



August 10, 2011

TECHNICAL MEMORANDUM

From: Information Technology – CS Officer Support Division
To: All Auxiliary CS Officers
Subj: WEBSITE APPROVAL CHECKLIST
Ref: (1) *Website Requirements & Classification System Supplement*, June 1, 2011
http://itgroup.cgaux.org/IU/all_cs/check_list.php

All U.S. Coast Guard unit websites are required to be approved by the governing board of their unit. In addition, approval by the National IT Department is available to those websites that meet the requirements of Reference #1. "National Approval" earns the site the right to be listed on the National Website and in the online Flotilla Finder, and display a distinctive logo.


To assist webmasters in preparing their site for National approval, and even for local board approval, and to aid in the interpretation of Reference #1, the following short checklist has been prepared for the convenience of all CS officers. All webmasters should check their site against this list prior to seeking National Approval.

These standards are being applied to sites seeking new approval. For existing sites, webmasters are urged to use this checklist to assess their own sites, and as a Job Aid for judging compliance with Reference #1.

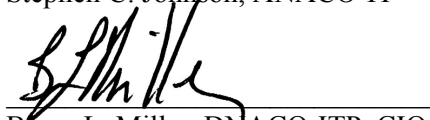
Address questions to: Division Chief – CS Officer Support (DVC-UC).

On the date shown above, this document and its attachments was

Endorsed for Distribution by:


Stephen C. Johnson, ANACO-IT

Approved for Distribution by:


Bruce L. Miller, DNACO-ITP, CIO

Attachment(s): Website Approval Checklist – August 1, 2011
Copy: National Department Webmasters



Website Approval Checklist

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Below, you will find the questions asked by the National IT Department when you submit your site for approval. By using the questions to do a self-assessment of your site before you send it in, you can easily remove all barriers to speedy approval.

1. Does your website's header identify the unit, division, and district as well as the geographic location of the unit? ***It must.***
2. Are you using *canonical* unit numbers (e.g., 1-5, 7-3, 12-13, 3-15) to describe your flotilla? ***You should.*** (Note: existing sites with traditional numbers such as "Flotilla 78" should try to upgrade as page changes are made).
3. Does your website contain a proper identification of the website's sponsoring unit and geographical area within the header or content area on the initial or home page? ***It must.***
4. If you are using photographs or graphic images, have you included "alt" text identification with that image? ***You must.***
5. Does your website display correctly and consistently on IE 8 and 9, Chrome (all), Firefox 3 and later, and Safari 4 and later? ***It must.***
6. Does your site post inappropriate information, including specific advice, endorsement or approval of a product or service, or sponsorship information? ***It shouldn't.***
7. Does your site include materials that infringe on the rights or privacy of an individual, or violate copyright restrictions? ***It shouldn't.***
8. Does your site post the official Auxiliary Seal? ***It shouldn't.***
9. Does your site have background music? ***It shouldn't.***
10. Does your site provide visitors with a means of getting in touch with you? ***It must.***
11. If your site does not use WOW or a National Template, does it have a defined, clearly posted Privacy Policy? ***It must.***
12. Have all persons who have personal email addresses or phone numbers posted on the non-protected portion of the site opted in via editing their own record in AuxOfficer? If the personal information is not on a protected page, have they given written or e-mail permission to post? ***They must.***
13. Do your outside links support Auxiliary objectives? ***They must.***
14. Are the materials and information posted on the linked to site in good taste, and do not bring discredit to the Auxiliary? ***They must be.***
15. Does your site violate Operational Security (OPSEC) guidelines? ***It may not.***
16. Does your site limit access to sensitive information by implementing Auxiliary Member Zone password protection using a provided Aux Officer API kit? ***It must.***
17. Do any links to on-site materials contain embedded spaces? ***They shouldn't.***
18. Are your links functional (i.e., not broken)? ***They must be.***
19. Are links to onsite material *permalinks* (i.e. [a7029.pdf](#) vs. [a7029H-Rev2.pdf](#))? ***They must be.***
20. Do your links provide access to the national Website, and other relevant district, division, and flotilla sites? (Automatic for WOW sites) ***They must.***
21. Does your site properly display the NTAS and MARSEC threat level logos, pulled directly from the proper DHS location? ***It must.***