Web Leads Monthly Meeting

September 30, 2024

Here early? We'll be using Miro during today's meeting. New to Miro? Create a free account and check out [Miro 101](https://miro.com/app/board/uXjVLZXKOEc=/?moveToWidget=3458764601556700560&cot=14).

Miro 101 link: https://miro.com/app/board/uXjVLZXKOEc=/?moveToWidget=3458764601556700560&cot=14

Welcome and Kickoff

marcy.jacobs@maryland.gov

Agenda

- Welcome and Kickoff
  - Miro Intro & Crash Course
- Measurement Pilot:
  - Experience measurement update
  - Analytics demo
- Accessibility:
  - Automated Testing Tool - Recite Me Intro & Demo
- Social Media guidance
- Maryland Web Design System Updates
- Q&A + Discussion

Note: this month we'll be trying out a few new ways to make the meeting more interactive.

We'll be using Miro (plus chat) for questions and comments.

Find a [Miro 101](#) in today's Miro board (you may need to create a free Miro account; it only takes a minute.

Miro 101 link:
https://miro.com/app/board/uXjVLZXKOEc=/?moveToWidget=3458764601556700560&cot=14

Full Miro board link:
https://miro.com/app/board/uXjVLZXKOEc=/?moveToWidget=3458764601570515606&cot=14

Maryland
DEPARTMENT OF
INFORMATION TECHNOLOGY

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Wes Moore - Governor | Aruna Miller - Lt. Governor | Katie Savage - Secretary

Miro Introduction & Crash Course

lilly.madigan@maryland.gov

Presenters

MARYLAND DIGITAL SERVICE (MDDS)

Marcy Jacobs
Deputy Secretary, DoIT
Chief Digital Experience Officer

Lilly Madigan
Sr Director, UX & Service Design

David Holmes
Sr Director, Engineering

Andrew Drummond
Director, Office of Accessibility

Bao-Tran Nguyen
User Experience Designer

MDDS (continued)

Jeffrey Pass
Sr Director, Web Experience

GUEST PRESENTER

Erykah St. Louis
Director of Digital,
Executive Office of the Governor

Alex Chase
Digital Media Coordinator,
Executive Office of the Governor

ALL ATTENDEES

Please introduce yourself in Miro!

Please share your name, pronouns, title and/or role, and agency and/or project.

You may need to create a free Miro account (it only takes a minute).

If you'd rather, you can also introduce yourself in the Google Meeting chat.

Miro introduce yourself link:
https://miro.com/app/board/uXjVLZXKOEc=/?moveToWidget=3458764601556700487&cot=14

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Measurement Pilot

marcy.jacobs@maryland.gov

Details on the Measurement Pilot

Customer experience measurement

- Small pilot to evaluate a customer experience measurement platform
- Customer Feedback Scores on ~50 sites
  - Net promoter score (NPS)
  - Customer satisfaction (CSAT)
  - Customer effort score (CES)
  - Customer sentiment
- 2-4 'deep dives' into user journeys

analytics.maryland.gov*

- Phase 1
  - Publicly available
  - Web traffic analytics
- Phase 2
  - Site Performance Scores
    - Accessibility
    - Best Practices
    - Plain language
    - SEO

*In development, demo today

Measurement Pilot:
CX Measurement

marcy.jacobs@maryland.gov

Website feedback

Active Website Intercepts aiming to establish key performance metrics, measure drivers, and understand visitor personas.

Aggregated Website Insights
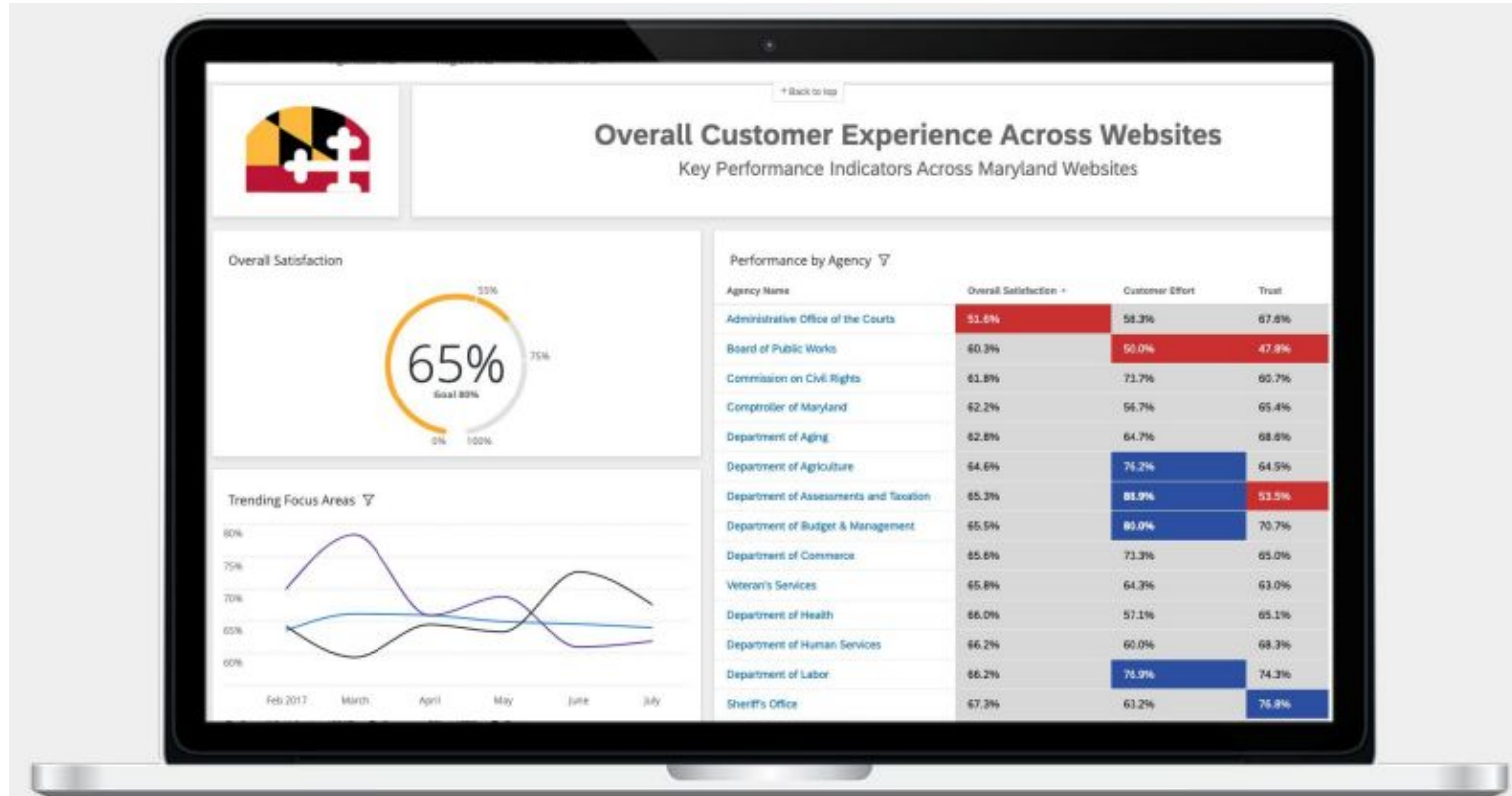
Behavioral Journey feedback
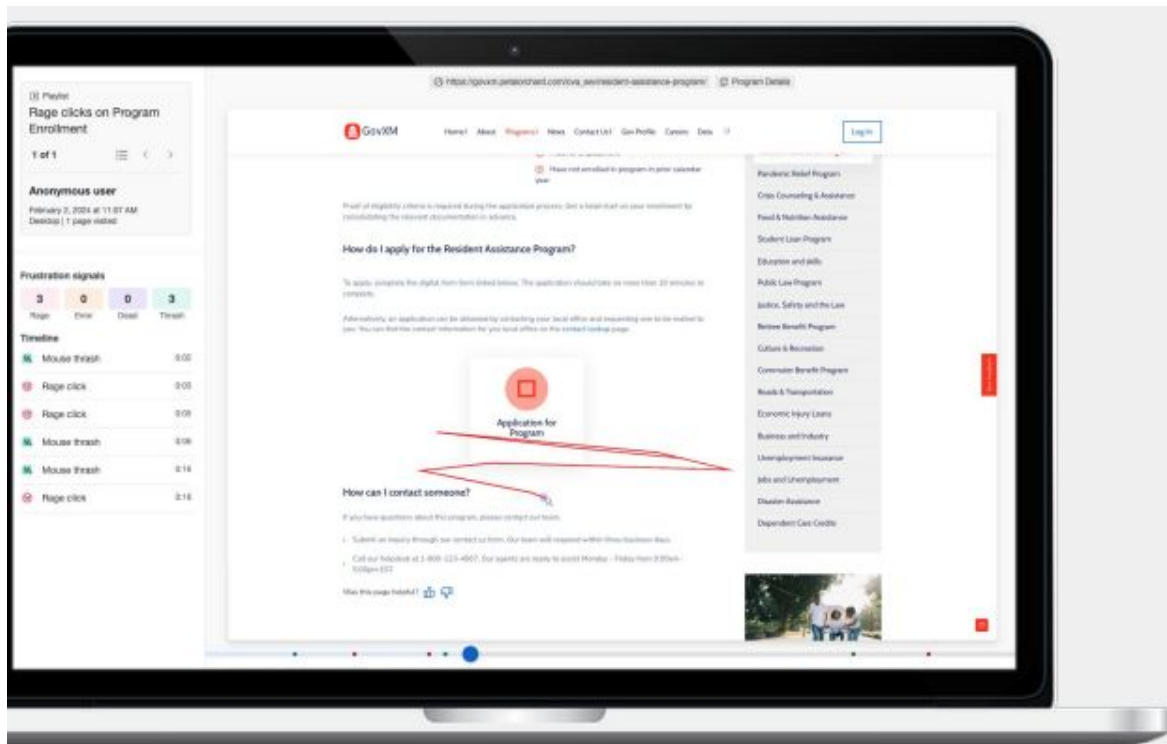
User Journey feedback

Embedded Content Evaluation, aiming to continuously capture feedback on if content is resonating and gather suggestions for improvement.

How can we make this better?

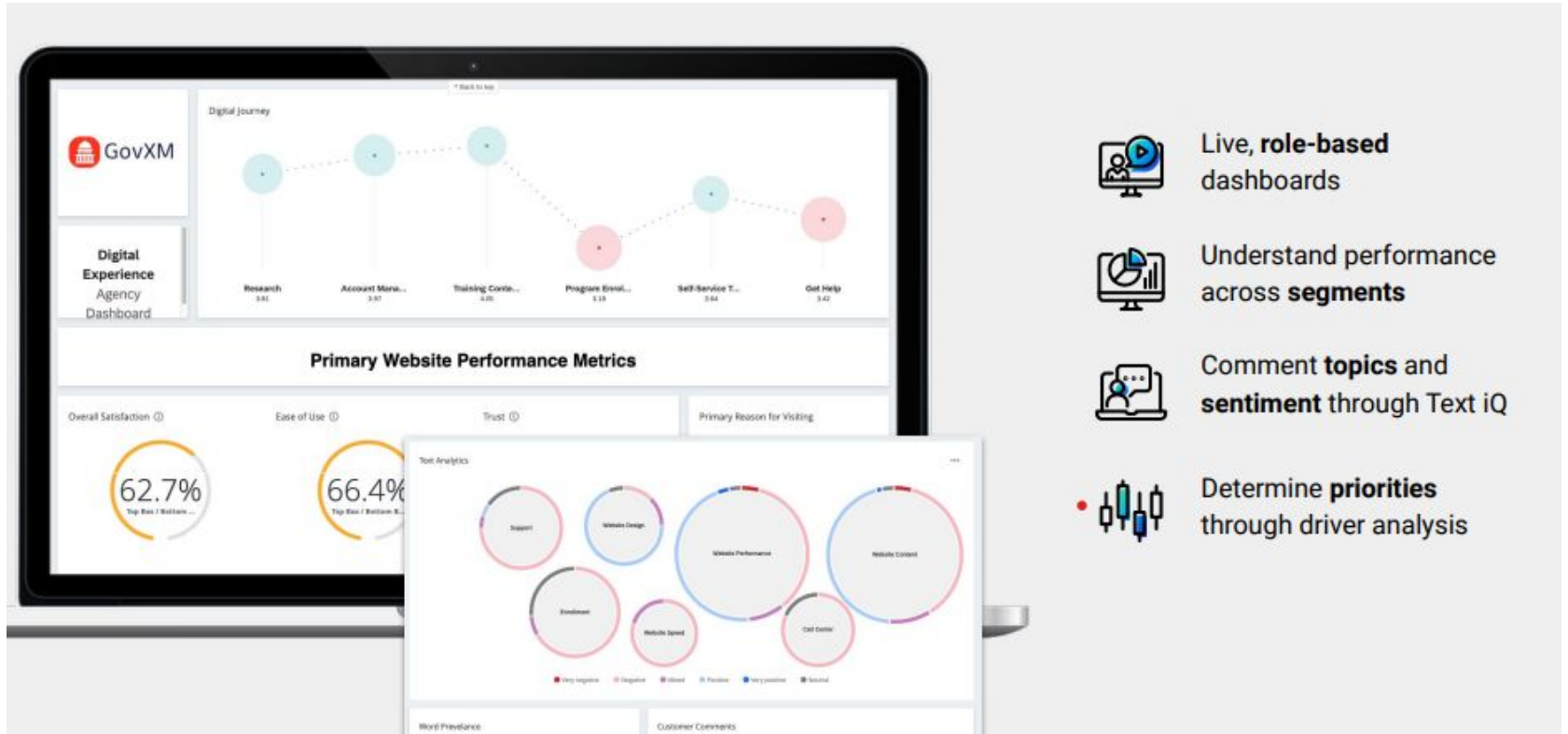Submit

Application for Program

How can I contact someone?

If you have questions about this program, please contact our team.

- Submit an inquiry through our contact us form. Our team will respond within three business days.
- Call our helpdesk at 1-800-123-4567. Our agents are ready to assist Monday - Friday from 9:00am - 5:00pm EST.

Was this page helpful?

Aggregated Journey Insights

Live, **role-based** dashboards

Understand performance across **segments**

Comment **topics** and **sentiment** through Text iQ

Determine **priorities** through driver analysis

Measurement Pilot: Maryland Analytics Demo

David.Holmes@maryland.gov

Accessibility: Automated Testing Tool - Recite Me Intro & Demo

andrew.drummond2@maryland.gov

Recite Me Demo

Social Media & the Governor's Digital Office

erykah.stlouis@maryland.gov and alex.chase@maryland.gov

The Governor's Digital Strategy

Relatable Storytelling

- Develop a **brand** and maintain **consistency** across all **digital channels**
- Emphasize **video content** that highlights our principal in **relatable** ways
- Simplify **policy** explanations to **make them accessible**
- **Build community** through consistent posting and active engagement
- Present the Administration's story in an **engaging, easy-to-read** format
- Align all **content** and **campaigns** with Governor Moore's **core messages** and policy initiatives

The Governor's Digital Strategy

Organized Digital Execution

- Utilize a social media content calendar to plan posts in advance
- Implement a video request form to track production schedules and external requests
- Employ unicorns and subject matter experts for specialized content creation

Digital Reporting

- Compile weekly social media metrics across platforms to assess the performance of tactics and guide content strategy
- Regularly assess the performance of tactics using analytics to optimize future efforts
- Monitor real-time engagement and adapt strategies based on audience responses and trend
- Conduct a comparative study of governors' social media strategies to identify best practices

Maryland Web Design System Updates

lilly.madigan@maryland.gov, bao-tran.nguyen@maryland.gov, and jeffrey.pass@maryland.gov

Maryland Web Design System

Currently, we have translated a number of UI elements into Figma components (for ease of designing):

- Started with the 47 USWDS components
- We're focused on 19 components as our MVP
- We've customized 5 components so far for Maryland style (more to come)
- We've created 7 SharePoint page templates and 15 web parts
- We've stood up GitHub and Storybook

DoIT Website Redesign & MDDS

We are using the DoIT website redesign as a test bed for how MDDS will approach site redesigns and migrations.

We're working through the kinks and developing the processes that will make it easier for everyone using the Maryland Web Design System and hosting their sites through DoIT.

Next month (October 24th) we'll be providing a tour of the Maryland Web Design System, a crosswalk with the US Web Design System, our SharePoint templates and web parts, and guidelines.

DoIT Website Redesign

We are working through the following as part of the DoIT website redesign:

- Process for site inventories and content ROT (Redundant, Outdated, Trivial) analysis
  - Goal of streamlining sites to only the most important and useful content
  - For DoIT, we plan to reduce down to ~250 pages (site is currently ~950 pages)
- IA (Information Architecture) development and agency template design
  - Plus testing for the same: tree tests, card sorts, usability testing, etc.
- Rendering the Maryland Design System for SharePoint:
  - Adapting and/or creating SharePoint templates and web parts
  - Creating best alternative assets where design system cannot be replicated in SharePoint

Q&A + Discussion

Your feedback is welcome and encouraged:

https://forms.gle/Rr4JtYxMZYZDvD2b6

Future meeting schedule (subject to change)

2024:

October 24th, 3-4:30 (virtual)

December 5th, 1:30-3 (in person, Crownsville)

2025:

January 15, 12-1:30 (virtual)

February 11th, 12:30-2 (in person, Crownsville)

March 10th, 2-3:30 (virtual)

April 8th, **12:30-2 (in person, Crownsville)**

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)

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

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

Thank you and see you October 24th (virtually)!