Web Leads monthly meeting

February 19, 2026

Welcome and kickoff

Suran De Silva - 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

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
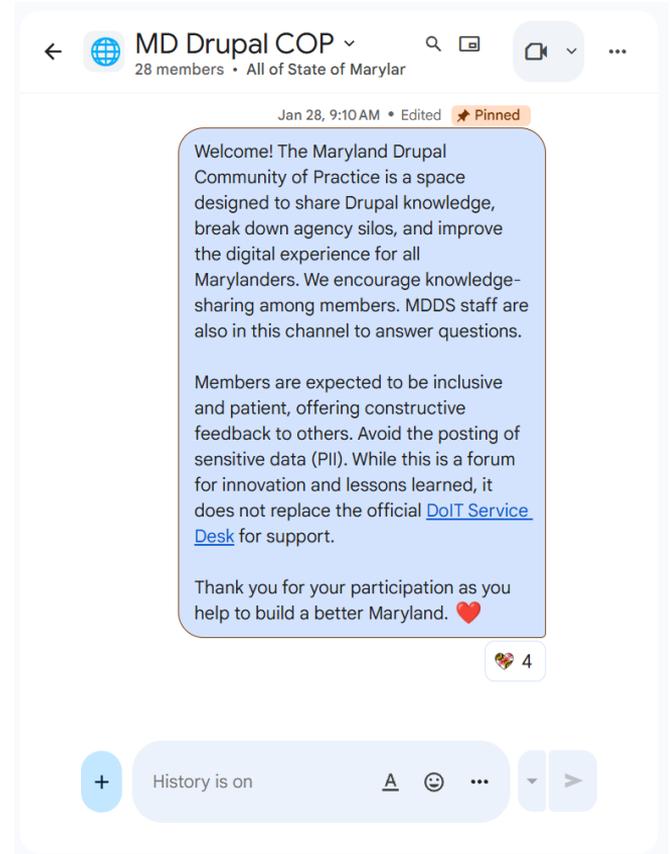
Accessibility Spotlight: Department of Labor

Toni White

Director of Outreach and Education, Office of Financial Regulation

toni.white1@maryland.gov

Accessibility Update

Andrew Drummond - 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 is the document 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 is
- 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

Drupal Training and Digital Playbook Launch

Andrew White - 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

Home > Digital Standards > Standards for Accessibility > Accessible Webpages and Electronic Documents

Accessible Webpages and Electronic Documents

< Standards for Accessibility

Accessible Webpages and Electronic Documents

ADA Title II Document Exemptions

Timeline for Agencies

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

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

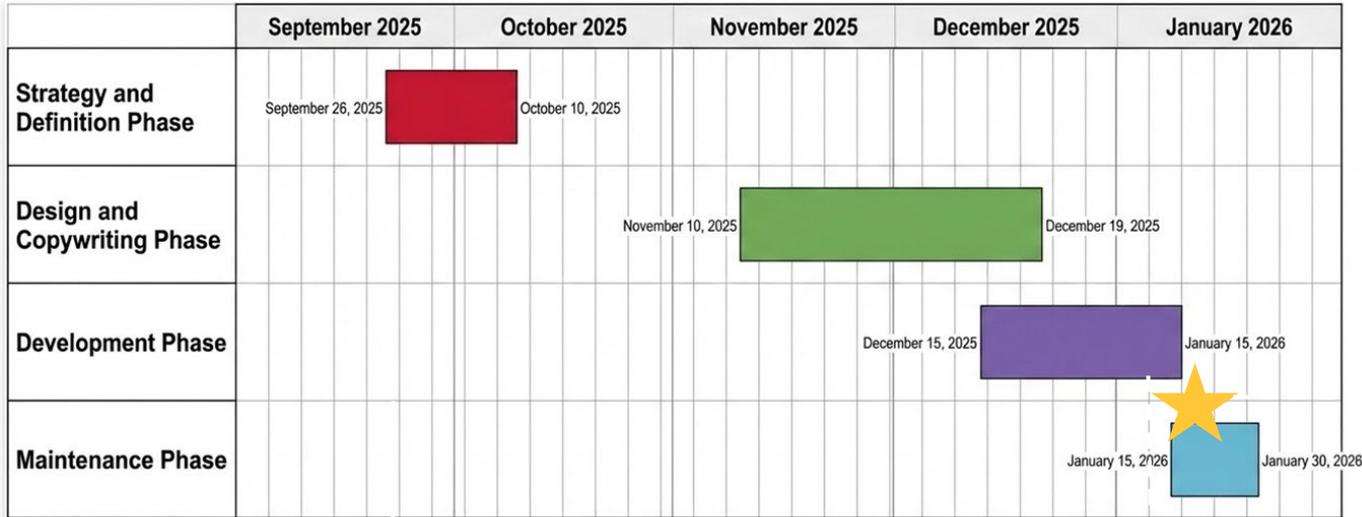Betsy Bland - betsy.bland@maryland.gov

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 website

	September 2025	October 2025	November 2025	December 2025	January 2026
Strategy and Definition Phase	September 26, 2025 ▮ October 10, 2025				
Design and Copywriting Phase			November 10, 2025 ▮ December 19, 2025		
Development Phase				December 15, 2025 ▮ January 15, 2026	
Maintenance Phase					January 15, 2026 ▮ January 30, 2026

Initial Website launch!

Project Kickoff   **We are here!**

Our project goal?

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

How we drove <u>innovation</u> on the project: solve organizational problems and demonstrate tangible outcomes

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

Creating intentional spaces for **professional development**

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

**i.e. platforms like Browser-specific AI experiences, Embedded social like IG/MetaAI

Site Walkthrough

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**Department of Service
and Civic Innovation**

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

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
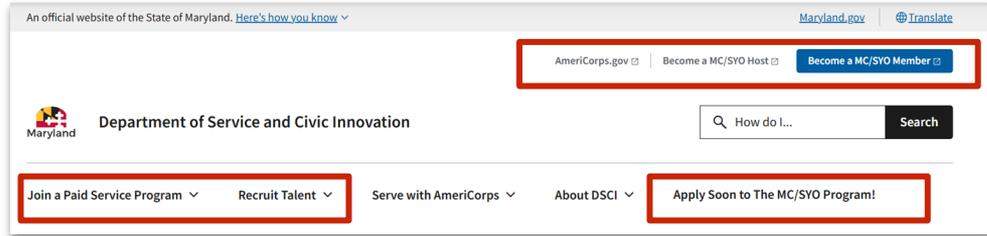
How we brought this to life

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

Maryland Department of Service and Civic Innovation

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

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Artifacts created throughout the project

Content templates + Guidelines

Website Retro + UAT plan

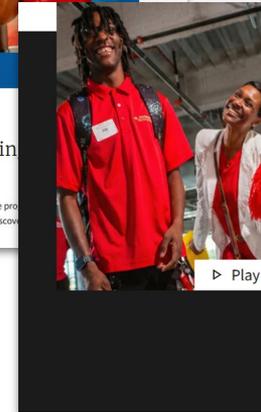
[Section 1] Title

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 med

Asset Filename	Asset Descripti
	A brief descript 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 brings 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	

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

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 Pod
Flex Team

GOSV

DSCI Product
+
DOIT Digital
Services

Comms

Member
Support

Partnerships

Legal

Alumni

Development

Finance

Events
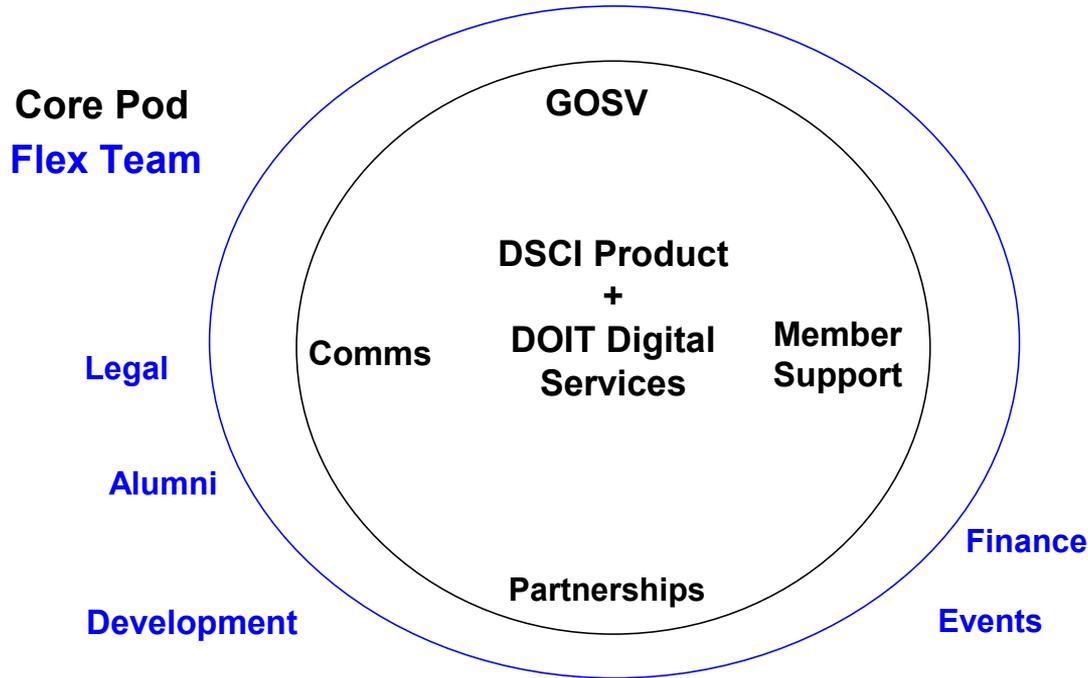
Core principles:

- 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*

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Agency Migration Roadmap Update

Suran De Silva - suran.desilva@maryland.gov

Hilary Shutak - 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
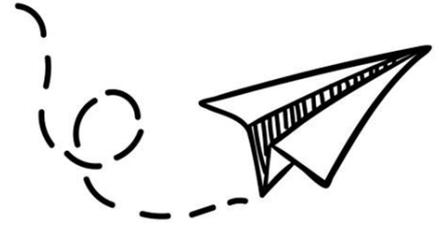- Public Employee Relations Board

Recent Launches

- Maryland.gov
- Department of Service and Civic Innovation
- Office of Correctional Ombudsman
- AI.Maryland.gov
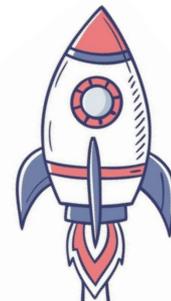
* Schedule may change based on active participation by agencies.

Agency Site Migration

- 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