MAC Project Brief

CIVIL AIR PATROL

Wing Website Unification Project FAQs
Date: October 20, 2023   V/11

PROJECT DESCRIPTION

This document includes responses to frequently asked questions on the wing website project received by the MAC team. ==Additional questions may be sent to: capwebsites@capnhq.gov.==

GENERAL FAQ

Q. Are wings/squadrons required to convert to the new template?

A. MAC recommends that standalone squadron/unit websites can be eliminated, as some wings have already done, at the discretion of the wing PAO and with the concurrence of the wing CC, since **each squadron/unit will be represented on the wing website**. Having a unified web presence as One CAP is critical for our digital footprint. It's also a key piece in modernizing the brand as a dynamic 21st century organization, which is needed to align CAP as a Total Force partner for the future. And it ensures that we mitigate risks to network security. Wing commanders, PAOs, and ITOs were briefed on the wing website unification project in early September. These changes are part of a multiyear web strategy that CAP's Board of Governors directed MAC to implement. The overall web strategy has been reviewed and approved by CSAG and is supported by the Command Council.

Q. Will anything happen to region websites?

A. Updates to region websites will be a separate project that will run parallel to the wing website project. More details will be shared with the region commanders and region directors of public affairs at a later date.

Q. Can I keep my existing squadron websites?

A. MAC recommends that with the new wing website design, with a page (or a few child pages if needed) for each squadron, wings really do not need separate, standalone websites for each squadron any longer. The content here is duplicative of what's in the wing website template. Also, wings would then need to ensure two websites for each squadron are maintained and updated, with nearly the same content. No new standalone squadron websites are authorized after Sept. 7, 2023 (communicated during an update meeting with wing CCs and PAOs). Existing squadron/unit websites may remain only if they are hosted on Global Reach, include all brand-compliant enhanced content imported from MAC's resource library, and are updated and maintained. Any squadron site not hosted on Global Reach with approved content will be deactivated once the parent wing's updated website goes live. That said, we will allow wing public affairs officers and wing commanders to decide whether to keep existing squadron websites. You'll be required to update them with the new template for each squadron as you do for the wing website. Any squadron websites that remain must have the same navigation and required content as the wing website.

Q. **Is an activity calendar required? If so, how do I create a calendar in SiteViz?**

A. As per CAPR 60-1, "Units will maintain a web-based calendar listing all cadet events the unit plans to host or participate in during the coming year, updating the calendar throughout the year as necessary. At a minimum, all special events (except events that are small in scope and involve only a small portion of the unit) should be announced at least two weeks in advance to allow families time to plan accordingly." Wings/squadrons can determine the appropriate placement for their activity calendar. SiteViz has an in-depth help manual for the Events module in the admin site. You'll need to select Events and then the Need Help link to access it. Wings and squadrons may also use a Google, Microsoft Office, Teams, or some such online calendar that can be shared with parents and members.

Q. **How do I embed a Google Calendar that auto adjusts for desktop and mobile?**

A. You can refer to this tutorial on embedding Google Calendar into SiteViz. SiteViz Tutorial 2 - Google Calendar Walkthrough

Q. **How do I embed a Google Map to showcase all the squadrons/units in my wing?**

A. You can refer to this tutorial on embedding Google maps into SiteViz. SiteViz Tutorial 1- Interactive MAP walkthrough

Q. **I understand about consolidating everything at the wing level, but what do I do with the photo galleries I'm currently updating on my squadron website? Those are important to my members and their families.**

A. Your photo galleries ideally would be housed in some sort of password-protected or limited-access setting. This could be a private Facebook group to which you admit members of the squadron and their families. It could also be a Google Drive folder with limited access.

IT FAQ

Q. **Can the wing commander or wing PAO restrict admin access to certain areas of the website?**

A. At this time, CAP IT does not provision access to certain areas of the website. In the past, you could limit admin access to squadron sites to certain individuals, while others could have access to only the wing website. For the new wing websites, admin access is granted to access both the wing website and any squadron pages under the new top-level Locations link. This supports the change to a wing model for websites, with the wing PAO/Marketing director managing the content on the website.

Q. **What specific member does a squadron commander identify as the member who needs to understand these details?**

A. The answer to this jumps ahead to implementation of the pending new regulation for the Marketing and Communications program, which will replace the existing Public Affairs program. Right now, it's fairly clear. The PAO is responsible for content and IT is responsible for infrastructure. With centralized wing Marketing and Communications teams, there will no longer be PAOs in the squadrons. There is a public relations liaison position that could be tasked with this responsibility. But again, we strongly recommend that squadrons not continue to maintain individual websites.

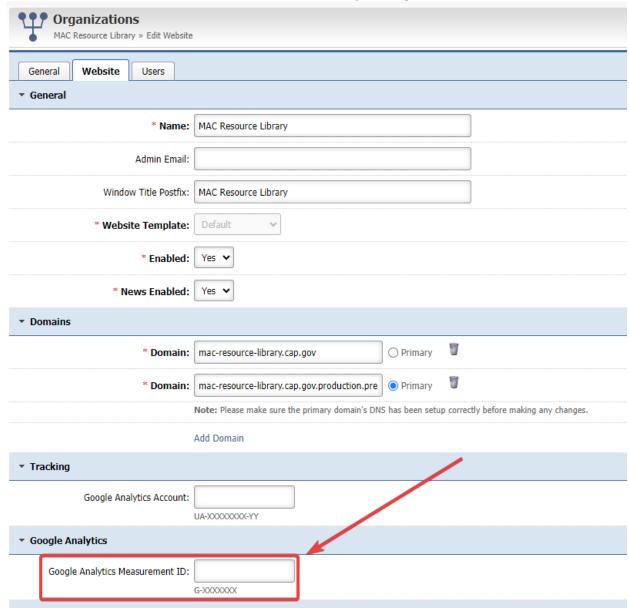Q. **Should our squadron name or URL include our charter number?**

A. We suggest that your all units use their name rather than a charter number in their name (in eServices), for example, acme.cap.gov. Our primary focus of these websites is external audiences and charter numbers won't make sense to them. If you wish to change the name of your unit in eServices, send a request to the capwebsites@capnhq.gov email address.

Q. **Can we remove the related links on the right side of many pages in the content libraries?**

A. All the content included from the content libraries, including any links along the right side of the page, is curated and managed by MAC. These should remain as they are in the template.

Q. What is the Google Analytics (GA) measurement ID that I enter in SiteViz to make sure tracking is set up on my wing website?

A. Below are instructions on finding and inserting your measurement ID:

1. Sign in to your Google Analytics account.
2. Click Admin.
3. At the top of the Property column, select your property.
4. In the Property column, click Data streams.
5. Click the data stream.
6. Find the measurement ID in the first row of the stream details.
7. Copy the measurement ID.
8. Log in to your SiteViz admin site.
9. Paste the measurement ID here in the website tab of your organization editor:

Q. How do I get a member of my wing trained on SiteViz?

A. General training materials are on the [CAP Websites page](#) on GoCivilAirPatrol.com. A new training video about how to use the new wing website template has been added to this page, along with a recording of the Update meeting held Sept. 7, 2023. There also are volunteer members of the HQ MAC staff who can help answer basic questions if you get stuck while updating your website. Send your questions to capwebsites@capnhq.gov.

Q. Regarding approval of changes, where we will need to submit our new wing website layout for approval before our wing website is live?

A. Once changes are completed in SiteViz, wings should email the MAC team at capwebsites@capnhq.gov. We will review the site and provide any required and/or recommended changes, if needed. Also, if your wing chooses to keep past squadron websites active, they will need to be updated with the new template before starting the review process. Since this is duplicative content, we recommend deactivating these old squadron websites and use the new squadron page on the wing website. Once any MAC-requested changes have been made, the MAC team will review your website and then push it into production.

Q. Any "private" sites will no longer be allowed, correct? They must be SiteViz? If so, will the compliance date wait until the wing goes live with its SiteViz site?

A. All sites currently hosted privately (e.g., with GoDaddy, HostGator, etc.) should be converted to the new SiteViz template and hosted with Global Reach. Any sites that were previously hosted privately should be deactivated. All Public Affairs compliance items are currently on hold pending publication of CAPR 150-1, Marketing and Communications Program. See the CI/SUI waiver memo [here](#).