Effective Date: September 23, 2024
Expiration Date: September 23, 2025

NASA Interim Directive (NID)

SUBJECT: Public Web Experience

RESPONSIBLE OFFICE: Office of the Chief Information Officer (OCIO)

1. POLICY.

a. This policy ensures NASA's compliance with Federal laws, regulations, policies, and guidelines regarding public-facing Agency websites, including:

(1) 21st Century Integrated Digital Experience Act (IDEA) of 2018;
(2) DOTGOV Act of 2020;
(3) Office of Management and Budget (OMB) Memorandum M-23-10, The Registration and Use of .gov Domains in the Federal Government; and
(4) OMB M-23-22, Delivering a Digital-First Public Experience.

b. NASA is committed to right-sizing the Agency's public web footprint by avoiding the creation of new public-facing websites and domain names whenever possible. The Agency's flagship websites www.nasa.gov and science.nasa.gov are the primary platforms for public web content and functionality.

c. It is NASA policy to consolidate existing public-facing websites and digital services into a unified web experience that is fully modernized, accessible, secure, and centered on user needs. While most websites will consolidate into the flagships, some sites may be conditionally authorized to provide unique tooling, functionality, or content. These websites will still adhere to the unified design system and global navigation of the flagship to ensure a seamless public user experience.

d. NASA ensures all information shared with the public through Agency websites and digital services (including web applications and mobile applications) is accurate, authoritative, up-to-date, accessible, written in plain language, optimized for discoverability and usability, and approved for publication through the Agency's review processes per:

(1) NASA's Policy on the Release of Information to News and Information Media (14 CFR pt. 1213);
(2) NPD 1380.1, Managing Agency Communications;
(3) NPD 1383.1, Release and Management of Audiovisual Products;
(4) NPD 2200.1, Management of NASA Scientific and Technical Information;
(5) NPD 2521.1, Communications and Material Review; and
(6) NASA Stylebook and Communications Manual.

Note: For more information on current Federal and Agency oversight methodology and indicators relating to accuracy, timeliness, plain language, and optimization for discoverability and usability, see NAII 2800.2.

e. NASA protects the integrity and availability of Agency science and technical information (STI) shared with the public through Agency websites and digital services. Nothing in this

directive should be interpreted as requiring the alteration or removal of content that would compromise STI on public-facing websites, per NPD 1920.1, NASA Scientific Integrity.

f. It is NASA policy to consolidate, archive, and/or decommission any public-facing Agency web pages, websites, or digital services that:

    (1) pose an unaddressed cybersecurity risk, per NPR 2810.1, Security of Information and Information Systems and NASA-SPEC-2661, NASA Organization-Defined Values for NIST SP 800-53;

    (2) fail to comply with Federal and Agency requirements and standards, as listed in NAII 2800.2 Website Requirements, Standards, and Best Practices; or

    (3) overlap with or duplicate Agency websites within the unified web experience, per Section 3 of the 21st Century IDEA.

Note: See Attachment C for an applicability matrix of Federal and Agency requirements and standards (marked as "Required" for public-facing websites).

g. It is NASA policy to avoid modernization work on existing public-facing websites and digital services, unless such work will consolidate or integrate the website into the Agency's unified web experience.

h. It is NASA policy to operate the Agency's public web experience in a transparent manner, with input sought from all Mission Directorates, Mission Support Enterprise Offices (MSEOs), and Centers.

2. APPLICABILITY.

a. This NASA Interim Directive (NID) is applicable to NASA, including Component Facilities and Technical and Service Support Centers. This directive does not apply to the Office of the Inspector General.

b. This directive is applicable to the Jet Propulsion Laboratory (JPL), a Federally Funded Research and Development Center (FFRDC), to the extent specified in the NASA/Caltech Prime Contract when building or maintaining public-facing Agency websites and digital services on behalf of NASA.

c. This directive is only applicable to grantees and parties to cooperative agreement recipients to the extent specified or referenced in the appropriate grants or agreements.

Note: For the latest guidance pertaining to grantee websites, see the NASA Grant and Cooperative Agreement Manual (GCAM) and Grant Information Circulars (GIC).

d. This directive is applicable to all websites and digital services registered using .gov and non-.gov (.com, .org, etc.) domains, including web applications, mobile applications, and software classes, that:

(1) Process, store, or transmit official NASA information or communications, where those activities are not incidental to providing a service or product to NASA or to the public on behalf of NASA; and

(2) Are available or intended for use by the public, including any website or section of a website that members of the public can access without security authentication.

e. This directive does not prohibit the continued operation of existing websites and digital services registered using non-.gov domains on behalf of NASA. However, in order to comply with the DOTGOV Act and OMB requirements, all Center Directors, Associate Administrators, and other Officials in Charge (OICs) or their designees shall identify and report all non-.gov domains in scope of this directive per 5n(1).

(1) For any non-.gov domains newly identified and reported as a result of this directive, the Agency will develop implementation plans to move forward with all of the components necessary to adhere to the OMB requirements.

f. This directive only applies to websites for multiagency or international initiatives where NASA employees or contractors are leading the day-to-day website operations, including updates to code and content (e.g., earth.gov).

(1) Where another Federal or international government agency is leading the day-to-day operations of the website (e.g., NOAA for climate.gov), the other agency's requirements and policies should apply.

g. This directive does not apply to standalone web services that are not designed to be read or used by a human, and instead use a standardized machine-readable format to interact with other web applications over the internet.

h. This directive does not apply to websites or digital services funded, built, and maintained by third-party nongovernmental entities that are designed to facilitate online sharing of text or other media among communities of users (e.g., social media platforms), where NASA maintains an official presence as one of many users or customers.

Note: For example, NASA's official organizational profile and code repositories on GitHub.com (https://github.com/nasa) are not in scope of this directive, as they are part of the overall GitHub website built and maintained by GitHub, Inc., where NASA is just one of many users. However, if an official NASA code repository generates its own custom static website using GitHub Pages (e.g. https://nasa.github.io/___) designed to be read and used by a human, that static site is in scope of this directive, and must comply with all Federal and Agency requirements for public-facing websites and digital services.

i. This directive does not apply to STI itself as defined in NPR 2200.1, but does apply to all Agency websites and digital services that disseminate STI to the general public.

j. Where it is unclear as to whether a website or digital service falls within the scope of this directive, OICs or their designees shall contact the CIO, who will consult with the General Counsel as needed, for additional guidance to determine whether registration is required.

k. In this directive, all mandatory actions (i.e., requirements) are denoted by statements containing the term "shall." The terms "may" denotes a discretionary privilege or permission; "can" denotes statements of possibility or capability; "should" denotes a good practice and is recommended, but not required; "will" denotes expected outcome; and "are/is" denotes descriptive material.

l. In this directive, all document citations are assumed to be the latest version, inclusive of any amendments, unless otherwise noted.

3. AUTHORITY.

a. 21st Century Integrated Digital Experience Act (IDEA), Pub. L. 115-336 (2019).
b. DOTGOV Online Trust in Government Act of 2020, Pub. L. 116-260 (2020).
c. NPD 1380.1, Managing Agency Communications.
d. NPD 2200.1, Management of NASA Scientific and Technical Information.
e. NPD 2800.1, Managing Information Technology.

4. APPLICABLE DOCUMENTS AND FORMS.

a. OMB Circular A-11 Section 280, Managing Customer Experience and Improving Service Delivery, as amended (08/11/2023).
b. NASA Release of Information to News and Information Media, 14 CFR pt. 1213.
c. NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System, 14 CFR subpt. 1221.1.
d. OMB M-22-09, Moving the U.S. Government Toward Zero Trust Cybersecurity Principles.
e. OMB M-23-10, The Registration and Use of .Gov Domains in the Federal Government.
f. OMB M-23-22, Delivering a Digital-First Public Experience.
g. OMB M-24-08, Strengthening Digital Accessibility and the Management of Section 508 of the Rehabilitation Act (12/21/2023).
h. NPD 1383.1, Release and Management of Audiovisual Products.
i. NPD 1382.17, NASA Privacy Policy.
j. NPD 1420.1, NASA Forms Management.
k. NPD 1920.1, NASA Scientific Integrity.
l. NPD 2521.1, Communications and Material Review.
m. NPR 1382.1, NASA Privacy Procedural Requirements.
n. NPR 2800.2, Information and Communication Technology Accessibility.
o. NPR 2810.1, Security of Information and Information Systems.
p. NPR 7120.5, NASA Space Flight Program and Project Management Requirements.
q. NPR 7120.7, NASA Information Technology Program and Project Management Requirements.

r. NPR 7120.8, NASA Research and Technology Program and Project Management Requirements.

s. NRRS 1441.1, NASA Records Retention Schedules.

t. NAII 2800.2, Website Requirements, Standards, and Best Practices.

u. NASA-SPEC-2661, NASA Organization-Defined Values for NIST SP 800-53.

v. [NASA Stylebook and Communications Manual](#) (internal NASA link).

5. RESPONSIBILITY.

a. The **Agency Chief Information Officer (CIO)** is responsible for:

    (1) Ensuring the implementation of the requirements in this directive and future laws and rules from Congress and OMB that pertain to the Agency's public web experience.

    (2) Creating and maintaining Agency-wide standards for the technical infrastructure, integration, security, privacy, and accessibility of all public-facing websites and digital services, including technical standards for the unified public web experience.

    (3) Creating and maintaining Agency-wide processes and procedures to support the implementation of this directive.

    (4) Reviewing and approving requests from OICs to:

        (a) Create a new public-facing website or domain name.

        (b) Designate a new or existing website as part of the Agency's unified public web experience. Websites without the "unified public experience" designation will remain candidates for consolidation or decommission.

        (c) Establish an implementation plan and timeframe for an existing website to comply with Federal and Agency requirements.

        (d) Undertake significant redesign, migration, or modernization work for an existing website that would not consolidate or integrate the site into the Agency's unified public web experience, as outlined in 1g.

    (5) Blocking external access to public-facing Agency websites with prolonged, unresolved violations of Federal or Agency requirements per 1f, or that do not have an identifiable and responsive Responsible NASA Official (RNO). OCIO may implement these blocks in a variety of ways, including modification of domain name system (DNS) records and trusted internet connection (TIC) access controls.

        (a) The CIO or designee will prioritize clear communication and collaboration in this process by proactively engaging with the RNO (or OIC if the RNO cannot be identified), Information System Owner (ISO), Information System Security Officer (ISSO), and other relevant stakeholders to explain the unresolved violation(s) and share alternative options for remediation.

(b) If an organization disputes a proposed block due to STI concerns per 1e, OCIO will pause for adjudication by the Chief Scientist and Center Research Integrity Officers.

(6) Publishing an internal inventory of all Agency public-facing domain names, websites, and digital services in scope of this directive, including documentation on all website/domain requests, decisions, and implementation plans as outlined in 5a(4) and 5a(5).

(a) The CIO or designee shall regularly export any public-facing websites with non-.gov domains listed in the internal NASA inventory and report them to the General Services Administration (GSA) and Cybersecurity and Infrastructure Security Agency (CISA) as required by OMB M-22-09, Moving the U.S. Government Toward Zero Trust Cybersecurity Principles.

Note: The DOTGOV Act, M-22-09 and M-23-10 require Federal agencies to report all utilized non-.gov domain names, including hostnames used by any internet-accessible information systems. This requirement is much larger than the scope of this directive, and all Information System Owners will be responsible for meeting this requirement where applicable per Section 8.1 of NAII 2800.2.

(7) Designating an Agency Web Modernization Lead.

(8) Ensuring that Agency-wide budget planning estimates for implementing the responsibilities above are incorporated into OCIO's budget requests through the Planning, Programming, Budgeting and Execution (PPBE) process.

b. The **Agency Web Modernization Lead** is responsible for:

(1) Managing and coordinating implementation of Federal and Agency requirements and standards for public-facing websites.

(2) Serving as the Responsible NASA Official for www.nasa.gov and the Agency's digital experience delivery lead as required by OMB M-23-22.

(3) Overseeing and operating the Agency's public web experience in a transparent manner, and seeking input from all Mission Directorates, MSEOs, and Centers.

c. The **Deputy CIO for Operations** is responsible for:

(1) Developing, operating and supporting www.nasa.gov as an enterprise service for all Mission Directorates, MSEOs, and Centers.

(2) Designating OCIO Web Managers.

d. **OCIO Web Managers** are responsible for monitoring, supporting, and enforcing implementation of Federal and Agency requirements and standards for public-facing

websites belonging to the Center(s) in their portfolio, in coordination with each Center Director (or designee) and the Responsible NASA Official for each website.

e. The **Senior Agency Information Security Officer (SAISO)** is responsible for assessing and enforcing implementation of Agency cybersecurity and privacy requirements for public-facing websites and digital services, as required by:

    (1) NPD 1382.17, NASA Privacy Policy;
    (2) NPD 2800.1, Managing Information Technology;
    (3) NPD 2810.1, NASA Information Security Policy; and
    (4) NPR 1382.1, NASA Privacy Procedural Requirements.

f. The **Agency Section 508 Program Manager** is responsible for monitoring, supporting, and enforcing implementation of Section 508 accessibility requirements for the Agency's public-facing websites and digital services, as required by:

    (1) OMB M-24-08, Strengthening Digital Accessibility and the Management of Section 508 of the Rehabilitation Act; and
    (2) NPR 2800.2, Information and Communication Technology Accessibility.

g. The **Agency Records Officer** is responsible for monitoring, supporting, and enforcing implementation of Agency records management requirements and retention schedules for public-facing websites and digital services, as required by NRRS 1441.1, NASA Records Retention Schedules.

h. The **Agency Forms Officer** is responsible for monitoring, supporting, and enforcing implementation of Agency requirements for public-facing web forms, as required by NPD 1420.1, NASA Forms Management.

i. The **Associate Administrator for Communications** is responsible for:

    (1) Creating and maintaining Agency-wide standards for:

        (a) content style and formatting,
        (b) high-level information architecture,
        (c) graphic design, and
        (d) Agency branding

    on all public-facing websites and digital services, including design and content style standards for the unified public web experience.

    (2) Creating and maintaining design and content style standards for the unified public web experience with input from all Mission Directorates, MSEOs, and Centers, to include:

        (a) shared navigation menus, headers, and footers;
        (b) shared site search and recommended results; and
        (c) shared categories and taxonomies.

(3) Evaluating requests relating to public-facing websites and domain names to ensure alignment with the Agency's communications strategy and brand standards, and providing concurrence to the CIO for final review as outlined in 5a(4).

(4) Designating a Communications Web Modernization Lead.

(5) Ensuring that Agency-wide budget planning estimates for implementing the responsibilities above are incorporated into the Office of Communications budget requests through the PPBE process.

j. The **Communications Web Modernization Lead** is responsible for supporting the Agency Web Modernization Lead by managing and coordinating Agency-wide implementation of Federal and Agency requirements and standards relating to content style, design, and branding for public-facing websites and digital services.

k. The **Chief Historian** is responsible for identifying and preserving any public-facing websites or web content with historically significant value.

l. The **Associate Administrator for the Science Mission Directorate** is responsible for:

(1) Creating and maintaining policies and procedures to protect the scientific integrity of the Agency's science websites and digital services while ensuring the implementation of Federal and Agency requirements and standards.

(2) Formulating the Agency's science web modernization strategy, managing the resources to support the science web modernization and consolidation plan, and coordinating with science teams, JPL, and related Center-based efforts to implement the strategy.

(3) Developing, managing, and maintaining the flagship website science.nasa.gov and related science websites within the Agency's unified web experience.

(4) Evaluating requests relating to public-facing science websites and domain names to ensure alignment with the Agency's science web modernization strategy, and providing their concurrence to the CIO for final review as outlined in 5a(4).

(5) Creating, maintaining, and approving science-specific information architecture for science.nasa.gov and ciencia.nasa.gov.

(6) Designating a Science Web Modernization Lead.

(7) Ensuring that Agency-wide budget planning estimates for implementing the responsibilities above are incorporated into SMD's budget requests through the PPBE process.

m. The **Science Web Modernization Lead** is responsible for supporting the Agency Web Modernization Lead by managing and coordinating the implementation of Federal and Agency requirements and standards across all science websites and digital services.

n. The **Chief Scientist** and **Center Research Integrity Officers** are responsible for adjudicating disputes regarding the alteration or removal of content that compromises STI on public-facing websites per NPD 1920.1.

o. All **Center Directors, Associate Administrators, and other OICs** are responsible for:

    (1) Ensuring all .gov and non-.gov domains in scope of this directive that are funded or maintained by their organizations are identified and reported in the internal NASA domain inventory referenced in 5a(6).

        (a) Where it is unclear as to whether a website or digital service falls within the scope of this directive, OICs or their designees shall contact the CIO and the General Counsel for additional guidance to determine whether registration is required.

    (2) Ensuring all new and existing public-facing websites and digital services that are funded or maintained by their organizations are compliant with all Federal and Agency requirements as listed in NAII 2800.2.

    (3) Ensuring all content published by their organization on the Agency's flagship websites (www.nasa.gov and science.nasa.gov) is created and maintained in compliance with all Federal and Agency requirements as listed in NAII 2800.2.

    (4) Designating a civil servant **Responsible NASA Official (RNO)** for every public-facing website and digital service that is funded or maintained by their organization, including any operated by contractors or other entities on their organization's behalf.

        (a) For Agency websites managed by JPL, the OIC of the NASA organization funding the JPL task order shall designate the NASA RNO, with support from the NASA Office of JPL Management and Oversight (NOJMO).

        (b) The JPL Director may designate one or more manager-level JPL employees ("Site Managers") with day-to-day accountability for both the content and technical infrastructure of the website in order to support the NASA RNO in their responsibilities.

    (5) Facilitating the consolidation or decommission of existing websites or digital services that meet the criteria in 1f.

    (6) Supporting the Agency's ongoing website consolidation and decommission activities by leveraging their organizations' existing capacity for website operations and maintenance, to the extent permitted by existing contracts and agreements.

    (7) Evaluating requests from their organization relating to public-facing websites and domain names, and providing their concurrence to the CIO for final review as outlined in 5a(4).

(8) Ensuring that Agency-wide budget planning estimates for implementing the responsibilities above are incorporated into their organization's budget requests through the PPBE process.

p. The **Assistant Administrator for Procurement** is responsible for:

(1) Adding contract clauses in all NASA contracts and relevant agreements that contain the requirement for compliance and alignment with this directive.

(2) Ensuring that Agency-wide procurement strategy for public-facing websites and digital services is in alignment with this directive.

q. The **Chief Financial Officer (CFO)** is responsible for ensuring that the Agency budget planning incorporates estimates provided through the PPBE process and that any funding received is apportioned, allocated, and executed accordingly.

r. The **Responsible NASA Official (RNO)** for each public-facing Agency website or digital service is responsible for:

(1) Designating a **Website Technical Lead.** The Website Technical Lead is responsible for maintaining and updating the website's code, database, hosting platform, dependencies, integrations, and other technical infrastructure in compliance with all policies and standards as listed in NAII 2800.2. This role may be a civil servant or NASA contractor.

(2) Designating a **Website Content Lead.** The Website Content Lead is responsible for maintaining and updating the website's text, metadata, multimedia, uploaded files (including PDFs), links, and other content shown on a rendered web page in compliance with all policies and standards as listed in NAII 2800.2. This role may be a civil servant or NASA contractor.

(3) Carrying out the responsibilities of the Website Technical Lead and/or Website Content Lead if either role is vacant.

(4) Ensuring that the site footer on every public-facing, non-authenticated web page contains the following:

(a) The "Last Updated" date (including day, month, and year);

(b) The RNO's full name listed as "Responsible Official"; and

(c) Either the Website Content Lead's full name listed as "Site Editor," and/or the full name of each web page's primary content editor listed as "Page Editor".

(5) Maintaining accurate and up-to-date entries in the Federal and Agency registries for domain names, websites, applications, and digital services, as listed in NAII 2800.2.

(6) Verifying and documenting the website's compliance with Federal and Agency requirements and standards no less than once per fiscal year.

(7) Responding to all Federal and Agency data calls regarding the website by the due date or negotiated extension.

(8) If this role is vacant for any existing website or digital service, the OIC shall be responsible for these duties until the site is consolidated or decommissioned.

6. DELEGATION OF AUTHORITY.

Officials outlined above may delegate responsibilities to personnel responsible for the management and execution of services, programs, or projects.

7. MEASUREMENT/VERIFICATION.

a. Performance measures relative to implementation of this directive will be developed, reviewed, and verified annually by the Agency Web Modernization Lead.

b. The Agency Web Modernization Lead will issue data calls and coordinate reporting on the Agency's public-facing websites and digital services as required by 21st Century IDEA and OMB M-23-22, with the support of the Communications Web Modernization Lead and the Science Web Modernization Lead.

8. CANCELLATION.

None.

ATTACHMENT A. Definitions.

Digital Service. A transactional service (e.g., online form, account management tool) or an informational service that is delivered over the internet across a variety of platforms, devices, and delivery mechanisms (including mobile applications, text/short message service (SMS), etc.). Digital services are typically designed to be read or used by a human user. Digital services are separate and distinct from what are commonly referred to as "web services" as defined below.

Domain Name. A unique name that can resolve to Internet Protocol (IP) addresses and other informational attributes, as defined by the DNS protocol. On the internet, domain names help to identify companies, organizations, institutions, or individuals and the networked resources they manage. In this directive, "domain name" and "domain" are used interchangeably as shorthand for "fully qualified domain name". This definition includes both top-level domains (e.g., nasa.gov, globe.gov, nacarbon.org) as well as subdomains (e.g., science.nasa.gov, data.globe.gov, nspires.nasaprs.com).

Domain Registration. The process of requesting or purchasing an authoritative domain name from a domain registrar and creating a DNS record (e.g., to map that domain name to a website or system's IP address). CISA is the registrar who maintains the authoritative registry of all .gov domains; non-.gov domain registries are managed by third-party registrars such as Domain.com,

GoDaddy, or Namecheap. Domain registrations include the registrant's contact information and are typically renewed on an annual basis.

External Website. A website with an external DNS record that any member of the public can access from outside NASA networks. This definition includes, but is not limited to, "public-facing" websites as defined below. For example, some "external websites" (accessible from non-NASA networks) are only used as development, testing or staging environments, and are not intended for use by the public; these would not be considered "public-facing websites".

Flagship Websites. Collective term for two specific websites: www.nasa.gov (maintained by OCIO) and science.nasa.gov (maintained by SMD). The flagship websites are part of the Agency's "unified public web experience" as defined below.

Internal Website. A website intended to be accessed and used by Federal Government employees or contractors on behalf of the Agency. For the purposes of this directive, an "internal website" is only accessible: (1) from within a NASA network (e.g., webtads.nasa.gov) and/or (2) after authenticating the user as a NASA employee or contractor (e.g., id.nasa.gov).

Public-Facing Website. A website intended to be accessed and used by a member of the public or a customer. A website that is primarily used by federal employees, contractors, or other business partners (such as regulatory stakeholders) but that is accessible to the public may be considered "public-facing" if the website content is of significant public value (e.g., for transparency purposes). All public-facing websites are also "external websites" as defined above.

Responsible NASA Official (RNO). The NASA civil service employee responsible for an Agency website and accountable for both its content and technical infrastructure.

Unified Public Web Experience. Websites authorized by the CIO to provide unique functionality and content through subdomains of nasa.gov in adherence with the unified design system and global navigation of the Agency flagship websites (e.g., plus.nasa.gov, ciencia.nasa.gov). This may be achieved through a variety of web platforms, backends and technologies as long as the public's user experience on the frontend is seamless.

Web Application. A software program that is accessible using a web browser. All web applications are considered "websites" as defined below for the purposes of Agency and Federal requirements and standards, unless explicitly noted.

Web Service. A specific type of web application (or web application component) that uses a standardized format like extensible markup language (XML) to interact with other web applications over the internet. A web service is often designed to be machine-readable and used for applications to interact with each other. Web services are separate and distinct from "digital services" as defined above.

Website. As defined by OMB, a group of globally accessible interlinked web pages under a unique host name that is accessible using a web browser, typically designed to be read or used by a human. This term includes (but is not limited to) all "web applications" as defined above.

Website Technical Lead. The NASA civil service employee or contractor (typically a senior web developer) responsible for maintaining and updating a website's code, database, hosting platform, dependencies, integrations, and other technical infrastructure, under the oversight of the website's RNO.

Website Content Lead. The NASA civil service employee or contractor (typically a senior web editor) responsible for maintaining and updating a website's text, metadata, multimedia, uploaded files (including portable document format (PDF) files), links, and other content shown on rendered web pages, under the oversight of the website's RNO. Equivalent to the term "Curator" that has been used in past NASA guidance documents.

ATTACHMENT B. Acronyms.

AA - Associate Administrator
CFO - Chief Financial Officer
CIO - Chief Information Officer
CISA - Cybersecurity and Infrastructure Security Agency
DNS - Domain Name System
EAR - Export Administration Regulations
FFRDC - Federally Funded Research and Development Center
GCAM - Grant and Cooperative Agreement Manual
GIC - Grant Information Circular
GSA - General Services Administration
IDEA - 21st Century Integrated Digital Experience Act of 2018
IP - Intellectual Property
IP Address - Internet Protocol Address
ISO - Information System Owner
ISSO - Information System Security Officer
ITAR - International Trafficking of Arms Regulations
JPL - Jet Propulsion Laboratory
MSEO - Mission Support Enterprise Office
NAII - NASA Advisory Implementing Instruction
NID - NASA Interim Directive
NPD - NASA Policy Directive
NPR - NASA Procedural Requirements
NOAA - National Oceanic and Atmospheric Administration
NOJMO - NASA Office of JPL Management and Oversight
OCIO - Office of the Chief Information Officer
OIC - Official in Charge
OMB - Office of Management and Budget
PDF - Portable Document Format
PPBE - Planning, Programming, Budgeting, and Execution

RNO - Responsible NASA Official
SAISO - Senior Agency Information Security Officer
SMS – Short Message Service
STI - Scientific and Technical Information
TIC – Trusted Internet Connection
WCAG - Web Content Accessibility Guidelines
XML - Extensible Markup Language

ATTACHMENT C. Applicability Matrix.

Note: See references to chapters in NAII 2800.2 for additional explanations and implementation guidance on each policy area below.

Policy Area		Type	Applicability to Websites & Web Apps		
			Public-Facing	External	Internal
Accessibility and Section 508					
2.1	Section 508 Standards for Websites (WCAG 2.0 A & AA)	Federal Mandate	Required	Required	Required
2.2	Manual Accessibility Testing	Federal Mandate	Required	Required	Required
2.3	Automated Accessibility Testing	Best Practice	Recommended	Recommended	Recommended
Analytics					
3.1	Analytics	Federal Mandate	Required	Recommended	N/A
3.2	User Feedback	Federal Mandate	Required	Recommended	Recommended
3.3	Other Analytics Tools	Best Practice	Recommended	Recommended	Recommended
Branding					
4.1	NASA Insignia	Agency Mandate	Required	Required	Required
4.2	Other NASA and Mission Emblems, Identifiers, and Logos	Agency Mandate	Required	Required	Required
4.3	Non-NASA Commercial, International, and Third-Party Logos	Agency Mandate	Required	Required	Required
Content					
5.1	Plain Language	Federal Mandate	Required	Recommended	Recommended
5.2	Information Quality and Integrity	Federal Mandate	Required	Required	Recommended
5.3	Prohibition of Lobbying	Federal Mandate	Required	Required	N/A
5.4	Public Release of Information	Agency Mandate	Required	Required	N/A
5.5	Space Act Agreement	Agency Mandate	Required	Required	N/A
5.6	Scientific & Technical Information (STI)	Agency Mandate	Required	Required	Required
5.7	NASA Internet Publishing Guidelines	Best Practice	Recommended	Recommended	N/A
5.8	Social Media and User Generated Content	Best Practice	Recommended	Recommended	Recommended
5.9	Content Syndication and Third-Party Embeds	Best Practice	Recommended	Recommended	Recommended

Policy Area		Type	Applicability to Websites & Web Apps		
			Public-Facing	External	Internal
5.10	One-Time or Short Duration Campaigns	Best Practice	Recommended	Recommended	Recommended
5.11	Content Guidance for www.nasa.gov	Best Practice	Recommended	N/A	N/A
5.12	Accessible Language	Best Practice	Recommended	Recommended	Recommended
Content Security					
6.1	Sensitive But Unclassified and Controlled Unclassified Information (SBU/CUI)	Agency Mandate	Required	Required	N/A
6.2	Export Control (ITAR & EAR)	Federal Mandate	Required	Required	N/A
6.3	Unclassified Controlled Nuclear Information (UCNI)	Federal Mandate	Required	Required	N/A
6.4	Classified National Security Information (CNSI)	Agency Mandate	Required	Required	N/A
6.5	Personnel Information and Employee Locator Data	Agency Mandate	Required	Required	N/A
6.6	Maps	Agency Mandate	Required	Required	N/A
6.7	Infrastructure & Facilities	Agency Mandate	Required	Required	N/A
6.8	Publication of Internal Policies	Agency Mandate	Required	Required	N/A
Design and User Experience (UX)					
7.1	Federal Website Standards	Federal Mandate	Required	Recommended	Recommended
7.2	Consistent Look and Feel	Federal Mandate	Required	Recommended	Recommended
7.3	Responsive Design and Mobile Device Support	Federal Mandate	Required	Recommended	Recommended
7.4	Web Browser Support	Best Practice	Recommended	Recommended	Recommended
7.5	Site Performance	Best Practice	Recommended	Recommended	Recommended
7.6	Typography and Fonts	Best Practice	Recommended	Recommended	Recommended
7.7	UX Research and Testing	Best Practice	Recommended	Recommended	Recommended
Domains, URLs and Links					
8.1	Domain Names	Federal Mandate	Required	Required	Required
8.2	External Linking Policy	Federal Mandate	Required	Required	Recommended
8.3	URLs and Redirects	Federal Mandate	Required	Required	Recommended
8.4	URL Shorteners and QR Codes	Best Practice	Recommended	Recommended	Recommended
8.5	Linking and Linked Text	Best Practice	Recommended	Recommended	Recommended
Governance					
9.1	Agency Inventories and Registration of Websites	Agency Mandate	Required	Required	Required
9.2	Requesting a New Domain	Agency Mandate	Required	Required	Recommended
9.3	Annual Domain Revalidation	Agency Mandate	Required	Recommended	Recommended
9.4	Reporting and Data Calls	Agency Mandate	Required	Required	Required
Images and Videos					
10.1	Still and Motion Imagery Standards	Agency Mandate	Required	Required	Required
10.2	Media Release Forms	Agency Mandate	Required	Required	Recommended
10.3	Image Credit	Best Practice	Recommended	Recommended	Recommended
10.4	Image and Video Metadata	Best Practice	Recommended	Recommended	Recommended
10.5	Video and Livestreaming	Best Practice	Recommended	Recommended	Recommended

Policy Area		Type	Applicability to Websites & Web Apps		
			Public-Facing	External	Internal
10.6	Creating Website Graphics	Best Practice	Recommended	Recommended	Recommended
10.7	Writing Alternative Text	Federal Mandate	Required	Required	Required
Intellectual Property					
11.1	Copyright	Federal Mandate	Required	Required	Required
11.2	Potentially Patentable	Agency Mandate	Required	Required	Required
11.3	Proprietary Information and Trade Secrets	Agency Mandate	Required	Required	Required
11.4	Licensing and Usage Rights	Federal Mandate	Required	Required	Required
IT Security					
12.1	Secure Connections (HTTPS, HSTS)	Federal Mandate	Required	Required	Required
12.2	Technical Standards (IPv6)	Federal Mandate	Required	Required	Recommended
12.3	Linking to Data on File Shares	Federal Mandate	Required	Required	Required
12.4	APIs and Integrations	Federal Mandate	Required	Required	Required
12.5	Data Encryption	Federal Mandate	Required	Required	Required
12.6	Security of Information	Agency Mandate	Required	Required	Required
12.7	IT Security Plan	Agency Mandate	Required	Required	Required
12.8	Third-Party Tools and Plugins	Agency Mandate	Required	Required	Required
12.9	Web Development	Best Practice	Recommended	Recommended	Recommended
12.10	Development/Testing/Staging Environments	Best Practice	Recommended	Recommended	Recommended
Multilingual					
13.1	Access for People with Limited English Proficiency (LEP)	Federal Mandate	Required	Required	Recommended
13.2	Spanish Web Content	Best Practice	Recommended	Recommended	Recommended
Navigation, Headers, and Footers					
14.1	Required Footer Links	Federal Mandate	Required	Required	Required
14.2	Identification of Website RNO and Site/Page Editor	Agency Mandate	Required	Required	Required
14.3	Last Updated Date	Agency Mandate	Required	Required	Required
14.4	Headers and Navigation	Best Practice	Recommended	Recommended	Recommended
Privacy					
15.1	Privacy Clearances (PIAs and PTAs)	Federal Mandate	Required	Required	Required
15.2	Website Privacy Policy	Federal Mandate	Required	Required	Recommended
15.3	Children's Online Privacy Protection Act (COPPA)	Federal Mandate	Required	Required	N/A
15.4	Cookies and User Tracking Technology	Federal Mandate	Required	Required	Recommended
Records and Archiving					
16.1	Records Schedule and Retention	Federal	Required	Required	Required
16.2	Historical Assessment and Archival	Best Practice	Recommended	Recommended	Recommended
Search and SEO					
17.1	Site Search Functionality	Federal Mandate	Required	Recommended	Recommended

Policy Area		Type	Applicability to Websites & Web Apps		
			Public-Facing	External	Internal
17.2	Visibility to Search Engines and Web Scrapers	Federal Mandate	Required	Recommended	N/A
17.3	Search Engine Optimization	Best Practice	Recommended	N/A	N/A
17.4	Metatags, Schemas, and Open Graph Tags	Best Practice	Recommended	Recommended	N/A
Surveys and Forms					
18.1	Information Collections and the Paperwork Reduction Act (PRA)	Federal Mandate	Required	Required	Recommended
18.2	Privacy Act Systems of Record for PII/IFF	Federal Mandate	Required	Required	Required
18.3	Privacy Act Statements and Notices	Federal Mandate	Required	Required	N/A
18.4	Digital Signatures	Agency Mandate	Required	Required	Required
18.5	NASA Forms Management	Agency Mandate	Required	Required	Required
User Login and Authentication					
19.1	Multi-factor Authentication (MFA)	Federal Mandate	Required	Required	Required
19.2	Internal NASA Users	Federal Mandate	Required	Required	Required
19.3	External Non-NASA Users and Members of the Public	Federal Mandate	Required	Required	N/A
19.4	User Customization and Personalization	Best Practice	Recommended	Recommended	Recommended

ATTACHMENT D. References.

Note: This shortlist is accurate as of this directive's publication date. See NAII 2800.2 Appendix E for the complete reference list of all current Federal and Agency requirements for public-facing websites and digital services.

D.1 DOTGOV Online Trust in Government Act of 2020, Pub. L. 116-260 (2020).

D.2 21st Century Integrated Digital Experience Act (IDEA), Pub. L. 115-336 (2018).

D.3 NASA Release of Information to News and Information Media, 14 CFR pt. 1213.

D.4 NASA Seal, NASA Insignia, NASA Logotype, NASA Program Identifiers, NASA Flags, and the Agency's Unified Visual Communications System, 14 CFR subpt. 1221.1.

D.5 OMB Circular A-11 Section 280, Managing Customer Experience and Improving Service Delivery, as amended (08/11/2023).

D.6 OMB M-23-10, The Registration and Use of .Gov Domains in the Federal Government.

D.7 OMB M-23-22, Delivering a Digital-First Public Experience.

D.8 OMB M-24-08, Strengthening Digital Accessibility and the Management of Section 508 of the Rehabilitation Act (12/21/2023).

D.9 GSA Federal Website Standards.

D.10 NPD 1380.1, Managing Agency Communications.

D.11 NPD 1383.1, Release and Management of Audiovisual Products.

D.12 NPD 1382.17, NASA Privacy Policy.

D.13 NPD 1420.1, NASA Forms Management.

D.14 NPD 1920.1, NASA Scientific Integrity.

D.15 NPD 2200.1, Management of NASA Scientific and Technical Information.

D.16 NPD 2521.1, Communications and Material Review.

D.17 NPD 2800.1, Managing Information Technology.

D.18 NPD 2810.1, NASA Information Security Policy.

D.19 NPR 1382.1, NASA Privacy Procedural Requirements.

D.20 NPR 2200.2, Requirements for Documentation, Approval and Dissemination of Scientific and Technical Information.

D.21 NPR 2800.2, Information and Communication Technology Accessibility.

D.22 NPR 2810.1, Security of Information and Information Systems.

D.23 NPR 7120.5, NASA Space Flight Program and Project Management Requirements.

D.24 NPR 7120.7, NASA Information Technology Program and Project Management Requirements.

D.25 NPR 7120.8, NASA Research and Technology Program and Project Management Requirements.

D.26 NPR 7150.2, NASA Software Engineering Requirements.

D.27 NRRS 1441.1, NASA Records Retention Schedules.

D.28 NAII 2800.1, NASA Paperwork Reduction Act (PRA) Compliance Program.

D.29 NAII 2800.2, Website Requirements, Standards, and Best Practices.

D.30 ITS-HBK-1382.06-01, Web Privacy Notices and Redress.

D.31 NASA Stylebook and Communications Manual (internal NASA link).