

# Web Leads monthly meeting

February 11, 2025

**Note:** we'll be using Miro during today's meeting. New to Miro? Create a free account with your Maryland email and check out our [Miro 101](#). We'll also provide a quick tutorial on disabling Miro board participant cursors to avoid cursor chaos.

Miro 101 link: <https://miro.com/app/board/uXjVLhfZrLQ=?moveToWidget=3458764616618887272&cot=10>

# Welcome and kickoff

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Marcy Jacobs - [marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)

# Agenda

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- Welcome and kickoff
- Housekeeping
- Maryland.gov CMS update
- Maryland.gov top-down project
- Qualtrics experience measurement pilot

## Presenters

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### **Marcy Jacobs**

Deputy Secretary & CDXO, DoIT

### **Carrie Hane**

DoIT CMS Selection Adviser

### **Jeffrey Pass**

Sr Director, Web Experience

### **Qualtrics guest presenters**

- Hailey Smith, Account Lead, MD
- Jason Reid, AVP, NE
- Jon Pearson, Sr Cust. Success Cons
- Cydney Miller, Principal Solution Eng

# Housekeeping

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Jeffrey Pass - [jeffrey.pass@maryland.gov](mailto:jeffrey.pass@maryland.gov)

Marcy Jacobs - [marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)

# Federal website dependencies

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There have been some service interruptions to federal websites and services related to the new administration transition.

Maryland agencies should identify anywhere that their sites or applications link to, ingest content from, or otherwise interact with federal websites.

Understanding your dependencies can help mitigate any service interruptions.

## What to do

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- Identify links to and dependencies on federal websites and services
- Formulate a contingency plan for any service interruptions
- Formulate a communications plan to inform and reassure your website and application users

# January meeting feedback

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**Q:** When will open office hours start?

**A:** Were shooting to hold our first open office hours on Friday, February 28 in the afternoon; look out for an invite in the next day or two.

# Maryland.gov CMS update

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Carrie Hane - [carrie.hane@maryland.gov](mailto:carrie.hane@maryland.gov)

# Progress update

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Prototype & testing – happening this month

Selection & implementation planning – on track for Spring  
(Q3 - Q4 FY 2025)

# We're excited you're excited!

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New capabilities



Accessibility improvements



Functionality to make updates independently



Consistency and streamlining

# Addressing your questions & concerns

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Will every agency need to move to the new CMS?

Will training and support be provided for the transition?

What CMSes are being considered?

Will the new CMS have the ability for us to create forms?

# Activity

What do we have in common?

# Pilot CMS – content type

Create Person ☆

Published Save Preview

Title \*  
Please enter the title of the person. For example, Secretary of Information Technology

Person Name \*

Photo \*

Add a new file \*

Choose File No file chosen

One file only  
2 MB max  
Allowed types: png gif jpg jpeg webp

Email \*  
Please enter the email for the person

Phone \*

Summary \*

Provide a brief summary of the individual's background, role, and key contributions. This will appear in lists or previews, highlighting their most relevant details in 1-2 sentences.

Bio \*

Paragraph

## About Department of IT


### Mission

To provide vital technology solutions that allow the Executive Branch, State Agencies and Coordinating Offices to provide Marylanders with services that enable them to live and work more safely, efficiently and productively.


### Vision

The vision of the Department is to lead the State in the creation and implementation of information technology solutions that improve IT infrastructure and government services and keep Maryland current within IT industry trends.

### Leadership




**KATIE OLSON SAVAGE**  
Secretary of Information Technology  
[View Bio](#)



**Patrick Mulford**  
Chief of Staff, External Affairs Team  
[View Bio](#)


An official website of the United States government Here's how you know →



## Department of Information Technology

Home Services

### Secretary of Information Technology



### KATIE OLSON SAVAGE

#### Secretary of Information Technology

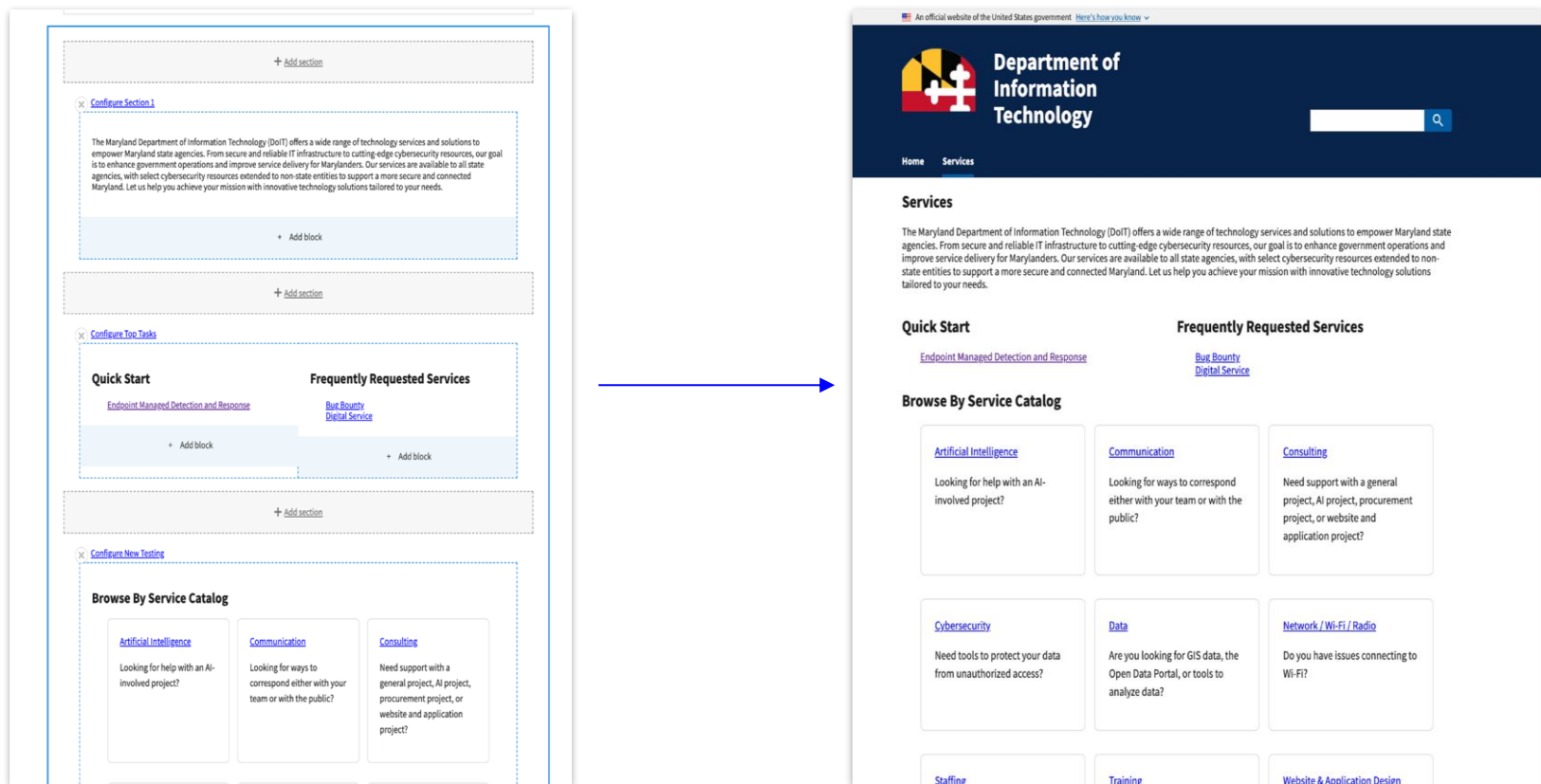
#### Biography

Katie is a visionary leader in IT who has led successful teams in the federal, local, and nonprofit sectors. Secretary Savage became a technologist as a means to serve the community. She first earned a Master's degree in City Planning after serving two years in the United States Peace Corps in order to learn human-centered and participatory design. She then used that experience to develop data and applications for the City of Chicago and then the Department of Defense.

Savage is most proud of helping lead the DOD's COVID-19 response, including the development of a mobile tracking application used by 200 thousand personnel and cybersecurity measures to ensure safe vaccine manufacturing and delivery as part of Operation Warp Speed. She also developed a digital employment verification tool on behalf of the State Department and the DOD to expedite visa applications for 100 thousand Afghan refugees and families applying for U.S. asylum following our withdrawal.

ederal IT by FedScoop, and in 2022 for Government ersity of Pennsylvania, and a BA from American

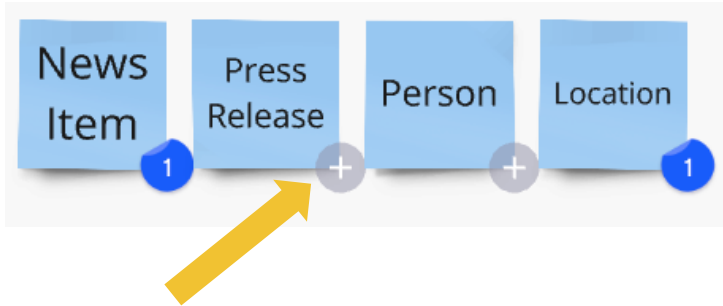
# Pilot CMS – landing page



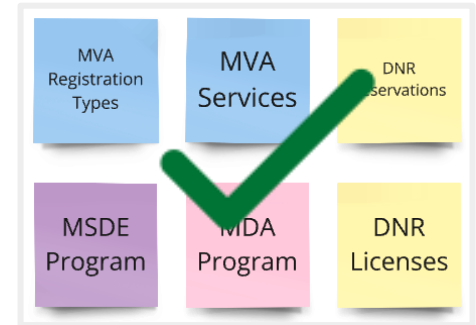
# What content types do you have?

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Do you have these types?



What other types do you have?



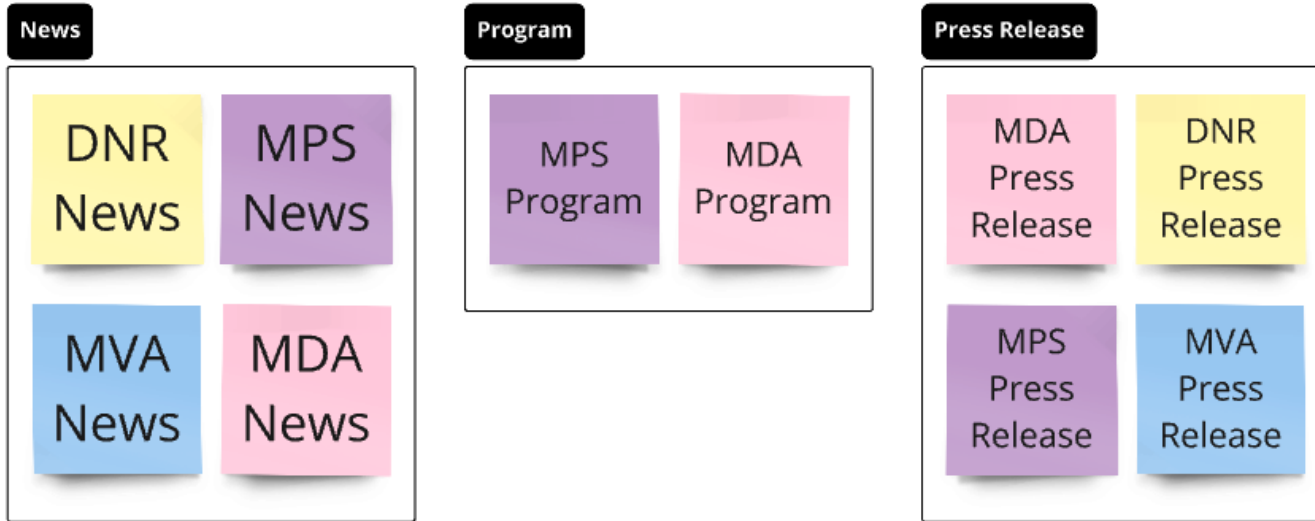
# Let's meet in Miro

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[https://miro.com/app/board/uXjVLhfZrLQ=/?share\\_link\\_id=488059256708](https://miro.com/app/board/uXjVLhfZrLQ=/?share_link_id=488059256708)

# Looking for common types

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# Maryland.gov top-down project

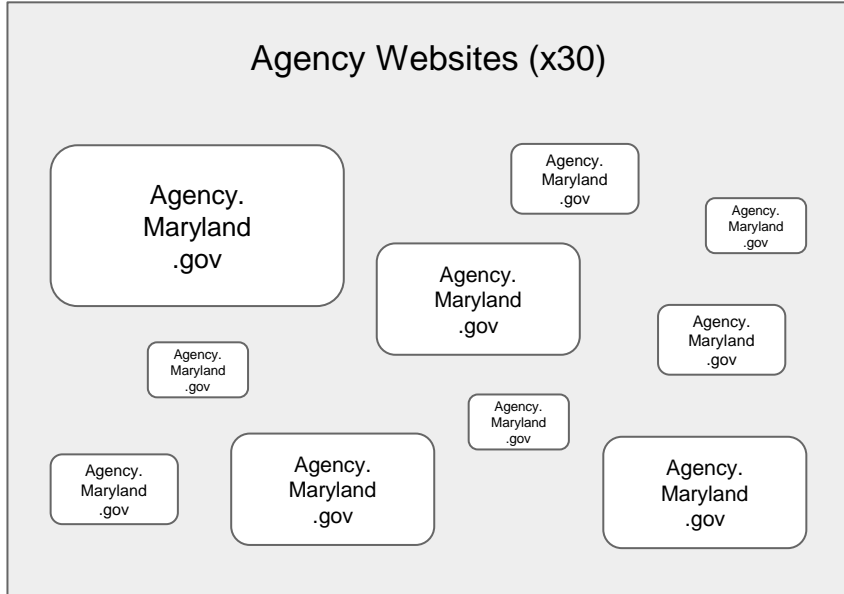
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Marcy Jacobs - [marcy.jacobs@maryland.gov](mailto:marcy.jacobs@maryland.gov)

Jeffrey Pass - [jeffrey.pass@maryland.gov](mailto:jeffrey.pass@maryland.gov)

# Maryland currently has ~300 agency websites

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This siloed and fragmented architecture can make it difficult for users to find information, especially if a topic is covered by multiple agencies (permits and licenses, benefits)

# The top level Maryland.gov site does not help visitors



# Maryland.gov

How can we help you?



Ask Agent Mary

Where's my tax refund? Annual Report & Personal Property Filing Unemployment Pay My Taxes  
Report State Government Fraud Business Search Real Property Lookup Real ID



## myMDTHINK Consumer Portal

Your gateway to health and human services! Apply for services, access your case details, and manage your account anytime at your convenience. Available online 24 hours a day, 7 days a week.



## Maryland OneStop

OneStop is the central hub for Maryland State licenses, forms, certificates, permits, applications, and registrations.



## Visit the Governor's Office.

Visit the Governor's Office.



## Explore

Online Services

State Employees

Jobs

Business

Government

Residents

Education

Visitors

## State Initiatives

Report State Government Fraud

Report Human Trafficking

## My Maryland

Latest News



Social Media



My Favorites



Near Me



Connect With Us

Translate

# A reimagined Maryland.gov can group information for findability

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Maryland.gov

*(Notional)*

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## Hub pages

Benefits

Licensing &  
Permitting

Services

Additional  
hubs

# A reimagined Maryland.gov can group information for findability

Maryland.gov

*(Notional)*

## Hub pages

Benefits

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## Unauthenticated (not logged in experience)

### Agency websites

Agency.  
Maryland  
.gov

Agency.  
Maryland  
.gov

Agency.  
Maryland  
.gov

Agency.  
Maryland  
.gov

Additional  
Maryland  
.gov sites

## Authenticated (logged in) experience

### Transactional services and platforms

Beacon

My  
MDTHINK

Business  
Express

Licensing  
Portal

Additional  
services +  
platforms

# Qualtrics experience measurement pilot

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Marcy Jacobs - DoIT / MDDS

Hailey Smith - Qualtrics

Jason Reid - Qualtrics

Jon Pearson - Qualtrics

Cydney Miller - Qualtrics

Qualtrics presentation  
deck provided separately

# Q&A and discussion

# Future meeting schedule (subject to change, bold indicates in person)

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

**April 8th, 12:30-2 (in person, location TBD)**

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

**June 10th, 12:30-2 (in person, location TBD)**

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

**August 12th, 12:30-2 (in person, location TBD)**

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

**October 14th, 12:30-2 (in person, location TBD)**

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

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

Would your agency be interest in hosting an in person Web Leads meeting?

If so, contact [jeffrey.pass@maryland.gov](mailto:jeffrey.pass@maryland.gov) or mention it in the [feedback survey](#).

Thank you  
See you March 10th (virtual)!

[Feedback Survey](https://forms.gle/aC1JbHQpYnvxpGSY9)

Survey link: <https://forms.gle/aC1JbHQpYnvxpGSY9>