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**U.S. COAST GUARD AUXILIARY**  
**DEPARTMENT OF INFORMATION TECHNOLOGY**



# CS Guide

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A Guide for the Communications Services Officer



January 2009, Version 2.0

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**About this Guide**

**Background information**

This CS Officer's Guide<sup>1</sup> is based on material written by Communications Services Officers from throughout the Auxiliary, past and present, as well as reviewed by all AUX-04 C-School<sup>2</sup> students from 2004 to 2008 (a total of about 300). It was originally compiled and edited by Hob Bonnett (BC-ICT) and then converted in early 2006 from HTML to PHP by Todd Thuma, of the I-Department (National Staff), to make it easier for users to print and download guide contents. In December 2006, a CS Guide Team was formed to update and reformat this guide to a more user-friendly Adobe Acrobat format. In early January 2007 a table of contents and an index were added to make it even easier to use.

Designed to be a "living document," this guide will continue to change as the Auxiliary's CS program grows to meet the organization's communication needs. As users identify needed changes, updates, or deletions, this guide will be re-edited and major change information will be listed on the [CS Guide Change Page](#).

The efforts of the original author (Hob Bonnett) are greatly appreciated. If you find any mistakes, or have suggestions for a change or have material which should be included, please send an email to Amy Seeley (BC-IMG) at [amy@aux04.auxservices.org](mailto:amy@aux04.auxservices.org).

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<sup>1</sup> <http://aux04.auxservices.org/documents/CS-Guide.pdf>

<sup>2</sup> <http://aux04.auxservices.org>

**How to use this Guide**

representation concerning the content of these sites, or secondary sites from the pages to which they link.

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**Introduction**

**Introduction**

This Communications Services Officer's Guide (CS Officer's Guide) is intended to be a living document that will continue to change as the Communications Services program changes. As a work in progress, it will evolve with the technology and services needed to support the missions of the USCG Auxiliary. The Goal of the CS Officer's Guide is to give Communications Services Officers, at all organizational levels, a tool that will provide easy access to the information needed to effectively perform their jobs. By providing clear national CS program direction we can better focus our CS activities. This electronic document makes use of hyperlinked text so the user can easily read it and access the level of detail needed to meet the individual needs of a diverse group. It also makes it possible to include both Auxiliary policy and "how-to-do-it" information in the same document. Material that is Auxiliary National Policy has been marked with an identifying banner saying "U.S. Coast Guard Auxiliary National Policy".

**Throughout this guide, CG Auxiliary National Policy has been marked with the following message block.**

*U.S. Coast Guard Auxiliary National Policy*

**I-Department Mission & Vision**

**Vision:** We will be the technology source experts enthusiastically supporting the various technologically driven Auxiliary programs and projects. We will provide the Auxiliary leaders and membership with guidance, honest answers and feedback at all times. We will constantly be looking forward, proactively implementing new ideas, and using the latest technology tools available.

**Mission:** The Department of Information Technology will serve the Auxiliary organization and Membership in two key areas:

- The 'IS' Information Services role is the collection and maintenance of member activity data, which is administered via AUXDATA. The AUXDATA tasking is shared directly with the Coast Guard via OSC Martinsburg, and OCX Headquarters.
- The 'CS' Communications Services tasking is focused on employing emerging technologies. In the first decade, we have seen major improvements in how we use these resources to better communicate and manage Auxiliary needs, at all levels of the organization.

Both processes are driven by evolving technologies, a team of very talented National I-Department Staff Officers and nearly two thousand dedicated 'IS' and 'CS' Officers throughout the organization.

**Change Page**

**CS Guide Change Page**

<b>Date of Change</b>	<b>Version Number</b>	<b>Section</b>	<b>Change Description</b>
16 Jan 2005	Draft 05-01	All	CS Officer's Guide approved for use.
17 Dec 2005	Draft 05-16	CS News	Last change to version 05 of the CS Guide
20 Feb 2006	Draft 06-01	Various	Updated pages to change Dept. name, updated Section 2.7.2 Best of the Web Schedule & Changes page.
28 Jan 2007	Draft 07-01	All	CG Guide updated and reformatted by the CS Guide Team for presentation at NTRAIN 2007
15 Feb 2007	Draft 07-03	All	Access given to all DSO-CS officers for input into draft copy.
07 Apr 2007	Version 1.0	All	Published for all CS Officers

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## How to use this Guide

### How to use this Guide

#### Hyperlinked text:

This CS Guide makes extensive use of hyperactive linking. These links might be to another page or section within the guide or to another document or page somewhere within the World Wide Web (WWW). Anytime external (Internet) linking is used, there is a possibility of someone changing a link address or removing a referenced document. If you find a broken link, please send an email to [amy@aux04.auxservices.org](mailto:amy@aux04.auxservices.org) and a correction will be posted as soon as possible.

#### Navigating around this guide:

As an Adobe Acrobat file, this guide uses the **Acrobat's Bookmarks** (figure 1.) to make section to section navigating easier. You can also use the **Acrobat Search function** (binocular icon) to find particular words or you can use the **hypertext linking** (Figure 2.) as a search aid. Also, you'll find page footnotes and an Index in the back of this guide which is hyperlinked into the document. Hopefully, you'll find one or more of these tools useful in finding the exact information you need.

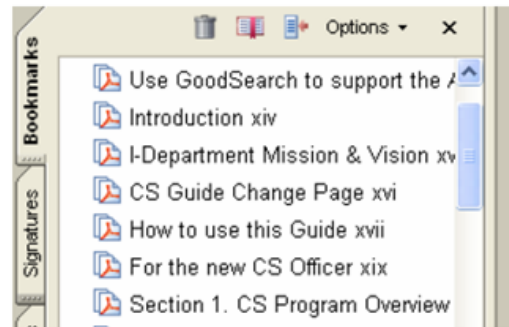


Figure 1. Adobe Acrobat's Bookmark pane.

If you have problems using this guide or have suggestions for its improvement please contact [amy@aux04.auxservices.org](mailto:amy@aux04.auxservices.org).

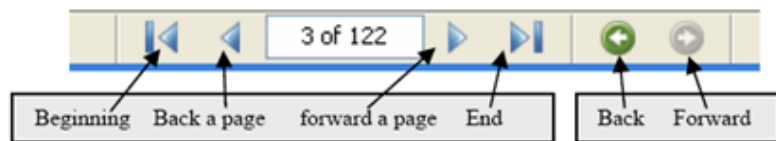


Figure 2. Adobe Acrobat's Document Navigation Buttons (bottom of each page)

### Word use, emphasis, and capitalization found in this guide

#### When referring to the 'Web,' do we capitalize?

In this guide, the word '**Web**' will be capitalized when reference is made to the WWW (World Wide Web). Webs on private networks are referred as '**Webs**,' with a lowercase 'w.' For the word 'Web' or 'Webs,' this guide follows the same convention as stated above.

#### Is the word 'Website' one word or two?

In this guide, the word **Website** will be one word and capitalized. The present trend is toward Website as one word. When two words express a single concept, they tend to grow together,

## How to use this Guide

sometimes passing through a hyphenated phase. The transition from Website (from “World Wide Website”) to Website has been quite rapid.

The transition from *World Wide Website* to *Website* to *Website* seems to have progressed as rapidly as the technology itself. The development of *Website* as a single uncapitalized word mirrors the development of other technological expressions, which have tended to evolve into unhyphenated forms as they become more familiar. Thus *email* has recently been gaining ground over the forms *Email* and *email*, especially in texts that are more technologically oriented. Similarly, there has been an increasing preference for closed forms like *homepage*, *online*, and *printout*.<sup>3</sup>

### **Is it Email, email or email?**

Throughout this guide, the word ‘**email**’ will be used in reference to electronic mail. See <http://www.bartleby.com/61/57/W0075725.html>, as it describes when two words express a single concept transition to a single word.

### **Why is bold text used in this guide?**

Bold text is used to highlight a word or words significant within the discussion. Bold text helps the student locate important discussion words.

### **Why is some text italicized?**

The purpose of *italicized text* is only to emphasis certain words or phrases, so they stand out within the text and does not, in any way, change the meaning of the word or phrase.

## Images and graphics used in this guide

Images used in this guide are from the Microsoft Office 2003 clip-art gallery unless otherwise noted; graphics are generated by screen print cut/paste, or Microsoft Visio.

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<sup>3</sup> <http://www.bartleby.com/61/57/W0075725.html> Also see note [11] in the Biography

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**For the New CS Officer**
**For the new CS Officer**

The tasks of a CS staff officer can be daunting at first and knowing where to start can be the most confusing part. All members of the Coast Guard Auxiliary are flotilla members first, so this will be the frame of reference generally used in this guide. Getting started, as with any other staff job, requires an assessment of where you are and where you'd like to go. Details of the process below are found in [Section 2.6.1](#) of this guide. So take a few moments and determine:

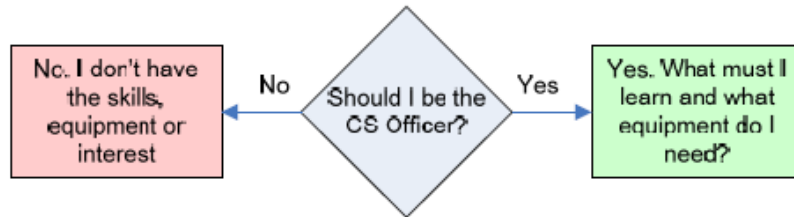


Image built using Microsoft Visio 2003®

**Where do you start?** Assuming that your unit has assigned you as the FSO-CS, you need to know the duties of the CS (see [Section 4.5.3](#)). Before you get to step 1, ask yourself a few questions. Do I have the equipment, computer skills and most importantly, the time to be the CS officer? Am I willing to learn the skills and purchase or obtain the equipment needed to perform my duties as the CS officer? If you said “yes” to both questions then proceed, but if you said “no,” then someone else should be the CS officer. If you’d like to be the CS officer but don’t have the skills or the equipment, find someone that can be the Webwatcher and maintain the Website which you can manage. You might be able to find a member’s son/daughter, grandson/granddaughter that has the talent and equipment. You might even find a student at your local college that needs community support credit.

**Step 1. Does your unit have a Website?** Many flotillas have an existing Website, which has been maintained by a previous active CS officer, and all you’ll need is a bit of assistance from the past CS officer. Other flotillas may have had a Website that hasn’t been updated in sometime or even abandoned and no one knows the password. Each situation is different, but you have the support of CS officers around you. These resources could be within your own flotilla, or a flotilla close to you. Also don’t forget to work with your division CS officer (SO-CS) and your district CS officer (DSO-CS). Part of their job is to be available for questions and give guidance.

1. **Computer Skills.** Most of us have some experience with computers, even if it’s only a bit of Web-surfing or sending and receiving emails. As the CS officer, you’ll be expected to assist others with learning information technology. You can learn by taking online courses, such as those found on the [W3Schools website](#), reading magazines, talking to other CS officers, and if you have the time, attend the Auxiliary’s C-School (AUX-04)<sup>4</sup>.

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<sup>4</sup> See the AUX-04 Website at <http://aux04.auxservices.org>.

## For the New CS Officer

Information on AUX-04 can be found in [Section 4.1.1](#) or by visiting the [AUX-04 Student Support Website](#).

2. **Equipment.** Most of us have a computer or have access to one. It is expected that the CS officer does own or have access to a computer and is an active email user and Web-surfer. Does your computer need to have the latest technology? No, it doesn't. It requires only a reasonable capability (capable of running Web development and management software and have email connectivity (a dial-up connection at minimum)).

Okay, so I do have the necessary computer skills, the equipment, and willingness to be the CS officer—what now?

**Step 2. Starting or rebuilding the unit Website.** Your Website doesn't have to be large or complex. Just tell the story of your unit, the services your unit offers the public and information that could benefit your membership. Don't forget to publish a way for the public to contact a member or members of your unit; either by displaying a phone number (get permission first) or an active email address. Find out what Website development application program, was used to build the old Website. Maybe the past CS officer will give you the software, maybe the unit owns it.

While the Auxiliary can't endorse any particular program to build/manage your site, we can tell you that the national Web Server has Microsoft FrontPage (FP) Extensions loaded which means that most CS officers use FrontPage or [Expression Web](#). Expression Web replaced FrontPage 2003 back in 2007 and will be the application taught at the Auxiliary's AUX-04 C-School in 2009. If you do have a copy of FrontPage 2003, it will work fine on the national web server, but remember Microsoft no longer supports FrontPage with security updates. If you haven't obtained a copy of the latest Expression Web (version 2.0 as of this writing), it time to do so. Also note that there are other software packages on the market that could be used (see [Section 4.8.7](#), for a list of available tools). If you need assistance with the program you're using, contact other local CS officers. Again, there is a wealth of Auxiliary knowledge out there—don't be afraid to use it. If you need ideas, surf the Internet and find a few auxiliary Websites you like. If you still need some additional assistance in Website formation, check out the [Auxiliary Website templates](#).

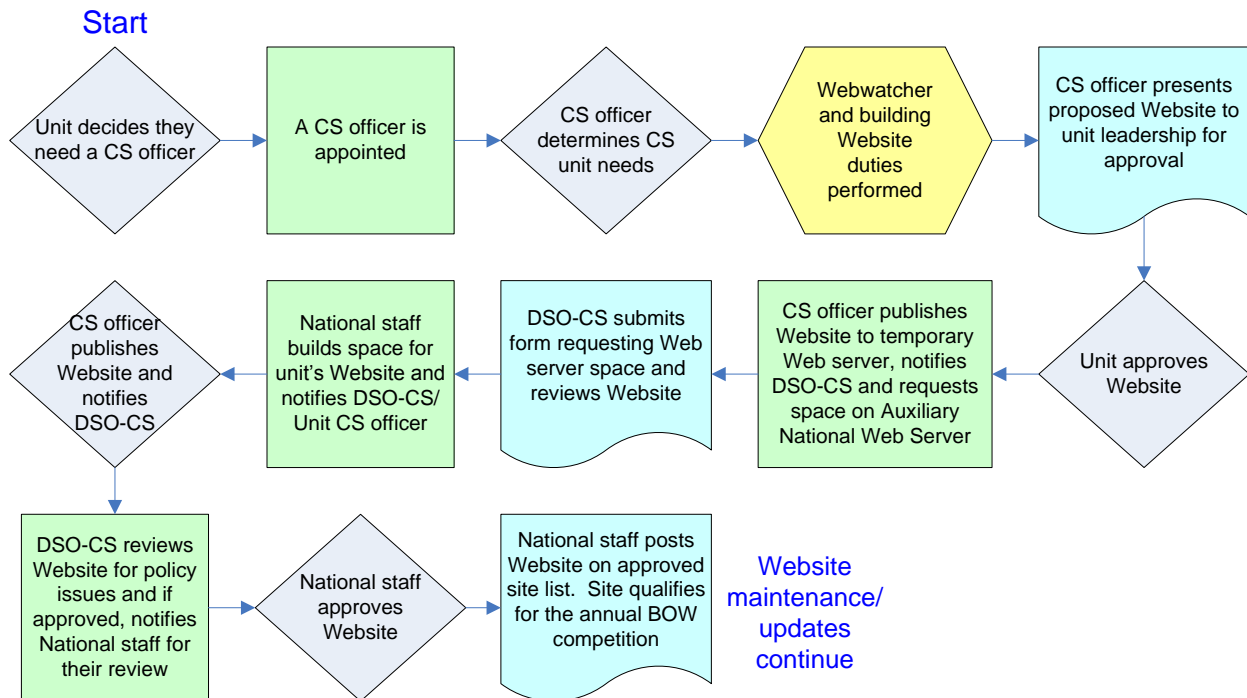
*Note: The above should not exclude the use of other Web authoring/developing software product like [Adobe Dreamweaver](#), or other possible free/low cost solutions like [Nvu](#). Also, as Web technology advances, Auxiliary Web developers must be looking at coding that conforms to HTML 4.0/XHTML 1.0 and make extensive use of CSS (Cascading Style Sheets). [Microsoft's Expression Web](#) and [Adobe Dreamweaver](#) can easily configured standards compliant code.*

**Step 3. The basic process.** During NTRAIN 2005, most notification and access-management responsibilities to access the national Web server were passed down to each district DSO-CS. With that change most DSO-CS officers have published procedures to collect the needed

## For the New CS Officer

information the national staff requires to setup web server resources. With the DSO-CS being in this pivotal position, many have adopted procedures similar to the following:

### The basic CS officer process from appointment to Website approval



- The unit decides they need an Auxiliary Website.
- A CS officer is appointed. The CS officer can be the Webmaster, or a separate Webmaster who works under the guidance of the CS officer.
- The CS/Webmaster builds the Website. The site must be built following Auxiliary Web policy and along the way, the CS/Webmaster should use the *Web Policy Checklist* (see [Section 2.7](#)).
- The CS officer presents the new Website to the unit leadership. The unit leadership approves or disapproves the new Website—they should also decide if this new site will reside on the national server or another server. Placing a flotilla Website on the national Web server is highly recommended.
- Then the CS officer/Webmaster notifies the DSO-CS, by email or by completing an online form requesting space on the national Web server.
- The DSO-CS receives the request from the CS officer/Webmaster for national Web server, which includes all the necessary information to complete the request (see the [AIRS Site Request form](#)). **Note: AIRS forms can only be completed and submitted by the DSO-CS.**
- National staff builds space on the national Web server and notifies the DSO-CS via email, who in turn, passes on the access information to the CS/Webmaster.

**For the New CS Officer**

- h. The CS/Webmaster publishes the Website and notifies the DSO-CS. The DSO-CS reviews the site to determine if it meets Auxiliary Web Policy, and if it does, requests National to review and approve the site using the *Site Notification Form*. **Note: AIRS forms can only be completed and submitted by the DSO-CS.**
- i. The staff at national reviews the unit Website and either approves it or asks for corrections. If approved, national sends an email to the DSO-CS of the approval. The DSO-CS forwards this information back to the CS/Webmaster and adds this new site to any district Website approved list.
- j. National adds the Website to the [List of Approved Websites](#) and to the [Flotilla Finder](#). Now the unit site can compete for the annual "[Best of the Web](#)" competition and/or other district Web competitions.
- k. For those units who prefer to host their site on a server other than the national server, the process is very similar. For details, contact your DSO-CS. Remember, regardless where the Auxiliary Website resides, it MUST conform to [National Auxiliary Website Policy](#).

**Step 4. Are you done?** No, the CS officer's job is never finished—Website maintenance and updates should be done whenever necessary. Remember, your Website represents your unit, the CG Auxiliary and the Coast Guard. Many communities never see an active-duty Coastie, but they do see you—so keeping your site up-to-date is an important job. Thanks for volunteering!

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## Section 1. CS Program Overview

### Section 1. CS Program Overview



This section contains the "*CS Program Overview*." These are reader aids that use hyperlinks to locate information related to the topic covered by the aid. To use an aid click on the aid name listed below and then review details on each topic.

The following items are discussed in this section:

- [1.1 The Communication Services \(CS\) Program](#)
- [1.2 The E-Auxiliary](#)
- [1.3 The Communication Services Organization](#)
- [1.4 The Responsibilities of the CS Program](#)
- [1.5 Auxiliary Internet Resources System \(AIRS\)](#)
- [1.6 Regulations and Policies](#)

#### 1.1 The Communications Services (CS) Program

##### 1.1.1 Purpose

This program is aimed at the improvement of internal Auxiliary communications by utilizing technology to facilitate the relay of information between Auxiliary members and down the Auxiliary chain of leadership and management.

##### 1.1.2 Goals and Objectives

The CS Program provides support services to facilitate internal Auxiliary communications and improve the Auxiliary's capability to achieve its goals and accomplish its mission.

##### 1.1.3 History

In 1998 an Auxiliary Long Range Planning Committee identified a number of internal communications problems. In their report, "Communications within the Coast Guard Auxiliary," they made eleven recommendations for improving these problems. Five of these recommendations provided much of the foundation for the CS program, which was established by the Chief, Director of Auxiliary in February 1999. Since its establishment, there has been rapid growth of the CS program. Much of this growth is due to the value of the technology to our activities, the efforts of CS Officers, and advances in available tools.

##### 1.1.4 The CS Officer's Guide

The CS Officer's Guide provides CS Officers at all levels a tool that provides them easy access to the information needed to effectively perform their jobs and to focus CS activities where they are most needed. Use of an electronic document for the CS Officer's Guide allows use of the

## Section 1. CS Program Overview

capabilities of hypertext, which has permitted us to include both needed policy and “how-to-do-it” information in one, easy to access document.

### 1.2 The E-Auxiliary

#### 1.2.1 Concept

E-Auxiliary is the movement of the Auxiliary toward electronic based media (computer, internet, CD-ROM, etc.) for conducting our business—away from the traditional “paper based” systems and processes of the past.

#### 1.2.2 The E-Coast Guard & E-Auxiliary

The E-Coast Guard and E-Auxiliary are terms that describe the concept and tools being used today in the Coast Guard and Auxiliary. The Coast Guard (E-CG) is the creation of a Coast Guard that leverages information technology and innovation to improve performance and reduce workload. The E-Auxiliary concept is similar in some ways to the Coast Guard, but different in both cost and organizational needs. In February 2001, in stating the concept of E-Auxiliary, the NACO stressed its importance to the Auxiliary in helping us communicate with our members and distribute information and materials throughout the organization.

#### 1.2.3 The Communications Services Role

Communications Services Staff Officers at all organizational levels are responsible for providing leadership and support to Auxiliary membership in the implementation of the E-Auxiliary concept by providing electronic communication services and helping members use them effectively.

#### 1.2.4 National Resources

The Communications Services organization has the responsibility of helping to provide the support and tools for E-Auxiliary. Some of the tools currently available include:

- [AIRS](#) - Auxiliary Internet Resources Site
- [C-School Portal](#), [AUX-04](#) & [AUX-10](#) - student support sites
- [Authorized Auxiliary Websites](#) - database of approved Websites
- [Flotilla Finder](#) - uses zip codes to identify the closest Flotillas
- [Forms Library](#) - Auxiliary forms in electronic formats
- [e-Directory](#) - secure database of Auxiliary member information
- [AUXDATA](#) – Auxiliary Information Management System
- [AUXINFO](#) – Auxiliary Public Access to AUXDATA information
- [How-to Library](#) – A library of how-to articles and presentations
- [Bits & Bytes](#) – the I-Department’s monthly technology resource

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## Section 1. CS Program Overview

[AUXImage](#) – a national resource for Auxiliary images

### 1.3 The Communications Services Organization

#### 1.3.1 Structure

CS staff officers, at all four of the Auxiliary unit levels, follow the standard Auxiliary parallel staffing principles. They function as support staff to the elected officer who appoints them to their position.

#### 1.3.2 Flotilla/Division/District Staffs

The Communications Services (CS) Staff officers at the District (DSO), Division (SO) and Flotilla (FSO) all play a key role in the development and implementation of their units Communications Services functions and the application of technology to support unit activities. Descriptions of the duties for the following CS Staff Officers are included in Section 4.5:

District Communications Services Staff Officer (DSO-CS)

Division Communications Services Staff Officer (SO-CS)

Flotilla Communications Services Staff Officer (FSO-CS)

#### 1.3.3 Information & Communications Services

At the National level the Department of Information Technology is responsible for both the IS and the CS programs. The Department Chief (DC-I) and Deputy Department Chief (DC-Id) provides overall direction to all department activities which include Web Services, Software Development, Communications Services, Special Projects, Member Support, Information Services, AIRS, and the Research and Development Divisions. The Department [organization chart](#) and [Website](#) are great resources for additional information.

### 1.4 The Responsibilities of the CS Program

The responsibilities of the Communications Services organization at all levels include organizational support in the areas listed below. Details related to these responsibilities vary with organizational level and unit requirements. The responsibilities of individual CS Staff Officers are described in their "Descriptions of the duties" which are included in Section 4.5.

#### 1.4.1 Information Dissemination

The job of facilitating the relay of information is one of the key reasons for the establishment of the CS function. At some levels this function is described as the "Webwatcher" function and calls for monitoring electronic communications and Auxiliary Websites and ensuring that this information reaches appropriate members. **The importance of relaying information to those**

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## Section 1. CS Program Overview

**members without access to electronic media should be stressed.** At other levels, this responsibility includes setting up systems and providing tools to ensure information is disseminated to all members. At all levels CS Officers need to make sure officers and staff are receiving and passing on important information.

### 1.4.2 E-Auxiliary Tools and Support

The job of supporting the implementation of the e-Auxiliary concept is a responsibility of the CS job. The diverse related activities have been categorized as Electronic Communications Services. CS activities include providing assistance and support to all of our units and their members by helping them use e-tools to facilitate their activities. Support services and assistance includes electronic communications services, internet services, and helping members acquire and learn to use e-tools. Through coordination and cooperation with other Staff areas they help ensure electronic tools and media are used to their fullest extent in providing information to members and to the boating public.

### 1.4.3 Website Development & Maintenance

The design, creation and maintenance of Auxiliary Websites are another key CS responsibility. Jobs include ensuring that Websites provide useful information to the targeted audiences, are professional in appearance, and meet all Auxiliary policy standards.

## 1.5 Auxiliary Internet Resources Site (AIRS)

### 1.5.1 Description



The "Auxiliary Internet Resources Site" or "AIRS" program was established to provide the necessary resources for the Auxiliary National Website and to aid local Auxiliary units by hosting their Web pages. Units utilizing this service are provided with free use of an Auxiliary Web Server, sufficient disk storage space for an average size site, and a unique Internet Website address. All sites hosted by AIRS, like all Auxiliary Websites, must meet the standards established by the [Auxiliary Internet Web Policy](#) as well as additional requirements established by the Auxiliary Web Services Division Chief (DVC-IW). When online, the AIRS site can be accessed at <http://airs.uscgaux.info/>.

### 1.5.2 History

The AIRS program and the national Auxiliary Website were established in 1997, under the direction of Randolph Bogdan (DVC-IW), with leased space on a commercial Internet Service Provider's (ISP) facility. Today AIRS has multiple servers, one is the "Local Unit Server" that hosts our local sites. Another is the "National Web Server" which hosts the National Website (NWS) and Departmental sites. And a third is dedicated to the Auxiliary Association.

## Section 1. CS Program Overview

### 1.5.3 Site Resources

The AIRS site provides all the "interactive" information for Auxiliary webmasters (individual site status updates, etc.), including:

- link to the CS Guide (this document)
- the DSO-CS [Site Notification Status](#) form
- the DSO-CS [AIRS Site Request](#) form
- the DSO-CS [AIRS Site Notification](#) form
- the DSO-CS [Flotilla Finder Update](#) form

### 1.5.4 Policies

If your Flotilla or Division has a Website but it is not yet linked from <http://slist.uscgaux.info/linklist.html>, your webmaster should contact your DSO-CS who is responsible for the following AIRS Website related issues:

- Requests for local unit AIRS Website service
- Requests for access code changes, or for reissuing existing access codes that have been lost
- Notification of a change of official unit, or that webmaster's email address
- Local unit requests for new Website services or access codes will not be accepted by the DVC-IW—that information will only be accepted through the DSO-CS

## 1.6 Regulations and Policies

CS Officers need make sure that all CS related activities are in compliance with Coast Guard and Auxiliary policies and regulations. See [Section 4.3](#) for current *Auxiliary Website policy*.

### 1.6.1 Use of Auxiliary Email Nets

See [Section 4.7.2](#) for information on *Auxiliary email nets*.

### 1.6.2 Privacy & Freedom of Information Acts

Records maintained by the Coast Guard and by the Coast Guard Auxiliary may be subject to the provisions of the Freedom of Information Act and the Privacy Act of 1974. Initiatives by the Auxiliary to collect and store information as well as responses to requests for information shall be referred to the Director of Auxiliary for that region to ensure compliance with the *Coast Guard Freedom of Information Act (FOIA) and Privacy*. See the [CG-611 website](#) for further information.

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## Section 2. Checklists and Subject Outlines

### Section 2. Checklists & Subject Outlines

This section contains "Job Checklists" and "Review Outlines." The following items are discussed in this section:

- [2.1 FSO-CS Job Checklist](#)
- [2.2 SO-CS Job Checklist](#)
- [2.3 DSO-CS Job Checklists](#)
- [2.4 Auxiliary Internet Site Checklist](#)
- [2.5 Auxiliary Internet Resources Site Establishment Checklist](#)
- [2.6 Website Development Checklist](#)
- [2.7 Website Policy Checklist](#)
- [2.8 Best of Web Award Procedures](#)

#### 2.1 FSO-CS Job Checklist

This section contains a list of topics that a Flotilla Communications Services Staff Officer ([FSO-CS](#)) should read and understand:

Click on the hyperlinks to access details about each topic.

- [Description of Communications Services Program](#)
- [The E-Auxiliary](#)
- [The Communications Services \(CS\) Organization](#)
- [Communications Services \(CS\) Responsibilities](#)
- [The Auxiliary Internet Resources Site \(AIRS\)](#)
- [Related Regulations and Policies](#)
- [FSO-CS Job Description](#)
- The responsibilities of [SO-CS](#) and [DSO-CS](#) Officers
- [Website Development Checklist](#)
- [Website Policy Checklist](#)



Websites the FSO-CS should be familiar with and regularly visit the following websites (when online just click on the hyperlink):

- Auxiliary National Website <http://nws.cgaux.org>
- Chief DIRAUX Website <http://www.uscg.mil/hq/cg3/cg3pcx/>
- CS Officer's Guide [http://www.cgaux.org/it/documents/CS-Guide\\_2.0.pdf](http://www.cgaux.org/it/documents/CS-Guide_2.0.pdf)
- Auxiliary Internet Resources Website (AIRS) <http://airs.uscgaux.info/>
- Local Flotilla, Division, and District Websites (*bookmark your unit, division and district website URLs*)

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## Section 2. Checklists and Subject Outlines

### 2.2 SO-CS Job Checklist

This section contains a list of topics that a Division Communications Services Staff Officer (SO-CS) should read and understand:

Click on the hyperlinks to access details about each topic.

- [Description of Communications Services Program](#)
- [The E-Auxiliary](#)
- [The Communications Services \(CS\) Organization](#)
- [Communications Services \(CS\) Responsibilities](#)
- [The Auxiliary Internet Resources Site \(AIRS\)](#)
- [Related Regulations and Policies](#)
- [SO-CS Job Description](#)
- The responsibilities of [FSO-CS](#) and [DSO-CS](#) Officers
- [Website Development Checklist](#)
- [Website Policy Checklist](#)



Websites you should be familiar with and visit regularly are listed below (when on line just click on the hyperlink):

- Auxiliary National Website <http://nws.cgaux.org>
- Chief DIRAUX Website <http://www.uscg.mil/hq/cg3/cg3pcx/>
- CS Officer's Guide [http://home.auxidept.org/documents/CS-Guide\\_1.0.pdf](http://home.auxidept.org/documents/CS-Guide_1.0.pdf)
- Auxiliary Internet Resources Website (AIRS) <http://airs.uscgaux.info/>
- Local Flotilla, Division, and District Websites (*bookmark your unit, division and district website URLs*)

### 2.3 DSO-CS Job Checklist

This section contains a list of topics that a District Communications Services Staff Officer (DSO-CS) should read and understand:

Click on the hyperlinks to access details about each topic.

- [Description of Communications Services Program](#)
- [The E-Auxiliary](#)
- [The Communications Services \(CS\) Organization](#)
- [Communications Services \(CS\) Responsibilities](#)
- [The Auxiliary Internet Resources Site \(AIRS\)](#)
- [Related Regulations and Policies](#)
- [DSO-CS Job Description](#)
- The responsibilities of [FSO-CS](#) and [SO-CS](#) Officers
- [Website Development Checklist](#)



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## Section 2. Checklists and Subject Outlines

- [Website Policy Checklist](#)

Websites you should be familiar with and visit regularly are listed below (when on line just click on the hyperlink):

- Auxiliary National Website <http://nws.cgaux.org>
- Chief DIRAUX Website <http://www.uscg.mil/hq/cg3/cg3pcx/>
- CS Officer's Guide [http://www.cgaux.org/it/documents/CS-Guide\\_2.0.pdf](http://www.cgaux.org/it/documents/CS-Guide_2.0.pdf)
- Auxiliary Internet Resources Website (AIRS) <http://airs.uscgaux.info/>
- Local Flotilla, Division, and District Websites (*bookmark your unit, division and district website URLs*)

### 2.4 Auxiliary Internet Site Checklist

The following checklist should be reviewed by Webmasters and site maintenance personnel to determine if their site meets the standards set forth for Auxiliary Internet sites. For a one-page Auxiliary Website Policy checklist, go to [Section 2.7](#).

#### 2.4.1 Approval and Authorization

1. The operation of this site has been authorized by the governing board of the unit that it represents.
2. The local DSO-CS has been notified this site's existence. Notification is generally made by an email.

#### 2.4.2 Site Identification

1. The sponsoring unit is clearly identified in the site's HTML code.
2. Either a graphic Auxiliary banner (From the [Auxiliary Style Usage Guide](#)), or the text heading "U.S. Coast Guard Auxiliary" shall be located at the top of the main page.
3. Directly below the above noted title, a subordinate heading shall identify the sponsoring unit.
4. When a graphic image is used for site identification, alternate text identification shall be provided in the HTML code that displays the image.
5. Alternative text labels should be included for all graphic images and links.

#### 2.4.3 Links To and From Other Internet Sites

1. Any link to sites outside of the Coast Guard and Auxiliary must:
  - a. Support a legitimate business objective.
  - b. Not endorse any private issue or commercial product.
  - c. Be in good taste.

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## Section 2. Checklists and Subject Outlines

2. If links are provided, the standard Website Notice/Disclaimer must be included on the site.
3. All known links to this site have been verified to ensure that they accurately depict the sites purpose and intent.

### 2.4.4 Content

1. Materials on a site may only represent the materials and/or policies of the unit level that they represent.
2. Links are provided to sites at different levels to avoid duplication of posted materials.
3. The original source of all posted materials must be clearly indicated.
4. Restricted items:
  - a. Items, which are not intended for public distribution, WILL NOT be published on any Auxiliary Website. Items intended for public distribution, if published, will be verbatim reproductions of official information. No text changes are allowed.
  - b. The only CG and CG Auxiliary logos or emblems that are approved for Website use are the standard Auxiliary Banner images (found on the [AUXImage Website](#)) and those classified as "USCG Auxiliary Official Emblems," found on the [Appendix-A](#) page of the [CG Auxiliary Style Guide](#).
5. Information not described in #4 above shall require prior approval as described in current Auxiliary Manual and Publication Guide.
6. Neither inappropriate materials nor information that infringes the rights of an individual, or copyright violations are contained on this site.
7. The official Auxiliary Seal may NOT be reproduced or posted on any webpage. See Chapter 5, Section I.5.b, Auxiliary Manual COMDTINST M16790.1F.

### 2.4.5 Privacy Statement

1. All Auxiliary Websites must post a Privacy Policy Statement.
2. The policy statement should inform the user if, and what information is being collected (See paragraph 9 in [Section 4.3.8](#)).

## 2.5 Auxiliary Internet Resources Site Establishment Checklist

The Auxiliary Internet Resources Site or AIRS program was established to provide the necessary resources for the Auxiliary National Website. Local Auxiliary units can post their own Web pages without charge. Like all Auxiliary Websites, they must meet the standards established by the Auxiliary Internet Web Policy in addition you should review the Auxiliary [Website Policy Checklist](#). AIRS specific requirements are listed in the following check list which should be reviewed by those interested in establishing an AIRS Website.

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## Section 2. Checklists and Subject Outlines

### 2.5.1 Site Requirements:

An Auxiliary unit that would like to post a Web page must have these three important elements in place before requesting a site:

1. Appoint a CS officer (see the [For the New CS Officer](#)),
2. the site must be approved by the governing board of the sponsoring unit, and
3. the site must serve a useful purpose.

### 2.5.2 To Apply for an AIRS Site:

1. The unit CS officer contacts the DSO-CS. The DSO-CS will require specific information from the CS officer. This may be by email or a prepared district form.
2. AIRS Site Application is submission by the DSO-CS
3. National staff processes the application
4. National staff sends the DSO-CS the site access information and is forward to CS officer.

### 2.5.3 Services Included In AIRS Site:

1. Sites will be set up for FTP and FrontPage/Expression Web site maintenance.
2. Sites will have a limit on online storage availability. The National Web Server space is set at 15MB for flotilla, 20MB for division and 25MB for district level sites.
3. Site backup services are not provided for unit sites. Each unit Webmaster should maintain a current local backup copy of their site.

### 2.5.4 AIRS Site URLs:

1. AIRS site URL assignment. The current assignment for Auxiliary Website is *http://axxxxxx.uscgaux.info*.
2. In the above example, the “a” signifies Auxiliary, the xxxxxx is the unit number identifier, uscgaux.info identifies US Coast Guard



Auxiliary. (e.g. *http://a1300509.uscgaux.info* means, a = Auxiliary, 130 = District 13, 05 = Division 5, and 09 = Flotilla 9.)

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## Section 2. Checklists and Subject Outlines

### 2.6 Website Development Checklist

#### 2.6.1 How to Bring Up an Auxiliary Website

Bringing up a basic Auxiliary Website need not be particularly complicated. There are several steps in the process:

1. Identify someone who is able and willing to serve as webmaster
2. Discuss together what kinds of information you want to post on the Website
3. Send a brief overview to the unit for preliminary approval of the concept
4. Develop the Website in compliance with Auxiliary web policies
5. Display the Website to the unit for final approval
6. Get authorization from national for the Website
7. Work to achieve district and national staff website approval

Let's look at each step in the process

#### 2.6.2 Identify a Webmaster

Creating an Auxiliary Webpage obviously requires some familiarity with computers and, preferably, some prior experience creating Web pages. Content of the Web page will change over time, so a modest commitment of time will be needed. Perhaps someone in your unit already has an Auxiliary Website online or in preparation (FCs, DCPs and DCOs should be aware of such Websites; a list of all official Auxiliary Websites is available online at <http://slist.uscgaux.info/linklist.html>).

Alternatively, there are certainly members who have created Websites either for themselves or for their businesses. They are all good candidates to approach for an Auxiliary Website. Consider requesting an FSO-CS, SO-CS or ADSO-IS/CS appointment for the Webmaster.

#### 2.6.3 Outline Website Content

The next step is to identify Website content. The most basic content would be simply a link to send email to someone in the Flotilla so people can get information on PE classes, vessel exam events, or membership. Beyond that, you might include some information about the unit (its coverage area), a list of classes being offered, and so on. Here is small list of items that might be found on an Auxiliary website:

- Links to other Auxiliary Websites
- List of unit officers/contacts
- Messages from the FC, DCP or DCO
- Directory of Auxiliary Newsletters

## Section 2. Checklists and Subject Outlines

- Unit-specific forms
- Photographs of members or missions or events
- Unit schedule of events and meetings
- Selected articles from the unit publication
- Information on marine safety
- Unit email directory
- Training aids
- Links to regional boating information (tides, weather)
- Place to provide feedback, ask questions

TIPS: Start small with only basic information. Let the Website grow as time and interest permit. Check [Auxiliary Web Policies](#) for required items.

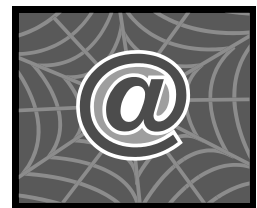
### 2.6.4 Submit Content Outline for Approval

When developing any website, one of the first steps after determining the site structure is to develop an outline of the information (content) you plan to place on each page. The outline for each page doesn't need to be detailed, but should include a main topic and sub-topics. To obtain examples on what could be placed on various pages, look at other unit websites in your area. Some websites will be well organized and some not. After visiting a number of these websites and seeing how they've organized their information, you'll get a sense of what content is appropriate and how it should be organized for easy reading.

When you've outlined the content on each page, print-out or email a copy to your unit's elected officers for comments, suggestions, and/or preliminary approval. If you have questions on what should be placed on your web pages, study this guide, talk to other unit officers, or contact other flotilla, division or district CS officers. They can give you ideas as to appropriate content for your Website.

### 2.6.5 Develop Website

Now the webmaster can set about actually developing the Website. There are a number of resources that can be extremely useful in this process but by far the best place to start is reading this guide. Here you'll find all the basic information you need including Auxiliary web policies, various checklists, links to basic Website templates, and some helpful resources to include in your Website. The CS officer/webmaster will have their preferences as far as the look, feel, and format. Web pages are simply text documents with various instructions, embedded "tags," which tells the web browser how the page should be displayed. Some of the popular ways of creating web pages include:



## Section 2. Checklists and Subject Outlines

1. Using a [WYSIWYG](#) software program simplifies webpage development. Virtually all computer magazines rate [Microsoft Expression Web](#) as one of the best for the non-professional web developer. Other similar tools include [Adobe Dreamweaver](#), [HoTMetaL PRO](#), [NetObjects Fusion](#), and [QuickSite](#). These programs cost \$50-600, with most in the \$100-300 range. If you like to use open source programs, a free version is available called [Nvu](#).
2. Writing the document in a word processor and then saving it as an HTML document is a possibility, but is not recommended.
3. It is also possible to copy the source code for other Websites and modify it to meet your own needs. Obviously, to the extent that your resulting Website "looks and feels" like the original, you should obtain permission from the original webmaster to use the code. Be aware that some Websites (such as CGAUXWEB) are copyrighted and may not be copied without written authorization from the holder of the copyright. In any case, studying the code of other Websites is an excellent way to become skilled in web programming techniques. And if you'd like to learn more about HTML, CSS and other internet languages used today, go to the [W3 Schools website](#). All the courses on this site are free.

**Website Templates:** If you just don't know where to start in the development of your Web page or Website, go to <http://aux04.auxservices.org/templateguide/index.htm>. This page gives you various site templates, which can be used by the Auxiliary webmaster. Downloading instructions are also included on the template page.

### 2.6.6 Obtain Final Approval from the Unit

Once the Website is "ready for primetime," it should be demonstrated to the unit for final approval. Ideally this would be an online session actually signing onto the Website and showing how it works, but a PowerPoint presentation with screens captured from the site would also work well. Printouts of the web pages might also be acceptable. The goal, of course, is to ensure that the appropriate group has seen how the unit will be represented to the world; and has given its approval. Major revisions to the Website should probably also be run past the unit leadership, but that's a local decision. A good rule of thumb here would be "If it significantly changes the look and feel of the site, then the unit should have another chance to approve it."

### 2.6.7 Notify National

And last, but not least, the national webmaster must be notified of the existence of the Website (including its URL) along with the name and email address of the webmaster. Let your DSO-CS know of this new Website, who will complete the form and notify the national staff. Additional information and assistance is available from Randy Bogdan (DVC-IW) who can be contacted through the [AIRS Website](#) or by email at [dvc-iw@cgaux.org](mailto:dvc-iw@cgaux.org).

**Section 2. Checklists and Subject Outlines**



**2.7 Website policy checklist**

Check-off	USCG Auxiliary Web Policy Requirements
	1. Your Website has been authorized by the governing board of your unit.
	2. The DSO-CS has been notified of your site's existence and date of approval.
	3. Your unit is clearly identified in the site's HTML code (i.e., <title>...</title>): district, division & flotilla. See example in <a href="#">Section 4.3.2</a> .
	4. Either you have included a graphic Auxiliary banner from the National Website or the text heading "U.S. Coast Guard Auxiliary" is at the top of your homepage (index.htm). See paragraph 2 of <a href="#">Section 4.3.4</a> .
	5. Directly below the item mentioned in #4, you must include a subordinate heading identifying your unit. It may be graphic or text. If a graphic is used for site identification, you must include alternative text in the HTML code that reads "U.S. Coast Guard Auxiliary" at a <i>minimum</i> . See <a href="#">Section 4.3.4</a> .
	6. You have included <i>descriptive</i> alternative text labels for all graphic images and links to provide a means of navigation for non-graphic browsers. See <a href="#">Section 4.3.4</a> .
	7. You have made sure that links to sites outside the Coast Guard and CG Auxiliary have a legitimate business objective, are not endorsing any private issue or commercial product, and are in good taste. See <a href="#">Section 4.3.7</a> .
	8. If you provided external links, the standard Website Notice/Disclaimer from the CS Guide is included on a page in your Website with a link on your homepage. See <a href="#">Section 4.3.7</a> .
	9. The content on your Website is appropriate for your unit level.
	10. You have included links to sites at different unit levels to avoid duplication of posted materials.
	11. Posting is allowed for material released for distribution on the internet.
	12. You have no material or information that might infringe the rights of an individual or copyright violation on your Website.
	13. Information that could compromise Operational Security or release any proprietary information about the Coast Guard or Coast Guard Auxiliary should not be posted. See <a href="#">Section 4.3.9</a> .
	14. You have NOT reproduced or posted the official Auxiliary Seal on any page. Reference AUXMAN, Ch. 5, Sec. I.5.b [3]
	15. Your Website has a posted Privacy Policy Statement. This statement must be unique to your unit's Website. See paragraph 6 of <a href="#">Section 4.3.8</a> for an example.
	16. Your checklist is complete.

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## Section 2. Checklists and Subject Outlines

### 2.8 Best of the Web Award



The National Best of Web Competition (BOW) highlights the "Best of the Best" Auxiliary online presence, recognizing good performance of unit webmasters. All Flotilla, Division, and District sites are encouraged to participate. Winners receive a [distinctive 5-Star Logo for their Website and a beautiful trophy](#), which will be presented at NACON.

Runners-up will also receive a logo for their Websites. Several Districts also have Best of the Web contests.

The following is a list of BOW subjects Communications Services Staff Officers should be aware of regarding the Best of Web Competition:

- [Nomination Procedure](#)
- [Advance Notice](#)
- [Judges](#)
- [Evaluation Criteria](#)
- [Selection Procedure](#)
- [Feedback](#)
- [Website Changes](#)
- [Schedule of Events](#)
- [Time Limit On Award](#)

#### 2.8.1 Best of the Web Award Procedures

##### 2.8.1.1 Nomination Procedure

1. A self-nomination procedure will be used for the Best of the Web program. The Website nominated MUST be on the [National Site Notification List](#) with an approval date in the APVD column. Any flotilla or division that wishes to enter the competition should notify their SO-CS or DSO-CS well in advance of the deadline (choice and nomination deadline is up to the DSO-CS).
2. The SO-CS or DSO-CS will screen candidates for compliance with the following Auxiliary Website Policies:
  - a. Auxiliary [Internet Websites Policy Checklist](#)
  - b. Auxiliary [Internet Site Checklist](#)
  - c. Auxiliary [Website Link Criteria](#) (see paragraph 4)

Websites not in compliance should be promptly notified. The screening process should be initiated early enough so that those sites not in compliance can be brought into compliance and resubmitted before the deadline.

## Section 2. Checklists and Subject Outlines

The DSO-CS (perhaps with the assistance of SOs) will then evaluate all submitted sites on the three criteria below and identify the best Websites at the flotilla and division levels. Though we prefer that only two flotilla Websites be submitted for the national competition, up to five will be accepted; only two division Websites may be submitted for the national competition; the district Website may also be submitted if desired.

DSO-CS officers (or their designee), should use the Best of Web Submission Form available on the AIRS site to submit a list of their candidate Websites. *A hyperlink to this form only appears early in the calendar year and removed in August.*

### 2.8.1.2 Advance Notice

1. Changes to the procedures and criteria for judging (as contained in this document) shall be announced by 01 February, for that year's competition. At that same time the schedule and due dates will be announced.
2. DSO-CS officers should immediately begin their local selection process following the announcement in paragraph 1 above. This will provide time for local webmasters to bring their Websites into compliance with Auxiliary web policies, and also to improve their Websites in light of the judging criteria.
3. The panel of judges shall be selected and instructed on the selection process at least seventy-five (75) days prior to the first day of the Fall Meeting of the National Board (NACON).
4. DSO-CS officers must submit their list of candidate sites to the Division Chief, Web (DVC-IW), during a sixty (60) day window, ending seventy-five (75) days prior to the first day of the Fall Meeting of the National Board (NACON).

### 2.8.1.3 Judges

Four members of the "I" Department staff and two DSO-CS staff officers will form the panel of judges. Each will be selected under the supervision of the Department Chief of Information Technology (DC-I).

### 2.8.1.4 Evaluation Criteria

#### 2.8.1.4.1 Technical

1. Websites must be written in a manner that provides access to viewers using all currently distributed browsers. The need for proprietary software or specialized browser "plug-ins" is discouraged.
2. Web pages should be easily viewable on all screen resolutions. Although screen formats are transitioning to higher resolutions, users with lower resolution displays must have full accessibility. For example, if page elements do not fit on a 680x480 format, unseen elements should be made accessible through the use of scroll bars.

## Section 2. Checklists and Subject Outlines

3. The use of new technologies and innovative features is highly encouraged. Such features should be used to enhance site operation, and not as a substitute for the basic elements of a site.
4. A means to easily navigate the Website should be provided. Generally stated, the viewer should be able to easily navigate throughout the site, and return to the entry point, without becoming lost. The use of common navigation buttons, frames, or standardized borders can provide the necessary tools.
5. Webmasters are encouraged to adopt the [W3C standards](#) for Website authoring standards. Additional information may be found at the [W3C Website](#).

### 2.8.1.4.2 Content

1. Proper Auxiliary and sponsoring unit identification must be visually provided on all sites. The name of the sponsoring unit must also appear in the <TITLE> section of the page header.
2. All posted information should further the objectives of the Auxiliary, and should be relevant to the interests of Auxiliary members and/or the boating public. In addition, information should be accurate, current, concisely stated, and understandable.
3. Content for Auxiliary Web pages must be developed and maintained at the most appropriate level. Websites at other levels must link to that material rather than duplicating it. Thus, information regarding national policies and information will be developed and maintained on the national Web page to which other pages can link; district policies and information will be developed and maintained on district Websites; and so on.
4. All links should be functional. Links to sites outside of the CG and CGAUX must provide a "value added" source of information or service directly related to Auxiliary activities.
5. Links should be provided to the national Website, and other relevant district, division, and flotilla sites.
6. All sites should display the standard Link Disclaimer as listed in the Auxiliary Internet Web Policy.
7. Web pages should be designed to load quickly. Unnecessary gimmicks, large high-resolution pictures, overuse of action icons, and background music should be avoided.
8. All sites must display a Privacy Statement that specifically describes the site's collection and use of personal information.
9. All sites must post an email contact address or MAILTO: link in a prominent location. The contact person must be someone who will respond to inquiries in a timely manner.

### 2.8.1.4.3 Website Validation

Auxiliary sites should make every effort to accommodate viewers with disabilities. It is recommended that webmaster/CS officer evaluate their websites using the HTML and XHTML validator at <http://validator.w3.org/>, and Cascading Style Sheet validator at <http://jigsaw.w3.org/css-validator/>.

## Section 2. Checklists and Subject Outlines

### 2.8.1.4.4 Appearance

1. The Website opening page should be designed to catch the interest of the viewer.
2. Web page layout should provide a visually appealing framework to display the materials being presented. Effective use of graphics, images, backgrounds, frames, borders, and common site navigation can enhance the effectiveness of the site.
3. The overall appearance of a Website should present a consistent look and feel. It is important to maintain this uniformity through:
  - a. Visual continuity throughout all site pages
  - b. Consistent page format, color schemes, and identification headers
  - c. Consistent applications of text size and style
  - d. Standardized navigation procedures between site pages

### 2.8.1.5 Selection Procedure

1. Judges will independently assign each Website a rating for each of the three categories of criteria above. In reaching a rating, they will consider the specific criteria listed within each category.
2. The average (mean) rating of all judges will be determined for each Website on each of the three criteria. Judges are not permitted to vote on a site within their own District; the average of the other judges' ratings will be used to replace any missing ratings due to a Website being within a judge's own district. A total rating for each Website will be determined by adding the average ratings in each of the three categories.
3. Judging for this award shall be done and the winner determined at least forty-five (45) days prior to the first day of the Fall Meeting of the National Board.
4. The finalists and runners-up will be reviewed by the "I" Department Chief (DC-I) and Deputy Chief (DC-Id) to confirm that the award winners are indeed outstanding Websites and deserving of the awards.

### 2.8.1.6 Feedback

No detailed feedback will be provided regarding the winners. By definition, the judges determined that relative to the other candidates the winning Websites best met the published criteria.

### 2.8.1.7 Website Changes

In order to avoid the problem of significant changes to a Website between the time of judging and the time of the award announcement, a copy of each winning and runner-up Website will be stored online at the time of the judging. These site copies will be made available for viewing after the winners are announced. In addition, one or more screen shots of the winning and

## Section 2. Checklists and Subject Outlines

runner-up Websites will be made and included with the certificate at the time the awards are made.

### 2.8.1.8 Annual Schedule of Events

(This section will be updated annually before each Best of the Web judging)

- Changes to the procedures and criteria for judging will be announced by 01 Feb.
- DSO-CS Officers immediately begin their local selection process upon announcement of procedures and criteria for judging.
- Panel of judges shall be selected & instructed on the selection process by 15 June.
- DSO-CS officers must submit their list of candidate sites to the Division Chief, Web (DVC-IW), during the period 16 April to 15 June
- Judging will be done and winner determined by 15 July

### 2.8.1.9 Time Limit on Award Display

Since the award logo carries a date, there is no time limit on how long it may be displayed on a Website.

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## Section 3. What Works for Others

### Section 3. What Works for Others

This section contains information on how various units get their CS job done and the tools (hardware and software) they use. If you know of other techniques and tools that have worked for you, let us know about them so we can include them here. Keep in mind that what works in one unit may not work for your unit. The content of this section is a collection of ideas for your consideration.

The following items are discussed in this section:

- [CS Services](#)
- [E-Auxiliary Tools](#)
- [Website Development & Maintenance](#)
- [More Tools & Solutions](#)

#### 3.1 CS Services

This section contains information and case studies on how various units get their CS job done. This material has been categorized in to two areas, the first covers "Information Dissemination" and the second addresses "E-Services" (which includes everything else). If you know of other approaches that work for you, please contact the editor ([BC-IMG](#)), so that information can be included.

##### 3.1.1 Information Dissemination

The following describes different approaches that units have used to disseminate the information they receive via the internet. These are techniques that have worked and may be useful to you.

###### 3.1.1.1 Insure key players are fully informed

"I feel it is my duty to insure that the key players in our Division and Flotilla are fully informed as to what's happening throughout the CGAux organization. In this area, I find the most effective system is "*cut and paste*" of pertinent information from the AUXWeb (and other sources) and pro-active email of these "*pastes*" to distribution lists of our officers. I find that most of our CGAux officers have little time or inclination to spend time wandering around the AUXWeb and so I find this manual push-feed to be very effective. They are kept in the loop and can use the hyperlink to find out more, or they can discard unwanted info with a keystroke. This process takes very little time—maybe 2-hours per week altogether. Once email distribution lists are assembled, and cut/paste techniques mastered, it's very easy to do and very effective."

## Section 3. What Works for Others

### 3.1.1.2 CS role in information relay

"The CS officer is the one person that can relay information from the internet that flotilla members without internet capabilities can turn to for timely information. Therefore, in addition to "What's New," there are a lot of other resources the CS officer needs to keep an eye on... i.e. [National Safe Boating Council](#) and the [Coast Guard's Boating Safety](#) section for boating recall information, and on and on it goes."

### 3.1.1.3 Providing information to "non Electronic" members

"When the Long Range Planning Committee recommended the creation of the CS office, it was to ensure that "non-electronic" members continued to get the word. It was felt that a CS officer was needed at the flotilla level to directly pass information on to the members, the division level, and to make sure the word was passed on to the members of flotillas that had no FSO-CS. Although the CS officer might also be the person responsible for the unit's Website, those functions are not the primary responsibility in our recommendation."

### 3.1.2 E-Services

The following describes different approaches used by units to provide E-Services. These are techniques that have worked and may be useful to you. If you know of other approaches that work for you let us know.

#### 3.1.2.1 Facilitate the use of electronic equipment

"The CS officer's job is the facilitator of the AV equipment used in PE. After all, isn't that communications? So I think that organizing PE officers for effective speaking, showing them how to use the AV equipment effectively, maintaining the equipment, distributing and loading updating PowerPoint project CD-ROMs, falls into the CS area."

#### 3.1.2.2 Building a Website the easy way

"A Website can be developed very simply by primarily using links to AUXWEB and other sites that contain necessary information. If a Website is seen as critical, it can even be one page, referring users to the various parts of the National web pages. No need to reinvent the wheel unless Websites are something you like to do."

#### 3.1.2.3 Officers need for email

"In our division, I am constantly pounding away on the need for Internet Access and Email. I simply don't think that an officer can function effectively without it. I think it should be a mandatory, minimum requirement for officer level participation. Most everyone in our officer corps now has email. But the CS officer can help with recommendations of ISP's, workshops on

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## Section 3. What Works for Others

email programs and effective use of email, overcoming those objections from the "I'll die before I use a computer "crowd."

### 3.1.2.4 Facilitating communications

"The CS job is a support job and requires crossing over various turf boundaries. So the CS Officer becomes an "Officer without Portfolio" whose job it is to bring together other departments, including our local regular CG departments, to help make things happen."

## 3.2 E-Auxiliary Tools

This section contains information about the hardware and software Auxiliary units use to get their CS job done. In addition it includes information on equipment acquisition and sources. Let us know about other hardware, software, and sources that you use.



### 3.2.1 Acquisition of Hardware & Software

Affordable hardware and software acquisition by Auxiliary units has been a long-standing problem. There are several sources that have offered good service and competitive prices to the Auxiliary in the past. While this is not an endorsement of these vendors, they might be a good source for comparison-shopping. The points-of-contact listed may be changed without notice and if you become aware of a change please notify the [CS Officer's Guide editor](#).

#### **For Software & Hardware contact:**

- Aimee Nuccio (Homeland Security Government Account Executive) at [PCMailGov.com](http://PCMailGov.com) 800-MALLGOV x 8114

Note: For software purchases you "must" be an Auxiliary Instructor. They will ask you to FAX your Instructor Certificate to them to verify the purchase).

#### **For Hardware contact:**

- [Dell Federal Government GSA Contract # GS-35F-4076D](#), (800) 456-3355 x 57640
- Mike Silverstri (USCG Auxiliary Account Rep.) <http://adtech-sys.com> 800-359-0077 x 602

### 3.2.2 Hardware

Minimum requirements for the home computer of Auxiliarists attending the AUX-04 C-School Training include the following:

- For a PC

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1. Microsoft Windows® XP with Service Pack 2 or Windows Vista® operating system
  2. 700 MHz or faster processor
  3. 512 MB of RAM or more
  4. 1.5 GB of available hard-disk space
  5. DVD-ROM drive
  6. 1024 x 768 or higher-resolution monitor
  7. Internet access (broadband access recommended)
- For a Mac
    1. Power Macintosh G3 - MAC OS 9.0 or later
    2. 700 MHz processor or faster
    3. 512 MB of RAM or greater
    4. DVD-ROM drive
    5. 1.5 GB of available hard-disk space
    6. Internet access (broadband access recommended)


#### 3.2.3 Application Software

##### 3.2.3.1 Adobe Acrobat

The Adobe Reader software is used to read portable document format files (.pdf) documents that are frequently used on Auxiliary Websites to download documents. This is free software and can be downloaded from the Adobe website at <http://get.adobe.com/reader/>.

As new versions are released making more features available. There is the possibility of some problems showing up when using our existing Electronic Forms and older version of the Acrobat Reader, so it is a good idea to use the latest reader version.

##### 3.2.3.2 Internet Browsers

As of November 2008, the two most popular browsers are Microsoft's Internet Explorer at 46.5%, and Mozilla Firefox at 44.2%. Other less popular browsers are Google's  Chrome, Mac's Safari and Opera. The main difference among these browsers is their compliance with the standards of the Internet. Internet Explorer complies with some of the standards but it's not strictly 100% compliant. Browsers such as Firefox, Chrome and Opera are more compliant and may one day be the browsers of choice. See [Section 4.9.5.1](#) for link to these browsers. To see the current browsers in use, go the [W3C's browser statistics web page](#).

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## Section 3. What Works for Others

### 3.2.3.3 Virus-Protection, Adware and Firewall Software



Be sure to have a good virus-protection program installed on your computer and update it frequently. This action could save you from many problems.

For an excellent free check of your computer's overall security click go to [Symantec's Security Check website](#). It's a free service provided by the makers of [Norton Antivirus](#). To identify and remove surreptitiously installed programs placed on your computer to report on your web browsing, you may want to consider [AdAware](#). Antivirus programs do not protect you from these applications often called Adware or spyware. For a review and recommendations on anti-spyware go to [download.com's review](#).

If you are connected 24/7 with either DSL or Cable you need to consider installing a Firewall, especially if it is not built into your cable router system! There are a number of products that serve the purpose and often sales on Norton or McAfee firewalls offer a great deal. Note that with Microsoft XP service pack 2 (SP2), a firewall is included as part of the operating system (OS), so additional firewall software is not recommended. If you still operate an older operating system version, such as XP SP1 or earlier, a firewall is a must. If you are looking for entry level Firewall protection consider the ZoneAlarm basic application (FREE for home use version) available by clicking on the following link:

[http://www.zonelabs.com/store/content/company/zap\\_za\\_grid.jsp?lid=ho\\_za](http://www.zonelabs.com/store/content/company/zap_za_grid.jsp?lid=ho_za).

### 3.2.3.4 Graphics Programs

There are more "packages" for graphics than you can count. You can spend a lot of money and have a fine graphics package but if it's difficult to use you won't be happy. There are shareware packages that let you try before you buy and then there are free packages. Different webmasters "swear by" their favorite graphics package. We all are comfortable with what we know and know how to use. In the AUX-04 class [Paint.NET](#) is recommended to the students using Windows. It is known for ease of use, flexibility, updated often, and it is free.

### 3.2.3.5 Viewers & Readers

You don't need to have MS Office to view PowerPoint presentations (.ppt), Excel spreadsheets (.xls) or Word documents (.doc). Microsoft offers FREE viewers/readers so that you can open any of the above files. Links to those viewers are:

#### For Microsoft Office 2003

- [Word Viewer](#)
- [PowerPoint Viewer](#)
- [Excel Viewer](#)

#### For Microsoft Office 2007

- [Word Viewer](#)
- [PowerPoint Viewer](#)
- [Excel Viewer](#)

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## Section 3. What Works for Others

Other viewers you will need are [Adobe Reader](#), [Adobe Flash Player](#) and various audio players. If you create or have documents on your website that require additional browser plug-ins, make sure you add a link to load that viewer/player or add the option to have that viewer/player auto load. When downloading plug-ins for your own computer, print and review the installation instructions carefully. You should note that if you use a viewer, you will not be able to edit the files, only view them.

As of this writing, a free download of the [Open Office Suite](#) is available. The program includes text, presentation, spreadsheet, database, and drawing software and claims to be compatible with Microsoft Office suite of programs.

### 3.2.3.6 Internet Connection Speed

Are you interested in determining the speed of your internet connection? You can access a free bandwidth speed test at [SpeedTest.net](#). This test gives you your download and uploads speeds in Kilobits per second (kb/s). Check with your Internet Service Provider (ISP) for what level of service you currently have and what download/uploads speeds you should expect.

## 3.3 Website Development and Maintenance

### 3.3.1 Developer Do's and Don'ts for File and Folder Names

- When developing file names for images and pages within a website, don't use spaces, use the underscore “\_” or dash “-”.
  - Using the underscore\_ the file name is read as: "mysite\_at\_auxieland.com"
  - Using spaces the file name is read as: "mysite%at%auxieland.com" on some systems, but not all. To be sure that your files are properly identified on ALL systems, DO NOT use spaces in you file names.
- In addition to the above, it is ALWAYS best that file names be in lowercase. Using upper and lowercase file names in a website can cause a future troubleshooting nightmare.
- It is also a good idea NOT to place spaces in folder or directory names and you should try to keep all directory, folder and file names in lowercase characters.

## 3.4 More Tools and Solutions

This section contains information about other tools used by Auxiliary units to get their CS job done. It includes information on techniques, sources, articles, unit instructions and provides samples of aids they are using. In other words if it doesn't fit in the previous sections you will find it here.

## Section 3. What Works for Others

### 3.4.1 Important Information Sources

#### 3.4.1.1 Securing our Future — The Role of Operational Security

by James M. McCarty, BC-OEI

Posted 1 January 2005 on the What's New! of the National Website.

"In today's world of instant information sharing through Websites and email, there are some basic security issues that deserve a few minutes of our time. Although we want to encourage the use of new technologies, we must be careful that we are not distributing sensitive operational information to the wrong people. So how do we improve the security of this information, while still using technology to the fullest? See the [Securing Our Future](#) article.

For more information on Operational Security (OPSEC) policy, go the [Section 4.3.9](#).

#### 3.4.1.2 A Guide to Setting up AV Equipment

by Brett Grooms, DSO-CS D-7. For District 7 Spring Conference 2005.

This pictorial guide shows setting up the Dell Laptop 1100 and Dell LCD projector and is a good example of a how-to-do-it hardware manual can be developed. [View this file](#) (2.5MB pdf).

#### 3.4.1.3 Department of Homeland Security (DHS) Seal and Logos for the Web

Where used on Auxiliary Websites, the images of the DHS Seals and Logos must come from examples found in the [USCG Auxiliary Style Guide](#), no modified seals or logos are authorized.



#### 3.4.1.4 Department of Homeland Security (DHS) Seal and Signature Usage

The DHS guidelines contain details on how to use the Seal and related Signature. The guidelines show both approved seal / signature layouts and incorrect uses. A common error is use of the seal without the DHS Signature text.

Download the complete 33 page official "[Department of Homeland Security Seal and Signature Usage Guidelines](#)" 2.36 MB document.

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## Section 4. Communications Services Resources

### Section 4. Communications Services Resources

This section contains the "how-to-do-it" and detailed in-depth information that many CS Officers need to refer to.

The following items are discussed in this section:

- [4.1 CS Officer Training Opportunities](#)
- [4.2 CS Support Directory](#)
- [4.3 Website Policies](#)
- [4.4 Regulations and Policy Messages](#)
- [4.5 Staff Officer Job Descriptions](#)
- [4.6 Auxiliary Internet Resources System \(AIRS\)](#)
- [4.7 Internet User Information](#)
- [4.8 Website Development Tools & Techniques](#)
- [4.9 Reference Links](#)

#### 4.1 CS Officer Training

##### 4.1.1 Online and Resident Training

###### 4.1.1.1 AUX-04

CS Officers have a number of sources for the training to help them perform their jobs. At the National level there is the Auxiliary's AUX-04 C-school, which is well worth attending. The AUX-04 course was revised in 2004 and is now offered at various locations around the country annually. Links to other Auxiliary C-School courses are provided on the [Chief, Director of the Auxiliary](#) Website and the [C-school Portal](#).

###### 4.1.1.2 Coast Guard and CG Auxiliary Training

For a comprehensive list of "E-Learning Links" visit that section of the Website of the Office of the Chief Director of Auxiliary at <http://www.uscg.mil/hq/cg3/cg3pcx/training/>. In addition, the Auxiliary On-line Testing and Exam Gateway can be accessed at <http://ntc.cgaux.org/>. Some Coast Guard commands offer computer classes for their personnel which might be open to auxiliary members. Check with your local CG command. Also many districts and some divisions have offered workshops that address how to use available electronic tools including software, computers and LCD projectors—check with you member training officer.

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## Section 4. Communications Services Resources

### 4.1.1.3 Community Colleges

Another source of CS officer training is continuing education courses which are available from many community colleges. A number of community colleges offer low, or no cost, continuing education classes that cover the entire spectrum of the software and hardware for the CS officer. A number of community colleges collaborate with 'ed2go' as their course provider for online adult continuing education courses. Take a look at the [ed2go course catalog](#) to get an idea of the wide range of courses available and then check with community colleges in your area.



### 4.1.1.4 W3 Schools

[W3 Schools](#) is a free training service. This is an Internet Developers Portal that offers free training on an increasing list of Internet disciplines. The costs of running this site and writing the tutorials are covered by sponsors. Many developers use this site as a reference, or you can officially take one of their courses and pay for their final exam to certificate.



### 4.1.1.5 Other online Free & Paid Website Training

[LearnExpression](#) is just one of many sites online that offer free and paid web development learning. They offer downloadable videos and reference documents used in their training. Another online source of training is found at [Lynda.com](#). This company produces similar training material as LearnExpression, but has an extensive list of software training titles, Expression Web being one. Also online you'll find a number of Expression Web tutorials available for download from the Microsoft Expression Web site.



As you can see, there are many training resources, online and resident, that the CS officer/webmaster can utilize. The Internet and Web technologies are an emerging and ever advancing technology. So anyone that designs, develops, and/or manages a website needs to continually watch for training opportunities to advance their skills.

### 4.1.2 AUX-04 Electronic Presentation and Web Based Technologies (Basic)

#### 4.1.2.1 Purpose

This C-school provides an introductory to intermediate training on electronic presentation and Web based technologies. The course is neither designed nor appropriate for advanced or professional users. Students will learn about the application of Internet and multimedia technologies for Auxiliary activities including communication services, member training, public education, and public affairs. The classroom-based training involves



## Section 4. Communications Services Resources

the use of computers and the development of two projects: one multimedia presentation and one Website. These will be utilized when the student returns to their local units.

Attendees will advance their skills in multimedia presentation from the level of beginner to advanced user. Using the software MS PowerPoint 2003\*, students will create a presentation specific for their office with the intent to deliver the training at an Auxiliary Unit level following completion of the course. Students will learn how to organize a presentation, connect relevant hardware, incorporate graphics, link to relevant online resources, and save the presentation for transportation between computers and delivery to the end user.

The course will also provide beginner and intermediate level training in Internet Technologies specifically World Wide Web Publishing. Attendees will develop Auxiliary Unit level Web pages into a Website architecture developed from a purpose statement and content plan using Microsoft FrontPage 2003\*. Intended as a new Website or a re-development of an existing Unit Website, the course will provide the foundation for further development following the course. Instruction will also be provided on Internet security, local computer upgrades, and involvement of other staff officers in the development of content for the Unit Website.

*\*Note: For PowerPoint 2003: The version, 2003 or 2007, is dependent upon the CG facility we use—some training facilities have upgraded, some haven't. For FrontPage 2003: FrontPage will only be taught if the CG training facility has not upgraded to Microsoft SharePoint. We anticipate, transiting to both PowerPoint 2007 and Expression Web (SharePoint) in 2009.*

### 4.1.2.2 Goals

Students will learn how to apply appropriate media/tools/applications for Coast Guard and USCG Auxiliary training/education/maritime domain awareness and how to support the Coast Guard's role in homeland security. Attendees will learn how to effectively lead discussion groups over the Web/Internet. Graduates of this course will be able to create powerful interactive courseware, design Websites, regularly update computer security features, and conduct PC-based audio and video teleconferences. Attendees will be expected to deliver this training at a local unit level following completion of the course.

### 4.1.2.3 Location

This course is held at various locations; see the [AUX-04 Student Support Website](#) for the most current locations.

### 4.1.2.4 Duration

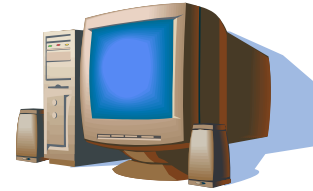
Due to the extensive content of this course, it starts on Thursday and ends the following Monday (5-days).

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## Section 4. Communications Services Resources

### 4.1.2.5 Prerequisites

Attendees must be flotilla members, actively involved in Communications Services, Member Training, Public Education, or Public Affairs. Preference will be given to CS Officers due to the nature of their particular tasking. They should be novice to intermediate in the use of Website publishing applications, and/or Microsoft PowerPoint. The course is also open to reservists, active duty, or civilian employees actively involved in distance education technologies and who desire to implement e-Coast Guard and e-Auxiliary initiatives. Commandant (CG-3PCX) must approve all waivers for active duty, reservists or civilians. No civilian contractors are authorized to attend.



Students MUST be computer literate. Basic computer functions include the use of email with attachments, basic file creation and management, and using applications like Microsoft Word. The student must have a home computer with Internet access on a regular basis. As you will need to load software and other pre-course training materials, the minimum home computer specifications are as follows:

1. PC or Mac
  - a. Pentium Class computer PIII, or P4  
(running Windows OS – XP or Vista)
  - b. Power Macintosh G3 - MAC OS 9.0 or later
2. 700 MHz processor or faster
3. 512 MB desktop RAM or greater
4. CD-Rom drive, CD-RW preferred
5. Dial-up access to the Internet minimum
6. 1 GB Hard drive capacity minimum

In addition, Auxiliarists must bring a recent flotilla newsletter, some member training materials, and any available pictures or artwork regarding their Flotilla suitable for use in developing a flotilla Website, or one related to their specific activity. Auxiliary students must also bring one or more of the following: a recent Auxiliary education course and exam, a sample chapter of a member-training course to be presented at an Auxiliary District or National Conference or Workshop. Active duty, Reservists, or Civilian students must bring a sample lesson plan, draft course, or other suitable education product to work on during the course. These will be used to carry multimedia-based training back to their units.

Applicants MUST have an email account capable of receiving attachments to benefit most from this training. Therefore, your email address must be included in Block #22 of the [Short Term Resident Training Request \(STTR\)](#) prior to approval.

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## Section 4. Communications Services Resources

Send the STTR to your FC who will forward it to your DIRAUX and then on to COMDT (CG-3PCX). More details about the AUX-04 C-School can be found on the AUX-04 Student Support Website at <http://aux04.auxservices.org/>.

### 4.2 CS Support Directory

#### 4.2.1 CS Officer Assistance

Generally, the CS officer at the next level is the best person to contact about the administrative and technical aspects to your CS officer position. However, keep in mind that the CS job is a support function and what you need to do has to relate to the situation in your unit. You need to consider what the support requirements are for your elected officers and their staff.

At the national level the Information Technology Department is tasked with providing support to both CS and IS Officers. The Division Chief, Communications Services serves as a point of contact for CS officers who need assistance, when the information needed isn't available in your own division or district.

#### 4.2.2 Webmaster Assistance

A number of Auxiliary personnel have offered to provide technical assistance to Auxiliary Webmasters. This information is generally known to your DSO-CS who may be able to suggest someone who can assist you.

#### 4.2.3 Volunteers Are Needed

CS officers and Webmasters, who have advanced Internet related capabilities, are encouraged to offer their assistance to new site developers. If you are willing to assist others with their Website problems let your SO-CS and DSO-CS know.

### 4.3 Website Policies

#### *U.S. Coast Guard Auxiliary National Policy*

1. All Auxiliary sites must be approved by the unit that they represent. As an example, if a division and two of its flotillas share a common site, then approval must be obtained from that division board, and the flotilla commanders of both flotillas. A formal authorization from the unit's governing board is required.
2. All Auxiliary Internet sites are required to notify the Auxiliary National Division Chief – Web Services (DVC–IW) of their existence. The site's Internet address (URL), contact information, and any other pertinent information should be provided. This is accomplished by notifying the local DSO–CS (or designee). They will conduct a preliminary review, and submit the necessary information to the DVC-IW.

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## Section 4. Communications Services Resources

3. Each AIRS Site is set up as an independent Website, operated and maintained by the sponsoring unit's local Webmaster. Although the site's Webmaster is responsible for daily operation, the governing board of the sponsoring unit retains overall responsibility for site operation and content. As long as the site remains in compliance with the Auxiliary Internet Web Policy, the format, design and content of each site is left to the discretion of the sponsor. It is imperative that all posted materials are accurate, current, and in good taste. Any violations to these requirements may result in termination of program services.

### 4.3.2 Website Review

Getting approval for your new flotilla or division Website can be easy. Your DSO-CS is responsible for reviewing your site, prior to their sending it on to National for final review and approval. The process is quick, if you remember to follow a few simple guidelines.

1. **Pre-evaluate your Website:** If your site matches up with the Auxiliary Internet Site Checklist, it should be in good shape.
2. **Alt Text:** You need to carefully adhere to the Auxiliary Internet Site Checklist ([Section 2.7](#)), paragraph 6. The area most often missed is "ALT text" attribute found in the img tag. This is also an important accessibility requirement. Below is an example of this img seen in the source code:

```

```

*Note: The above source code is shown with the alt="alt text" attribute added to the img line.*

3. **Webpage Title:** Refer to the Auxiliary Internet Site Checklist ([Section 2.7](#)), paragraph 3. The page title is an area missed by many web developers. This is also an important accessibility requirement. In the source code of your homepage the HTML code title should look similar to this:

```
<title>U.S. Coast Guard Auxiliary, Thirteenth District Website, serving the states of Washington, Oregon, Idaho & Montana</title>
```

*Note: The <title> section is within the <head> section of the source code. Your <title> should identify your unit, division, and district as well as the geographic location your unit serves.*

4. **Privacy Statement:** The privacy statement is unique to each website. This statement details if any information is collected about the viewer of the website. If no information is collected, then that should be stated. See [Section 2.7](#) Website Policy Checklist and

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## Section 4. Communications Services Resources

[Section 4.3.8](#), paragraph 6.

5. **Working with the National Site Reviewer via your DSO-CS:** During the process of obtaining national approval of your website, please be prompt in any follow-up site corrections noted by the reviewing officer (either national staff or DSO-CS). Communications between webmaster and reviewing officer is normally done via email and should only take a day or two to obtain approval.
6. **Website Review Status:** Remember, you can always check the status on any site submitted for review by clicking the following links, which show [DSO Site Notification Form Status](#).

Working together with your DSO-CS and national staff will make new Website approval a smooth and efficient process!

### 4.3.3 Site Notification and Approval

#### *U.S. Coast Guard Auxiliary National Policy*

All local unit Auxiliary Webmasters must notify National (DVC-IW) of the existence of their sites through their DSO-CS. In addition, only authorized Auxiliary Websites may display the Auxiliary logo, or identify themselves as a Coast Guard Auxiliary Website. To fulfill these requirements, Auxiliary unit Webmasters should notify their DSO-CS of the existence of their Website. The local DSO-CS will then review the submitted site for compliance with local and national policies. If the site is in compliance, the DSO-CS notifies the DVC-IW by way of a [DSO-CS AIRS Site Notification Form](#) (SNF) available on the AIRS site.

After the DVC-IW receives the SNF, the relevant information on that form is posted to the [Aux Website Processing Status Table](#) on the AIRS site. Each submitted site is reviewed by a National Site Reviewer, and the results of the review are sent to the DSO-CS who submitted the SNF. A Website which pass the review is designated an "Authorized Auxiliary Website," and it's URL will be added to the list of [Approved Auxiliary Websites](#).

On the status table, the RECVD column represents the date that the DVC-IW received the SNF Form. The APVD column indicates when the site was designated as an "Authorized Auxiliary Site." If there are no entries in the APVD and CHKD columns, the site is awaiting National Review. If the CHKD column contains initials, but no APVD date is present, the Website was already reviewed, but not approved. The DSO-CS, who submitted the unapproved site, will be contacted immediately after a site fails the National Review.

NOTE: Local Webmaster questions relating to the approval process should be directed to the local DSO-CS Officer.

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**Section 4. Communications Services Resources****4.3.4 Site Identification*****U.S. Coast Guard Auxiliary National Policy***

1. Auxiliary Websites must clearly identify the sponsoring unit within the site's HTML code. This information should be located in the <head> section of the document, between the <title>...</title> tags.

```
<html>
<head>
<title> US Coast Guard Auxiliary, Ninth District Website, serving the Great Lakes
area</title>
</head>
```

2. Proper identification of the Web page(s) must also be visually evident to the site's user. A copy of the graphic Auxiliary Banner, from the National Web page, or the text heading "U.S. Coast Guard Auxiliary" shall be located at the top of the sites main page. Immediately below the above noted heading shall be a subordinate heading that identifies the sponsoring unit.
3. When graphic images are used to identify the origin of a site, alternate text identification shall be included in the HTML code that displays that image. This may be accomplished by the use of an 'alt=' attribute.

```

```

*Note: You'll find some old references to past HTML versions where the tags were capitalized. Current HTML 4.0/XHTML 1.0 standards require all tags to have an ending tag or slant-bar "/" and all tags must be lowercase. Note the ending slant-bar in the img line.*

4. It is USCG Auxiliary web policy that all graphic images and links utilize the 'alt=' attribute, to provide a means of image identification for non-graphic browsers. The alternate text should provide enough information so that non-graphic users can successfully navigate the page.

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**Section 4. Communications Services Resources**

**4.3.5 Site Content**

*U.S. Coast Guard Auxiliary National Policy*

1. Content for Auxiliary sites must be developed and maintained to reflect the level, in the Auxiliary, that the site represents. National sites shall post materials that represent National information and/or policy. Likewise, division level sites shall only post division level materials.
2. The duplication of posted information must be avoided. Sites that desire to provide information generated by a site at a different level may link to the site originating that information. For instance, a division level site may provide their users with national level materials by providing links to the national page containing the desired information.
3. All posted information should further the objectives of the Auxiliary, and should be relevant to the interests of Auxiliary members and/or the boating public. In addition, information should be accurate, current, concisely stated, and understandable.
4. The original source of all information posted on Auxiliary internet sites must be clearly indicated.
5. The following items may be posted on AUX Web pages without further approval.
  - A. Verbatim reproductions of official information intended for public distribution. This may include public information from Coast Guard Headquarters, Auxiliary National officers, Coast Guard District offices, Auxiliary District officers, and Auxiliary Directors
  - B. Any logo or emblem approved by the Coast Guard or at the Coast Guard Auxiliary National or District level.
6. Information not covered by the above paragraph shall require prior approval as described in the current Auxiliary Manual and the Publication Guide.
7. No site may post information that would be inappropriate. This shall include specific advice, endorsement or approval of a product or service, or sponsorship information. In addition, materials that infringe on the rights or privacy of an individual, or violate copyright restrictions are prohibited.
8. Under no condition shall the official Auxiliary Seal be posted.
9. Web pages should be designed to load quickly. Unnecessary gimmicks, large high-resolution pictures, overuse of action icons, and background music should be avoided.
10. All sites must post an email contact address or 'MAILTO:' link in a prominent location. The contact person must be someone who will respond to inquiries in a timely manner.

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### 4.3.6 Privacy Policy Statement

#### *U.S. Coast Guard Auxiliary National Policy*

1. All Auxiliary Websites must have a defined, clearly posted Privacy Policy. The statement, or a link to the statement, should be included on the main entry page of all Auxiliary sites. The policy statement should inform the user if any personal data is being collected.
2. Auxiliary policy requires that there must be a compelling reason to collect user data.
3. Online forms such as surveys, questionnaires, or registration forms, also fall under the Privacy Policy. Access to, and use of the collected data must be limited to the purpose for which the form was intended.

### 4.3.7 Links To and From Other Sites

#### *U.S. Coast Guard Auxiliary National Policy*

1. Auxiliary sites may link to Internet sites not operated under the authority of the Coast Guard or Auxiliary. To do so, the following provisions must be met:
  - a. The purpose of the link must support a legitimate business objective.
  - b. No endorsement of private issues or commercial products may be made.
  - c. Materials and information posted on the linked to site must be in good taste, and not bring discredit to the Auxiliary.
2. All Auxiliary sites that link to pages outside of the Coast Guard or Auxiliary shall include the following disclaimer:

**NOTICE/DISCLAIMER** Links to non-Coast Guard entities are not under the control of the United States Coast Guard or the United States Coast Guard Auxiliary, and are provided for the convenience of our customers. They do not, in any way, constitute an endorsement of the linked pages or any commercial or private issues or products presented there. We cannot make any warranty or representation concerning the content of these sites, or secondary sites from the pages to which they link.

Note: The above listed text is an updated version of the disclaimer listed in the [Auxiliary Internet Website Policy](#).

3. The Web manager of each site is responsible to ensure that external links to that Auxiliary site accurately depict the purpose and intent of the Auxiliary site.

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4. All links should be functional. Links to sites outside of the CG and CGAUX must provide a "value added" source of information or service directly related to Auxiliary activities.
5. Links should be provided to the national Website, and other relevant district, division, and flotilla sites.

### 4.3.8 Auxiliary Internet Websites Policy

#### *U.S. Coast Guard Auxiliary National Policy*

18 August 1997

FROM: NATIONAL COMMODORE

TO: NATIONAL BOARD

SUBJECT: AUXILIARY INTERNET WEBSITES POLICY

1. **GENERAL:** The many initiatives to establish Auxiliary Internet Websites at districts, divisions, and flotillas are to be applauded. The intent of this policy is to assure a coherent, professional Web presence for the Auxiliary while leaving considerable room for creativity and flexibility at individual sites.
2. **OVERALL POLICIES:** Auxiliary Websites must be developed and maintained in accordance with the public affairs and publication related sections of the Auxiliary Manual, and must also comply with relevant policies and procedures in the current Coast Guard Auxiliary Publication Guide. Knowledgeable CS, PA and PB officers should be actively involved in the development and maintenance of these sites.
3. **SITE APPROVAL AND AUTHORIZATION:** Auxiliary Websites must be formally approved by the unit(s), which they purport to represent. Thus the corresponding division board must formally approve a division Website, and the Flotilla Commander must formally approve a flotilla Website. Local units may apply requirements that are in addition to the National requirements. These requirements must be enforced by the issuing authority and may not supersede National policy. Approval may be withdrawn at any time.

The Auxiliary Division Chief - Web Services (DVC-IW) must be notified of the existence and address (URL) of all Auxiliary sites. Auxiliary Websites meeting the requirements set forth by the National "I" Department shall be designated "Authorized Auxiliary Websites" by that Department. Only authorized sites may display the Auxiliary logo, identify themselves as Coast Guard Auxiliary Websites, and be listed on CGAUXWEB and the national Flotilla Finder. Authorization may be withdrawn at any time.

4. **SITE IDENTIFICATION:** Auxiliary Websites must clearly identify the sponsoring unit in the <TITLE> section of the html code. The top of the main page must include either the Auxiliary banner from the national Web page or the main heading "U.S. Coast Guard

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Auxiliary." Immediately below the banner or main heading there must be a subordinate heading that identifies the sponsoring unit. If the banner is used, then the statement "U.S. Coast Guard Auxiliary" must be included in the html code as a display in place of the banner for non-graphics users.

5. LINKS: Links to Web pages outside the Coast Guard and the Coast Guard Auxiliary are authorized provided they support legitimate business objectives. Reference the current edition of the Auxiliary Internet Link Policy for detailed information.

All Auxiliary Websites should, and Websites with external links must, include the following disclaimer. The text, or a link to it, should either appear on the opening page, or on the page that contains the sites links.

6. "NOTICE/DISCLAIMER Links to non-Coast Guard entities are not under the control of the United States Coast Guard or the United States Coast Guard Auxiliary, and are provided for the convenience of our customers. They do not, in any way, constitute an endorsement of the linked pages or any commercial or private issues or products presented there. We cannot make any warranty or representation concerning the content of these sites, or secondary sites from the pages to which they link."
7. The Webmaster for each Auxiliary site is responsible for ensuring that, as far as possible, the site is accurately identified on other Websites that link to it and in directories and indexes of Internet Websites.
8. CONTENT: Content for Auxiliary Web pages must be developed and maintained at the most appropriate level. Websites at other levels must link to that material as described above, rather than duplicating it. Thus, information regarding national policies and information will be developed and maintained on the national Web page to which other pages can link; District policies and information will be developed and maintained on District Websites; and so on.

Without obtaining further approval and with proper attribution, authorized Auxiliary Web pages may repeat verbatim official information that is intended for public distribution (that is, public information from Coast Guard headquarters or Auxiliary national officers, Coast Guard district offices and Auxiliary district officers, or Auxiliary directors).

Without obtaining further approval, authorized Auxiliary Web pages may include any logos or emblems approved by the Coast Guard or the Coast Guard Auxiliary at the national or district level with the exception of the official Auxiliary seal. All other information and graphics on Auxiliary Web pages requires prior approval as described in the Auxiliary Manual and the Publication Guide. Other content that is particularly appropriate for local Web pages includes: PE class schedule(s), contacts for people who are interested in joining the Auxiliary or getting further information about the Auxiliary, and descriptions of local activities (patrols, CME stations, other events). Content that would clearly be inappropriate includes specific advice, endorsement or approval of

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particular commercial products or services, advertising or sponsorship information, or content that infringes on rights of privacy or copyrights.

In all cases the original source for all information posted on Auxiliary Websites must be clearly indicated.

9. **PRIVACY POLICY STATEMENT:** All Auxiliary Websites must have a defined, clearly posted Privacy Policy. The statement, or a link to the statement, should be included on the main entry page of all Auxiliary sites. The policy statement should inform the user if any personal data is being collected. This would include, but not be limited to the email or IP address of a user, tracking of sites previously visited, history of access to the tracking site, or browser information. If data is being collected, what that data is, who has access to the data, and how it will be used must be disclosed to the user.

Auxiliary policy requires that there must be a compelling reason to collect user data. The collection of user information for site access control such as viewing history to configure list formats is an example of acceptable reason. If collected data is saved on the Website server, every effort must be made to prevent unauthorized access to the database. If the parameters are saved on the user's computer by way of cookies, the user must be so informed.

Online forms such as surveys, questionnaires, or registration forms, also fall under the Privacy Policy. Distribution and use information may be summarized for all forms, as a general statement within the policy, or individually described within the body of the page containing the form. Access to, and use of the collected data must be limited to the purpose for which the form was intended.

10. **DISAGREEMENTS:** The National Chief of Staff, NAVCO-COS, in consultation with the Chief - Department of Information and Communications Services, DC-I, will resolve any disputes concerning links or content in Auxiliary Web pages.
11. **CONCURRENCE:** The Chief Director has concurred for the Coast Guard with this policy.

### 4.3.9 Operational Security (OPSEC)

#### 4.3.9.1 Scope

### *U.S. Coast Guard Auxiliary National Policy*

All Auxiliary members of the United States Coast Guard are personally and individually responsible for providing proper protection to mission critical information. This information

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includes our intentions, capabilities, and activities related to our operational missions. See the Operational Security (OPSEC) section, Chapter 14 of Commandant Instruction M5510.23 (series), Classified Information Management Program.

### 4.3.9.2 Introduction

In 1987, then President Ronald Reagan signed National Security Decision Directive (NSDD) 298. This directive mandates that all executive agencies develop and maintain an OPSEC program.

OPSEC is defined as a systematic and analytical process by which the U.S. Government and its supporting contractors can deny potential adversaries information about capabilities and intentions by identifying, controlling, and protecting evidence of planning and execution of sensitive activities and operations.

Coast Guard and Auxiliary units have been and continue to be monitored by groups and organizations involved in illicit activity. The only way to successfully complete our operational missions is by employing OPSEC.

### 4.3.9.3 Critical Information

#### *U.S. Coast Guard Auxiliary National Policy*

What is critical information? This is any information that could be collected by our adversaries that could potentially harm or affect our ability to perform Coast Guard support missions. As previously stated, critical information could divulge our capabilities (our facilities preparedness and crew training) and our intentions (the date, time or location of our patrol).

To protect critical information the following information WILL NOT be posted on Auxiliary Websites (even if the page is 'so called' protected by password access):

- Patrol schedules (current/future law enforcement, marine domain awareness, and marine protection missions). This included times, frequency, routes, and orders received from order issuing authority.
- Status of local Coast Guard forces (including Auxiliary forces)
- Cutter schedules (arrival/departure), status and missions
- Current funding issues related to operations or crew readiness
- Code names (used by Coast Guard or CG Auxiliary)
- MARSEC conditions and their requirements
- Information contained in Operations Plans
- Movement of Naval Vessels
- Information relating to personnel security training

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### 4.4 Regulations and policy messages

#### 4.4.1 Coast Guard related Internet Policies

In the past, the Coast Guard has published policies, which addressed use of the Internet. As a volunteer organization of civilians, the Auxiliary will adopt its own related policies. Coast Guard Internet policies are only linked here for reference purposes.

- [ALDIST 219/97](#), Privacy and Freedom of Information Acts Manual, COMDTINST M5260.2
- [ALCOAST 362/00](#), Use of "Cookies" on CG Internet Websites
- [ALCOAST 498/02](#), E-Coast Guard

### 4.5 Staff Officer Job Descriptions

#### 4.5.1 DSO-CS Job Description

District Staff Officer, Communications Services (DSO-CS) references:

- The Communications Services Guide (this document)
  - [1.0 CS Program](#)
  - [2.3 DSO-CS Job Checklist](#)
  - [2.4 Auxiliary Internet Site Checklist](#)
  - [2.5 AIRS Site Establishment Checklist](#)
  - [2.6 Website Development Checklist](#)
  - [2.7 Website Policy Checklist](#)
  - [2.8 Best of the Web Award](#)
  - [3.0 What Works for Others](#)
  - [4.3 Website Policies](#)
- [Auxiliary Internet Resources System \(AIRS\) Website](#)
- [DSO-CS AIRS Site Notification Form](#)
- [AUX-04: "C" school, Electronic Presentation & Web Based Technologies](#)
- [Auxiliary National Website](#)
- [Chief DIRAUX Website](#)

**Duties:** The DSO-CS plays a key role in the conduct of Communications Services in the District. The DSO-CS is responsible for the following duties.

- a. Immediate supervisory responsibility for your office is vested in the District Vice Commodore (VCO). Coordinate with the VCO ensuring that the District's Communications Services program is effectively administered. Attend all meetings of the District Board and District Staff. Provide complete and regular reports to the VCO regarding activity and provide updated reports to the District Board.

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- b. Be familiar with the contents of all sources that pertain to Communications Services. Be familiar with the Auxiliary's electronic media resources. You must maintain personal email and Internet access, and be correctly registered in the national email directory.
- c. Supervise and coordinate the activities of all individuals appointed to assist you with the CS program. This responsibility includes assigning specific tasks, requiring reports, and following up on their actions. These are especially important for Website and other training efforts.
- d. Ensure that a District Website is created and maintained that is in full compliance with Auxiliary Web policies. Ensure that current Public Education course schedules for the District are properly maintained on the Website and are available to the public. Verify quarterly the posted contact information for the Flotilla Finder.
- e. Ensure that all flotilla and division Websites adhere to all Web policies and Site Review Forms have been submitted to National Information & Communications Services Division Chief (DVC) for Web Services (IW). Maintain a current list of local Websites containing unit number, URL and point of contact. Ensure that Websites nominated for the annual Best of Web award are carefully evaluated and that worthy entries are submitted for timely judging.
- f. Maintain close liaison with the Division Communications Services Officers and request a monthly activity report from the Division Staff Officers for CS (SO-CS). Facilitate communication up the chain of command with the DVC for Communications Services (IC) and Web Services (IW). Maintain close liaison with your counterparts in other Districts.
- g. Facilitate ongoing training effort that is directed towards all communication service needs. Conduct such workshops, seminars and training programs as may be necessary. Promote the development of electronic communications in the district, divisions and flotillas. Increase member awareness of the value of electronic communication and new resources available to them with frequent articles published in your District publication.
- h. Maintain such records as may be required to effectively discharge your responsibilities.
- i. Upon expiration of your term of office, or when so directed, transfer all property and records of the office to your successor.
- j. Other duties as requested/assigned

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### 4.5.2 SO-CS Job Description

Division Communications Services Staff Officer (SO-CS) references:

- The Communications Services Guide (this document)
  - [1.0 CS Program](#)
  - [2.3 DSO-CS Job Checklist](#)
  - [2.4 Auxiliary Internet Site Checklist](#)
  - [2.5 AIRS Site Establishment Checklist](#)
  - [2.6 Website Development Checklist](#)
  - [2.7 Website Policy Checklist](#)
  - [2.8 Best of the Web Award](#)
  - [3.0 What Works for Others](#)
  - [4.3 Website Policies](#)
- [Auxiliary Internet Resources System \(AIRS\) Website](#)
- [DSO-CS AIRS Site Notification Form](#)
- [AUX-04: "C" school, Electronic Presentation & Web Based Technologies](#)
- [Auxiliary National Website](#)
- [Chief DIRAUX Website](#)

#### Duties:

- a. Exercise staff responsibility and supervision over electronic communication services throughout the Division. Keep the Division Board informed of all developments in these areas.
- b. Unless otherwise directed, create and maintain a Division Website that is in full compliance with Auxiliary Web policies.
- c. Maintain personal email and Internet access. Be registered in the national email directory and keep your registration information up-to-date.
- d. Serve as Division Web Watcher. Monitor all Auxiliary email NETs and the Auxiliary national Website (CGAUXWEB) for important information. Ensure that such information reaches the appropriate elected and staff officers in a timely fashion.
- e. Coordinate and cooperate with the Division Staff Officers (SO) for Publications (PB) and Public Affairs (PA) to ensure that both electronic and printed media are used to their fullest extent in providing information to the membership and to the boating public.
- f. Foster interest in electronic communication among the members. Encourage and facilitate the use of electronic communication throughout the Division.
- g. Maintain close liaison with the District (DSO) and Flotilla (FSO) Communications Services Officers, request a monthly activity report from the FSO-CS and provide a monthly activity report to the DSO-CS. Ensure that Flotilla Websites are in full compliance with Auxiliary Web policies.

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- h. Maintain such records as may be required to effectively discharge your responsibilities.
- i. Immediate supervisory responsibility for your office is vested in the Division Vice Captain (VCP). Cooperate with the VCP in every way to ensure that the Division's communication services program is effectively administered.
- j. Upon expiration of your term of office, or when so directed by the Division Captain (DCP), transfer all property and records of the office as well as the Division Website to your successor.

### 4.5.3 FSO-CS Job Description

Flotilla Communications Services Staff Officer (FSO-CS) References:

- The Communications Services Guide (this document)
  - [1.0 CS Program](#)
  - [2.3 DSO-CS Job Checklist](#)
  - [2.4 Auxiliary Internet Site Checklist](#)
  - [2.5 AIRS Site Establishment Checklist](#)
  - [2.6 Website Development Checklist](#)
  - [2.7 Website Policy Checklist](#)
  - [2.8 Best of the Web Award](#)
  - [3.0 What Works for Others](#)
  - [4.3 Website Policies](#)
- [Auxiliary Internet Resources System \(AIRS\) Website](#)
- [DSO-CS AIRS Site Notification Form](#)
- [AUX-04: "C" school, Electronic Presentation & Web Based Technologies](#)
- [Auxiliary National Website](#)
- [Chief DIRAUX Website](#)

**Duties:** Your duties and responsibilities, consistent with the provisions of the Auxiliary Manual, are as follows:

- a. Exercise staff responsibility and supervision over electronic communication services for the Flotilla. Keep the Flotilla informed of all developments in these areas.
- b. Unless otherwise directed, create and maintain a Flotilla Website that is in full compliance with Auxiliary Web policies.
- c. Maintain personal email and Internet access. Be registered in the national email directory and keep your registration information up-to-date.
- d. Foster interest in electronic communication among the members. Encourage and facilitate the use of electronic communication throughout the Flotilla.
- e. Facilitate the information relay process between those members who have email and World Wide Web access capabilities and those members who do not yet have such access to electronic media.

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## Section 4. Communications Services Resources

- f. Coordinate and cooperate with the Flotilla Staff Officer (FSO) for Publications (PB) and Public Affairs (PA) to ensure that both electronic and printed media are used to their fullest extent in providing information to the membership and to the boating public.
- g. Serve as Flotilla Web Watcher. Monitor all Auxiliary email Nets and the Auxiliary national Website (CGAUXWEB) for important information. Ensure that such information reaches the appropriate elected and staff officers and the general membership in a timely fashion.
- h. Regularly monitor your local district, division and flotilla Websites for official information posted for members by elected or staff officers.
- i. Regularly attend flotilla meetings and report on official information obtained from the Web to members who do not have access to electronic media.
- j. Maintain close liaison with the Division Communications Services Officer (SO-CS) and provide a monthly activity report to the SO-CS.
- k. Maintain such records as may be required to effectively discharge your responsibilities.
- l. Immediate supervisory responsibility for your office is vested in the Vice Flotilla Commander (VFC). Cooperate with the VFC in every way to ensure that the flotilla members are kept up-to-date on information available from electronic media.
- m. Upon expiration of your term of office, or when so directed by the Flotilla Commander (FC), transfer all property and records of the office as well as the Flotilla Website to your successor.

### 4.6 Auxiliary Internet Resources Site

The "Auxiliary Internet Resources Site" or AIRS program was established to provide the necessary resources for the Auxiliary National Website and so local Auxiliary units can post their own Web pages. This section provides detailed information for units that want to utilize this service as well as information about those sections of the Auxiliary National Website that provide resources for CS Officers and other Auxiliarists that are the responsibility of the National IT Department.

#### 4.6.1 AIRS Site Establishment

##### 4.6.1.1 Site Requirements

An Auxiliary unit that would like to post a webpage must have these three important elements in place before requesting an AIRS site:

1. The most important element for a successful Website is an experienced Webmaster. This person should have some internet experience, an understanding of how to create a Website. In addition, a unit's Webmaster should be very familiar with the operation and procedures of the sponsoring unit. This is as important as the technical experience, since a site's Webmaster must evaluate all materials before posting.

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2. The proposed site must be approved by the governing board of the sponsoring unit. This approval should be documented and retained in the unit's records. The actual procedure for an initial approval and any subsequent reviews are left to the discretion of the local governing board.
3. Each unit should question whether their site will serve a useful purpose and whether it can continue to do so. If your site doesn't fulfill a specific need, or doesn't have a purpose, which furthers the Auxiliary's mission, don't bother to create one. For example, posting a site that only lists a unit's officers, or announces that the unit is "on-line", really doesn't serve a useful purpose.
4. It is also important to consider the long-range support of your site. Can you continue to post new relevant information on a regular basis? Our sites are open to the public. Sites that are of poor quality, don't contain useful information, or are obsolete, present a bad image of the unit and the Auxiliary.

If you feel that your site can meet these requirements, we encourage you to proceed. If you have any doubts, consider combining your efforts with other units, to produce a multi-unit site.

### 4.6.1.2 To Apply for an AIRS Site

Once an Auxiliary unit has governing board approval to create an AIRS Website, and a Webmaster has been designated, a [DSO-CS AIRS Site Request Form](#) is to be submitted by the unit's District DSO-CS. This application will be processed, and sites will be made available at the discretion of the DVC-IW. Priorities will be based on the unit's level in the Auxiliary structure.

### 4.6.1.3 Services Included in AIRS Site

Each AIRS site will be set up for FTP and MS FrontPage (FP) 2003 Website maintenance. Access control will be enabled, and each site will be assigned a unique username and password. All FP page formatting, forms, and mail server extensions will be available. *Note: Though FrontPage 2003 is no longer support by Microsoft, the national web server will maintain FrontPage extensions which support the file transfer features of Microsoft's Expression Web.*

With the addition of both a "National Web Server" and a "Local Unit Server," server speed was increased and space allocated to units was increased. Districts will be allocated maximum of 25MBs, Divisions will be allocated 20MB and 15MB for flotillas. Sites composed of several units will be limited to the sum of space allocated to each unit. Any unit having special needs should contact the DVC-IW for additional storage resources.

**Please note that site backup services are not provided for unit sites. Each unit Webmaster should maintain a current local backup copy of their site.**

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### 4.6.1.4 AIRS Site URLs

The DVC-IW will assign all AIRS site names, or URLs. These will be based on the Auxiliary official numeric designation of the sponsoring unit, appended to the Auxiliary National Website designation. This system will provide a uniform standard for the naming of all Auxiliary AIRS sites, and should make the location of a particular unit site much easier.

Examples:

- District Sites: 130 is <http://a130.uscgaux.info/>
- Division Sites: 13005 is <http://a13005.uscgaux.info/>
- Flotilla Sites: 1300509 is <http://a1300509.uscgaux.info/>

### 4.6.2 National CS Resources

This section provides details about resources available on the Auxiliary National Website. These services are the responsibility of the National IT Department and CS officers at all levels should be aware of their capabilities.

#### 4.6.2.1 Flotilla Finder

The [Flotilla Finder](#) is an important Auxiliary resource. It allows people to either use a map to access the list of Website links or enter a ZIP code and retrieve identifying information about the Auxiliary flotillas closest to them, including flotilla numbers and names. Where those flotillas have a local Website, a link is provided so non-members can visit the Website and learn more about the local unit. For flotillas without a Website, an email address is provided: "bcps\_recruiting@yahoo.com" which connects to a special tracking system.

The method for determining the "nearest" flotilla(s) uses a commercial zip code locator (the same one many National companies use for their store locations), but it has no way of knowing if there is a river or a mountain between points! Also, postal zones are seldom nice, neat, square boxes, so there is really no easy solution. This is especially true when you consider that we cover flotillas from Guam to the Virgin Islands and Key West to Alaska.

Processing requests for changes to your district's listings in the Flotilla Finder is easy if you follow a few simple steps:

1. ALL requests for change will be processed by your DSO-CS (or in some districts and ADSO-CS designated by the DSO-CS). Requests must come directly from the DSO-CS to be accepted and processed by National. Any inquiries about your listings or requests for changes will be processed by your DSO-CS.
2. Depending on the nature of the requested change, your DSO-CS may need additional specific flotilla information, which must be complete to process the request. Please

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assist them by accurately providing this information when asked. One question includes the zip code where your unit meets (this may be different from your unit mailing address). This is a new and careful systematic process designed to help reduce errors.

3. For units that have a flotilla Website (or those that choose to have their division Website represent their flotilla online) the Website address will be shown on the Flotilla Finder. For flotillas which do not have a Website, an email address: "bcps\_recruiting@yahoo.com" will be used which routes incoming inquiries to a sophisticated tracking system, staffed by the National Personnel Services Department. This system insures that every inquiry is answered and tracked to resolution.

Please have patience for processing new requests for any changes to the Flotilla Finder. Remember everyone is a volunteer just like yourself doing the very best they can. Working together with your fellow CS and PS officers, we can get the job done.

This in no way changes any of the process for getting a new flotilla (or division) Website approved as an official Auxiliary site. You still need to carefully follow the Website approval procedure, which requires submitting all new Websites to your DSO-CS who will then forward the request on to National. Only after approval of the new Website by National is complete, can a new Website be used in the Flotilla Finder listing. See [Section 2.5](#) for site approval requirements.

### 4.6.2.2 The Auxiliary Electronic Directory (e Directory)

The Auxiliary Electronic Directory, ([eDirectory](#)) which replaced the email Directory, is a secure database of information about Auxiliary members' qualifications and email addresses. The data within eDirectory comes from the AUXDATA system, and is only updated by making changes in the AUXDATA system.

To access this database, users must have a valid current email address in the AUXDATA system and log in with your AUXDATA employee ID and zip code.

You can change your email address, and other personal information in AUXDATA, by completing form [ANSC 7028](#) (Change of Member Information) and providing it to your IS Officer. FSO-CS Officers should check the directory to be sure that the email addresses of members is valid.

### 4.6.2.3 Forms Library

The electronic [forms library](#) provides a comprehensive collection of high quality Auxiliary forms in electronic format. It has been created from the original graphics files that were used to create the forms.

A number of Auxiliary forms are now available in formats that permit electronic submission of the data via email to a designated recipient. Members are encouraged to work with these

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forms and send feedback to the Division Chief, Forms Development and Control. As forms mature they are moved to the [National Forms](#) Webpage.

As with all electronic submissions of data, check first with your intended recipient to ensure that he or she is willing to accept information in electronic form as opposed to a signed, printed document. Every effort should be made to encourage the use of electronic forms. See the National Forms Test Site for [email forms](#) and for further information about the Forms Library

Other useful items that can be found on this website include:

- Miscellaneous documents (a number of useful approved documents and files)
- Forms News (information about changes that have been made)
- Frequently Asked Questions relating to electronic forms
- eSignature. Questions provide answers to basic information on eSigning forms
- National Staff Forms and Security Program Forms are also available here

All of this material is available from links on the [Forms Library page](#).

### 4.6.2.4 Help Wanted Ads

The National "[Help Wanted](#)" ads are available through the member menus. These are requests for help for which a national response is welcomed, so for the most part they will be from national departments and Coast Guard headquarters, though occasionally a district-level ad might be posted.

### 4.6.2.5 Authorized USCG Auxiliary Websites

Auxiliary Unit Websites that have been designated as "[Authorized Auxiliary Websites](#)" are listed on the AIRS site with Unit number, Website URL and Approval Date. These sites may identify themselves as Coast Guard Auxiliary Websites and display the Auxiliary Logo. Unit Sites that are not included on this listing should contact their local DSO-CS officer.

### 4.6.2.6 C-School Portal and AUX-04 & AUX-10 Student Support Sites

The Information Technology Department manages the C-School Portal and both the AUX-04 and AUX-10 C-School Student Support Sites. Site URLs are:

C-School Portal: <http://cschool.auxservices.org/>

AUX-04 Student Support Site: <http://aux04.auxservices.org/>

AUX-10 Student Support Site: <http://aux10.auxservices.org/>

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**Section 4. Communications Services Resources****4.7 Internet User Guides****4.7.1 The Internet****4.7.1.1 The Internet is...**

The Internet is a worldwide network of computers that share information. The main purpose is communication and information access. The Internet also serves to transmit personal communications in the form of email, host Chat Groups, access data banks, complete and submit forms on-line, and offer utility and purpose.

**4.7.1.2 Internet connectivity**

It all starts with the individual computer that is connected by telephone lines, microwave, fiber-optic cable, hard wire, satellite, or TV cable to a local area network or LAN, which are connected to larger WANs (Wide area networks). The WANs are inter-connected into an international network of hundreds of thousands of servers known as the World Wide Web. Access to information is now readily available worldwide.

So how are different computers able to communicate with one another? To enable the transmission of information, protocols were created. Software could now be written using these protocols to establish a commonality of language encryption, transmission, and inter-medial translation. Any computer could now communicate with any other computer through a router system between two networks that employs the same protocol. The Internet can reach almost any place in the world. What brings all of this information together to make it useful and readily available? The World Wide Web, by hyper-linking, enables the computer user to access a myriad of multimedia elements with ease and facility, because almost any element of a plain text document can be hyper-linked to another document or to other media presentations.

**4.7.1.3 Internet hypertext**

To understand the World Wide Web, you must have knowledge of "hypertext" documents that contain "hyperlinks" to other documents. In a hypertext document, words are displayed as underlined, bracketed, or hot-spotted areas that differentiate them from the rest of the document. The different text (hypertext) is hyper-linked (by a Universal Resource Locator, or URL address) to another document page containing further amplification of information. Using hypertext amplifying information may define, categorize, or offer a differing view of any item in the document.

**4.7.1.4 IP address**

Every computer connected to the Internet has a unique IP address. When you sign up for service with an ISP (Internet Service Provider) you are assigned a four set number Internet

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address. This address is analogous to your postal street address. Just as the post office has rules that define how you receive mail, so does the Internet. These rules are called Protocols. Internet Protocol recognizes your unique address and makes sure routers properly deliver your data to the correct addressee. Your Internet address is broken down into four sets of numbers, the beginning numbers direct the router to the network you are part of and the last numbers indicate which computer should receive the data. For example, the IP address of the District Seven Website (cgaux7.org) is 298.68.196.67.

### 4.7.1.5 Domain Name Service (DNS)

Most people find it difficult to remember long strings of numbers; people prefer names. Therefore the Domain Name Service (DNS), a system of converting number strings into recognizable and recallable names, came into being. Each DNS level is separated by a period (.) or dot. Therefore, "cgaux7.org" would be broken down into "cgaux7", (USCG Auxiliary District Seven Net), (.) dot org ("org" defining the group as a not-for-profit organization). The DNS Server maintains an on-line data bank of each group's Domain name. Remember that a Domain Name is just a "nickname." The IP address is the true address.

### 4.7.2 Use of Auxiliary Email Nets

#### *U.S. Coast Guard Auxiliary National Policy*

The following 1998 memorandum from the National Commodore provides four basic rules for email use.

21 April 1998  
FROM: NATIONAL COMMODORE  
TO: ALL MEMBERS  
SUBJECT: USE OF AUXILIARY EMAIL NETS

Since their inception more than a year ago, the Auxiliary email Nets have grown in size. These electronic networks provide a proven valuable supplementary avenue of communication among members and between members and knowledgeable national staff in our key programs.

But the success of the nets, in fact their continued existence, depends on members observing the four basic ground rules that Jeff Mahl (DVC-IE) periodically posts on the NETs:

1. Keep your message short, simple, to the point, and of general interest directly related to each NET. If not of general interest, a message should be directed to a specific individual via personal email. It goes without saying that all messages must be courteous and constructive in nature.

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2. You must identify yourself. FIRST and LAST name, DISTRICT & DIVISION #, and your Email address. Your District and Division help relate the question to your area of operations. Your email address allows a reply directly to you rather than the entire group, if appropriate.
3. Before you transmit a reply consider whether the reply should be to all NET members or to only the person who sent the initial message. Look at the "TO" box before you click on "SEND". Normally responses should be made to the individual sender rather than broadcasting the reply to all NET users.
4. The NETs are NOT for administrative items like address changes or for idle chatter. They are certainly not for meaningless chatter concerning the merits of sail over power, rangers vs. marines, jokes, or other inappropriate matters.

My THANKS for your continued support of this valuable communications medium.  
Everette L. Tucker, Jr., NACO

### 4.7.3 Internet Viruses, Alerts, Hoaxes, Chain Letters

A number of viruses and hoaxes have circulated through the Auxiliary. Please check the following links for more information before forwarding messages about viruses to lists of other people.

Also, some of the viruses have the ability to fabricate "From" fields based on email addresses picked up on the Internet; this is called "spoofing." The result is that the message does not in fact come from the email address that is indicated. Often, just below the "Subject" line you'll find a line that starts "X-Apparently From" and that may contain the REAL source of the message.

To test the online safety and security of your computer Norton provides a FREE service at <http://www.symantec.com/securitycheck> that will scan your system, test your firewall and antivirus protection. It gives you a report of how good your protection is and what you should consider to improve your system's security.

You'll find more information about current viruses at the following sites. When on line click on the following links:

One of the smartest things you can do is to have an anti-virus program and keep it up to date. Click here for [additional information on anti-virus software](#).

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### 4.8 Website Development Tools & Techniques

#### 4.8.1 Website Design

##### 4.8.1.1 Planning your site

The first step in developing an effective Website is planning the site. This is done by answering the following four questions: Who? Why? What? and Where? In addressing these questions consider the following key issues:

- "Who?" decide upon your target audience.
- "Why?" define the purpose of your Website. Answer the question why is your Website needed?
- "What?" define what you will be placing on your Website by preparing a list of the specific information to be made available to site visitors.

"Where?" define the structure of your Website, how will the information you include be arranged?

##### 4.8.1.2 Setting Goals

When you start thinking about a Website to represent your group, there are certain considerations to make about the type of presentation you are contemplating. In the design process, insure that it satisfies the goals you set when you formulated your group's specific statement of Web objectives and that it parallels the interests of the audience you intend to reach.

##### 4.8.1.3 Know your audience

Websites are categorized by purpose and audience. Will the viewers of your site be other Auxiliarists or the general public? This decision will be expressed in your statement of purpose and direct the course of editorial presentation and allocation of resources.

##### 4.8.1.4 What Auxiliarists need for a Website

If the viewers of your site are Auxiliarists, an informational site can be created that provides specific instructions, deals with unit business, focuses on fellowship explains current trends, and in general keeps the membership up to date. Think about the useful things you wish you had known when you first joined the Auxiliary and with that insight ensure that your Website isn't lacking in content and utility.

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### 4.8.1.5 What the Public needs from your Website

If your site will include the conveying of information to the general public, you will be afforded the opportunity to present your group and the US Coast Guard Auxiliary in a positive image. You will be able to exert a significant level of control in explaining the logic of boating safety, presenting the mission of the Auxiliary, attracting new members and in general projecting a favorable impression of Team Coast Guard. Identify the particular image you are trying to project, construct a site that mirrors those goals, monitor input and you will be able to favorably mold public perception.

### 4.8.1.6 Executing your Design

Having defined the contents of the Website that will represent your group, it is time to proceed to the outline. If anyone has produced a newsletter for his or her group, Website planning is very similar since your Website can be considered a newsletter employing another media for presentation. As in a newsletter your Web page becomes an efficient and interesting use of space. By planning and executing a well-designed layout it will be easy to tell your story and enable viewers to easily find information about your group. If you have defined your audience and you have decided on content, now is the time to layout (storyboard) your material in outline.

## 4.8.2 Website Development

### 4.8.2.1 Programs to help Web Authoring

Probably the easiest method is to use a Web-authoring program with WYSIWYG [What You See Is What You Get] capability, since this type of Web development tool allows the designer to create professional looking pages without having to insert the complex code tags of html. The use of the programs' wizards and associated templates to create your site. (Click here for guides on the selection of Web page authoring software.) Most current Web-authoring programs provide Website templates that are grouped in a preprogrammed manner and it is very easy to navigate through them and incorporate your outline onto their existing format. Things such as different backgrounds, buttons, sidebars, masthead space, frames, animation, borders, and almost everything necessary to create a fine site is included.

A few [Website templates](#) have been made for AUX-04 students. These templates can be used by any Auxiliary webmaster.

### 4.8.2.2 Other programs can be used

If you have experience in newsletter layout and paste-up you can use any of the many html source adjunct programs that are available to author computer generated newsletters such as "Microsoft Word" and Adobe's "PageMaker." These programs allow you to author your entire

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executed outline in their program and save in the html format. Then either transfer the saved files into FrontPage or use the FTP protocol to publish the html files to the Internet.

### 4.8.2.3 Read the Directions

You may also wish to use your Web-authoring program to directly place the ideas in your outline directly on a Web page. WYSIWYG Web page authoring programs allow you to create Websites with no knowledge of the underlying technical detail of programming language. By becoming familiar with the many innovations in your WYSIWYG program, employing them in your presentations and persistently exercising your artistic talents, you can create an excellent site. The best ways of understanding your Web page authoring program is to purchase and read a book about it. The acronym "IAEFRTD" (If all else fails read the directions) applies to most software.

### 4.8.2.4 Limitations in your design

The Auxiliary gives you, Web developer, ample design license to build a truly unique site but with some limitations. These limitations are stated on the national Website at [http://nws.cgaux.org/statements/site\\_design.HTML](http://nws.cgaux.org/statements/site_design.HTML). This policy has been adopted to assure that unit sites are not confused with the national Website. If you have any questions about this limitation, please contact your DSO-CS.

The following is the policy statement found on the national Website. . .

#### ***SITE DESIGN STATEMENT***

*This website's design, text, graphics and all other content and the selection and arrangement thereof are the creation, and copyright of United States Coast Guard Auxiliary (hereinafter referred to as the "Auxiliary").*

*You may not adapt, alter or create a derivative work from any of the specific graphics, headers, color combinations and/or page layouts contained in this site, which could cause confusion, by creating visual similarities between a local site and this website (nws.cgaux.org). You may not "reverse engineer" any pages of this site in order to create a local Auxiliary site. Webmasters should contact their DSO-CS (District Staff Officer - Communications Services) for additional guidance regarding the use of similar design elements.*

*Textual material may be copied, reproduced, republished, downloaded, posted, broadcast or transmitted only for official Auxiliary use. Any use other than Auxiliary use requires the prior written permission of the Auxiliary. In case permission is granted, the source of the information used should always be mentioned.*

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*For the avoidance of doubt, any other use of any of the materials on this website including reproduction (for any purposes other than those authorized herein), modification, distribution or re-publication without the prior written permission of the Auxiliary Department Chief of Information Technology (DC-I) is strictly prohibited.*

### 4.8.2.5 Building the Website

#### 4.8.2.2.1 Your Homepage

Your Home page (opening page of your site or index page - the one the public sees first) should be planned to be visibly attractive, uncluttered, and easy to navigate. There is a saying that you judge a ship and its crew "from the first step on the gangway." Since your Home page is that first step on the gangway to your site it must be pleasing to the eye, interesting, accurate, timely, and flow seamlessly from topic to topic.

#### 4.8.2.2.2 Areas to address in your Website

Start by including the required U.S. Coast Guard Identification. You might introduce your unit to your viewers by presenting what the Auxiliary means and stands for and what distinguishes you unit from other Auxiliary groups. Some of the things that you may wish to include are your four basic programs of Auxiliary Participation (VSC, PE, Operations, and Fellowship), schedules of unit events, bulletin board items, and links to other Auxiliary activities and units. Remember that information you present must pertain only to your level of Auxiliary involvement (District, Division, or Flotilla).

#### 4.8.2.2.3 Links

Link to the originating source rather than reprinting the author's material on your site. The original source is legally responsible for authenticity and accuracy, so to avoid any vicarious liability for your unit, link to the authority promulgating the information such as The Commandant, DIRAUX, National and District Letters of Instruction and Information, PE class schedules, weather, other boating safety organizations, etc. Also, if you are copying any information from another source, avoid copyright infringement and subsequent litigation.

#### 4.8.2.2.4 Looking at your site using various browsers

When you believe that your unit's Website is ready to be published to the Internet, it's time to see how your site appears on different browsers. Although different Web servers, through connection to website specific URLs, are able to define the structure of a document through HTML tags, not all client browser receptors display similar HTML formatted material in exactly

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the same manner. The result will sometimes be dramatically different from one Web browser to another.

Start by seeing how each page appears in other browsers. Most current Web authoring programs allow you to preview your page in different browsers that you have installed on your computer, e.g. Internet Explorer, Firefox, Opera, etc. Select each one and see how your Webpage appears in these different platforms. In particular, check load time, appearance at various screen sizes and color gradations, and how each browser displays different page elements and program extensions.

### 4.8.2.3 Site Appearance

1. The Website opening page should be designed to catch the interest of the viewer.
2. Web page layout should provide a visually appealing framework to display the materials being presented. Effective use of graphics, images, backgrounds, frames, and borders can enhance the effectiveness of the site.
3. The overall appearance of a Website should present a consistent look and feel. It is important to maintain this uniformity through:
  - a. Visual continuity throughout all site pages.
  - b. Consistent page format, color schemes, and identification headers.
  - c. Consistent applications of text size and style.
  - d. Standardized navigation procedures between site pages.

### 4.8.3 Website Graphics

#### 4.8.3.1 Working with Web Graphics

Websites look better when they have the proper graphics and images showing what we do and how we do it. Doing graphics and images to enhance a Website isn't really difficult. There are a few tricks that make it easier and better.

Graphics and photos can enhance almost any Website if used properly. The overuse of graphics slows the site's load time and can cause a visitor to leave before a page is fully loaded. Choose your graphics to help you tell your story or get your unit's message across to the visitor. It's easy to get carried away with graphics and remembering that every visitor must load all of your graphics into their computer to get your message should affect your thinking on how much or how little to add to a site graphically.

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What image formats work best? It depends on the type of image.

Format	Type of image
JPEG (.jpg)	Photographs
Gif (.gif)	Logos, line art or icons. Used in situation where a transparent background is needed.
PNG (.png)	Logos, line art or icons
BMP (.bmp)	Bit map images are NOT read by browsers.

Images are saved in many extensions or file types. The most common are [jpg](#), [bmp](#), [gif](#), and [png](#). For Website application the best extensions to use are *jpg*, *png*, and *gif*. *Jpeg* or *jpg* will usually be the smallest file size for the image shown. File size, as referred to here, is important as the size of files applies to the space used in construction of the Website and more importantly it affects how long a page will take to load.

*JPG* extension on an image of 600 x 450 pixels will be 50% smaller than the same image in gif format. A bmp file of the same image is over 9 times larger than a jpg. So, jpg is the format for all applications where it can be used.

For additional information on graphic file formats go to Section 5, Glossary of Terms, look under the heading "[Graphic File Formats](#)."

### 4.8.3.2 Color Level

Reducing color levels for images shown on your Website will also save space and enhance load time. The image referenced in the preceding paragraph with its color level reduced to 256 colors will be about 20% smaller than a "standard" photo (a standard photo being one that is straight from a digital camera). If your site is one that uses lots of graphics the savings can be substantial. Even the "Auxiliary blue bar" can have its colors reduced. With something that effectively displays only one or two colors; the level can be reduced to 16 colors without changing the appearance of the graphic.

### 4.8.3.3 Digital Pictures

The newer "mega pixel" cameras take wonderful pictures with great clarity and will print a photo quality image with ease. They also create an image that needs to be altered or adjusted before loading it on your Website. Most mega pixel cameras create an image that is 900 x 1200 pixels or larger. Many computers are set to a resolution of 800 x 600 pixels and that image would more than fill the screen. Loading a picture of your favorite facility in action at 1200 pixels wide and displaying it at 200 pixels wide does absolutely nothing but eat up time. The image will take longer to load than a properly sized image and the viewing will not be any better than an image that was re-sized before loading. Example: A landscape image of 960 x 1280 pixels will have a file size of 584 kb and the image resized to 200 x 266 for a Web page

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presentation will only be 20 kb. It won't take too many of those to use up all of the available space for your site.

### 4.8.3.4 Using the gif file format

The *gif* extension or format should not be used unless you need it. A good use of a *gif* images is a title image. It can look much better in *gif* format with a transparent background for the image. The transparency shows your image and lets the background colors or graphics show through. Animated *gif* images for buttons or bullets and bars, used to separate subjects or draw attention to a line of text, work well. Too much animation diverts the attention rather than drawing the attention you wanted, so choose your animations carefully.

### 4.8.3.5 Titles

Title graphics can simply be a name in fancy script or colored script. Remember the font you use on your Website will not be seen by everyone. The party that views your Website must have the same font you used when you built the page to be able to view what you built. If you have that nifty font that looks like the American flag making letters and want to use it, there are many word processing programs that enhance text into graphics.

For example in Microsoft PowerPoint choose "Word Art" and then build your title text/graphic using your font. Save the results as an image in *jpg* format if background won't matter and *gif* if you wish to have a transparent background. Using a graphics editor crop the excess and convert the background to transparent if using a *gif*. Now, you have a title in your chosen font and everyone will see what you've built. The cropping of the excess around your artwork will drastically reduce the file size on what you create. There is no sense in wasting time and space on a white background.

### 4.8.3.6 Backgrounds

Backgrounds are as varied as the whims of Webmasters. Some are simply colors and easy to create and they take up no room or load time since the file is effectively a zero in size. The use of embossed or watermarked backgrounds adds a nice touch to your site but always consider the readability of your text first. Use care in selecting the graphic you want to use and, if it fits your scheme on your site, use the same graphic on each page. Reusing the background saves file space and load time. Tiled graphics should use the *jpg* format, as it is the smallest file size available. If you wish to use a big watermark background like a chart of your area, be careful that it doesn't get so large it can't load with the rest of the site. If all your text has been read and the background is still loading because it is too large you have lost the effect you wanted to create.

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### 4.8.3.7 Reuse Graphics

Multiple use of images saves time and, of course, space. If you have built that nifty title and want to use it on all pages within your site by all means, do it. It only has to load into the viewer's computer once to be viewed on every page. Using the same graphic over as a button, bullet or bar is "economically" sound because a reuse of a graphic is free in load time and Website space.

### 4.8.3.8 Graphics Programs

Graphics viewers and editors are as varied as the backgrounds. There are more "packages" for graphics than you can count. You can spend a lot of money and have a fine graphics package but if it's difficult to use you won't be happy. There are shareware packages that let you try before you buy and then there are free packages. Different Webmasters "swear by" their favorite graphics package. We all are comfortable with what we know and know how to use.

All of the things mentioned on the changing of graphics in this article have been done with freeware. [Irfanviewer](#) was the freeware used and it's available for a free download on the Web. Use your favorite search engine and look for graphics viewers and graphic editors and you hopefully will find one that does all the things you wish to do.

A viewer or editor should have the capability to change extensions or file types and resize your images with no effort. An image that would be great for your site and only available as a *bmp* can be converted to a *jpg* and resized all in one procedure. The conversion of a *gif* to transparent will only be as important as you want to make it. If you have use for the transparency feature that will enhance you title graphics look for a package that does this function.

### 4.8.3.9 Use of ALT Text

All graphics used in Auxiliary Websites are required to have ALT text. The ALT text will display a bit of information about your graphic as the mouse cursor is placed over the image. The use of ALT can be turned into a great tool for your site graphics. Got a picture of your favorite facility in action? The text doesn't need to be "OPFAC 544 on patrol," it could be "Blue Goose on patrol in Lake Huron on July 4, 2006". Making your ALT into a real tag tells the visitor to your site what the picture really is. An ALT that says, "paul.jpg" tells no story. One that says "Flotilla Commander Paul Smith" does.

### 4.8.3.10 Use of Thumbnail Images

If you have a photo album or page on your site, consider the use of thumbnails to display the photos and then let the visitor chose which one they want to view. A thumbnail is a much smaller image of what you wish to show the visitor. Loading the smaller images takes much

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less load time and tends to hold the visitor until the page is loaded. The visitor can then click on the thumbnail to view the pictures that they wish to see. At this point the use of ALT text really comes into play. The ALT on the thumbnail can say one thing and the ALT for the full sized image can tell a story or provide more information. Many graphics viewers or editors create thumbnails from your original image.

### 4.8.3.11 Web Graphic Sources

The [AUXImage](#) website is the place where Auxiliary Webmasters and members who are creating Websites, PowerPoint presentations, or anyone in need of images can find quality graphics and photos. It is a growing collection of Auxiliary approved Team Coast Guard graphics, clipart and photos that are available to be downloaded.

### 4.8.4 Auxiliary Site Requirements

Site requirements for Auxiliary Websites are spelled out in several places in this guide and the following links will let you access this information. Websites need to adhere to the parameters proscribed in the following publications:

- Auxiliary Manual, COMDTINST M16790.1 series
- Auxiliary Publications Guide, COMDTINST P5600.7 series
- Auxiliary Operations Policy Manual, COMDTINST M16798.3 series
- Auxiliary Internet Website Policy Letter (NACO Policy LTR 1-97)
- Auxiliary Site Requirements

### 4.8.5 Technical Site Development Considerations

The Web is a user controlled medium, in that choice and selectivity of method of access is in the control of the individual who is surfing the Internet. It is almost impossible to create a Web page that is compatible with all Web browsers. You can however, create a site to certain base line standards that will allow your Website to be satisfactorily viewed by the majority of Auxiliarists. Some of the related considerations are listed here.

1. Websites should be written in a manner that provides access to viewers using all currently distributed browsers without requiring proprietary software or specialized browser "plug-ins".
2. Web pages should be easily viewable on all [screen resolutions](#).
3. The use of new technologies and innovative features is highly encouraged. Such features should be used to enhance site operation, and not as a substitute for the basic elements of a site.
4. A means to easily navigate the Website should be provided. Generally stated, the viewer should be able to easily navigate throughout the site, and return to the entry

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point, without becoming lost. The use of navigation buttons, [frames](#), or [shared borders](#) can provide the necessary tools.

5. Webmasters are encouraged to adopt the W3C standards for Website authoring standards. Additional information may be found at the W3C site.

### 4.8.5.1 Screen Resolution

A standard Internet Resolution of 800 by 600 pixels and 256 colors is recommended. Auxiliary policy does not specify what resolution should be used on a unit's Website. That is totally up to the Webmaster. From a practical point of view, it is suggested that any Auxiliary site be designed for resolutions down to 640x480 and if page elements do not fit on a 680x480 format, unseen elements should be made accessible through the use of scroll bars. Pages don't need to be limited to 640 horizontal pixels if good design technique is used, almost any page can be easily read by formatted it for multiple screen resolutions.

This can be accomplished by designing pages with:

1. Frames that provide a low resolution, using the option to open any frame as a full screen image.
2. Low complexity that are easily read using horizontal and vertical scrolling.
3. Graphic identification images that are less than 640 pixels, or called out in percentage of screen size, and contain a centering attribute.

Text is called out so that it auto formats to the screen width being used to view the page.

### 4.8.5.2 Load Time

Ideally every Internet page should load within at least 10 seconds otherwise the casual visitor to your site will surf off to another URL on the Internet superhighway and become a lost opportunity. The Website developer can use several means to assure a reasonable interval of load. Techniques include:

1. The simplest method is to use only text files, which are technically uncomplicated and load quickly if not too lengthy. As you create the more excitingly complex add-ons that put zip and pizzazz into your presentation, time to load can increase dramatically.
2. The things to remember when adding kilobit intensive files are:
  - a. Does it serve to enhance and have relevance to your web page content?
  - b. Does it tastefully represent your organization?
3. Audio files (.wav) tend to be very sizable and can add a great deal of page loading time. If you are using a sound file, make it brief and relevant.
4. Movie files (.avi) are also quite kilobit intensive and thus require a lot of time to load. Again, keep it short and ensure that the addition of these enhancements is necessary to the material being presented.

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5. Graphics or Web images used in FrontPage are almost always in the GIF or JPEG format, as they can be manipulated in the "Tools" of FrontPage Editor. This allows one to regulate image quality, controlling DPI (Dots per Inch) to minimize size in KB and reduce loading time. The GIF format is normally used in linear images with less than 256 colors and the JPEG format with photographic images with more than 256 colors. As you reduce the number of colors in an image, you reduce the file size and thus the time to load. Be very careful in using Image Control programs to manipulate quality as they can seriously degrade the appearance of a photograph or a graphic if not carefully utilized. It is always safe to make a backup file of any graphic before experimenting with image optimization and control.
6. To reduce file size and load time, Web images should be limited in resolution to the smallest size that is pleasingly identifiable and still expresses the intended purpose. You might even consider "thumbnails," if applicable, as these small representations of a larger linked image do not take as much time to load as the full size image file. If you want to see the full image it can be accessed by link from the thumbnail.
7. Background images should be as small as possible to effect a short load time of the original image.
8. As additional experience is gained and progress is made in presenting our visitors a visual design experience, consideration might be given to using JAVA and other multimedia tools that enhance our presentation and limit load time.

### 4.8.5.3 Background Music

You should be aware that background music that automatically starts playing when a Web page is loaded may not be appreciated by a large number of your visitors. Some, when greeted with the sudden blare of music from their speakers, may immediately hit the BACK button. Loading a music file will also slow down page loading, which might also cause your visitors to back out of your site. Be aware that there are people who surf the Internet in public libraries, at work, or in the dead of the night when others are asleep. If you must have music, say the Coast Guard's *Semper Paratus*, make it a linkable option. Those that want to hear the music will click the music link; those that want silence can browse in solitude.

### 4.8.5.4 Frames

Frame formatting is a method of dividing a Web browser's window into separate regions, each of which can display a separate, scrollable page that contains separate html documents. Frames was a technique widely used in the 1990s, but has become passé, and for many Web surfers, obnoxious. It is highly recommended that you DO NOT use frames when developing your Web site.

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### 4.8.5.5 Shared Borders

The Shared Borders format allows the Webmaster to create a page in which all parts of the page (header, footer, top, and bottom) can be automatically duplicated throughout the whole site. Any change to any subsection of shared borders will be consistently replicated and applied to all shared borders pages of your site. This format can be thought of as user-friendly and is supported in every tables-capable Web browser.

### 4.8.6 Hosting the Web page

In selecting a server to host your Web page make sure that the server supports features used by your Web page software. The national web servers (AIRS) support both FTP and FrontPage/Expression Web with its extensions that are needed to fully utilize its features. Check [Section 4.8.8](#) for details about posting Web pages to a server.

### 4.8.7 Site Development Tools

Use of a Web-authoring program with WYSIWYG (What You See Is What You Get) capability is recommended since this type of Web development tool allows the designer to create professional looking pages without having to insert the complex code tags of html. Microsoft FrontPage is the Web-authoring program used by many Auxiliary Website developers. However, a growing number of Auxiliary Website developers use other Web-authoring programs and rely on the FTP protocol to upload their site. Keep in mind that FrontPage and FTP are the only methods accepted by National for publishing (uploading) to the national site. As a consequence, if you use Web page authoring software other than FrontPage it must permit your pages to be published to the server using the FTP protocol. For additional details on these tools you can click on the following links:

#### 4.8.7.1 Front Page moving to Expression Web

FrontPage was a good Web-authoring program and is still used by many CS officers. Microsoft's Expression Web advances the "easy to use" features of FrontPage and move strongly towards today's Internet standards including XHTML, CSS, and PHP. With little experience, newly appointed Website developers can create a professional looking Website for their unit. Since the beginning of Internet Web presence, developers have attempted to simplify the involved task of mastering the complex HTML language codes. With Expression Web and other Web-authoring programs now available, HTML tags are automatically inserted in the proper place in the document, formatting is easily accomplished, and the need for additional outside software is minimized or eliminated. However, when using FrontPage or Expression Web, be sure that the server supports FrontPage extensions.

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FrontPage Server extensions, which are installed on the Auxiliary national web server, are a set of programs that sit on the Web server and extend FrontPage/Expression Web's functionality. These extensions support:

- Website management and authoring. When you are looking to update or modify the contents of your Website, the extensions manage the server-side tasks for you.
- Website administration. Using the server extensions, you can control who can modify the contents of your Website, who can browse it and who can administer. You can also create new Websites and delete existing ones (based on permission).

The FrontPage server extensions not only assist in the creation and management of your Website, they also enhance your Website with new features.

### 4.8.7.2 Other Web-Authoring Programs

Dreamweaver is a system used by many professional Website developers that allows you to build Websites the way you would develop paper documents with Microsoft Word, or Corel WordPerfect. You can author your Website contents right on the Dreamweaver screen and Dreamweaver writes the HTML code for you.

Dreamweaver has a split screen capability that allows you to see the code being written in the lower part of the screen while you're drafting your Webpage in the upper section of the screen. It also makes it easy to add powerful features to your Website using JavaScript by selecting actions from menus and Dreamweaver does the rest. Dreamweaver supports Cascading Style Sheets (CSS) and includes a variety of code validators.

Included in Dreamweaver is a FTP agent (program) that handles your site uploads and maintenance. Another feature is that Dreamweaver, unlike FrontPage doesn't use server extensions. Since we are discussing server extensions, you should know that Expression Web does use FrontPage server extensions, but because it creates excellent XHTML, CSS and PHP pages, it works fine on servers that don't. Because of the extensive features of Dreamweaver it does have a hefty initial price. If you plan to expand your Website development capabilities beyond making simple pages, Dreamweaver is a good choice. While we're talking about building professional Website, you may want to consider purchasing one of the current Adobe Web-development Suites. Though very expensive, these include a variety of developmental tools, such as Photoshop, Illustrator, InDesign, GoLive, Acrobat Professional, Cue, Dreamweaver and others. This information is found at <http://www.adobe.com/creativesuite/>.

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### 4.8.7.3 KompoZer

[KompoZer](#) is designed to be easy to use, making it ideal for non-technical computer users who want to create an attractive, professional-looking web site without needing to know HTML or web coding. NVu (pronounced “new view”) version 1.0, released in June 2005, and was the last official release. KompoZer is the unofficial update of NVu. Go to <http://www.nvu.com> to read about this transition from NVu to KompoZer.

### 4.8.8 Posting Web pages

On the AIRS Site, units are assigned a specific site URL, user name, and access code when their sites are created. Your unit will also receive a designated Web server URL address and its private storage space where your page files are stored. Posting to your site is accomplished by:

#### 4.8.8.1 Using FrontPage (FP) or Expression Web (EW)

1. Open the local copy of your Website from within the FP or EW environment.
2. After your site is displayed, go to the tool bar and select FILE, and then PUBLISH WEB.
3. A prompt box will be displayed, and it will ask you to specify where you want to publish your local Web copy. Enter "http://axxxxxx.uscgaux.info". For example, if your official unit number is 1300509, you would have been assigned that same number for your site's URL suffix. You would need to enter the URL of "http://a1300509.uscgaux.info".
4. Click on PUBLISH, located at the bottom of the prompt box.
5. After a brief delay, you will be prompted to enter your access codes. These must be entered exactly as provided.
6. An activity prompt box will display the posting progress, and inform you when the process is complete.
7. Verify the posting by viewing your site using a browser. The Website address is "http://a1300509.uscgaux.info".

#### 4.8.8.2 Using FTP (File Transfer Protocol) Program

1. Run your FTP program. Most website development software packages include some version of an FTP agent, and numerous freeware or shareware programs are available on the internet.
2. **Set the Host Name: to "www.uscgaux.info"**
3. Set the User ID: and Password: to the access codes assigned to your site.
4. All file transfers should be set to ASCII mode, and the host mode should be set to automatic. Check your default settings, and modify as necessary.
5. Establish a connection using the procedure described in your program instruction manual. After communications are established, you will be connected to your root

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directory. No files should be saved in this directory, since they will not be accessible from the Web.

6. Make the WEB directory your current directory. Some FTP agents provide a means to go directly to an Initial Remote Directory. If your FTP agent has this capability, set it to /WEB.
7. Transfer the desired directories and files from your local disk to the remote host /WEB subdirectory. Note that several subdirectories beginning with a "\_" character, will be preloaded into your /WEB subdirectory. These are associated with the ability to post FP Websites. DO NOT delete or use these subdirectories. They are not included in your storage allocation limit.
8. Verify the posting by viewing your site using a browser. The Website address is "http://a + the unit number.uscgau.info".

### 4.9 Reference Links

#### 4.9.1 Accessibility To The Disabled

[CAST Bobby Web Analyzer](#), [Web Accessibility Initiative \(WAI\)](#), and [WebContent Accessibility Guidelines](#)

#### 4.9.2 Computer Virus Information

[CERT/CC Computer Virus Resources](#), [Symantec AntiVirus Research Center](#), and [Computer Virus Myths](#)

#### 4.9.3 HTML Authoring Information

[The HTML Writer's Guild](#), [A Beginner's Guide to HTML Programming](#), [The Top Ten Mistakes in Web Design](#), and [How Not To Write a Web page](#)

#### 4.9.4 Privacy Policy Information

[TRUSTe Resource Materials & Reports](#) and [OECD Privacy Statement Generator](#)

#### 4.9.5 Software Specific Information

##### 4.9.5.1 Browsers

[MS Internet Explorer](#), Mozilla's [FireFox](#), [Opera](#), and [Netscape Navigator](#)

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### 4.9.5.2 HTML Editors and Validators

[Mozilla Internet Suite \(w/Composer\)](#), [Mozilla SeaMonkey Internet Suite \(w/Composer\)](#), [W3C Validator](#), and [Mozilla Validator](#).

### 4.9.5.3 Microsoft FrontPage and Expression Web

[MS FrontPage](#) and [MS Expression Web](#)

### 4.9.5.4 CGI and JAVAScripts

[Matt's Freeware Scripts](#) and [JavaScript Made Easy](#)

### 4.9.6 Free Email Resources

[Free Email Providers Guide](#)

### 4.9.7 Website Development

#### 4.9.7.1 Web Technical Specifications

[The Home Site of the World Wide Web Consortium](#), [Wilbur HTML 3.2 Reference Guide](#), [Wilbur Quick Reference Guide to HTML 3.2 Tags](#), and [The Official W3C HTML 3.2 Standard](#)

#### 4.9.7.2 Website Graphic Sources

[Free Clip Art](#) and [AUXImage](#)

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**Section 5. Glossary of Terms**
**Section 5. Glossary of Terms**

The following are terms used in this guide and on the Internet. This is not an exhaustive list. If you find a term that should be on this list, let your instructor know. Many of these definitions have hyperlinks to additional information about the topic. Just click on the link for additional information. Definitions of other frequently used terms may be found in most computer books.

<b>A</b>	
<b>AIRS</b>	Auxiliary Internet Resources Site. The AIRS program was established to provide basic server resources for local Auxiliary units. Units utilizing this free service will receive a virtual web server residing on an Auxiliary dedicated server, sufficient disk storage space for an average size site, and a unique Internet Web Site address. Request for the AIRS is through each DSO-CS.
<b>Asynchronous</b>	Asynchronous is a method of communication where the two parties involved in the communication are not present in the same space and time. For example, email is a means by which a person can send a note to a recipient without the recipient having to be online. An example of a synchronous mode of communication is the telephone in which in order for the two parties to communicate the recipient of the call must pick up the telephone.

<b>B</b>	
<b>Back &amp; Forward</b>	Buttons in most browsers' Tool Button Bar, upper left. BACK returns you to the document previously viewed. FORWARD goes to the next document, after you go BACK.  If it seems like the BACK button does not work, check if you are in a new browser window; some Web pages are programmed to open a new window when you click on some links. Each window has its own short-term search HISTORY. If this does not work, right click on the BACK button to select the page you want (some Web pages are programmed to disable BACK).
<b>BLOG or Web Log</b>	A blog (short for "web log") is a type of webpage that serves as a publicly accessible personal journal (or log) for an individual. Typically updated daily, Blogs often reflect the personality of the author. Blog software usually has an archive of old blog postings. Many Blogs can be searched for terms in the archive. Blogs have become a vibrant, fast-growing medium for communication in professional, political, news, trendy, and other specialized web communities. Many Blogs provide RSS feeds, to which one can subscribe and receive alerts to new postings in selected Blogs.
<b>Bookmark or Favorites</b>	A way in browsers to store direct links to sites you wish to return to. Netscape, Mozilla, and Firefox use the term Bookmarks. The equivalent in Internet Explorer (IE) is called a "Favorite." To create a bookmark, click on BOOKMARKS

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	<p>or FAVORITES, and then ADD. Or left-click on and drag the little bookmark icon to the place you want a new bookmark filed. To visit a bookmarked site, click on BOOKMARKS and select the site from the list.</p> <p>You can download a bookmark file to diskette and install it on another computer. In most browsers now, you can do this with an Import... and Export... set of commands which can be found under FILE or in the Manage Bookmarks window's FILE.</p>
<b>Boolean Logic</b>	<p>Way to combine terms using "operators" such as "AND," "OR," "AND NOT" and sometimes "NEAR." AND requires all terms appear in a record. OR retrieves records with either term. AND NOT excludes terms. Parentheses may be used to sequence operations and group words. Always enclose terms joined by OR with parentheses.</p>
<b>Browsers</b>	<p>Browsers are software programs which enable you to view WWW documents. They translate HTML-encoded files into the text, images, sounds, and other features you see. Microsoft Internet Explorer (called simply IE), Mozilla, Firefox, Safari, and Opera are examples of "graphical" browsers that enable you to view text and images and many other WWW features.</p>
<b>Byte</b>	<p>Unit of storage. One byte stores just one character of text or one integer.</p>

<b>C</b>	
<b>Cache</b>	<p>In browsers, cache is used to identify a space where Web pages you have visited are stored in your computer. A copy of documents you retrieve is stored in cache. When you use GO, BACK, or any other means to revisit a document, the browser first checks to see if it is in cache and will retrieve it from there because it is much faster than retrieving it from the server.</p>
<b>Cached Link</b>	<p>In search results from Google, Yahoo! Search, Good Search, and some other search engines, there is usually a Cached Link which allows you to view the version of a page that the search engine has stored in its database. The live page on the web might differ from this cached copy, because the cached copy dates from whenever the search engine's spider last visited the page and detected modified content. Use the cached link to see when a page was last crawled and, in Google, where your terms are and why you got a page when all of your search terms are not in it.</p>
<b>Case Sensitive</b>	<p>Capital letters (upper case) retrieve only upper case. Most search tools are not case sensitive or only respond to initial capitals, as in proper names. It is always safe to key all lower case (no capitals), because lower case will always retrieve upper case.</p>
<b>CGI</b>	<p>"Common Gateway Interface," the most common way Web programs interact dynamically with users. Many search boxes and other applications that result in a page with content tailored to the user's search terms rely on CGI to process the data once it's submitted, to pass it to a background program in JAVA,</p>

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	JAVASCRIPT, or another programming language, and then to integrate the response into a display using HTML.
<b>Client</b>	A client is typically another computer connected to the network that makes a request of a server for information. Technically the browsing software is the client and is capable of communicating on the network using the specific protocols that make up the backbone of the network. Often referred to as the client-server relationship, the client is any machine (browsing software) that makes requests of the server for content. The content requested from the server is then sent to the client and the files (*.html, *.gif, *.jpg, etc.) are placed in a temporary folder for the browser to reference for display. Once the files are sent, the server closes the connection to the client and turns its attention to other requests.
<b>Cookie</b>	A message from a web server sent to and stored by your browser on your computer. When your computer consults the originating server computer, the cookie is sent back to the server, allowing it to respond to you according to the cookie's contents. The main use for cookies is to provide customized Web pages according to a profile of your interests. When you log onto a "customize" type of invitation on a Web page and fill in your name and other information, this may result in a cookie on your computer which that Web page will access to appear to "know" you and provide what you want. If you fill out these forms, you may also receive email and other solicitation independent of cookies.
<b>Crawler or WebCrawler</b>	Same as Spider.

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**D**

<b>Domain, Top Level Domain (TLD)</b>	TLD is a hierarchical scheme for indicating logical and sometimes geographical venue of a Web page from the network. In the US, common domains are .edu (education), .gov (government agency), .net (network related), .com (commercial), .org (nonprofit and research organizations). Outside the US, domains indicate country: ca (Canada), uk (United Kingdom), au (Australia), jp (Japan), fr (France), etc. Neither of these lists is exhaustive. See also DNS entry.
<b>Domain Name, Domain Name Server (DNS) entry</b>	<p>Any of these terms refers to the initial part of a URL, down to the first /, where the domain and name of the host or SERVER computer are listed (most often in reversed order, name first, then domain). The domain name gives you who "published" a page, made it public by putting it on the Web.</p> <p>A domain name is translated in huge tables standardized across the Internet into a numeric IP address unique the host computer sought. These tables are maintained on computers called "Domain Name Servers." Whenever you ask the browser to find a URL, the browser must consult the table on the domain</p>

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	<p>name server that particular computer is networked to consult.</p> <p>"Domain Name Server entry" frequently appears a browser error message when you try to enter a URL. If this lookup fails for any reason, the "lacks DNS entry" error occurs. The most common remedy is simply to try the URL again, when the domain name server is less busy, and it will find the entry (the corresponding numeric IP address).</p>
<b>Download</b>	To copy something from a primary source to a more peripheral one, as in saving something found on the Web (currently located on its server) to diskette or to a file on your local hard drive.
<b>DSL</b>	Digital Subscriber Line turns the average telephone line into a high-speed Internet connection. Typically the computer modem limits data speeds over the voice channel of a phone line to 56 kbps. The DSL modem can achieve speeds of 1.5 Mbps or approximately 30 times faster throughput of the data. The phone company servicing your phone line must first install equipment at the local phone bridge that will enable the phone line to carry data and voice on separate frequencies or "channels." Once this is completed, the subscriber uses a modem supplied by the DSL provider to connect to their equipment over the data channel on the phone line. Some DSL system, due to advances in technology, are now achieving speeds faster than 1.5 MB/s.

**E**

<b>Extension or File Extension</b>	In Windows, DOS and some other operating systems, one or several letters at the end of a filename. Filename extensions usually follow a period (dot) and indicate the type of file. For example, <i>this.txt</i> denotes a plain text file, <i>that.htm</i> or <i>that.html</i> denotes an HTML file. Some common image extensions are <i>picture.jpg</i> or <i>picture.jpeg</i> or <i>picture.bmp</i> or <i>picture.gif</i>
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**F**

<b>Favorites</b>	In the Internet Explorer browser, a means to get back to a URL you like, similar to Bookmarks.
<b>Feed Reader</b>	A software package that enables you to easily read the XML code in which a RSS feed is written. Bloglines is currently the most popular feed reader but there are many competitors.
<b>Fiber Optic</b>	Fiber optic cable or wire is a collection of thin strands of glass or optical quality plastic that carry light pulses instead of electrical current as in copper wire. Copper wire examples include cable, telephone, and electrical power lines. Fiber optic lines can transmit mega- and terra-bytes of information per second because light travels at speeds faster than electricity in wire can. Also light can be divided into different frequencies of visible and non-visible light (infrared and ultraviolet) lending to multiplexing. Multiplexing increases the amount of

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	traffic that can be carried over the same single strand of fiber for greater bandwidth. Currently, because the technology continues to evolve to exploit the transmission capability of fiber, the upper limit of bandwidth is not yet known. It is believed that the entire contents of the library of congress might one day be carried over a fiber optic cable in a matter of a few seconds.
<b>Field Searching</b>	Ability to limit a search by requiring word or phrase to appear in a specific field of documents (e.g., title, URL, link).
<b>Find</b>	A tool in most browsers used to search for word(s) keyed in the document. Useful to locate a term in a long document. Can be invoked by the keyboard command, Ctrl+F.
<b>FRESHNESS</b>	How up-to-date a search engine database is, based primarily on how often its spiders recirculate around the Web and update their copies of the Web pages they hold, and discover new ones. Also determined by how quickly they integrate new sites that web authors send to them. Two weeks is about as good as most search engines do, but some update certain selected Websites more frequently, even daily.
<b>Frames</b>	<p>A format for web documents that divides the screen into segments, each with a scroll bar as if it were as "window" within the window. Usually, selecting a category of documents in one frame shows the contents of the category in another frame. To go BACK in a frame, position the cursor in the frame and press the right mouse button, and select "Back in frame" (or Forward).</p> <p>You can adjust frame dimensions by positioning the cursor over the border between frames and dragging the border up/down or right/left holding the mouse button down over the border.</p> <p>The use of Frame has become passé and is not well accepted by most professional web developers.</p>
<b>Freshness</b>	How up-to-date a search engine database is, based primarily on how often its spiders recirculate around the Web and update their copies of the Web pages they hold, and discover new ones. Also determined by how quickly they integrate new sites that web authors send to them. Two weeks is about as good as most search engines do, but some update certain selected web sites more frequently, even daily.
<b>FrontPage</b>	FrontPage is a web-authoring program from Microsoft for the beginning through advanced Web site designers.
<b>FrontPage Extensions</b>	The FrontPage Server extensions are a set of programs that sit on the Web server and extend FrontPage functionality.
<b>FTP</b>	File Transfer Protocol. Ability to transfer rapidly entire files from one computer to another, intact for viewing or other purposes.

## Section 5. Glossary of Terms

## G

[Graphic File Formats](#)

There are a very large number of different file types that can be used for graphics. Each one has its advantages and disadvantages from file sizes and speed of access on the web to image quality. The most popular graphic file types used for the web are GIF and JPEG which are discussed below:

- **GIF (Graphic Interchange Format)**

- File type: gif
- Specifications: A compressed cross-platform format that is 8-bit, 256 colors.
- Notes: Created by CompuServe, Gif 87a is the first GIF version, Gif 89a is the newer version and supports comments and transparency.
- Advantages: Best compression for areas of flat, solid color like drawings. Gif 89a supports transparent color (so background on a Web page can show through) Gif 89a supports animation. Allows for interlaced images, so image appears to download faster.
- Disadvantages: A poor choice for most non-online use because GIF files are limited to 256 colors, details and color quality can suffer. Converting a photo from a format that supports millions of colors (such as JPEG) can permanently lose those extra colors since they are all converted to the closest GIF equivalent.

- **JPEG (Joint Photographic Experts Group)**

- File type: jpeg or jpg
- Specifications: A compressed cross-platform format that is 24 bit, (millions of colors) for best photo quality.
- Notes: Uses a compression scheme that throws away data to save space - called a "lossy" scheme.
- Advantages: Gives users the flexibility in choosing between file size and image quality. At lesser levels of compression, picture quality remains accurate. Usually better compression for photographs than GIF. Supports millions of colors.
- Disadvantages: You'll notice image degradation if you opt for too high a level of compression. Saving an image repeatedly in this format will result in loss of image quality. Save in another format first and convert to JPEG only when you are finished editing the image.

- **PNG (Portable Network Graphics)**

- File type: png
- Specifications: A compressed cross-platform format that is 48-bit, true-color and scalable with multiple layers for the individual image.
- Notes: A newer compression scheme than GIF and will eventually replace GIF files and images. PNG provides better compression and file sizes. PNG

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	<p>also provides and alpha channel for transparencies, gamma correction for cross platform compatibility, and two-dimensional interlacing for progressive downloading and display of images speeding delivery.</p> <ul style="list-style-type: none"> <li>○ Advantage: Better compression and more layers than GIF and the patent are not in question since it was developed as an open standard. This is beginning to grow in popularity after 5 years of availability. Most image software will create or convert to PNG files and all of the latest versions of browsers will display PNG files natively without plug-ins.</li> <li>○ Disadvantages: GIF will allow layering of multiple images to create an animated GIF. PNG is a single image format only. A Multiple-Image Network Graphics (MNG) format has been created to provide PNG quality animated images, but implementation has been slow.</li> </ul>
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<b>Head or Header</b> (of an HTML document)	The top portion of the HTML source code behind Web pages, beginning with <HEAD> and ending with </HEAD>. It contains the Title, Description, Keywords fields and others that webpage authors may use to describe the page. The title appears in the title bar of most browsers, but the other fields cannot be seen as part of the body of the page. To view the <HEAD> portion of Web pages in your browser, click VIEW, Page Source. In Internet Explorer, click VIEW, Source. Some search engines will retrieve based on text in these fields.
<b>History or Search History</b>	Available by using the combined keystrokes CTRL+H, a more permanent record of sites you have visited/retrieved than GO. You can set how many days your browser retains history in Edit   Preferences, or in Tools   Options
<b>Host</b>	Computer that provides web-documents to clients or users. See also server.
<b>HTML</b>	<p>Hypertext Markup Language. A standardized language of computer code, imbedded in "source" documents behind all Web documents, containing the textual content, images, links to other documents (and possibly other applications such as sound or motion), and formatting instructions for display on the screen. When you view a Web page, you are looking at the product of this code working behind the scenes in conjunction with your browser. Browsers are programmed to interpret HTML for display.</p> <p>HTML often imbeds within it other programming languages and applications such as SGML, XML, JavaScript, CGI-script and more. It is possible to deliver or access and execute virtually any program via the WWW.</p> <p>You can see HTML by selecting the View pop-down menu tab, then "Document Source."</p>
<b>Hypertext</b>	On the World Wide Web, the feature, built into HTML, which allows a text area, image, or other object to become a "link" (as if in a chain), that retrieves another computer file (another Web page, image, sound file, or other document) on the Internet. The range of possibilities is limited by the ability of the computer

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	retrieving the outside file to view, play, or otherwise open the incoming file. It needs to have software that can interact with the imported file. Many software capabilities of this type are built into browsers or can be added as "plug-ins."
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<b>I</b>
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<b>Internet</b> (Upper case I)	The vast collection of interconnected networks that all use the TCP/IP protocols and that evolved from the ARPANET of the late 60's and early 70's. An "internet" (lower case i) is any computers connected to each other (a network), and are not part of the Internet unless the use TCP/IP protocols. An "intranet" is a private network inside a company or organization that uses the same kinds of software that you would find on the public Internet, but that is only for internal use. An intranet may be on the Internet or may simply be a network.
<b>IP Address or IP Number</b>	(Internet Protocol number or address). A unique number consisting of 4 parts separated by dots, e.g. 165.113.245.2  Every machine that is on the Internet has a unique IP address. If a machine does not have an IP number, it is not really on the Internet. Most machines also have one or more Domain Names that are easier for people to remember.
<b>ISP or Internet Service Provider</b>	A company that sells Internet connections via modem (examples: AOL, or MindSpring. There are thousands of ISPs to choose from). Faster, more expensive Internet connectivity is available via cable, DSL, ISDN, or Web-TV. Often these companies also provide Web page hosting service (free or relatively inexpensive Web pages—the origin of many personal pages).

<b>J</b>
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<b>JAVA</b>	A network-oriented programming language invented by Sun Microsystems that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to our computer or files. Using small Java programs (called "Applets"); Web pages can include functions such as animations, calculators, and other fancy tricks. We can expect to see a huge variety of features added to the Web using Java, since you can write a Java program to do almost anything a regular computer program can do, and then include that Java program in a Web page.
<b>JAVASCRIPT</b>	A simple programming language developed by Netscape to enable greater interactivity in Web pages. It shares some characteristics with JAVA but is independent. It interacts with HTML, enabling dynamic content and motion.
<b>JPEG OR JPG</b>	See Graphic File Formats.

## Section 5. Glossary of Terms

<b>K</b>	
<b>Kbps</b>	Kilobytes per second are the number of bytes, 1000 that can be sent over a connection. Think of a byte as a single character typed from the keyboard and you can equate 1000 bytes as 1000 characters. The term is typically applied to phone modems, which operate at a maximum of 56 kbps.
<b>Keyword(S)</b>	A word searched for in a search command. Keywords are searched in any order. Use spaces to separate keywords in simple keyword searching. To search keywords exactly as keyed (in the same order), see Phrase.

<b>L</b>	
<b>LIMITING TO A FIELD</b>	Requiring that a keyword or phrase appear in a specific field of documents retrieved. Most often used to limit to the "Title" field in order to find documents primarily about one or more keywords. (Can be used for other fields.
<b>LINK</b>	The URL imbedded in another document, so that if you click on the highlighted text or button referring to the link, you retrieve the outside URL. If you search the field "link:" you retrieve on text in these imbedded URLs which you do not see in the documents.
<b>LINK "ROT"</b>	Term used to describe the frustrating and frequent problem caused by the constant changing in URLs. A Web page or search tool offers a link and when you click on it, you get an error message (e.g., "not available") or a page saying the site has moved to a new URL. Search engine spiders cannot keep up with the changes. URLs change frequently because the documents are moved to new computers, the file structure on the computer is reorganized, or sites are discontinued. If there is no referring link to the new URL, there is little you can do but try to search for the same or an equivalent site from scratch.
<b>LISTSERVER S</b>	A discussion group mechanism that permits you to subscribe and receive and participate in discussions via email. Blogs and RSS feeds provide some of the communication functionality of Listservers.

<b>M</b>	
<b>Mbps</b>	Megabytes per second refer the 1000 kilobytes or 1,000,000 bytes transferred over a connection per second. Since a single character typed from the keyboard is equal to a byte, then Mbps means 1 million characters transmitted per second.
<b>META-Search Engine</b>	Search engines that automatically submit your keyword search to several other search tools, and retrieve results from all their databases. Convenient time-savers for relatively simple keyword searches (one or two keywords or phrases in " ").

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**Section 5. Glossary of Terms**

<b>N</b>	
<b>Nesting</b>	A term used in Boolean searching to indicate the sequence in which operations are to be performed. Enclosing words in parentheses identifies a group or "nest." Groups can be within other groups. The operations will be performed from the innermost nest to the outmost, and then from left to right.
<b>Newsgroups</b>	A discussion group operated through the Internet. This is not to be confused with Listservers which operate through email.

<b>O</b>	
<b>Operating System (OS)</b>	The basic instructions required by computer hardware to enable it to communicate with its user and for the elements of hardware - processor, keyboard, memory and disks - to work together. Examples include DOS, UNIX, MacOS, and Windows.

<b>P</b>	
<b>Packet, Packet Jam</b>	When you retrieve a document via the WWW, the document is sent in "packets" which fit in between other messages on the telecommunications lines, and then are reassembled when they arrive at your end. This occurs using TCP/IP protocol. The packets may be sent via different paths on the networks which carry the Internet. If any of these packets gets delayed, your document cannot be reassembled and displayed. This is called a "packet jam." You can often resolve packet jams by pressing STOP then RELOAD. RELOAD requests a fresh copy of the document, and it is likely to be sent without jamming.
<b>PDA</b>	Personal Digital (or Data) Assistant is a small or medium sized device that functions as a small personal computer. Keeping track of personal bits of information such as dates, times, contacts, numbers, and email the basic PDA can serve as a handy daily tool. The emergence of technology has PDA's growing to provide cell phones and Internet capabilities. Services and applications are the key to PDA use with well-designed and beneficial programs leading to increased use.
<b>Personal Page</b>	A webpage created by an individual (as opposed to someone creating a page for an institution, business, organization, or other entity). Often personal pages contain valid and useful opinions, links to important resources, and significant facts. One of the greatest benefits of the Web is the freedom it as given almost anyone to put his or her ideas "out there." But frequently personal pages offer highly biased personal perspectives or ironical/satirical spoofs, which must be evaluated carefully. The presence in the page's URL of a personal name (such as "tmiller") and a ~ or % or the word "users" or "people" or "members" very frequently indicate a site offering personal pages.
<b>PHP</b>	Refers to "PHP: Hypertext Preprocessor" which means that PHP handles data

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	before it becomes HTML. According to the official PHP Web site, PHP is a server-side, cross-platform, HTML embedded scripting language. "Server-side" refers to the fact that everything PHP does occurs on the server (as opposed to the client, which is the Web site viewer's computer).
<b>Plug-in</b>	Plug-in refers to a bit of code, software, which enables a browser to display a file that inherently it cannot display from its own software programming. Technically, the ability of the browser to embed images such as *.gif and *.jpg files was a plug-in that became part of the inherent code in the browser software. Once a plug-in is included into the browser software, the browser refers to the plug-in to deal with the specific file type associated with a file requested from the Internet. The two most popular plug-ins on the Internet are the Flash Plug-in that allows you to view *.swf files in the browser and the Acrobat Plug-in that allows you to view *.pdf files. If a file does not have a plug-in or support is not available inherently in the browser software, then the file must be downloaded to your computer. Also, if your browser doesn't have the necessary plug-in then you can download the file to view it with other software on your computer. The notable exception to this is streaming media.
<b>Popularity Ranking of search results</b>	Some search engines rank the order in which search results appear primarily by how many other sites link to each page (a kind of popularity vote based on the assumption that other pages would create a link to the "best" pages). Google is the best example of this. See also Subject-Based Ranking.
<b>Phrase</b>	More than one KEYWORD, searched exactly as keyed (all terms required to be in documents, in the order keyed). Enclosing keywords in quotations " " forms a phrase in AltaVista, and some other search tools. Sometimes a phrase is called a "character string."
<b>Popularity Ranking of search results</b>	Some search engines rank the order in which search results appear primarily by how many other sites link to each page (a kind of popularity vote based on the assumption that other pages would create a link to the "best" pages). Google is the best example of this. See also Subject-Based Ranking.

## R

<b>+Require or -Reject a Term or Phrase</b>	<p>Insert + immediately before a term (no space) to limit search to documents containing a term. Insert - immediately before a term (no space) to exclude documents containing a term. Can be used immediately (no space) before the " " delimiting a phrase.</p> <p>Functions partially like basic BOOLEAN LOGIC. If + proceeds more than one term, they are required as with Boolean AND. If - is used, terms are excluded as with Boolean AND NOT. If neither + no - is used, the default is Boolean OR. However, full Boolean logic allows parentheses to group and sequence logical operations, and +/- do not.</p>
<b>Relevancy</b>	The most common method for determining the order in which search results are

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**Section 5. Glossary of Terms**

<b>Ranking of search results</b>	displayed. Each search tool uses its own unique algorithm. Most use "fuzzy and" combined with factors such as how often your terms occur in documents, whether they occur together as a phrase, and whether they are in title or how near the top of the text. Popularity is another ranking system.
<b>RSS or RSS feeds</b>	Short for "Really Simple Syndication" (a.k.a. Rich Site Summary or RDF Site Summary), refers to a group of XML based web-content distribution and republication (Web syndication) formats primarily used by news sites and Web logs (Blogs). Any Website can issue an RSS feed. By subscribing to an RSS feed, you are alerted to new additions to the feed since you last read it. In order to read RSS feeds, you must use a "feed reader," which formats the XML code into an easily readable format (feed readers are to XML and RSS feeds as web browsers are to HTML and Web pages).
<b>Resolution</b>	Computer screens display images and text composed of dots, or pixels. The quality and smoothness of the display are affected by its resolution, which is defined by the number of horizontal and vertical dots.

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**S**

<b>Script</b>	A script is a type of programming language that can be used to fetch and display Web pages. There are many kinds and uses of scripts on the Web. They can be used to create all or part of a page, and communicate with searchable databases. Forms (boxes) and many interactive links, which respond differently depending on what you enter, all require some kind of script language. When you find a question mark (?) in the URL of a page, some kind of script command was used in generating and/or delivering that page. Most search engine spiders are instructed not to crawl pages with scripts, although it is usually technically possible for them to do so.
<b>Server, Web Server</b>	A computer running that software, assigned an IP address, and connected to the Internet so that it can provide documents via the World Wide Web. Also called HOST computer. Web servers are the closest equivalent to what in the print world is called the "publisher" of a print document. An important difference is that most print publishers carefully edit the content and quality of their publications in an effort to market them and future publications. This convention is not required in the Web world, where anyone can be a publisher; careful evaluation of Web pages is therefore mandatory. Also called a "Host."
<b>Server Side</b>	Something that operates on the "server" computer (providing the Web page), as opposed to the "client" computer (which is you or someone else viewing the Web page). Usually it is a program or command or procedure or other application causes dynamic pages or animation or other interaction.
<b>Service provider</b>	An organization that provides connections to a part of the Internet. If you want to connect your company's network, or even your personal computer, to the Internet, you have to talk to a service provider.
<b>Shared</b>	Shared borders are page regions usually reserved for content that you want to

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<b>Borders</b>	appear consistently throughout all pages of the current webpage. Shared borders typically contain navigation bars - sets of hyperlinks to the other pages that help users navigate your Website. Microsoft FrontPage uses shared borders.
<b>SHTML</b> , usually seen as <b>.shtml</b>	A file name extension that identifies Web pages containing SSI commands.
<b>Site or Website</b>	This term is often used to mean "webpage," but there is supposed to be a difference. A webpage is a single entity, one URL, one file that you might find on the Web. A "site," properly speaking, is a location or gathering or center for a bunch of related pages linked to from that site. For example, the site for the present tutorial is the top-level page "Internet Resources." All of the pages associated with it branch out from there—the web searching tutorial and all its pages, and more. Together they make up a "site." When we estimate there are 5 billion Web pages on the Web, we do not mean "sites." There would be far fewer sites.
<b>Spiders</b>	<p>Computer robot programs, referred to sometimes as "crawlers" or "knowledge-bots" or "knowbots" that are used by search engines to roam the World Wide Web via the Internet, visit sites and databases, and keep the search engine database of Web pages up to date. They obtain new pages, update known pages, and delete obsolete ones. Their findings are then integrated into the "home" database.</p> <p>Most large search engines operate several robots all the time. Even so, the Web is so enormous that it can take six months for spiders to cover it, resulting in a certain degree of "out-of-datedness" (link rot) in all the search engines.</p>
<b>Sponsor</b> (of a Web page or site)	Many Web pages have organizations, businesses, institutions like universities or nonprofit foundations, or other interests which "sponsor" the page. Frequently you can find a link titled "Sponsors" or an "About us" link explaining who or what (if anyone) is sponsoring the page. Sometimes the advertisers on the page (banner ads, links, buttons to sites that sell or promote something) are "sponsors." <i>WHY is this important?</i> Sponsors and the funding they provide may, or may not, influence what can be said on the page or site—can bias what you find, by excluding some opposing viewpoint or causing some other imbalanced information. The site is not bad because of sponsors, but you they should alert you to the need to evaluate a page or site very carefully.
<b>SSI commands</b>	SSI stands for "server-side include," a type of HTML instruction telling a computer that serves Web pages to dynamically generate data, usually by inserting certain variable contents into a fixed template or boilerplate Web page. Used especially in database searches.
<b>Stemming</b>	In keyword searching, word endings are automatically removed ( <i>lines</i> becomes <i>line</i> ); searches are performed on the stem + common endings ( <i>line</i> or <i>lines</i> )

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	retrieves <i>line, lines, line's, lines', lining, lined</i> ). This is not very common as a practice, and not always disclosed. Can usually be avoided by placing quote marks " " around the term.
<b>Streaming Media</b>	Streaming media typically refers to video and/or audio that is played on your computer but not downloaded to it. The analogy here is that of a stream of what that is felt only once and then moves on. With respect to your computer a streamed video is one that is not residing on your computer after your browser receives and plays the video through the plug-in. Generally, all files are downloaded to a temporary folder on your computer in order for the file to be displayed in the browser. Streaming media is not stored and is not available to you without requesting it from the server again. Video on your computer that has been downloaded and not streamed can be played over-and-over again without requesting the same file from the server.
<b>Stop Words</b>	In database searching, "stop words" are small and frequently occurring words like <i>and, or, in, of</i> that are often ignored when keyed as search terms. Sometimes putting them in quotes " " will allow you to search them. Sometimes + immediately before them makes them searchable.
<b>Subject Based Popularity Ranking of search results</b>	A variation on popularity ranking in which the links in pages on the same subject are used to in ranking search results.
<b>Subject Directory</b>	An approach to Web documents by a lexicon of subject terms hierarchically grouped. May be browsed or searched by keywords. Subject directories are smaller than other searchable databases, because of the human involvement required to classify documents by subject.
<b>Sub-Searching</b>	Ability to search only within the results of a previous search. Enables you to refine search results, in effect making the computer "read" the search results for you selecting documents with terms you sub-search on. Can function much like Results Ranking.
<b>Synchronous</b>	Any type of communication in which the parties communicating are "live" or present in the same space and time. A chat room where both parties must be at their computer, connected to the Internet, and using software to communicate in the chat room protocols is a synchronous method of communication. Email is an example of an asynchronous mode of communication where one party can send a note to another person and the recipient need not be online to receive the email.

## T

<b>TCP/IP</b>	Transmission Control Protocol/Internet Protocol—This is the suite of protocols that defines the Internet. Originally designed for the UNIX operating system,
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**Section 5. Glossary of Terms**

	TCP/IP software is now available for every major kind of computer operating system. To be truly on the Internet, your computer must have TCP/IP software. See also IP Address.
<b>TELNET</b>	Internet service allowing one computer to log onto another, connecting as if not remote.
<b>Thesaurus</b>	In some search tools, the terms you choose to search on can lead you to other terms you may not have thought of. Different search tools have different ways of presenting this information, sometimes with suggested words you may choose among and sometimes automatically. The terms are based on the terms in the results of your search, not on some dictionary-like thesaurus.
<b>Title (of a document)</b>	The official title of a document from the "meta" field called title. The text of this meta title field may or may not also occur in the visible body of the document. It is what appears in the top bar of the window when you display the document and it is the title that appears in search engine results. The "meta" field called title is not mandatory in HTML coding. Sometimes you retrieve a document with "No Title" as its supposed title; this is caused when the meta-title field is left blank. <i>In an Auxiliary Website, the title must include the full unit identifier, (i.e. district number, division number, and flotilla number AND a geographic description, i.e. city, area, and state).</i>
<b>Truncation</b>	In a search, the ability to enter the first part of a keyword, insert a symbol (usually *), and accept any variant spellings or word endings, from the occurrence of the symbol forward. (E.g., <i>femini*</i> retrieves <i>feminine, feminism, feminism, etc.</i> )

**U**

<b>URL</b>	Uniform Resource Locator. The unique address of any Web document. May be keyed in a browser's Open or Location/Go To box to retrieve a document. Below is the logical layout of a URL. See Section 3.1.7.		
<i>Anatomy of a URL:</i>			
Type of file (could say ftp:// or telnet://)	Domain name (computer file is on and its location on the Internet)	Path or directory on the computer to this file	Name of file, and its file extension (usually ending in .html or .htm)
http://	http://nws.cgaux.org/	members/departments/	Index.htm
<b>USENET</b>	Bulletinboard-like network featuring thousands of "newsgroups." Google incorporates the historic file of Usenet Newsgroups (back to 1981) into its Google Groups. Yahoo Groups offers a similar service, but does not include the old "Usenet Newsgroups." Blogs are replacing some of the need for this type of community sharing and information exchange.		

**W, X, Y & Z**

<b>Word</b>	Different word endings (such as <i>-ing, -s, es, -ism, -ist, etc.</i> ) will be retrieved only
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**Section 5. Glossary of Terms**

<b>Variants</b>	if you allow for them in your search terms. One way to do this TRUNCATION, but few systems accept truncation. Another way is to enter the variants either separated by BOOLEAN OR (and grouped in parentheses). In +REQUIRE/-REJECT non-Boolean systems, enter the variant terms preceded with neither + nor -, because this will allow documents containing any of them to be retrieved.
<b>WWW</b>	The World Wide Web is a specific subset of the Internet that allows text to be combined with images and other media through a hypertext transmission protocol (HTTP).
<b>XHTML</b>	This is a variant of HTML. XHTML stands for Extensible Hypertext Markup Language is a hybrid between HTML and XML that is more universally acceptable in Web pages and search engines than XML.
<b>XML</b>	Extensible Markup Language is a dilution for Web page use of SGML (Standard General Markup Language), which is not readily viewable in ordinary browsers and is difficult to apply to Web pages. XML is very useful (among other things) for pages emerging from databases and other applications where parts of the page are standardized and must reappear many times. See XHTML.

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**Section 6. Appendix****Section 6. Appendix****Section 6. Appendix**

- 6.1 Bibliography
- 6.2 cPanel Information
- 6.3 Article on the importance of backups
- 6.4 Accessible Web Content Using Microsoft Expression Web
- 6.5 Index

**6.1 Bibliography**

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Website, "A survey of browser text size settings" [Online document], [accessed 2006 Nov 27], available HTTP: <http://www.clickdensity.com/Text-Sizes-Study.aspx>.

# cPanel Information

## 6.2 cPanel Information

The screenshot displays the cPanel interface for a user. At the top, there are navigation links for 'HOME' and 'LOGOUT'. The main header features the cPanel logo and 'X™'. Below the header, the user is identified as 'a130.uscgaux.info' with a 'Last login from: 67.42.57.194'. A message prompts the user to 'Please update your contact information here.' The interface is divided into two main sections: 'General account information' and 'General server information'. The 'General account information' section includes a table with various account details and a grid of icons for different services. The 'General server information' section includes a table with server specifications.

**General account information:**

Hosting package	base
Shared Ip Address	198.65.133.1
Subdomains	0 / 5
Parked Domains	0 / 1
Addon Domains	0 / 1
MySQL Databases	0 / 0
Disk Space Usage	14.23 Megabytes
MySQL Disk Space	0 Megabytes
Disk space available	10.77 Megabytes
Bandwidth (this month)	86.45 Megabytes
Email Accounts	0 / 25
Email Forwarders	1
Auto-responders	0
Mailing Lists	1 / 2
Email Filters	0
Ftp Accounts	0 / 2

**General server information:**

Operating system	Linux
Service Status	Click to View
Kernel version	2.6.9-11.ELsmp
Machine Type	i686
Apache version	1.3.36 (Unix)
PERL version	5.8.5
Path to PERL	/usr/bin/perl
Path to sendmail	/usr/sbin/sendmail
Installed Perl Modules	Click to View

**Service Icons:**

- Mail
- Webmail
- Parked Domains
- Addon Domains
- FTP Manager
- File Manager
- Disk Space Usage
- Password Protect Directories
- Subdomain
- FrontPage® Extensions
- Web/FTP Stats
- Error log
- Subdomain Stats
- PhpMyChat
- CGI Center
- Scripts Library
- Network Tools
- HotLink Protection
- Statistics Software Configuration

## cPanel Information

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Note: for a complete cPanel User's Guide, to go <http://www.cpanel.net/support/docs/11/cpanel/>

### What is cPanel?

cPanel allows domain owners to manage and monitor their web site. This easy to use interface is packed full of useful features. Inside cPanel domain owners can manage email and ftp accounts, view site statistics, manage add-on and parked domains, manage their files, backup their site, and more.

### Mail

This manager allows a user to do many different tasks involving email accounts. This includes creating email accounts, removing accounts, forwarding email, and more. The following section of this documentation will familiarize you with using the Email Manager to accomplish the many different tasks that are associated with email accounts, and email account maintenance.

### FTP Manager

The FTP Manager allows a user to do many different tasks involving FTP accounts. This includes creating ftp accounts, removing accounts, anonymous FTP access, FTP session control, and more. The following section of this documentation will familiarize you with using the FTP Manager to accomplish the many different tasks that are associated with FTP accounts, and FTP account maintenance.

### File Manger

The cPanel FILE MANAGER allows you to modify the files and contents of files that are part of your website. The FILE MANAGER allows point and click uploading, editing, copying, and more. If you need access to the files that make up your website, you will need to use the FILE MANAGER.

### Disk Usage Viewer

The cPanel Disk Usage Viewer allows you to see the files, in your site, which are taking up the most disk space.

### Web / FTP Stats

The Web / FTP Stats Menu allows you to retrieve many different statistics about your site, and the visitors to it. Here, you can view your bandwidth usage, recent visitors, FTP usage, and more.

## Where's that Backup?

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### 6.3 Article on the importance of backups

Oops! Tech Error Wipes Out Alaska Info (where's that backup?)

By ANNE SUTTON, Associated Press Writer

Tuesday, March 20, 2007

(03-20) 07:28 PDT JUNEAU, Alaska (AP) --

Perhaps you know that sinking feeling when a single keystroke accidentally destroys hours of work. Now imagine wiping out a disk drive containing information for an account worth \$38 billion.

That's what happened to a computer technician reformatting a disk drive at the Alaska Department of Revenue. While doing routine maintenance work, the technician accidentally deleted applicant information for an oil-funded account — one of Alaska residents' biggest perks — and mistakenly reformatted the backup drive, as well.

There was still hope, until the department discovered its third line of defense, backup tapes, were unreadable.

"Nobody panicked, but we instantly went into planning for the worst-case scenario," said Permanent Fund Dividend Division Director Amy Skow. The July computer foul-up, which wiped out dividend distribution information for the fund, would end up costing the department more than \$200,000.

Over the next few days, as the department, the division and consultants from Microsoft Corp. and Dell Inc. labored to retrieve the data; it became obvious the worst-case scenario was at hand.

Nine months worth of applicant information for the yearly payout from the Alaska Permanent Fund was gone: some 800,000 electronic images that had been painstakingly scanned into the system months earlier, the 2006 paper applications that people had either mailed in or filed over the counter, and supporting documentation such as birth certificates and proof of residence.

And the only backup was the paperwork itself — stored in more than 300 cardboard boxes.

## Where's that Backup?

---

"We had to bring that paper back to the scanning room, and send it through again, and quality control it, and then you have to have a way to link that paper to that person's file," Skow said.

Half a dozen seasonal workers came back to assist the regular division staff, and about 70 people working overtime and weekends re-entered all the lost data by the end of August.

"They were just ready, willing and able to chip in and, in fact, we needed all of them to chip in to get all the paperwork rescanned in a timely manner so that we could meet our obligations to the public," Skow said.

Last October and November, the department met its obligation to the public. A majority of the estimated 600,000 payments for last year's \$1,106.96 individual dividends went out on schedule, including those for 28,000 applicants who were still under review when the computer disaster struck.

Former Revenue Commissioner Bill Corbus said no one was ever blamed for the incident.

"Everybody felt very bad about it and we all learned a lesson. There was no witch hunt," Corbus said.

According to department staff, they now have a proven and regularly tested backup and restore procedure.

The department is asking lawmakers to approve a supplemental budget request for \$220,700 to cover the excess costs incurred during the six-week recovery effort, including about \$128,400 in overtime and \$71,800 for computer consultants.

The money would come from the permanent fund earnings, the money earmarked for the dividends. That means recipients could find their next check docked by about 37 cents.

<http://sfgate.com/cgi-bin/article.cgi?f=/n/a/2007/03/20/national/a054307D65.DTL>

## 6.4 Accessible Web Content Using Microsoft Expression Web

By Jon Whiting <http://webaim.org/techniques/msew/>

### Article Contents

- Introduction
- Standards and CSS
- Images and Alt Text
- Image maps
- Tables
- Forms
- Frames
- Accessibility Checker
- Headings and Style List

### Introduction


Expression Web (EW) is the tool that has replaced FrontPage as Microsoft's web design tool. Although the interface is a little bit different from its predecessors, it should be familiar for Microsoft FrontPage and even Office users. Although it offers significant improvements in creating standards-compliant HTML and CSS, it can still be difficult to create accessible HTML using Expression Web "out of the box." This article will show you how to make your content as accessible as possible using MS Expression Web.

### Standards and CSS

Pages that use standards-compliant HTML and CSS are more likely to be accessible, and FrontPage has traditionally received a great deal of criticism for creating "sloppy" code that didn't validate to existing standards. This issue has been addressed in Expression Web.

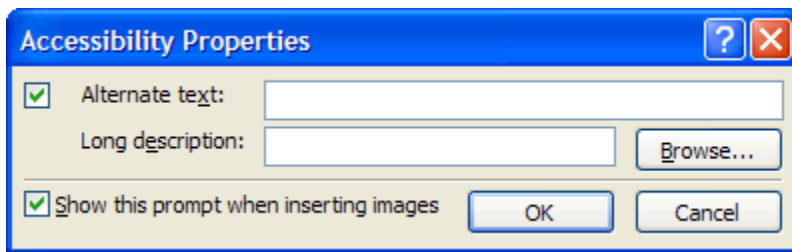
In general, Expression Web does a good job of creating standards-compliant (X)HTML. The default grammar for a page is XHTML Strict, and EW does use CSS for styles. Of course, that doesn't mean that the pages are *always* valid XHTML, or that CSS is *always* intuitive and understandable. Its code is sometimes a little cluttered, but code is cleaner and more standards-compliant than any other Microsoft product.

### Images and Alt Text

Alternative text, or alt text, provides a textual alternative to non-text content in web pages. If you add an image using the Insert Picture icon in the toolbar (  ), or by choosing **Insert > Picture > From File**, a window appears that prompts you to enter alt text.

## Accessible Web Content using Expression Web

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The window contains three important elements

- A field labeled **Alternate text**. This is where you should enter your alt text. If you have any questions on how to create appropriate alt text please read our [article on the appropriate use of alt text](#).
- A checkbox next to the **Alternate text** field. When this box is checked, Expression Web will give an image empty or null alternative text (`alt=""`). This box is checked by default, so an image will have null alt text if you do not enter anything in the **Alternate text** field, or if you just hit **Enter** when this dialog box appears. Empty alt text should be used when a graphic does not convey content or have a function. Images with alt text will be ignored by a screen reader, so only do this if the image is purely decorative.
- A field labeled **Long description**. Enter or Browse to the url of your long description and it will be linked to using the `longdesc` attribute. The `longdesc` attribute is not the only way to provide the user with more information for a complex image. You can read more about this and other techniques by reading our [article on long descriptions](#).

If you double-click on an existing image the **Picture Properties** dialog box appears. In the **Accessibility** section, you will find the same fields.



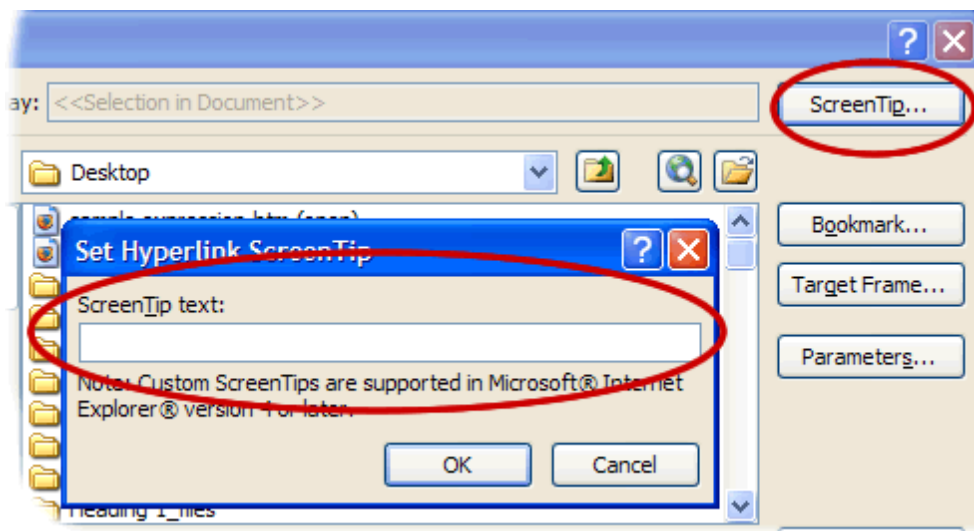
## Accessible Web Content using Expression Web

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### Image maps


Every hotspot in image map is a link, so every hotspot needs descriptive alt text. To create an image map and alt text, follow these steps:

1. Insert the image into your web page.
2. Make sure the Pictures toolbar is visible (**View > Toolbars > Pictures**)
3. Use the Rectangle, Circle, or Polygon Hotspot tool to create hotspots on the image where you want links.
4. The Create Hyperlink window will open after each hotspot is created. Select the button labeled **ScreenTip**. A dialog box will appear where you can enter the alt text. Although this prompts you for ScreenTip text, it really enters the alt attribute.



### Tables

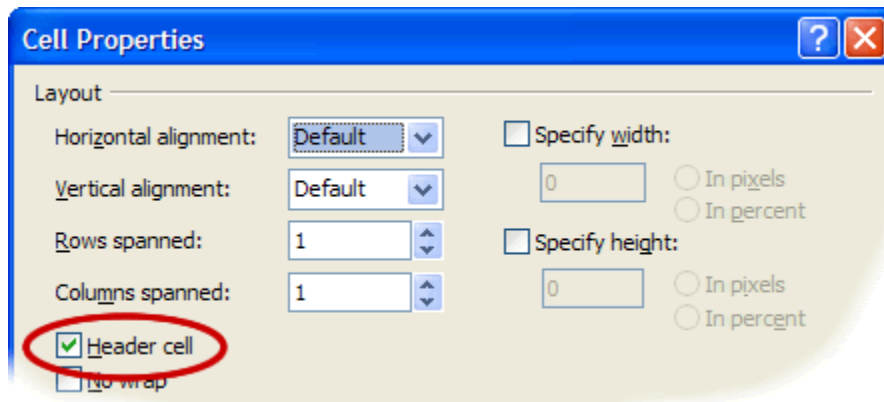
Tables can be used either for visual layout or to organize data. Although it is fairly easy to create a layout table in EW, it takes a little more work to add the appropriate headers to data tables. [Read more on tables and accessibility.](#)

Users of Microsoft Word or FrontPage are familiar with the table icon (  ) that appears in the main toolbar--it is probably the most common way that users create tables in Microsoft tools (although you can also create tables using the **Table** subheading in the main menu).

## Accessible Web Content using Expression Web

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To define a table header for data tables, select the cell you want to make a header. Right-click on the cell, then select **Cell Properties** or select **Table > Properties > Cell**. When the Cell Properties dialog box appears, select the **Header cell** check box. This will turn the `td` tags into `th` tags, but you should still [specify the scope of the headers](#).



Tables used for layout do not need, and should not have, table headers.

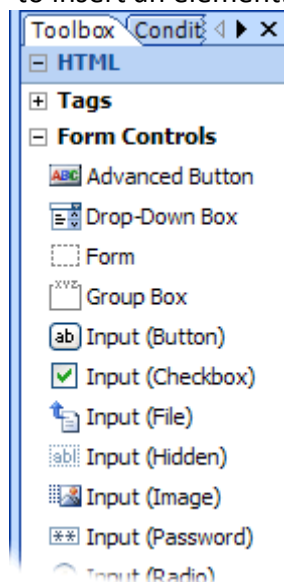
### Forms


Forms are used for anything from entering search terms to buying something online. They need to be organized logically and every form element needs a label (e.g. "First Name" next to a text field). They serve as important visual cues for all users and, if the `<label>` tag is used appropriately, they can also be very helpful for screen reader users who wish to complete a form. [Read more on creating accessible forms](#).

To create form elements in Expression Web, follow these steps:

1. Create your form and form elements using the **Toolbox** sidebar. The toolbox has a **Forms** submenu that can be used to insert different form elements. Double-click or click and drag

to insert an element.



2. For each form element (text box, radio button, checkbox, or drop-down menu), you should enter descriptive text that informs the user what to enter or select. This text will become the label for the form element.
3. Add labels to the form element. To do this, you will probably have to work in the code view. [See examples of accessible form elements and their code.](#) While it is possible to create labels using the **Label** option (  **Label** ) in the **Toolbox** sidebar, it is not recommended. There are a few reasons for this:
  - o The form will still not be as accessible as it will be if you add proper labels manually. This is because EW wraps the form element and the description in the `<label>` tag. The best approach is to use the `for` and `id` attributes in conjunction with the `<label>` tag.
  - o The **Label** option only works when descriptions are adjacent to form elements. Labels for non-adjacent elements (e.g., forms where descriptions are in different table cells) must be created manually using the `for` and `id` attributes.

If you insist on using the **Label** option in the **Toolbox**, move the cursor to the front of the form element and double click the **Label** option. You will then need to enter the code view and move the closing `</label>` tag to the end of the form element and description. You can also try creating the label before you create the form element and description.

4. Repeat for all of your form elements. You may find it easier to create all the form elements and then add the labels or you may find it easier to add the labels as you go.

## Accessible Web Content using Expression Web

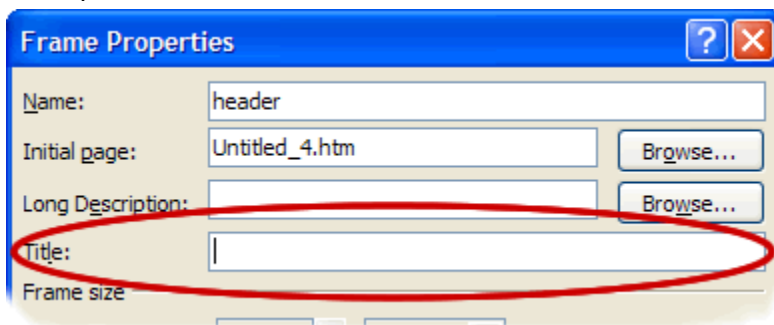
---

**Note:** EW's built-in label control only works when labels are adjacent to form elements. Labels for non-adjacent elements (e.g., forms where labels are in different table cells) must be created manually in the HTML.

### Frames

A frameset is basically a web page that combines two or more separate web pages in the same visual space. Visual users usually experience framesets as if it was one page, but screen reader users access framesets one frame at a time. They rely on descriptive frame titles to determine the content of each frame. [Read more on frames and accessibility.](#)

There are two different ways to add titles to frames. To give the frame a title, **right-click** on the Frame and choose **Frame Properties**. A dialog box will appear with several fields. Type the descriptive title into the field labeled **Title**.



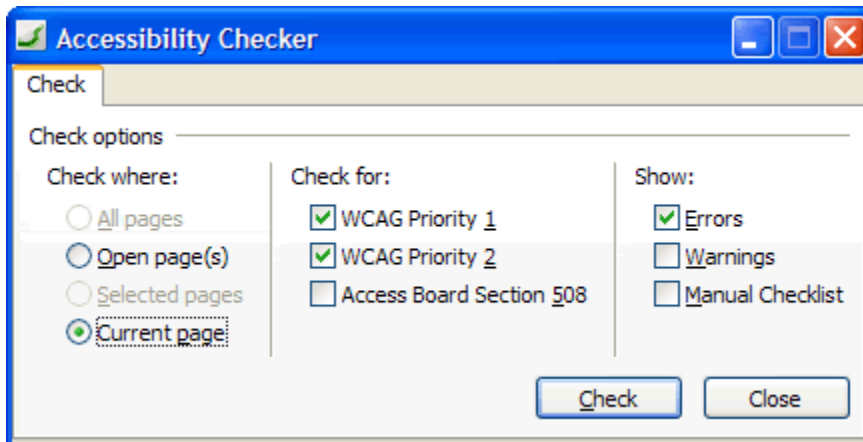
### Accessibility Checker

MS Expression Web also includes a tool that will validate the accessibility of your page. This tool is of questionable value, since there are very few accessibility features or errors that can be tested automatically, but it is available for use. To use it, click on **Tools > Accessibility Report**, or click on the green arrow in the upper corner of the **Accessibility** task pane, located at the bottom of the screen.



A dialog box will open with several options:

## Accessible Web Content using Expression Web



- **Check where:** You can choose to check all pages in the site, all open pages, selected open pages, or the page you are currently working on.
- **Check for:** You can choose to evaluate your page(s) according to WCAG Priority 1 guidelines, WCAG Priority 2 guidelines, Section 508 standards, or all of them.
- **Show:**
  - **Errors.** Definite accessibility problems, similar to the issues marked in red in the [WAVE - external link](#).
  - **Warnings.** Possible accessibility problems, similar to the issues marked in yellow in the [WAVE - external link](#).
  - **Manual Checklist.** This is a list of potential accessibility problems that this checker cannot detect, but should be checked by the developer.

Once you have chosen your preferences, select the **Check** button. Expression Web will generate a report that lists the page name, line number, checkpoint and summary.

Page	Line	Issue Type	Checkpoint	Problem S
C:\Documents and Settings\Jonat...	45	Error	<a href="#">WCAG 1.1</a>	Image is m
C:\Documents and Settings\Jonat...	8	Warning	<a href="#">WCAG 1.1</a>	This script
C:\Documents and Settings\Jonat...	46	Warning	<a href="#">WCAG 5.2</a>	If this is a c
C:\Documents and Settings\Jonat...	69	Warning	<a href="#">WCAG 5.2</a>	If this is a r
C:\Documents and Settings\Jonat...	46	Warning	<a href="#">WCAG 5.3</a>	If this tal

From here, you can either review the issues in the report window or you can generate an HTML version of the report by selecting the **Generate HTML Report** button. The HTML Report feature creates a checklist-style report that you can save and review later. The report is not as

## Accessible Web Content using Expression Web

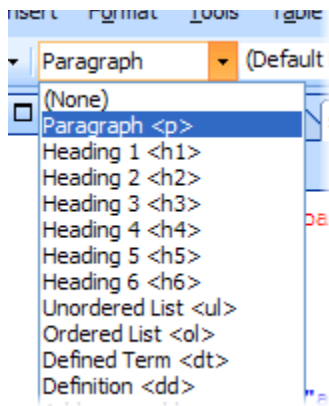
---

thorough as it could be, e.g., it didn't flag form elements that didn't have labels, but it may be helpful in identifying clear errors, like missing alt text.

### Headings and Style List

Remember to use actual headings ([h1-h6](#)) to structure content, and not text formatting, such as font size or bold to give the visual appearance of headings. Assistive technologies and other browsers rely upon the literal markup of the page to determine structure. Items that are bolded or display in a bigger font are not interpreted to be structural elements. [More on semantic structure.](#)

When the cursor is in a line of text, you can select what type of text it should be, whether a paragraph, heading 1, heading 2, etc. This can be done from a **Style** dropdown list, which is usually on the left side of the of the **Formatting** toolbar. You can move focus to this list by pressing **Ctrl + Shift + S**.



**Note:** Usually, when the word "styles" is used in web design, it refers to Cascading Style Sheets (CSS). In Expression Web, it also refers to the **Style** dropdown list, which is used to assign tags such as [h1](#), [h2](#), [p](#), [ol](#), etc. This can be a little confusing, but it is probably done because the **Style** list is used in other Microsoft products, and users would be even more confused if it was called by another name.

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