MANDATORY PUBLIC WEB SITE MIGRATIONS TO OFFICIAL MARINE CORPS ENTERPRISE-WIDE WEB HOSTING ENVIRONMENT

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UNCLASSIFIED/

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SUBJ/MANDATORY PUBLIC WEB SITE MIGRATIONS TO OFFICIAL MARINE CORPS
ENTERPRISE-WIDE WEB HOSTING ENVIRONMENT//

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REF/F/MSGID:MSG/CMC WASHINGTON DC PA/YMD:20040219//

REF/G/MSGID:DOC/DOD CIO/YMD:20110307//

NARR/REF A IS DOD DIRECTIVE-TYPE MEMORANDUM 07-09, ESTABLISHMENT OF THE
DEFENSE MEDIA ACTIVITY. REF B IS MARADMIN 069-11, MARINES.MIL PUBLIC WEB
SITE TRANSFER PROCESS, RESPONSIBILITY AND TIMELINE, WHICH PROVIDES
GUIDANCE FOR MARINES.MIL PUBLIC WEB SITE TRANSFER PROCESS,
RESPONSIBILITY AND TIMELINE. REF C IS DOD INSTRUCTION 8550.01, DOD INTERNET
SERVICES AND INTERNET-BASED CAPABILITIES, WHICH PROVIDES WEB SITE
ADMINISTRATION POLICIES AND PROCEDURES. REF D IS DOD DIRECTIVE 5230.09,
CLEARANCE OF DOD INFORMATION FOR PUBLIC RELEASE. REF E IS DOD MANUAL
5205.02M, DOD OPERATIONS SECURITY (OPSEC) PROGRAM MANUAL. REF F IS
MARADMIN 071-04, UNAUTHORIZED RELEASE OF INFORMATION THROUGH PUBLIC
WEB SITES, WHICH PROVIDES GUIDANCE AND DIRECTION ON THE RELEASE
PROCESS FOR MARINE CORPS INFORMATION ONLINE. REF G IS DOD
MEMORANDUM, GUIDANCE AND POLICY FOR IMPLEMENTATION OF OFFICE OF
MANAGEMENT AND BUDGET INTERNET PROTOCOL VERSION 6 FISCAL YEARS 2012
AND 2014 REQUIREMENTS.//

POC/CHRISTOPHER LOGAN/MAJ/UNIT:HQMC PA/NAME:WASHINGTON DC/TEL:703-614-

1494/TEL:DSN 224-1494/EMAIL:CHRISTOPHER.B.LOGAN(AT)USMC.MIL//

POC/BETH HEINER/CIV/UNIT:HQMC C4CP/NAME:WASHINGTON DC/TEL:571-256-9078/TEL:DSN 260-9078/EMAIL:ANNE.HEINER(AT)USMC.MIL//

GENTEXT/REMARKS/1. PURPOSE. THIS IS A JOINT MARADMIN BETWEEN THE DIRECTOR C4 AND DIRECTOR PUBLIC AFFAIRS. PER REF B, THIS MARADMIN PROVIDES FOLLOW ON GUIDANCE AND POLICY TO ALL MARINE CORPS UNITS FOR THE MANDATORY MIGRATION OF ALL PUBLIC-UNRESTRICTED MARINE CORPS WEB SITES TO THE OFFICIAL MARINE CORPS ENTERPRISE-WIDE WEB CONTENT MANAGEMENT SYSTEM, AMERICAN FORCES PUBLIC INFORMATION MANAGEMENT SYSTEM (AFPIMS), HOSTED AT THE DEFENSE MEDIA ACTIVITY (DMA).

2. BACKGROUND.

2.A. AS PREVIOUSLY EXPLAINED IN REFS A AND B, THE MARINE CORPS AGREED TO CONSOLIDATE ALL MARINE CORPS PUBLIC-UNRESTRICTED WEB SITES UNDER DMA'S DEPARTMENT OF DEFENSE (DOD) PUBLIC WEB (DOD-PW) PROGRAM. THIS TRANSFER OF SITES WILL ALLOW THE CORPS TO MITIGATE CRITICAL BUDGET AND TECHNICAL SUPPORT ISSUES AND ESTABLISH CONTINUITY AND GROWTH FOR ALL PUBLICLY ACCESSIBLE MARINE CORPS SITES.

2.B. AS A FIRST STEP TOWARD THIS CONSOLIDATION, DMA AND THE MARINE CORPS HAVE BEEN WORKING TOWARD MIGRATING ALL MARINES.MIL WEB SITES TO DMA'S AFPIMS. THIS MIGRATION IS NEARING COMPLETION, ALLOWING THE TEAM TO TAKE THE NEXT STEP TOWARD TRANSFERRING ALL REMAINING MARINE CORPS PUBLIC-UNRESTRICTED WEB SITES TO DMA'S HOSTING ENVIRONMENT. THIS HOSTING SOLUTION IS THE MANDATORY END STATE FOR ALL MARINE CORPS PUBLIC-UNRESTRICTED WEB SITES.

2.C. IN ADDITION, REF G WAS ISSUED BY THE DOD CHIEF INFORMATION OFFICER (CIO) REQUIRING THAT DOD COMPONENTS EXPEDITE OPERATIONAL DEPLOYMENT AND USE OF INTERNET PROTOCOL VERSION 6 (IPV6) ON ALL PUBLIC-UNRESTRICTED WEB SITES. ACHIEVING THE END STATE DESCRIBED IN PARAGRAPH 2.B WILL RESULT IN FULL WEB SITE COMPLIANCE WITH REF G, AS CONTENT RESIDING ON AFPIMS WILL BE ACCESSIBLE VIA IPV6.

3. ACTIONS AND COORDINATING INSTRUCTIONS:

3.A. MARINE CORPS UNITS:

3.A.1. ALL UNITS WITH WEB SITES CURRENTLY HOSTED ON MARINES.MIL ARE EXPECTED TO CONTINUE TO WORK WITH DMA'S MIGRATION SUPPORT TEAM TO MIGRATE THESE SITES TO DMA'S AFPIMS PER ESTABLISHED SCHEDULE.

3.A.2. UNITS WITH PUBLIC-UNRESTRICTED WEB SITES NOT CURRENTLY HOSTED ON MARINES.MIL SHALL:

3.A.2.A. IDENTIFY AND ELIMINATE SITES WHICH ARE NO LONGER RELEVANT,

USEFUL, OR NEEDED FOR ACCESS BY THE GENERAL PUBLIC BY 30 SEPTEMBER 2013.

3.A.2.B. TRANSFER REMAINING PUBLIC-UNRESTRICTED WEB SITES TO THE DMA HOSTING ENVIRONMENT, AFPIMS, BY 30 SEPTEMBER 2013 BY EXECUTING THE FOLLOWING:

3.A.2.B.1. IDENTIFY UNIT PERSONNEL TO PERFORM UNIT-SPECIFIC DUTIES ASSOCIATED WITH SITE MIGRATION. ASSIGNED UNIT MIGRATION PERSONNEL WILL BE EXPECTED TO FUNCTION AS THE POINT OF CONTACT AND LIAISON TO THE DMA MIGRATION SUPPORT TEAM.

3.A.2.B.2. PROVIDE THE NAME, EMAIL ADDRESS AND PHONE NUMBER OF UNIT PERSONNEL ASSIGNED MIGRATION TASKS TO: DOD-PW (LEANNE.CONKLIN(AT) OMNITECINC.COM) AND DMA-MCPD (TIMOTHY.DELOBE(AT)DMA.MIL) NLT 10 JANUARY 2013. IDENTIFICATION OF RESPONSIBLE UNIT MIGRATION PERSONNEL IS IMPERATIVE FOR SCHEDULING, COORDINATION, TRAINING AND ACCESS TO THE NEW AFPIMS ENVIRONMENT.

3.A.2.B.3. REGISTER THESE SITES ON: HTTP:(SLASHSLASH) WWW.MARINES.MIL (SLASH)UNITS(SLASH)SITEREGISTRATION.ASPX BY 10 JANUARY 2013. WEBSITES WILL NOT BE REPRESENTED IN THE MARINES.MIL UNIT DIRECTORY LOCATED HERE (HTTP:(SLASHSLASH) WWW.MARINES.MIL(SLASH)UNITS.ASPX) UNTIL REGISTERED. THE DMA MIGRATION SUPPORT TEAM WILL ANALYZE ALL PUBLIC WEB SITES SUBMITTED, CONTACT THE UNIT POC DESIGNATED AND ASSIST WITH DEVELOPING A PLAN OF ACTION AND MILESTONES (POAM) TO MIGRATE EACH UNIT'S SITES TO AFPIMS.

3.A.2.B.4. BE PREPARED TO WORK WITH THE DMA MIGRATION SUPPORT TEAM TO PLAN AND BEGIN MIGRATIONS AS EARLY AS FEBRUARY 2013. FOR PLANNING PURPOSES, UNITS' MIGRATION PREPARATIONS INCLUDE COMPLETING COMPUTER BASED TRAINING (CBT) MODULES, CONDUCTING COMPLETE CONTENT INVENTORY AND ANALYSIS, DETERMINING SITES APPROPRIATE FOR MIGRATING AND FOR DECOMMISSIONING/ARCHIVING, AND MAPPING CONTENT TO THE NEW ARCHITECTURE.

3.A.2.B.5. ENSURE UNIT'S POAM SUPPORTS MEETING THE MIGRATION DEADLINE OF 30 SEPTEMBER 2013. EVERY EFFORT SHOULD BE MADE TO MEET THIS DATE. WEB SITES NOT MIGRATED BY THIS DATE WILL BE DISABLED AT THAT TIME.

3.A.3. UNIT WEB SITE DUTIES AND CONTENT MANAGEMENT FUNCTIONS WILL REMAIN UNDER THE CONTROL OF EACH RESPECTIVE MARINE CORPS UNIT TRANSFERRING FROM THEIR WEB HOSTING ENVIRONMENT TO AFPIMS.

3.A.4. UNIT PERSONNEL ARE RESPONSIBLE TO THEIR RESPECTIVE COMMANDS FOR COMPLIANCE WITH REFERENCES C THROUGH F TO ENSURE INFORMATION POSTED

ONLINE IS CLEARED FOR RELEASE, DOES NOT VIOLATE OPSEC POLICIES, PROCEDURES OR GUIDELINES, AND THAT CONTENT CRITERIA AND CONSIDERATIONS ARE MAINTAINED APPROPRIATELY.

3.B. DOD PUBLIC WEB OFFICE (DOD-PW):

3.B.1. DOD-PW WILL PROVIDE AFPIMS TRAINING FOR ALL SITE ADMINISTRATORS, CONTENT MANAGERS AND CONTENT CONTRIBUTORS.

3.B.2. DOD-PW IS RESPONSIBLE TO ALL STAKEHOLDERS IN THE PROGRAM (MARINES, NAVY, AIR FORCE AND DOD) FOR PROMULGATING WEB POLICY, FOR PLANNING FUTURE SYSTEM GROWTH AND DIRECTION, AND FOR DEVELOPING AND MAINTAINING ASSOCIATED HOSTING PLATFORMS AND NETWORK OPERATIONS CENTERS.

3.B.3. DOD-PW IS RESPONSIBLE FOR THE SAFE AND SUCCESSFUL DELIVERY OF SERVICE-SPECIFIC CONTENT.

3.B.4. DOD-PW WILL NOT MANAGE OR DICTATE CONTENT ON THE SYSTEM.

3.B.5. DOD-PW MUST ENSURE AFPIMS DESIGN AND DELIVERY MAINTAINS COMPLIANCE WITH APPLICABLE POLICY, TO INCLUDE REF C.

3.C. THE DMA, MARINE CORPS PRODUCTION DIRECTORATE (DMA-MCPD) SHALL:

3.C.1. DEFINE REQUIREMENTS, POLICIES AND PROCEDURES FOR STANDARDIZED, CORPS WIDE ONLINE STYLES, DESIGN BRANDING, SITE AND SYSTEM FUNCTIONALITY AND ALL NECESSARY COMPONENTS FOR CONTINUED DEVELOPMENT OF MARINES.MIL ON THE AFPIMS SYSTEM.

3.C.2. IDENTIFY, ANALYZE, AND SCHEDULE ALL SITES TO BE MIGRATED FROM THE SITE REGISTRATION DATABASE AND DEVELOP A TIMELINE, PRIORITIES AND TASK LISTS FOR SITE MIGRATION TO AFPIMS.

3.C.3. COORDINATE SCHEDULING WITH MARINE CORPS UNIT ASSIGNED WEB SITE MIGRATION PERSONNEL.

3.C.4. UTILIZE MARINE CORPS PUBLIC AFFAIRS ASSETS TO INFORM AND EDUCATE THE MARINE CORPS COMMUNITY ON NAVIGATING THE NEW INFORMATION ARCHITECTURE.

3.C.5. DISTRIBUTE EMAIL UPDATES TO APPROPRIATE PERSONNEL DURING WEBSITE PREPARATION, MIGRATION AND DEPLOYMENT PHASES OF THE MOVEMENT PROCESS.

3.C.6. FUNCTION AS THE ADVOCATE FOR THE MARINE CORPS DIVISION OF PUBLIC AFFAIRS TO THE DEFENSE MEDIA ACTIVITY AND DOD-PW.

3.D. MARINE CORPS DIVISION OF PUBLIC AFFAIRS SHALL:

3.D.1. PUBLISH TRANSITION UPDATES VIA INTERNAL PA COMMUNICATION PRODUCTS.

3.D.2. PROVIDE OVERSIGHT OF THE MARINE CORPS PUBLIC-UNRESTRICTED WEB

SITE MIGRATION PROCESS.

3.D.3. FUNCTION AS THE ADVOCATE FOR CORPS WIDE PUBLIC AFFAIRS ISSUES TO THE DEFENSE MEDIA ACTIVITY, MARINE CORPS PRODUCTION DIRECTORATE.

3.D.4. OFFER HQMC LEVEL FEEDBACK AND SUPPORT ON ANY CORPS WIDE, WEB SITE MIGRATION-RELATED ISSUES.

3.E. HEADQUARTERS MARINE CORPS (HQMC) DIRECTOR COMMAND, CONTROL, COMMUNICATIONS, AND COMPUTERS (C4) SHALL:

3.E.1. FUNCTION AS THE ADVOCATE FOR MARINE CORPS IPV6 REQUIREMENTS TO THE DEFENSE MEDIA ACTIVITY, MARINE CORPS PRODUCTION DIRECTORATE.

3.E.2. ASSIST MARINE CORPS DIVISION OF PUBLIC AFFAIRS WITH RESOLVING ISSUES RELATED TO MIGRATION OF MARINE CORPS WEB SITES.

4. THIS MARADMIN IS APPLICABLE TO THE MARINE CORPS TOTAL FORCE.

5. QUESTIONS REGARDING THIS MESSAGE CAN BE ADDRESSED TO THE POCS IDENTIFIED ABOVE.

6. RELEASE AUTHORIZED BY BGEN P. KENNEDY, DIRECTOR, DIVISION OF PUBLIC AFFAIRS, AND BGEN K. NALLY, DIRECTOR, COMMAND, CONTROL, COMMUNICATIONS, AND COMPUTERS (C4).//