

A vertical graphic of the American flag, showing the stars and stripes, positioned on the left side of the slide.

# **Building your USCG Auxiliary website**

District 5 Southern Region

Winter Conference 2010

Bill Howard DSO-CS

<http://www.uscga5sr.com>

A decorative graphic of the American flag is positioned on the left side of the slide, showing the stars and stripes. The stars are white on a dark blue background, and the stripes are red and white.

# INTRODUCTION

- "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."

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# Our Guide, Our Goal

- The 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. ...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.

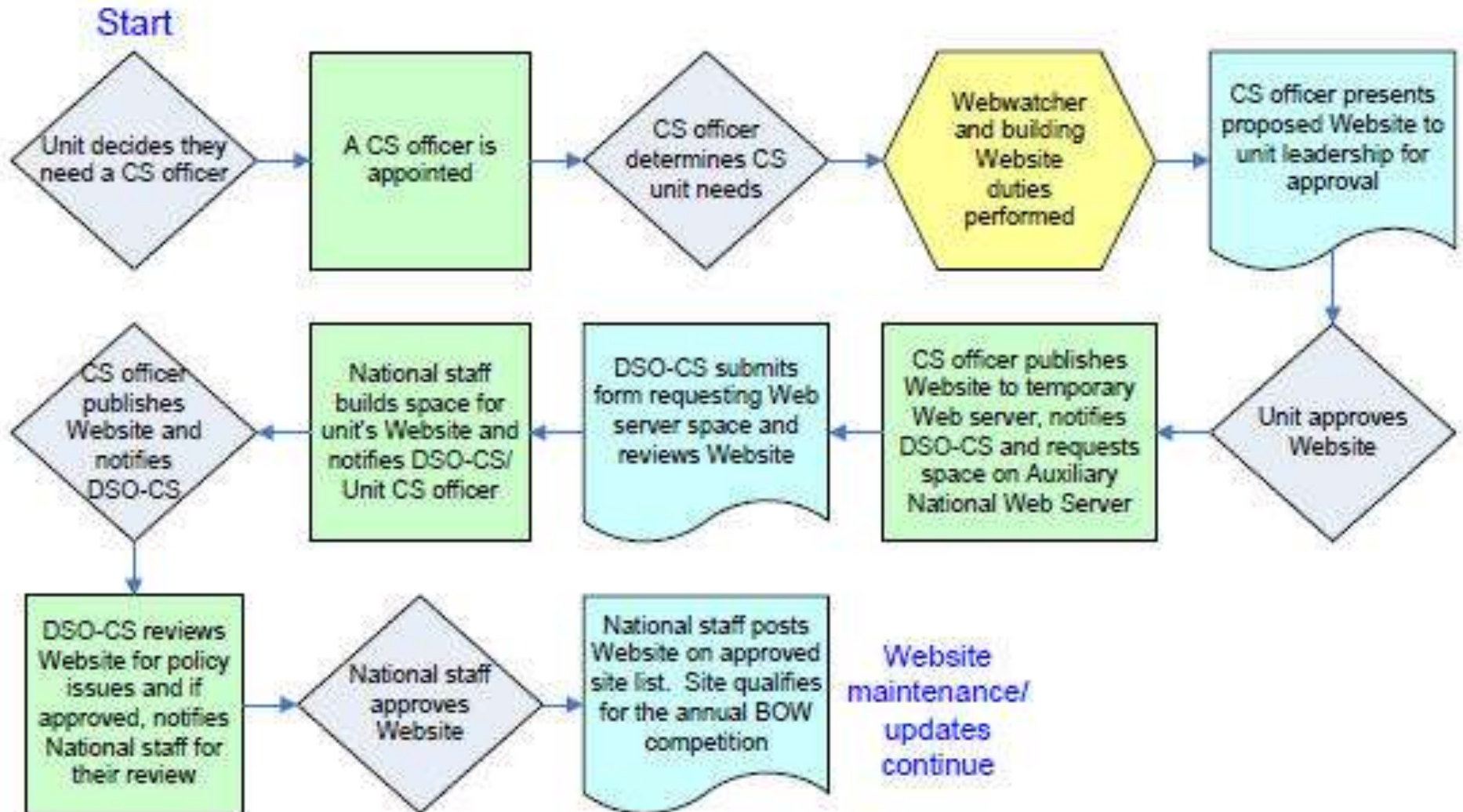
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# Do You Have a Website?

- **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.

# CS Officer Process

The basic CS officer process from appointment to Website approval



The image features a stylized American flag graphic on the left side, with white stars on a blue field and red and white stripes. The main title is centered at the top.

# The Program

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/>.

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# WEBSITE Policy 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://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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# 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

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# 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

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# Website Templates

- **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.



# USCGAUX AUXWeb BRANDING



Feb 8, 2010 Final



# Our Mission

- Our mission is to increase the Auxiliary's web presence to the public and that means having a **BRAND.**



**What's Your Brand?**  
<http://aux04.auxservices.org>





# Branding Definition

- **Brand, a name, logo, slogan, and/or design scheme associated with a product or service (Wikipedia)**





# Why Branding?

- Each unit website using the Auxiliary Website Template, increases public awareness through the internet benefiting every mission in the Auxiliary.
- Show the look and feel of "Team Coast Guard"





# Templates Available

## HTML

- Basic
- Low # pages
- Any Editor
- 1 level navigation
- Save As

## DWT

- Intermediate
- Medium # pages
- FrontPage 2003 and Expression Web 1,2, or 3, Dreamweaver
- 1 level navigation built dynamically from DWT source file
- DWT replication

## JavaScript\_XML

- Most Flexible
- Large # pages
- Complex Pages
- Any Editor
- 2 level navigation built dynamically from XML source file





# Template Contents

- Zipped files
- Skeleton files ~ customization as needed
- Limited how-to documentation
- Examples such as XML source file
- Extra file structure typically found after customization using some tools.





# AUXWeb Templates

**Provides the following:**

- **Top Header Generation**
- **Bottom Footer Generation**
- **Cascading Style Sheet (CSS)**
  - Extendable by Unit
- **Unit Customizable Left Hand Side Navigation**





**United States Coast Guard Auxiliary**  
U.S. Department of Homeland Security

70 YEARS OF SERVICE  
1939-2009

AUX Home | Join Us! | Members Deck | AUX Specialty | Missions | Units | CG Sites

Sat, Dec 05, 2009

**USCGAUX AUXWeb**

Unit Home

Enter Your Link Name

Enter Your Link Name

Enter Your Link Name

Need More Links Follow Instructions in the SideNavigationHelpFile

Online Magazines

Security Levels

National Threat Advisory:  
**ELEVATED**

Significant Risk Of Terrorist Attacks

MARSEC LEVEL  
**1** 2 3  
SIGNIFICANT RISK

Google Custom Search

Search   [ogaux.org](#)  
Advanced Search

**Unit Customizable Content space**

Unit Customizable Left Hand Navigation

Header: Template Controlled

Template Controlled

Footer: Template Controlled

Home | Advanced Search | Vessel Safety Check | Boating Classes | Get Free Adobe® R  
Flotilla Finder | Members Deck | Style Usage Guide | National Training Center  
Mission Statement | Privacy Policy | Accessibility

U.S. Coast Guard | U.S. Department of Homeland Security | USA.gov  
Copyright ©2000-2009 Coast Guard Auxiliary Association, Inc. All Rights Reserved.

W3C XHTML 1.0 | W3C CSS | SECTION 508  
MY | POWERED | USCGAUX IT





# JavaScript\_XML Q/A

- Do I need to know JavaScript? – **NO**
- Do I need to know XML? – **NO**
- Is it easy to use? – **YES**, if you pay **attention to instructions and detail.**
- What usually goes wrong? – **Typo's**
- Will I learn something? – **I'll bet you'll enjoy learning something here.**





# JavaScript\_XML Q/A

- Does this JavaScript\_XML Template use html? – **Yes, absolutely, the body of the page is your programming style.**
- What is the JavaScript & XML used for? **The side navigation file is programmed once for all your page linkage.**
- **Template works in most web development programs..**






# Creativity

- **Have I lost my ability to be creative? – No**
- **All templates allow user customized content area for creativity and uniqueness.**
- **Following examples show uniqueness.**





# Example 1

 <b>Flotilla 17-6 Home</b>	<h2>FLOTILLA 17-6</h2>
Flotilla Officers	<h3>DIVISION 17</h3> <h3>7TH COAST GUARD DISTRICT AUXILIARY</h3> <h3>CENTRAL BREVARD, FLORIDA</h3>
Photo Gallery	
Events Calendar	<p>The United States Coast Guard Auxiliary is the uniformed civilian component of the Coast Guard established by Congress in 1939 to assist in promoting boating safety. It boasts nearly 30,000 members from all walks of life who receive special training so that they may be an integral part of Team Coast Guard. Auxiliarists assist the Coast Guard in non-law enforcement programs such as public education, vessel safety checks, safety patrols, search and rescue, marine environmental protection and Coast Guard Academy introduction programs for youth. Auxiliarists donate more than 2 million hours annually to benefit other boaters and their families.</p>
Member information	<h2>OUR MISSION</h2>
Boating Safety Course	<p>Coast Guard Auxiliary District Seven, Eastern Region, Flotilla 17-6 is located in Central Brevard County and has an area of responsibility (AOR) from the 528 Bridge to the Pineda Causeway. Flotilla 17-6 routinely presents public safety classes, performs courtesy vessel safety checks (VSCs), visits marine dealers, performs safety patrols afloat and ashore, augments active duty personnel where needed, and supports other missions as directed by the Commandant of the U.S. Coast Guard.</p>
Vessel Safety Check	<h2>ABOUT THE COAST GUARD</h2>
Safe Boating Information	<p>The Coast Guard is an armed maritime service with military, law enforcement, marine environmental protection, preventative safety and search-and-rescue (SAR) missions. In an average day, the Coast Guard conducts 109 SAR cases, saves 10 lives, assists 192 people in distress, protects \$2.8 million in property, conducts 396 small boat patrols and 164 aircraft flights, boards 144 vessels and seizes 169 pounds of marijuana and 306 pounds of cocaine worth \$9.6 million, interdict 14 illegal immigrants, process 238 merchant mariner licenses and documents, board 100 large vessels for port safety checks, responds to 20 oil or hazardous chemical spills totaling 2,800 gallons, services 135 buoys and other aids to navigation, safely conducts 2,509 vessels in and out of major ports, and its icebreakers assist 197,000 tons of shipping. Yet, interestingly enough, the Coast Guard maintains the same personnel levels as it did in 1967 and is smaller than the New York City police department.</p>
Patrol Support	<p>Formed as the Revenue Cutter Service in 1790 by Alexander Hamilton to collect taxes and deter piracy, the Coast Guard is the oldest armed, uniformed service in continual operation since 1790. (The Army, Navy and Marines were disbanded after the War for Independence and only later formed again; the Air Force was created in 1947.) In 1915, the federal lighthouse and lifesaving services were merged with the Revenue Cutter Service and renamed the Coast Guard. The Coast Guard was normally under the administration of the Department of the Treasury (except during times of war, when it was under the Navy Department) until the 1960s, when it was transferred to the authority of the Department of Transportation. In March, 2003, the Coast Guard was transferred to the Department of Homeland Security.</p>
<b>Useful Links</b>	
FAQ	
Glossary	
More Links	
Navigator e-Magazine	
SITREP	
<b>Security Levels</b>	
<b>National Threat Advisory:</b> <b>ELEVATED</b>	
	
	
<input type="text"/> <input type="submit" value="Search"/>	
<a href="#">Advanced Search</a>	
<b>CONTACT US</b>	
	





# Example 2



**USCGAUX  
AUXWeb**

[Flotilla 16-05 Home](#)

[Public Education Classes](#)

[Vessel Safety Checks](#)

[Maritime Observation](#)

[Flotilla Schedule](#)

[Flotilla Staff](#)

[Contact Us](#)

[Member Links](#)

**Other Auxiliary**

[Division 16 Home](#)

[5th District Northern Region](#)

[National Auxiliary Home](#)

[Chief Director of Auxiliary](#)

[Coast Guard Auxiliary  
Association, Inc.](#)

[Auxiliary Unit Directory](#)

[Auxiliary History](#)

**Security Levels**

**National Threat Advisory:**

**ELEVATED**



Significant Risk Of Terrorist Attacks



## Flotilla 16-5

Division 16, 5th District Northern Region

Brick, New Jersey



The U.S. Coast Guard Auxiliary is an all volunteer arm of the United States Coast Guard serving the boating public on the Jersey Shore, *In the Tradition of Our Heritage*. Operations are directed by CG Station Manasquan Inlet and Auxiliary Division 16.

Flotilla 16-05, originally chartered in Island Heights, New Jersey in 1966, has been located in Brick, New Jersey since 1980 and performs services such as conducting Safe Boating Classes, Vessel Safety Examinations, Maritime Observation Missions (formerly known as Safety Patrols) and Marine Dealer Visits around the Jersey Shore. The Flotilla also enjoys the fellowship of its members as well as the advanced training that is received via the Auxiliary Member Training Department.

Flotilla 16-05 is comprised of 24 very dedicated members, six patrol boats, seven vessel examiners and six public education instructors. Specially trained members serve proudly at Coast Guard Station Manasquan Inlet and on the Atlantic Strike Team (AST) that supports the US Coast Guard's National Strike Force (NSF) located at Fort Dix, NJ.





# Example 3

Tues, Jan 26, 2010

Flotilla 87 Lake Anna, Virginia



Home Port >

About >

Activities >

Calendar >

Lake Anna >

Public Boating Education >

State Of Virginia >

Vessel Safety Checks >

Security Levels

National Threat Advisory:  
**ELEVATED**



Google Custom Search

Search  @cgauv.org

Advanced Search

## Home Port - Lake Anna, VA



Welcome to the Online Port of Flotilla 87, your local U.S. Coast Guard Auxiliary Flotilla on **Lake Anna, VA**. We appreciate you visiting our Web site!

Who We Are   Commander's Corner   Attention Jet Skier's   Boating Class Registration

Reservations are now being accepted for the FREE Boat Virginia Class at the Louisa County Library on Saturday, February 6th, 2010. Visit here for more details.

Email Jean at [jeanmccor@aol.com](mailto:jeanmccor@aol.com) or call here at (571) 236-5247 or to reserve a seat.

In The News!   AUXSARDET   Be Prepared   AWW   Litter Not

Flotilla Brochure | Web-manager | Page last update Sun, 24 Jan 2010 18:53





# Resources

- **New Sites**
  - Start with procedures visible at Auxiliary Internet Resources Site (AIRS) <http://airs.uscgaux.info/>
- **Template User Guide**
  - <http://aux04.auxservices.org/templateguide/>
- **CS Guide**
  - [http://www.cgaux.org/it/documents/CS-Guide\\_2.0.pdf](http://www.cgaux.org/it/documents/CS-Guide_2.0.pdf)





# Template Support

- **Join Google Groups**
  - USCGAUX Web Template
  - <http://groups.google.com/group/uscgaux-web-template>
- **Tips | Suggestions**
- **Ask Questions | Get Responses**
- **Get help from peers and/or experts**
- **Give help where you can**





# Best Of Web

- **A new criteria for the Best of the Web**
- **(BOW) in 2010 is being developed to reflect greater emphasis on informational content and Auxiliary Template usage.**





# Website Compliance

- **For new Unit Websites the AIRS process is used. Follow the instructions in the CS Guide.**
- **For existing Unit Websites that upgrade to the Template. Submit to your DSO and National IT Dept. for a compliance check.**



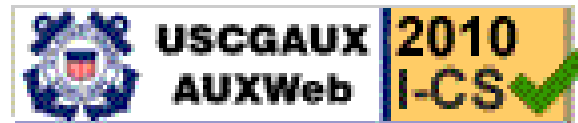


# Compliance Process

- National IT Department emails if corrections are required.



- Upon completion you are awarded a Compliance Checked Logo to be displayed on the website.






# Compliance Complete



- The National IT Department also presents you with a Certificate for a successfully branded website...

The following Unit Web Site <http://a0540807.uscgaux.info>  
location :



Flotilla 87, Lake Anna, VA  
Blue Ridge  
5th District Southern Region  
*Under the direction of:*  
FSO-CS  
Andrew L. Gibson  
*has been successfully branded  
as a website of the  
United States Coast Guard Auxiliary  
on this date: December 7, 2009*

Branding Approval by:



Roy Savoca, DIR-I  
Director Information Systems and Administration



# Questions?





# Happy Branding

