



UNITED STATES MARINE CORPS

MARINE CORPS BASE HAWAII

BOX 63002

MCBH KANEHOHE BAY, HI 96863-3002

BaseO 5230.1

G-6

NOV 22 2000

BASE ORDER 5230.1

From: Commanding General

To: Distribution List

Subj: POLICY FOR POSTING INFORMATION ON MCBH WEB SERVERS

Ref: (a) SECNAVINST 5720.47, Department of the Navy Policy for Content of Publicly Accessible World Wide Web Sites

Encl: (1) Format for Web Coordinator Appointment Letter

1. Purpose. This order establishes policy and delineates responsibility for posting information on the Marine Corps Base Hawaii (MCBH) publicly accessible web server (Internet web site) and the MCBH internal web server (Intranet web site).

2. Background. Web technology offers great potential to enhance the effectiveness of the MCBH mission. However, operational security, personal safety, and privacy of information must continue to be maintained. This order implements higher headquarters policy and provides supplemental tasking to ensure that the efficiencies provided by web technology are properly balanced with the appropriate measure of security, safety, and privacy.

3. Scope. This order is applicable to all commands, activities, tenants, and staff agencies that generate information requirements for, or maintain information on, MCBH web sites.

4. Policy. Information will only be posted on the MCBH web sites in accordance with the reference, this order, and local procedures established pursuant to this order.

5. Responsibilities

a. MCBH organizations (commands, activities, tenants, and staff agencies) that desire to post information on the MCBH web server will:

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(1) Appoint a Web Coordinator, using the enclosed letter format, to act as the single point of contact for the organization's web needs, and to coordinate execution of the organization's responsibilities listed below.

(2) Identify new web information needs for the organization and its customers, and forward those needs to the Assistant Chief of Staff, G-6, Information Systems Management Officer (ISMO).

(3) Provide web content for information that falls under the organization's cognizance.

(4) Provide necessary additions, changes, or deletions to previously posted web content.

b. Assistant Chief of Staff, G-3. Provide graphic arts and multimedia support, through the Combat Visual Information Center (CVIC), to enhance the professional image and functionality of the MCBH web sites.

c. Assistant Chief of Staff, G-6

(1) Designate a Web Master, in writing, responsible for the administration and oversight of the MCBH web sites.

(2) Establish procedures, in coordination with the Public Affairs Officer, for posting information on MCBH web servers.

(3) Maintain a feedback system to facilitate continuous improvement of MCBH web-based information and services.

(4) Maintain lessons learned data to enhance the efficiency and effectiveness of the web posting process.

(5) Develop technical solutions that best satisfy the overall information needs of MCBH customers while providing information assurance.

(6) Employ security measures consistent with the level of information posted on MCBH web servers.

(7) Only post information on the Internet site that has been approved for public release by the Public Affairs Officer.

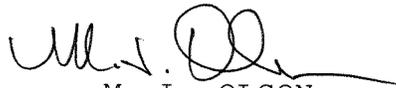
(8) Provide training to web coordinators on the provisions of this order and other applicable guidance.

d. Public Affairs Officer

(1) Ensure all information residing on the MCBH Internet web site is appropriate for viewing by a worldwide audience.

(2) Ensure the MCBH Internet web pages reflect favorably on the Marine Corps' professional standards and credibility.

(3) Act as the focal point for all public requests for information received via the MCBH web pages.



M. L. OLSON
Deputy Commander

DISTRIBUTION: A

Format for Web Coordinator Appointment Letter

From: Department Head
To: Employee

Subj: APPOINTMENT OF WEB COORDINATOR

Ref: (a) BaseO 5230.1

1. In accordance with the reference, you are assigned as this department's Web Coordinator, effective immediately.

2. You will thoroughly familiarize yourself with the reference and any procedures developed pursuant to the reference. The following duties outline your responsibilities:

a. Act as the department's single point of contact for all web issues.

b. Assist the department in identifying new information needs applicable to the MCBH web sites and forward those needs to the G-6/ISMO.

c. Coordinate the development of web content for posting on the MCBH web sites, and the necessary additions, changes or deletions to previously posted web content.

d. Represent the department at web coordination meetings.

e. Maintain desktop procedures and a turnover folder.

3. Additional information can be obtained from the MCBH Web Master at 257-9971.

SIGNATURE BLOCK

Copy to:
G-6/ISMO

ENCLOSURE (1)