Web Leads Monthly Meeting

December 05, 2024

Please sit with folks you don't know and introduce yourselves. We'll be doing some group activities today working with our immediate neighbors.

Welcome and kickoff

Marcy Jacobs - marcy.jacobs@maryland.gov

Agenda

- Welcome and kickoff
- Transparent Government Act (TGA) update
- Maryland Accessible Design Principles & Testing Tool
- Maryland website playbook
- New templates update
- Maryland CMS survey

Presenters

MARYLAND DIGITAL SERVICE (MDDS)

Macy Jacobs
Deputy Secretary, DoIT
Chief Digital Experience Officer

Andrew Drummond
Director, Office of Accessibility

David Holmes
Sr Director, Engineering

Jeffrey Pass
Sr Director, Web Experience

Matt Hackert
Sr Accessibility Specialist

GUEST PRESENTERS

Brad Fallon
Deputy Legislative Officer,
Executive Office of the Governor

Transparent Government Act (TGA) update

Brad Fallon - brad.fallon@maryland.gov

The Transparent Government Act
December 1, 2024 Deadline

By December 1, 2024, each unit shall publish on each credential's principal webpage:

1. A description of the application process;
2. Any changes to the process in the past 12 months (If applicable);
3. The time to determine whether an application is complete (Estimate if not currently tracked);
4. The time to for the unit to make a determination on the application (Estimate if not currently tracked);
5. The estimated time required for a user to complete the application.

Compliance Tracking

To ensure that each unit is in compliance with the reporting requirements, each Department is asked to report information into Department-specific spreadsheets (example on next slide)

Please copy and paste the recently posted information into the trackers. This constitutes the initial catalog of all state-issued credentials

Tracking will serve two goals: 1) Ensure compliance; and 2) Allow for tracking to determine where timelines may improve over time

The trackers will be sent to all web leads as well as Points of Contacts for the TGA Initiative as designated by each department

Example: Maryland State Department of Education

Principal Department	Unit Name (If applicable)	Credential Title	Is the timeline for your unit to determine whether an application for this credential is complete tracked?	The timeline for your unit to determine whether an application for this credential is complete. This must be provided in either days or weeks. If this is not currently tracked, provide an estimate. Please be sure to use the following format: "X days", "X weeks", or "Immediate".	Is the tim determina credentia
Department of Education		Letter of Compliance			
Department of Education		Family Child Care Registration Certificate			
Department of Education		Large Family Child Care Home Certificate			
Department of Education		Business Enterprise Program for the Blind License			
Department of Education		Inital Professional License (IPL)			
Department of Education		Professional License (PL)			
Department of Education		Advanced Professional License (APL)			

Maryland Accessible Design Principles & Testing Tool Rollout

Andrew Drummond - andrew.drummond2@maryland.gov

Matt Hackert - matthew.hackert@maryland.gov

Accessibility Principles

What is accessibility, in brief?

Set of principles intended to ensure that a website or application can be viewed, understood, and manipulated with equal ease, regardless of the modality by which it is accessed.

Accessibility means that content is …

- Perceivable
- Operable
- Understandable
- Robust

Accessibility Principles

Perceivable

Content must be presented in a way that users can perceive, regardless of their sensory abilities.

- Text content can be read by screen reading software, is of sufficient contrast with the background to be easily read, controls include discernable labels
- Audio content is also provided textually
- Graphical material includes text-based equivalents
- Images are described with the goal of conveying the meaning a nondisabled user would ascribe to them

Accessibility Principles

Operable

Users must be able to operate the interface effectively, regardless of their physical capabilities.

- All controls must be operable by keyboard
- Timing adjustments
- Use of clear focus indicators
- Avoid elements likely to cause seizures

Accessibility Principles

Understandable

Content must be easy to understand and use, ensuring that users can comprehend the information presented.

- Clear, readable fonts
- Consistent design across pages
- Use of Plain Language
- Logical structure, including use of HTML headings to build hierarchical structure, rather than simply for quick text formatting

Accessibility Principles

Robust

Content must be robust enough to be interpreted reliably by a wide variety of user agents, including assistive technologies.

- Use of Semantic HTML
- Valid code
- Test regularly against a variety of technologies

Automated Testing Tool

Please contact accessibility.doit@maryland.gov to set up an accessibility consultation.

MDDS Website Playbook

Jeffrey Pass - jeffrey.pass@maryland.gov
David Holmes - david.holmes@maryland.gov

Purpose of the MDDS Website Playbook

- Explain the MDDS phased approach to site transformation
- Collect information, tools, and techniques related to website transformation and continuous improvement in one place
- Support both agency self-service and MDDS-assisted project phases

Draft playbook plays *

- Understand your audience
- Know your content
- Analyze your content
- Make your content easy to read
- Make your content easy to find
- Develop a content strategy *
- Manage your content *
- Continuously measure, evaluate, and improve *

* Including plays still in the planning stage.

Draft playbook plays (so far)

- **Understand your audience** ⟶ Identify audience + top tasks
- **Know your content** ⟶ Review a content workbook
- **Analyze your content** ⟶ Perform ROT Analysis
- Make your content easy to read
- Make your content easy to find
- Develop a content strategy
- Manage your content
- Continuously measure, evaluate, and improve

Today's activities

Identify audience + top tasks

Review a content workbook

Perform ROT Analysis

Activity: Who is your audience? (2 min.)

Take 2 minutes to write down as many of your site's different audience groups as you can identify.

Tip: don't just list your external users (individuals, businesses, etc.); also include your internal users (agency and state staff, etc.).

Audience
Name / Agency / site.maryland.gov

Audience 1

Audience 2
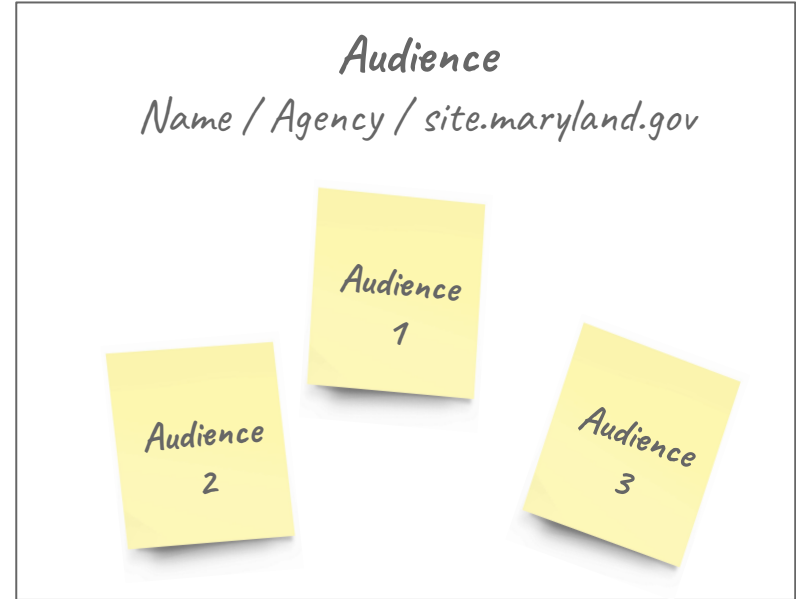
Audience 3

Activity follow up

Keep thinking about your site visitors and continue to flesh out your audience list.

Knowing your audience can help you:

- Understand their different needs and ways of interacting with your website
- Contextualize your top tasks list
- Drive the creation of personas
- Develop more targeted content

Know Your Audience

What are top tasks?

A website's top tasks represent the main reasons people come to the site.

Top tasks can be informational or transactional; either way if users cannot complete them quickly and easily, they will get frustrated or upset.

It can be hard to put ourselves in our user's shoes, but top tasks can help.

Top tasks are **what matter most to your customers**. By identifying and continuously improving top tasks you will deliver a better customer experience and increased organizational value.

Gerry McGovern, from *Top Tasks - A how-to guide*

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Activity: Top tasks

Activity: Identify top tasks (3 min.)

Take 3 minutes to **write down as many of the tasks** that users can complete on your website; place each task on its own sticky note.

Write down the things

Activity: Evaluate your tasks (1 min.)
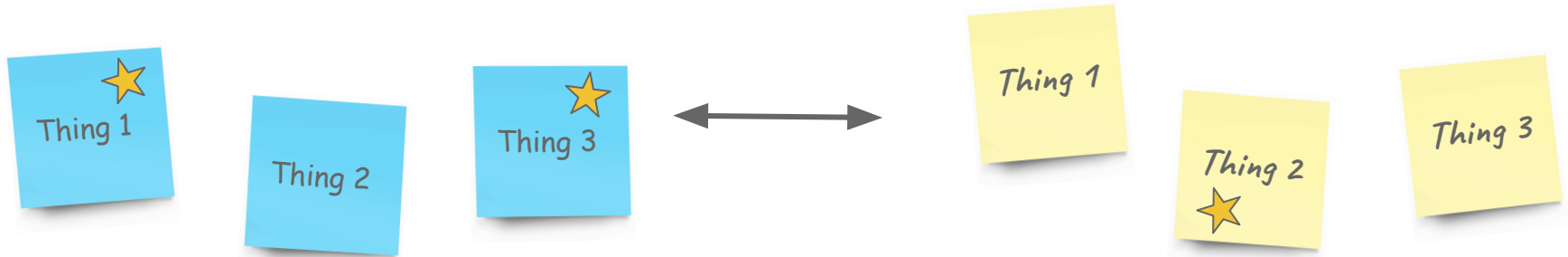
Take 1 minute to look over your tasks.

Put a sticker on tasks that are especially high volume or especially critical.

Activity: Share and discuss (5 min.)

Take 5 minutes to share with your neighbors. Discuss common tasks and starred tasks.

Short term activity follow up

At the end of the exercise, label your sheet and take a picture of your tasks and share with jeffrey.pass@maryland.gov.

You can also leave your sheet with a member of the MDDS team.

Top Tasks
Name / Agency / site.maryland.gov

Thing 1
Thing 2
Thing 3

Longer term activity Follow Up

Take the tasks you've identified back to your agency. Discuss the exercise and consider conducting a formal top tasks workshop (instructions to be provided with this meeting deck).

Keep the MDDS team in the loop as we can provide additional guidance and support!

What is a content workbook?

A content workbook pulls together content inventory data by crawling your site and putting it into a single easy to use spreadsheet.

The MDDS has created an automated system for generating a content workbook that pulls relevant data from:

- Hosting servers
- Google Analytics
- Various checks: Plain Language, Search Engine Optimization (SEO), etc.

What is a ROT analysis?

ROT stands for **Redundant, Outdated, and Trivial**. Performing a ROT analysis helps you to identify content that:

- Is valuable, current, or evergreen
- Is duplicated across your site and can be consolidated
- Needs to be updated or revised
- Can be removed from your site (either archived or deleted)

Workbook ROT columns

- **Comments** - describe any specific content issues

- **ROT** - record status (i.e., redundant, outdated, trivial, relevant, etc.)

- **Action** - list recommendation (e.g., keep as is, revise, update, review for plain language, consolidate, archive, remove, etc.)

Activity: Content workbook ROT identification

Activity: How would you assess ROT?

Please review the workbook data points to the right.

Now, working as a group, let's discuss what information would help in identifying ROT as well as content in need of revision?

Without actually digging into page-level content, are there other data points that would be helpful in assessing ROT?

Workbooks data points:

- Content Owner
- Type (e.g., page, image, PDF)
- Title
- URL
- Information Architecture (IA)
- Hierarchy level
- Google Analytics (GA) page views (1 year)
- Created date
- Last modified date
- SEO Score
- Reading Level (grade)

Set up and perform a ROT analysis for your site

When you agency is ready to perform a ROT analysis, you can submit a Service desk ticket to the Web Experience Team requesting a website content workbook. Please note:

- 95% of workbook requests will be completed within 30 business days
- We can only provide analytics for sites hosted on beta.analytics.maryland.gov
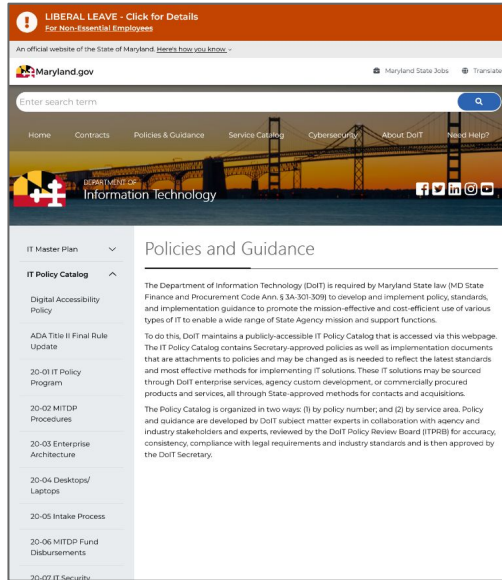- For sites not hosted by DoIT, we may not have access to data for some workbook fields and data
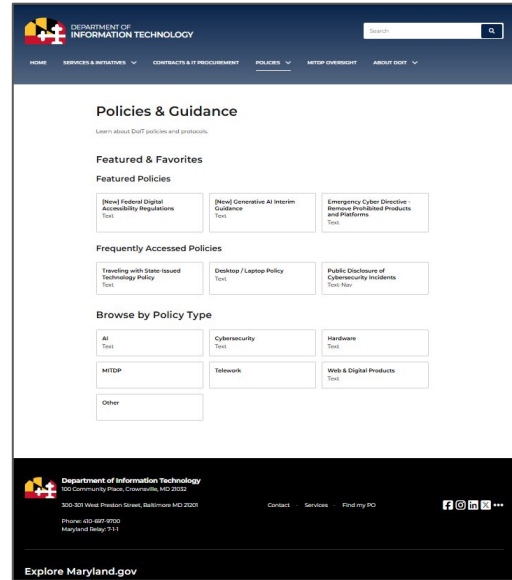
New templates update

Marcy Jacobs - marcy.jacobs@maryland.gov
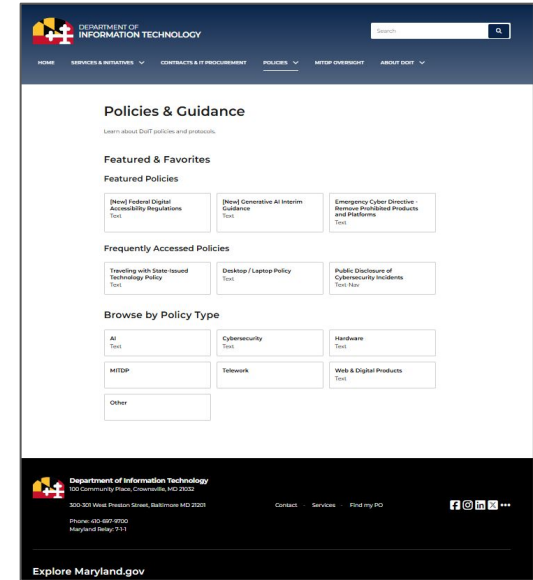Jeffrey Pass - jeffrey.pass@maryland.gov

Template Discussion

Current SharePoint Template

New SharePoint Template *(development)*

FUTURE: New CMS Template

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DOIT.MARYLAND.GOV

Wes Moore - Governor | Aruna Miller - Lt. Governor | Katie Savage - Secretary

Maryland Content Management System (CMS) survey

Jeffrey Pass - jeffrey.pass@maryland.gov

Discovery: current site survey

The *Maryland agency sites CMS current state* survey is intended to help the MDDS select a new CMS that meets the needs of Maryland agencies.

The following slides will help make sure you have all the information you need ready before you complete the survey.

Once ready, the survey should take 3-5 minutes to complete.

Survey: What is your current site CMS?

○ SharePoint Server 2019 (answer for all DoIT-hosted SharePoint sites)

○ SharePoint Server (an older version or don't know the version)

○ WordPress

○ Don't know

○ Other _____

Survey: What is your current site management setup?

○   Send updates to DoIT (DoIT managed site)

○   Self-managed DoIT hosted SharePoint site

○   Self-managed and hosted site (non-SharePoint)

○   Contractor supported and/or hosted site

○   Other _____

Survey: What is your web team composition?

How large is your web team? (number including manager/approver roles)

What are your web team roles?

- ☐ Content creator
- ☐ Content approver
- ☐ UX roles (designer, researcher, etc.)
- ☐ Engineer/developer
- ☐ Compliance officer (Plain Language, 508, etc.)
- ☐ Other _____

Survey: Interactive elements

Does your site have any of the following?

- ☐ Applications for state-issued permits, licenses, credentials
- ☐ Fillable forms
- ☐ Downloadable documents (PDF, Word, Excel, etc.)
- ☐ Calculators
- ☐ Decision trees
- ☐ Agency-specific search
- ☐ Financial transactions (user pays for something)
- ☐ Other _____

Survey: Social media

What channels does your agency use?

- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ X (formerly Twitter)
- ☐ YouTube
- ☐ Other _____

[Current CMS state survey](https://forms.gle/ChRVgXio3GFoWSYa9)

(https://forms.gle/ChRVgXio3GFoWSYa9)

Q&A and discussion

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Future meeting schedule (subject to change)

January 15, 12-1:30 (virtual)

February 11th, 12:30-2 (in person, Crownsville)

March 10th, 2-3:30 (virtual)

April 8th, 12:30-2 (in person, Crownsville)

May 14th, 12-1:30 (virtual)

June 10th, 12:30-2 (in person, Crownsville)

July 9th, 2-3:30 (virtual)

August 12th, 12:30-2 (in person, Crownsville)

September 17th, 12-1:30 (virtual)

October 14th, 12:30-2 (virtual)

November 19th, 12:30-2 (virtual)

December 9th, 12:30-2 (in person, Crownsville)

NOTE: **bold** indicates an in person meeting.

Thank you and see you January 15th (virtual)!

[Feedback Survey](#)

(https://forms.gle/TSthxmbPUvgHvJb9A)