

## MEMORANDUM OF UNDERSTANDING

### BETWEEN AIR FORCE PUBLIC WEB, AIR FORCE PUBLIC AFFAIRS AGENCY AND AIR FORCE PUBLIC WEB GROUP/SITE MANAGERS

#### I. PARTIES

This document constitutes an agreement between Air Force Public Web (AFPW), a division of the Air Force Public Affairs Agency -- AFPAA/DS Building 171, 2261 Hughes Ave, Ste 157, Lackland AFB, TX 78236-9853 -- and AFPW group and/or site managers. Group and/or site managers sign this MOU on behalf of their respective organizations.

#### II. PURPOSE

The purpose of this document is to establish ground rules for a mutual working relationship between the above-mentioned entities, specifically upon deployment and use of the Air Force Public Information Management System (AFPIMS). Mutual signing of this MOU by both parties, and submission of this document to Air Force Public Web, constitutes valid registration of the respective Air Force Public Web site.

#### III. BACKGROUND

Since 1995, Air Force personnel with varying degrees of Web development skills, have built Web sites and disseminated information via the Internet. The results have been largely inconsistent, producing a large network of sites that vary considerably in appearance and content. In addition to a variance in the “look” and “feel” among these sites, many failed to conform to Air Force and Department of Defense regulations.

These issues were highlighted in a Department of Defense Inspector General audit from Nov. 30, 2001, which found discrepancies on hundreds of sites. The DOD IG instructed Air Force Public Affairs to correct problems on all publicly accessible sites as a matter of military security.

The Secretary of the Air Force for Public Affairs (SAF/PA) assigned the Air Force Public Affairs Agency with oversight responsible for all Air Force public-facing Web sites. SAF/PA also tasked AFPAA with formulating a plan to correct deficiencies identified in the DOD IG report.

Consequently, SAF/PA launched the AFPW Program. The AFPW is a network of Air Force Web sites accessible by the general public via the Internet. The program systematically manages and standardizes how the Air Force publishes its Web content. AFPW serves as a global network for all the service's public Web sites, including those originating at major commands, wings, and specialty organizations, such as the Thunderbirds or the National Museum.

In order to accomplish the management goal, the Defense Media Activity, under direction from AFPAA, coordinated the development of the AFPIMS, a Web-based content management tool that simplifies the content publishing process and brings all publicly accessible Air Force Web sites together into a central, standardized system.

#### IV. ROLES AND RESPONSIBILITIES

##### 1. GENERAL

The aforementioned parties agree to implement and mutually manage the AFPW Program. Both parties agree to properly use the technology, mechanisms, methods, and procedures in place to further the AFPW Program initiatives. The parties agree to execute the following functions and responsibilities in accordance with the principles and purpose of this agreement.

##### 2. AFPAA

- A. Manage and implement the global AFPW Program with the blanket authority to administrators any site on the system.
- B. Coordinate and host the AFPW Policy Council conference as necessary, direct and develop new policy and guidance for AFPW.
- C. Manage the Quality Assurance Program to review AFPW sites for policy and compliance.
- D. Grant or deny waiver requests from AFPW and maintain a list of waived sites, as well as set criteria for waiver consideration.
- E. Send AFPW redesign and improvement recommendations to SAF/PA and DMA/SA.
- F. Provide AFPW updates at national PA, MAJCOM PA, ANG and Reserve conferences as appropriate.

##### 3. DMA-SA

- A. Determine, direct, and manage all content and organization of the U.S. Air Force Web site, (<http://www.af.mil>).
- B. Coordinate technical and infrastructure support including Web-server administration, network management, system availability, security, and accessibility as they relate to Air Force Public Web and the AFPIMS.
- C. Provide help-desk support between the hours of 0730 and 1730, Central Time, and emergency on-call support after normal duty hours for all AFPIMS users.
- D. Provide forward caching and data-storage solutions for the AFPIMS and collaborate with solution providers.
- E. Provide content migration guides and training for all AFPIMS users and oversee all Air Force Web site migration to the AFPIMS and provide guidance as needed.
- F. Monitor and report site usage for Air Force Public Web.
- G. Implement and provide site usage tracking capabilities for all site-level users.
- H. Budget, support the infrastructure and provide research and development of AFPIMS.
- I. Provide expertise and advise group and site managers.

- J. Respond to training requests from organizations.
- K. Provide solutions to malfunctions in the AFPIMS, as needed, based on feedback from groups and sites.
- L. Manage the evolution of the AFPIMS by employing customer feedback, useful tools and functionalities in line with current, cutting-edge technologies.

### 3. MAJCOM OR EQUIVALENT GROUPS & GROUP MANAGERS

- A. Establish localized plans and procedures for implementing the AFPW Program IAW AFI 35-107.
- B. Designate a group manager as a focal point for all AFPW communications and for direct Web management of the group. Designate an assistant group manager to support and assist the primary group manager.
- C. Prior to implementation of the AFPIMS, submit the full names, telephone numbers, and organizational e-mail addresses for group managers and assistant group managers to AFPAA
- D. Notify AFPAA within five business days when contact information changes or a group manager is replaced.
- E. Administer and manage AFPIMS group and site manager permissions, to include creating new user accounts and setting permissions for subordinate site-level AFPIMS users.
- F. Provide AFPAA with a migration timeline for subordinate site-level Web sites.
- G. Maintain a current list of approved subordinate site managers and send to AFPAA.
- H. Work with DMA to maintain a training program for subordinate site-level users.
- I. Ensure annual Web security and policy review requirements are met.
- J. Provide DMA and AFPAA with feedback on bugs or errors in the AFPIMS as well as other related problem areas.
- K. Provide AFPW with feedback on proposed AFPIMS enhancements.
- L. Make every effort to attend annual AFPW Policy Board Conferences as they are scheduled.
- M. Sign and submit this MOU to AFPAA to ensure registration of the Air Force Public Web site and placement of a hypertext link to the respective site at [www.af.mil](http://www.af.mil).

### 4. SITES & SITE MANAGERS

- A. Establish local plans and procedures for implementing the AFPW Program IAW AFI 35-107.
- B. Designate a site manager, typically a host wing or base-level Public Affairs agent, as focal point for all DMA-SA communications and for direct management of local Web content. Designate an assistant site manager to support and assist the primary site manager.
- C. Prior to implementation of the AFPIMS submit full names, telephone numbers, and organizational e-mail addresses for site Managers and assistant site managers to AFPAA, DMA and group managers.
- D. Notify AFPAA within five business days when contact information changes or a site manager is replaced.

- E. Administer AFPIMS user accounts and permissions for content managers and providers with access to the local Web site.
- F. Assume responsibility for respective Web site content, which must be approved for public release and follow established file format and configuration standards.
- G. Author, edit or review, and release all Web content and media for their respective sites by using available content management processes and workflow cycles.
- H. Provide AFPW and respective group managers with feedback on bugs or errors in the AFPIMS, as well as other problems areas.
- I. Provide DMA and respective group managers with proposed AFPIMS enhancements.
- J. Sign and submit this MOU to AFPAA and the group manager to ensure registration of the Air Force Public Web site and placement of a hypertext link to the respective site at www.af.mil.
- K. Provide fresh content on a weekly basis for websites maintained by active-duty personnel and a monthly basis for websites maintained by Guard and Reserve units.

V. EFFECTIVE PERIOD OF MOU AND MODIFICATION/TERMINATION

This Memorandum of Understanding is effective immediately upon signing by all parties. Group/site managers sign this document on behalf of their respective organizations. In the event the group/site manager is reassigned, the affected organization must designate a qualified replacement immediately. This MOU will terminate upon AFPAA certification of a qualified replacement and receipt of a new MOU bearing the replacement group/site manager's signature. AFPAA and its representatives reserve the right to modify or amend the MOU.

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Signature of Group/Site Manager

McCasland, Jason SSgt.  
Printed Name / Rank or Civilian Equivalent

9th AF Public Affairs  
Duty Title / Organization (Unit)

Shaw AFB / SC  
Base / Location

Date: Feb 2, 2016

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Signature of AFPAA Representative

MALLORY, CHENZIRA, M/SGT  
Printed Name / Rank or Civilian Equivalent

MANAGER, AF PUBLIC WEB / AFPAA  
Duty Title / Organization

JBPA - RANDOLPH TEXAS  
Base / Location

Date: 8 FEB 2016