NSTCINST 5720.1
N2
18 Jul 08

NSTC INSTRUCTION 5720.1

From: Commander, Naval Service Training Command

Subj: NAVAL SERVICE TRAINING COMMAND POLICY FOR MANAGEMENT OF
       PUBLICLY ACCESSIBLE WORLD WIDE WEB SITES

Ref: (a) SECNAVINST 5720.47B
       (b) DoD Policy Memorandum "Web Site Administration," 25
           Nov 98, with updates
       (c) NSTCINST 5230.1

Encl: (1) NSTC Web Management Organization Chart

1. Purpose. To implement reference (a) within the Naval
Service Training Command (NSTC) and to provide additional
policies and procedures governing the overall management and
content of NSTC publicly and privately accessible World Wide Web
(WWW) sites. This instruction assigns responsibilities for
management of the NSTC Web presence and depicts these
assignments in enclosure (1).

2. Cancellation. NSTCINST 5720.47A.

3. Scope. This instruction applies to all NSTC activities and
all publicly accessible NSTC Web sites that are designed,
developed, procured, or managed by or on behalf of NSTC, its
activities or their contractors.

4. Background

    a. The use of the World Wide Web is critical to the mission
of NSTC, for the purpose of recruiting high-quality men and
women of diverse backgrounds to consider a career of service to
the Navy and the Nation. It is necessary to the mission to
present a well-communicated public image as well as maintaining
up to date information to the general public, staff, future
recruits, family members, and other prospective candidates to
the accessions programs. NSTC must continuously, aggressively,
and actively manage its Web presence, in alignment with its
strategic plan and those of its higher echelon. Management of
the NSTC Web presence involves close coordination among key NSTC

stakeholders, including the Public Affairs Officer (PAO), Director for Knowledge Management (N2), Director for Logistics/ Information Technology (N4/6), Officer Development (OD), Citizenship Development (CD), Directorates, and Strategic Management Office, as well as NSTC activities including Recruit Training Command (RTC) and Officer Training Command (OTC).

    b. Web sites managed by NSTC reach an estimated 250,000 plus members of the United States public per year, establishing these sites as potentially the most publicly visible Navy sites outside of www.navy.com. Accordingly, the appearance, accuracy, currency, and relevance of the information presented by NSTC commands on their Web sites reflect on each command's professional standards and credibility. Additionally, information residing on a Web server in a "navy.mil" domain may be interpreted by the worldwide public, including the American taxpayer and media, as reflecting official Navy policies or positions. Therefore, all information presented must be accurate, current, and in line with Department of Defense (DoD), Department of the Navy (DoN), Manpower, Personnel, Training, and Education (OPNAV N1), and NSTC policies.

5. <u>Definitions</u>. Terms used in this instruction are defined in reference (b).

6. <u>Policy</u>. Reference (a) provides primary governing policy for all unclassified DoN WWW sites. Compliance with this instruction will be part of the command inspection program at each level within the chain of command.

7. <u>Action</u>

    a. The NSTC Web Sites will be governed by the NSTC Functional Review Board (FRB), per reference (c). This body will be responsible for approving and prioritizing major functional and capability changes for the web sites.

    b. The Web Sites Management Team (WSMT) will be responsible for the day to day operations of the web sites and supervision of the web specialist in accordance with paragraph g below. This team shall consist of the NSTC N2, N4/6, and PAO and shall operate as depicted in enclosure (1).

    c. NSTC N2 is responsible for the management of NSTC Web sites as mechanisms for presenting readily accessible

information and corporate knowledge to both internal and external stakeholders, including the American public. In addition, N2 will:

(1) Engage with functional stakeholders to ensure business requirements are defined and understood.

(2) Ensure alignment with NSTC strategic direction.

(3) Coordinate with N4/6 for NSTC Web site technical support.

(4) Coordinate with PAO for acceptability of content.

(5) Promote the NSTC Web presence as a tool for collaboration and sharing of relevant knowledge throughout the NSTC domain.

(6) Establish and chair the NSTC WSMT.

(7) Approve the establishment of all NSTC Web sites.

(8) Provide information, updates, and regular reports to the NSTC FRB.

d. NSTC N4/6 is responsible for providing Command-wide information management and information technology (IM/IT) investment strategy, policy and guidance, including technical equipment and support for NSTC Web sites. In addition, N4/6 will:

(1) Ensure the operational integrity and security of the hardware, software, network components, etc. supporting NSTC Web sites.

(2) Maintain overall cognizance for questions about NSTC Web sites as they pertain to the security of computer operations.

(3) Manage and provide the technical support for all NSTC Web sites. Coordinate with external technology providers as required.

(4) Conduct annual Information Assurance (IA) assessments of all NSTC Web sites to ensure compliance with IA and security policy requirements.

(5) Approve all technical solutions related to NSTC's Web presence.

(6) Ensure compliance with all DoD and DoN polices, procedures and governance.

(7) Recommend changes to higher authority policies that will enhance the NSTC Web presence.

(8) Participate as a voting member on the WSMT.

e. NSTC PAO is responsible for the development and administration of NSTC Public Affairs policies and procedures. In addition, PAO will:

(1) Ensure compliance with higher authority direction with respect to Web content.

(2) Approve all content that is posted on NSTC Web sites.

(3) Ensure the relevancy, accuracy, and currency of all NSTC Web content.

(4) Coordinate with N4/N6 for NSTC Web site technical support.

(5) Maintain overall cognizance for NSTC Web sites' content as it pertains to the appropriateness of publicly accessible material, including cognizance regarding Privacy Act (PA) and Freedom of Information Act (FOIA).

(6) Periodically assess NSTC Web sites to ensure compliance with content policies.

(7) Notify the responsible Echelon IV Commanding Officer or Program Director when a site is discovered to contain inappropriate publicly-accessible material.

(8) For PA and FOIA issues, coordinate appropriately with the Office of the General Counsel, the Regional Legal Service Office, and the NSTC Information Assurance Manager (N64).

(9) Participate as a voting member on the WSMT.

f. NSTC activity Commanding Officers and Program Directors will:

(1) Designate a primary point of contact for the command or activity web site in writing to the WSMT (i.e., name, email address, and office telephone number).

(2) Ensure all information currently residing on the command or activity Web site is reviewed by the command or activity public affairs representative (or designee), is accurate, and is appropriate for viewing by a worldwide audience, friend and foe alike. Information not suitable for a publicly accessible Web site must either be removed or placed on a restricted-access site.

(3) Deliver all content changes through the prescribed process utilizing the services of the NSTC Web Specialist.

(4) Ensure that all changes to activity web sites other than content are appropriately documented and delivered to the NSTC FRB.

g. Designated NSTC Web Specialist(s) will:

(1) Be familiar with current applicable instructions, notices, ALNAVs, and NAVADMINs regulating content of NSTC publicly accessible Web sites and shall be conversant in the provisions of these directives.

(2) Serve as the principal point of contact on all matters pertaining to administration of the publicly accessible Web sites.

(3) Oversee the command's Web sites and ensure compliance with current directives. Oversight includes monitoring the sites as often as possible to ensure no unauthorized changes have occurred.

(4) Register the command or activity Web sites with Navy Web Site Registration System (NWSRS) and with the Government Information Locator Service (GILS) as required by Public Law 104-13. Registration with NWSRS will automatically register the site with GILS. Review and update registrations on a yearly basis or whenever there is a change in any of the registration data fields.

(5) Report directly to the NSTC N2 Knowledge Management Director and comply with all direction from N2 and the NSTC WSMT.
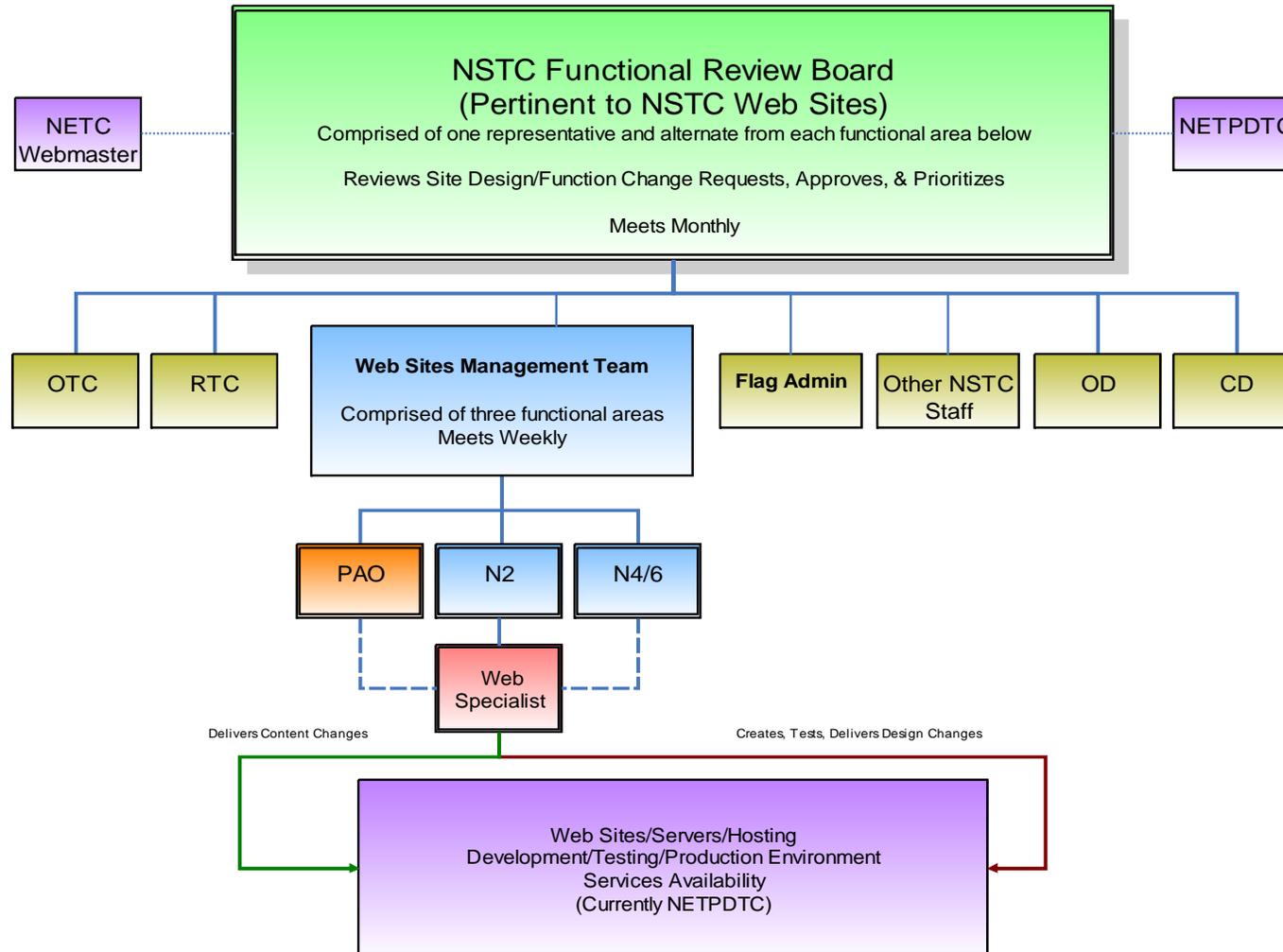
h. NROTC Unit Commanding Officers will:

(1) Ensure all information currently residing on the unit Web site is reviewed by the command or activity public affairs representative, is accurate, and is appropriate for viewing by a worldwide audience. Information not suitable for a publicly accessible Web site must either be removed or placed on a restricted-access site.

(2) Develop local procedures for the approval of information posted on the unit Web site. At a minimum, this process shall include review by the command's public affairs officer, in conjunction with command information assurance personnel, or those at the next appropriate level in the chain of command, to ensure posted information meets requirements set forth in references (a) through (c) and this instruction.

A.O. LOTRING

Distribution: (NSTCINST 5216.1B)
List 3 and 4

NSTC Web Site Management Organization Chart

NETC
Webmaster

**NSTC Functional Review Board
(Pertinent to NSTC Web Sites)**
Comprised of one representative and alternate from each functional area below

Reviews Site Design/Function Change Requests, Approves, & Prioritizes

Meets Monthly

NETPDTC

OTC

RTC

Web Sites Management Team

Comprised of three functional areas
Meets Weekly

Flag Admin

Other NSTC
Staff

OD

CD

PAO

N2

N4/6

Web
Specialist

Delivers Content Changes

Creates, Tests, Delivers Design Changes

Web Sites/Servers/Hosting
Development/Testing/Production Environment
Services Availability
(Currently NETPDTC)

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