all. If you use special adaptive equipment to access the Web and encounter problems when using our site, please let us know and we will provide the information to you in an alternate format. It would be helpful if you can be as specific as possible when describing the information you seek.

If you need help accessing a PDF document, Adobe® offers conversion tools at its <u>Adobe Accessibility Resource Center</u>.

For help with other Microsoft® products, visit their <u>Microsoft accessibility page</u>.

To learn more about the regulations governing the accessibility of federal electronic information products, visit the <u>Section 508 Website</u>.

CHAPTER 7
Training

7-1.   In accordance with reference 1-3.l., paragraph 5, all Soldiers, Department of the Army Civilians, and contractors who publish, administer, or moderate information or documents on the Public Domain for Official Purposes will complete the "Army OPSEC Training for EOP Operators" training.