

# Web Leads monthly meeting

February 19, 2026

# Welcome and kickoff

---

Suran De Silva - [suran.desilva@maryland.gov](mailto:suran.desilva@maryland.gov)

# Agenda

---

- Drupal Community of Practice
- Labor Accessibility Spotlight
- Accessibility Update:
  - PDF Remediation Steps
  - Approach for Digital Forms
- Training and Digital Playbook Launch
- DSCI Migration Spotlight
- Agency Migration Roadmap Update

## MDDS / DoIT Presenters

---

- Suran De Silva: Sr Director of Web Experience
- Toni White, Department of Labor
- Andrew Drummond: Dir., Accessibility
- Andrew White: Information Architect
- Betsy Bland: UX Designer/Content Strategist
- Hilary Shutak: MEWS Pgm. Mgr.

# Drupal Community of Practice

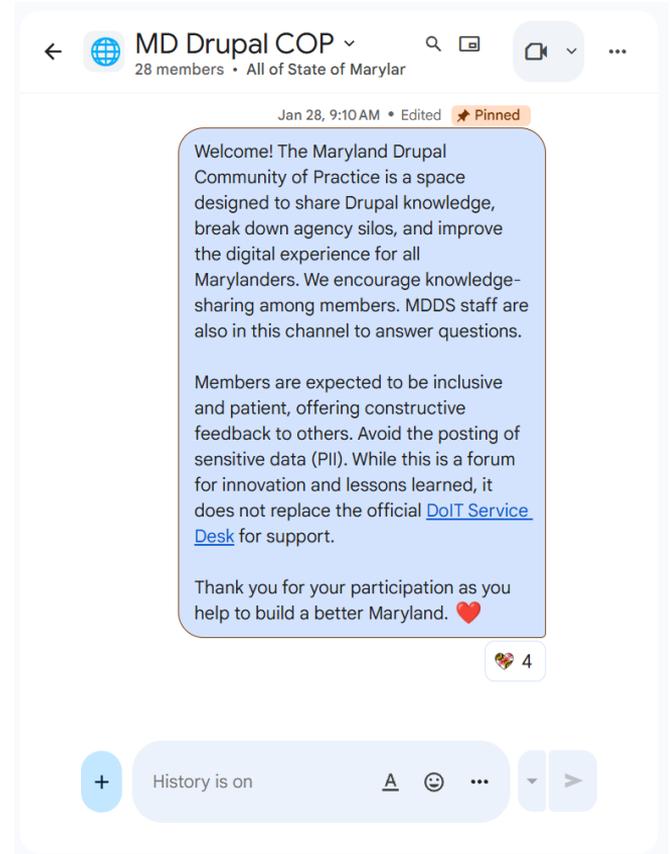
---

Suran De Silva - [suran.desilva@maryland.gov](mailto:suran.desilva@maryland.gov)

# Drupal Community of Practice

---

- **Real-Time Help:** Ask questions and get answers about your Drupal website.
- **Cross-Agency Collaboration:** Connect with peers across the State to share tips and lessons learned.
- **Stay Updated:** Find out about new features, trainings, and updates.
- **Join the Drupal CoP Chat**  
<https://chat.google.com/room/AAQATwaHCLW>



# Accessibility Spotlight: Department of Labor

---

Toni White

Director of Outreach and Education, Office of Financial Regulation

[toni.white1@maryland.gov](mailto:toni.white1@maryland.gov)

# Accessibility Update

---

Andrew Drummond - [andrew.drummond2@maryland.gov](mailto:andrew.drummond2@maryland.gov)

**Agencies are responsible for the accessibility of their content.**

Your agency (and the state) could be sued for inaccessible content after 4/24/26.  
Start with removing as many files as possible that are no longer helpful or relevant.

# ADA Title II: Agency Compliance Timeline

---

## January - March 2026

- Review PDFs on your site using ROT analysis, delete as many as possible (80%+)
- Carefully assess what remains, and determine if the document is transactional.
- Focus remediation efforts on the transactional documents
- ID top 20 PDF docs and send to DoIT for remediation
- ID documents for archiving or remaining on the site as-is and where
- Ensure ADA request language is added to the site
- Meet with the Office of Accessibility to discuss your approach and determine where DoIT can assist
- Schedule PDF accessibility training for your staff

# ADA Title II: Agency Compliance Timeline

---

## Early April 2026

- The Archive section of your website should go into production - if applicable.

## April 24th, 2026 and Beyond

- **No new bad** – absolutely no new inaccessible documents should be uploaded to your site.
- Anything sent to DoIT Web/Core Services team for posting must be accessible when sent (or it will be sent back).
- All new staff joining your agency who will be creating electronic documents, must receive accessibility training.

# ADA Title II: Agency PDF Training

---

## Training Requests

- DoIT is providing source document to accessible PDF training
- Approximately 3 hours
- Delivered in-person
- Request via [doit.intake@maryland.gov](mailto:doit.intake@maryland.gov)

# Drupal Training and Digital Playbook Launch

---

Andrew White - [andrew.white1@maryland.gov](mailto:andrew.white1@maryland.gov)

# A new and improved Maryland Digital Playbook

---

MDDS is launching an updated [Maryland Digital Playbook](#) next week.

Phase 1 includes:

- Expanded Accessibility Guidelines
- Form best practices
- First phase of Drupal training resources

**02/26**

**Maryland Digital  
Playbook  
Launch**

# Expanded Accessibility Guidelines

Expanded accessibility guidelines provide additional support as the ADA Title II deadline approaches.

## New guidelines:

- Accessible Webpages and Documents
  - How to Remediate Webpages and Electronic Documents
  - How to Archive Electronic Documents
  - How to Turn a PDF Form into a Web Form
- Accessible Images



## What does “accessible webpages and electronic documents” mean?

On April 24, 2024 the US Department of Justice (DOJ) announced new rules to make websites and mobile applications accessible for people with disabilities.

The new rules require state and local governments to comply with [Title II of the Americans with Disabilities Act \(ADA\)](#). Title II requires online services to meet [WCAG 2.1 Level AA guidelines](#) to ensure access to online services for people with disabilities.

The DOJ wants state and local governments to prioritize websites, electronic documents, and applications that **provide access to current information and services**.

## Which online services are impacted by the new rules?

- Any online service maintained directly by State employees
- Any online service maintained by third-party vendors/providers on behalf of the State

# Drupal Training

---

- Drupal 101
  - What is Drupal, how to log in
  - How to create content
  - How to manage the site header and footer
  - Adding Images, Video and Documents
- What types of pages you can create
- What types of components you can add to a page
- Roles and permissions
- Step-by-steps guides for frequent tasks
- Accompanying videos

# Digital Playbook Show-and-Tell

An official website of the State of Maryland. [Here's how you know](#) Maryland.gov [Translate](#)

 **Maryland Digital Playbook**

Principles ▾ Digital Standards ▾ Design System Drupal Training ▾ Get Support

## Maryland Digital Playbook

The Maryland Digital Playbook is a set of tools, guidelines, and training materials to help state agencies write, design, and build digital services for the State of Maryland.

[Explore the Principles](#)

[New Drupal Training](#)



Home > [Drupal Training](#) > Basics

## Basics

← [Drupal Training](#)

**Basics**

- Getting Started [Get Started](#)
- Creating Content
- Menus and Navigation
- Images, Video and Documents
- Alerts

Page Types

Page Components

Roles and Permissions

### Getting Started

Get started using Drupal CMS for your agency's website. Learn how to log in, how to set up your website, and more.

[Get Started](#)

### Learn the basics

<b>How to create content</b> See how to add Pages and Page Components to your website.	→	<b>How to add and manage images, videos and documents</b> Add images, video, PDF's and other files.	→
<b>How to add and manage menus and navigation</b> Learn how to add pages to your site's header and footer.	→	<b>How to add and manage Alerts</b> Keep visitors informed with time-sensitive alerts.	→

## How to use a Link Collection

A Link Collection displays a manually-created list of related items. Items in a Link Collection should be related to one another in some way, for example, in the same category. Each list item links to a page.

- Use on a [Landing Page](#) or on a [Basic Page](#)
- Links can be displayed in any order you choose
- Use two links minimum, and up to twelve links total
- Avoid using a Link Collection to create "quick links" or a generic section where the links are not clearly related with a descriptive heading.
  - Instead of using a Link Collection to show "Quick Links" or "Resources", be specific, for example "Grant Opportunities" or "Food and Cash Assistance Services."

[Learn how to create a Page Component](#)

### Watch: How to create a Link Collection

See how to create a Link Collection on your website.



# What's to come

---

## Phase 2: New Training content in frequent releases

- More Drupal training, as new features are released
- Examples and Inspiration for building your Drupal Website
- Additional accessibility guidelines

## Phase 3: Expanded Training Library

- Robust library of non-Drupal training, including usability testing, plain language, service design and more

# DSCI Migration Spotlight

---

Camryn Simon - [camryn.simon@maryland.gov](mailto:camryn.simon@maryland.gov)

Betsy Bland - [betsy.bland@maryland.gov](mailto:betsy.bland@maryland.gov)



# Level Setting

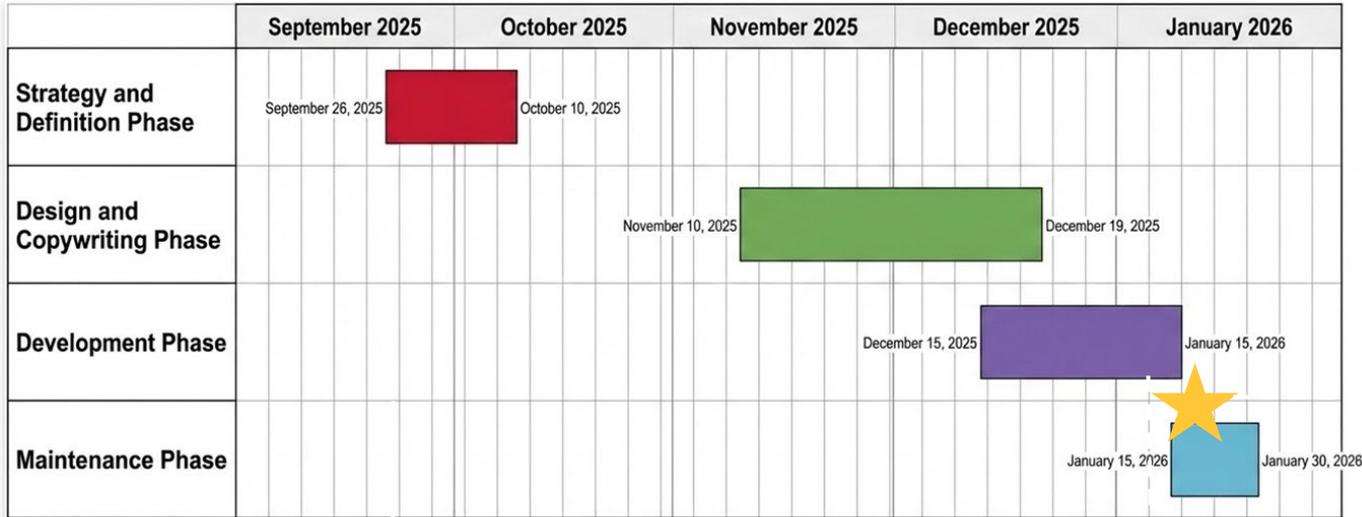


**Maryland's Department of Service and Civic Innovation (DSCI)**  
mobilizes Marylanders to drive community impact, build meaningful careers, and forge stronger bonds across differences through service.

**We accomplish that through our:**

- **Programs - Maryland Corps/Service Year Option Program and AmeriCorps Maryland**
- **Members**
- **Partners**
- **Internal Operations**

# Over the course of 5 months, DSCI collaborated with DOIT on the strategy, design, copywriting and development of the new [serve.maryland.gov](https://serve.maryland.gov) website



**Initial Website launch!**

**Project Kickoff**

**We are here!**

Our project goal?

Deliver a best-in-class user experience for DSCI internal and external audiences that introduces DSCI, our programs and guides users to learn and get involved—serving as DSCI's digital front door.

# How we drove innovation on the project: solve organizational problems and demonstrate tangible outcomes

Building cross state + agency **partnerships** that make **digital services more efficient**

Introducing a **new cohesive experience** across DSCI teams, programs and narratives

Lowering DSCI internal site editors **barriers to content authoring**

Preparing for **\*AI as a user** of our experience

Creating intentional spaces for **professional development**



# Site Walkthrough



# Strategy Pillar: Showcase one unified department

## What that looked like:

- Illustrating to users DSCI is one department, two programs

## What we're solving for:

- Make a real difference in the lives of Marylanders
- Bridge community divides

## How we brought this to life

The screenshot shows the homepage of the Maryland Department of Service and Civic Innovation (DSCI). At the top, there is a navigation bar with the Maryland logo, the department name, and a search bar. Below the navigation bar are several menu items: "Join a Paid Service Program", "Recruit Talent", "Serve with AmeriCorps", "About DSCI", and "Apply Soon to The MC/SYO Program". The main content area features the heading "Maryland's Department of Service and Civic Innovation" and a sub-heading "At Maryland's Department of Service and Civic Innovation (DSCI), we connect passionate adults and organizations to strengthen communities, address the state's most pressing issues, and develop Maryland's talent across diverse sectors." There are two buttons: "Learn more about serving" and "Learn more about hosting and hiring". A large photo of a group of people in red shirts is on the right.

### The Maryland Corps/Service Year Option Program



#### Serve and grow

Launch your career and make a difference in Maryland



#### Recruit and hire talent

Hire Maryland talent with grant-funding support



#### Explore the Alumni program

Join a lifelong community of service after graduation

### AmeriCorps Maryland



Advance service with AmeriCorps Maryland



Expand your capacity with AmeriCorps



Apply for grant funding opportunities

The screenshot shows the "About Maryland's Department of Service and Civic Innovation" page. The header features the title and a photo of people working together. Below the header, there is a sub-heading "At Maryland's Department of Service and Civic Innovation (DSCI), we believe service can improve every life it touches." A large photo of a group of people in red shirts is on the right. Below the photo, there is a small text block: "We create world-class pathways that allow Marylanders to serve their communities and build their futures with knowledge. Whether through Maryland Corps/Service Year Option or AmeriCorps Maryland, our Marylanders gain hands-on experience and mentorship at organizations across the state. Discover your potential, establish real service impact, and help Maryland thrive."

One mission, many ways to make an impact

DSCI plays a leading role in promoting service and volunteerism across the state through two main programs, **The Maryland Corps/Service Year Option Program** and **AmeriCorps Maryland Programs**.

[Learn more about DSCI](#)

# Strategy Pillar: Design accessible paths to the Maryland Corps/Service Year Option Program

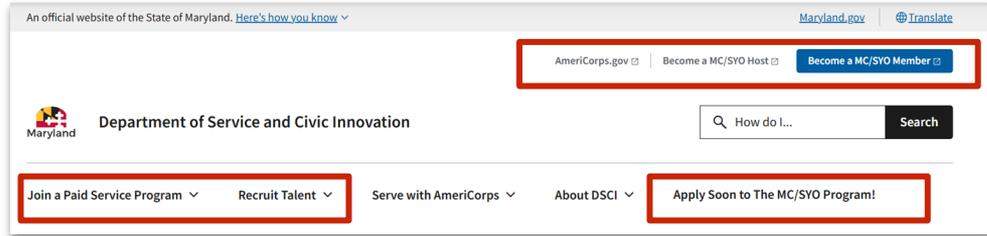
## What that looked like:

- Creating clear, "can't miss" pathways to apply
- Reducing barriers to serve

## What we're solving for:

- Service-oriented customer service
- Connect Marylanders to careers

## How we brought this to life



## Your Roadmap to Service

### 1. Submit Your Application: Winter 2026 – Summer 2026

Complete an application on DSCI's Application and Matching Portal. Don't worry, we've streamlined the application process to make it as straightforward as possible!

If you require a reasonable accommodation to apply, please contact us at [applytoserve@maryland.gov](mailto:applytoserve@maryland.gov).

### 2. Hear Back: Ongoing Basis

### 3. Match with your Host Site Partner: May 2026-Fall 2026

### 4. Prepare: Summer 2026

### 5. Serve: Fall 2026-Spring 2027

### 6. Graduate and Become an Alumni: Summer 2027

Future state apply + clear program content creates an experience that always moves users through the application funnel

# Strategy Pillar: Engage and inspire action

## What that looked like:

- Restructuring the architecture into programs for all DSCI users to complete top tasks

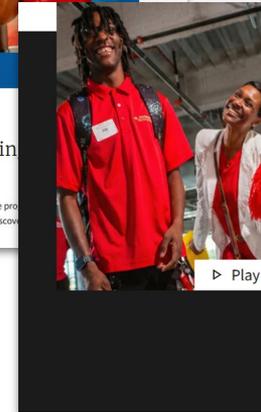
## What we're solving for:

- Connect Marylanders to careers

## How we brought this to life



**An action-oriented navigation, a landing place to drive potential Members to our programs, and prominent call-to-actions for users to apply, learn more or dig deeper strategically users into the site experience**



## Application Announcement

The MC/SYO Program application is not live yet! Get ready for our launch in early February by heading to the Apply Soon page for more information.

[Learn more about applying to MC/SYO](#)

# Artifacts created throughout the project

▼ [Section 1] Title

**Body Copy/Text:**

TKTK

**(If desired) Calls to Action (CTAs)**  
Specify the key actions users should take on this page.

CTA Location	CTA Text	Target Link/URL
E.g., Hero Section Button		
E.g., End of Content		

**Visual and Multimedia Assets**  
This table tracks all images, videos, or other media assets.

Asset Filename	Asset Description
	A brief description of the visual content.

▼ What Good Content Looks Like

Good content is:

- **Audience-first:** Good content puts audience needs ahead of DSCI talking points, delivering content that users seek out specifically from DSCI for a reason, at a cadence that's right for them. This audience-POV fosters loyalty and drives conversion.
- **Data-informed, if not data driven:** Smart editorial planning and creation balances creativity and data insights. It's created with audience goals and KPIs in mind and evaluated in part by how it serves those goals. It considers discovery and distribution vs. "if you build/create it, users will come" approach.
- **Published at the right pace and volume:** A clear understanding of content objectives, team structure, skills and bandwidth and audience appetite all help to shape the right publishing cadence for DSCI. Flexibility to pivot cadence based on performance ensures continue continues to deliver on editorial goals.
- **Platform-specific intent:** Strong editorial content does not simply post a website blog post for cross-platform promotion, but instead strategically imagines a platform-specific approach to storytelling planned in parallel with on-site content.
- **The highest of standards for quality and innovation:** While it's important to track content against performance KPI's we must ALWAYS track quality. DSCI's definition of "good" can evolve and should to continue as our storytelling evolves and quality content should keep pace with storytelling innovation.

Submit multiple answers **Anonymous** 10 answers

### What lessons did you learn and how can you use them to improve your next DSCI project?

- The pod concept of a project team with helpers
- Structure and timeline
- Make intentional time for a team to get to know each other
- Progress over perfection
- Positivity goes a long way
- Reinforce expectation-setting throughout a project
- I learned that collaboration benefits from being flexible and open to feedback. Different team members bring different strengths and perspectives.
- You can do the work and make room for learning and bringing people along.
- Plugin to get the Instagram feed's most recent posts displayed on the site
- Reviewing decision-points w/ the team

Website  
Retro +  
UAT plan

**UAT Run of Show:**

- **Day 1: Functionality and Design**
  - Click and tap all links on the website to ensure the site is rendering, responsive and links are correct. Review the design to ensure images/videos play and the layout of pages looks cohesive.
- **Day 2: Content Review**
  - Review all content for typos, accuracy and grammatical errors. Ensure the formatting of the layout of content is consistent and correct.

**Known Issues:**

- Utility Link - [Become a MC/SYO Member](#) will be a button
- Utility Links for MC/SYO are boilerplate
- DSCI Link in nav is pointing to wrong place - will work soon
- HP
  - Breadcrumbs on HP will not show, instead there will be DSCI logo
  - Weird lines
  - Callout component is not live yet
    - HP - Who we are content
    - HP - MCSYO Member testimonial content
- Footer content not live - Socials, address, email are not live yet
- Apply to Serve content for Members and HSPs including components and links will not be live on the site for launch, but will be live when the application goes live

Content templates  
+ Guidelines



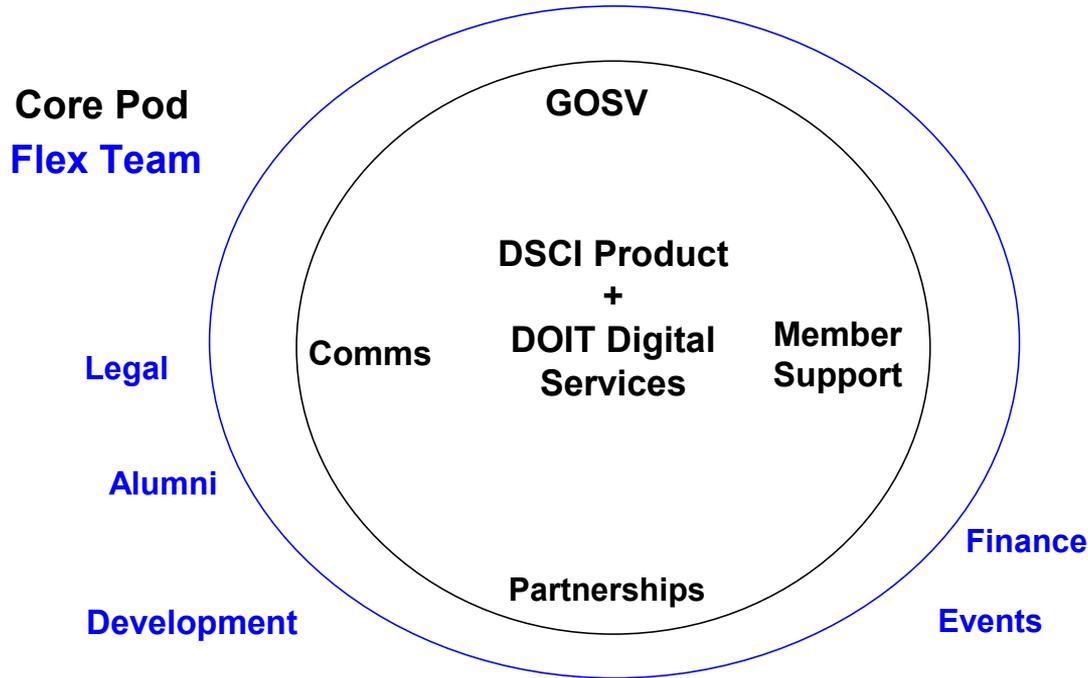
# Lessons Learned + Q/A



## Now questions for Camryn...

- **Overall, what advice would you give to agencies that are just starting this process?**
- **What tips do you have for collaborating with DoIT to ensure success? What makes for a great partnership?**
- **How did you approach guiding your agency's leadership through the evolution of your site?**
- **What are you doing today to enable the agency to support and evolve the site over time?**

# We came together as one collaborative team



## Core principles:

- Have clear roles and responsibilities
- Establish the foundation for how we work together
- Implement rigorous planning, not rigid plans
- Define clear processes adapted to the ***needs of your team***

# Agency Migration Roadmap Update

---

Suran De Silva - [suran.desilva@maryland.gov](mailto:suran.desilva@maryland.gov)

Hilary Shutak - [hilary.shutak@maryland.gov](mailto:hilary.shutak@maryland.gov)

# Agency Site Migration

---



## Upcoming Launches\*

### February

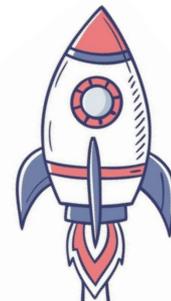
- Maryland Commission on Civil Rights
- Digital.Maryland.Gov

### March

- Maryland Historical Trust
- Department of Veterans and Military Families
- Maryland Mortgage Program
- Maryland Department of Housing and Community Development
- Public Employee Relations Board

## Recent Launches

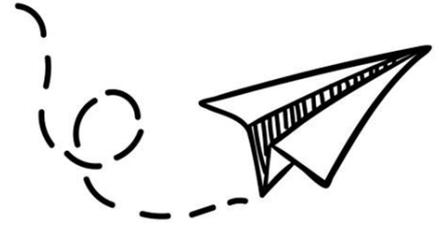
- Maryland.gov
- Department of Service and Civic Innovation
- Office of Correctional Ombudsman
- AI.Maryland.gov



\* Schedule may change based on active participation by agencies.

# Agency Site Migration

---



## Q3/4 In Flight & New Kickoffs (Jan-Jun'26)\*

- Accountability & Implementation Board
- Alcohol, Tobacco, and Cannabis Commission
- Department of Aging
- Department of Agriculture
- Department of Assessments and Taxation
- Department of Commerce
- Department of Environment
- Department of General Services
- Department of Juvenile Services
- Department of Management and Budget
- Department of Planning
- Department of Social Equity and Economic Mobility:
  - Office of Social Equity
  - Governor's Office of Small, Minority, & Women Business Affairs
- Maryland Cannabis Administration
- Maryland Center for School Safety
- Maryland Department of Health
- Maryland Department of Information Technology
- Maryland Department of State Police
- Maryland Department of Transportation Motor Vehicle Administration
- Maryland Energy Administration
- Maryland State Department of Education
- Office of the Attorney General
- Office of the State Fire Marshal
- Prescription Drug Affordability Board
- Property Tax Assessment Appeals Boards
- Governor's Sites:
  - Office of the Governor
  - Innovation Team
  - Office for Children
  - Office of the Deaf & Hard of Hearing
  - Grants Office
  - Appointments Office
  - Office of Community Initiatives
  - Office of Crime Prevention and Policy
  - Maryland Open Data Portal
  - Office of Overdose Response
  - Office of Performance Improvement

\* Schedule may change based on active participation by agencies. Many of these sites will launch in Q3/Q4.

# Q&A and Discussion

---

# Future meeting schedule

---

## Web Leads Meeting

Mar 19, 1:30pm – 3pm (virtual)

## MDDS/Web Leads Open Office Hours

March 6, 3-4 pm

(more to come)

# Thank you

See you March 19 (Virtual)

[Feedback Survey](#)



Survey link <https://forms.gle/gRU6z8eHAU4spQ6BA>