

Web Leads monthly meeting

April 8, 2025

Welcome and kickoff

Marcy Jacobs - marcy.jacobs@maryland.gov

Agenda

- Welcome and kickoff
- Housekeeping
- Introducing the MD Digital Playbook
- Maryland.gov CMS selection update
- Feedback pilot and dashboard demo
- Website Domain Policy
- DoIT website update and survey

MDDS Presenters

Marcy Jacobs, Dep. Sec. & CDXO

Bao-Tran Nguyen, UX Designer

Carrie Hane, CMS Selection Adviser

David Holmes, Sr. Dir., Engineering

Jeffrey Pass, Sr. Dir., Web Experience

Elizabeth Hunt, Sr. Service Designer

Guest Presenters

Qualtrics: Hailey Smith, Jill Leyden,
and Jon Pearson

Walker: Hannah Warren

Housekeeping

Jeffrey Pass - jeffrey.pass@maryland.gov

Marcy Jacobs - marcy.jacobs@maryland.gov

Federal Workers resource website

The new [Maryland Workers Impacted by Recent Federal Actions](https://response.maryland.gov/federalpublicservants) site provides information and resources related to:

- Unemployment
- Jobs and career transitions
- Health coverage
- Housing
- Veterans
- Food and other assistance
- Legal support
- County-specific resources
- Federal employee rules and regulations



MARYLAND WORKERS

Impacted by Recent Federal Actions



On February 28th, Governor Wes Moore announced a series of additional actions to help Marylanders impacted by federal workforce layoffs, firings, and changes to federal funding. These actions reinforce the Moore-Miller Administration's commitment to supporting Marylanders, while investing in an economy that can weather future disruptions. Federal workers have years of expertise and knowledge that are an asset to our state. They are our friends and our neighbors – public servants who raised their hand to serve our country – and we are committed to making it possible for them to stay in Maryland.

[More About the Governor's Feb. 28 Announcement](#)



Unemployment Insurance
(UI)



Career Transition Support
and Job Opportunities



Health Coverage



Housing Resources



Resources for Veterans



Food, Cash, and Other
Assistance



Legal Resources and
Federal Employment Rules
& Regulations

Link: <https://response.maryland.gov/federalpublicservants>

MDDS / Web Leads monthly open office hours

- Initial monthly open office hours held February 28, and included 25+ participants
- Our March 28 open office hours included 20+ participants
- Each month's invite will link to form where you can identify topics/issues you wish to discuss
 - This helps the MDDS team ensure we have the right team folks on hand
- April's open office ours will be Friday the 25th, 2:00-3:00 pm

Introducing the Maryland Digital Playbook

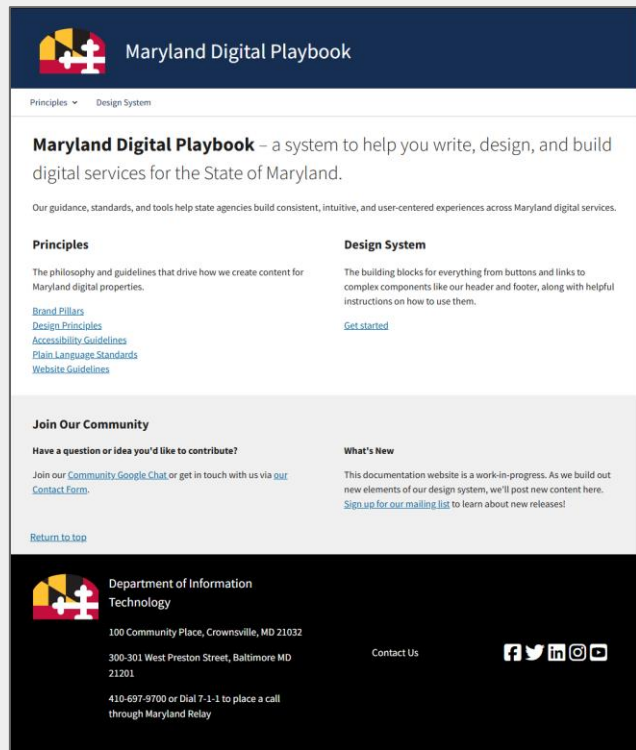
Elizabeth Hunt - elizabeth.hunt1@maryland.gov

Maryland Digital Playbook

The Maryland Digital Playbook is a framework to help us design and build digital services that are simple, consistent, and accessible.

Calendar Year 2025 Roadmap

- Q1 - Launched Playbook
- Q2 - Design system technical infrastructure
- Q3 - Guides for service design, user research, and usability testing
- Q4 - CMS user guides

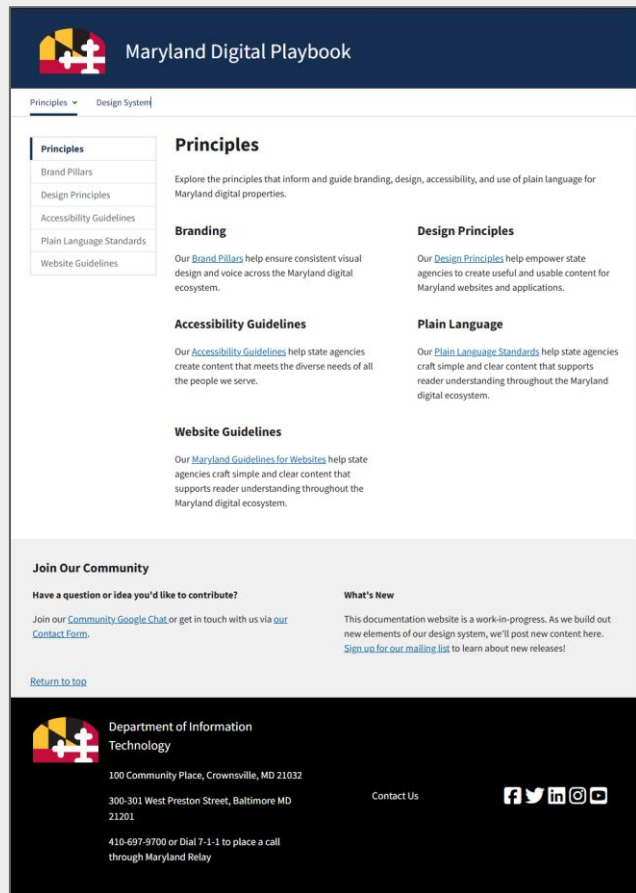


digital.maryland.gov

Maryland Digital Playbook

Our **foundational principles** guide the design and development of digital services to meet the needs of the people we serve.

- Branding
- Design
- Accessibility
- Use of plain language
- Web standards



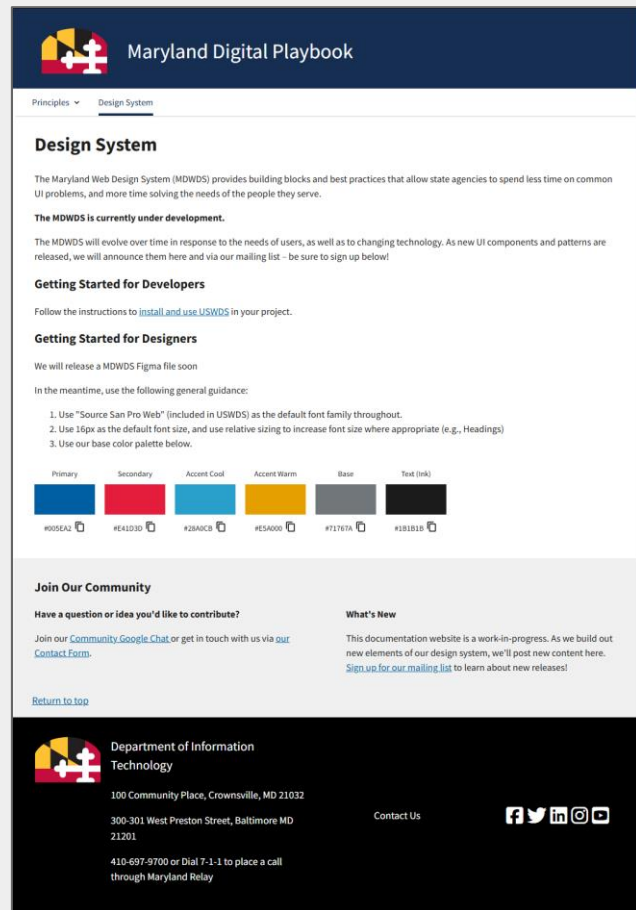
digital.maryland.gov

Maryland Digital Playbook

Our **design system** enables faster development, fosters collaboration, and improves digital experiences for Maryland residents.

We've launched the Digital Playbook with foundational design guidance.

We will continue to release additional design system components, as well as tools for designers and guidance for using these elements.



The screenshot shows the Maryland Digital Playbook website. At the top is a dark blue header with the Maryland state flag logo and the text "Maryland Digital Playbook". Below the header is a navigation bar with "Principles" and "Design System" (which is selected). The main content area is titled "Design System" and contains several sections: a paragraph about the Maryland Web Design System (MDWDS), a note that it is currently under development, a section for developers with links to installation and usage instructions, and a section for designers with a link to a Figma file. Below these sections is a color palette with six color swatches: Primary (blue), Secondary (red), Accent Cool (teal), Accent Warm (yellow), Base (gray), and Text (black). Each swatch has a hex code and a small icon. Below the color palette is a "Join Our Community" section with links to a Google Chat and a contact form. To the right of this is a "What's New" section with a paragraph about the website's progress and a link to a mailing list. At the bottom of the page is a dark blue footer with the Department of Information Technology logo, address, contact information, and social media icons.

Maryland Digital Playbook

Principles Design System

Design System

The Maryland Web Design System (MDWDS) provides building blocks and best practices that allow state agencies to spend less time on common UI problems, and more time solving the needs of the people they serve.

The MDWDS is currently under development.

The MDWDS will evolve over time in response to the needs of users, as well as to changing technology. As new UI components and patterns are released, we will announce them here and via our mailing list – be sure to sign up below!

Getting Started for Developers







Follow the instructions to [install](#) and [use USWDS](#) in your project.

Getting Started for Designers

We will release a MDWDS Figma file soon

In the meantime, use the following general guidance:

1. Use "Source San Pro Web" (included in USWDS) as the default font family throughout.
2. Use 16px as the default font size, and use relative sizing to increase font size where appropriate (e.g., Headings)
3. Use our base color palette below.

Primary	Secondary	Accent Cool	Accent Warm	Base	Text (Ink)
					
#005EA2	#E41D19	#2BA0CB	#E5A000	#717171	#1B1B1B

Join Our Community

Have a question or idea you'd like to contribute?

Join our [Community Google Chat](#) or get in touch with us via our [Contact Form](#).

[Return to top](#)

What's New

This documentation website is a work-in-progress. As we build out new elements of our design system, we'll post new content here. [Sign up for our mailing list](#) to learn about new releases!






Department of Information Technology

100 Community Place, Crownsville, MD 21032

300-301 West Preston Street, Baltimore MD 21201

410-697-9700 or Dial 7-1-1 to place a call through Maryland Relay

Contact Us

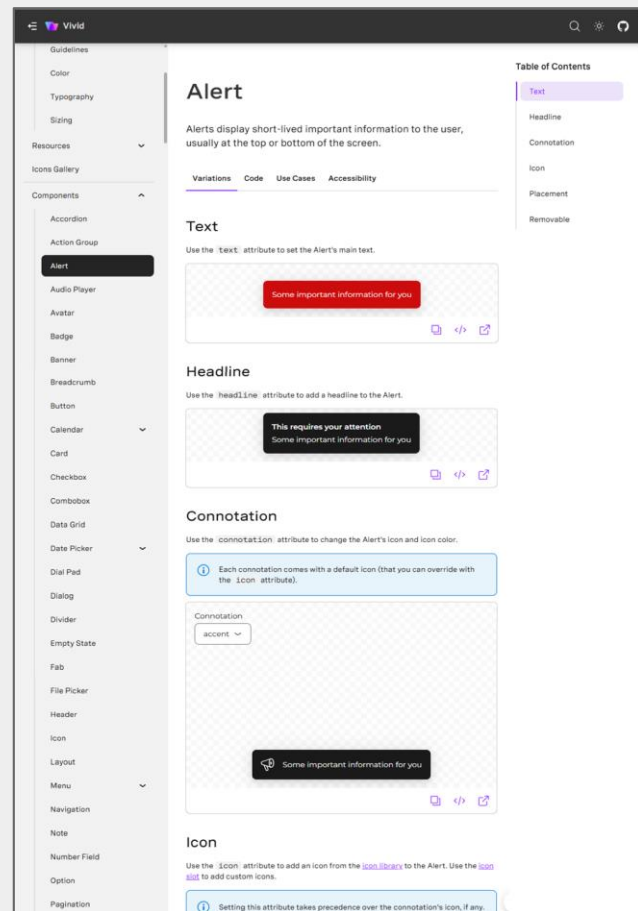
digital.maryland.gov

Maryland Digital Playbook

EXAMPLE of a design system component

Design system components are reusable building blocks and standards to make it easier and faster for developers to create features and pages.

- Cohesive visual language
- Consistent and accessible functionality
- Streamlined workflows
- Predictable and intuitive user experiences



Maryland.gov CMS selection update

Carrie Hane - carrie.hane@maryland.gov

David Holmes - david.holmes@maryland.gov

CMS selection process

- Kicked off in November 2024
- Prompted by:
 - SharePoint Server 2019 reaches end-of-life status July 14, 2026
 - Limitations of and frustration with SharePoint as a CMS
 - Desire for a single, modern, flexible, user-friendly CMS for MD websites

CMS evaluation process

- Focused on:
 - Total cost of ownership
 - What's working for other states
 - Extensibility
- Involved discussions with:
 - CMS vendors (Adobe, Drupal, Wordpress, etc.)
 - Other states (CA, GA, IA, MA, NC, WI, etc.)
 - Federal agency colleagues
 - Stakeholders
 - Pilot Participants

After careful consideration
we've made our selection...



DrupalTM

Why Drupal?

- 56% of government websites worldwide run on Drupal
- More than 40% of US states use Drupal
 - The highest state adoption rate among identified CMSes
- Drupal is the choice for security, stability, and scalability
 - It is also very flexible and has the ability to support complex digital ecosystems with extensive permissions.
- Many Drupal community resources available
 - Including from many states, federal agencies, and other GOV users

States we talked to that use Drupal*:

- [California](#)
- [Georgia](#)
- [North Carolina](#)
- [Wisconsin](#)
- [Iowa](#)
- [Massachusetts](#)

*For all or some of their websites.

What's next

- Requirements gathering and planning
- Content model development
- Design and development of web templates
- CMS implementation
- Migration plan and content operating model
- Website preparation
- Migration begins

Drupal CMS selection questions and discussion

Customer Experience Feedback pilot and dashboard demo

Jeffrey Pass - jeffrey.pass@maryland.gov

Qualtrics: Hailey Smith, Jill Leyden, and Jon Pearson

Walker: Hannah Warren

CX Feedback pilot went live March 18

- Available on Maryland.gov websites using the global header
- Based on the standard Customer Satisfaction (CSAT) survey used across Federal Government websites
- Accessed in one of two ways:
 1. Via an intercept that appears to a % of visitors after 90+ seconds and visiting 3+ pages
 2. Any time using the “Give Feedback” button

Accessing the CSAT survey



[beta] DEPARTMENT OF
INFORMATION TECHNOLOGY

Search



HOME

SERVICES &
INITIATIVES

POLICIES &
GUIDANCE

IT CONTRACTS &
PROCUREMENT

MITDP
OVERSIGHT

ABOUT
DOIT

Welcome to the Maryland Department of Information Technology

The Department of Information Technology is committed to delivering information and services to Maryland residents and businesses.

Get DoIT Support



Maryland

Help us improve

Would you be willing to answer a few questions about your experience?

Provide Feedback

No Thanks

1.

2.

Support Maryland Government Agencies in

Give Feedback

Demo: current survey results + how to use the dashboards + who can access

Accessing your site's dashboard

- Dashboard access will require Qualtrics credentials
- Scan this QR code for a Qualtrics form where you can request access to the dashboards for your agency team members →
 - Each team member will have to be entered individually
 - After entering a name, refresh the screen and the form will reset



Link: https://marylandcx.qualtrics.com/jfe/form/SV_6S6M8ITIGZSUET4

Maryland.gov Website Domain Policy

David Holmes - david.holmes@maryland.gov

Domain Name Policy

- What: Going forward, only Maryland.gov domains will be approved. Marketing .gov domains will be approved on a case-by-case basis and will need to be redirected to the official Maryland.gov domain.
- Who: All executive branch agencies
- When: July 1st, 2025
- Where: Policy will be available on DoIT website.

DoIT website update and survey

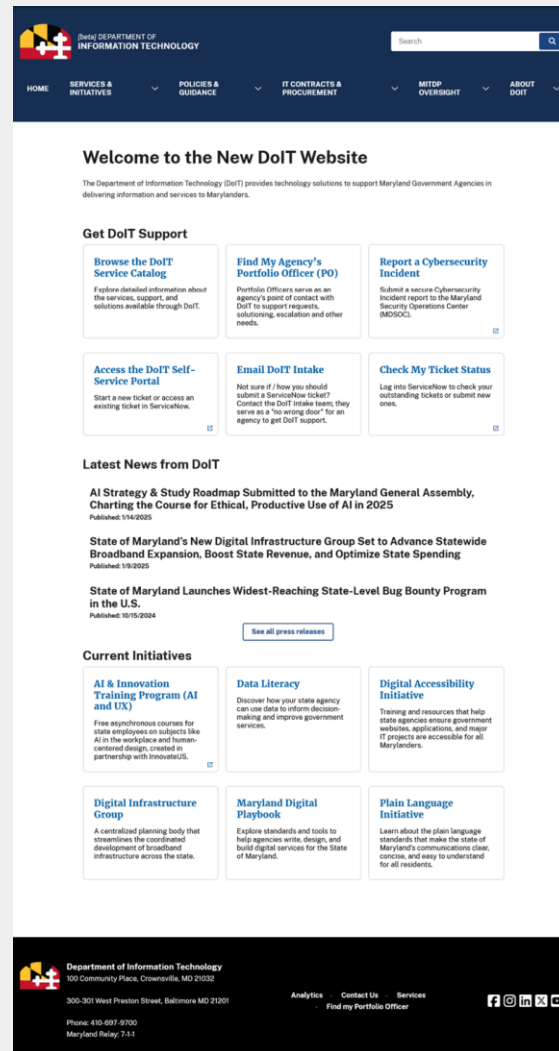
Bao-Tran Nguyen - bao-tran.nguyen@maryland.gov

DoIT's redesigned site...

It's almost *finally* here!

- Thank you to all who have helped with this effort!
- We're aiming to launch before the next Web Leads meeting

However...



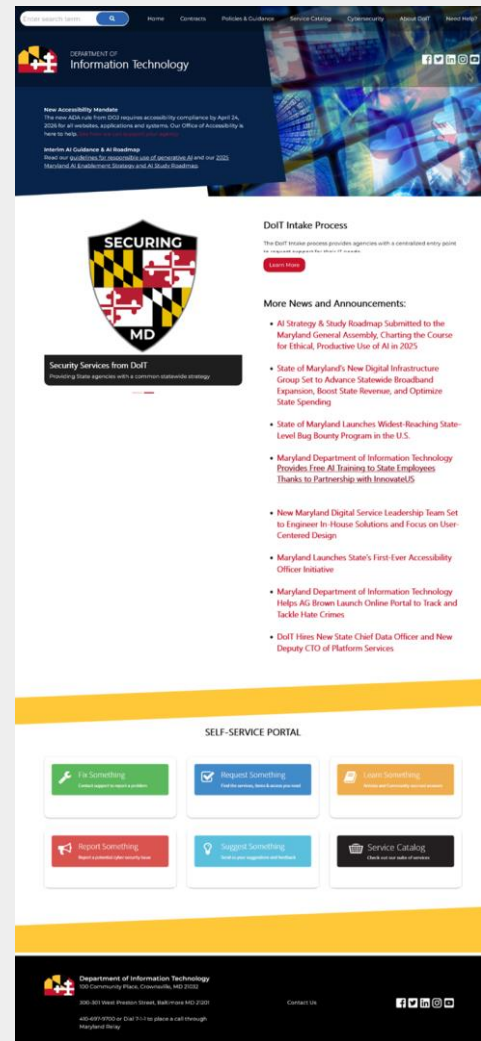
However...

Before we:

- launch the new site
- archive the old one

We seek to:

- Understand baseline
- Measure and ensure actual improvements!



Requesting feedback

If you have a few minutes, we'd greatly appreciate your feedback on the old site!

1. Please take a minute or two to click around the [DoIT site](#)
2. Then complete [this survey](#) (est. 2-3 minutes total)

DoIT website QR



Survey QR



Q&A and discussion

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

Web Leads Meeting

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 (in person, Crownsville)

Web Leads Meeting (continued)

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

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

MDDS/Web Leads Open Office Hours

April 25th, 2:00-3 (virtual)

Thank you
See you virtually on May 14th

[Feedback Survey](#)

Survey link: <https://forms.gle/tXJioZro64jf12z56>