



ASSISTANT TO THE SECRETARY OF DEFENSE

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PUBLIC AFFAIRS

June 15, 2021
Incorporating Change 3, March 27, 2024

MEMORANDUM FOR SENIOR PENTAGON LEADERSHIP DEFENSE AGENCY AND DOD FIELD ACTIVITY DIRECTORS

SUBJECT: Directive-type Memorandum (DTM) 21-001 – “DoD Public Web Program”

References: DoD Directive 5105.74, “Defense Media Activity (DMA),” December 18, 2007, as amended
DoD Directive 5122.05, “Assistant to the Secretary of Defense for Public Affairs (ATSD(PA)),” August 7, 2017
DoD Instruction 5025.01, “DoD Issuances Program,” August 1, 2016, as amended
DoD Instruction 8170.01, “Online Information Management and Electronic Messaging,” January 2, 2019, as amended
Public Law 115-336, “21st Century Integrated Digital Experience Act,” December 20, 2018
Public Law 115-435, “Foundations for Evidence-Based Policymaking Act of 2018,” January 14, 2019

Purpose. In accordance with the authority in DoD Directive (DoDD) 5122.05 and DoDD 5105.74, this DTM:

- Supplements DoDD 5105.74 to assign the Director, Defense Media Activity (DMA) responsibility for the consolidated management of all DoD public websites within a single program.
- Is effective June 15, 2021; it must be incorporated into DoDD 5105.74 through a change in accordance with DoD Instruction 5025.01. This DTM will expire effective June 15, 2025.

Applicability. This DTM applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff and the Joint Staff, the Combatant Commands, the Office of Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the Department of Defense (referred to collectively in this DTM as the “DoD Components”).

Definitions. See Glossary.

Policy. In accordance with DoDD 5122.05 and DoDD 5105.74, it is DoD policy that:

a. The DoD will:

(1) Consolidate and maintain all DoD Component public website management within a central DoD Public Web Program.

(2) Ensure that public website standards are consistent with Paragraph 3.(e) of Public Law 115-336 and comply with the development standards published by the General Services Administration at <https://designsystem.digital.gov>.

(3) Provide training and coaching to website owners to ensure compliance with Public Law 115-336, DoD Instruction 8170.01, relevant Office of Management and Budget memorandums, and guidance published by the General Services Administration.

(4) Centrally fund the costs to convert and migrate organizational public websites to the new consolidated platform.

b. The DoD Public Web Program is a primary platform for meeting requirements of Title II of Public Law 115-435.

Responsibilities. See Attachment.

Releasability. Cleared for public release. Available on the Directives Division Website at <https://www.esd.whs.mil/DD/>.

Summary of Change 3. This change extends the expiration date for the DTM to June 15, 2025.

A handwritten signature in black ink, appearing to read 'JFK', is written over a horizontal line.

Approved by: John F. Kirby
Assistant to the Secretary of Defense
for Public Affairs

Attachment:
As stated

ATTACHMENT
RESPONSIBILITIES

1. ASSISTANT TO THE SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS. The Assistant to the Secretary of Defense for Public Affairs updates any DoD issuances affected by this DTM and develops new issuances as applicable to the program.

2. DIRECTOR, DMA. Under the authority, direction, and control of the Assistant to the Secretary of Defense for Public Affairs, and in addition to the responsibilities in Paragraphs 4 and 5, the Director, DMA:

a. Assigns DMA responsibility for developing detailed implementation options for the DoD Public Web Program with associated resource estimates by the third quarter of Fiscal Year 2021 to be addressed in future budget deliberations.

b. Assists the Directives Division, Executive Services Directorate, Washington Headquarters Services, in updating DoDD 5105.74 to establish the DoD Public Web Program as a primary mission function of the DMA.

c. Establishes effective and efficient business operations that provide the best customer experience, transparency, and auditability for the DoD Public Web Program.

d. Assesses available products currently in the appropriate cost model and sustainment requirements for the shared service to achieve economy of scale and buying power, including a product and services catalog with service levels before program execution.

e. Coordinates with the Department of the Army, and other DoD Components not currently part of the DMA-managed Public Web Program, to build the appropriate plan of action and milestones for full consolidation.

f. Coordinates with the DoD Chief Data Officer and DoD Chief Information Officer for all OPEN Government Data Act (within Public Law 115-435) requirements.

g. Applies category management principles to continue to streamline services contracting related to the DoD Public Web Program.

h. Establishes a Program Management Office with responsibility for assisting the Director, DMA in accomplishing the required elements outlined in Paragraphs 2.a.–2.g., to include planning for project managers to oversee the change and conversion of the Program Management Office to a permanent office within DMA.

3. DOD CHIEF INFORMATION OFFICER. The DoD Chief Information Officer:
 - a. Coordinates with DMA on all OPEN Government Data Act (within Public Law 115-435) requirements.
 - b. Provides a liaison to provide DMA assistance as it brings the DoD Public Web Program online.
 - c. Provides technical expertise and advice on the technology used to meet the requirements defined by DMA.

4. DIRECTORS OF THE DEFENSE AGENCIES AND DOD FIELD ACTIVITIES. In addition to the responsibilities in Paragraph 5, the Directors of the Defense Agencies and DoD Field Activities designate a senior Public Web Program director or manager for their Components to serve as the single, authoritative point of contact for managing and overseeing Defense Agency and DoD Field Activity public website functions.

5. DOD COMPONENT HEADS. The DoD Component heads:
 - a. Designate a senior Public Web Program director or manager for each Component to serve as the single, authoritative point of contact for managing the content posted to their Component's public-facing websites, managing and overseeing their Component's public website requirements, and coordinating their resources and costs with DMA.
 - b. Ensure that Public Web Program matters in their respective areas comply with the policy in this issuance.

6. SECRETARIES OF THE MILITARY DEPARTMENTS. In addition to the responsibilities in Paragraph 5, the Secretaries of the Military Departments designate a senior Public Web Program director or manager at the Military Service level (as applicable) to serve as the single, authoritative point of contact for managing and overseeing Military Service public website functions.

7. SECRETARY OF THE ARMY. In addition to the responsibilities in Paragraphs 5 and 6, the Secretary of the Army:
 - a. Provides DMA a central point of contact to facilitate the transition of U.S. Army-managed public websites to a consolidated, DMA-managed Public Web Program.
 - b. Transfers the relevant resources currently used by the U.S. Army to manage public websites to DMA.

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

ACRONYM	MEANING
DoDD	DoD directive
DMA	Defense Media Activity
DTM	directive-type memorandum

PART II. DEFINITIONS

Unless otherwise noted, these terms and their definitions are for the purpose of this issuance.

TERM	DEFINITION
<u>DoD public website</u>	Defined in DoD Instruction 8170.01 as “public DoD website.”
<u>Public Web Program director or manager</u>	A subject matter expert within a DoD Component who is responsible for managing the content posted to the Component’s public-facing websites, managing and overseeing the Component’s public website requirements, and coordinating with DMA regarding the resources and costs.