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

Marcy Jacobs - marcy.jacobs@maryland.gov

Agenda

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

Presenters

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

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

Federal website dependencies

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

- 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

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
DEPARTMENT OF
INFORMATION TECHNOLOGY

Maryland.gov CMS update

Carrie Hane - carrie.hane@maryland.gov

Progress update

Prototype & testing – happening this month

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

We're excited you're excited!

New capabilities

Accessibility improvements

Functionality to make updates independently

Consistency and streamlining

Addressing your questions & concerns

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

Pilot CMS – landing page

What content types do you have?

Do you have these types?
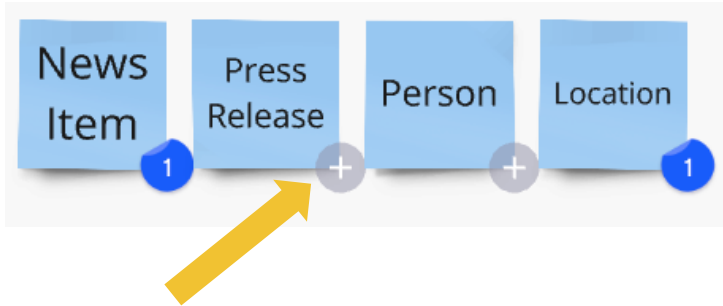
What other types do you have?
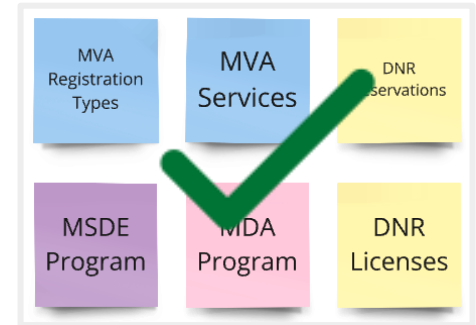
Let's meet in Miro

https://miro.com/app/board/uXjVLhfZrLQ=/?share_link_id=488059256708

Looking for common types

News

DNR News	MPS News
MVA News	MDA News

Program

MPS Program	MDA Program

Press Release

MDA Press Release	DNR Press Release
MPS Press Release	MVA Press Release
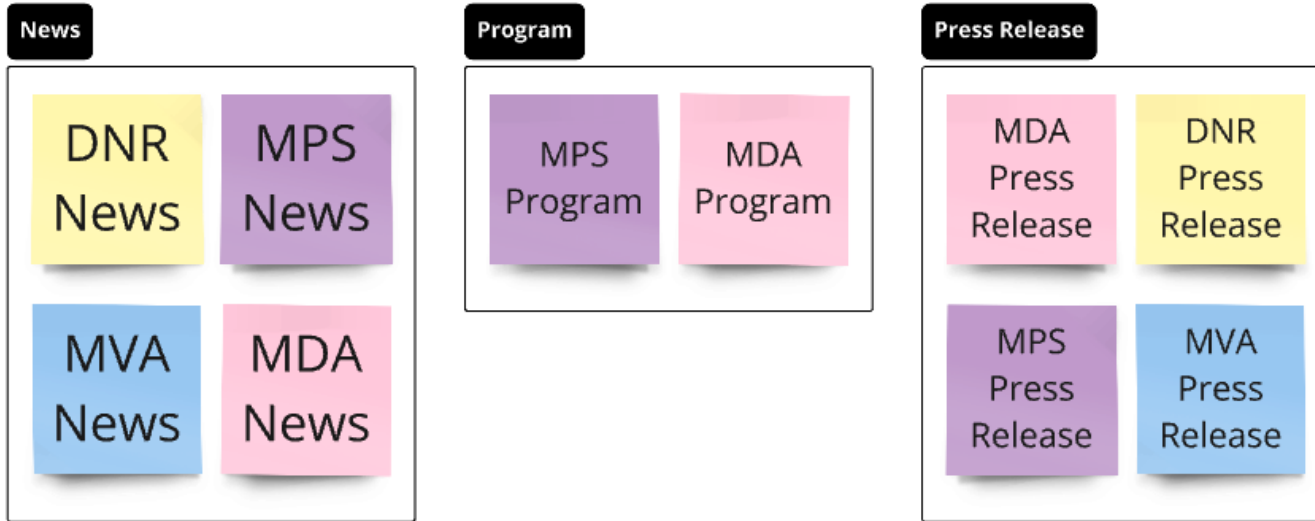
Maryland.gov top-down project

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

Maryland currently has ~300 agency websites

Agency Websites (x30)

Agency.
Maryland
.gov

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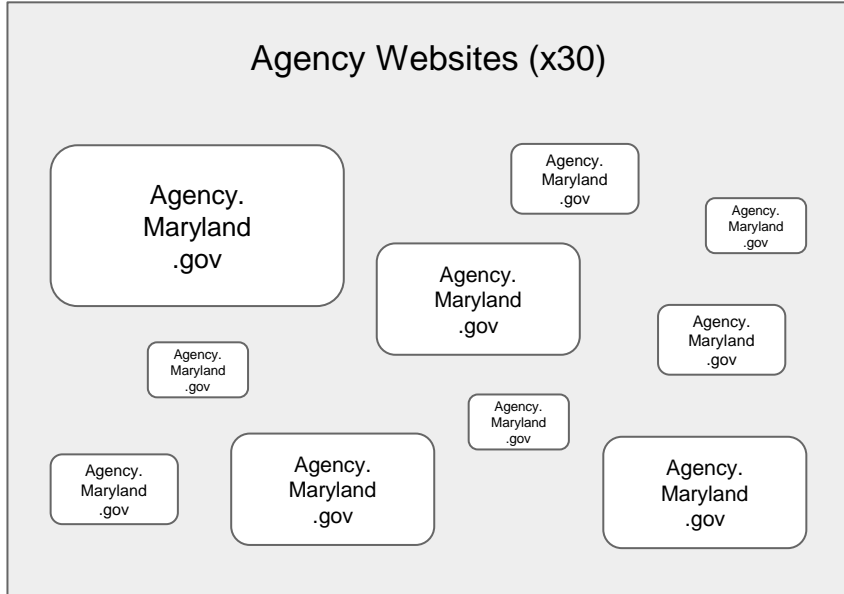
This siloed and fragmented architecture can make it difficult for users to find information, especially if a topic is covered by multiple agencies (permits and licenses, benefits)

The top level Maryland.gov site does not help visitors

A reimagined Maryland.gov can group information for findability

(Notional)

Maryland.gov

Hub pages

| Benefits | Licensing & Permitting | Services | Additional hubs |

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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

Marcy Jacobs - DoIT / MDDS

Jon Pearson - Qualtrics

Hailey Smith - Qualtrics

Cydney Miller - Qualtrics

Jason Reid - Qualtrics

Qualtrics presentation
deck provided separately

Q&A and discussion

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

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 or mention it in the feedback survey.

Thank you
See you March 10th (virtual)!

[Feedback Survey](#)

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