



DEPARTMENT OF DEFENSE  
DEFENSE MEDIA ACTIVITY  
6700 Taylor Avenue  
Fort Meade, MD 20755



## **MEMORANDUM OF AGREEMENT**

### **FOR WEBSITES HOSTED BY DEFENSE MEDIA ACTIVITY, PUBLIC WEB – AMERICAN FORCES PUBLIC INFORMATION MANAGEMENT SYSTEM**

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#### **I. PARTIES**

This Memorandum of Agreement (MOA) constitutes an agreement between Defense Media Activity Public Web (DMA-PW), administered by Defense Media Activity (DMA), 6700 Taylor Avenue, Fort Meade, MD 20755, and Department of Defense or Service specific Service Account Managers, Group Managers and/or Site Managers. Service Account Managers sign this MOA on behalf of DoD or the Services and Group and/or Site Managers sign this MOA on behalf of their respective organizations.

#### **II. PURPOSE**

The purpose of this document is to establish ground rules for a mutual working relationship between the above-mentioned entities, specifically upon deployment and utilization of the American Forces Public Information Management System (AFPIMS). Mutual signing of this MOA by both parties, and submission of this document to DMA-PW, constitutes valid registration into AFPIMS of the respective DoD or Service specific Web site.

#### **III. BACKGROUND**

DMA was established in October 2008 as a result of the Defense Base Realignment and Closure Act, and is designed to consolidate, modernize and streamline DOD's media operations. Its headquarters and production facility is located at Fort Meade, MD.

As a direct result of DMA's establishment, DMA-PW was implemented to consolidate all of DOD's publicly accessible dot-mil websites. Because each Service had approached the public Web arena differently up to this point, DMA-PW, as a unity of effort, harmonizes these operations to prevent working at cross-purposes, reduce the duplication of energy and eliminate excess expenditures.

In order to accomplish its goal, DMA, with requirements gathered from each of the Services, coordinated the development of AFPIMS, a Web-based content management platform that simplifies the content publishing process and brings all publicly assessable dot-mil sites together into a central, standardized system.

#### **IV. ROLES AND RESPONSIBILITIES**

##### **1. GENERAL**

There are four roles incorporated into this MOA.

- a. DMA – hosting and technology activity.
- b. Service Account Manager – the DoD or Service specific top level manager for AFPIMS.
- c. Group Manager – the AFPIMS manager who is responsible for communications and and direct Web management of a DoD or Service specific group.
- d. Site(s) Manager – provide Web site management support for AFPIMS users, content managers and content providers.
- e. The Group and Site Manager roles can be one and the same.

The aforementioned parties agree to implement and mutually manage AFPIMS. The parties agree to execute the following functions and responsibilities in accordance with the principles and purpose of this agreement as set forth below:

## **2. DMA**

- A. Determine, direct and manage the Defense.gov website.
- B. Coordinate technical and infrastructure support, including Web server administration, network management, system availability, security and accessibility, as they relate to DMA-PW and AFPIMS.
- C. Provide help desk support between the hours of 0730 to 1730 Eastern time, and emergency on-call support after normal duty hours, for all AFPIMS users. The help desk can be reached [afpims@dma.mil](mailto:afpims@dma.mil) and **210-800-8070**.
- D. Provide forward-caching and data storage solutions for AFPIMS and collaborate with solution providers.
- E. Provide content migration guides and training for all AFPIMS users, oversee all DMA-PW site migration to AFPIMS, and provide guidance as needed.
- F. Monitor and report site usage for all AFPIMS sites.
- G. Implement and provide site usage tracking capabilities for all site-level users.
- H. Support the infrastructure, research and development of AFPIMS.
- I. Provide expertise and advise Group/Site Managers.
- J. Respond to AFPIMS training requests from organizations.
- K. Provide solutions to malfunctions in AFPIMS, as needed, based on feedback from users.
- L. Manage the evolution of AFPIMS by employing user feedback, useful tools and functionalities in line with current, cutting-edge technologies.

## **3. SERVICE ACCOUNT MANAGERS**

- A. Manage and implement AFPIMS, with the blanket authority to administer the Service

within AFPIMS globally.

- B. Direct and develop new policy and guidance for the Service's DMA-PW participants.
- C. Review the Service's DMA-PW sites for policy and compliance.
- D. Approve and submit new site/migration requests on behalf of the Service to DMA.
- E. Grant or deny Service-specific waiver requests from DMA-PW, maintain the list of waived sites and set criteria for waiver consideration.
- F. Make redesign and improvement recommendations on behalf of the Service to DMA.
- G. Serve on the DMA-PW Control Board, which meets monthly on location at DMA's headquarters, or via conference call as necessary.
- H. Make every effort to attend/participate in DMA-PW-related briefings, meetings and conferences as they are scheduled.

### **3. GROUPS AND GROUP MANAGERS**

- A. Establish localized plans and procedures for implementing AFPIMS in accordance with DOD and Service-specific Web policy.
- B. Designate a Group Manager as a focal point for all DMA-PW communications and for direct Web management of the group. Designate an Assistant Group Manager to support and assist the primary Group Manager.
- C. Submit to the Service Account Manager(s) and DMA, prior to the implementation of AFPIMS, the full names, telephone numbers and organizational email addresses for Group Managers and Assistant Group Managers.
- D. Notify the Service Account Manager(s) and DMA within five working days when contact information changes or a Group Manager is replaced.
- E. Administer and manage AFPIMS Group and Site Manager permissions, as necessary, to include creating new user accounts and setting permissions for subordinate site-level AFPIMS users.
- F. Provide Service Account Manager(s) and DMA with a migration timeline for approved subordinate sites.
- G. Maintain a current list of approved subordinate Site Managers and send to the Service Account Manager(s) and DMA.
- H. Work with DMA to maintain a training program for subordinate site-level users.
- I. Ensure annual Web security and policy review requirements are met.
- J. Provide the DMA-PW help desk with feedback on bugs or errors in AFPIMS, as well as

other related problem areas.

- K. Provide the Service Account Manager(s) and DMA with feedback on proposed AFPIMS enhancements.
- L. Sign and submit to DMA this MOA to ensure official registration of the DMA-PW site.

#### **4. SITES AND SITE MANAGERS**

- A. Establish localized plans and procedures for implementing AFPIMS in accordance with DMA-PW, DOD and Service-specific Web policy.
- B. Designate a Site Manager, at the approved unit level, as a focal point for all DMA-PW communications and for direct Web management of the local Web content. Designate an Assistant Site Manager to support and assist the primary Site Manager.
- C. Submit to the Service Account Manager(s) and DMA-PW, prior to the implementation of AFPIMS, the full names, telephone numbers and organizational email addresses for Site Managers and Assistant Site Managers.
- D. Notify the Service Account Manager(s) and DMA within five working days when contact information changes or a Site Manager is replaced.
- E. Administer and manage AFPIMS user accounts and permissions for content managers and content providers with access to the local website.
- F. Ensure that each user account is verified and validated every 90 days to ensure all accounts are active and still being used.
- G. Assume responsibility for respective Web site content, which must be approved for public release and follow established file format and configuration standards.
- H. Author, edit or review, and release all Web content and media for respective site by utilizing available content management processes and workflow cycles.
- I. Satisfy all DMA-PW provided certifications and training requirements in order to receive and maintain a valid, working AFPIMS user account for the local Web site.
- J. Ensure content managers and content providers satisfy all DMA-PW provided certifications and training requirements in order to receive and maintain a valid, working AFPIMS user account for the local Web site.
- K. Provide the DMA-PW help desk with feedback on bugs or errors in AFPIMS, as well as other related problem areas.
- L. Provide the Service Account Manager(s), Group Manager(s) and DMA with feedback on proposed AFPIMS enhancements.
- M. Sign and submit to the Group Manager(s) and DMA this MOA to ensure official registration of the DMA-PW site.

**V. EFFECTIVE PERIOD OF MOA AND MODIFICATION/TERMINATION**

This MOA is effective immediately upon signing by all parties. Service Account Managers, Group/Site Managers sign this document on behalf of their respective organizations. In the event the Service Account Manager or Group/Site Manager is reassigned, the affected organization must designate a qualified replacement immediately. This MOA will terminate upon DMA's certification of a qualified replacement and receipt of a new MOA bearing the replacement Group/Site Manager's signature and or by September 30, 2013 or whichever comes first. DMA and its representatives reserve the right to modify or amend the MOA.

X  
Signature of Group/Site Manager  
(Please circle which or if you serve both roles)

X  
Signature of Service Account Manager

\_\_\_\_\_  
Printed Name/Rank or Civilian Equivalent

Timothy Delobe  
Printed Name/Rank or Civilian Equivalent

\_\_\_\_\_  
Duty Title/Organization (Unit)

DMA Marines  
Duty Title/Organization

\_\_\_\_\_  
Base/Location

Date: \_\_\_\_\_

Date: 2/22/2012

1/19/2012

X Thomas E. Dorsz

Thomas E. Dorsz

X Signed by: DORSZ.THOMAS.E.1255774553  
Signature of DMA Representative

Deputy Director, Public Web

\_\_\_\_\_  
Printed Name/Rank or Civilian Equivalent

DMA Public Web \_\_\_\_\_  
Duty Title/Organization

Date: 16 January 2012 \_\_\_\_\_