

Web Leads monthly meeting

December 15, 2025

Welcome and kickoff

Marcy Jacobs - marcy.jacobs@maryland.gov

Agenda

- Accessibility Update
- Agency Migration Roadmap Update
- DSCI Spotlight: What is a tree test?
- Upcoming Drupal Features
- Drupal Training
- Maryland.gov Show and Tell
- Q&A

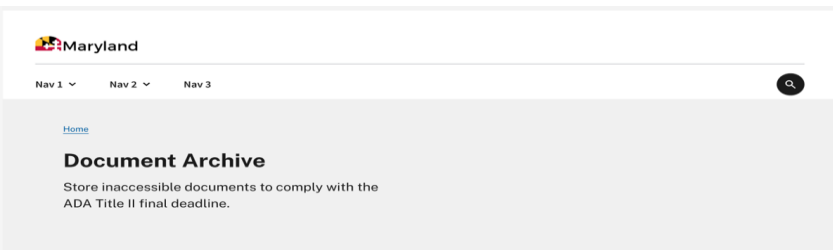
MDDS / DoIT Presenters

- Marcy Jacobs: DoIT Dep. Sec., CDXO
- Andrew Drummond: Dir., Accessibility
- Hilary Shutak: MEWS Pgm. Mgr.
- Betsy Bland: UX Designer/Content Strategist
- Andrew White: Information Architect
- Lilly Madigan: Sr Director of UX and Service Design

Accessibility Update: Document Archiving & Forms

Andrew Drummond - andrew.drummond2@maryland.gov

ADA Title II: Agency Archive

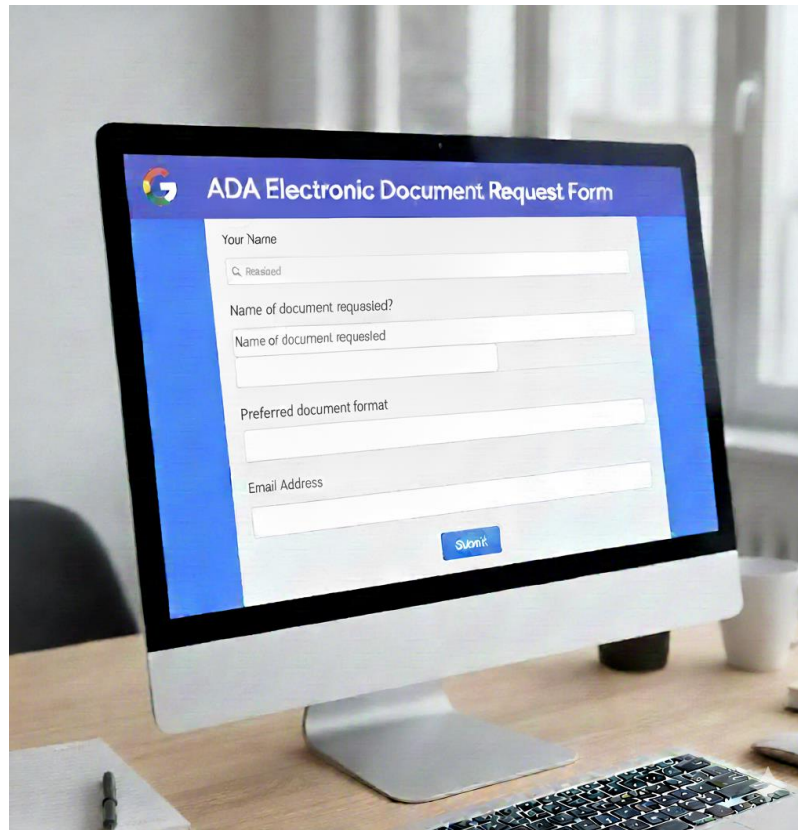
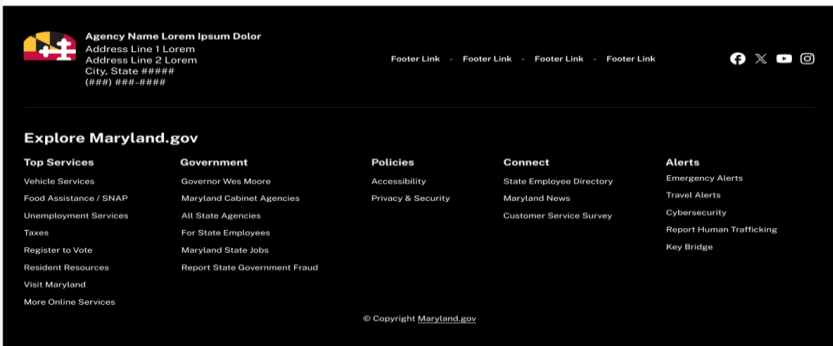


What does this mean?

Consistent with the Americans with Disabilities Act (ADA) Title II final rule, individuals are entitled to request an accessible version of any electronic document presented on this website. Please contact [EMAIL ADDRESS] with the name of the document, the desired file type, and the accommodation needed. The requested file will be provided within a [REASONABLE TIMEFRAME]. It is possible that some requests may take longer due to the size, complexity, or the graphical nature of the respective document. For additional information, please contact [EMAIL ADDRESS] with any questions or concerns about this process.

Potential Archive Artifacts:

- Nov2023QuarterlyReviewv2.pdf Date uploaded: 12/5/25
- Jan2024Newsletter.pdf Date uploaded: 12/9/25
- Jan2024StaffMeetingNotes.pdf Date uploaded: 12/9/25
- Feb2024StaffMeetingNotes.pdf Date uploaded: 12/10/25
- March2024QuarterlyReview.pdf Date uploaded: 12/10/25
- March2024DesignRetro.pdf Date uploaded 12/11/25
- April2025AllHandsWebMeeting.pdf Date uploaded: 12/11/25
- June2025StaffMeetingNotes.pdf Date uploaded: 12/12/25



ADA Title II: Accessibility Tooling

Current Tooling:

- Recite Me - Automated Web Compliance
- Adobe Acrobat Pro/DC - PDF Remediation

Future Tooling:

- Automated electronic document compliance tool
 - Tool will be able to crawl your domain, scrape up the PDFs, and test them for accessibility compliance - letting each agency know where they stand.
- Automated remediation tooling
 - Capable of accurately tagging conventional and transactional documents – this could significantly reduce time spent on manual remediation

ADA Title II: Transactional Documents (forms)

Current State:

- Inaccessible PDFs

Future State:

- Accessible PDFs
- Accessible web forms

Agency Migration Roadmap Update

Hilary Shutak - hilary.shutak@maryland.gov

Agency Site Migration



Launches*

December

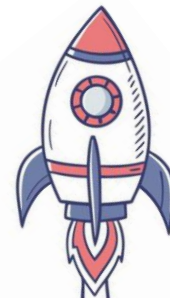
- [Maryland.gov](https://www.Maryland.gov)
- Office of Correctional Ombudsman

January

- Al.Maryland.gov
- Digital.Maryland.gov
- Department of Service and Civic Innovation
 - Governor's Office of Service and Volunteerism
- Maryland Commission on Civil Rights
- Maryland Historical Trust
- Maryland Mortgage Program

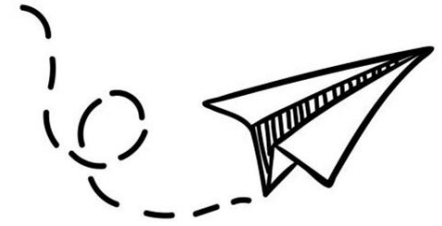
February

- Department of Information Technology
- Department of Juvenile Services
- Department of Veterans and Military Families
- Maryland Department of Housing and Community Development



* 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 Environment
- Department of General 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 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
- Public Employee Relations Board
- 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.

Migration Roles: Our Partnership



Our success requires active participation from your agencies

MDDS will lead:

- Guiding alignment of site architecture with a user-centered model
- Rewriting critical pages, including: homepage, landing pages, content pages linked from Maryland.gov
- Building out new site architecture and structure, including migrating critical pages

Your agencies will own:

- Identifying pages and files you [must keep](#)
- Remediating files for accessibility
- Reviewing, updating, and rewriting remaining content, as needed
- Migrating remaining pages
- Maintaining site post-migration

DSCI Spotlight: What is a tree test?

Betsy Bland - betsy.bland@maryland.gov

What is Tree Testing?

What It Is

- A quick way to test how well users can find information in a proposed site structure
- Uses a text-only hierarchy (no design) to isolate whether labels and groupings make sense

Why We Use It

- Validates IA before we invest in build or content migration
- Ensures navigation reflects user mental models, not agency org charts
- Reduces risk when combining legacy sites or reorganizing complex programs/services

Benefits

- Fast, low-lift, and ideal for early-stage validation
- Pinpoints exactly where residents struggle to find key tasks
- Provides clear evidence to align on IA decisions

DSCI Tree Testing Case Study–Background

What is DSCI?

The Department of Service and Civic Innovation was started by Gov. Moore to build a state that serves, together, by connecting communities and introducing service and career pathways for Marylanders by creating two new streams of service: Service Year Option and Maryland Corps alongside the existing AmeriCorps Maryland.

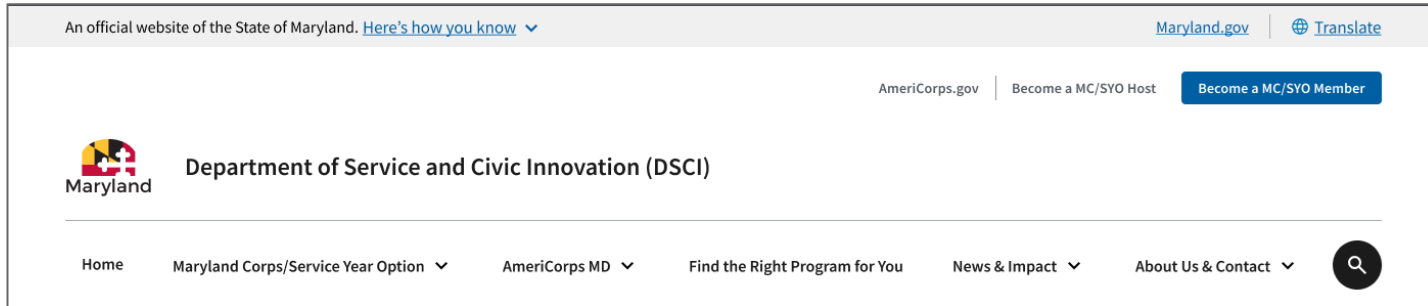
How will the new site support the mission?

Inform and educate Marylanders on how to get involved serving through DSCI Service programs and opportunities i.e. the Maryland Corps/Service Year Option Program, AmeriCorps and other volunteer opportunities across the state.

Provide an ever-present path to apply to Maryland Corps/Service Year Option Program to continue growing and expanding participation of members and host site partners

DSCI Tree Testing Case Study–Tree Testing Goals

Proposed Navigation Structure



Tree Testing Goals:

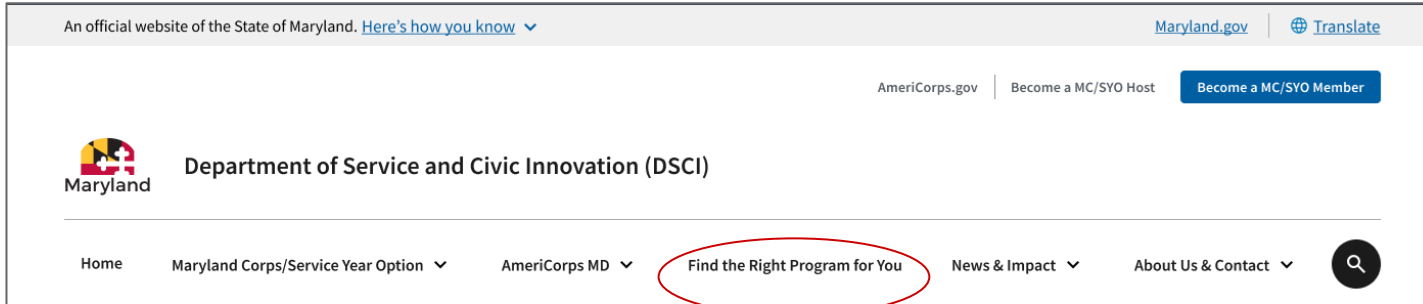
Determine how well the proposed structure supports site goals

Test how easily users can locate information in the target DSCI site navigation structure.

Identify problem areas in labeling and navigation.

DSCI Tree Testing Case Study–Tree Testing Results

Proposed Navigation Structure



Results:

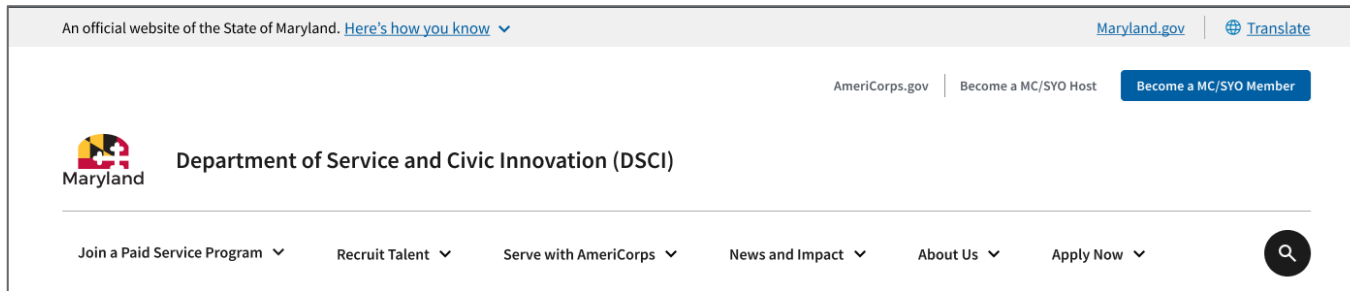
Even with references to specific programs, users went to the wrong program areas for many tasks

Users were going all over to try to complete the tasks

They gravitated to “Find the Right Program for You” for nearly every one

DSCI Tree Testing Case Study—Applying What We Learned

Final Navigation Structure



Applying what we learned:

Minimize internal terminology (e.g., program names, titles, etc.) where possible in the navigation

Embrace plain language labeling that directly describe the offer and benefit to users

Reduce the number of layers/groupings and simplify the page structure

Tree Testing Tips & Tricks

1. **Participants:** If your test needs to reflect Maryland residents, recruit from **existing agency lists** when possible
2. **Task Count:** Limit tests to **8–10 tasks** to avoid fatigue and unreliable results
3. **Task Design:** Avoid using the same language as navigation labels so you don't unintentionally lead participants
4. **Success Criteria:** Define what “success” means for each task **before** reviewing results (correct location vs. acceptable alternates)
5. **Analysis:** Look for patterns in task success, failure, and first clicks—not just completion rates and pay close attention to **where participants expected content to live**, even when they were wrong

Upcoming Drupal Features

Andrew White - andrew.white1@maryland.gov

Drupal Platform Roadmap

In the next few months, the “base” set of feature will be available for your sites.

December 2025

January 2026

February 2026

Page Types

- Landing Page
- Basic Page

- News
- Contact
- Location
- Listing

- Event

Page Components

- Text Editor
- Promo
- Link Collection
- Highlight
- Accordion
- Alert

- Callout
- Button Group
- Summary Box
- Automatic List

- Step List
- Statistic
- Icon List

What comes next?

The base set of features is designed to meet the most frequent needs of agency sites.

Now that we're almost done, we can begin to prioritize other enhancements:

- More visual variety, such as photography, color
- Alternative layouts to existing components
- 3rd party integrations
- Features for more specialized needs

Platform Backlog

Here is a sample of features that may be prioritized:

- Navigation Mega Menu
- Full-width photos for landing pages
- Alerts that show within the page
- Social media feed
- Smaller promo
- Image gallery
- Options for “placeholder” photos for news, events, and contacts

How does an idea become a feature?

A feature will come from one of the following:

- Known gap or enhancement from what's already planned
- New need that arises out of an agency website migration
- Direct requests from an agency



Agency website audits

One of the **first steps in the migration process** is an audit of your website. Questions we'll ask:

- What unique features does your site have?
- What tools or third party platforms are currently in use?
- Can what's already built address this need?

Features without a clear option in Drupal will be considered as an enhancement.

Agency requests

We want to hear from you!

As the platform grows and more features are released, we'll start to ask for ideas on how to expand what is available.

How can your site be improved to reach your constituents? What issues are you seeing that you'd like addressed? How can we make your lives easier?

What will a new feature look like?

We must balance meeting the specific needs of agency(ies) and keeping it broad enough for wider use.

The final “shape” of the feature may look different from what is currently used.

Feature currently in use



Agency 1



Agency 2



Potential Drupal feature



Stay tuned

The next few months are a very exciting time for all things Maryland websites.

We're just getting started. Lots more to come, including opportunities to participate in a change control board and more frequent updates on added features.

Drupal Training

Andrew White - andrew.white1@maryland.gov

Setting your agency up for success

Our goal is to give your team the tools to make your site the best it can be.

This includes:

- Basic site editing tasks
- How page types and page components work
- Governance and publishing workflows
- Inspiration for building your site
- Accessibility training
- Best practices for creating content

We want you **to feel confident and empowered** when managing your site.

High-level Walkthrough Training

During a live training session, your agency's content managers will see the backend of Drupal to learn basic Drupal tasks, including creating pages, editing content, managing menus, and others.

This training will take place part-way through your migration, once content is ready to be moved into your new site.

[Home](#) > [Add content](#)

Create Basic page

Title*

Page title that is clear, concise, descriptive, and relevant to this content.

Content limited to 255 characters, remaining: **255**

Short title

Optional. If your title is long, enter a short descriptive title. Appears in menus, breadcrumbs, and web addresses.

Content limited to 35 characters, remaining: **35**

Summary*

Briefly describe the content of the page. Appears in search engine results and in social media shares.

Content limited to 160 characters, remaining: **160**

Drupal Nuts and Bolts

The specific details of using each page type and page component will be found on the [Maryland Digital Playbook](#). Video training will also be available.

On the Digital Playbook you'll learn when to use each feature, what is required, and optional elements for added flexibility.

This site will continue to grow as new features are added to the Drupal platform.

Home > Drupal Theme > Page Components > Link Collection

Link Collection

← Page Components

- Text Editor
- Accordion
- Button Group
- Callout
- Promo
- Video Promo
- Link Collection**
- Visual Link Collection
- Automatic List
- Summary Box
- Alert
- Highlight
- Statistic
- Icon List
- How-To

How to use a Link Collection

A Link Collection provides a compact list of related items, **curated manually**. Each item links to a page. The links included should be related in some way.

- Use on either a [Landing Page](#) or [Basic Page](#)
- Order the links in any order that you choose
- Use two links minimum, and up to twelve links total
- Avoid using a Link Collection to create "quick links" or generic "resources" where the links do not have a shared purpose.

Example Link Collection

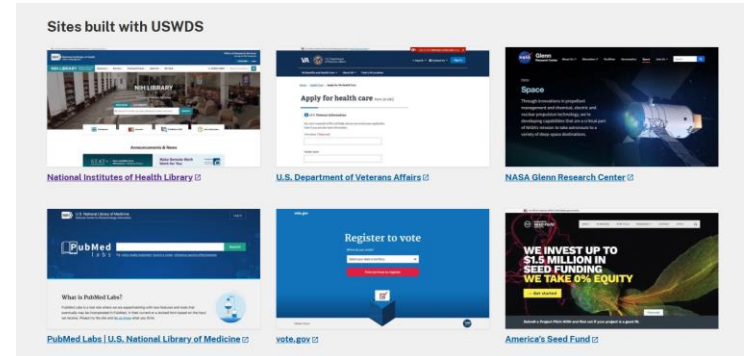
This is the description of the link collection. Use 250 characters or less. [More link](#)

Link collection link 1	→	Accordion	→
This is a short description of the link. This example link will take you to the Text Editor page.		An accordion is a list of headers that hide or reveal additional content when selected.	
Promo	→	Callout	→
A promo highlights key initiatives, priorities or other content with a link.		A callout showcases a tagline, mission, or short statement.	

Finding Inspiration

We want to share training through examples.

The Digital Playbook will include live examples of all page types and components, and eventually, example agency sites built with Drupal you can use for inspiration.



Section of examples USWDS in use, found on the USWDS site

Managing your team's workflow

Drupal comes with designated roles for your team to manage how content makes it on to your site. MDDS will publish documentation on what each role can do in Drupal. In addition, you'll learn tips on how to:

- Write a “draft” page to be reviewed before it's live
- Publish a page when approved
- Schedule pages to be automatically published or unpublished
- ...and more

Accessibility Training

Maryland Department of Disabilities has created [training on remediating electronic files](#), available in Workday.

The Maryland Digital Playbook has additional guidelines on how to ensure your site meets required regulations.

More guidance will be available in the coming months.

MDDS Guidelines and Steps

Make a plan to remediate electronic documents

- 1 Begin with a ROT analysis.**
 - Aim to delete/remove at least 80% of your redundant, outdated, and trivial electronic documents.
 - Request a Content Workbook from MDDS for your agency sites. Email service_desk@maryland.gov for a content workbook.
 - Keep documents that are legislatively required.
 - Identify documents that don't get much (or any) traffic and plan to remove (or archive) them.
- 2 Identify transactional PDFs.**
 - Transactional electronic documents are used by constituents to get a benefit or service, e.g., a form.
 - These transactional documents are your highest priority to keep and remediate.
- 3 Identify which PDFs can be archived.**
 - Some electronic documents are exempt from the new rules ([to Exemptions](#)).
 - Work with your web team to plan for an archive page (instructions below).
- 4 Take the accessibility training in Workday.**
 - Your Agency and team is responsible for making all PDFs accessible.
 - Take MDOD's [Electronic Document training series](#) in Workday.
 - If your Agency cannot access Workday Learning, email mdod.nva@maryland.gov to request documentation.
 - Purchase Adobe Pro if needed.
 - Use Adobe Pro to fix your transactional PDFs first.
- 5 Schedule a consultation with DoIT Office of Accessibility (OOA).**
 - If you need help creating a plan to remediate your PDFs, contact OOA by emailing the DoIT Intake, doit_intake@maryland.gov.
- 6 Create an archive section or area of your website.**
 - Work with the DoIT Web Services team (or your own web team) to create an archive area of your site.

Screenshot from digital.maryland.gov

Hands-on Learning

The best way to learn Drupal is to use the platform.

As your agency assists in moving content, you will inevitably have questions on how to use the platform.

MDDS or a vendor will be available for support in building out your site.

Even more best practices

What makes a good meta description?

How do you properly write alt text?

How might you run a usability test?

As we build out our training library, we plan to expand the types of training beyond the scope of just Drupal.

Maryland.gov Show and Tell

Lilly Madigan - lilly.madigan@maryland.gov

Q&A and Discussion

Future meeting schedule

Web Leads Meeting

Jan 15, 12:30-2 pm (virtual)

Feb 19, 1:30pm – 3pm (virtual)

Mar 19, 1:30pm – 3pm (virtual)

MDDS/Web Leads Open Office Hours

January 29, 12-1pm

(more to come)

Thank you
See you January 15 (Virtual)
[Feedback Survey](#)



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