



UNITED STATES MARINE CORPS

MARINE CORPS AIR STATION
BOX 99100 YUMA, ARIZONA 85369-9100

IN REPLY REFER TO:

StaO 2010.2
6ITD

18 DEC 2002

STATION ORDER 2010.2

From: Commanding Officer

To: Distribution List

Subj: SOP FOR WEB SITE ADMINISTRATION AND STANDARDIZATION

Ref: (a) MCO 5720.76
(b) MCO 5510.10A
(c) Section 508 Disabilities Act
(d) MCO P5600.31G w/ch 1-2
(e) SECNAVINST 5720.47
(f) MarAdmin 94/99
(g) MarAdmin 109/98
(h) MarAdmin 83/98

1. Situation. Publicly accessible official Marine Corps Air Station Yuma (MCAS Yuma) web pages have proliferated on the World Wide Web. Uniformity and timeliness of information is required to establish consistency, functionality, and professional standards as well as aid navigation for internal and external audiences. This order establishes guidelines to standardize management, appearance and functionality of publicly accessible web sites.

2. Mission. Standardize management, appearance, and uniformity of all MCAS Yuma publicly accessible web sites.

3. Execution.

a. Commander's Intent and Concept of Operations.

(1) Commander's Intent. The World Wide Web provides MCAS Yuma a significant forward presence to a global audience making our web sites their initial contact with our air station. Therefore, it is essential that professional appearance, standards, and timeliness of information be reflected in this medium. Uniformity and standardization will play an important role in enabling quicker and easier access to MCAS Yuma and Marine Corps information as well.

(2) Concept of Operations.

(a) MCAS Yuma web sites shall maintain uniformity. This will be done through the application of common styles and standard web pages components such as templates, parsed files, and associated graphics. Headquarters Marine Corps will provide the components necessary to establish baseline uniformity.

(b) Commanders and Department Heads will have complete control over the content and layout within the guidelines established per the references and the style guide found at <http://www.usmc.mil/webstandards>.

b. Subordinate Element Missions.

(1) Authority to publish to MCAS Yuma Internet web sites will only be vested in:

- (a) Commanding Officer, MCAS Yuma
- (b) Executive Officer, MCAS Yuma
- (c) Public Affairs Officer, MCAS Yuma

(d) Leaders of other sections may receive approval upon request to the Station Commanding Officer, via the Public Affairs Officer.

(2) Communications, Data, and Electronics Department will be responsible for the following:

(a) Providing space on the web server for the data, this is commonly referred to as "hosting".

(b) Provide all HQMC approved software to aid in creation of the web page.

(c) Provide training to personnel in the capabilities and use of approved software.

(d) Provide graphics/sound/video files possessed by CVIC.

(3) Public Affairs Office will be responsible for the following:

(a) Design, build, and maintain the Yuma.usmc.mil homepage, ensuring the page meets standards set forth in the references.

(b) Ensuring web page information is current and suitable for public release.

(c) Maintain a listing of owners of web pages that are subordinate to <http://www.yuma.usmc.mil>.

(d) Review and evaluate each web page that is subordinate to <http://www.yuma.usmc.mil>, on a recurring basis (no less than twice annually) to ensure compliance with Marine Corps standards and the policy set forth in the references.

(4) Owner of Web Page (e.g., S-1, Comptroller, etc)

- (a) Design, create, and publish page IAW the references.
- (b) Update information as required (no less than twice annually).
- (c) Route information through PAO for release approval.

(5) The following types of information will not be made available on the publicly accessible web sites:

- (a) Classified.
- (b) Unclassified but sensitive to include plans or lessons learned which would reveal sensitive military operations/exercises or references to any information that would reveal sensitive movements of military assets or the associated location of units, installations, or personnel.
- (c) Information that cannot be disclosed under the Privacy Act.
- (d) For Official Use Only (FOUO).
- (e) Freedom of Information Act (FOIA) exempt information (e.g., draft policies and regulations).
- (f) Copyrighted information for which releases from the copyright owner have not been obtained.

4. Administration and Logistics.

a. Web Standards. An authorized standard template is available to webmasters or web site administrators at <http://www.usmc.mil/webstandards> to simplify compliance. Web site administrators/webmasters can install the template, and its associated components, on each web page/site for which they are responsible. Web site administrators/webmasters, with sufficient technical skills, may create web pages, which match the appearance and functionality of the standard template, and its associated components, without using the template or they may customize the templates to fit the needs of the local web sites. Customization, however, must be in accordance with this Station Order and the references. In addition, official Marine Corps web sites must display, at a minimum, the links provided as standard on the navigation tool bar. Web site administrators/webmasters may also add items to the bottom of standard navigation items to reflect local requirements.

b. New web sites. Units/organizations seeking to create a new web site or migrate an existing site to a remote host must request approval through their "releasing authority."

5. Command and Signal.

a. Command. This order is applicable to MCAS Yuma Station commands.

b. Signal.

(1) This order is effective immediately.

(2) Pertinent information regarding web standards enhancements and Marine Corps web space are provided at <http://www.usmc.mil/webstandards>.


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DISTRIBUTION: A