

# Web Leads monthly meeting

April 8, 2025

# Welcome and kickoff

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

# Agenda

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- 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

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**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

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**Qualtrics:** Hailey Smith, Jill Leyden,  
and Jon Pearson

**Walker:** Hannah Warren

# 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 Workers resource website

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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

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- 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

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Elizabeth Hunt - [elizabeth.hunt1@maryland.gov](mailto:elizabeth.hunt1@maryland.gov)

# Maryland Digital Playbook

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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

The screenshot shows the homepage of the Maryland Digital Playbook. At the top, there is a dark blue header with the Maryland state flag logo and the text "Maryland Digital Playbook". Below the header, there is a navigation bar with "Principles" and "Design System" options. The main content area is divided into two columns. The left column is titled "Principles" and contains the text "The philosophy and guidelines that drive how we create content for Maryland digital properties." followed by links for "Brand Pillars", "Design Principles", "Accessibility Guidelines", "Plain Language Standards", and "Website Guidelines". The right column is titled "Design System" and contains the text "The building blocks for everything from buttons and links to complex components like our header and footer, along with helpful instructions on how to use them." followed by a "Get started" link. Below this, there is a "Join Our Community" section with a "Have a question or idea you'd like to contribute?" heading and a link to a "Community Google Chat" and a "Contact Form". To the right of this is a "What's New" section with the text "This documentation website is a work-in-progress. As we build out new elements of our design system, we'll post new content here." and a link to "Sign up for our mailing list". At the bottom of the page, there is a dark blue footer with the "Department of Information Technology" logo and contact information: "100 Community Place, Crownsville, MD 21032", "300-301 West Preston Street, Baltimore MD 21201", and "410-697-9700 or Dial 7-1-1 to place a call through Maryland Relay". There is also a "Contact Us" link and social media icons for Facebook, Twitter, LinkedIn, and Instagram.

[digital.maryland.gov](https://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

The screenshot displays the 'Maryland Digital Playbook' website. At the top, there is a dark blue header with the Maryland state logo and the text 'Maryland Digital Playbook'. Below the header, a navigation bar includes 'Principles' and 'Design System'. The main content area is titled 'Principles' and features a sidebar with a table of contents: 'Brand Pillars', 'Design Principles', 'Accessibility Guidelines', 'Plain Language Standards', and 'Website Guidelines'. The main text area is divided into four columns, each with a heading and a brief description: 'Principles' (exploring principles for branding, design, accessibility, and plain language), 'Branding' (ensuring consistent visual design and voice), 'Design Principles' (empowering state agencies to create useful content), and 'Plain Language' (crafting simple and clear content). Below this, there are sections for 'Accessibility Guidelines' and 'Website Guidelines'. At the bottom of the page, there is a 'Join Our Community' section with links for questions and a 'What's New' section. The footer contains the Department of Information Technology logo, address (100 Community Place, Crownsville, MD 21032), Baltimore address (300-301 West Preston Street, Baltimore MD 21201), contact information (410-697-9700 or Dial 7-1-1), and social media icons for Facebook, Twitter, LinkedIn, and Instagram.

[digital.maryland.gov](https://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 'Design System' page of the Maryland Digital Playbook. At the top, there is a dark blue header with the Maryland Digital Playbook logo and name. Below the header, there is a navigation menu with 'Principles' and 'Design System'. The main content area is titled 'Design System' and contains the following text:

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.

The color palette is displayed as a row of six color swatches with their corresponding hex codes and names:

Primary	Secondary	Accent Cool	Accent Warm	Base	Text (ink)
					
#0056A2	#E41D1D	#2BA0CB	#E5A000	#71767A	#1B1B1B

Below the color palette, there is a section titled 'Join Our Community' with two columns:

- 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](#).
- 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!

At the bottom of the page, there is a dark blue footer with the Department of Information Technology logo and contact information:

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

There are also social media icons for Facebook, Twitter, LinkedIn, and Instagram, and a 'Contact Us' link.

[digital.maryland.gov](https://digital.maryland.gov)

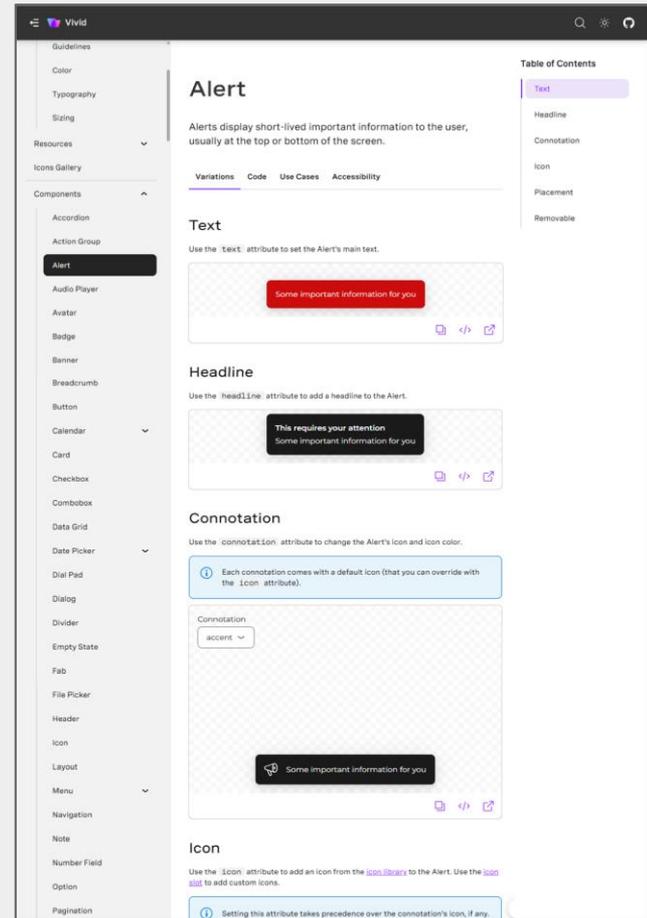
# Maryland Digital Playbook

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## 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

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David Holmes - [david.holmes@maryland.gov](mailto:david.holmes@maryland.gov)

# CMS selection process

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- 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

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- 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...



Drupal<sup>TM</sup>

# Why Drupal?

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- 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

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- 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

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

Qualtrics: Hailey Smith, Jill Leyden, and Jon Pearson

Walker: Hannah Warren

# CX Feedback pilot went live March 18

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- 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 Marylanders.

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.

Give Feedback

Support Maryland Government Agencies in

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

# Accessing your site's dashboard

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- 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](https://marylandcx.qualtrics.com/jfe/form/SV_6S6M8ITIGZSUET4)

# Maryland.gov Website Domain Policy

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David Holmes - [david.holmes@maryland.gov](mailto:david.holmes@maryland.gov)

# Domain Name Policy

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- 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

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Bao-Tran Nguyen - [bao-tran.nguyen@maryland.gov](mailto: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...

The screenshot shows the redesigned website for the Maryland Department of Information Technology (DoIT). The header features the DoIT logo and navigation links: HOME, SERVICES & INITIATIVES, POLICIES & GUIDANCE, IT CONTRACTS & PROCUREMENT, MITTP OVERSIGHT, and ABOUT DOIT. A search bar is located in the top right corner.

The main content area includes a welcome message: "Welcome to the New DoIT Website" and a brief description of the department's role. Below this is a "Get DoIT Support" section with six cards: "Browse the DoIT Service Catalog", "Find My Agency's Portfolio Officer (PO)", "Report a Cybersecurity Incident", "Access the DoIT Self-Service Portal", "Email DoIT Intake", and "Check My Ticket Status".

The "Latest News from DoIT" section features three news items: "AI Strategy & Study Roadmap Submitted to the Maryland General Assembly, Charting the Course for Ethical, Productive Use of AI in 2025", "State of Maryland's New Digital Infrastructure Group Set to Advance Statewide Broadband Expansion, Boost State Revenue, and Optimize State Spending", and "State of Maryland Launches Widest-Reaching State-Level Bug Bounty Program in the U.S.". A "See all press releases" button is provided.

The "Current Initiatives" section contains six cards: "AI & Innovation Training Program (AI and IX)", "Data Literacy", "Digital Accessibility Initiative", "Digital Infrastructure Group", "Maryland Digital Playbook", and "Plain Language Initiative".

The footer includes the DoIT logo, contact information (300 Community Plaza, Crownsville, MD 21032; 300-301 West Preston Street, Baltimore MD 21201; Phone: 410-887-8700; Maryland Relay: 7-1-1), and social media links for Analytics, Contact Us, Services, and Find my Portfolio Officer.

# However...

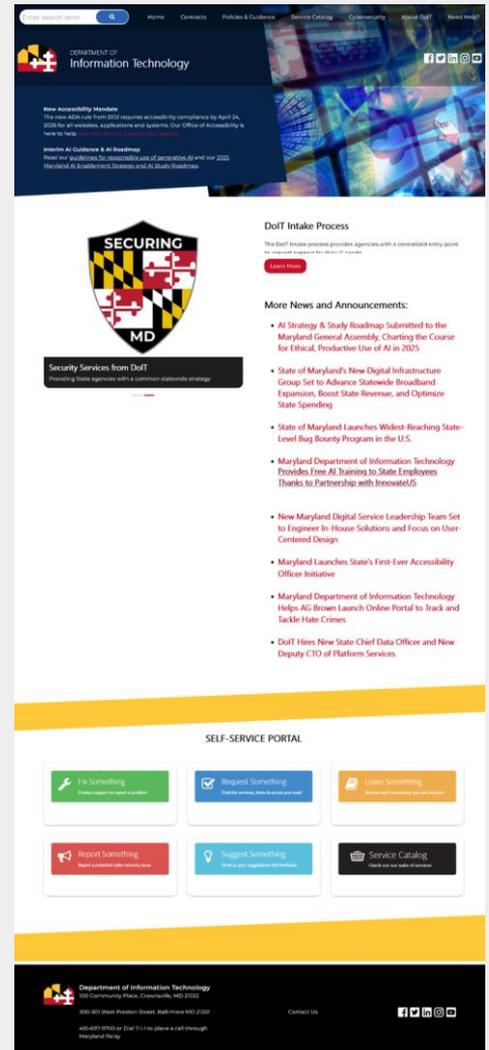
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Before we:

- launch the new site
- archive the old one

We seek to:

- Understand baseline
- Measure and ensure actual improvements!



# Requesting feedback

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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

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

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## 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>