



DEPARTMENT OF THE ARMY
HEADQUARTERS UNITED STATES ARMY FORCES COMMAND
1777 HARDEE AVENUE SW
FORT MCPHERSON GEORGIA 30330-1062

REPLY TO
ATTENTION OF

AFCS-PA

1 October 1997

MEMORANDUM FOR FORSCOM Webmasters and Web Administrators

SUBJECT: Memorandum of Instruction (MOI) - FORSCOM Public Web Award/Evaluation Program

1. References:

- a. DOD Web Policy, 18 July 1997
- b. DA DRAFT Web Policy, 28 July 1997
- c. FORSCOM Web Policy, 12 August 1997

2. PURPOSE. To identify requirements and procedures for the periodic review of FORSCOM PUBLIC ACCESS World-Wide Web (www) sites in order to identify on a monthly basis the best public access www site in FORSCOM.

3. APPLICABILITY. This MOI applies to all www sites listed on the FORSCOM home page (<http://www.forscom.army.mil>) and all subordinate public access www sites operated under the aegis of any FORSCOM webmaster.

4. GENERAL. IAW references, all FORSCOM Public access www sites will be reviewed by the responsible primary webmaster at least once each calendar month. Reviews will be conducted of all pages in the primary web site as well as all pages contained in any subordinate www site(s) operated under the primary www site. Procedures for the review of subordinate www sites are to be the same as those outlined below for FORSCOM primary www sites, but may be conducted by the responsible subordinate webmasters or page masters and verified by the primary webmaster.

a. Review procedure.

(1) FORSCOM public access www sites will be reviewed to ensure compliance with published Web Policy. A Public Web Policy Checklist is available at Encl 1. This checklist covers the mechanical aspects of applicable policies. Any questions not resolved by the local www site webmaster and the local JAG office concerning links to non-military or non-government www sites or this MOI will be referred to HQ FORSCOM WEBMASTER (webmaster@forscom.army.mil). As a rule, FORSCOM Web sites will

NOT link to commercial sites. The PAO/IM in coordination with the local SJA will review and approve all proposed links to commercial sites. (FORSCOM www Policy, Encl 2, paragraph 5e).

(2) In addition to adherence to the requirements of applicable policy(s), each www site will also be reviewed for visual appeal and applicability to public access and use. Criteria such as ease of use, eye-appeal, benefit to the public and overall enhancement of the Army's public image are appropriate for this review. It is not the intent of this MOI to dictate creative restrictions or limit the quantity or type of approved information provided to the public via the www in any manner. The content, design and organization of any public access www site is within the purview of the responsible webmaster and his commander.

(3) Electronic Reports. NLT the third Tuesday of every calendar month each webmaster will report via e-mail, the results of his www site review (including subordinate www sites) to (webmaster@forscom.army.mil). This report will list the www sites reviewed and state that all were found to be in compliance with Web Policy. Any discrepancies from published policy will be identified along with supporting rationale and, if appropriate, (Reference: DA Policy, para 5 g (2)) the commander's certification approving the discrepancy. These reports will be reviewed by the FORSCOM CIO, and PAO.

(4) Best Web Award. The best public access www sites within FORSCOM will be recognized on a monthly basis. The award will be announced on the FORSCOM homepage on the 1st working day of the month. As part of the review process above, the webmaster will nominate one site as his/her candidate for recognition as the Best Web in FORSCOM. The Best Web Award will be awarded to the best site found by the FORSCOM web review committee after review of all public www sites nominated and any other FORSCOM sites identified by the committee during their random review of all FORSCOM public access www sites. The Best Web Award icon may be displayed as appropriate by the www site recognized.

(5) FORSCOM Web Review Committee. The web review committee is composed of representatives from the FORSCOM PAO and CIO offices and the FORSCOM Webmaster. This committee is responsible for reviewing FORSCOM public access www sites on a monthly basis and for selecting the www site to be designated and recognized as the Best FORSCOM Web site of the month.

b. Award Designation/Display.

- (1) A distinctive FORSCOM Best Web Award icon may be displayed on the Public Web by the designated winning web site. Additional awards as best web may be displayed as desired by the winning web master.
- (2) Winning sites will earn the FORSCOM Fourth Estate Award certificate. This will be forwarded to the Commander of the winning web site.
- (3) Appropriate recognition of web design and management accomplishment is encouraged at all levels.
- (4) One internal (FORSCOM staff and collocated units) and one external FORSCOM web site will be selected each calendar month by the FORSCOM Web committee. Selections will not be limited to nominated www sites, but will also include the results of random evaluations tasked to the committee.
- (5) Notification of all winning sites will be made by FORSCOM PAO.

5. Points of Contact. Direct questions or suggestions concerning this MOI to: LTC Ben Weiner, AFCS-PAO, DSN 367-5676 weinerb@forscom.army.mil or Ms. Marilyn Nedell, AFCE-NC-S, DSN 367-7474 nedellm@forscom.army.mil.



Terry D. Prosch
Chief Public Affairs
U.S. Army Forces Command

FORSCOM PUBLIC ACCESS WEB CHECKLIST

FORT: _____

URL: _____

DATE: _____

REQUIREMENT	REFERENCE	GO	NO GO	PROBLEM/COMMENT-- <i>Copy of WebPage attached</i>
1. Webmaster/POC posted on front page.	DA 5b(4)(c), DA 5c(5), FC Encl 1,1d			
2. Purpose of Website clearly stated.	DoD 4.2, DA 4c, FC Encl 1,1c			
3. Supports mission & provides value-added service.	DoD 4.2, DoD 4.5.1.1, DA 2b, DA 4.b, FC 3c			
4. Shows organization structure & links.	DA 5b(4)(a), FC Encl 1, 2, FC Encl 2 2a,			
5. Shows missions & functions.	DA 5b(4)(a)&(b), FC Encl 1, 1c			
6. Privacy-Security notice posted.	DoD 4.4, DoD 4.4.1, FC Encl 1, 1a, FC Encl 1, 7			
7. User/data collection notice posted.	DoD 4.4, DoD 4.10.2. DoD 4.10.3			
8. EACH PAGE dated and current.	DA 5d, DA 5e(1), DA 5c(1), FC 5, FC Encl 1,1a, FC Encl 6, 6e			
9. External links identified/disclaimed.	DoD 4.5.2, FC 5b			
10. Links to FORSCOM & DA w/i one page.	DA 5b(4)(d), FC Encl 1, 1e, 1g			
11. Site is registered with GILS, DA and FORSCOM.	DoD 4.3, DA 5b(1), FC Encl 1, 1g & 1f, FC Encl 2, 1			
12. NO advertising/product endorsements.	DoD 3.7, DoD 4.8, DA 5f (1) (3), FC Encl 1, 8			
13. NO commercial links unless certified by commander as necessary.	DoD 4.2, DoD 4.5.1.2, DoD 4.8, DA 5f(1), DA 5f(3), FC Encl 1,8, FC Encl 2, 5b & 5e, FC Encl 7, 1c(3)			
14. NO links to personal Web pages/sites.	DA 5h(1)			
15. NO particular browser specified.	DoD 4.5.1.4, DA 5a(3)			
16. NO non-public access links.	DoD 4.7, FC Encl 2, 5f			
17. NO collection of personal data.	DoD 4.10.1.2, DoD 4.10.1.3, FC Encl 7			
18. NO dead links or incomplete pages.	FC Encl 1, 3, FC Encl 2, 5c, 5d			
19. NO spelling/grammar errors.	FC Encl 1, 4			
20. NO Embargoed data.	DoD 3.6, FC Encl 1. 6			
ADDITIONAL COMMENTS:				

Reviewed by: _____

Approved by: _____