**Subject:** Do all websites look the same?
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Wed, 2 Jan 2019 15:23:38 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (7 kB) , image001.png (8 kB)

Not sure if I fully agree with the author but, he does raise some good points.

1. Why Do All Websites Look the Same? - https://medium.com/s/story/on-the-visual-weariness-of-the-web-8af1c969ce73
2. Balancing Creativity and Usability - https://medium.com/@borism/balancing-creativity-and-usability-9bb2cd0fe929

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

10M
TEN MILLION PATENTS

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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**Subject:** Re: Do all websites look the same?
**From:** "(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
**Reply To:** (b) (6) (Bureau of Administration)
**Date:** Wed, 2 Jan 2019 15:50:26 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (10 kB) , image001.png (8 kB)

Great articles Bill!

While I agree with him from a designer perspective - creatives are getting too boxed into the framework of the web (they have for a long time!), they should understand the medium better so they know how to break it to suit their design goals - I also agree with his response piece of appropriate design for the need or use.

Part of the "blandness" we see today also ties into usability...moreover an ease of use for the reader. The consistency and plain-ness helps users consume the information on the site.

For government sites and content, that is the very goal of what we are here to do.
We need our sites to be engaging, but we mainly need them to be clear and understandable for many levels of users. Usability IS the key here over creativity for the sake of creativity.

Would have been very interested if he had assigned his design students some government sites for redesign and then done some user testing :)

I guess I don't care that my site is not necessarily cutting edge design.
I worry more that its not useful.

-(b) (6)

(b) (6) | Information Technology Communications Manager
Cook County | Burea[redacted]on| Communications Program
p: (b) (6) e: (b) (6) cookcountyil.gov

---

**From:** Brantley, William <William.Brantley@USPTO.GOV>
**Sent:** Wednesday, January 2, 2019 9:23:38 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Do all websites look the same?

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
This list is intended as an internal discussion forum for government employees only, so please consider that

**Subject:** PDF 508 compliance ~ CommonLook
**From:** "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
**Reply To:** Wendling, Dan (NIH/NLM) [E]
**Date:** Thu, 17 Jan 2019 14:59:39 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1196 bytes) , text/html (4078 bytes)

Anybody have a read on what this means to us? Important? Not important? Worth downloading? Etc.

**The World's Best PDF Validator Is Now Free for Everyone**

https://commonlook.com/best-pdf-validator-is-free-for-everyone/

Dan Wendling

National Library of Medicine/NIH/HHS

---

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| | |
|---|---|
| **Subject:** | Re: PDF 508 compliance ~ CommonLook |
| **From:** | "Minton, Vern T." <Vern.Minton@VA.GOV> |
| **Reply To:** | Minton, Vern T. |
| **Date:** | Fri, 18 Jan 2019 14:13:47 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2860 bytes) , text/html (6 kB) |

For any VA webmasters on this string, please know the CommonLook is already available to you, both for PDF and for Office documents.  It is an enterprise (paid for) solution.

The VA Section508 office has the details and will send you the information sheets that you can send to your IT support with your request.  They also have training. www.section508.va.gov

Hope this helps,

Vern Minton
Visual Information Specialist (Digital Delivery)
Veteran Health Indiana
Indianapolis VAMC
(317) 988-2172

---

**From:** Wendling, Dan (NIH/NLM) [E] [mailto:000000f8cc95e16a-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 17, 2019 10:00 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] PDF 508 compliance ~ CommonLook

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Dan Wendling

National Library of Medicine/NIH/HHS

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**Subject:** PD's for Web Content Writer/Editor and Content Strategist
**From:** "Keay, Jeanine C. (CMS/CPI)" <Jeanine.Keay@CMS.HHS.GOV>
**Reply To:** Keay, Jeanine C. (CMS/CPI)
**Date:** Thu, 24 Jan 2019 17:09:35 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1477 bytes) , text/html (4 kB)

I'm certain position descriptions for content writer/editor has been shared before – can someone point me in the right direction, or does anyone have any recently-created PD they're willing to share?
Additionally, we're looking for a PD for a content strategist. Does anyone have one they've put together that you can share with me?
Most appreciated!
Jeanine

**Jeanine Keay**
Health Communication Specialist / Web Manager
Centers for Medicare & Medicaid Services
Center for Program Integrity
Office: 410-786-1385
Cell: (b) (6) [redacted]

https://go.cms.gov/CPI

---

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**Subject:** Re: PD's for Web Content Writer/Editor and Content Strategist
**From:** "(b) (6) (BPA) - DKC-7" (b) (6) @BPA.GOV>
**Reply To:** (b) (6) (BPA) - DKC-7
**Date:** Thu, 24 Jan 2019 17:53:16 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (3106 bytes) , text/html (10 kB) , image001.jpg (10 kB) , image002.jpg (10 kB) , image003.jpg (10 kB) , image004.jpg (10 kB) , image005.jpg (10 kB) , image006.jpg (10 kB)

Following! Looking for the same thing.

(b) (6)
Public Affairs Specialist | Communications
**BONNEVILLE POWER ADMINISTRATION**
bpa.gov | P (b) (6)

---

**From:** Keay, Jeanine C. (CMS/CPI) [mailto:000002e976a18bf2-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 24, 2019 9:10 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [EXTERNAL] [CONTENT-MANAGERS-L] PD's for Web Content Writer/Editor and Content Strategist

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Office: 410-786-1385
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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

**Subject:** Re: PD's for Web Content Writer/Editor and Content Strategist
**From:** "(b) (6) <(b) (6) TVA.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 24 Jan 2019 17:54:08 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (18 kB) , image001.png (18 kB) , image002.png (18 kB)

Here's ours for a content strategist.

## Content Strategist

**Position Purpose:** Coordinate messaging and stories, across platforms, that share TVA's mission of service to the Valley. Work with other communicators to maintain content calendar and ensure TVA messaging is shared across internal and external communication vehicles. Develop content for internal and external TVA audiences and vehicles, sharing TVA's vision, strategy and goals, and explaining company programs, business strategy, opportunities, initiatives and issues. Develop and deliver communications for TVA that educate, inform and engage employees, retirees and other stakeholder groups, and ultimately enhances TVA's reputation. Initiate and execute strategic communication plans. Identify speaking engagements that target key audiences. Develop key messaging that resonates clearly with employees, retirees, and external stakeholders.

**Principal Accountabilities:** Work with other Communications personnel to identify opportunities to share TVA messaging internally and externally. Maintain content calendar to ensure alignment and strategic messaging across platforms for internal and external audiences. Coordinate messaging and stories, across platforms, that share TVA's mission of service to the Valley. Identify key issues and provide strategic communications counsel to help develop messaging that builds awareness, understanding, education and action. Ensure messaging is understandable and relevant to the audience to which it's being delivered, and goes to building understanding and advocacy on behalf of the company, its people, products, services and values. Use available technology appropriate to audience. Collaborate and coordinate with communications colleagues to promote best practices, idea sharing and success for all Communications initiatives. Maintain an understanding of corporate and business unit goals and issues, and industry trends. Assists with development of Communications performance Metrics. Mentors and advises lower level Communications Consultants. Write and edit variety of communications to achieve objectives and deliver results.

**Minimum Requirements:**
Education — Bachelor's degree in journalism, communications, public relations, English or related fields. An advanced degree is strongly preferred.

Experience — At least 10 years of experience in the communications field or business equivalent (with 3 years corporate communication experience required). Experience should include a comprehensive knowledge of communications systems, including face-to-face, print, multimedia and social media communications tools. Exceptional written and oral communications skills.

Knowledge/Skills/Abilities — Proven knowledge of contemporary communications practices and tools; professional editor-level experience that includes complete editorial responsibility for employee and external communications material; ability to interact persuasively with all levels of the organization; skills in current communications technology; creativity and resourcefulness. Candidate may be required to obtain and maintain a security clearance based on position / access requirements and essential job functions. As one of the leading company in USA, Tennessee Valley Authority opens a variety of opportunities for employees to grow and make them as future leaders of the professional and disciplined. Tennessee Valley Authority also offers a dynamic work environment in order to encourage employees to contribute optimally, and at the same time is able to learn new skills and knowledge through the company program.

-Write and edit a variety of communications to achieve objectives and deliver results
-Create and maintain content calendar to ensure internal and external platforms are fed daily
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-Identify speaking engagements that targets key audiences
-Collaborate and promote best practices and idea sharing and for all TVA initiatives
-Deliver communications performance metrics
-Mentor and advise communication consultants

Thanks,

(b) (6)
Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority
400 W. Summit Hill Drive
Knoxville, TN 37902

(b) (6) (w)
(b) (6) tva.gov

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**From:** Keay, Jeanine C. (CMS/CPI) [mailto:000002e976a18bf2-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 24, 2019 12:10 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] PD's for Web Content Writer/Editor and Content Strategist

**TVA External Message. Please use caution when opening.**

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Most appreciated!
Jeanine

**Jeanine Keay**
Health Communication Specialist / Web Manager
Centers for Medicare & Medicaid Services
Center for Program Integrity
Office: 410-786-1385
Cell: (b) (6)

https://go.cms.gov/CPI

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**Subject:** Re: PD's for Web Content Writer/Editor and Content Strategist
**From:** "(b) (6) <(b) (6) TVA.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 24 Jan 2019 19:53:00 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (10 kB) , text/html (29 kB) , image001.png (29 kB) , image002.png (29 kB)

And here's a brief one for a content writer/editor (we are also currently looking!).

## Content Writer/Editor

Researches, creates, and edits engaging content for all online and mobile channels to tell a compelling company story.

- Work with other communications and marketing personnel to identify opportunities to share company messaging tied to enterprise positions and business unit objectives internally and externally and aligned to the company's content marketing strategy.
- Creates online personas and actively connects with stakeholders through online channels to increase awareness and advocacy for the company's brand. Maintains an updated customer journey map for the company's online community.
- Optimize content for different audiences, ensuring a 'customer first' approach to achieve objectives.
- Maintains consistent voice that represents the brand, adjusting tone and style for each audience.
- Ensure messaging is understandable and relevant to the audience to which it's being delivered, and goes to building understanding and advocacy on behalf of the company, its people, products, services and values.
- Balances business objectives, stakeholder demands, and trending topics with customer expectations to deliver an impactful and meaningful message.
- Ensures content assignments come in, are published, and retired (if applicable) on schedule.
- Supports other departments through collaboration on story ideas, copyediting, and proofreading.
- Analyze results, oversee content testing, and ensure content strategy meets objectives.

Thanks,

(b) (6)
Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority
400 W. Summit Hill Drive
Knoxville, TN 37902

(b) (6) (w)
(b) (6) tva.gov

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**From:** (b) (6)
**Sent:** Thursday, January 24, 2019 12:54 PM
**To:** Keay, Jeanine C. (CMS/CPI) <Jeanine.Keay@CMS.HHS.GOV>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** RE: PD's for Web Content Writer/Editor and Content Strategist

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-Deliver communications performance metrics
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Thanks,

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Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority

400 W. Summit Hill Drive
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(b) (6) (w)
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**Sent:** Thursday, January 24, 2019 12:10 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] PD's for Web Content Writer/Editor and Content Strategist

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**Jeanine Keay**
Health Communication Specialist / Web Manager
Centers for Medicare & Medicaid Services
Center for Program Integrity
Office: 410-786-1385
Cell: (b) (6)

https://go.cms.gov/CPI

**Subject:** Re: PDF 508 compliance ~ CommonLook
**From:** "(b) (6) (HHSC/DADS)" <(b) (6) HHSC.STATE.TX.US>
**Reply To:** (b) (6) (HHSC/DADS)
**Date:** Fri, 25 Jan 2019 16:21:30 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB) , image001.png (4 kB)

Dan, it’s a marketing ploy. It will check your PDF and give you a list of errors, but it won’t let you fix them. It’s similar to the free PDF Accessibility Checker provided by a vendor in Switzerland (Access for All, maybe?).

CommonLook is no doubt a fine tool, and I was intrigued by its demos, but at the places I’ve worked others who have actually used it have said it was impossible to work with. I strongly suspect that the issues they were having originated between the back of the chair and the monitor, but in each case there was too much institutional inertia to go any further. After all, people had Acrobat, knew how to use it, and were satisfied with the results.

So I would say it is not important, it’s worth downloading if you’re curious, and if you do download it let us know what you learn.

Thanks!

(b) (6)

6)
*EIR Accessibility Coordinator*
*Civil Rights Office*
*Health & Human Services Commission*
*Work:* (b) (6)

TEXAS
Health and Human Services

Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Wendling, Dan (NIH/NLM) [E] [mailto:000000f8cc95e16a-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 17, 2019 9:00 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] PDF 508 compliance ~ CommonLook

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**Subject:** Re: SOPs or Best Practices for Glossaries?
**From:** "(b) (6) (HHSC/DADS)" <(b) (6) HHSC.STATE.TX.US>
**Reply To:** (b) (6) (HHSC/DADS)
**Date:** Fri, 25 Jan 2019 16:37:12 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (29 kB) , image001.jpg (29 kB) , image002.png (4 kB)

Brooke, I would add one comment:

The glossary is an exception to the rule that you shouldn't open a link in a new window. People will benefit from seeing the definition and the context side by side, or at least from being able to go back and forth between tabs.

Of course, users vary, so you might want to test in your own environment. But there are two distinctly different situations:

- "I need to look it up so I can continue this task (reading a publication, completing a form…)." In this case, it's often essential to open the content in new window—and I can't think of a situation that would make it unacceptable to open a new window.
- "Take me to this related item, even if it's off your website." In this instance, the new item is part of what should be a seamless flow. Don't add a hiccup to the user experience—or, as it was originally said, don't break the Back button.

In the first case, some of your users will keep the glossary open so they can refer back to it quickly—so be sure the internal navigation works well, too.

Thanks!

(b) (6)

6)
*EIR Accessibility Coordinator*
*Civil Rights Office*
*Health & Human Services Commission*
*Work:* (b) (6)

TEXAS
Health and Human Services

Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

---

**From:** Maya Benari [mailto:maya.ben-ari@GSA.GOV]
**Sent:** Monday, December 31, 2018 1:33 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] SOPs or Best Practices for Glossaries?

Hi Brooke,

I can share a glossary we've built that was a common enough need to be used on several sites: It's a glossary panel that features a persistent link to open it, inline term definitions, and search: https://github.com/18f/glossary. I understand that this glossary performed quite well across different sites in user testing.

Examples in use:

- https://www.fec.gov/data/
- https://revenuedata.doi.gov/how-it-works/
- https://clinicaltrials.gov/
- A not-in-use prototype for Clinical Trials

Hope that helps!

Best,

On Thu, Dec 27, 2018 at 11:40 AM Leggin, Brooke (HHS/OWH) <000002cba249925c-dmarc-request@listserv.gsa.gov> wrote:

> We're in the process of updating and cleaning our online glossary. Does anyone have any SOPs they'd be willing to share around criteria for what goes in the glossary? Or, can anyone point me towards some sort of best practices for websites indicating that having a glossary is actually useful or a way to determine criteria for a glossary?
>
> Some of the decisions we're making feel sort of random and I'd prefer to have more clearly defined criteria for what goes in a glossary. We're a health information website so there are some higher-level words that need definition (i.e. that we cannot rewrite out of the content). While we generally define technical words within the text, enough people use our glossary currently that it appears to be useful.
>
> Thanks for any info folks can provide!
>
> Warm regards,
> Brooke
>
> **Brooke Leggin, MPH**
> **Web Manager**
>
> **Office on Women's Health**
> **U.S. Department of Health and Human Services**
> 200 Independence Avenue, S.W., Room 732F.13, Washington, DC 20201
> **E-mail:** brooke.leggin@hhs.gov
> **Work Hours:** 7:30 am to 4:00 pm ET
> **Main:** 202-690-7650 l **Direct:** **M, Th, F** 202-205-2373 **T, W** 301-864-2607
>
> **Websites:** www.womenshealth.gov l www.girlshealth.gov
> **OWH Helpline:** 1-800-994-9662 l womenshealth@hhs.gov
> **Connect with us on:** Twitter l Facebook l YouTube
>
> ---
>
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>
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--
Maya Benari
Innovation Specialist | 18F
Technology Transformation Services (TTS)
General Services Administration (GSA)
maya.ben-ari@gsa.gov

---

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For help with this listserv, to manage your settings, or to view list archives, visit:

**Subject:** Examples of Video Libraries in Drupal site
**From:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(b) (6), (b) (7)(C)USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (OJP)
**Date:** Fri, 25 Jan 2019 17:30:37 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1108 bytes) , text/html (2718 bytes)

For anyone out there I'm looking for examples of video libraries/collections in sites using Drupal. Pretty much anything you're doing that's cool in that area.
Thanks all
(b) (6), (b)

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**Subject:** Re: Examples of Video Libraries in Drupal site
**From:** "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
**Reply To:** Dine, Brooke (HHS/ASPA)
**Date:** Fri, 25 Jan 2019 17:43:20 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2615 bytes) , text/html (6 kB)

(b) (6), (b) and all,

I would love to hear about any examples as well. We've added this feature to our product backlog, but won't get to it for quite a few months.

Happy Friday!

Brooke

Brooke Dine
Digital Communications Division
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
Office: 202.260.6321 I Mobile: (b) (6)
Brooke.Dine@hhs.gov

---

**From:** (b) (6), (b) (7)(C) (OJP) <(b) (6), (b) (7)(C)USDOJ.GOV>
**Sent:** Friday, January 25, 2019 12:31 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

For anyone out there I'm looking for examples of video libraries/collections in sites using Drupal. Pretty much anything you're doing that's cool in that area.
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**Subject:** Re: Examples of Video Libraries in Drupal site
**From:** "Rosen, David (NIH/OD) [E]" <david.rosen@NIH.GOV>
**Reply To:** Rosen, David (NIH/OD) [E]
**Date:** Fri, 25 Jan 2019 18:16:19 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2713 bytes) , text/html (6 kB)

[redacted]

We are about to finish out multimedia library that we built with Drupal. We used Elastic search for the search component. We have not migrated over our youtube content as of yet. I will be happy to have my team demo for you.

Thanks,
David

--
David Rosen
Chief, Web Development and Technology NIH/OER
Grants.nih.gov
David.Rosen@nih.gov
301.435.2693

---

**From:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Reply-To:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Date:** Friday, January 25, 2019 at 12:38 PM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** Re: PDF 508 compliance ~ CommonLook
**From:** "Schneider-Levinson, Wendy (NIH/NCI) [E]" <schneiderleviw@MAIL.NIH.GOV>
**Reply To:** Schneider-Levinson, Wendy (NIH/NCI) [E]
**Date:** Fri, 25 Jan 2019 19:41:20 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (15 kB) , image001.png (4 kB)

Hi all--
On a related note, I'm wondering about the CommonLook Office plug-in. As I understand it, It's supposed to help you make your Office documents compliant more easily. I'm curious to know if anyone has tried it, and if so, was it any better than the accessibility utilities already built into Microsoft Word, etc?

Thanks,

Wendy

---

**From:** (b) (6) (HHSC/DADS) <(b) (6) HHSC.STATE.TX.US>
**Sent:** Friday, January 25, 2019 11:22 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] PDF 508 compliance ~ CommonLook

Dan, it's a marketing ploy. It will check your PDF and give you a list of errors, but it won't let you fix them. It's similar to the free PDF Accessibility Checker provided by a vendor in Switzerland (Access for All, maybe?).

CommonLook is no doubt a fine tool, and I was intrigued by its demos, but at the places I've worked others who have actually used it have said it was impossible to work with. I strongly suspect that the issues they were having originated between the back of the chair and the monitor, but in each case there was too much institutional inertia to go any further. After all, people had Acrobat, knew how to use it, and were satisfied with the results.

So I would say it is not important, it's worth downloading if you're curious, and if you do download it let us know what you learn.

Thanks!

(b) (6)

6)
*EIR Accessibility Coordinator*
*Civil Rights Office*
*Health & Human Services Commission*
*Work:* (b) (6)

TEXAS
Health and Human
Services

Making electronic information and services accessible to people with disabilities is everyone's job. I am here to help.

**From:** Wendling, Dan (NIH/NLM) [E] [mailto:000000f8cc95e16a-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 17, 2019 9:00 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] PDF 508 compliance ~ CommonLook

Anybody have a read on what this means to us? Important? Not important? Worth downloading? Etc.

**The World's Best PDF Validator Is Now Free for Everyone**

https://commonlook.com/best-pdf-validator-is-free-for-everyone/

Dan Wendling

National Library of Medicine/NIH/HHS

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Subject: Re: PDF 508 compliance ~ CommonLook
From: (b) (6) (b) (6) @ADMIN.NV.GOV>
Reply To: (b) (6) (b) (6) @ADMIN.NV.GOV>
Date: Fri, 25 Jan 2019 23:45:27 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (7 kB) , text/html (19 kB) , image001.png (4 kB)

State of Nevada tested the free tool and also Commonlook provided a temporary license to the paid tool for further testing.
Our testing reported it was good and delves a little deeper into the errors, but that it was not worth the price.
Let me know if you would like to contact him directly.

**(b) (6) | Chief, Research, Planning and Grant Management**
**Enterprise IT Services Team**
State of Nevada | Department of Administration
T: (b) (6) [redacted] | E: (b) (6) admin.nv.gov

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**From:** Schneider-Levinson, Wendy (NIH/NCI) [E] <000002f5aef34ae6-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, January 25, 2019 11:41 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] PDF 508 compliance ~ CommonLook

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Thanks!

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*Work:* (b) (6)

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**From:** Wendling, Dan (NIH/NLM) [E] [mailto:000000f8cc95e16a-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 17, 2019 9:00 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Anybody have a read on what this means to us? Important? Not important? Worth downloading? Etc.

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**Subject:** Re: Examples of Video Libraries in Drupal site
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
**Reply To:** Larrimore, Laura
**Date:** Mon, 28 Jan 2019 14:07:37 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (12 kB) , image001.png (217 kB)

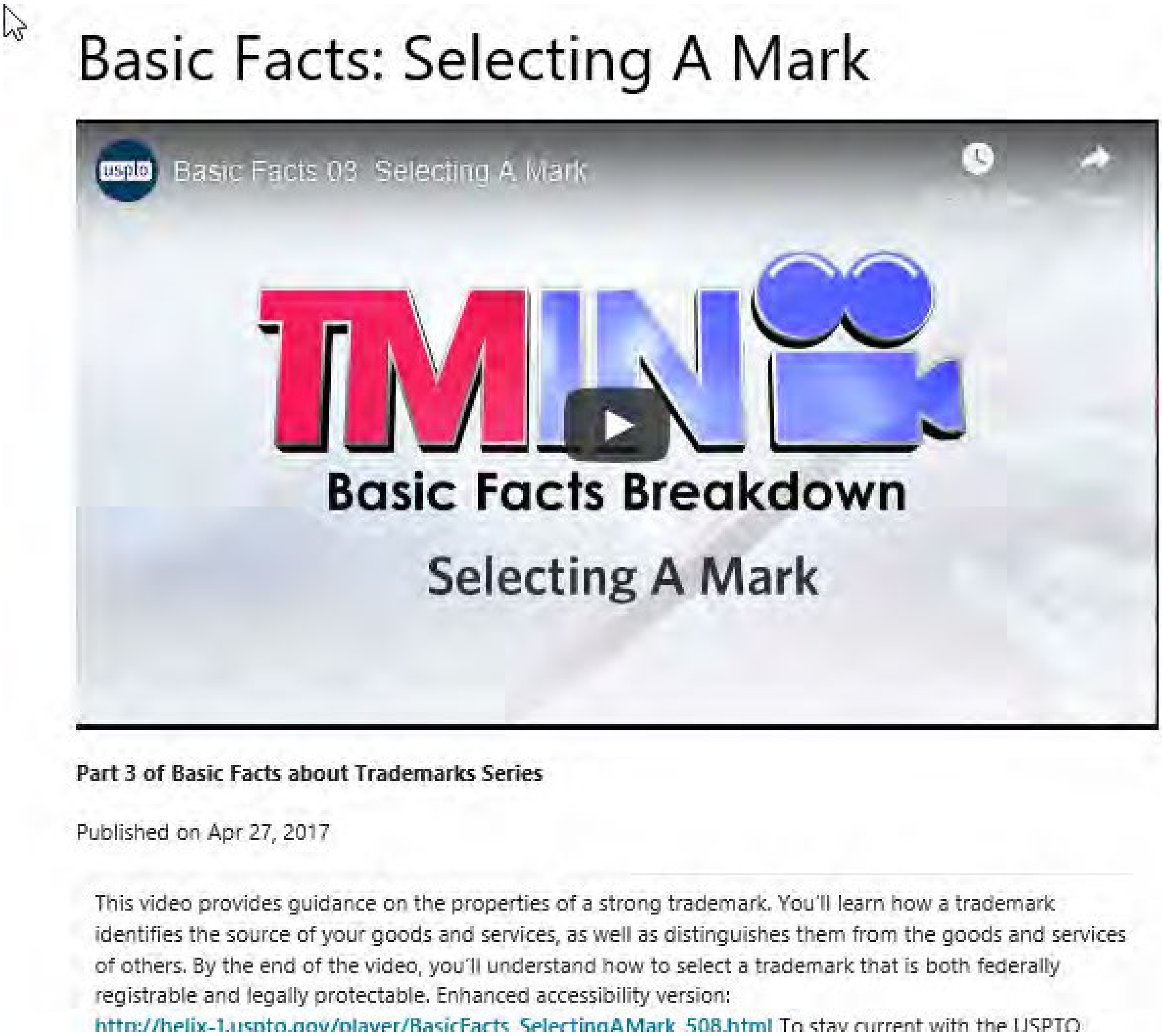
Hello,
We build one in Drupal too (D7):

**Filterable list page:** https://www.uspto.gov/learning-and-resources/uspto-videos
**Video module:** https://www.uspto.gov/learning-and-resources/uspto-videos/trademarks/basic-facts-selecting-mark
**Video modules embedded onto a regular page:** https://www.uspto.gov/trademarks-getting-started/trademark-basics

We don't upload video files to Drupal however -- the video module acts as file folder to collect and hold all the info about the video and links to the various elements (a printable transcript, a version on Youtube, a version on our servers).

The module plays the Youtube version, but we tried to put all the other options at a viewer's fingertips, in case they wanted to watch it in a different way.

We also built a "video embed" button into the WYSIWYG editor for our authors. Only a few people can upload and publish videos modules, but once they are in the system anyone can embed them in a variety of ways.

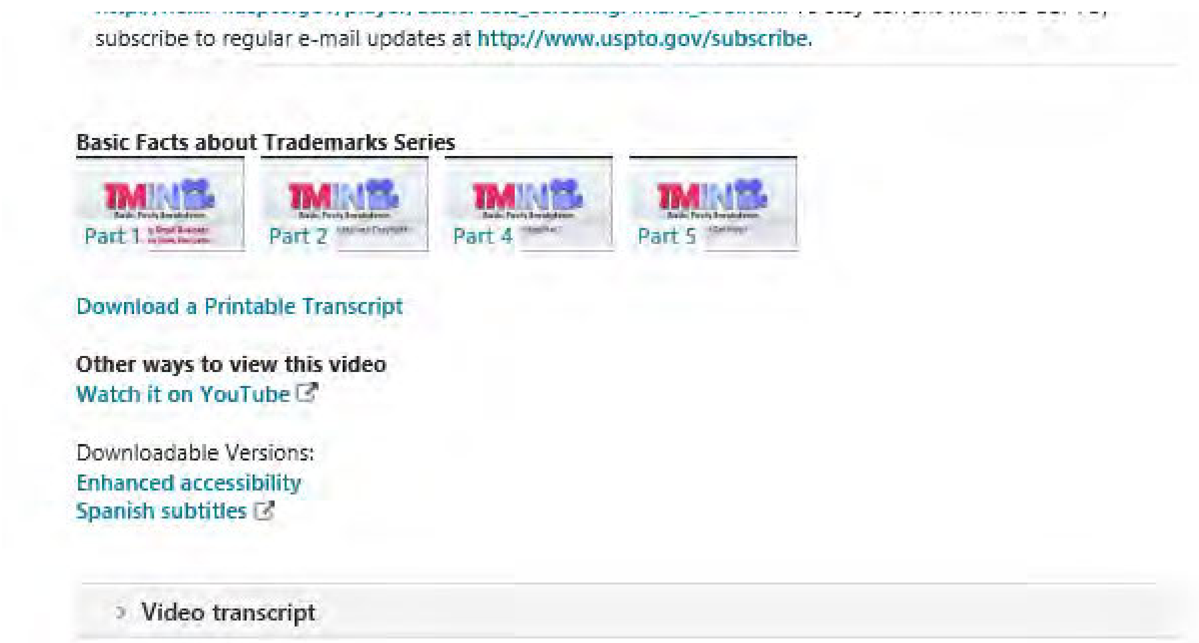


Basic Facts: Selecting A Mark

**Part 3 of Basic Facts about Trademarks Series**

Published on Apr 27, 2017

This video provides guidance on the properties of a strong trademark. You'll learn how a trademark identifies the source of your goods and services, as well as distinguishes them from the goods and services of others. By the end of the video, you'll understand how to select a trademark that is both federally registrable and legally protectable. Enhanced accessibility version: http://helix-1.uspto.gov/player/BasicFacts_SelectingAMark_508.html To stay current with the USPTO



subscribe to regular e-mail updates at http://www.uspto.gov/subscribe.

Basic Facts about Trademarks Series

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Other ways to view this video
Watch it on YouTube

Downloadable Versions:
Enhanced accessibility
Spanish subtitles

Video transcript

*Figure 1 - screenshot of the public display of "video module" link above. Beneath the title of the video is a Youtube player. Under the player is publication date, whether the video is part of a series, links to different version and an expandable transcript.*

~Laura

---

**From:** Rosen, David (NIH/OD) [E] <000002f42a1b06c4-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, January 25, 2019 1:16 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

(b) (6), (b) (

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Chief, Web Development and Technology NIH/OER
Grants.nih.gov
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301.435.2693

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**Reply-To:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Date:** Friday, January 25, 2019 at 12:38 PM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

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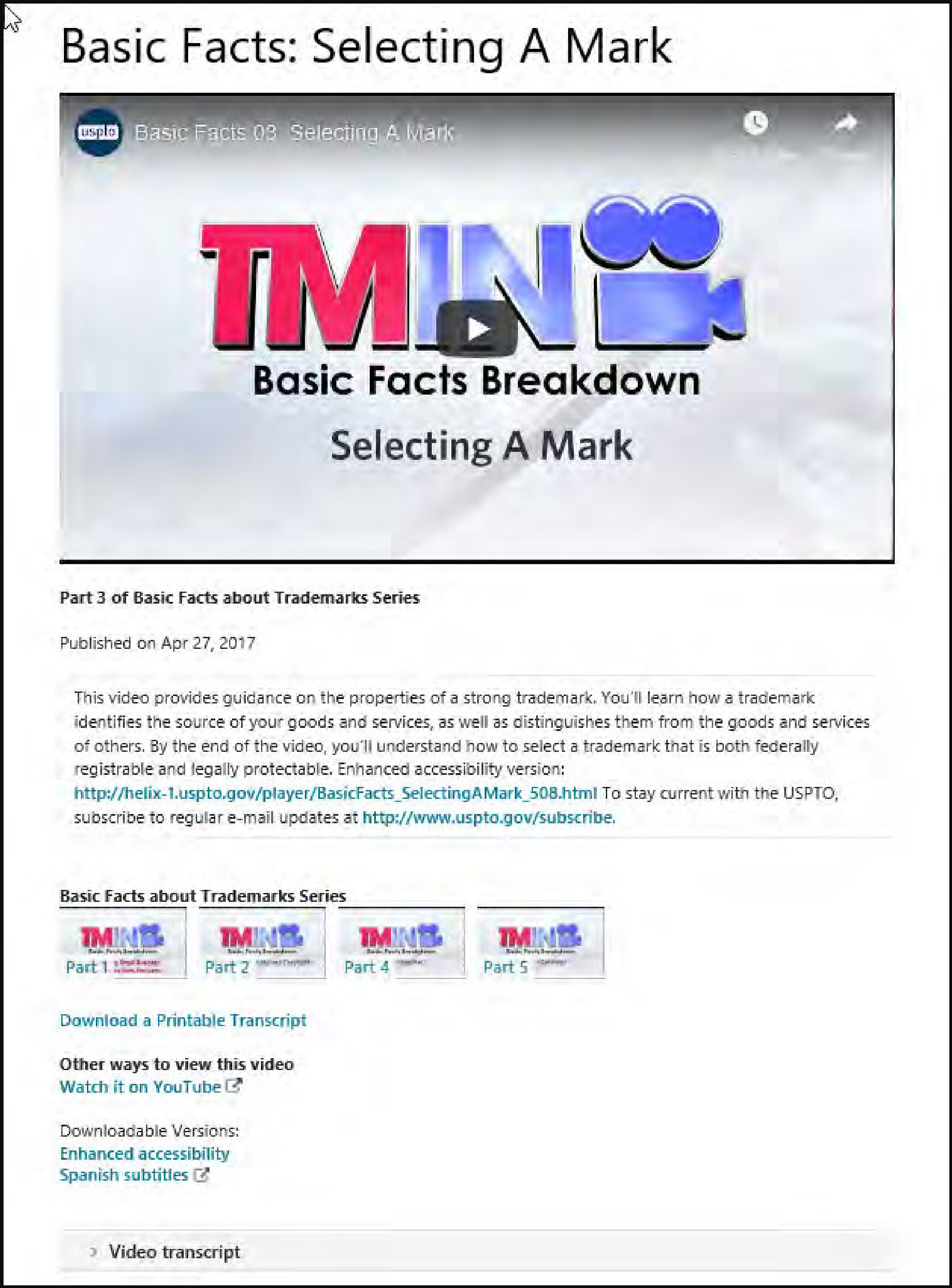

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**Basic Facts about Trademarks Series**

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Enhanced accessibility
Spanish subtitles

› Video transcript

**Subject:** Re: Examples of Video Libraries in Drupal site
**From:** "Choi, Christy (HRSA)" <CChoi@HRSA.GOV>
**Reply To:** Choi, Christy (HRSA)
**Date:** Mon, 28 Jan 2019 14:51:39 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (15 kB) , image001.png (217 kB)

HRSA has built one in Drupal 8: https://nhsc.hrsa.gov/member-stories. All our videos are uploaded and stored on our Youtube channel, https://www.youtube.com/user/HRSAtube.

---

**From:** Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
**Sent:** Monday, January 28, 2019 9:08 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

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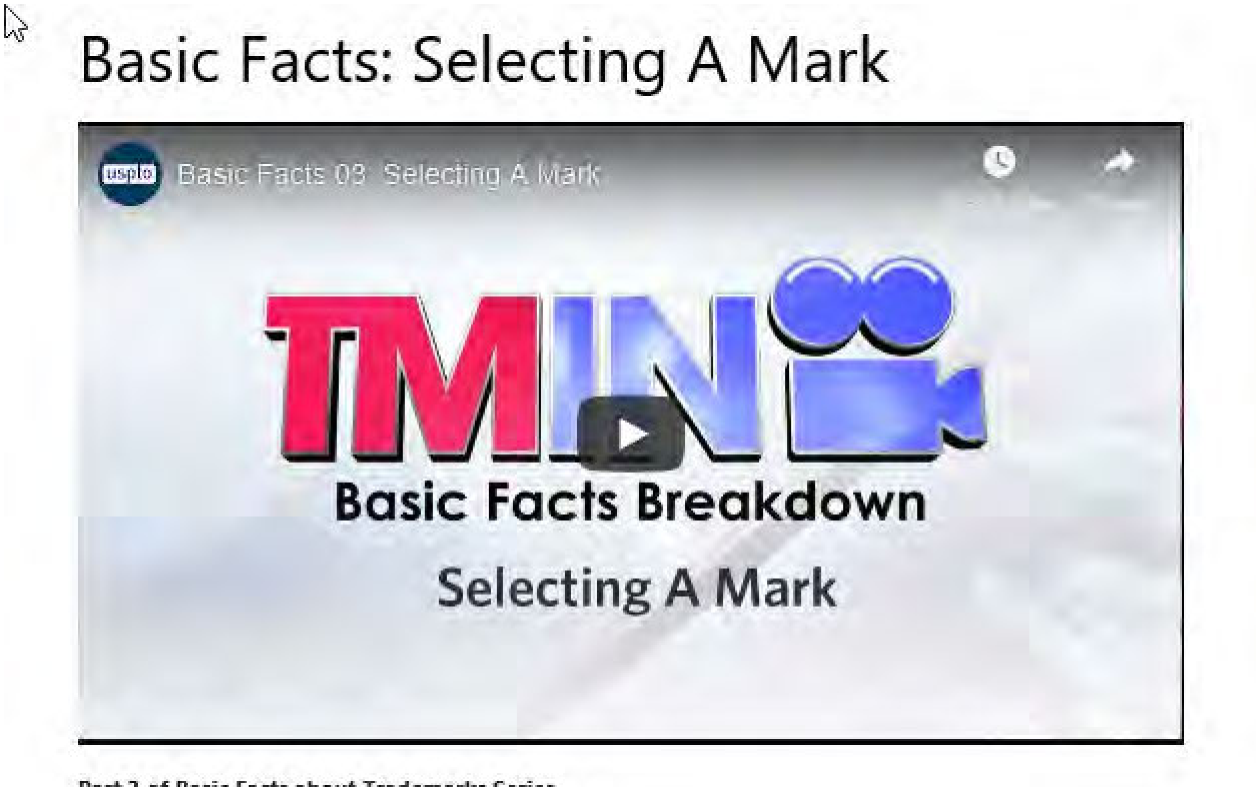
- **Video module:** https://www.uspto.gov/learning-and-resources/uspto-videos/trademarks/basic-facts-selecting-mark
- **Video modules embedded onto a regular page:** https://www.uspto.gov/trademarks-getting-started/trademark-basics

We don't upload video files to Drupal however -- the video module acts as file folder to collect and hold all the info about the video and links to the various elements (a printable transcript, a version on Youtube, a version on our servers).

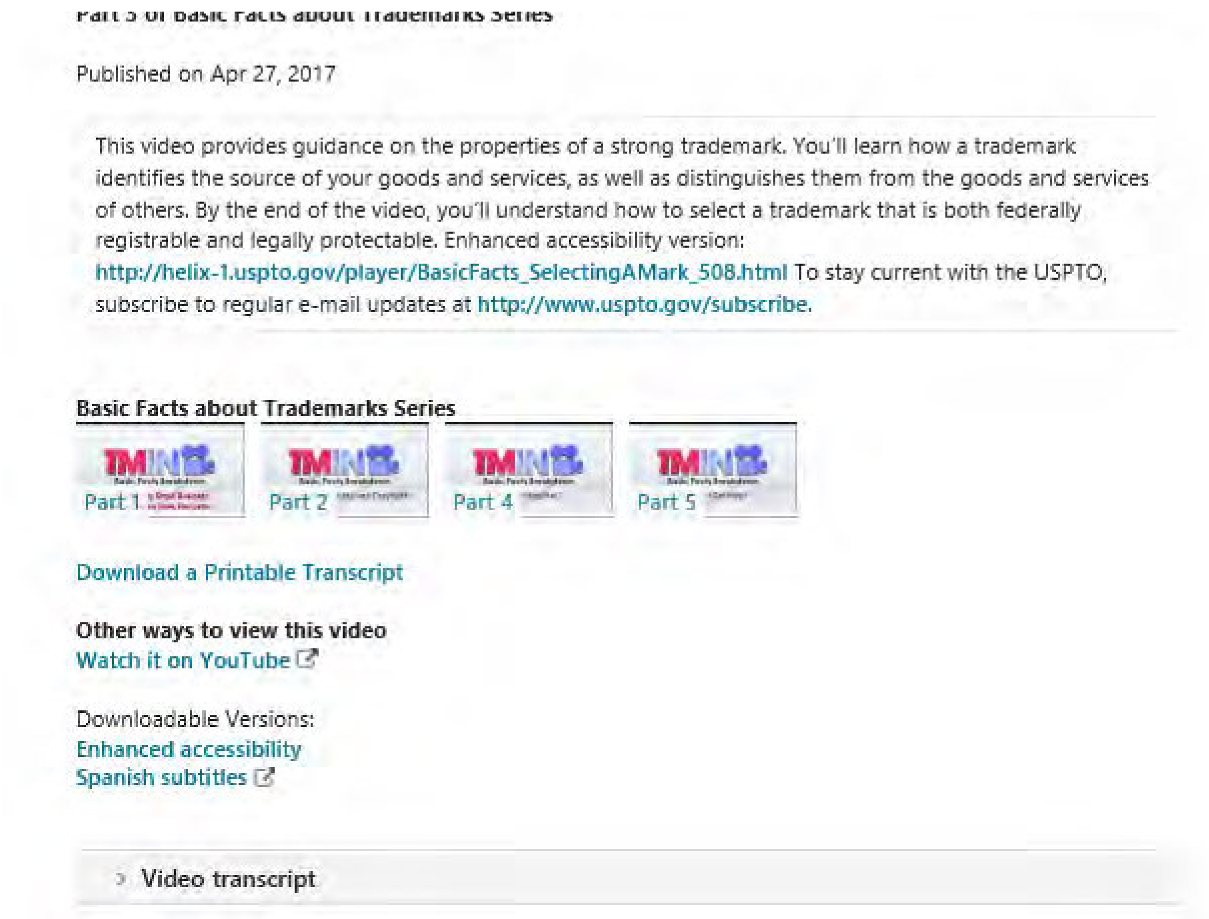
The module plays the Youtube version, but we tried to put all the other options at a viewer's fingertips, in case they wanted to watch it in a different way.

We also built a "video embed" button into the WYSIWYG editor for our authors. Only a few people can upload and publish videos modules, but once they are in the system anyone can embed them in a variety of ways.



Basic Facts: Selecting A Mark

Part 3 of Basic Facts about Trademarks Series



Part 3 of Basic Facts about Trademarks Series

Published on Apr 27, 2017

This video provides guidance on the properties of a strong trademark. You'll learn how a trademark identifies the source of your goods and services, as well as distinguishes them from the goods and services of others. By the end of the video, you'll understand how to select a trademark that is both federally registrable and legally protectable. Enhanced accessibility version: http://helix-1.uspto.gov/player/BasicFacts_SelectingAMark_508.html To stay current with the USPTO, subscribe to regular e-mail updates at http://www.uspto.gov/subscribe.

Basic Facts about Trademarks Series

Download a Printable Transcript

Other ways to view this video
Watch it on YouTube

Downloadable Versions:
Enhanced accessibility
Spanish subtitles

› Video transcript

*Figure 1 - screenshot of the public display of "video module" link above. Beneath the title of the video is a Youtube player. Under the player is publication date, whether the video is part of a series, links to different version and an expandable transcript.*

~Laura

---

**From:** Rosen, David (NIH/OD) [E] <000002f42a1b06c4-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, January 25, 2019 1:16 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

(b) (6), (b) (

We are about to finish out multimedia library that we built with Drupal. We used Elastic search for the search component. We have not migrated over our youtube content as of yet. I will be happy to have my team demo for you.

Thanks,
David

--
David Rosen
Chief, Web Development and Technology NIH/OER
Grants.nih.gov
David.Rosen@nih.gov
301.435.2693

---

**From:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Reply-To:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Date:** Friday, January 25, 2019 at 12:38 PM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-

L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Examples of Video Libraries in Drupal site

For anyone out there I'm looking for examples of video libraries/collections in sites using Drupal. Pretty much anything you're doing that's cool in that area.
Thanks all
(b) (6), (b)

---

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**Subject:** Welcome back!
**From:** '(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Mon, 28 Jan 2019 16:53:39 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1865 bytes) , text/html (4 kB)

Hello, everyone.

Welcome back to our federal colleagues who were furloughed! I know from past experience how disturbing, financially scary, and socially isolating it is to go through a shutdown. I'm very glad you're all back at work and will get paid!

Best of luck remembering your passwords, where the bathrooms are, and the name of the person in the next cubicle.

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
*Office of Citizenship and Applicant Information Services* | *U.S. Citizenship and Immigration Services*
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)
**USCIS** - Website: https://uscis.gov | Facebook: http://facebook.com/uscis |
Twitter: http://twitter.com/uscis |
Instagram: https://www.instagram.com/uscis | YouTube: https://youtube.com/uscis | LinkedIn: https://www.linke
**USCIS Español** - Website: https://uscis.gov/es

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**Subject:** Data Privacy Day
**From:** "Lapcewich, Dennis -FS" <dlapcewich@FS.FED.US>
**Reply To:** Lapcewich, Dennis -FS
**Date:** Mon, 28 Jan 2019 17:50:56 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (8 kB) , image001.png (7 kB)

Today is Data Privacy Day. Or as hackers call it: *"Yeah, Good Luck With That"* Day.

https://staysafeonline.org/data-privacy-day/

On Jan. 27, 2014, the 113th U.S. Congress adopted S. Res. 337 (PDF warning), a non-binding resolution expressing support for the designation of Jan. 28 as “National Data Privacy Day.”

Welcome back everyone!

**Dennis Lapcewich**
**Management Program Analyst | USFS 508 Taskforce**
**Forest Service**
**Data Resources Management - Pacific Northwest Region**
**p: 360-891-5024**
**dennis.lapcewich@usda.gov**
Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

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**Subject:** Re: Data Privacy Day
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Mon, 28 Jan 2019 19:12:42 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (100 lines)

Thanks Dennis Lapcewich. I visited the website, and scanned the board members. Interesting.

I appreciate the hackers comment. It added an unexpected dimension to my initial emotion on being introduced to staysafeonline.org.

Seems difficult to me, this situation. There's a lot of money being made by those harvesting/trading information all around the place. And it continues to seem to be the sexiest sector in the stock market.

I wonder, can us little fish decrease our activity within internet? Will it be allowed?

Interesting time we live in. Some claim it the 4th Revolution.

I hope there's not another shutdown. I believe there's a need for government. Perhaps income inequality, the free market, and democracy, are interrelated, and not just friends.

Happy Monday.
(b) (6)

-----Original Message-----
From: Lapcewich, Dennis -FS [mailto:000002bb08c1de48-dmarc-request@LISTSERV.GSA.GOV]
Sent: Monday, January 28, 2019 7:51 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Data Privacy Day

Today is Data Privacy Day. Or as hackers call it: "Yeah, Good Luck With That" Day.

https://staysafeonline.org/data-privacy-day/

On Jan. 27, 2014, the 113th U.S. Congress adopted S. Res. 337 <https://www.govinfo.gov/content/pkg/BILLS-113sres337ats/pdf/BILLS-113sres337ats.pdf> (PDF warning), a non-binding resolution expressing support for the designation of Jan. 28 as "National Data Privacy Day."

Welcome back everyone!

Dennis Lapcewich
Management Program Analyst | USFS 508 Taskforce

Forest Service

Data Resources Management - Pacific Northwest Region

p: 360-891-5024
dennis.lapcewich@usda.gov <mailto:dennis.lapcewich@usda.gov>

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us <http://www.fs.fed.us>

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********************************************************

**Subject:** New! Money Adventure AR app for students
**From:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
**Reply To:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
**Date:** Mon, 28 Jan 2019 19:18:13 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2357 bytes) , text/html (5 kB)

Content Managers,

The U.S. Currency Education Program’s first mobile app has arrived! *Money Adventure* is a fun, interactive smartphone and tablet app that helps students learn about the security and design features of Federal Reserve notes. This digital tool brings learning to students’ fingertips, making *Money Adventure* a classroom and at-home resource.

*Money Adventure* has two primary components—a $20 note front explorer and an Augmented Reality (AR) note back explorer. In the note back explorer, students team up with Buck the Time-Traveling Dog on a quest through the historical events illustrated on the back of U.S. currency.

After downloading the app, users can access these features without an internet connection. The app will be Android-accessible in late 2019.

*Money Adventure* is the mobile complement to our online K-5 Currency Academy platform. Activities and fun lesson plans are free to use, download, and print at www.uscurrency.gov.

Regards,

**Jillian Buttecali**
U.S. Currency Education Program
Board of Governors of the Federal Reserve System
Office: 202-973-7375
**uscurrency.gov**

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**Subject:** IDEA act clarification (GSA??)
**From:** "Horvath, Scott" <shorvath@USGS.GOV>
**Reply To:** Horvath, Scott
**Date:** Tue, 29 Jan 2019 14:48:46 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2185 bytes) , text/html (4 kB)

In last month's official enactment of the IDEA Act, the language needs some clarification on which sites need to implement/follow the US Web Design Standards. It states in Section E:

"Compliance With United States Website Standards.—Any website of an executive agency that is ***made available to the public after the date of enactment*** of this Act shall be in compliance with the website standards of the Technology Transformation Services of the General Services Administration"

Can someone from GSA clarify if "made available to the public..." means:

1. Any government site that merely exists to the public ...OR...
2. Any government site that is launched to the public.

Two very different things since the first would apply to any & all government websites that are publicly accessible and the second would be really limit it to NEW sites not yet existing.

Thanks

--------------

**Scott Horvath**
Bureau Social Media Lead, Office of Communications and Publishing
(b) (6) (work)
(cell)
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**Subject:** Re: IDEA act clarification (GSA??)
**From:** Mathieson James <james.mathieson@NTSB.GOV>
**Reply To:** Mathieson James <james.mathieson@NTSB.GOV>
**Date:** Tue, 29 Jan 2019 20:40:12 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

Interested to know that as well, since we're redoing our site (been in the works for a while) and will launch first half of this year (projected). If we need to implement these web standards (I assume this is a reference to the U.S. Web Design System at https://designsystem.digital.gov/ correct?), I'd rather know now and minimize the "extreme makeover" that it will take as we get down the road toward launch.

I'd ask further on Scott's (2) below to clarify "launch" – an absolutely new site never existing, or any new version of an existing website released after the date of the Act.

**From:** Horvath, Scott <000001c92094bb98-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, January 29, 2019 2:49 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] IDEA act clarification (GSA??)

In last month's official enactment of the IDEA Act, the language needs some clarification on which sites need to implement/follow the US Web Design Standards. It states in Section E:

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Thanks

--------------
**Scott Horvath**
Bureau Social Media Lead, Office of Communications and Publishing
703-648-4011 (work)
(b) (6) (cell)
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**Subject:** complete Website Redesign -- budget?
**From:** "(b) (6) CIV USARMY HQDA ASA MRA (US)"
<(b) (6) civ@MAIL.MIL>
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)
**Date:** Wed, 30 Jan 2019 17:20:05 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (2121 bytes) , smime.p7s (5 kB)

An Agency I am marginally affiliated with is looking to do a complete website redesign. New hardware, software, move to cloud hosting, updated CMS, updated database, personalization features, etc. It will use existing content from the legacy site but will have a completely new look and feel and be fully "responsive". It is not a eCommerce site but it does collect user information for mailings, emails, customer relationship etc and users can create an "account".

The requested budget figure I saw being kicked around was astronomical and potentially bordering on "waste" if it goes through.

You can email me directly and I won't share your name or agency with anyone -- but if anyone can share with me a reasonable total budget number that your federal agency used for a massive redesign like described above please let me know. I need to gather some "Market Research" so I can validate of this estimate I saw was reasonable or if it is high-- this number would be just for everything involved with the new build , implantation and initial year of hosting licenses etc -- no out years yet.

I will not share anything you give me -- I'm just looking for total budget numbers.

VR<
(b) (6)

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**Subject:** Re: complete Website Redesign -- budget?
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) [redacted]HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Thu, 31 Jan 2019 14:19:19 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (58 lines)

I can send over some of the market research I had done while I was at USFWS if you want re Budgets. I know Larry Gillick at DOI has a ton of budgetary numbers, all of which he has present to a wide cross-section of the drupal community at various cons so I imagine he would also be happy to share with you.

(b) (6), (b) (7)(C)

-----Original Message-----
From: (b) (6) CIV USARMY HQDA ASA MRA (US) <0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, January 30, 2019 12:20 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

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(b) (6)

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**Subject:** complete Website Redesign -- budget?
**From:** "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
**Reply To:** Thompson, Cheryl (NIH/NIEHS) [E]
**Date:** Thu, 31 Jan 2019 14:28:20 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4027 bytes) , text/html (8 kB)

I'm going to throw a few thoughts (not numbers) your way.

1)Often the cost of moving from one technology (ex: CMS) to another is the cost of converting from one system to another.  THESE costs should be REDUCED by the fact that the new site can be optimized for the new technology without ever having to work for the old.

2)Cost is going to depend a lot of things you don't mention:
-How big is the site? Is it multiple domains, or just one?  Is it 500 pages, 50,000 pages, or 5,000,000 files?
-Does the site need 5 9 availability (up 99.999% of the time) or is, say, 98% availability enough? Each 9 can drastically change your cost
-Does the site have special security considerations?  Again, the more, the higher the cost.
-Are there time constraints (all this has to be done in 6 months... or 3 years?)
-For the redesign
-Do you have user research? If not, you will need to add time for this (cost)
-Do you have named representatives for each of your stakeholder groups lined up? (will this introduce delays? Example: These 5 people need to approve the design, and they aren't all available until May 2020)

3)Don't neglect cost for maintaining the old site while spinning up the new one (the dual edit phase).

4)Responsive should be a part of any current design, so it shouldn't be something like, "oohhh, you want a responsive design, well that's going to cost 5x more." (caveats, personal opinion there)

-Cheryl

Cheryl Renee Thompson
Web Manager
HHS/NIH/NIEHS/OD/OCPL

-----Original Message-----
From: (b) (6) CIV USARMY HQDA ASA MRA (US) <0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, January 30, 2019 12:20 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

An Agency I am marginally affiliated with is looking to do a complete website redesign. New hardware, software, move to cloud hosting, updated CMS, updated  database, personalization features,  etc. It will use existing content from the legacy site but will have a completely new look and feel and be fully "responsive". It is not a eCommerce site but it does collect user information for mailings, emails, customer relationship etc and users can create an "account".

The requested budget figure I saw being kicked around was astronomical and potentially bordering on "waste" if it goes through.

You can email me directly and I won't share your name or agency with anyone --  but if anyone can share with me a reasonable total budget number that your federal agency used for a massive redesign like described above please let me know. I need to gather some "Market Research" so I can validate of this estimate I saw was reasonable or if it is high-- this number would be just for everything involved with the new build , implantation and initial year of hosting licenses etc -- no out years yet.

I will not share anything you give me -- I'm just looking for total budget numbers.

VR<
(b) (6)

---

This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Please Share Website Contract and Website Statement of Work
**From:** Simona Jones <sjones@EAC.GOV>
**Reply To:** Simona Jones <sjones@EAC.GOV>
**Date:** Thu, 31 Jan 2019 11:20:51 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2133 bytes) , text/html (3378 bytes)

Hello all,
My agency needs to start writing a new statement of work for our website contract. Our present website is currently on a proprietary content management system that is owned by our current contractor. This contract will be put out for bid in the next 6 months or so.

Can others who have web contracts send me their statement of works or performance work statements as well as what their web contract looks like. This would be most helpful to us as the original contract was constructed by people who are no longer with the agency.

Thank you in advance for your assistance.

--
Simona Jones
Webmaster and Social Media Specialist
sjones@eac.gov

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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**Subject:** Re: complete Website Redesign -- budget?
**From:** "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
**Reply To:** Larrimore, Laura
**Date:** Thu, 31 Jan 2019 16:34:35 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB)

Cheryl has great points. And her caution on making your site responsive is no longer just her "personal opinion". Congress just signed into law the "21st Century IDEA act" which codifies several requirements for new sites, including being "fully functional and usable on common mobile devices".

The exploration of how to interpret elements of the act has already begun over on this list and other lists, but it's a good thing to reference and keep in mind if you are undertaking any new website work….

~Laura

---

**From:** Thompson, Cheryl (NIH/NIEHS) [E] <000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, January 31, 2019 9:28 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

I'm going to throw a few thoughts (not numbers) your way.

1)Often the cost of moving from one technology (ex: CMS) to another is the cost of converting from one system to another. THESE costs should be REDUCED by the fact that the new site can be optimized for the new technology without ever having to work for the old.

2)Cost is going to depend a lot of things you don't mention:
  -How big is the site? Is it multiple domains, or just one? Is it 500 pages, 50,000 pages, or 5,000,000 files?
  -Does the site need 5 9 availability (up 99.999% of the time) or is, say, 98% availability enough? Each 9 can drastically change your cost
  -Does the site have special security considerations? Again, the more, the higher the cost.
  -Are there time constraints (all this has to be done in 6 months... or 3 years?)
  -For the redesign
    -Do you have user research? If not, you will need to add time for this (cost)
    -Do you have named representatives for each of your stakeholder groups lined up? (will this introduce delays? Example: These 5 people need to approve the design, and they aren't all available until May 2020)

3)Don't neglect cost for maintaining the old site while spinning up the new one (the dual edit phase).

4)Responsive should be a part of any current design, so it shouldn't be something like, "oohhh, you want a responsive design, well that's going to cost 5x more." (caveats, personal opinion there)

-Cheryl

Cheryl Renee Thompson
Web Manager
HHS/NIH/NIEHS/OD/OCPL

-----Original Message-----
From: (b) (6) CIV USARMY HQDA ASA MRA (US) <0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, January 30, 2019 12:20 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

An Agency I am marginally affiliated with is looking to do a complete website redesign. New hardware, software, move to cloud hosting, updated CMS, updated database, personalization features, etc. It will use existing content from the legacy site but will have a completely new look and feel and be fully "responsive". It is not a eCommerce site but it does collect user information for mailings, emails, customer relationship etc and users can create an "account".

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(b) (6)

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest
*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** New content on DigitalGov
**From:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>
**Reply To:** Laura Godfrey - QXBA <laura.godfrey@GSA.GOV>
**Date:** Thu, 31 Jan 2019 16:07:24 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2009 bytes) , text/html (4095 bytes)

Hello Colleagues!

I wanted to share a couple of new resources now available on DigitalGov - sorry for the delay, back furlough this week.

Designing for Translation is a blog post about simple steps you can take to make sure that your English language content would work well if / when it needs to be translated to another language - it's all about planning ahead of time and saving unnecessary headaches.

A while back, I put a call for bilingual glossaries and you all responded, thank you!! We now have a new page called: Bilingual Glossaries, Dictionaries, and Style Guides with all the entries I received. If you didn't get a chance to send what you have or are not sure whether your resources would work well on this page, please contact me directly, this is definitely a living page.

Stay warm!
Laura

Laura Godfrey
Agency Partnerships and Multilingual Strategies Lead
Office of Products and Programs
Technology Transformation Services, GSA
202.536.8968

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**Subject:** Re: Please Share Website Contract and Website Statement of Work
**From:** Rachel Flagg - M1E <rachel.flagg@GSA.GOV>
**Reply To:** Rachel Flagg - M1E <rachel.flagg@GSA.GOV>
**Date:** Thu, 31 Jan 2019 14:58:00 -0800
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3619 bytes) , text/html (8 kB)

Hi Simona,
Recommend that you also check the Accessibility Requirements Tool (ART) to find sample language related to accessibility requirements for IT procurement. Including accessibility requirements in your procurement documentation will help ensure contract deliverables are accessible, and help your agency remain in compliance with Section 508.
Good luck with your procurement!
-Rachel

**U.S. General Services Administration**

**Rachel Flagg**
Digital Strategy & Content Management
Office of Government-wide Policy

On Thu, Jan 31, 2019 at 2:06 PM Simona Jones <sjones@eac.gov> wrote:

> Hello all,
> My agency needs to start writing a new statement of work for our website contract. Our present website is currently on a proprietary content management system that is owned by our current contractor. This contract will be put out for bid in the next 6 months or so.
>
> Can others who have web contracts send me their statement of works or performance work statements as well as what their web contract looks like. This would be most helpful to us as the original contract was constructed by people who are no longer with the agency.
>
> Thank you in advance for your assistance.
>
> --
> Simona Jones
> Webmaster and Social Media Specialist
> sjones@eac.gov
>
> CONFIDENTIALITY NOTICE: This email message and all attachments, if any, are intended solely for the use of the addressee and may contain legally privileged and confidential information. If the reader of this message is not the intended recipient, you are hereby notified that any dissemination, distribution, copying or other use of this message is strictly prohibited. If you received this message in error, please notify the sender immediately by replying to this message and delete it from your computer and device.
>
> ---
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> *To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l
>
> This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

**Subject:** Language to require accessible documents
**From:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Reply To:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Date:** Fri, 1 Feb 2019 08:04:20 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2475 bytes) , text/html (8 kB)

I'm consulting with a State Agency that's under a Consent Decree to make their public website accessible.  The Agency has a number of grantees and other partners that provide reports and other documents that then get posted to the Agency's website to provide transparency to the public.  The Agency policy going forward is that only accessible documents and other attachments will be posted to the public website.

I'm looking for language to put into the grant documents, RFPs and MOUs (memorandums of understanding) requiring the submitted documents be accessible at the time of submission, thus placing the onus to make the documents accessible on the submitters (many of whom are already subject to Section 508 or the State law equivalent but don't care), not the Agency.  Also stating that inaccessible documents received will be returned to the submitter for remediation without being posted to the website.

Anyone have some legal speak that addresses accessible documents?

CHANGING Maryland for the Better

(b) (6)
Digital Accessibility Administrator
Maryland State Department of Education
Division of Rehabilitation Services
2301 Argonne Drive
Baltimore, Maryland 21218
(b) (6) maryland.gov
(b) (6) (office)
www.dors.maryland.gov

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---

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**Subject:** Public Affiars Specialist GS-15 JOB OPEN!!!!
**From:** "(b) (6) CIV USARMY HQDA ASA MRA (US)" <(b) (6) civ@MAIL.MIL>
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)
**Date:** Fri, 1 Feb 2019 18:32:36 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (1532 bytes) , smime.p7s (5 kB)

https://www.usajobs.gov/GetJob/ViewDetails/523081300
Passing along a rare GS15 Public Affairs Specialist Job to the Forum. Job is with the Department of the Army located in Crystal City, VA.

Insider's tip: Play up your social media experience and also if you are a VETERAN, it will help you greatly -- the Army likes to take care of its own.

Below is the link to the Job Announcement for the Public Affairs Specialist GS-1035-15 position.

Opening Date: Monday, 4 Feb 19
Closing Date: Wednesday, 13 February 19

Below is the link to the announcement
https://www.usajobs.gov/GetJob/ViewDetails/523081300

************************************************************
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employees, so please consider that before sharing outside our community.
************************************************************

**Subject:** Re: Language to require accessible documents
**From:** "(b) (6) (b) (6) @STATE.GOV>
**Reply To:** (b) (6)
**Date:** Fri, 1 Feb 2019 19:10:54 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (9 kB) , text/html (21 kB) , ~WRD000.jpg (21 kB)

There are many different approaches to writing acquisitions and contracts, including grants. While as an acquisition professional I have provided detailed RFI, RFP, SOW, and SOO language, making it clearer for grantees and non-federal or volunteer organizations seemed to have work best for end results. In certain instances, training may need to be developed to enable the willing to self-evaluate and improve their quality of submissions.

## *Full Inclusion for All People*

The AGENCY is committed to making its electronic and information technologies accessible to individuals with disabilities by meeting or exceeding the requirements of Section 508 of the Rehabilitation Act.

We require teams (grantees, vendors) work to ensure all electronic information and communication technology (ICT) systems, applications, web page content, reports, and deliverables should be accessible to people with disabilities (per Accessibility Requirements (Section 508) and best practices (W3C WCAG 2)).

Where not fully compliant with the technical standards, teams should be prepared to provide clear points of contact to assist users in obtaining alternate formats, plan for fixing any defects (non-compliant items found) in coordination with vendor, development, or integration teams, and work with project staff to develop accommodation plans should users not be able to gain access or use the system due to non-conformance with the Section 508 technical standards.

A representative from the team should be provided as appropriate to the system, document, or electronic information content provided to us. Statements should notify end-users that if they require assistance or wish to report a complaint related to the accessibility of any content on this website, please email at: <insert program help desk or point of contact (POC) here> and asking that if applicable, please include the web address or URL and the specific problems encountered.

## *Legal References and Best Practices*

IT Accessibility Standards as outlined in Section 508 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794d): http://www.access-board.gov/the-board/laws/rehabilitation-act-of-1973 and http://www.access-board.gov/guidelines-and-standards/communications-and-it/about-the-section-508-standards/section-508-standards do not proscribe a required way to test for conformance, however **best practice** is to target Web Accessibility Initiative's Web Content Accessibility Guidelines 2.0 Level AA (http://www.w3.org/WAI/WCAG20/quickref/) to develop test plans and integrate techniques into development processes to support accessibility in the IT documents, products or services.
Vendors and individuals testing for accessibility may also be interested in the *DHS Section 508 Compliance Test Process for Applications* http://www.dhs.gov/sites/default/files/publications/DHS_Section_508_Compliance_Test_Process_for_Applicati *)*, which defines a consistent, repeatable process for standardized accessibility testing and evaluation. Should any disagreement occur on what is acceptable, this process is a likely to be used in determining technical conformance of any IT deliverable.

## *Regarding Contract Scope & RFP Responses*

Some agency requirements are technical, verbose, and do not clearly explain the purpose of a VPAT.

Concerned with the legal issues of the contract and not necessarily outlining how that is performed, a typical language example might be: "*At a minimum, solicitation respondents must succinctly indicate and explain or justify to what extent and how their proposed EIT deliverables meet or, in some cases, are not applicable to at least those specific technical provisions, functional-performance criteria, and information, documentation, and support requirements listed in 36 CFR 1194.21, 1194.22, 1194.24, 1194.31, and 1194.41, respectively, of the associated accessibility information for each deliverable.*"

Good practice is to ensure contract also is clear such that both parties know what is expected:

All tasks for testing of functional and or technical requirements **must include specific testing for Section 508 compliance**. Teams must document applicable standards evaluated and document acceptable testing. The Agency reserves the right to testing of EIT functional and or technical requirements to determine Section 508 compliance. Our agency will use *DHS Section 508 Compliance Test Process for Applications* to make that determination.

Inaccessible documents received and determined to not be compliant will be returned to the submitter for remediation without being posted to the website.

### *Additional Guidance on Documentation*

Electronic documents, such as training, user guides, ongoing status reports, and invoicing must be accessible. While the accessibility of a specific format may influence the accessibility of specific document types, the best practice is to target Web Accessibility Initiative's Web Content Accessibility Guidelines 2.0 Level AA (http://www.w3.org/WAI/WCAG20/quickref/) and test appropriately.

### *Adobe PDF Accessibility*

There are many products that produce PDF formats, and that format supports many different types of content. Although Adobe is not the only vendor, they are most commonly used and vendors should expect "Tagged PDF required": In order to provide accessibility, the document must be tagged. To check for "Tagged PDF", open the Document Properties (File > Properties > Description) or run the Accessibility Full Check. If "Tagged PDF: No" is found in Document Properties or if "Tagged PDF" fails in the Accessibility Full Check, then the PDF is not tagged. AGENCY utilizes this tool to determine compliance with PDF accessibility.

Hopefully that provides at least a meaningful outline.

(b) (6)
*IT Change Control Board Manager*
Sourcing Management Division
Bureau of Information Resource Management | U.S. Department of State
2025 E Street NW | NE 4th Floor 159A | Washington, D.C. 20522

**Email:** (b) (6) state.gov
**Office:** 202 453 9452

**From:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Sent:** Friday, February 1, 2019 8:04 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Language to require accessible documents

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**Official**
**UNCLASSIFIED**

Subject: Vacancy: Social Media Specialist
From: Elizabeth Holtan <eholtan@IMLS.GOV>
Reply To: Elizabeth Holtan <eholtan@IMLS.GOV>
Date: Tue, 5 Feb 2019 20:25:26 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (28 kB)

Hello, all:

We have a vacancy announcement for a Social Media Specialist, if you wouldn't mind passing along—also sharing because several folks asked about position description examples. Thanks!

Elizabeth

Elizabeth Holtan
Communications Manager
Institute of Museum and Library Services
955 L'Enfant Plaza North, SW, Suite 4000
Washington, D.C. 20024
P: 202-653-4630 I C: (b) (6)
Website I Twitter I Facebook

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# VACANCY: Social Media Specialist, Office of Communications, Institute of Museum and Library Services

**SERIES & GRADE:** AD-0301-00 Social Media Specialist (Office of Communications)
**SALARY:** $68,036.00 - $88,450.00.00
**POSITION INFORMATION:** Full Time Excepted Service *(This is an Administratively Determined position under the authority of 20 U.S.C. Section 9105(b). Competitive Civil Service is not acquired under this appointment.)*
**PROMOTION POTENTIAL:** AD-0301-00 (Equivalent to GS-11)
**DUTY LOCATIONS:** 1 vacancy - Washington DC Metro Area, DC
**INTRODUCTION:**

The **Institute of Museum and Library Services** is the primary source of federal support for the nation's libraries and museums. We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. Our vision is a nation where museums and libraries work together to transform the lives of individuals and communities. To learn more, visit **www.imls.gov** and follow us on **Facebook** and **Twitter**.

This position is located in the IMLS Office of Communications and reports to the head of the Office of Communications (OC). The incumbent will create, enable, and monitor the agency's digital communications strategy and create, manage, and analyze content across all IMLS social media accounts, website, and blog. The incumbent must have excellent writing and editing skills; experience in social media management; and a passion for supporting and showcasing the work of America's museums and libraries. This position will be responsible for developing and executing upon a creative, compelling content strategy that showcases IMLS's work, reach, and national impact, primarily through social media and the IMLS blog.

**MAJOR DUTIES AND RESPONSIBILITIES:**

**Social Media**

- Manage IMLS social media platforms and presences, including Facebook, Twitter, Medium, Instagram, YouTube, and LinkedIn. Ensure that messaging and branding on IMLS social media platforms are consistent with IMLS platforms, collateral, and presentations.
- Using research and industry best practices, design and implement social media strategies and campaigns to inform and educate key museum and library stakeholders, the public, and other influencers.
- Recommend, implement, and evaluate social media tactics to deepen the impact and reach of IMLS events, webinars, and meetings, such as Twitter chats and livestreaming.
- Research and monitor current trends in library and museum fields on social and other media. Serve as a resource for staff and IMLS grantees.

- Monitor social media, and recommend and employ methods of social media measurement to determine meaningful and actionable communications outcomes, and identify opportunities for improvement.
- Remain current with social media trends and tools—including attending networking and educational events, reading blogs and news, etc., in order to serve as an agency resource.

**Writing and Editing**

- Employ strong writing skills in creating and editing original, creative content for social media, blog posts, the IMLS website, and other communications pieces, telling compelling stories that elevate the work of IMLS and its museum and library grantees.
- Serve as an agency resource on plain language and writing skills tailored to various web and print platforms, pieces, and audiences.

**Content Strategy**

- Use the IMLS Strategic Plan 2018-2022, *Transforming Communities*, as well as communications industry best practices, to help develop and implement a strategic content plan, including the IMLS blog, website, and social media, to inform and educate key museum and library stakeholders, the public, and other influencers.
- Plan and maintain an editorial calendar and schedule content in coordination with the Office of Library Services and the Office of Museum Services and in consideration of other related agency activities, such as data releases, funding notices, IMLS convenings, staff presentations at meetings, and policy-related activities.
- Identify opportunities for building relationships and engaging with national and policy-focused stakeholders; library, museum, arts, and education reporters, editors, and bloggers; peer agencies; and other influencers.

**Email**

- Manage official IMLS emails through Constant Contact, including a monthly newsletter, announcements, blog updates, and other content releases.
- Analyze, segment, and maintain email lists to reach key IMLS stakeholders. Develop a tracking system to regularly report on successes and opportunities for improvement.

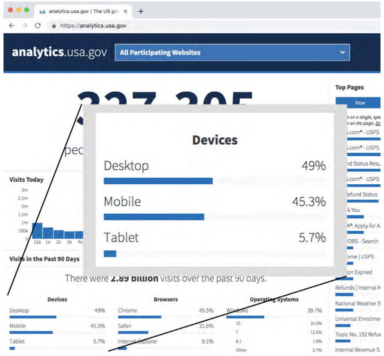
**Internal Support**

- Help develop talking points and internal messaging to support IMLS departments.

**Subject:** Huge Milestone: Majority of Traffic Coming From Mobile Devices
**From:** Gray Brooks <gray.brooks@GSA.GOV>
**Reply To:** Gray Brooks <gray.brooks@GSA.GOV>
**Date:** Tue, 5 Feb 2019 16:02:23 -0500
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (439 kB) , text/html (5 kB) , Screen Shot 2019-02-05 at 3.06.35 PM.png (439 kB)

Hi folks,

A huge milestone has taken place:  **For the first time, analytics.usa.gov is showing the majority of traffic to federal websites coming from mobile devices instead of desktops.**


analytics.usa.gov | The US gov
https://analytics.usa.gov
analytics.usa.gov
All Participating Websites
Top Pages
Now
Visits Today
3m
2.5m
2m
1.5m
1m
500k
0
12a
1a
2a
3a
4a
Visits in the Past 90 Days

**Devices**

| | |
|---|---|
| Desktop | 49% |
| Mobile | 45.3% |
| Tablet | 5.7% |

There were **2.89 billion** visits over the past 90 days.

| Devices | | Browsers | | Operating Systems | |
|---|---|---|---|---|---|
| Desktop | 49% | Chrome | 45.5% | Windows | 39.7% |
| Mobile | 45.3% | Safari | 31.6% | 10 | 24.5% |
| Tablet | 5.7% | Internet Explorer | 9.1% | 7 | 12.6% |
| | | | | 8.1 | 1.9% |
| | | | | Other | 0.7% |

This is an auspicious occasion and definitely an inflection point for all of us!  :)

A few further notes:

- One really important caveat is that analytics.usa.gov (and the enormous, powerful data that we can all access from the underlying Digital Analytics Program [DAP]).  It's already huge and comprehensive to the point of being authoritative, **but it's still incomplete and we need everyone's effort to get it the rest of the way!**
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Gray B.

------------------------------

```
{
 "team": "TTS",
 "compa
 "cell": (b) (6)
 "links": [{
    "name": "api.data.gov - API analytics for federal agencies",
    "url": "https://api.data.gov"
  }, {
    "name": "US Government API listserve",
    "url": "https://bit.ly/apilistservedc"
  }]
}
```

---

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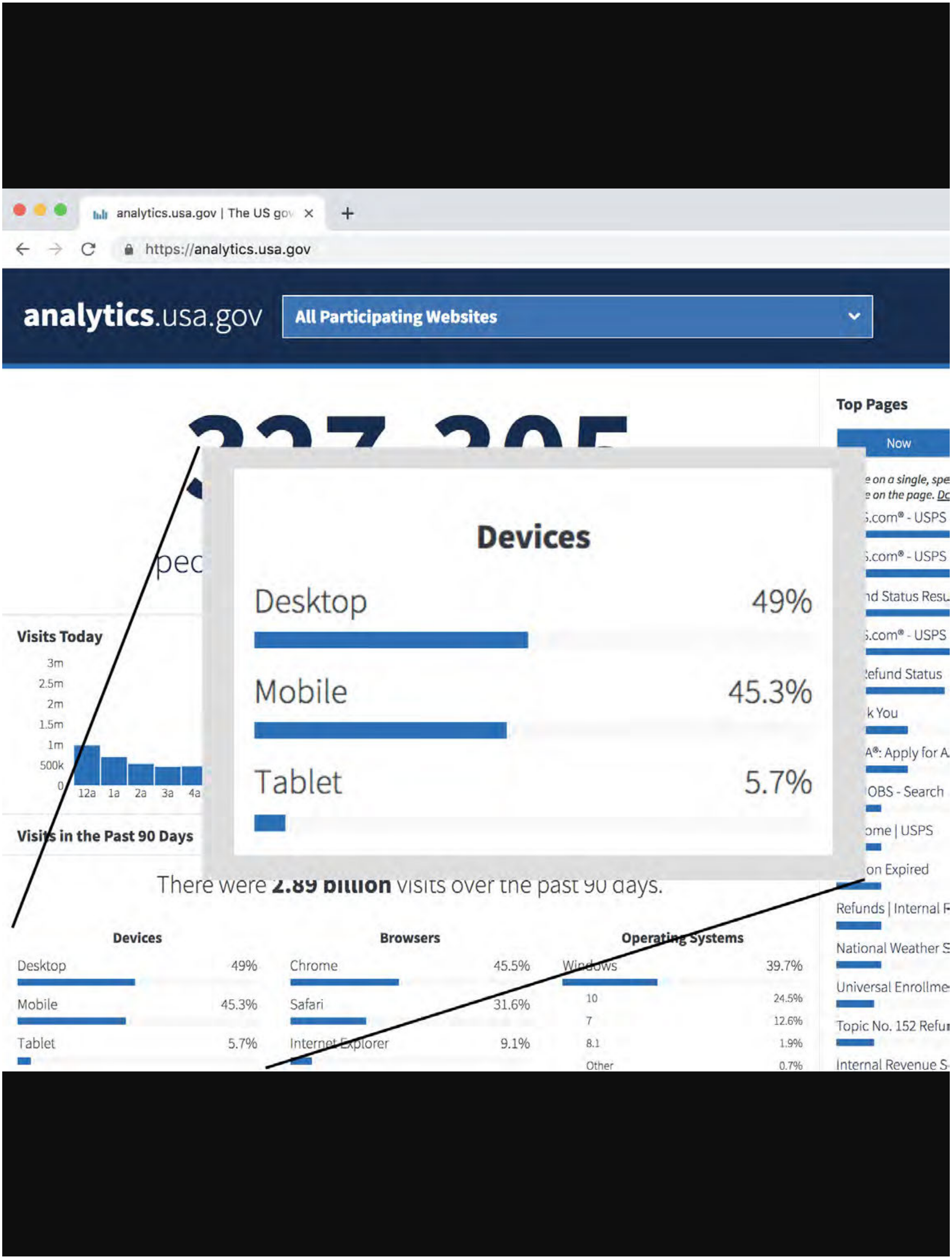

analytics.usa.gov | The US gov
https://analytics.usa.gov
analytics.usa.gov
All Participating Websites
Top Pages
Now
Visits Today
3m
2.5m
2m
1.5m
1m
500k
0
12a
1a
2a
3a
4a

**Devices**

| | |
|---|---|
| Desktop | 49% |
| Mobile | 45.3% |
| Tablet | 5.7% |

**Visits in the Past 90 Days**

There were **2.89 billion** visits over the past 90 days.

**Devices**

| | |
|---|---|
| Desktop | 49% |
| Mobile | 45.3% |
| Tablet | 5.7% |

**Browsers**

| | |
|---|---|
| Chrome | 45.5% |
| Safari | 31.6% |
| Internet Explorer | 9.1% |

**Operating Systems**

| | |
|---|---|
| Windows | 39.7% |
| 10 | 24.5% |
| 7 | 12.6% |
| 8.1 | 1.9% |
| Other | 0.7% |

**Subject:** Re: Huge Milestone: Majority of Traffic Coming From Mobile Devices
**From:** '(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 5 Feb 2019 21:45:18 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (12 kB) , image002.png (23 kB)

Interesting. I don't need web access on my cell phone, so I consider only voice contact serious. Otherwise, my laptop access (with a full keyboard) is more capable, so I consider keyboard activity on my laptop a baseline for computing.

It's kind of like years ago when a store or bar did not carry what I wanted or accept the credit card I wanted to use – I figure they missed out, and I saved money. Mobile is not the way I want to spend money. In some ways, slower is cheaper.

The small form factor reminds me of pre-Web 2.0 PDAs, I've had them, but the interface does not work for what I usually want to do around money.

Just curious, how is the data gathered? Is it the webserver's log of requests or something else like Google Analytics?

By the way, how many ways are there to measure count traffic?

Happy Chinese New Year. Hmmmm … Happy Lunar New Year (any kine).

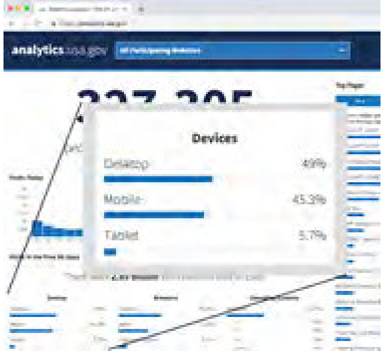
Health and prosperity you all.

(b) (6)
Honolulu HI

**From:** Gray Brooks [mailto:gray.brooks@GSA.GOV]
**Sent:** Tuesday, February 05, 2019 11:02 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Huge Milestone: Majority of Traffic Coming From Mobile Devices

Hi folks,

A huge milestone has taken place: **For the first time, analytics.usa.gov is showing the majority of traffic to federal websites coming from mobile devices instead of desktops.**



This is an auspicious occasion and definitely an inflection point for all of us! :)

A few further notes:

- One really important caveat is that analytics.usa.gov (and the enormous, powerful data that we can all access from the underlying Digital Analytics Program [DAP]). It's already huge and comprehensive to

the point of being authoritative, **but it's still incomplete and we need everyone's effort to get it the rest of the way!**
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**Subject:** Tangent - Fortnite as the Beginning of the Metaverse
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Thu, 7 Feb 2019 14:08:12 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (4 kB) , image001.png (8 kB)

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Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

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TEN MILLION PATENTS

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**Subject:** Re: complete Website Redesign -- budget?
**From:** "Wilcox, Lisa- ERS" <LGWILCOX@ERS.USDA.GOV>
**Reply To:** Wilcox, Lisa- ERS
**Date:** Thu, 7 Feb 2019 14:52:25 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (15 kB)

Well said Cheryl, I agree with all of your comments.
I would also add that chances are also that you will have some higher fixed costs if you are having internal staff do the migration of content vs hired out.
Good luck to you,
Lisa

**Lisa G. Wilcox** / Web Design Lead / Certified Scrum Master
lgwilcox@ers.usda.gov / 202-999-9619
lisa.wilcox@usda.gov

**USDA ERS**
Office: 202-694-5574 / Fax: 202-245-4781
www.ers.usda.gov

---

**From:** Thompson, Cheryl (NIH/NIEHS) [E] [mailto:000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, January 31, 2019 9:28 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

I'm going to throw a few thoughts (not numbers) your way.

1)Often the cost of moving from one technology (ex: CMS) to another is the cost of converting from one system to another. THESE costs should be REDUCED by the fact that the new site can be optimized for the new technology without ever having to work for the old.

2)Cost is going to depend a lot of things you don't mention:
  -How big is the site? Is it multiple domains, or just one? Is it 500 pages, 50,000 pages, or 5,000,000 files?
  -Does the site need 5 9 availability (up 99.999% of the time) or is, say, 98% availability enough? Each 9 can drastically change your cost
  -Does the site have special security considerations? Again, the more, the higher the cost.
  -Are there time constraints (all this has to be done in 6 months... or 3 years?)
  -For the redesign
    -Do you have user research? If not, you will need to add time for this (cost)
    -Do you have named representatives for each of your stakeholder groups lined up? (will this introduce delays? Example: These 5 people need to approve the design, and they aren't all available until May 2020)

3)Don't neglect cost for maintaining the old site while spinning up the new one (the dual edit phase).

4)Responsive should be a part of any current design, so it shouldn't be something like, "oohhh, you want a responsive design, well that's going to cost 5x more." (caveats, personal opinion there)

-Cheryl

Cheryl Renee Thompson
Web Manager
HHS/NIH/NIEHS/OD/OCPL

-----Original Message-----
From: (b) (6) USARMY HQDA ASA MRA (US) <0000030841a0f145-dmarc-

From: (b) (6) CIV USARMY HQDA ASA MRA (US) <[illegible]-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, January 30, 2019 12:20 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] complete Website Redesign -- budget?

An Agency I am marginally affiliated with is looking to do a complete website redesign. New hardware, software, move to cloud hosting, updated CMS, updated database, personalization features, etc. It will use existing content from the legacy site but will have a completely new look and feel and be fully "responsive". It is not a eCommerce site but it does collect user information for mailings, emails, customer relationship etc and users can create an "account".

The requested budget figure I saw being kicked around was astronomical and potentially bordering on "waste" if it goes through.

You can email me directly and I won't share your name or agency with anyone -- but if anyone can share with me a reasonable total budget number that your federal agency used for a massive redesign like described above please let me know. I need to gather some "Market Research" so I can validate of this estimate I saw was reasonable or if it is high-- this number would be just for everything involved with the new build , implantation and initial year of hosting licenses etc -- no out years yet.

I will not share anything you give me -- I'm just looking for total budget numbers.

VR<
(b) (6)

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**Subject:** Re: Tangent - Fortnite as the Beginning of the Metaverse
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 7 Feb 2019 18:46:11 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (7 kB) , image001.png (8 kB)

Thank you again William Brantley.

The metaverse was new to me. The notion of “persistent virtual space” in interesting. I may have to look up the Stephenson and Cline books.

Happy Thursday,
(b) (6)

---

**From:** Brantley, William [mailto:William.Brantley@USPTO.GOV]
**Sent:** Thursday, February 07, 2019 4:08 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse

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**Subject:** Re: Tangent - Fortnite as the Beginning of the Metaverse
**From:** "Centner, Teri" <mcen@LOC.GOV>
**Reply To:** Centner, Teri
**Date:** Thu, 7 Feb 2019 21:32:09 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB) , image001.png (8 kB)

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There's another series you can check out that also incorporates IoT, AI, machine learning, and smart home devices, rather than just VR. It's called The Beam; it's written by Sean Platt and Johnny B. Truant.

teri :)

---

**From:** (b) (6) <(b) (6) HAWAII.GOV>
**Sent:** Thursday, February 07, 2019 1:46 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse

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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse
**From:** "(b) (6) CIV OSD DOD CIO (USA)" <(b) (6) MAIL.MIL>
**Reply To:** (b) (6) CIV OSD DOD CIO (USA)
**Date:** Thu, 7 Feb 2019 23:40:29 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (12 kB) , image001.png (8 kB)

Second Life.

//////////////////////////////
DoD CIO
(b) (6)
Mobile (b) (6)
Desk. (b) (6)

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> If you prefer movies to books, you can also watch Ready Player One. It's not as good as the book, but there are some bits of it I like better. The book – which is narrated by Wil Wheaton on Audible, FWIW -- was written before smart phones were ubiquitous, so they updated the movie to reflect the idea of people being on their devices anywhere and everywhere.
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> **From:** Brantley, William [Caution-mailto:William.Brantley@USPTO.GOV < Caution-mailto:William.Brantley@USPTO.GOV > ]
> **Sent:** Thursday, February 07, 2019 4:08 AM
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<image001.png>

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**Subject:** Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse
**From:** "(b) (6) [redacted] (b) (6) [redacted] STATE.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Fri, 8 Feb 2019 13:12:16 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (8 kB) , text/html (16 kB)

Been there done that and took my Lindens and avatar with me ;-) Seriously, I have been thinking about dipping back into this space. The reasons we left SL was due to the lack of resources to conduct programming and the learning curve was difficult for new people. It was never because there weren't people there who wanted to engage with the U.S. Government. I have friends I made there who are still friends today. I can't same the same for people I met in other online spaces.  There is definitely something there that merits to further consideration.

(b) (6) [redacted]

**Official - Transitory**
**UNCLASSIFIED**

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**From:** (b) (6) [redacted] CIV OSD DOD CIO (USA) <00000332187c2f41-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, February 7, 2019 6:40 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse

Second Life.

//////////////////////////////
Office of DoD CIO
(b) (6) [redacted]
Mobile (b) (6) [redacted]
Desk. (b) (6) [redacted]

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(b) (6)

---

**From:** Brantley, William [Caution-mailto:William.Brantley@USPTO.GOV < Caution-mailto:William.Brantley@USPTO.GOV > ]
**Sent:** Thursday, February 07, 2019 4:08 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
**Subject:** [CONTENT-MANAGERS-L] Tangent - Fortnite as the Beginning of the Metaverse

Just wondering what role government will play in the metaverse . . .
Caution-https://redef.com/original/fortnite-is-the-future-but-probably-not-for-the-reasons-you-think < Caution-https://redef.com/original/fortnite-is-the-future-but-probably-not-for-the-reasons-you-think >

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov < Caution-mailto:William.Brantley@USPTO.gov >
<image001.png>

---

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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**Subject:** Card Sorting for Info Architecture
**From:** "(b) (6) CIV (US)" <(b) (6) civ@MAIL.MIL>
**Reply To:** (b) (6) CIV (US)
**Date:** Mon, 11 Feb 2019 16:04:34 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1364 bytes) , text/html (3408 bytes)

Hello,
Can anyone provide any information on any other card sorting tools for information architecture?

I found the Web Category Analysis Tool (WebCAT) from NIST but figured there are federal gov friendly alternative tools out there. Any info is appreciated.
Thank you,
(b) (6)

(b) (6)
Gray Team - Navy Media
Defense Media Activity
(b) (6)
(b) (6) civ@mail.mil

---

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**Subject:** Re: Card Sorting for Info Architecture
**From:** "Litsinger, Alice (NIH/NIAID) [E]" <litsingera@NIAID.NIH.GOV>
**Reply To:** Litsinger, Alice (NIH/NIAID) [E]
**Date:** Mon, 11 Feb 2019 17:18:18 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2608 bytes) , text/html (5 kB)

We've used and liked optimal sort.

---

**From:** (b) (6) CIV (US) <0000033970ad0fbb-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, February 11, 2019 11:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Card Sorting for Info Architecture

Hello,
Can anyone provide any information on any other card sorting tools for information architecture?

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(b) (6)
Gray Team - Navy Media
Defense Media Activity
(b) (6)
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| | |
|---|---|
| **Subject:** | Re: Card Sorting for Info Architecture |
| **From:** | "Olshefski, Stanley S - OPA" <Olshefski.Stanley.S@DOL.GOV> |
| **Reply To:** | Olshefski, Stanley S - OPA |
| **Date:** | Mon, 11 Feb 2019 17:19:08 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3207 bytes) , text/html (7 kB) |

Here's some more up-to-date info on card sorting for UX validation: https://methods.18f.gov/validate/card-sorting/

Colleagues of mine have used Optimal Workshop to conduct card sorting:
https://www.optimalworkshop.com/optimalsort

Thank you,

Stan

**Stan Olshefski**
Senior Advisor for Digital Strategy
olshefski.stanley.s@dol.gov
Office: 202-693-5051
Mobile: (b) (6)

---

**From:** (b) (6) CIV (US) <0000033970ad0fbb-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, February 11, 2019 11:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Card Sorting for Info Architecture

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** Re: Card Sorting for Info Architecture
**From:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>
**Reply To:** Cordelia Yu - QEACD <cordelia.yu@GSA.GOV>
**Date:** Mon, 11 Feb 2019 13:12:11 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2848 bytes) , text/html (4 kB)

Hi Matt!
I think it depends on what you're trying to do. At TTS/18F we use two tools:
If you're looking to test your IA, I suggest OptimalSort.
If you need a tool to collaborate on building or mapping something existing out, we use Mural, which is a more open-ended collaboration tool, but we use it a lot for IA-type work.

Cheers,
Cordelia

Cordelia Yu
Content Designer, 18F

On Mon, Feb 11, 2019 at 12:06 PM (b) (6) [redacted] CIV (US) <0000033970ad0fbb-dmarc-request@listserv.gsa.gov> wrote:

> Hello,
>
> Can anyone provide any information on any other card sorting tools for information architecture?
>
> I found the Web Category Analysis Tool (WebCAT) from NIST but figured there are federal gov friendly alternative tools out there. Any info is appreciated.
>
> Thank you,
>
> Matt
>
> (b) (6) [redacted]
>
> Gray Team - Navy Media
>
> Defense Media Activity
>
> (b) (6) [redacted]
>
> (b) (6) [redacted] civ@mail.mil
>
> ---
>
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> For help with this listserv, to manage your settings, or to view list archives, visit: http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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**Subject:** Re: Card Sorting for Info Architecture
**From:** "Rumsey, Kathleen" <Kathleen.Rumsey@USITC.GOV>
**Reply To:** Rumsey, Kathleen
**Date:** Mon, 11 Feb 2019 18:13:42 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB) , image001.jpg (11 kB)

We have also used the card sorting from Optimal Workshop. We had Usability Testing conducting via a vendor and they too used card sorting with Optimal Workshop. We have since redesign our intranet and are working on our public site this summer. The links below are helpful and worth purchasing.

Regards,

Kathy

Sr. Web Designer/Developer
Web Development Team
Office of the CIO
U.S. International Trade Commission
500 E St. SW / Rm 414-C
Washington, DC 20436
Desk: (202)205- 2005
kathleen.rumsey@usitc.gov

---

**From:** Olshefski, Stanley S - OPA <0000033a53938817-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, February 11, 2019 12:19 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Card Sorting for Info Architecture

Here's some more up-to-date info on card sorting for UX validation: https://methods.18f.gov/validate/card-sorting/

Colleagues of mine have used Optimal Workshop to conduct card sorting: https://www.optimalworkshop.com/optimalsort

Thank you,

Stan

**Stan Olshefski**
Senior Advisor for Digital Strategy
olshefski.stanley.s@dol.gov
Office: 202-693-5051
Mobile: (b) (6)

---

**From:** (b) (6) CIV (US) <0000033970ad0fbb-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, February 11, 2019 11:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Card Sorting for Info Architecture

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**Subject:** VPAT providers
**From:** "(b) (6) <(b) (6) CUYAHOGACOUNTY.US>
**Reply To:** (b) (6)
**Date:** Tue, 12 Feb 2019 14:05:14 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2018 bytes) , text/html (3159 bytes)

Hello, does anyone have a list of providers that can do a voluntary product accessibility test (VPAT) on websites? I will be writing an RFQ/RFP and need to include a list of providers that perform this service. Thanks so much for your help!

(b) (6) Web & Applications Administrator
Cuyahoga County Department of Information Technology
2079 East 9th St., 6th Floor I Cleveland, OH 44115
(b) (6)

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**Subject:** Re: VPAT providers
**From:** "(b) (6)(b) (6) (DFPS)" <(b) (6) (b) (6) DFPS.STATE.TX.US>
**Reply To:** (b) (6)(b) (6) (DFPS)
**Date:** Tue, 12 Feb 2019 14:16:53 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3570 bytes) , text/html (8 kB)

[MicroAssist](#)
[Knowbility](#)
[Deque](#)
[Paciello Group](#)

(b) (6) (b) (6)
DFPS Accessibility Coordinator
(b) (6) (b) (6)dfps.state.tx.us
Cell (b) (6) Desk (b) (6)

---

**From:** (b) (6) [mailto:(b) (6) CUYAHOGACOUNTY.US]
**Sent:** Tuesday, February 12, 2019 8:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] VPAT providers

**WARNING:** This email is from outside the DFPS system. Do not click on links or attachments unless you expect them from the sender and know the content is safe.

Hello, does anyone have a list of providers that can do a voluntary product accessibility test (VPAT) on websites? I will be writing an RFQ/RFP and need to include a list of providers that perform this service. Thanks so much for your help!

(b) (6) Web & Applications Administrator
Cuyahoga County Department of Information Technology
2079 East 9th St., 6th Floor l Cleveland, OH 44115
(b) (6)

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**Subject:** Question regarding experience with support for Centos Linux
**From:** "Hazen, Allison" <Allison.Hazen@USITC.GOV>
**Reply To:** Hazen, Allison
**Date:** Wed, 13 Feb 2019 20:59:01 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1416 bytes) , text/html (4 kB)

Hi folks,

Do any of you have experience with switching from Red Hat Linux over to Centos Linux (also owned by RedHat but minus the support package)? If so, did your agency opt to supplement with an additional support package or to rely on the user group community when issued cropped up? If you'd prefer to share offline, please email me directly and would love to hear your experiences with the transition.

Thanks much,

Allison Hazen
Webmaster
U.S. International Trade Commission

---

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**Subject:** Contact at Disqus?
**From:** "(b) (6) CIV DMA TECH SVS (US)" (b) (6)@MAIL.MIL>
**Reply To:** (b) (6) CIV DMA TECH SVS (US)
**Date:** Thu, 14 Feb 2019 20:13:17 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (1447 bytes) , text/html (3651 bytes) , smime.p7s (5 kB)

Hi there, we have an issue with our API key displaying advertising on Disqus. We think the issue might be that our API is not flagged as "federal". Does anyone have a contact at Disqus that I could reach out to in order to resolve this quickly?

Appreciate any and all help!

Sincerely,
(b) (6)

----
(b) (6)
Chief of Development (Acting)
Def Activity - Public Web
O: (b) (6)
Go t e l: (b) (6)
E: (b) (6)@mail.mil

---

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| | |
|---|---|
| **Subject:** | GS-13 Digital Information Specialist Position at the National Cancer Institute |
| **From:** | "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV> |
| **Reply To:** | Grama, Lakshmi (NIH/NCI) [E] |
| **Date:** | Fri, 15 Feb 2019 03:41:21 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3424 bytes) , text/html (13 kB) |

If you or someone you know is looking to join a dynamic web and multimedia team, there is an opening  for the position of Digital Information Specialist in the Web and Multimedia Branch within my office at the National Cancer Institute. These are exciting times at the NCI with several interesting projects including a migration to Acquia Drupal and a major digital strategy initiative focusing on search engine optimization. The Digital Information Specialist will:

- Provide expert advice on digital communications concepts and methodologies to enhance the dissemination of information on NCI 's programs, priorities, and initiatives.
- Serve as a consultant for improving the way NCI delivers information across its various digital platforms.
- Leverage analytics data and customer-centric principles to improve the quality and impact of NCI's digital communication activities.
- Provide oversight on NCI's digital communication channels to ensure compliance with Federal regulations and Institutional and Agency policies, standards, and guidelines.
- Collaborate with other staff to establish policies, standards and guidelines to manage NCI's digital communications, products and content.

We are looking for someone who has UX, information architecture, content management background with a commitment to user-centered design and data-informed approach to web management.

The public (DE) and federal employee position announcements will  open on USAJobs on 2/21/2019 and will close on 2/25/2019.

MP: NIH-NCI-MP-19-10424537
https://www.usajobs.gov/GetJob/ViewDetails/524428800

DE: NIH-NCI-DE-19-10412122
https://www.usajobs.gov/GetJob/ViewDetails/523293900

Digital Information Specialist

www.usajobs.gov

<br> If you have experience providing expert advice on digital communications strategies, products, and content AND you want to play a significant role in a dynamic organization, then consider becoming a Digital Information Specialist with the Department of Health and Human

Lakshmi

Lakshmi M. Grama, MA, MLS
Associate Director, Office of Dissemination and Digital Communications
Office of Communications & Public Liaison
National Cancer Institute, NIH
www.cancer.gov
lgrama@mail.nih.gov

**Subject:** Re: Card Sorting for Info Architecture
**From:** (b) (6) <(b) (6) PIMA.GOV>
**Reply To:** (b) (6) <(b) (6) PIMA.GOV>
**Date:** Fri, 15 Feb 2019 15:08:41 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3321 bytes) , text/html (8 kB)

Good morning (b) (6)
If you want a cheap alternative you can use xmind, which does mind mapping, and Trello.com, which is more of a Kanban board. I use both of these to work with customers to jot down all the services they provide and organize them in Trello.com with each column being a topic or category. I then use xmind to map out all the different relationships with each category.

These tools have worked for me in the past and are free.

(b) (6)
Pima County ITD, Web/UX Team
P: (b) (6) | (b) (6) pima.gov

---

**From:** (b) (6) CIV (US) <0000033970ad0fbb-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, February 11, 2019 9:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Card Sorting for Info Architecture

```
*******
This message and sender come from outside Pima County. If you did not expect this message,
*******
```

Hello,
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I found the Web Category Analysis Tool (WebCAT) from NIST but figured there are federal gov friendly alternative tools out there. Any info is appreciated.

Thank you,
Matt

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**Subject:** Seeking list serve audience profile data and recommendations
**From:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Reply To:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Date:** Fri, 15 Feb 2019 15:52:32 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2083 bytes) , text/html (7 kB)

```
Classification: UNCLASSIFIED
============================================================
```

Hello folks,

First I just want to say how helpful this list serve is and I'm glad I discovered it while at the NRO. So many very wise folks here. Thanks for getting me smarter. I have a few questions…

- Does anyone know how many agencies/people represent this listserve?
- Would you recommend any other list serves for professionals seeking collaboration in the topics of: branding, marketing, recruitment, social media, communications, technology and strategic workforce planning?

Thanks much and have a great weekend.

(b) (6)
National Geospatial-Intelligence Agency
Human Development, HR Marketing/Outreach lead
(b) (6) (Unclassified)
Discover Our Career Opportunities at
www.IntelligenceCareers.gov

```
============================================================
Classification: UNCLASSIFIED
```

---

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**Subject:** Meet Sam, our new bot
**From:** Victoria Wales - XACA <victoria.wales@GSA.GOV>
**Reply To:** Victoria Wales - XACA <victoria.wales@GSA.GOV>
**Date:** Fri, 15 Feb 2019 11:16:00 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2454 bytes) , text/html (7 kB)

Hello!

Our team has been working for the last year to complete a deep dive into scams topics to more closely identify pain points and challenges for our audiences. We get a number of inquiries through our various channels and conducted extremely thorough qualitative research on the topic, and over the summer facilitated sessions with our team to come up with potential solutions for our users.

In the last several months, the team has worked to develop a prototype of one of those solutions -- a customized chatbot to help guide users through the major scams reporting issues. Check out Sam, our research findings, and let us know what you think! We are still testing the bot, but please play around with it and let us know any suggestions or questions you may have.

We're excited to collect analytics on how helpful it is to our audiences, and lessons learned and plan to highlight our findings on our blog.

If you're interested in learning more, feel free to reach out offline too.

Victoria

--
Victoria B. Wales
Bilingual Marketing and Outreach Lead, USAGov
Your Guide to Government Information and Services
Check out our blog!
Partner with us!
TTS - U.S. General Services Administration
202-394-6261

***What we think, we create.***
***What we feel, we attract.***
***What we imagine, we become***

---

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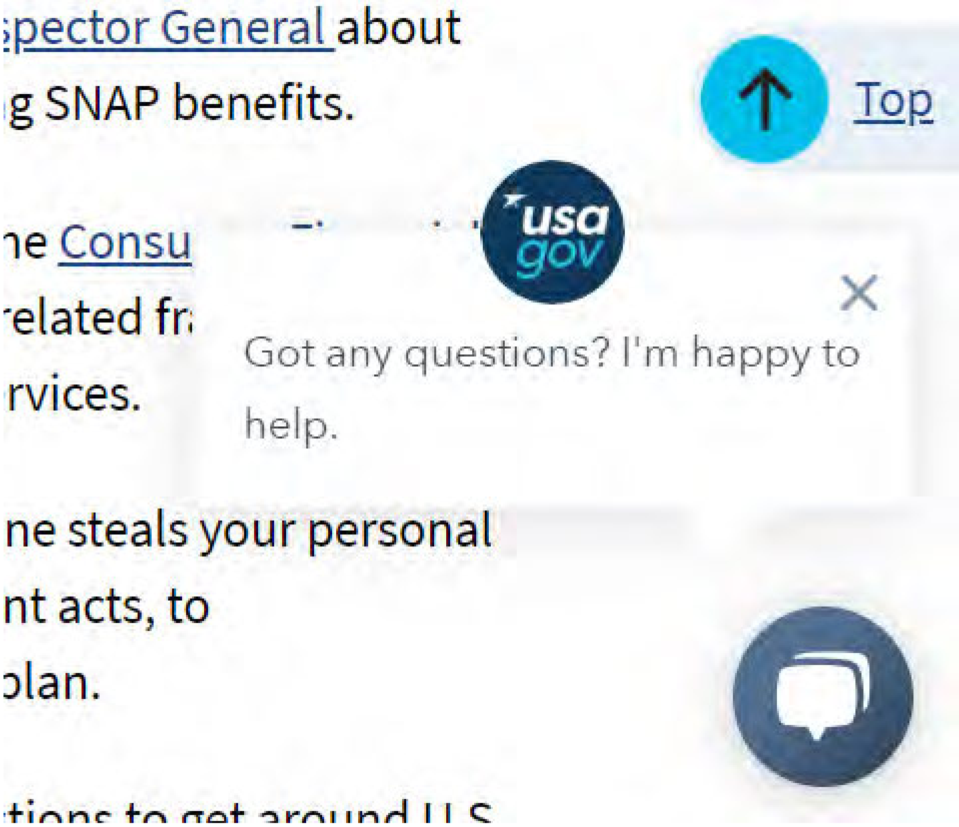
**Subject:** Re: Meet Sam, our new bot
**From:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Reply To:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Date:** Fri, 15 Feb 2019 11:42:47 -0500
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (62 kB) , text/html (11 kB) , image.png (62 kB)

I had some trouble locating at first ... so for others... Bottom right hand corner

Victoria, very cool! I love the slick look of it.



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Got any questions? I'm happy to help.

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**U.S. General Services Administration**

**Alycia Yozzi**
Office of Government-wide Policy
(202) 679-6924

On Fri, Feb 15, 2019 at 11:17 AM Victoria Wales - XACA <victoria.wales@gsa.gov> wrote:

> Hello!
>
> Our team has been working for the last year to complete a deep dive into scams topics to more closely identify pain points and challenges for our audiences. We get a number of inquiries through our various channels and conducted extremely thorough qualitative research on the topic, and over the summer facilitated sessions with our team to come up with potential solutions for our users.
>
> In the last several months, the team has worked to develop a prototype of one of those solutions -- a customized chatbot to help guide users through the major scams reporting issues. Check out Sam, our research findings, and let

> us know what you think! We are still testing the bot, but please play around with it and let us know any suggestions or questions you may have.
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> We're excited to collect analytics on how helpful it is to our audiences, and lessons learned and plan to highlight our findings on our blog.
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> If you're interested in learning more, feel free to reach out offline too.
>
> Victoria
>
> --
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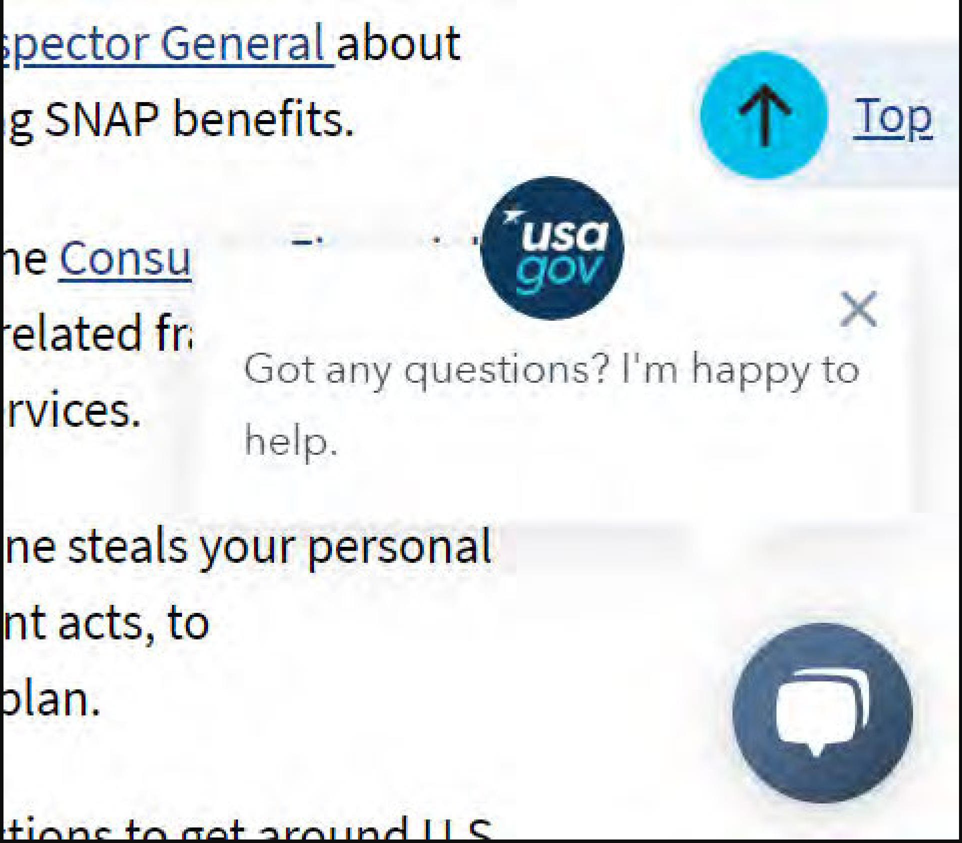

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Got any questions? I'm happy to help.

ne steals your personal
nt acts, to
plan.

tions to get around U.S.

**Subject:** Re: Seeking list serve audience profile data and recommendations
**From:** Amin Mehr - QXD <amin.mehr@GSA.GOV>
**Reply To:** Amin Mehr - QXD <amin.mehr@GSA.GOV>
**Date:** Fri, 15 Feb 2019 14:50:48 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3406 bytes) , text/html (5 kB)

Digitalgov.gov has a list of communities that address some of the topic areas you speak of: https://digital.gov/communities/

Additionally I know that the Performance listserv (run by the Office of Shared Services and Performance Improvement at GSA) touches on strategic planning.

On Fri, Feb 15, 2019 at 2:08 PM (b) (6) NGA-HDRTM USA CIV <00000355e6546e7a-dmarc-request@listserv.gsa.gov> wrote:

> `Classification: UNCLASSIFIED`
> `======================================================`
>
> Hello folks,
>
> First I just want to say how helpful this list serve is and I'm glad I discovered it while at the NRO. So many very wise folks here. Thanks for getting me smarter.  I have a few questions…
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>
> Thanks much and have a great weekend.
>
> (b) (6)
>
> National Geospatial-Intelligence Agency
>
> Human Development, HR Marketing/Outreach lead
>
> (b) (6) (Unclassified)
>
> Discover Our Career Opportunities at
>
> www.IntelligenceCareers.gov

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============================================================
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**Subject:** Re: Seeking list serve audience profile data and recommendations
**From:** Victoria Wales - XACA <victoria.wales@GSA.GOV>
**Reply To:** Victoria Wales - XACA <victoria.wales@GSA.GOV>
**Date:** Fri, 15 Feb 2019 15:20:45 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (9 kB)

I also recommend the Federal Communicators Network listserv:
http://fedcommnetwork.blogspot.com/p/membership.html
https://fedcommnetwork.org/

And putting in a shameless plug to our blog: https://blog.usa.gov/ where we talk about our work, and which we're ramping back up again post-furlough!

V

--
Victoria B. Wales
Bilingual Marketing and Outreach Lead (Acting), USAGov
Your Guide to Government Information and Services
Check out our blog!
Partner with us!
TTS - U.S. General Services Administration
202-394-6261

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***What we feel, we attract.***
***What we imagine, we become***

On Fri, Feb 15, 2019 at 2:52 PM Amin Mehr - QXD <amin.mehr@gsa.gov> wrote:

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>
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>
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>
> > ```
> > Classification: UNCLASSIFIED
> > =====================================================
> > ```
> >
> > Hello folks,
> >
> > First I just want to say how helpful this list serve is and I’m glad I discovered it while at the NRO. So many very wise folks here. Thanks for getting me smarter. I have a few questions…
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Thanks much and have a great weekend.

(b) (6)

National Geospatial-Intelligence Agency

Human Development, HR Marketing/Outreach lead

(b) (6) (Unclassified)

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**Subject:** Akamai Market Research
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Tue, 19 Feb 2019 14:51:44 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (5 kB) , image001.jpg (8 kB)

Morning –

DHS is currently performing market research and is looking for other federal agencies that are using Akamai Technologies for content delivery (CDN) and security solutions. Specifically, we're looking for information on how your contracts are constructed.

If you have a few minutes and wouldn't mind providing feedback to DHS, please contact (b) (6), (b) (7)(C) (b) (6), (b) (7)(C at (b) (6), (b) (7)(C)(b) (6), (b) (7)(C)hq.dhs.gov and (b) (6), (b) (7)(C) at (b) (6), (b) (7)(C)@hq.dhs.gov by Friday, February 23rd.

Thanks!

Matt

(b) (6), (b) (7)(C) **U.S. Department of Homeland Security**
Office of Public Affairs
Director of Web Communications
(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)hq.dhs.gov

Homeland
Security

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**Subject:** Data validation at IRS
**From:** "(b) (6) (SBS)" <(b) (6) SBS.NYC.GOV>
**Reply To:** (b) (6) (SBS)
**Date:** Tue, 19 Feb 2019 17:53:33 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1467 bytes) , text/html (4 kB)

Hello all,

Hope you are well. This might be a long shot, but does anyone here know who does data validation for business information at the IRS? We need some assistance for a project here in NYC.

Thanks,

(b) (6) | **Content and Operations Manager**
NYC Department of Small Business Services
110 William Street, 8th Floor, New York, NY 10038
**T** (b) (6) | **E** (b) (6) sbs.nyc.gov

nyc.gov/sbs
**Facebook** | **Twitter** | **Instagram**

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| | |
|---|---|
| **Subject:** | Digitization market research |
| **From:** | "Galbo, Joseph" <JGalbo@CPSC.GOV> |
| **Reply To:** | Galbo, Joseph |
| **Date:** | Fri, 22 Feb 2019 16:14:17 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2320 bytes) , text/html (4 kB) |

Hey all!

We've got 85 boxes of legacy multimedia about to get the boot from their physical storage space. There's a lot of public health communication work in there that I would like to digitize and publish. PSAs about not playing with glass toys from the 70s and 80s and such. I was wondering if anyone has undergone a digitization or digital archiving effort recently and was especially pleased with how it turned out. I don't expect to get much funding for this effort, so if you did it on the cheap or worked in partnership with someone I would love to hear about your experience.

I know this may seem a little out-of-left-field for this group, but this is the first time the agency has attempted a digital archiving project like this and it's my first time trying to do this within government. Turning to your expert-level experience for help. Thanks much!

Best,
Joe

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**Subject:** Re: Digitization market research
**From:** Christopher Magee <christopher.magee@NARA.GOV>
**Reply To:** Christopher Magee <christopher.magee@NARA.GOV>
**Date:** Fri, 22 Feb 2019 14:07:13 -0700
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (6 kB)

Joseph,

When digitizing records I would definitely reach out to CPSC's Records Officer to determine the records status of any digital surrogates. CPSC's Records Officer is Steven Coney.

If any person here is unsure who their designated Agency Records Officer is, please consult the following NARA website: https://www.archives.gov/records-mgmt/agency/independent-agencies.html

Additionally, GSA's Schedule 36 has a list of vendors that perform digitization and other records management needs. This can serve as a starting place to performing market research. I highly recommend reaching out to their team with any procurement questions they have. There are a variety of Special Item Numbers (SIN) within Schedule with SIN 51 506 focusing on document conversion services.

https://www.gsa.gov/buying-selling/purchasing-programs/gsa-schedules/list-of-gsa-schedules/schedule-36imaging-document-solution/records-management-solutions

Best,

Christopher O. Magee
Records Management Policy and Outreach
Office of the Chief Records Officer
National Archives and Records Administration
(303) 604-4721

On Fri, Feb 22, 2019 at 9:18 AM Galbo, Joseph <000000b95b789205-dmarc-request@listserv.gsa.gov> wrote:

> Hey all!
>
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**Subject:** Re: Digitization market research
**From:** "Morin, Gary (NIH/OD) [E]" <moring@MAIL.NIH.GOV>
**Reply To:** Morin, Gary (NIH/OD) [E]
**Date:** Fri, 22 Feb 2019 21:59:01 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (12 kB)

Looks like a good resource. I'd remind/caution anyone that even if the original content predates Section 508 (2001), if you digitize and make it available to your employees or the public, you're probably now going to have to add captioning and audio-descriptions. Digitizing simply to preserve the content on current media formats, for later possible usage, may not invoke accessibility requirements. Often times, you need to digitalize film because it's physically falling apart and needs to be preserved. Check with your agency's 508 coordinator.

Gary

**From:** Christopher Magee <christopher.magee@NARA.GOV>
**Sent:** Friday, February 22, 2019 4:07 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Digitization market research

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Records Management Policy and Outreach
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>
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>
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**Subject:** cms customer feedback
**From:** "(b) (6) <(b) (6) TVA.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 26 Feb 2019 18:17:59 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (2333 bytes) , text/html (12 kB) , image001.png (12 kB) , image002.png (12 kB)

We are currently evaluating CMSs to replace the platform for our public websites and customer portal. If you have experience with either Sitecore or Sitefinity, we would greatly appreciate your feedback especially in the following areas.

- Customer support - overall quality and responsiveness; off-hours and high priority; root cause analysis
- Implementation & knowledge transfer
- Learning curve / Administrative & editorial experience
- Features which don't work
- Publication / Caching issues
- Pain points

Thanks for your time and insights.

(b) (6)
Program Manager, Digital Communications
Digital & Creative Services

Tennessee Valley Authority
400 W. Summit Hill Drive
Knoxville, TN 37902

(b) (6) (w)
(b) (6) tva.gov

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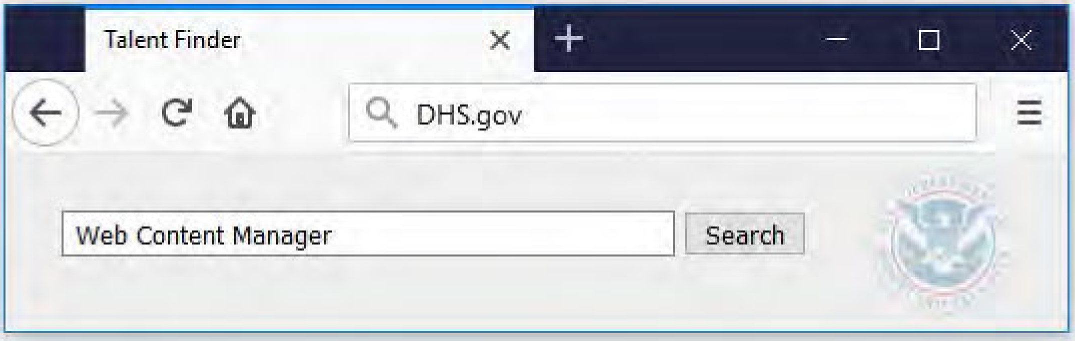
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** Help Wanted: Web Content Manager
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Thu, 28 Feb 2019 13:08:05 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (7 kB) , image001.jpg (14 kB) , image002.jpg (8 kB)

# Help Wanted: Web Content Manager



In search of a new adventure?

Love working on the web?

The Department of Homeland Security is looking for a Web Content Manager to join the DHS Web Communications team!

As a web content manager, you will work with every office across DHS to coordinate the publishing of content on DHS.gov, ensuring that the public has the most current and accurate information on topics that are shaping our country today. You'll also join a close-knit team that's dedicated to continuous improvement of the website, work with enterprise-level web technology, and have an opportunity to shape the future of DHS public websites as well.

[Apply Today!](https://www.usajobs.gov/GetJob/ViewDetails/525665300)
https://www.usajobs.gov/GetJob/ViewDetails/525665300

(b) (6), (b) (7)(C)
**U.S. Department of Homeland Security**
Office of Public Affairs
Director of Web Communications
(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)hq.dhs.gov

Homeland Security

---

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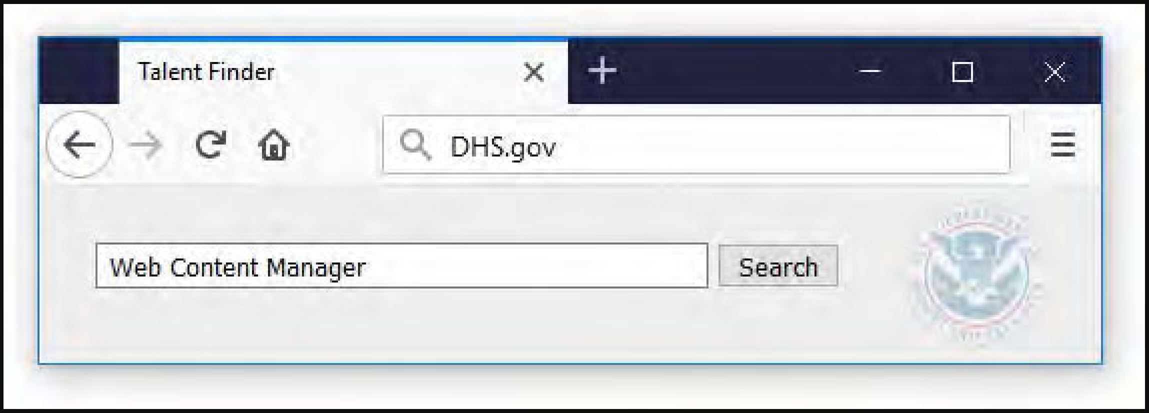
Talent Finder
DHS.gov
Web Content Manager
Search

**Subject:** Call for data stories
**From:** "Giura, Ruxandra" <rgiura@FTC.GOV>
**Reply To:** Giura, Ruxandra
**Date:** Thu, 28 Feb 2019 15:05:07 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2483 bytes) , text/html (6 kB)

Good morning from the Federal Data Strategy team!

Has your agency used data to solve a problem in a creative way? Or do you work with data or know someone working to solve federal data problems? The Federal Data Strategy (https://strategy.data.gov/) team is looking for proof points as part of the incubator project.

These are stories by practitioners for practitioners, written in the style of the Harvard Business Review, and will be published on the Federal Data Strategy website. Some examples of topics include (but are not limited to): prioritizing datasets for release, experience assessing the privacy/disclosure risk of a given data asset, experience setting up a standard data sharing approach, using data to make a significant impact (save money, save time, create new products etc.).

We will work with you and your team to develop the stories. This is a great way to share your knowledge with your peers and highlight the important work you do every day.

For further details please contact (b) (6) [redacted]@omb.eop.gov or me (rgiura@ftc.gov).

If you have content that has already been published and illustrates the impact of data produced by your agency please include the link or document.

Thank you!

Ruxi

*Ruxandra Giura*
*Federal Data Fellow*
Digital Communication Technologies Specialist
Federal Trade Commission
Web and Digital Strategy Team - Office of Public Affairs
(202) 326-2915 (office) | (b) (6) [redacted] (cell)
rgiura@ftc.gov

---

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

**Subject:** Vacancy: Digital Analytics job at U.S. Courts
**From:** James Davison <James_Davison@AO.USCOURTS.GOV>
**Reply To:** James Davison <James_Davison@AO.USCOURTS.GOV>
**Date:** Thu, 28 Feb 2019 16:24:59 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2120 bytes) , text/html (10 kB)

Good morning, web communicators.

The U.S. Courts' Web Communications team is looking for an experienced Digital Communications Analyst to join a team of dedicated web communicators and developers to manage high-profile, high-impact web projects serving public and internal audiences throughout the federal Judiciary.

This position plays a key leadership role in formulating strategy for content development and delivery by performing quantitative and qualitative analysis, identifying trends in metrics reports, and providing advice on best practices in digital analytics.

Our web projects include managing uscourts.gov, a template for federal court websites, and an intranet site used by more than 30,000 court employees nationwide.

**Position**: Public Affairs Specialist (Digital Communications Analyst) – Administrative Office of the U.S. Courts
**Announcement**: https://www.usajobs.gov/GetJob/ViewDetails/524597600
**Open through**: March 13, 2019

Please apply or share with anyone who might be interested.

Thanks,

James Davison
Manager of Digital Strategy
Web Communications and New Media
Office of Public Affairs
Administrative Office of the U.S. Courts
http://www.uscourts.gov

---

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**Subject:** Re: Help Wanted: Web Content Manager
**From:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Reply To:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Date:** Thu, 28 Feb 2019 18:11:54 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (100 lines)

Classification: UNCLASSIFIED
==========================================================

Hi (b) (6), (b) (7)(C)

Unfortunately this isn't open to "Excepted Service" employees.  NGA doesn't have an interchange agreement in place or I would share this broadly. :(

(b) (6)
National Geospatial-Intelligence Agency
Human Development, HR Marketing/Outreach
(b) (6) (Unclassified)
Discover Our Career Opportunities at
www.IntelligenceCareers.gov

-----Original Message-----
From: (b) (6), (b) (7)(C) <0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, February 28, 2019 8:08 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Help Wanted: Web Content Manager

Help Wanted: Web Content Manager

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Apply Today! <https://www.usajobs.gov/GetJob/ViewDetails/525665300>

https://www.usajobs.gov/GetJob/ViewDetails/525665300

(b) (6), (b) (7)(C)

U.S. Department of Homeland Security

Office of Public Affairs

Director of Web Communications

(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) hq.dhs.gov <mailto:(b) (6), (b) (7)(C) hq.dhs.gov>

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**********************************************************

**Subject:** Accessibility Tools
**From:** Kimberly Becht <Kimberly.Becht@TRADE.GOV>
**Reply To:** Kimberly Becht <Kimberly.Becht@TRADE.GOV>
**Date:** Mon, 4 Mar 2019 12:54:34 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1355 bytes) , text/html (4 kB)

I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.

Kimberly J. C. Becht
Lead IT Specialist
Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
U.S. Department of Commerce, International Trade Administration
Office: (202) 482-0420 I Mobile: (b) (6)

---

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**Subject:** Re: Accessibility Tools
**From:** "Urban, Mark (CDC/OCOO/OCIO/ITSO)" <fka2@CDC.GOV>
**Reply To:** Urban, Mark (CDC/OCOO/OCIO/ITSO)
**Date:** Mon, 4 Mar 2019 14:10:04 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (33 kB) , image001.png (7 kB)

Hi Kimberly,
Lots to choose from. There's a natural tendency for us in gov't to stray from sounding like we're endorsing products. I've tried a bunch, and all have their pros and cons.

Too long, version:
- Tools can help, but only if you already know what you're doing.
- The best tools give you, the human, some idea of what needs to be fixed WHILE you're working.
- The more "automagic" the tool does, the more likely its missing the boat.

Long-winded version:

I'd start with the most important statement of all: **A SAW DOESN'T MAKE YOU A CARPENTER**. This bit of grandfatherly* advice means four things:
1. Having a tool doesn't mean you know when, how, and most importantly – when NOT to use it.
2. The more automated a tool, the more likely you are to "cut your finger off" without noticing it - in this case, missing issues that the tool doesn't realize are issues or making judgements about things that need human decisions.
3. One tool is never the only way you achieve compliance. Just like a carpenter, you need a bunch of different saws, let alone hammers, levels, and other tools.
4. Competence comes from knowledge and experience, not tools. Even the best tools don't mean much if you don't understand the basics of accessibility.

When looking for the right tool, there's some things to DO:
- Look for vendors that have accessibility expertise, not just programming skill
- Look for tools that talk about what they DON'T do well
- Look for tools that can help authors/developers fix things themselves.
- Recognize that different file and content types (PDFs, dynamic data visualizations, etc.) often need different tools to assess.
- Manage your expectations about tools' capabilities. Things like dynamic JavaScript are always a challenge – and can be coded "right" but still not work in practice.
- Backstop tool use with human review, ideally including users with disabilities.

And some things to AVOID:
- Getting a tool to "solve" your compliance
- Getting a complicated tool and not managing, training and supporting it.
- Measuring your compliance solely via tools.
- Using tools that scan your site or content AFTER its posted.
- Choosing tools that don't allow you to see or modify the rules it uses, or to exclude content you know is not perfect but has been manually verified.

The tools I USE (note: no particular order):

| | |
|---|---|
| Office Docs: | Office Accessibility Checker |
| PDF: | CommonLook Pro (Desktop version) |
| HTML (CMS/Static pages): | WorldSpace Comply<br>ANDI |
| HTML (development): | FireEyes (WorldSpace Attest)<br>Tenon.io |

Functional Testing: Keyboard
High Contrast browser plugin (Chrome)
WAVE (especially good for headings and structure!)
ZoomText Reader (it catches stuff that JAWS “fixes” for you)
JAWS
Dragon NS Medical (cuz I work at CDC)

Hope this helps.

Regards,
**Mark D. Urban**
**CDC/ATSDR Section 508 Coordinator**
Office of the Chief Information Officer (OCIO)
Office of the Chief Operating Officer (OCOO)
**Murban@CDC.gov | 919-541-0562 office**

---

**From:** Kimberly Becht <00000383dc54f7a6-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, March 4, 2019 7:55 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Accessibility Tools

I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.

Kimberly J. C. Becht
Lead IT Specialist
Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
U.S. Department of Commerce, International Trade Administration
Office: (202) 482-0420 I Mobile: (b) (6)

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**Subject:** Re: Accessibility Tools
**From:** "(b) (6) CIV USARMY TRADOC (US)" (b) (6) @MAIL.MIL>
**Reply To:** (b) (6) CIV USARMY TRADOC (US)
**Date:** Mon, 4 Mar 2019 14:12:22 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (75 lines)

I have low vision and my favorite accessibility is simply Mac software. Their software is much more intuitive and accessible friendly and always has been. Unfortunately our (Army) techies refuse to provide a Mac machine claiming they can't be used on Army systems (not true but easier than having to learn a new system for the techies). So I've got to use Windows software which is very bad. I'm also on seizure medication and have told them that for some reason too technical for me to understand Macs screens, Iphones and Ipads don't bother me. But using Windows makes me feel as if I'm going to have a seizure. My solution for this is to look away from the Windows monitor and just use my personal Iphone for most things. Their answer is to get me a larger monitor instead of the Ipad I requested.

Thanks.

(b) (6)
KNOWLEDGE MANAGEMENT OFFICER, GS-12
"Serving the SOULdier"
(b) (6) @mail.mil
Living the Call Fiercely . . . By Forging Servant Leaders . . . For God & Country!

-----Original Message-----
From: Kimberly Becht [mailto:00000383dc54f7a6-dmarc-request@LISTSERV.GSA.GOV]
Sent: Monday, March 4, 2019 7:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Accessibility Tools

All active links contained in this email were disabled. Please verify the identity of the sender, and confirm the authenticity of all links contained within the message prior to copying and pasting the address to a Web browser.

---

I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.

Kimberly J. C. Becht < Caution-mailto:Kimberly.Becht@trade.gov >

Lead IT Specialist

Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)

U.S. Department of Commerce, International Trade Administration
Office: (202) 482-0420 | Mobile: (b) (6) [redacted]

< Caution-mailto:Kimberly.Becht@mail.doc.gov >

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| | |
|---|---|
| **Subject:** | Re: [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools |
| **From:** | "Gillick, Larry" <larry_gillick@IOS.DOI.GOV> |
| **Reply To:** | Gillick, Larry |
| **Date:** | Mon, 4 Mar 2019 11:10:05 -0500 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2959 bytes) , text/html (7 kB) |

Hi Kimberly,

I suppose it depends on what you mean by the question.

I'm a fan of HTML Code_Sniffer. I'm not sure how compliant it is; but for a sighted person, it's pretty cool -- and I'll take its UI over WAVE any day.

Sometimes, I like to take surgical strikes on my site and purge it of particular snippets of offending code. I generally use Scrutiny to find the snippets I'm after.

Larry

---

Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Mon, Mar 4, 2019 at 7:56 AM Kimberly Becht <00000383dc54f7a6-dmarc-request@listserv.gsa.gov> wrote:

> I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.
>
> Kimberly J. C. Becht
> Lead IT Specialist
> Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
>
> U.S. Department of Commerce, International Trade Administration
> Office: (202) 482-0420 | Mobile: (b) (6) [redacted]
>
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>
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**Subject:** Re: Accessibility Tools
**From:** "(b) (6) (SBS)" <(b) (6) SBS.NYC.GOV>
**Reply To:** (b) (6) (SBS)
**Date:** Mon, 4 Mar 2019 16:17:16 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2813 bytes) , text/html (7 kB)

To add to all of this:

1. Always do manual checks! Some stuff like color contrast or reading level cannot be easily automated.
2. Remember that different folks with disabilities might want different and conflicting things – for example, I have light sensitivity that makes Windows way easier for me, but some other folks have a better time with Mac. So there is no one-size-fits-all approach.

---

**From:** Kimberly Becht <00000383dc54f7a6-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, March 04, 2019 7:55 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Accessibility Tools

I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.

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Lead IT Specialist
Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
U.S. Department of Commerce, International Trade Administration
Office: (202) 482-0420 I Mobile: (b) (6)

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**Subject:** Re: Accessibility Tools
**From:** "(b) (6) <(b) (6) DUPAGECO.ORG>
**Reply To:** (b) (6)
**Date:** Mon, 4 Mar 2019 17:08:00 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB)

I use 2 tools on a regular basis.

1. SiteImprove does a scan of all our websites every week. It provides us information on broken links, misspellings but most importantly accessibility issues. The cost is based on number of pages. It also scans the PDFs. It shows the errors and provides links to the WCAG page(s) with information regarding the errors. SiteImprove also has free training on their website that I've thought was informative – it covers a wide range of accessibility issues.
2. WebAIM has a color contrast checker where you enter the background and text colors and it lets you know if they comply with the WCAG standards. https://webaim.org/resources/contrastchecker/ They also provide training but it is in Utah.

-------------------------------------------
(b) (6)
Web Services Manager
DuPage County
(b) (6)
(b) (6) (fax)
(b) (6) dupageco.org
http://www.dupageco.org

---

**From:** Kimberly Becht <00000383dc54f7a6-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, March 04, 2019 7:55 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Accessibility Tools

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Kimberly J. C. Becht
Lead IT Specialist
Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
U.S. Department of Commerce, International Trade Administration
Office: (202) 482-0420 | Mobile: (b) (6)

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|---|---|
| **Subject:** | Seeking Marketing Platform Information |
| **From:** | Claire Loxsom - QXBA <claire.loxsom@GSA.GOV> |
| **Reply To:** | Claire Loxsom - QXBA <claire.loxsom@GSA.GOV> |
| **Date:** | Tue, 5 Mar 2019 09:02:10 -0500 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1501 bytes) , text/html (2058 bytes) |

Hi everyone,

Curious to hear what platforms/tools different agencies are using to manage their outreach programs. We are especially interested in those using an inbound marketing platform that is an all-in-one solution and has such features as email, social media, editorial calendar, landing pages, and AI management to name a few.

Please feel free to directly email me with any information you have to contribute!

**Subject:** CLOSING TOMORROW (3/6/19) - Help Wanted: Web Content Manager

**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>

**Reply To:** (b) (6), (b) (7)(C)

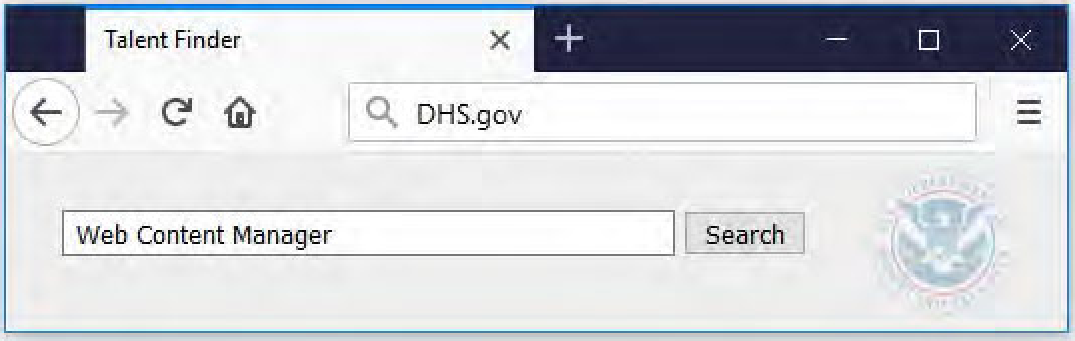
**Date:** Tue, 5 Mar 2019 14:54:18 +0000

**Content-Type:** multipart/related

**Parts/Attachments:** text/plain (8 kB) , text/html (7 kB) , image001.jpg (14 kB) , image002.jpg (8 kB)

Morning – wanted to bump this up in everyone's inbox – the vacancy announcement closes tomorrow!

# Help Wanted: Web Content Manager



In search of a new adventure?

Love working on the web?

The Department of Homeland Security is looking for a Web Content Manager to join the DHS Web Communications team!

As a web content manager, you will work with every office across DHS to coordinate the publishing of content on DHS.gov, ensuring that the public has the most current and accurate information on topics that are shaping our country today. You'll also join a close-knit team that's dedicated to continuous improvement of the website, work with enterprise-level web technology, and have an opportunity to shape the future of DHS public websites as well.

## [Apply Today!](https://www.usajobs.gov/GetJob/ViewDetails/525665300)

https://www.usajobs.gov/GetJob/ViewDetails/525665300

**(b) (6), (b) (7)(C)** **U.S. Department of Homeland Security**

Office of Public Affairs
Director of Web Communications

(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)hq.dhs.gov

Homeland Security

---

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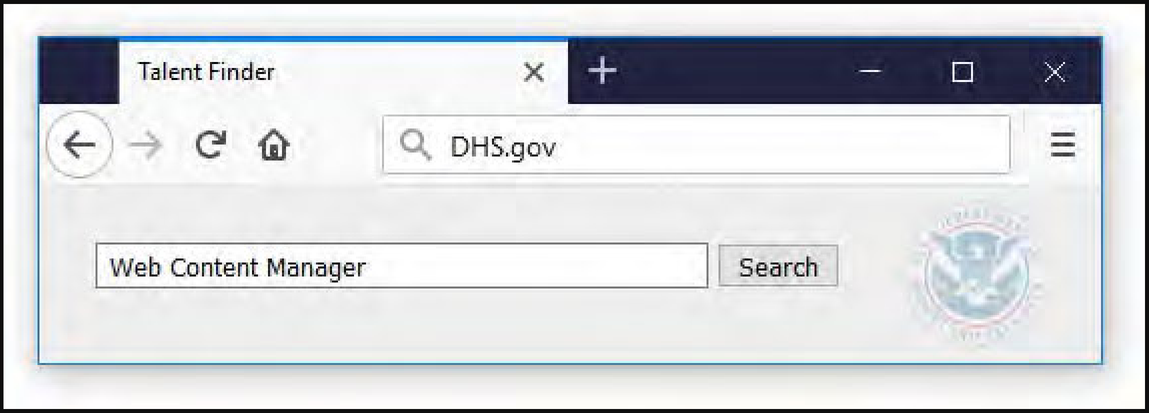
Talent Finder
DHS.gov
Web Content Manager
Search

| | |
|---|---|
| **Subject:** | LinkedIn |
| **From:** | "Tanya L. Ford" <Tanya.Ford@CSOSA.GOV> |
| **Reply To:** | Tanya L. Ford |
| **Date:** | Tue, 5 Mar 2019 18:27:12 +0000 |
| **Content-Type:** | multipart/related |
| **Parts/Attachments:** | text/plain (1358 bytes) , text/html (5 kB) , image001.png (5 kB) , image002.png (5 kB) |

Good afternoon,

Would anyone happen to have a contact at LinkedIn?

Thank you,

Tanya

**Tanya L. Ford**
Public Affairs Specialist
Court Services and Offender Supervision Agency
**O:** 202.220.5394 | **M:** (b) (6) | **E:** tanya.ford@csosa.gov

---

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

| | |
|---|---|
| **Subject:** | Marketing Specialist position 9-11-13 |
| **From:** | "(b) (6) [redacted] CIV USARMY HQDA ASA MRA (US)"<br><(b) (6) [redacted] civ@MAIL.MIL> |
| **Reply To:** | (b) (6) [redacted] CIV USARMY HQDA ASA MRA (US) |
| **Date:** | Wed, 6 Mar 2019 15:38:01 +0000 |
| **Content-Type:** | multipart/signed |
| **Parts/Attachments:** | text/plain (1264 bytes) , smime.p7s (5 kB) |

Below is the current link to the Job Announcement for the Marketing Specialist, GS-301-11/12/13 position with the US Army in Crystal City, VA. The original announcement was canceled by CPAC on Monday, 4 Mar 19.
https://www.usajobs.gov/GetJob/ViewDetails/526202700

Opening Date: Wednesday, 6 Mar 19
Closing Date: Friday, 15 Mar 19

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employees, so please consider that before sharing outside our community.
**************************************************************

**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Fri, 8 Mar 2019 16:37:28 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (12 kB)

I have a friend who swears by screaming frog. Not so much for accessibility but for debugging and analysis. It finds metadata, underlying content, broken links and a bunch of other stuff.

https://www.screamingfrog.co.uk/seo-spider/

**From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, March 4, 2019 11:10 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools

Hi Kimberly,

I suppose it depends on what you mean by the question.

I'm a fan of HTML Code_Sniffer. I'm not sure how compliant it is; but for a sighted person, it's pretty cool -- and I'll take its UI over WAVE any day.

Sometimes, I like to take surgical strikes on my site and purge it of particular snippets of offending code. I generally use Scrutiny to find the snippets I'm after.

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Mon, Mar 4, 2019 at 7:56 AM Kimberly Becht <00000383dc54f7a6-dmarc-request@listserv.gsa.gov> wrote:

> I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.
>
> Kimberly J. C. Becht
> Lead IT Specialist
> Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
> U.S. Department of Commerce, International Trade Administration
> Office: (202) 482-0420 I Mobile: (b) (6)
> **ial - Transitory**
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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Fri, 8 Mar 2019 16:58:30 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (18 kB) , image001.png (8 kB)

I like TotalValidator - https://www.totalvalidator.com/index.html

Swiss Army Knife of accessibility tools. License prices are reasonable.

Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

10M
TEN MILLION PATENTS

---

**From:** (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, March 8, 2019 11:37 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools

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**Sent:** Monday, March 4, 2019 11:10 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools

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| | |
|---|---|
| **Subject:** | Code.gov Listserv |
| **From:** | Amin Mehr - QXD <amin.mehr@GSA.GOV> |
| **Reply To:** | Amin Mehr - QXD <amin.mehr@GSA.GOV> |
| **Date:** | Mon, 11 Mar 2019 09:06:10 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1344 bytes) , text/html (1925 bytes) |

Good morning,

I am sending a short note to inform you about GSA's Code.gov listserv. We are using it to create a community of .gov and .mil folks interested in federal government source code and code in general. Everyone can post questions, comments, events, etc.

All are welcome to join and can do so by sending a message to code@gsa.gov.

Apologies if you received this message previously in another forum.

Best,
Amin

---

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools
**From:** "Whitten, Wayne R." <Wayne.R.Whitten@SSA.GOV>
**Reply To:** Whitten, Wayne R.
**Date:** Mon, 11 Mar 2019 13:15:02 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (15 kB)

I second that vote for SF.

Wayne
SSA

---

**From:** (b) (6) [redacted] <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, March 8, 2019 11:37 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools

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**Subject:** Re: Seeking Marketing Platform Information
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
**Reply To:** Erville, Kathleen (CFPB)
**Date:** Mon, 11 Mar 2019 16:15:05 +0000
**Content-Type:** multipart/mixed
**Parts/Attachments:** text/plain (3864 bytes) , text/html (11 kB) , Salsa Engage Overview.pdf (527 kB) , Full Feature Checklist-clickable.pdf (392 kB)

I was impressed with a briefing we got from Salsa Labs about their engage platform – it is more than email blasts… It is a CRM that is right sized for a focus on marketing. It also integrates with Salesforce well I am told.

Alas, we put a pin in the project for now due to other priorities, but I thought I'd pass along some of their material for anyone on this thread who is looking now…

Also: below are a couple videos of success stories they passed along…

/////

- Achieva, who was using a hodgepodge of tools before finding Salsa.
- Environmental Working Group who needed to grow supporters through the internet and convert those who just read the content into donors.

kme

**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>
**Sent:** Tuesday, March 05, 2019 9:02 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Seeking Marketing Platform Information

Hi everyone,

Curious to hear what platforms/tools different agencies are using to manage their outreach programs. We are especially interested in those using an inbound marketing platform that is an all-in-one solution and has such features as email, social media, editorial calendar, landing pages, and AI management to name a few.

Please feel free to directly email me with any information you have to contribute!

Thank you in advance!
Claire

--
Claire Loxsom
Program Analyst, USAGov, Outreach/Public Engagement
M: (b) (6)
Partner with USAGov!

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salsa

# SALSA ENGAGE

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If you're looking for one unified platform that can help you rise above all the noise, make your voice heard, and inspire supporters to easily take action online, on mobile, and on social, then you've come the right place! ***Watch a Video Demo of Salsa Engage >***

Total Counts Since September 23, 2015
$295.14K
Total Funds Raised
1,790
Number of Donations
967
Total Donors
Fundraising Insight
Funds Raised by Donor Type
Funds Raised by Donation Type
Average Donation Amount
$857
$558
$0
$46.50
$37.38
Here's what you've been up to since September 23, 2015
Active Campaign Managers: 27
6,173
Total Number of Supporters
6,049
Total Number of Subscribers
972
Total Donors
$295.79K
Total Funds Raised
$38.19K

## Unify All Your Fundraising Tools With The
## SALSA ENGAGEMENT PLATFORM

salsaengage

### Digital Marketing

- Email Marketing Automation
- Drag + Drop Form Builder
- DIY Form Builder
- Facebook Ads Integration
- Marketing Dashboard

### Online Fundraising

- Online Donation Forms
- Gift Acknowledgements
- Event Registration Froms
- Secure Donation Processing
- Fundraising Dashboard

### Online Advocacy

- Targeted Actions
- Online Petition Forms
- Facebook/Tweet a Rep
- Click to Call
- Advocacy Dashboard

### Peer to Peer Fundraising

- Event Registration Pages
- Personal + Team Pages
- Built-in Fundraiser Coaching
- Free P2P Fundraising App
- Peer to Peer Dashboard

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*eLearning | Certifications | Training*

**Smart Start**

*Adoption | Best Practices | Assistance*

**Support Center**

*Knowledge | Help | Troubleshooting*

---

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***Learn Why Salsa is Different >***

PFLAG

"Anytime I get stuck, I can open a ticket and get really good service. Salsa support is fantastic! "

ARTHRITIS NATIONAL RESEARCH FOUNDATION

"We got a comprehensive marketing and CRM software solution for a great price!"

ewg

"Our supporters constantly thank us for making it so easy for them to take action on Salsa."

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**25M**
ACTIONS TAKEN IN 2016

**28%**
annual increase **IN DONATIONS**

**74%**
DONOR **RETENTION RATES**

**24%**
increase new **DONORS**

**18%**
increase in **AVERAGE GIFT SIZE**

**35%**
**increase in** EFFICIENCY

---

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ONLINE FUNDRAISING >

ONLINE ADVOCACY >

PEER TO PEER FUNDRAISING >

DONOR MANAGEMENT >

# DIGITAL MARKETING

| ✓ SUPPORTER LIST BUILDING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Add Supporters via Forms | ● | |
| Add Supporters via Imports | ● | |
| Add Supporters Manually | ● | |
| Manage Supporter Data | ● | |
| Custom Supporter Fields | ● | |
| Append Supporters Data from Social Networks | ● | |
| View Supporter Activity & History | ● | |
| Automatically Segment by Activity | ● | |
| Automatically Segment by Profile Data | ● | |
| Manually Segment Supporters | ● | |
| Export Supporters | ● | |
| Publish Sign-up Forms | ● | |
| Publish Custom Unsubscribe Forms | ● | |

| ✓ EMAIL MARKETING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Automated Email Series | ● | |
| Mobile Ready Layouts | ● | |
| Send Bulk Email | ● | |
| Custom Layouts | ● | |
| Personalized Email | ● | |
| Conditional Email | ● | |
| Spam Checking | ● | |

# DIGITAL MARKETING

| ✓ EMAIL MARKETING (CONTINUED) | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Send Email Test | ● | |
| A/B Testing | ● | |
| Email Archive Pages | ● | |
| Syndicate Campaign with Other Engage Accounts | ● | |

| ✓ MESSAGING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Post to Social Networks | ● | |
| Automated Welcome Series | ● | |
| Custom Automated Messages | ● | |

| ✓ SOCIAL MEDIA MARKETING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Schedule Social Posts in Advance | ● | |
| Publish Social Posts | ● | |
| Connect to Facebook, Twitter, Linkedin, Tumblr | ● | |
| Social Sharing Buttons on Thank You Pages | ● | |
| Supporter Social Lookup | ● | |

| ✓ FACEBOOK AD INTEGRATOIN | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Install Facebook Pixel onto Engage Page | ● | |
| Sync Lead Ads with Engage Supporter | ● | |
| Push Custom Segments from Engage to FB | ● | |

| ✓ ANALYTICS | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Page/Form Level Dashboards | ● | |

# DIGITAL MARKETING

| ✓ | ANALYTICS (CONTINUED) | SALSA ENGAGE | SALSA CRM |
|---|---|---|---|
| | Supporter Level Dashboards | ● | |
| | Overall Snapshot Dashboards | ● | |
| | Fundraising, Marketing, Advocacy, Events, P2P Activity Level Dashboards | ● | |

# ONLINE FUNDRAISING

| ✓ ONLINE DONATIONS | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Single-Step Forms | ● | |
| Multi-Step Forms | ● | |
| Standard Mobile-Responsive Layouts | ● | |
| Custom Layouts | ● | |
| One-Time Donations | ● | |
| Recurring Donations | ● | |
| Process Credit Card Payments & accept eChecks | ● | |
| Export Donations, CSV | ● | |
| Branded Donation Pages | ● | |
| Donate Now Button | ● | |
| Custom Now Button | ● | |
| Export Donations, Quickbooks | ● | |
| Import Donations | ● | |
| Syndicate Campaign with Other Engage Accounts | ● | |

| ✓ GIFT ACKNOWLEDGEMENT | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Automated Gift Reciepts | ● | |
| Internal Donation Notifications | ● | |
| Triggered Email Follow Up Series | ● | |

| ✓ ONLINE EVENT REGISTRATION | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Configure Custom Registration Types | ● | |
| Mobile-Ready Event Page | ● | |

# ONLINE FUNDRAISING

| ✓ ONLINE EVENT REGISTRATION (CONTINUED) | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Support Multi-Tier Registration | ● | |
| Sell Merchandise | ● | |
| Allow Registrations for Multiple People | ● | |

# ONLINE ADVOCACY

| ✓ ONLINE PETITIONS | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Mobile-Ready Petition Forms | ● | |
| Automated Follow Up Welcome Series | ● | |
| Capture Standard/Custom Info | ● | |
| Track Activity with Dashboard | ● | |
| Offer Social Sharing to Confirmation Page | ● | |
| **✓ FOR ONLINE ADVOCACY** | **SALSA ENGAGE** | **SALSA CRM** |
| Publish Targeted Letter | ● | |
| Custom Layouts | ● | |
| Federal Targets | ● | |
| State Targets | ● | |
| Local Targets | ● | |
| Media Targets | ● | |
| Custom Targets | ● | |
| Custom Target Groups | ● | |
| Target vs Webform, Email | ● | |
| Syndicate Campaign with Other Engage Accounts | ● | |
| Legislative Look-Up | ● | |
| **✓ SOCIAL ADVOCACY** | **SALSA ENGAGE** | **SALSA CRM** |
| Tweet a Rep | ● | |
| Facebook Legislators | ● | |

# ONLINE ADVOCACY

| ✓ SOCIAL ADVOCACY (CONTINUED) | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Post to Facebook Wall | ● | |
| Comment on Recent Facebook Post | ● | |

| ✓ CLICK TO CALL | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Match Constituent with Legislators | ● | |
| Customize Mobile-Ready Forms | ● | |

# PEER TO PEER FUNDRAISING

| ✓ EVENTS PAGES | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Custom Layout | ● | |
| Post to Social Networks | ● | |
| Multiple Registration Levels | ● | |
| Sell and Promote Sponsorships | ● | |
| Collect Donations | ● | |
| Monitor Attendees, Registrations & Donations | ● | |

| ✓ TEAM EVENTS | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Personal & Team Fundraising Pages | ● | |
| Custom Layouts | ● | |
| Participant Generated Fundraising Pages | ● | |
| Individual and Team Leaderboards | ● | |
| Post to Social Networks | ● | |
| Registration Tools | ● | |
| Sell and Promote Sponsorships | ● | |
| Collect Donations | ● | |
| Monitor Attendees, Ticket Sales and Donations | ● | |

| ✓ P2P FUNDRAISING APP | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Available on iPhone & Android App Store | ● | |
| Connect & Fundraise via Native Apps | ● | |
| Check Fundraising Progress | ● | |
| Receive Donations Notifications | ● | |

# PEER TO PEER FUNDRAISING

| ✓ CAMPAIGNS | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Syndicate Campaign with Other Engage Accounts | ● | |
| Publish Campaign | ● | |
| Custom Layouts | ● | |
| Promote via Email | ● | |
| Post to Social Networks | ● | |
| Promote via Website | ● | |
| Process Credit Card Payments | ● | |
| Process EFT Payments (eChecks) | ● | |
| Accept In-Person, Phone Donation | ● | |
| Record and Track Offline Donations | ● | |
| Automatic Receipts | ● | |
| Promotion Reporting | ● | |

| ✓ COACHING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Organization Admins Coach Fundraisers | ● | |
| Send Pre-Built Coaching Messages | ● | |
| Segment Messages for Captains, Fundraisers, Donors, etc. | ● | |

# DONOR MANAGEMENT

| ✓ DONATION TRACKING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Checks/Cash/Offline Donations | | ● |
| Batch or Single Gift Entry | | ● |
| Recurring Gifts | | ● |
| eChecks/ACH | | ● |
| In-Kind Gifts | | ● |
| Soft Credits | | ● |
| Pledge Reminders | | ● |
| Matching Gifts | | ● |
| Stock Gifts | | ● |
| Individual Receipts & Year End Summaries | | ● |
| Honorary or Memorial Gifts and Tributes | | ● |
| Bar Code Remit Scanning | | ● |

| ✓ DONOR & CONSTITUENT MGMT. | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Manage All Constituents, Individuals, Orgs | | ● |
| Track Unlimited Contact Information | | ● |
| Unlimited Custom Fields | | ● |
| De-Duplication & Constituent Merging | | ● |
| Attach Documents to Constituents Records | | ● |
| Report on Any Field, Note, Etc. | | ● |
| Unlimited Group Segmentation | | ● |

# DONOR MANAGEMENT

| ✓ MAJOR GIFT CULTIVATION | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Custom Prospecting Workflows | | ● |
| Track Stages, Priorities, Dates, Next Steps & Tasks | | ● |
| Create Task Reminders | | ● |
| Manage Grant Processes/Support for Grant Writing | | ● |
| Manage Projects | | ● |
| Support for Major & Planned Gift Management | | ● |
| Manage Capital Campaigns | | ● |

| ✓ DIRECT MAIL & MAIL MERGE | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Mail Merge Letters | | ● |
| Internal Word Processor | | ● |
| Label and Envelope Printing | | ● |
| Personalize Individual Letters | | ● |
| Send Batch Letters | | ● |

| ✓ REPORTING | SALSA ENGAGE | SALSA CRM |
|---|---|---|
| Built-in Reports<br>(Including LYBUNT, SYBUNT, Donor Detail, Pledge Fulfillment, Giving History) | | ● |
| Ad Hoc and Custom Reports | | ● |
| Query the database - any field, note, constituent, group etc. | | ● |
| Development Dashboard Reports | | ● |
| Easy Import/Export to Excel or CSV | | ● |
| Track Campaigns, Funds, & Appeals | | ● |
| Save Queries and Reports as ‘Favorites’ | | ● |

# DONOR MANAGEMENT

| ✓ | INTEGRATIONS | SALSA ENGAGE | SALSA CRM |
|---|---|---|---|
| | Wealth Intelligence -WealthEngine | | ● |
| | Prospect Research - Donor Search | | ● |
| | Matching Gifts - Double the Donation | | ● |
| | Accounting - Finance exports in many formats including Quickbooks | | ● |

| ✓ | SECURITY, ACCESS & PERMISSIONS MGMT. | SALSA ENGAGE | SALSA CRM |
|---|---|---|---|
| | Role & Rights Based Permissions | | ● |
| | Full Web-Based Access via Mobile or Tablet | | ● |
| | Nightly Database Backups | | ● |

# GLOSSARY OF TERMS

## A

**A/B testing (forms):** the ability to test multiple versions of the same form and automatically serve out the most effective version.

**Access grants to support:** allows support staff to request administrative access to an organization during the course of their support tasks.

**Additional fields:** pre-defined fields that are common enough to warrant normalization but not common enough to be default fields used by all customers.

**Additional filters (donations):** the ability to restrict a list of donations to only one-time or recurring.

**Additional segment data points:** add in ability to segment based on a wider range of data points.

**Advanced search:** the ability to keyword search beyond fields currently available. Believed to be required for tagging.

**Advocacy report:** an aggregate report of all advocacy.

**Ad Hoc:** Arrange a report for a very specific activity.

**Affiliation:** the ability to temporarily or permanently affiliate with another organization in a sibling reltionship and share data between affiliated organizations.

**Appeal:** What stimulated the donor to donate? Spring Appeal Mailing, an Event, an online campaign, etc...

**API:** application program interface to allow third-party development using Ignite data.

**Asset management (documents):** the ability to upload and include documents such as PDF and DOC files for use in forms and emails.

**Automated report delivery:** the ability to specify a repeating weekly or monthly time where a report will be run, exported to an external file and then emailed to specified recipients.

**Available targets... media:** the ability to target national and local media outlets.

## C

**Campaign:** Name of goal you are raising the funds to support - and normally has a goal attached to it. (ie Building Campaign). Can also be General or Annual Campaign.

**Cultivation:** A powerful module inside of Salsa CRM. Sometimes referred to as “Moves Management”, cultivation allows users to build customizable workflows for any processes including projects, grants, major gifts, events, etc.

# GLOSSARY OF TERMS

## C

**Chapters:** the ability to group together organizations in a parent-child relationship and share data with a large national organization.

**Click-to-call:** the ability to target public officials via a person-to-person call.

**Conditional content:** the ability to customize blocks of content within an email based on whether the supporter matches one or more specified criteria.

**Collaboration:** the ability to create and share content between affiliated organizations.

**Confirmation emails:** the ability to send a transactional email after a success submission of a petition or targeted letter.

**Copy as...:** allows objects to be copied and used as the base for a new object (such as copy and email as the start of a new one).

**Customize list columns:** allows customers to customize the data shown in each list view.

**Custom layouts:** the ability to create and save a layout for future organization use.

**Custom message series:** the ability to create a message series using custom start and end conditions.

**Custom receipts:** the ability to create additional receipts that are custom to specific forms.

**Custom reporting:** the ability to create a custom report. The customer chooses the entity to report on (such as Supporter), then specifies criteria that the entity must match to create the dataset. Once the dataset is set, the customer can then select which fields are to be shown in the report, the data format for the report and whether any charts are to be included. If charts are included, the customer specifies which fields are charted along what dimensions. The report is then generated and can be saved for future use.

**Custom reports (additional charts):** additional charts available to custom forms.

**Custom reports (matrix format):** similar to summary, but allows a customer to group rows and columns together.

**Custom reports (summary format):** allows a customer to group rows and view subtotals in their custom report.

**Custom targets:** the ability to enter a target for use in targeted letters. Will only work to be targeted via email.

**Custom target groups:** the ability to create groups and assign targets to them for later use.

**Custom unsubscribe page:** ability to visual edit the unsubscribe page.

# GLOSSARY OF TERMS

## D

**Drupal integration plug-in:** a plugin that allows organizations to select, preview and insert their widgets into Drupal pages.

## E

**Email archive pages:** the ability to publish an email as a web page.

**Export donations, Quickbooks format:** ability to export donations in the Quickbooks IIF format.

**Export supporters (custom):** the ability to create an on-thefly custom query of supporters that is to be exported.

**Export petition signatures:** the ability to export a list of people who signed a specified petition as well as the comments they left.

## F

**Filter report to selected segment:** the ability to restrict the underlying data of a default report to a certain segment of supporters.

**Fund:** Often classified as either “restricted” or “nonrestricted”. Where, specifically, will the money be spent?

## G

**Groups/Segmentation:** Place constituents in groups to segment your database. Segment on like characteristics, event attendees, etc. Groups can be searched and pulled back in total on the search screen. Constituent Groups are very dynamic and useful for searching and reporting.

## I

**Import donation history:** the ability to import donation transaction history from another system.

**Import top-line supporter donation information:** ability to import key supporter metrics used for segmenting based on donation history - largest donation, last donation, average donation, etc.

**In Kind Gift:** instead of giving money to buy needed goods and services, the goods and services themselves are given.

# GLOSSARY OF TERMS

## L

**List management series:** a default message series that attempts to re-engage supporters that haven't been engaged.

**List management toolset:** monitor their list health and perform bulk actions to clean up their audience base. Key features include the ability to identify and remove high-risk supporters (based on bounces, unsubscribes and negative activity), reconcile supporters that have two or more records and undelete supporters that were previously removed.

**LYBUNT:** Last Year But Unfortunately Not This (year). Reports on donors history based on timeframe you enter. This is a valuable report for identifying and contacting potentially falling away donors.

## M

**Multi-step (all forms):** the ability to create forms that proceed through distinct steps that are dependent on the previous step.

## O

**One-click actions:** the ability to provide one-click petition and targeted letter functions via an email ask.

**One-click donations:** the ability to provide one-click donations from email asks

**On-the-fly segments:** the ability to create a disposable segment for use in a single instance.

## P

**Patient Services:** Built for healthcare and hospice organizations, patient services tracks and logs all information regarding patients and allows nonprofits to comply with HIPAA regulations.

**Pre-fill donation forms:** the ability to pre-fill a supporter's form information based on saved information

**Process credit card transactions, manual:** ability to process a credit card donation take in person or over the phone.

**Process EFT transactions:** ability to process electronic checks as donations.

# GLOSSARY OF TERMS

## R

**Rapid Donation Entry:** A data entry feature inside of DonorPro CRM that allows users to enter 15-20 gifts per minute.

**Rights Based Permissions:** Administrators can limit certain users to certain pages based on their work.

**Role Based Permissions:** Administrators can limit certain positions in their company based on their role.

**Record offline donations:** ability to record an offline donation as a Solis donation

## S

**Soft Credit:** The credit given to a constituent (individual or organization) that made the donation happen, but did not pay out the funds. If employee has an employer who matches a donation, the employee gets soft credit for the matching portion that the employer pays.

**Salesforce sync:** the ability to sync supporter data with SFDC

**Secondary addresses:** work, shipping and billing addresses.

**Secondary contact info:** additional email addresses or phone numbers.

**Scoring (custom):** the ability to create custom supporter scores.

**Scoring (industry benchmarks):** the ability to measure supporter (individual or averaged in a segment) performance for an organization against the aggregate performance of that supporter for all other organizations on Ignite, both as a total industry benchmark and as a sector benchmark.

**Scoring (organization benchmarks):** each supporter is scored on the following, based on percentile to the organization:

- Likelihood to donate, advocate, engage in general and read emails
- Value of donations

**Sell merchandise:** the ability to list, sell and shop merchandise (storefronts)

**Social append:** same as in current Cosm

**SYBUNT:** Some Year But Unfortunately Not This (year). This is a valuable report for identifying and contacting potentially falling away donors.

**Syndication:** the ability to provide content to child organizations in a chaptered setup.

# GLOSSARY OF TERMS

## T

**Tagging:** the ability to tag supporters, donations, forms and other available actions with words that can then be used in search and custom reporting.

**Target via... social network:** the ability to target a public official via their social network identities.

**Tell-a-friend:** allows supporters to send an email to their friends and family with a link to a published form.

**Text messaging:** the ability to send text messages to supporters.

**Text-to-donate:** allows a supporter to text to a short code in order to donate a set amount.

**Trend reporting (list):** graphs and charts shown above each list view.

**Twitter shout-out:** allows organizations to thank supporters via Twitter.

## U

**Undelete:** the ability to restore deleted objects.

## W

**Wordpress integration plug-in:** a plugin that allows organizations to select, preview and insert their widgets into Wordpress pages.

**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools
**From:** "(b) (6) <(b) (6) IOWA.GOV>
**Reply To:** (b) (6)
**Date:** Mon, 11 Mar 2019 11:42:32 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (7 kB) , text/html (17 kB)

I have used Screaming Frog personally but we tend not to use products built or supported in other countries due to licensing and potential security concerns.  We have licensed Monsido on an enterprise basis and found the tool very easy to use and super helpful.

On Mon, Mar 11, 2019 at 8:16 AM Whitten, Wayne R. <0000005be9b7e9a6-dmarc-request@listserv.gsa.gov> wrote:

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> ---
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> **From:** (b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Friday, March 8, 2019 11:37 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] Accessibility Tools
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> **From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Monday, March 4, 2019 11:10 AM
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> Hi Kimberly,
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> I suppose it depends on what you mean by the question.

I'm a fan of HTML Code_Sniffer. I'm not sure how compliant it is; but for a sighted person, it's pretty cool -- and I'll take its UI over WAVE any day.

Sometimes, I like to take surgical strikes on my site and purge it of particular snippets of offending code. I generally use Scrutiny to find the snippets I'm after.

Larry

---

Larry Gillick

Deputy Director of Digital Strategy

Drupal PaaS Evangelist

U.S. Department of the Interior

202-208-5141

**Drupal Questions?**

On Mon, Mar 4, 2019 at 7:56 AM Kimberly Becht <00000383dc54f7a6-dmarc-request@listserv.gsa.gov> wrote:

> I have been reviewing accessibility tools recently and I was wondering what your favorites are and why. Thank you.
>
> Kimberly J. C. Becht
> Lead IT Specialist
> Office of the Chief Information Officer (OCIO), Architecture, Strategy, and Design (ASD)
> U.S. Department of Commerce, I ade Administration
> Office: (202) 482-0420 I Mobile: (b) (6)
>
> **Official - Transitory**
>
> **UNCLASSIFIED**
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit:
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**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
**Reply To:** Erville, Kathleen (CFPB)
**Date:** Mon, 11 Mar 2019 18:52:19 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (9 kB) , text/html (24 kB)

I have always liked Powermapper – but it too is a UK tool for those who shy away from overseas outfits.

**From:** (b) (6) <(b) (6) IOWA.GOV>
**Sent:** Monday, March 11, 2019 12:43 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Deputy Director of Digital Strategy
Drupal PaaS Evangelist
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> Office: (202) 482-0420 I Mobile: (b) (6)
> **al - Transitory**
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--

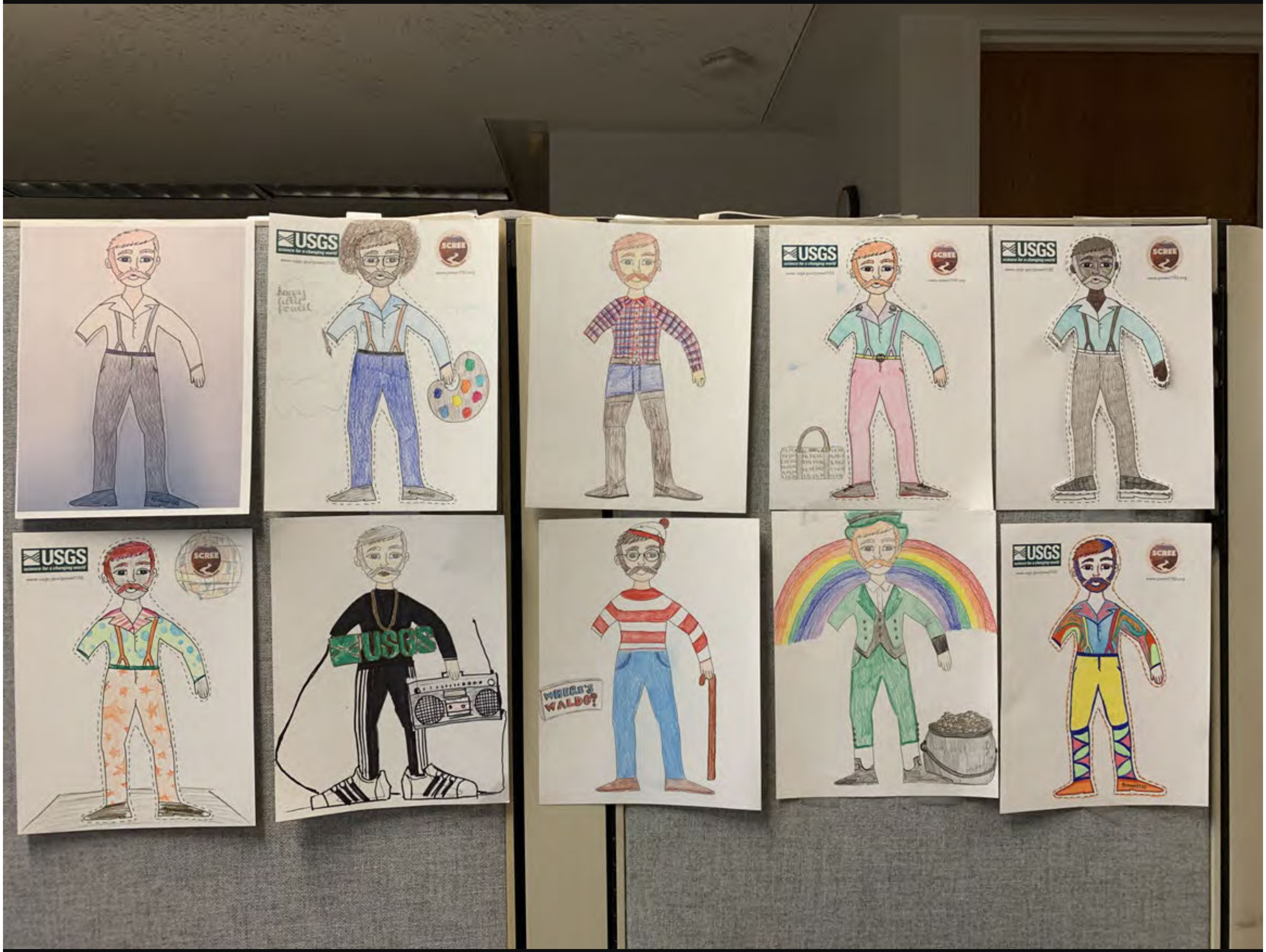
(b) (6) eGovernment Services Coordinator
Office of the Chief Information Officer
Cell: (b) (6)
(b) (6) iowa.gov

Twitter: @IowaOCIO

**Subject:** Paper Powell — #powell150 coloring fun!
**From:** "Horvath, Scott" <shorvath@USGS.GOV>
**Reply To:** Horvath, Scott
**Date:** Tue, 12 Mar 2019 09:06:25 -0400
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (3 MB) , text/html (3 MB) , IMG_4493.JPG (3 MB)

Hey there, just wanted to let everyone know about the USGS's Powell 150 celebration of John Wesley Powell adventuring from Wyoming down through the Grand Canyon 150 years ago. There's going to be events that happen over the next few months as well centered around this anniversary.

I'd like to encourage you to **have a little fun this week coloring a Paper Powell**, taking a pic with him somewhere, **share it to your social media and hashtag it #powell150** for a chance to be featured by the USGS. You can download the Paper Powell on our site: https://usgs.gov/powell150. We'd love to see other organizations have some fun with this as well...looking at your National Park Service!


USGS
science for a changing world
SCREE
happy little powell
USGS
WHERE'S WALDO?

**Subject:** Seeking Project Management Tools Information
**From:** "Waring-Locks, Marina" <Marina.Waring-Locks@ED.GOV>
**Reply To:** Waring-Locks, Marina
**Date:** Tue, 12 Mar 2019 13:46:42 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1476 bytes) , text/html (3442 bytes)

Hi all,

I hope everyone is having a great day so far! I'd like to know what different tools agencies are using for project management and collaboration. If you are using any tools, are they FedRAMP certified? We are interested in using a tool that include forms, dashboards, has a feature for comments, and can help manage small or large-scale projects.

Please feel free to directly email me with any information you may want to share.

Thank you!

Marina Locks
Digital Communications Specialist
U.S. Department of Educationl Federal Student Aid

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**Subject:** Crowdsourcing SBA.Gov Digital Product Query
**From:** "Stevenson, Christine A." <Christine.Stevenson@SBA.GOV>
**Reply To:** Stevenson, Christine A.
**Date:** Tue, 12 Mar 2019 15:00:58 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (12 kB) , text/html (22 kB) , image003.jpg (12 kB)

Cross-posting this question on behalf of my colleague, Nagesh Rao. See the message below.

Thanks,
Christine

Christine Stevenson
Communications Program Liaison
Office of Communications & Public Liaison
**U.S. Small Business Administration**
Office: 202-205-6315
Mobile: (b) (6)
christine.stevenson@sba.gov

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---

**From:** User Experience (UX) Community of Practice <UX-COP@LISTSERV.GSA.GOV> **On Behalf Of** Rao, Nagesh
**Sent:** Tuesday, March 12, 2019 10:37 AM
**To:** UX-COP@LISTSERV.GSA.GOV
**Subject:** [UX-COP] Crowdsourcing SBA.Gov Digital Product Query

Colleagues,

My team is in the midst of completing our modernization efforts of the SBA.gov platform from a website to a curated digital product. Over the year ahead we will be unveiling a number of new tools and features...to cater to our annual 14 million visitor base.

I am crowdsourcing answers, for a problem my team is digging into, from the greater Fed Inno and Digital communities...

**Prompt:**
Our old Drupal 7 Events tool was entirely custom built to allow for an SBA specific editorial workflow, this entails the following:

- District Office staff need the ability to create, publish and approve events by a set (District) group on the system
- SBA Resource Partners need the ability to enter events into the system to be reviewed by their District Officer

Existing out of the box solutions we investigated - (Eventbrite & others) do not possess the ability for such a sophisticated editorial workflow as described above. The three most important technical considerations for a third party solution are:

- Authentication/authorization issues,
- Security implications of consuming data from another system
- The robustness of the API.

As such, the event input and creation will likely be the most complex and time-consuming element of this project as we will need to custom built a similar type of solution for Drupal 8

**Any ideas or solutions y'all might have (or know of) wrt your efforts that my team may want to look into?**

Also any feedback you might have, is always welcomed wrt www.sba.gov platform

Thanks and Best

=n

G. Nagesh Rao
Director of BiTs
Office of the Chief Information Officer
U.S. Small Business Administration
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nagesh.rao@sba.gov

Anna Kojzar
Digital Services Specialist
Business Technology Solutions (BiTS)
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anna.kojzar@sba.gov

---

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**Subject:** Infinite Dial 2019 Study is out
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Tue, 12 Mar 2019 15:05:18 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (4 kB) , image001.png (8 kB)

In case you are interested in the latest stats on podcasts and other social media - https://www.edisonresearch.com/infinite-dial-2019/

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

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**Subject:** Safe Exit Buttons
**From:** "(b) (6), (b) (7)(C) (OPA)" <(b) (6), (b) (7)(C) USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (OPA)
**Date:** Tue, 12 Mar 2019 19:11:40 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1998 bytes) , text/html (6 kB)

Does anyone include a “safe exit” button anywhere on their websites? And if so, what (if any) criteria do you have for using it?

For folks who are unfamiliar with a safe exit button, as it's been explained to me it's for potential victims to have a one-click way to get to a safe website like weather.gov in case their potential abuser sees them looking for information. I understand that many sites that provide direct services for victims use a safe exit button, but I’m hoping someone here has explored the best way to approach this so we can learn from you!

Thanks in advance for any information you can share!

Best,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C) I Digital Communications Manager
Office of Public Affairs I U.S. Department of Justice
(b) (6), (b) (7)(C)usdoj.gov I (b) (6), (b) (7)(C)
www.justice.gov

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**Subject:** Re: Safe Exit Buttons
**From:** "Brod, Noah" <noah.brod@SBA.GOV>
**Reply To:** Brod, Noah
**Date:** Tue, 12 Mar 2019 22:32:51 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB) , image001.jpg (10 kB)

Unless such a button also clears or obfuscates the browser history or provides some sort of special functionality, it is always faster to close the window, tab, or phone screen rather than wait for a server to respond and then send the user elsewhere. I would be cautious about rolling out a feature that provides less protection than existing functionality while promising more.

---

**From:** (b) (6), (b) (7)(C) (OPA) [mailto:0000039f8b991fa5-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Tuesday, March 12, 2019 12:12 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Safe Exit Buttons

Does anyone include a "safe exit" button anywhere on their websites? And if so, what (if any) criteria do you have for using it?

For folks who are unfamiliar with a safe exit button, as it's been explained to me it's for potential victims to have a one-click way to get to a safe website like weather.gov in case their potential abuser sees them looking for information. I understand that many sites that provide direct services for victims use a safe exit button, but I'm hoping someone here has explored the best way to approach this so we can learn from you!

Thanks in advance for any information you can share!

(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C) | Digital Communications Manager
airs | U.S. Department of Justice
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**Subject:** Re: Safe Exit Buttons
**From:** "Sullivan, Madeline" <Madeline.Sullivan@ED.GOV>
**Reply To:** Sullivan, Madeline
**Date:** Wed, 13 Mar 2019 13:08:14 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (18 kB) , image001.jpg (18 kB)

Good morning,

This *exit button* feature offers another opportunity for safety. When considering safety and security, it is important to have redundancies, multiple options, to help ensure someone can activate the strategy.

Some *Exit Buttons* have a few features to it and work to be a less obvious response in relationship to closing a window or tab. And, most sites that offer the button also recommend a reader use a "Safe Computer"; however, recognize that is not always a possibility for persons who would need the safe button. As you consider using one, I found a few short articles that may be of support to you.

Although this article is from Australia, it offers good visuals:
**How to increase internet safety with a quick exit button**
https://www.infoxchange.org/au/news/2018/05/how-increase-internet-safety-quick-exit-button

This article offers strategies for addressing the Back button" and browser history items:
**Giving Users a Quick Disguised Exit From a Website**
https://css-tricks.com/website-escape/

You can test one out here and see how quickly the page loads:
**Domestic Violence Homicide Prevention**
https://jeannegeigercrisiscenter.org/domestic-violence-homicide-prevention/

This page informs the reader that the information would show up on the browser history and offers the exit button:
**Jane Doe**
http://www.janedoe.org/

I hope this is of support to you as you consider next steps!
Sincerely,
Madeline

**Madeline Sullivan**
U.S. Department of Education ~ Office of Safe and Supportive Schools (OSSS)
400 Maryland Avenue, SW ~ 3E 332 ~ Washington, DC 20202-6110
Phone: 202-453-6705 Fax: (202) 453-6742
*https://twitter.com/remstacenter*

---

**From:** Brod, Noah [mailto:noah.brod@SBA.GOV]
**Sent:** Tuesday, March 12, 2019 6:33 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Safe Exit Buttons

Unless such a button also clears or obfuscates the browser history or provides some sort of special functionality, it is always faster to close the window, tab, or phone screen rather than wait for a server to respond and then send the user elsewhere. I would be cautious about rolling out a feature that provides less protection than existing functionality while promising more.

**From:** (b) (6), (b) (7)(C) (OPA) [mailto:0000039f8b991fa5-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Tuesday, March 12, 2019 12:12 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Safe Exit Buttons

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**Subject:** Re: Crowdsourcing SBA.Gov Digital Product Query
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 14 Mar 2019 15:13:18 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (25 kB) , image001.jpg (12 kB)

So, there is an existing company that is using D7 and D8 to do ticketing. Mission Tix https://www.mt.cm You can reach out to Todd Hurley (if he's still there, have reached out to him since 2017).

Todd@missiontix.com

They did some pretty unique things for ticketing events that sounds pretty similar to what you're talking about. They're like using Eventbrite. They were super responsive, they just didn't meet our use case needs, but they might fit yours, or they might have suggestions on how they built their site that might be useful for you.

(b) (6)

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**UNCLASSIFIED**

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**From:** Stevenson, Christine A. <Christine.Stevenson@SBA.GOV>
**Sent:** Tuesday, March 12, 2019 11:01 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Crowdsourcing SBA.Gov Digital Product Query

Cross-posting this question on behalf of my colleague, Nagesh Rao. See the message below.

Thanks,
Christine

Christine Stevenson
Communications Program Liaison
Office of Communications & Public Liaison
**U.S. Small Business Administration**
Office: 202-205-6315
Mobile: (b) (6)
christine.stevenson@sba.gov

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**From:** User Experience (UX) Community of Practice <UX-COP@LISTSERV.GSA.GOV> **On Behalf Of** Rao, Nagesh
**Sent:** Tuesday, March 12, 2019 10:37 AM
**To:** UX-COP@LISTSERV.GSA.GOV
**Subject:** [UX-COP] Crowdsourcing SBA.Gov Digital Product Query

Colleagues,

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**Prompt:**
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**Any ideas or solutions y'all might have (or know of) wrt your efforts that my team may want to look into?**

Also any feedback you might have, is always welcomed wrt www.sba.gov platform

Thanks and Best

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Director of BiTs
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nagesh.rao@sba.gov

Anna Kojzar
Digital Services Specialist
Business Technology Solutions (BiTS)
Office of Chief Information Officer
**U.S. Small Business Administration**
anna.kojzar@sba.gov

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**Subject:** Web content checklist?
**From:** "(b) (6) (OFM)" <(b) (6) OFM.WA.GOV>
**Reply To:** (b) (6) (OFM)
**Date:** Thu, 14 Mar 2019 17:01:07 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2118 bytes) , text/html (11 kB)

Hi - I'm looking for any examples out there of a web content checklist for content owners/authors.

The problems I'm trying to solve are probably familiar to many of you:

- content bloat on our websites
- content often posted as documents when it should have been a webpage
- content not owned by anyone in particular
- content not reviewed on any regular basis and should have been updated or removed years ago
- content not in plain language
- content that should never have been posted in the first place

I'm looking to put together a **brief checklist for content owners before they get anything posted** to get them thinking through some of these issues. **Do you have anything, or know of anything like this in your agency?** It might be a separate checklist/guidance, or part of your overall web content guidelines or policy. Any suggestions or examples would be very helpful!

(b) (6) I Communications Manager I Washington State Office of Financial Management I @WA_OFM

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**Subject:** Re: Web content checklist?
**From:** "Strothers, Letha E" <Letha.E.Strothers@HUD.GOV>
**Reply To:** Strothers, Letha E
**Date:** Thu, 14 Mar 2019 18:13:52 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3677 bytes) , text/html (13 kB)

Hayden:

Here are our Writing Standards for the web, which address some of what you are looking for: https://www.hud.gov/sites/documents/PUBSTANDARDSAPPC.PDF. Comes closest to the checklist you asked for.

Also, we have publication standards that are way more than a checklist, but cover most of our web page requirements. You can pick and choose items for your checklist: https://www.hud.gov/sites/documents/WEBPUBSTANDARDS.PDF

Letha Strothers

Deputy Web Management Officer
Office of Public Affairs
U.S. Dept of HUD
www.hud.gov

---

**From:** (b) (6) (OFM) <(b) (6) OFM.WA.GOV>
**Sent:** Thursday, March 14, 2019 1:01 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Web content checklist?

Hi - I'm looking for any examples out there of a web content checklist for content owners/authors.

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(b) (6) | Communications Manager | Washington State Office of Financial Management | @WA_OFM

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This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Re: Web content checklist?
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 14 Mar 2019 18:24:46 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (73 lines)

Interesting problems.

It's my unpopular belief that the average content owners/authors are not interested in "web content", only "their content".

Perhaps it might be easier to begin by identifying two points of view - ours and theirs. My experience is that many only see "our" stuff, and ignore "their" stuff. Like "my house", and ignore "the neighborhood".

Not sure how to frame this.

(b) (6)
aka tax.webmaster@hawaii.gov

-----Original Message-----
From: (b) (6) (OFM) [mailto:(b) (6) OFM.WA.GOV]
Sent: Thursday, March 14, 2019 7:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Web content checklist?

Hi - I'm looking for any examples out there of a web content checklist for content owners/authors.

The problems I'm trying to solve are probably familiar to many of you:

- content bloat on our websites
- content often posted as documents when it should have been a webpage
- content not owned by anyone in particular
- content not reviewed on any regular basis and should have been updated or removed years ago
- content not in plain language
- content that should never have been posted in the first place

I'm looking to put together a brief checklist for content owners before they get anything posted to get them thinking through some of these issues. Do you have anything, or know of anything like this in your agency? It might be a separate checklist/guidance, or part of your overall web content guidelines or policy. Any suggestions or examples would be very helpful!

(b) (6) <mailto:(b) (6) ofm.wa.gov> | Communications Manager | Washington

State Office of Financial Management <http://ofm.wa.gov/> | @WA_OFM
<https://twitter.com/wa_ofm>

---

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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************************************************************

**Subject:** AB 434 Compliance - section 508 web accessibility
**From:** "(b) (6) DOC" <(b) (6) CONSERVATION.CA.GOV>
**Reply To:** (b) (6) DOC
**Date:** Thu, 14 Mar 2019 18:40:54 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (16 kB) , text/html (7 kB) , image001.png (16 kB) , image002.png (16 kB) , image003.png (16 kB) , image004.png (16 kB) , image005.png (16 kB)

Can fellow California state government members of the group share how your department is preparing for AB 434 (https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB434) compliance?

We are only starting to tackle this now but our IT and Comms teams tend to disagree on how broad this mandate is (PDFs, for example, and links to hundreds of dated materials that are known to be non-compliant), and beyond that, how to adapt/train for compliance with extremely limited resources.

Thanks!

(b) (6)
Information Officer | Public Affairs Office

**California Department of Conservation**
801 K Street, MS 24-01, Sacramento, CA 95814
T: (b) (6)
E: (b) (6) conservation.ca.gov

---

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**Subject:** Re: Web content checklist?
**From:** Katherine Spivey - QT1DCB <katherine.spivey@GSA.GOV>
**Reply To:** Katherine Spivey - QT1DCB <katherine.spivey@GSA.GOV>
**Date:** Thu, 14 Mar 2019 14:41:06 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3591 bytes) , text/html (9 kB)

From the wayback machine - the old GSA site, webcontent.gov:
https://webarchive.library.unt.edu/eot2008/20080919223856/http:/www.usa.gov/webcontent/

Plain Language on the Web
https://www.plainlanguage.gov/resources/checklists/web-checklist/

Katherine Spivey
Web/Social Media Manager
QT1DCA – Outreach Analysis & Digital Media Branch

GSA's Plain Language Office
katherine.spivey@gsa.gov

On Thu, Mar 14, 2019 at 1:41 PM (b) (6) (OFM) <(b) (6) ofm.wa.gov> wrote:

> Hi - I'm looking for any examples out there of a web content checklist for content owners/authors.
>
> The problems I'm trying to solve are probably familiar to many of you:
>
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> - content often posted as documents when it should have been a webpage
> - content not owned by anyone in particular
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> I'm looking to put together a **brief checklist for content owners before they get anything posted** to get them thinking through some of these issues. **Do you have anything, or know of anything like this in your agency?** It might be a separate checklist/guidance, or part of your overall web content guidelines or policy. Any suggestions or examples would be very helpful!
>
> (b) (6) | Communications Manager | Washington State Office of Financial Management | @WA_OFM
>
> ---
>
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**Subject:** Live Chat feature on Federal Website
**From:** "(b) (6) CIV USARMY HQDA ASA MRA (US)" <(b) (6) civ@MAIL.MIL>
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)
**Date:** Mon, 18 Mar 2019 16:32:39 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (1433 bytes) , smime.p7s (5 kB)

Does anyone use a Live Chat Feature on their website?
If so, can you provide, name, pros, cons, time to implement and cost.

Also, if anyone had done a product comparison with any data used to support their purchase, could you send that as well?

I am looking at Live Chat tools that can be accessed via a federal website and can be staffed by employees to answer the users questions both with canned answers and with custom answers (answers provided by the actual SMEs)

Thanks,
(b) (6)
Department of Defense

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**Subject:** Live Chat Software????
**From:** "(b) (6) CIV USARMY HQDA ASA MRA (US)" <(b) (6) civ@MAIL.MIL>
**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)
**Date:** Mon, 18 Mar 2019 19:19:52 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (1433 bytes) , smime.p7s (5 kB)

Does anyone use a Live Chat Feature on their website?
If so, can you provide, name, pros, cons, time to implement and cost.

Also, if anyone had done a product comparison with any data used to support their purchase, could you send that as well?

I am looking at Live Chat tools that can be accessed via a federal website and can be staffed by employees to answer the users questions both with canned answers and with custom answers (answers provided by the actual SMEs)

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Subject: Government Summit AND Drupal4Gov Webinars!
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To: Dearie, Jessica
Date: Tue, 19 Mar 2019 14:42:38 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2777 bytes) , text/html (11 kB)

**GovSummit**
Join Drupalers who work for or support the government as site builders, developers, themers, project managers, and support specialists on Monday, April 8 at the Government Summit at DrupalCon Seattle.

The one-day Summit will feature robust content, engaging discussions and dedicated networking time. A selection of the day's events are highlighted below.

- The lead for the US Web Design System will speak about the project and how 21st Century IDEA is impacting digital services in government.
- Learn how to simplify analytics and how use them to guide content decisions.
- Discuss content strategy and content user testing and even run tests against your own site during a usability workshop.
- Hear a business case for Web Components and start building a portfolio during a hands-on workshop.

Space is limited - we encourage you to register today!
https://events.drupal.org/seattle2019/government-summit

Questions? Contact Support@association.drupal.org

**Drupal4Gov Webinar Series is Back! (Third Thursdays at 3pm EST)**
*Register to receive the call in info!*
March 21st: DevOps: Why, How, and What
April 18th: TBD
May 16th: Configuration Workflow in Drupal 8

Have an idea for a webinar that you would like to present or see presented? Let me know!

------------------------------------------------------------------
**Jessica Dearie**
*ORD Intranet Coordinator*
*ORD SharePoint Site Collection Administrator*
ORD Office of Science Information Management
Drupal4Gov (join us drupal4gov@gmail.com)
202-564-8718
https://intranet.ord.epa.gov/

---

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**Subject:** Drupal4Gov Webinar Series: DevOps: Why, How, and What (TODAY at 3pm!)
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
**Reply To:** Dearie, Jessica
**Date:** Thu, 21 Mar 2019 18:06:37 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3089 bytes) , text/html (10 kB)

**It's not too late to grab a spot in today's webinar!**
*Register to receive the call in info!*

## March 21st: DevOps: Why, How, and What

Many people today find themselves learning about DevOps by first seeing one of its outcomes and learning about how that outcome came to be. Learning why something is considered to be a part of DevOps is not necessary to implement those pieces of it. However, knowing why something would be considered a part of DevOps, or even why a DevOps strategy is important, and for who, can mean the difference between following and leading in an industry.

In this webinar, Kelly Albrecht will show, using intuition backed by empirical research, why DevOps is the most important technological strategy of our day. In doing so, attendees will gain the understanding necessary to gain buy-in for DevOps at their organization as well as how to know what might fit a DevOps strategy and what doesn't.

DevOps is a journey and how you do it matters too. Attendees will gain insights into how they might start doing DevOps in their organization, or how to progress further if they've already gotten a start.

Overall, attendees of this webinar will leave with a foundational knowledge of DevOps that is sufficient to find their way to continued success in the field.

**Register Now For Call In Details**

**Future Webinars**
April 18th: TBD
May 16th: Configuration Workflow in Drupal 8

Have an idea for a webinar that you would like to present or see presented? Let me know!

--------------------------------------------------------------------
**Jessica Dearie**
*ORD Intranet Coordinator*
*ORD SharePoint Site Collection Administrator*
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**Subject:** Sitemaps for Humans
**From:** "Chan, Katie (NIH/NLM) [E]" <katie.chan@NIH.GOV>
**Reply To:** Chan, Katie (NIH/NLM) [E]
**Date:** Thu, 21 Mar 2019 18:11:42 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1984 bytes) , text/html (4 kB)

Hi Content Managers,

I was wondering if anyone had any best practices for HTML sitemaps (the kind for people, not search engines necessarily) or if they're still a good idea to have at all?

I've found a few things on Google from Moz forums and Crazyegg which seemed to indicate there's no harm in having one. I looked at a few agency websites, frequently the sitemaps mirror the primary navigation. Is it helpful to users because then they can see all the options or not so much because they may have already looked through the menu?

Just for context, our site is particularly big and has a lot of subdomains so trying to list every page may not be possible.

Happy Thursday!

Regards,

Katie Chan
Librarian, Web & Information Management Unit
Public Services Division
National Library of Medicine
National Institutes of Health
Katie.Chan@nih.gov
https://www.nlm.nih.gov

---

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| | |
|---|---|
| **Subject:** | FW: Upcoming CIOC 508 Best Practices webinar: Accessible Content Shared Through Social Media - DUE DATE 3/19/2019 |
| **From:** | "Morin, Gary (NIH/OD) [E]" <moring@MAIL.NIH.GOV> |
| **Reply To:** | Morin, Gary (NIH/OD) [E] |
| **Date:** | Thu, 21 Mar 2019 18:30:14 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (4 kB) , text/html (12 kB) |

On behalf of the Accessibility Community of Practice of the CIO Council in partnership with the U.S. Access Board.
:

## Title: Accessible Content Shared Through Social Media

### Date: March 26, 2019

1:00 to 2:30 p.m. (ET)

### Description:

The next webinar in the Section 508 Best Practices Webinar Series will take place **March 26** from **1:00 to 2:30 (ET)**. The use of social media by federal agencies has become widespread across the federal government. Agencies use social media to promote their mission and to engage members of the public. This webinar will cover how federal agencies can implement social media in an accessible manner. Representatives from the National Institutes of Health (NIH) will share their experiences in ensuring access to various social media sites and platforms. NIH maintains over 60 Facebook pages, 40 YouTube channels, 13 Flickr pages, and numerous Twitter accounts.

The presenters will provide an overview of social media techniques, address common questions, review access issues and solutions, and offer best practices and techniques for making content accessible on various social media platforms, including Facebook, Flickr, Google+, Twitter, and YouTube. They will also cover internal guidance that NIH has developed and other resources on the subject that are available.

Questions can be submitted in advance of the session or can be posed during the live webinar. This session is intended for those involved in generating social media content for government agencies as well as other entities. Participants are encouraged to submit their questions in advance of the session through the registration portal.

### Speakers:

- Gary Morin, Program Analyst, NIH Office of the Chief Information Officer,
- Jennifer Dorsey, Social Media Coordinator, NIH National Cancer Institute

*Register for the webinar.*
*Note:* Registration closes 24 hours before the start of the session. Instructions for accessing the webinar on the day of the session will be sent via email to registered individuals in advance of the session. Communication Access Realtime Translation (CART) and Video Sign Language Interpreters are available for each session and will be broadcast via the webinar platform. A telephone option (not toll-free) for receiving audio is also available.
The Section 508 Best Practices Webinar Series provides helpful information and best practices for federal agencies in meeting their obligations under Section 508 of the Rehabilitation Act which ensures access to electronic and information technology in the federal sector. This webinar series is made available by the Accessibility Community of Practice of the CIO Council in partnership with the U.S. Access Board.

Sid Sharma, PMP
Operations Officer
CIOC/CAOC Accessibility Community of Practice
Office phone: (202) 219-0963

**Subject:** Broken Link & Accessibility Checkers
**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Reply To:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Date:** Mon, 25 Mar 2019 14:06:07 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1222 bytes) , text/html (3309 bytes)

Good Morning,

I wanted to know what tools (free or paid) that you currently use for either your Intranet and/or Internet sites to check for broken links and 508 accessibility?

Thanks!

*Ashley Nealy*
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

---

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** Yvette Gibson - M1ED <yvette.gibson@GSA.GOV>
**Reply To:** Yvette Gibson - M1ED <yvette.gibson@GSA.GOV>
**Date:** Mon, 25 Mar 2019 10:12:51 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2976 bytes) , text/html (6 kB)

One tool I use is ANDI and it's free.

On Mon, Mar 25, 2019 at 10:07 AM Nealy Ashley R TIGTA <Ashley.Nealy@tigta.treas.gov> wrote:

> Good Morning,
>
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>
> Thanks!
>
> *Ashley Nealy*
>
> IT Specialist
>
> Web Solutions
>
> Treasury Inspector General for Tax Administration
>
> Cell: (b) (6)
>
> ---
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--
*Yvette Gibson*

Governmentwide Accessibility (Section 508) Training & Outreach Director
Office of Technology Strategy (ME)
Office of Governmentwide Policy

**"As you sow, so shall you reap."**
**Sowing good seeds reaps a good harvest. Sowing bad seeds reaps a bad harvest....it's that simple.** ***yg***

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "(b) (6) (SBS)" <(b) (6) SBS.NYC.GOV>
**Reply To:** (b) (6) (SBS)
**Date:** Mon, 25 Mar 2019 14:12:53 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2475 bytes) , text/html (5 kB)

Our team uses SiteImprove for broken links. We have additional local laws in NYC on access, so we do manual checks combined with WAVE/WebAim for access.

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 10:06 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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Thanks!

Ashley Nealy
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "(b) (6) <(b) (6) DUPAGECO.ORG>
**Reply To:** (b) (6)
**Date:** Mon, 25 Mar 2019 14:17:42 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3826 bytes) , text/html (7 kB)

We use SiteImprove. It checks both those things, plus spelling, SEO, readability. There is a cost based on number of pages it scans.

-----------------------------------------
(b) (6)
Web Services Manager
DuPage County
(b) (6)
(fax)
(b) (6) dupageco.org
http://www.dupageco.org

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 9:06 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

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---

This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "(b) (6) [redacted] (b) (6) [redacted]@NEBRASKA.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Mon, 25 Mar 2019 14:20:01 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB)

Siteimprove.

(b) (6) [redacted] | *Webmaster*
COMMUNICATIONS & LEGISLATIVE SERVICES

**Nebraska Department of Health and Human Services**
OFFICE: (b) (6) [redacted] | FAX: (b) (6) [redacted]
**DHHS.ne.gov** | **Facebook** | **Twitter** | **LinkedIn**

---

**From:** (b) (6) [redacted] [mailto:(b) (6) [redacted]DUPAGECO.ORG]
**Sent:** Monday, March 25, 2019 9:18 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

We use SiteImprove. It checks both those things, plus spelling, SEO, readability. There is a cost based on number of pages it scans.

------------------------------------------
(b) (6) [redacted]
Web Services Manager
DuPage County
(b) (6) [redacted]
(fax)
(b) (6) [redacted]dupageco.org
http://www.dupageco.org

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 9:06 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

Good Morning,

I wanted to know what tools (free or paid) that you currently use for either your Intranet and/or Internet sites to check for broken links and 508 accessibility?

Thanks!

*Ashley Nealy*
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6) [redacted]

---

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
**Reply To:** (b) (6) (Bureau of Administration)
**Date:** Mon, 25 Mar 2019 14:43:08 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2984 bytes) , text/html (6 kB)

Just started using SiteImprove this year.
A bit of configuration tweaking needed at the start, but super helpful.
As mentioned before, you pay for the number of pages that will be scanned. Can be against multiple domains and be filtered down to get the pages you really want (ex: no need to keep 3 year old news articles in your active scan pool).
Lots of knowledge center articles and training - accessibility training is especially nice here.
-k

(b) (6) | Information Technology Communications Manager
Cook County | Burea on| Communications Program
p: (b) (6) e: (b) (6) cookcountyil.gov

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 9:06:07 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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Ashley Nealy
IT Specialist
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Cell: (b) (6)

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Subject: Re: Government Summit AND Drupal4Gov Webinars!
From: "(b) (6) <(b) (6) STATE.GOV>
Reply To: (b) (6)
Date: Mon, 25 Mar 2019 16:18:22 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (16 kB)

Sorry I'll be missing everyone this year going to DrupalCon in Seattle.

But if you're a govie or govie adjacent, you should really look into going to the govsummit. It's usually sold out and the higher education one is already sold out, so might be the only chance you get as school board, local govies, state employees, state universities, federal and international govies to gather and better understand the issues presented to all of us.

And also, there are several governments using Drupal like Australia, Germany, and Canada is moving that way. If you haven't looked at their WxT project, I highly recommend it as an example of a modular government project that is continuously improved, maintained and utilized. How often can we say that in government? Did you know the original devs aren't really even associated with the project now?

Have a great Drupalcon everyone.

(b) (6)

**Official - Transitory**
**UNCLASSIFIED**

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**From:** Dearie, Jessica <Dearie.Jessica@EPA.GOV>
**Sent:** Tuesday, March 19, 2019 10:43 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Government Summit AND Drupal4Gov Webinars!

**GovSummit**
Join Drupalers who work for or support the government as site builders, developers, themers, project managers, and support specialists on Monday, April 8 at the Government Summit at DrupalCon Seattle.

The one-day Summit will feature robust content, engaging discussions and dedicated networking time. A selection of the day's events are highlighted below.

- The lead for the US Web Design System will speak about the project and how 21st Century IDEA is impacting digital services in government.
- Learn how to simplify analytics and how use them to guide content decisions.
- Discuss content strategy and content user testing and even run tests against your own site during a usability workshop.
- Hear a business case for Web Components and start building a portfolio during a hands-on workshop.

Space is limited - we encourage you to register today!
https://events.drupal.org/seattle2019/government-summit

Questions? Contact Support@association.drupal.org

**Drupal4Gov Webinar Series is Back! (Third Thursdays at 3pm EST)**
*Register to receive the call in info!*
March 21st: DevOps: Why, How, and What

April 18th: TBD
May 16th: Configuration Workflow in Drupal 8

Have an idea for a webinar that you would like to present or see presented? Let me know!

--------------------------------------------------------------------
**Jessica Dearie**
*ORD Intranet Coordinator*
*ORD SharePoint Site Collection Administrator*
ORD Office of Science Information Management
Drupal4Gov (join us drupal4gov@gmail.com)
202-564-8718
https://intranet.ord.epa.gov/

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**Subject:** USWDS 2.0 Release Candidate
**From:** Sara Cope - QXD <sara.cope@GSA.GOV>
**Reply To:** Sara Cope - QXD <sara.cope@GSA.GOV>
**Date:** Tue, 26 Mar 2019 07:27:31 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1500 bytes) , text/html (2836 bytes)

USWDS Version 2.0.0 Beta 7 was released yesterday

Lucky number 7 has a couple of more breakers 🌊 in there as we tidy up our BEM implementation and get our typography guidance ready for release. But it's not too bad. There are some good fixes, too. Barring a serious problem, we should be set to release 2.0 on April 8th.

**2.0 weeks til 2.0!**

- - - - - - -

Release Notes: https://github.com/uswds/uswds/releases/tag/v2.0.0-beta.7
\`2.0.0-beta.7\` on \`npm\`

--
Sara D. Cope
Engineering, Open Source & Innovation
GSA/TTS/Office of Products and Programs
sara.cope@gsa.gov

---

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "Litsinger, Alice (NIH/NIAID) [E]" <litsingera@NIAID.NIH.GOV>
**Reply To:** Litsinger, Alice (NIH/NIAID) [E]
**Date:** Tue, 26 Mar 2019 16:28:41 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB)

We've just started using screaming frog for external broken links and are looking into using for internal applications as well. We don't have enough time under our belt to decide how it's working but I'd be interested to know if anyone has used both tools and if there was a preference.

508 we're using WAVE, Commonlook, NVDA, Colour Contrast Analyser as well as the HHS.gov HTML File Checklist

---

**From:** (b) (6) (Bureau of Administration) <(b) (6) COOKCOUNTYIL.GOV>
**Sent:** Monday, March 25, 2019 10:43 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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A bit of configuration tweaking needed at the start, but super helpful.

As mentioned before, you pay for the number of pages that will be scanned. Can be against multiple domains and be filtered down to get the pages you really want (ex: no need to keep 3 year old news articles in your active scan pool).

Lots of knowledge center articles and training - accessibility training is especially nice here.

(b) (6)

(b) (6) | Information Technology Communications Manager

Cook County | Bureau of Administration| Communications Program

p: (b) (6) e: (b) (6) cookcountyil.gov

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 9:06:07 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

Good Morning,

I wanted to know what tools (free or paid) that you currently use for either your Intranet and/or Internet sites to check for broken links and 508 accessibility?

Thanks!

Ashley Nealy
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
**Reply To:** Wendling, Dan (NIH/NLM) [E]
**Date:** Tue, 26 Mar 2019 17:39:45 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (13 kB)

We also use Screaming Frog's SEO Spider tool for broken links. I post-process with Python into reports.

In addition to the accessibility tools mentioned, I am starting to use the axe add-on for Chrome, did not see mentioned. – Dan Wendling, NLM/NIH/HHS

---

**From:** Litsinger, Alice (NIH/NIAID) [E] <0000033b437b2ac0-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, March 26, 2019 12:29 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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**Sent:** Monday, March 25, 2019 10:43 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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Cook County | Bureau of Administration| Communications Program

p: (b) (6) e: (b) (6) cookcountyil.gov

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**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "Bronson, Samuel (OS/ASPA)" <Samuel.Bronson@HHS.GOV>
**Reply To:** Bronson, Samuel (OS/ASPA)
**Date:** Tue, 26 Mar 2019 19:06:14 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (9 kB) , text/html (17 kB)

We really like Screaming Frog as well, both for the customization and the price ☺, but we also use DeepCrawl, which is a SaaS product with API access included, for visualizations and data warehousing. Aside from broken links, it addresses a lot of SEO signals by default; nothing you can't customize in SF, but the API makes it worth its while. You can also purchase a pretty sizeable license on a government credit card.

**Sam Bronson**
Office: (202) 260-6502
Mobile: (b) (6)

---

**From:** Wendling, Dan (NIH/NLM) [E] <000000f8cc95e16a-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, March 26, 2019 1:40 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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**Sent:** Tuesday, March 26, 2019 12:29 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

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https://protect2.fireeye.com/url?k=b8a01994-e4f51087-b8a028ab-0cc47adb5650-bc41944e33c8460f&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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**Subject:** Re: Broken Link & Accessibility Checkers
**From:** "Wilcox, Lisa- ERS" <LGWILCOX@ERS.USDA.GOV>
**Reply To:** Wilcox, Lisa- ERS
**Date:** Fri, 29 Mar 2019 14:10:51 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (17 kB) , image002.png (18 kB)

Alas Screaming Frog is blocked on USDA network. It's good to see what others are using. We use Site Improve.

**Lisa G. Wilcox** / Web Design Lead / Certified Scrum Master
lgwilcox@ers.usda.gov / 202-999-9619
lisa.wilcox@usda.gov

**USDA ERS**
Office: 202-694-5574 / Fax: 202-245-4781
355 E. Street S.W.
Washington DC 20024-3221

www.ers.usda.gov

---

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**Sent:** Monday, March 25, 2019 10:43 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

Just started using SiteImprove this year.

A bit of configuration tweaking needed at the start, but super helpful.

As mentioned before, you pay for the number of pages that will be scanned. Can be against multiple domains and be filtered down to get the pages you really want (ex: no need to keep 3 year old news articles in your active scan pool).

active scan pool).

Lots of knowledge center articles and training - accessibility training is especially nice here.

(b) (6)

(b) (6) | Information Technology Communications Manager

Cook County | Bureau of Administration| Communications Program

p: (b) (6) e: (b) (6) cookcountyil.gov

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, March 25, 2019 9:06:07 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Broken Link & Accessibility Checkers

Good Morning,

I wanted to know what tools (free or paid) that you currently use for either your Intranet and/or Internet sites to check for broken links and 508 accessibility?

Thanks!

*Ashley Nealy*
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

---

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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| | |
|---|---|
| **Subject:** | Public Affairs Specialist (1035-13/14) in HHS/ASPA Digital - Closes April 10 |
| **From:** | "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV> |
| **Reply To:** | Dine, Brooke (HHS/ASPA) |
| **Date:** | Mon, 1 Apr 2019 15:07:04 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2822 bytes) , text/html (5 kB) |

Hello all,

Come work for ASPA Digital at HHS! We have multiple openings for Public Affairs Specialists (GS-1035-13/14). The MP/DE positions are a 13/14 ladder and close on Wednesday, April 10. The openings are in the Content and Digital Engagement Branches. ASPA Digital is located in the Office of the Assistant Secretary for Public Affairs (https://www.hhs.gov/about/agencies/aspa/index.html).

ASPA Digital manages various products and services for HHS including HHS.gov, the HHS Intranet, SearchBlox Enterprise Search, content syndication, social media and more! We are looking for talented product/project managers who can work within an Agile Scrum environment. We're focused on user-centered design and evidence-based decision making to improve and innovate our products and services to better serve the entire department and the U.S. Public. Below are the details of the postings:

**MP Announcement Number: HHS-ASPA-MP-19-10455658**
Request Number: 286365
Position Title: Public Affairs Specialist
Pay Plan-Series-Grade: GS-1035-13/14
Area of Consideration: Government-Wide
Open Date: 04/01/2019
Close Date: 04/10/2019
Application Limit: None
Announcement Link: https://www.usajobs.gov/GetJob/ViewDetails/529096500

**DE Announcement Number: HHS-ASPA-DE-19-10455659**
Request Number: 286365
Position Title: Public Affairs Specialist
Pay Plan-Series-Grade: GS-1035-13/14
Area of Consideration: United States Citizens
Open Date: 04/01/2019
Close Date: 04/10/2019
Application Limit: None
Announcement Link: https://www.usajobs.gov/GetJob/ViewDetails/529097100

Regards,
Brooke Dine
Acting Team Lead – Content Branch
Digital Communications Division
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and [redacted] ces
Office: 202.260.6321 | Mobile: (b) (6), (b) (7)(C)
Brooke.Dine@hhs.gov

---

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**Subject:** Re: Public Affairs Specialist (1035-13/14) in HHS/ASPA Digital - Closes April 10
**From:** "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
**Reply To:** Dine, Brooke (HHS/ASPA)
**Date:** Mon, 1 Apr 2019 15:39:45 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (14 kB)

Hi all,

For clarification – this position is in DC at the headquarters in the Humphreys Building. We're one block from Federal Center SW metro. There's a free gym in the building.

And, there are two days of telework per week after the first 90 days. The position announcement says we don't – so ignore that ☺

Regards,
Brooke

---

**From:** Dine, Brooke (HHS/ASPA) <000002378f46dd4c-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, April 1, 2019 11:07 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Public Affairs Specialist (1035-13/14) in HHS/ASPA Digital - Closes April 10

Hello all,

Come work for ASPA Digital at HHS! We have multiple openings for Public Affairs Specialists (GS-1035-13/14). The MP/DE positions are a 13/14 ladder and close on Wednesday, April 10. The openings are in the Content and Digital Engagement Branches. ASPA Digital is located in the Office of the Assistant Secretary for Public Affairs (https://www.hhs.gov/about/agencies/aspa/index.html).

ASPA Digital manages various products and services for HHS including HHS.gov, the HHS Intranet, SearchBlox Enterprise Search, content syndication, social media and more! We are looking for talented product/project managers who can work within an Agile Scrum environment. We're focused on user-centered design and evidence-based decision making to improve and innovate our products and services to better serve the entire department and the U.S. Public. Below are the details of the postings:

**MP Announcement Number: HHS-ASPA-MP-19-10455658**
Request Number: 286365
Position Title: Public Affairs Specialist
Pay Plan-Series-Grade: GS-1035-13/14
Area of Consideration: Government-Wide
Open Date: 04/01/2019
Close Date: 04/10/2019
Application Limit: None
Announcement Link: https://www.usajobs.gov/GetJob/ViewDetails/529096500

**DE Announcement Number: HHS-ASPA-DE-19-10455659**
Request Number: 286365
Position Title: Public Affairs Specialist
Pay Plan-Series-Grade: GS-1035-13/14
Area of Consideration: United States Citizens
Open Date: 04/01/2019

Close Date:  04/10/2019
Application Limit:  None
Announcement Link:  https://www.usajobs.gov/GetJob/ViewDetails/529097100

Regards,
Brooke Dine
Acting Team Lead – Content Branch
Digital Communications Division
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
Office: 202.260.6321 I Mobile: (b) (6), (b) (7)(C)
Brooke.Dine@hhs.gov

---

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**Subject:** Supervisory Public Affairs Specialists (GS-1035-15) in HHS/ASPA Digital - Closes April 10
**From:** "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
**Reply To:** Dine, Brooke (HHS/ASPA)
**Date:** Tue, 2 Apr 2019 16:03:53 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2266 bytes) , text/html (3943 bytes)

Hello Everyone!

We have two management positions for Supervisory Public Affairs Specialists (GS-1035-15). The announcement closes on Wednesday, April 10. We're located in DC, one block from Federal Center SW metro. Find out more about ASPA Digital at https://www.hhs.gov/web/index.html.

The positions are for:

1. Director of ASPA Digital: Oversees three branches - Digital Engagement, Content, and Performances and Ops. Support our stakeholders across the Office of the Secretary and the entire Department.
2. Content Branch Manager: Oversees products and services related to HHS.gov, Intranet, SearchBlox Enterprise Search, content syndication, more!

**MP Only:** Announcement Number: HHS-ASPA-MP-19-10458629
Request Number: 283964
Position Title: Supervisory Public Affairs Specialist
Pay Plan-Series-Grade: GS-1035-15
Area of Consideration: Merit Promotion (Government Wide)
Open Date: April 01, 2019
Close Date: April 10, 2019
Application Limit: None
Announcement Link (s): https://www.usajobs.gov/GetJob/ViewDetails/529090500

Let us know if you have questions.

Regards,
Brooke Dine
Acting Team Lead – Content Branch
Digital Communications Division
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and ces
Office: 202.260.6321 | Mobile: (b) (6), (b) (7)(C) [redacted]
Brooke.Dine@hhs.gov

---

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**Subject:** agile training
**From:** "(b) (6), (b) (7)(C) (JMD)" <(b) (6), (b) (7)(C) USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (JMD)
**Date:** Thu, 4 Apr 2019 15:56:47 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1253 bytes) , text/html (3453 bytes)

Hello all,
Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?

Thanks,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ I JMD I OCIO I Collaboration and Web Services
(b) (6), (b) (7)(C) usdoj.gov
Office (b) (6), (b) (7)(C)
Cell (b) (6), (b) (7)(C)

---

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**Subject:** Re: agile training
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 4 Apr 2019 17:38:29 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2567 bytes) , text/html (6 kB)

I got my scrum master cert from Scrum Alliance: https://www.scrumalliance.org/get-certified/scrum-master-track/certified-scrummaster. I took the course with instructor Chris Li who was great.

**Personal**
**UNCLASSIFIED**

---

**From:** (b) (6), (b) (7)(C) (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, April 04, 2019 11:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] agile training

Hello all,
Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?

Thanks,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ I JMD I OCIO I Collaboration and Web Services
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Cell (b) (6), (b) (7)(C)

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**Subject:** Re: agile training
**From:** "(b) (6) [redacted] <(b) (6) [redacted] STATE.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Thu, 4 Apr 2019 17:54:32 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (2628 bytes) , text/html (7 kB) , image001.gif (7 kB)

I took a three-day Agile introduction offered by the Project Management Institute. It’s now available online only.

(b) (6)
PMP
IIP Office of Digital Publishing
SA-5, 02-I17
2200 C Street NW
Washington, DC 20522
(b) (6)

CONNECTING PEOPLE
WITH POLICY

**Personal**
**UNCLASSIFIED**

---

**From:** (b) (6), (b) (7)(C) (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, April 4, 2019 11:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] agile training

Hello all,
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(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ I JMD I OCIO I Collaboration and Web Services
(b) (6), (b) (7)(C)usdoj.gov
Office (b) (6), (b) (7)(C)
Cell (b) (6), (b) (7)(C)

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**Subject:** Re: agile training
**From:** Amin Mehr - QXD <amin.mehr@GSA.GOV>
**Reply To:** Amin Mehr - QXD <amin.mehr@GSA.GOV>
**Date:** Thu, 4 Apr 2019 13:59:32 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3945 bytes) , text/html (6 kB)

I would start out by getting ScrumMaster training and then working from there. Most trainings for ScrumMaster are only 2 days at the most.

In terms of who provides the training, go by the experience and knowledge of the instructor than the vendor providing the training. FWIW I got mine from Cprime in DC from an instructor named Jim (can't recall his last name unfortunately).

On Thu, Apr 4, 2019 at 1:50 PM (b) (6) <000003ea80ac67af-dmarc-request@listserv.gsa.gov> wrote:

> I got my scrum master cert from Scrum Alliance: https://www.scrumalliance.org/get-certified/scrum-master-track/certified-scrummaster. I took the course with instructor Chris Li who was great.
>
> **Personal**
>
> **UNCLASSIFIED**
>
> ---
>
> **From:** (b) (6), (b) (7)(C) (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Thursday, April 04, 2019 11:57 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] agile training
>
> Hello all,
>
> Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?
>
> Thanks,
>
> (b) (6), (b) (7)(C)
>
> (b) (6), (b) (7)(C)
>
> Content Manager, Justice.gov
>
> DOJ | JMD | OCIO | Collaboration and Web Services
>
> (b) (6), (b) (7)(C)usdoj.gov
>
> Office (b) (6), (b) (7)(C)

Cell (b) (6), (b) (7)(C) [redacted]

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| | |
|---|---|
| **Subject:** | Re: agile training |
| **From:** | "Hammersmith, Carollynn" <Carollynn.Hammersmith@ED.GOV> |
| **Reply To:** | Hammersmith, Carollynn |
| **Date:** | Thu, 4 Apr 2019 19:23:07 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2720 bytes) , text/html (6 kB) |

We took our training CSM, CPO through Excella Consulting which is based in Arlington. You can take it at their location, or if there are enough folks onsite, they will come to you.

Regards,

**Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior**
Technology Solutions Branch
Enterprise Technology Services, Office of the Chief Information Officer
US Dept. of Education
202.245.6153
Telework – Fridays 8a-1pm

---

**From:** (b) (6), (b) (7)(C) (JMD) [mailto:000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, April 04, 2019 11:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] agile training

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(b) (6), (b) (7)(C)ks,

(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ | JMD | OCIO | Collaboration and Web Services
(b) (6), (b) (7)(C)usdoj.gov
Office (b) (6), (b) (7)(C)
Cell (b) (6), (b) (7)(C)

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**Subject:** Re: agile training
**From:** "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
**Reply To:** Dine, Brooke (HHS/ASPA)
**Date:** Thu, 4 Apr 2019 22:20:01 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB)

Our office has been using Excella for product owner and scrum master training/certification. The 2-day courses are really extensive and they feed you breakfast, lunch and snacks that are quite good.

Brooke

Brooke Dine
Digital Communications Division
Office of the Assistant Secretary for Public Affairs
U.S. Department of Health and Human Services
Office: 202.260.6321 I Mobile: (b) (6), (b) (7)(C)
Brooke.Dine@hhs.gov

---

**From:** Hammersmith, Carollynn <000003eb078324fb-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, April 4, 2019 3:23 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] agile training

We took our training CSM, CPO through Excella Consulting which is based in Arlington.  You can take it at their location, or if there are enough folks onsite, they will come to you.

Regards,

**Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior**
Technology Solutions Branch
Enterprise Technology Services, Office of the Chief Information Officer
US Dept. of Education
202.245.6153
Telework – Fridays 8a-1pm

---

**From:** (b) (6), (b) (7)(C) (JMD) [mailto:000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Thursday, April 04, 2019 11:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Thanks,
Cathy

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Office (b) (6), (b) (7)(C)
Cell (b) (6), (b) (7)(C)

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https://protect2.fireeye.com/url?k=0882940a-54d6bd21-0882a535-0cc47a6d17cc-688a41b5aa9483f9&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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| | |
|---|---|
| **Subject:** | Job Announcement: Web Branch Chief in NARA's Office of Innovation (GS 14) |
| **From:** | Andrew Wilson <andrew.wilson@NARA.GOV> |
| **Reply To:** | Andrew Wilson <andrew.wilson@NARA.GOV> |
| **Date:** | Fri, 5 Apr 2019 09:17:59 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2776 bytes) , text/html (11 kB) |

Come join a fantastic and dynamic team in the Office of Innovation of the National Archives.

We're looking for someone to lead our web branch. This individual should be ready to lead a talented team across a broad range of high-impact, high-visibility projects. This individual reports to the Director of Digital Engagement in NARA's Office of Innovation. Come to NARA and work on projects such as:

- Drupal 7/ 8 site development and cloud-based hosting
- Use of APIs to integrate our public-facing systems including the National Archives Catalog (which has over 73M publicly available digital objects) and our Citizen Archivist program.
- User-centric site design
- Mobile First site optimization
- The History.gov platform used to support anyone with a question about US History
- And more..

As part of the Office of Innovation, you will also work closely with offices across NARA in the integration of user-centered design principles to enhance our agency's use of technology to better meet staff and users' needs.

*Note that this is a revised posting of an announcement posted last December. Several responsibilities (social media and internal collaboration tools) have moved to another office and are not longer directly overseen by this position.*

Details:

Grade: GS-14

Series: 2210 (Supervisory Information Technology Specialist)

Open Period: 04/04/2019 to 04/18/2019

Announcement (Merit Promotion Government-wide): https://www.usajobs.gov/GetJob/ViewDetails/529658800

Let me know if you have any questions and please share with colleagues that may be interested.

AW

--
Andrew Wilson
Director of Digital Engagement
National Archives and Records Administration
8601 Adelphi Road, College Park, MD 20740

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| | |
|---|---|
| **Subject:** | Re: CONTENT-MANAGERS-L Digest - 2 Apr 2019 to 4 Apr 2019 (#2019-40) |
| **From:** | "Davis, Mashana (NIH/OD/ORS) [E]" <mashana.davis@NIH.GOV> |
| **Reply To:** | Davis, Mashana (NIH/OD/ORS) [E] |
| **Date:** | Fri, 5 Apr 2019 13:30:14 +0000 |
| **Content-Type:** | text/plain |
| **Parts/Attachments:** | text/plain (447 lines) |

Hi Cathy (and anyone else that may be interested) - Management Concepts offers a class on Agile. Links are below. Happy learning!

Agile PM in Federal Environment - https://www.managementconcepts.com/course/id/6010

Agile Certificate Program - https://www.managementconcepts.com/Training/Certificate-Programs/Agile

---

MaShana Davis, MIM
Information Architect
301-827-3843 (o)
(b) (6) [redacted] (c)
mashana.davis@nih.gov

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Twitter: https://www.twitter.com/nihlib

-----Original Message-----
From: CONTENT-MANAGERS-L automatic digest system <LISTSERV@LISTSERV.GSA.GOV>
Sent: Thursday, April 4, 2019 11:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: CONTENT-MANAGERS-L Digest - 2 Apr 2019 to 4 Apr 2019 (#2019-40)

There are 6 messages totaling 1652 lines in this issue.

Topics of the day:

1. agile training (6)

*************************************************************

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Date: Thu, 4 Apr 2019 15:56:47 +0000
From: "(b) (6), (b) (7)(C) (JMD)" <(b) (6), (b) (7)(C)USDOJ.GOV>
Subject: agile training

Hello all,
Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?

Thanks,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ | JMD | OCIO | Collaboration and Web Services
(b) (6), (b) (7)(C)@usdoj.gov>
Office (b) (6), (b) (7)(C)
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Date: Thu, 4 Apr 2019 17:38:29 +0000
From: "(b) (6) <(b) (6) STATE.GOV>
Subject: Re: agile training

I got my scrum master cert from Scrum Alliance: https://www.scrumalliance.org/get-certified/scrum-master-track/certified-scrummaster. I took the course with instructor Chris Li who was great.

Personal
UNCLASSIFIED

From: (b) (6), (b) (7)(C) (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, April 04, 2019 11:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] agile training

Hello all,
Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?

Thanks,
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Date: Thu, 4 Apr 2019 13:59:32 -0400

From: Amin Mehr - QXD <amin.mehr@GSA.GOV>
Subject: Re: agile training

I would start out by getting ScrumMaster training and then working from there. Most trainings for ScrumMaster are only 2 days at the most.

In terms of who provides the training, go by the experience and knowledge of the instructor than the vendor providing the training. FWIW I got mine from Cprime in DC from an instructor named Jim (can't recall his last name unfortunately).

On Thu, Apr 4, 2019 at 1:50 PM (b) (6) < 000003ea80ac67af-dmarc-request@listserv.gsa.gov> wrote:

> I got my scrum master cert from Scrum Alliance:
> https://www.scrumalliance.org/get-certified/scrum-master-track/certified-scrummaster.
> I took the course with instructor Chris Li who was great.
>
>
>
> *Personal *
>
> *UNCLASSIFIED*
>
>
>
> *From:* (b) (6), (b) (7)(C) (JMD) <
> 000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
> *Sent:* Thursday, April 04, 2019 11:57 AM
> *To:* CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> *Subject:* [CONTENT-MANAGERS-L] agile training
>
>
>
> Hello all,
>
> Can anyone recommend a 3-5 day entry level Agile training either
> online or in the Washington DC area?
>
>
>
> Thanks,
>
> (b) (6), (b) (7)(C)
>
>
>
> *(b) (6), (b) (7)(C)
>
> Content Manager, Justice.gov
>
> DOJ | JMD | OCIO | Collaboration and Web Services
>
>(b) (6), (b) (7)(C)@usdoj.gov
>

> Office 202-353-7757
>
> Cell (b) (6), (b) (7)(C)
>
>
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Date: Thu, 4 Apr 2019 17:54:32 +0000
From: "(b) (6) [redacted] <(b) (6) [redacted] STATE.GOV>
Subject: Re: agile training

I took a three-day Agile introduction offered by the Project Management Institute. It’s now available online only.

(b) (6) [redacted]
PMP
IIP Office of Digital Publishing
SA-5, 02-I17
2200 C Street NW
Washington, DC 20522
202-632-2861
[iip_email_signature]

Personal
UNCLASSIFIED

From: (b) (6), (b) (7)(C) [redacted] (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, April 4, 2019 11:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Thanks,
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(b) (6), (b) (7)(C) [redacted]
Content Manager, Justice.gov
DOJ | JMD | OCIO | Collaboration and Web Services
(b) (6), (b) (7)(C) [redacted] @usdoj.gov>
Office (b) (6), (b) (7)(C) [redacted]
Cell (b) (6), (b) (7)(C) [redacted]

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Date: Thu, 4 Apr 2019 19:23:07 +0000
From: "Hammersmith, Carollynn" <Carollynn.Hammersmith@ED.GOV>
Subject: Re: agile training

We took our training CSM, CPO through Excella Consulting which is based in Arlington. You can take it at their location, or if there are enough folks onsite, they will come to you.

Regards,

Carollynn Hammersmith, CSM, CPO, FAC-P/PM Senior Technology Solutions Branch Enterprise Technology Services, Office of the Chief Information Officer US Dept. of Education
202.245.6153
Telework - Fridays 8a-1pm

From: (b) (6), (b) (7)(C) (JMD) [mailto:000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, April 04, 2019 11:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] agile training

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Date: Thu, 4 Apr 2019 22:20:01 +0000
From: "Dine, Brooke (HHS/ASPA)" <Brooke.Dine@HHS.GOV>
Subject: Re: agile training

Our office has been using Excella for product owner and scrum master training/certification. The 2-day courses are really extensive and they feed you breakfast, lunch and snacks that are quite good.

Brooke

Brooke Dine

Digital Communications Division
Office of the Assistant Secretary for Public Affairs U.S. Department of Health and Human Services
Office: 202.260.6321 | Mobile: (b) (6), (b) (7)(C) Brooke.Dine@hhs.gov<mailto:Brooke.Dine@hhs.gov>

From: Hammersmith, Carollynn <000003eb078324fb-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, April 4, 2019 3:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] agile training

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End of CONTENT-MANAGERS-L Digest - 2 Apr 2019 to 4 Apr 2019 (#2019-40)
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**Subject:** Procurement language for accessibility
**From:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Reply To:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Date:** Fri, 5 Apr 2019 12:04:37 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2400 bytes) , text/html (8 kB)

Does anyone have any language for RFPs and contracts I could see regarding accessibility acceptance testing for third-party websites or applications? The current generic State of MD accessibility language basically puts the responsibility on the vendor to deliver an accessible product -- and trusts the vendor to report if it's accessible or not. Needless to say, vendors will say whatever they think you want to hear in order to make a sale, so unfortunately the State has invested in more than one inaccessible product that has been paid for and deployed on the word of the vendor.

Going forward, my agency (whose core function is to work with employees and clients with disabilities) would like to test and approve the products we contract for before payment or final payment is made to the vendor. Is anyone doing anything like this that you know of? If so, can you share the contract language?

CHANGING Maryland for the Better

(b) (6)
Digital Accessibility Administrator
Maryland State Department of Education
Division of Rehabilitation Services
2301 Argonne Drive
Baltimore, Maryland 21218
(b) (6) maryland.gov
(b) (6) (office)
www.dors.maryland.gov

**Click here to complete a three question customer experience survey.**
Connect with Maryland DORS on Facebook and @MdPublicSchools on Twitter

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**Subject:** Re: Procurement language for accessibility
**From:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Reply To:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>
**Date:** Fri, 5 Apr 2019 12:23:16 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (16 kB)

Norma --

I never thought about 3rd party testing. That's a great idea, especially for a product that's going to be used statewide, not just something for my agency. Do you provide the vendors a list of approved companies, or is it up to the vendor to find someone?

(b) (6)
Digital Accessibility Administrator
Maryland State Department of Education
Division of Rehabilitation Services
2301 Argonne Drive
Baltimore, Maryland 21218
(b) (6) maryland.gov
(b) (6) (office)
www.dors.maryland.gov

**Click here to complete a three question customer experience survey.**
Connect with Maryland DORS on Facebook and @MdPublicSchools on Twitter

On Fri, Apr 5, 2019 at 12:18 PM (b) (6) @tea.texas.gov> wrote:

> (b) (6) We have experienced the same issue. However, we don't have the staff to test all of the third-party websites or applications. Instead we have language that requires the vendor to submit a third party test report that certifies the accessibility.
>
> "All websites must follow Federal 508 accessibility requirements and WCAG 2.0 AA standards and be tested for accessibility before acceptance by TEA. For sites developed outside of TEA, the Contractor must contract with a third party with expertise and a proven track record in accessibility testing. This company must evaluate the site and produce a report that verifies the site is compliant to WCAG 2.0 AA. The report must be submitted to the TEA Contracts and Purchasing Division for inclusion in the contract file."
>
> I hope this helps
>
> (b) (6)
>
> Web Services Manager – EIR Accessibility Coordinator
>
> Office of Information Technology Services
>
> Texas Education Agency
>
> **From:** (b) (6) -MSDE- <(b) (6) MARYLAND.GOV>

**From:** (b) (6) MSDE (b) (6) MARYLAND.GOV
**Sent:** Friday, April 5, 2019 11:05 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Procurement language for accessibility

Does anyone have any language for RFPs and contracts I could see regarding accessibility acceptance testing for third-party websites or applications? The current generic State of MD accessibility language basically puts the responsibility on the vendor to deliver an accessible product -- and trusts the vendor to report if it's accessible or not. Needless to say, vendors will say whatever they think you want to hear in order to make a sale, so unfortunately the State has invested in more than one inaccessible product that has been paid for and deployed on the word of the vendor.

Going forward, my agency (whose core function is to work with employees and clients with disabilities) would like to test and approve the products we contract for before payment or final payment is made to the vendor. Is anyone doing anything like this that you know of? If so, can you share the contract language?

| | |
|---|---|
| CHANGING<br>Maryland<br>*for the Better* | (b) (6)<br>Digital Accessibility Administrator<br>Maryland State Department of Education<br>Division of Rehabilitation Services<br>2301 Argonne Drive<br>Baltimore, Maryland 21218<br>(b) (6) maryland.gov<br>(b) (6) (office)<br>www.dors.maryland.gov |

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This message was sent to the Web Content Managers Forum, a community of government employees who

| | |
|---|---|
| **Subject:** | Re: agile training |
| **From:** | Jamie Frank <Jaime.Frank@TREASURY.GOV> |
| **Reply To:** | Jaime.Frank@TREASURY.GOV |
| **Date:** | Fri, 5 Apr 2019 16:56:52 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2770 bytes) , text/html (7 kB) |

https://www.scaledagileframework.com/ is where our office gets their training and it meets criteria of DC – 3-5 days. I felt it was good training.
Thanks,

Jaime Frank
Office of Intelligence and Analysis
U.S. Department of the Treasury
(Office) 202-622-3547

*The Office of Support & Technology wants your feedback! Please click here to leave us your thoughts – it only takes a minute!*

---

**From:** (b) (6), (b) (7)(C) (JMD) <000003e9360b9cbe-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, April 4, 2019 11:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] agile training

Hello all,
Can anyone recommend a 3-5 day entry level Agile training either online or in the Washington DC area?

Thanks,
(b) (6), (b) (7)(C)

(b) (6), (b) (7)(C)
Content Manager, Justice.gov
DOJ I JMD I OCIO I Collaboration and Web Services
(b) (6), (b) (7)(C)usdoj.gov
Office (b) (6), (b) (7)(C)
Cell (b) (6), (b) (7)(C)

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**Subject:** EVENT: Caroline Jarrett on How to Design a Better Form
**From:** Lauren Rabb - QXE-C <lauren.rabb@GSA.GOV>
**Reply To:** Lauren Rabb - QXE-C <lauren.rabb@GSA.GOV>
**Date:** Mon, 8 Apr 2019 10:44:11 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1719 bytes) , text/html (3001 bytes)

Hi all,

You may be interested in attending tomorrow's webinar about how to design a better form!

More information below:

We have a lot of forms in government, and many of them would benefit from better design! An upcoming webinar will look at a form design curriculum created by Caroline Jarrett, a user experience and usability consultant for the UK Government. She is looking for feedback about whether the curriculum contains the right topics and whether it might be useful in the U.S. government. The talk is hosted by the TTS Research Guild and Digital.gov and will be held on **Tuesday, April 9th at 2 p.m. ET**.

--
**LAUREN RABB, PMP**
Innovation Portfolio Support

703.282.5363
lauren.rabb@gsa.gov

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**Subject:** ot - Interview with Linus Torvalds
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 9 Apr 2019 22:58:09 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (22 lines)

https://www.linuxjournal.com/content/25-years-later-interview-linus-torvalds
25 Years Later: Interview with Linus Torvalds
by Robert Young on April 2, 2019

***********************************************************
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employees, so please consider that before sharing outside our community.
***********************************************************

**Subject:** VHA Digital Media GS 9-11 Vacancy Announcement, Washington DC
**From:** "Heiland-Luedtke, Jennifer" <Jennifer.Heiland-Luedtke@VA.GOV>
**Reply To:** Heiland-Luedtke, Jennifer
**Date:** Wed, 10 Apr 2019 15:38:44 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1967 bytes) , text/html (5 kB)

VHA Digital Media (10B2C), part of the Veterans Health Administration's Office of Communications, is recruiting a Digital Program Specialist.

The Digital Program Specialist maintains the accuracy and usability of over 260 websites and over 240 other online properties. The position provides support to Veterans Health Administration officials by analyzing, evaluating, advising on, coordinating the posting of data, and review and approval of online properties owned by VHA.

Pay scale & grade: GS 9-11
Location: Washington, DC
Compressed/Flexible Schedule: Available
Telework: Available
Closes: 4/29/2019

Additional details about the position are available at USAJobs.
https://www.usajobs.gov/GetJob/ViewDetails/529990700

Jenny

Jennifer R. Heiland-Luedtke
Deputy Director, Digital Media
Office of Communications
Veterans Health Administration
U.S. Department of Veterans Affairs
office: 202-461-5734 I Mobile: (b) (6)
http://www.va.gov/health | Facebook | Twitter

---

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**Subject:** FW: [508] Register for the next IT Accessibility Community Meeting on April 8th
**From:** Bridget Serchak <BSerchak@VOANEWS.COM>
**Reply To:** Bridget Serchak <BSerchak@VOANEWS.COM>
**Date:** Thu, 11 Apr 2019 19:23:34 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (26 kB) , image003.jpg (26 kB)

Just x-posting as it may be of interest to those on this listserv.

Regards,

Bridget

****************************
Bridget Ann Serchak
Director of Public Relations
Voice of America
U.S. Agency for Global Media
(formerly Broadcasting Board of Governors)
330 Independence Avenue, S.W.
Washington, D.C. 20237
202 382 5975 Direct
202 382 5977 Main
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
@insidevoa

Voice of America
****************************

---

**From:** Agency IT Accessibility Coordinators (Sec508ITAC) <SEC508ITAC@LISTSERV.GSA.GOV> **On Behalf Of** Bruce Bailey
**Sent:** Thursday, April 11, 2019 3:21 PM
**To:** SEC508ITAC@LISTSERV.GSA.GOV
**Subject:** Re: [508] Register for the next IT Accessibility Community Meeting on April 8th

At the community meeting Monday, one of the requests for training was around how to convey to developers why accessibility is important to people using assistive technology. I though I would share two of my favorite W3C resources that I think address this topic quite well.

How People with Disabilities Use the Web
http://www.w3.org/WAI/people-use-web

Web Accessibility Perspectives: Explore the Impact and Benefits for Everyone
http://www.w3.org/WAI/perspective-videos

The analogy to general computer use (as opposed to just the Web) is straightforward enough. I would prefer that more the examples were work settings.

--

Bruce Bailey
Accessibility IT Specialist
U.S. Access Board
1331 F Street NW, Suite 1000
Washington, DC  20004-1111
202-272-0024 (voice)
202-272-0070 (TTY)
202-272-0081 (Fax)
bailey@access-board.gov

Thank you for your questions concerning section 508 of the Rehabilitation Act Amendments of 1998.  Section 508 authorizes the Access Board to provide technical assistance to individuals and Federal departments and agencies concerning the requirements of this section.  Technical assistance provided in this email is intended solely as informal guidance; it is neither a determination of your legal rights or responsibilities, nor a statement of the official views of the U.S. Access Board or any other federal agency.  Any links to non-federal websites are provided as a courtesy and do not represent an endorsement of the linked information, products, or services.

**From:** Agency IT Accessibility Coordinators (Sec508ITAC) <SEC508ITAC@LISTSERV.GSA.GOV> **On Behalf Of** John Sullivan - M1EB
**Sent:** Monday, March 25, 2019 1:58 PM
**To:** SEC508ITAC@LISTSERV.GSA.GOV
**Subject:** [508] Register for the next IT Accessibility Community Meeting on April 8th

Good Afternoon,
You're invited to the next **IT Accessibility Community Meeting** on **Monday, April 8th**, at GSA Headquarters in Washington, DC. We'll be discussing performance measures, including what to measure, and how to use the data to improve your agency's 508 program. We'll also conduct a focus group to learn about accessibility training needs.

- **When**: Monday, April 8, 2019; 8:30 am - 3:00 pm
- **Where**: GSA Headquarters, 1800 F Street NW, Washington, DC; South Conference Center, Rooms 1459, 1460, 1461
- **Who**: Section 508 Program Managers and alternates

Register today! Registration closes April 4.

Email Yvette Gibson, General Services Administration's (GSA) Government-wide IT Accessibility Program, with questions.

GSA
**U.S. General Services Administration**
**John J. Sullivan**

Director, Office of Information Resources Management

Director, Government-wide IT Accessibility Program

Office of Government-wide Policy

Office 202-501-1983 | Mobile (b) (6) [redacted]

1800 F Street, NW

Washington, DC 20405

www.gsa.gov

--

U.S. General Services Administration

**John J. Sullivan**

Director, Office of Information Resources Management

Director, Government-wide IT Accessibility Program

Office of Government-wide Policy

Office 202-501-1983 | Mobile (b) (6)

1800 F Street, NW

Washington, DC 20405

www.gsa.gov

---

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**Subject:** Intranet Platforms
**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Reply To:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Date:** Mon, 15 Apr 2019 15:02:45 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1263 bytes) , text/html (3281 bytes)

Good Morning,

What platform(s) does your agency use for your Intranet? If a vendor, is that platform FedRAMP approved and do you recommend it? If planning to redesign your Intranet, what solutions are you evaluating?

Thanks!

*Ashley Nealy*
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6)

---

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**Subject:** Re: [EXTERNAL] [CONTENT-MANAGERS-L] Intranet Platforms
**From:** "Gillick, Larry" <larry_gillick@IOS.DOI.GOV>
**Reply To:** Gillick, Larry
**Date:** Mon, 15 Apr 2019 11:29:11 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2680 bytes) , text/html (4 kB)

Hi Ashley,

A few of our bureaus have been using our main Drupal PaaS as an intranet source. It's actually pretty cool.

Our IT shop is working out the ATO and the hosting is FedRAMPed.

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Mon, Apr 15, 2019 at 11:04 AM Nealy Ashley R TIGTA <Ashley.Nealy@tigta.treas.gov> wrote:

> Good Morning,
>
> What platform(s) does your agency use for your Intranet? If a vendor, is that platform FedRAMP approved and do you recommend it? If planning to redesign your Intranet, what solutions are you evaluating?
>
> Thanks!
>
> *Ashley Nealy*
>
> IT Specialist
>
> Web Solutions
>
> Treasury Inspector General for Tax Administration
>
> Cell: (b) (6)
>
> ---
>
> This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
> For help with this listserv, to manage your settings, or to view list archives, visit:

> http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/
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**Subject:** Re: Intranet Platforms
**From:** "Venable, John B. (Fed)" <john.venable@NIST.GOV>
**Reply To:** Venable, John B. (Fed)
**Date:** Mon, 15 Apr 2019 15:42:50 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2587 bytes) , text/html (9 kB)

We're using Drupal on the FedRAMP'd Acquia Platform.

**John "PDF is NOT a web format" Venable**
Web Team Lead
National Institute of Standards and Technology
Mail Stop 1830
100 Bureau Drive
Gaithersburg, MD 20899
john.venable@nist.gov
301.975.5042

> On Apr 15, 2019, at 11:02 AM, Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV> wrote:
>
> Good Morning,
>
> What platform(s) does your agency use for your Intranet? If a vendor, is that platform FedRAMP approved and do you recommend it? If planning to redesign your Intranet, what solutions are you evaluating?
>
> Thanks!
>
> *Ashley Nealy*
> IT Specialist
> Web Solutions
> Treasury Inspector General for Tax Administration
> Cell: (b) (6)
>
> ---
>
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**Subject:** GSA's TTS Website Standards?
**From:** "(b) (6) CIV OSD DOD CIO (USA)" <(b) (6) MAIL.MIL>
**Reply To:** (b) (6) CIV OSD DOD CIO (USA)
**Date:** Tue, 16 Apr 2019 12:09:19 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (1525 bytes) , text/html (4 kB) , smime.p7s (6 kB)

What is the official address / online location of the subject standards cited in the 21st Century Integrated Digital Experience Act, please?  The act states:

(e) Compliance With United States Website Standards.--Any website of an executive agency that is made available to the public after the date of enactment of this Act shall be in compliance with the website standards of the Technology Transformation Services of the General Services Administration.

Thank you, (b) (6)
//////////////////////////
CIO
(b) (6) mail.mil
Desk: (b) (6)
Mobile: (b) (6)

---

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| | |
|---|---|
| **Subject:** | USAJOBS Seeks UX/UI Designers at GS 11/12, 13, AND 14 for Remote Positions! |
| **From:** | "Mullens, Kathlene M." <Kathlene.Mullens@OPM.GOV> |
| **Reply To:** | Mullens, Kathlene M. |
| **Date:** | Tue, 16 Apr 2019 17:28:56 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2645 bytes) , text/html (7 kB) |

# UX/UI Designers: USAJOBS is looking for you at the 11/12, 13, AND 14 levels!

USAJOBS is seeking talented designers to continue our work building a Federal Career Portal and strategic recruitment capabilities for our customers and our Nation. Not in DC? No problem! This job could be remote! All three jobs close on Friday, April 26, 2019 so please apply soon if you have the skills and passion to take USAJOBS to the next level.

**Please share our opportunities with interested designers in your network!**

## GS-11/12: Program Analyst (UX/UI Design), GS-0343-11/12

The USAJOBS PO will fill 1 vacancy in the following geographical areas; Location negotiable after selection.

The Program Analyst (UX/UI Design) announcement 19-153-HRS-DE opened Monday, April 15, 2019 and closes Friday, April 26, 2019.

**DE:**

https://www.usajobs.gov/GetJob/ViewDetails/530711800

---

## GS-13: Lead Program Analyst (UX/UI Design), GS-0343-13

The USAJOBS PO will fill 1 vacancy in the following geographical areas; Location negotiable after selection.

The Lead Program Analyst (UX/UI Design) announcement 19-154-HRS-DE opened Monday, April 15, 2019 and closes Friday, April 26, 2019.

**DE:**

https://www.usajobs.gov/GetJob/ViewDetails/530717700

---

## GS-14: Lead Program Analyst (UX/UI Design), GS-0343-14

The USAJOBS PO will fill 1 vacancy in the following geographical areas; Location negotiable after selection.

The Lead Program Analyst (UX/UI Design) announcement 19-155-HRS-DE opened Monday, April 15, 2019 and closes Friday, April 26, 2019.

**DE:**

https://www.usajobs.gov/GetJob/ViewDetails/530715000

---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** 'Public Sans,' a sharp new typeface for interface design
**From:** "MacGarrigle, Ken" <Ken.MacGarrigle@VA.GOV>
**Reply To:** MacGarrigle, Ken
**Date:** Wed, 17 Apr 2019 17:02:59 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1107 bytes) , text/html (3240 bytes)

FYI

https://motherboard.vice.com/en_us/article/evy4wj/why-the-us-government-just-made-its-own-font?utm_source=fark&utm_medium=website&utm_content=link&ICID=ref_fark

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** Re: Intranet Platforms
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
**Reply To:** Dearie, Jessica
**Date:** Wed, 17 Apr 2019 17:40:46 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2596 bytes) , text/html (5 kB)

Hi Ashley – while not agency-wide (we don't have a single agency intranet platform yet), my office is using Drupal hosted internally.  We have a Drupal 7 site that we're migrating to Drupal 8 this year.
I would love to get to cloud-based hosting at some point, but we're not there yet.

---

**From:** Nealy Ashley R TIGTA <Ashley.Nealy@TIGTA.TREAS.GOV>
**Sent:** Monday, April 15, 2019 11:03 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Intranet Platforms

Good Morning,

What platform(s) does your agency use for your Intranet? If a vendor, is that platform FedRAMP approved and do you recommend it? If planning to redesign your Intranet, what solutions are you evaluating?

Thanks!

*Ashley Nealy*
IT Specialist
Web Solutions
Treasury Inspector General for Tax Administration
Cell: (b) (6) [redacted]

---

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**Subject:** Third party Privacy Act Statement
**From:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Reply To:** (b) (6) NGA-HDRTM USA CIV <(b) (6) NGA.MIL>
**Date:** Fri, 19 Apr 2019 16:33:53 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (42 lines)

Classification: UNCLASSIFIED
==========================================================

Hello and Happy Friday!

Does anyone here have experience with Privacy Act Statements for third party use?  Basically, NGA uses the Yello App downloaded to NGA unclassified IPADS where applicant and event attendance data is stored in the Amazon web services cloud.  The app is used as a recruitment events tracker.  Does anyone use the Yello App and where they may point me in the direction of their third-party Privacy Act Statement?

Many thanks.

(b) (6)
National Geospatial-Intelligence Agency
Human Development, HR Marketing/Outreach
571.557.3992 (Unclassified)
Discover Our Career Opportunities at
www.IntelligenceCareers.gov

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********************************************************

**Subject:** Re: GSA's TTS Website Standards?
**From:** "(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Fri, 19 Apr 2019 18:26:39 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3580 bytes) , text/html (12 kB)

Hi, Terry.

Good to see your name after so many years! :)

I hesitate to speak for GSA (Jacob, you out there?), but my understanding is that TTS hasn't issued standards yet. To avoid just this kind of confusion, they renamed what was originally called the "US Web Design Standards" to "US Web Design System."

Now they're planning how to work with the federal web community to issue standards that we'd all have to follow per the 21st Century IDEA.

(b) (6), (b) (7)(C)
**Deputy Chief, Digital Services Division** | ***Office of Citizenship and Applicant Information Services***
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)
**USCIS** https://uscis.gov | Facebook: http://facebook.com/uscis | Twitter: http://twitter.com/uscis | Instagram: https://www.instagram.com/uscis | YouTube: https://youtube.com/uscis
**USCIS Español:** https://uscis.gov/es

---

**From:** (b) (6) CIV OSD DOD CIO (USA) <00000332187c2f41-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, April 16, 2019 8:09 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] GSA's TTS Website Standards?

What is the official address / online location of the subject standards cited in the 21st Century Integrated Digital Experience Act, please? The act states:

(e) Compliance With United States Website Standards.--Any website of an executive agency that is made available to the public after the date of enactment of this Act shall be in compliance with the website standards of the Technology Transformation Services of the General Services Administration.

Thank you, (b) (6)
//////////////////////////////
Office of the DoD CIO
(b) (6) mail.mil
Desk: (b) (6)
Mobile: (b) (6)

---

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**Subject:** Re: [COP-ALL-GOV] U.S. Web Design System 2.0 Is Here!
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Mon, 22 Apr 2019 13:18:37 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (22 kB)

Morning all –

There seems to be a lot of confusion around the U.S. Web Design System and whether or not this constitutes the "Standards" referenced in the 21st Century IDEA Act.

To be clear, this are NOT the "standards" referenced in the 21st Century IDEA Act. They may (or may not) end up being part of the standards, but until OMB issues implementation guidance for the IDEA Act, we don't know. That being said, OMB hasn't issued the guidance yet, but rest assured that the Federal Web Managers Council is trying to stay as engaged as possible in the process, and we'll share any and all information as soon as we can with this forum.

Thanks!

(b) (6), (b) (

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(b) (6), (b) (7)(C)
U.S. Department of Homeland Security
Office of Public Affairs
Director of Web Communications

Co-Chair
Federal Web Managers Council
(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) hq.dhs.gov

**From:** ALL GOV Community of Practice Lists <COP-ALL-GOV@LISTSERV.GSA.GOV> **On Behalf Of** Jacob Parcell - QXE
**Sent:** Monday, April 8, 2019 1:05 PM
**To:** COP-ALL-GOV@LISTSERV.GSA.GOV
**Subject:** [COP-ALL-GOV] U.S. Web Design System 2.0 Is Here!

Good Afternoon,

My name is Jacob Parcell and my team coordinates a number of the Government-Wide Communities of Practice (COPs) at the U.S. General Services Administration. I wanted to share an announcement that will make government websites more user friendly. If you are not directly involved in the digital space, I hope you'll share this with a colleague who is.

Today GSA announced the release of the U.S. Web Design System version 2.0 (USWDS 2.0) -- a new foundation for the future of our design system.

See our USWDS 2.0 launch blog post (https://go.usa.gov/xmCJc) to check out everything the system has to offer.

Today's release makes a number of key improvements to the free and open-source design system already used by over 200 federal websites, and reaching over 550 million users annually. These improvements include:

- Applying mobile-friendly design concepts out of the box
- Deploying a color system to help simplify 508 compliance
- Implementing a new design token system, making the USWDS more flexible and adaptable to each agency’s unique needs

If you’re interested in learning more -- or want to be among the first to know when we release new content or announce new trainings and events around USWDS 2.0 -- sign up for the brand new USWDS 2.0 mailing list by emailing uswds-subscribe-request@listserv.gsa.gov

Other ways to connect with the USWDS:

- USWDS Website - https://designsystem.digital.gov
- GitHub - https://github.com/uswds/uswds/issues
- Slack - https://chat.18f.gov/
- Twitter - https://twitter.com/uswds?lang=en
- Email Us - uswds@gsa.gov

Thank you all for your ongoing contributions to improving how the federal government leverages technology in the service of the American people.

The U.S. Web Design System Team

--

Director, Innovation Portfolio
Technology Transformation Service
U.S. General Services Administration
202.208.7139
jacob.parcell@gsa.gov

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---

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**Subject:** Amazon Alexa TOS
**From:** "Woods, Tim" <twoods@USGS.GOV>
**Reply To:** Woods, Tim
**Date:** Mon, 22 Apr 2019 13:38:51 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2022 bytes) , text/html (2796 bytes)

Hi All,
Has anyone been able to get an approved/signed TOS to publish Skills for the Amazon Alexa platform? If so, please contact me.
Thanks,
Tim

--
Tim Woods
Web Reengineering Project Lead
12201 Sunrise Valley Dr.
MS119
Reston VA, 20192
twoods@usgs.gov
(703) 648-4038

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**Subject:** Managing content managers in Drupal
**From:** "Dooley, Wayne (NIH/OD) [E]" <wayne.dooley@NIH.GOV>
**Reply To:** Dooley, Wayne (NIH/OD) [E]
**Date:** Tue, 23 Apr 2019 19:00:07 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1870 bytes) , text/html (5 kB)

Hello all you fine government Drupal gods -

How do you effectively manage your content managers and contributors within Drupal? The issue we're facing is that we have volumes of content that we manage on our sites to include nodes and documents; with the turnover of CMs, managing accountability back to an OPR is hit-and-miss. As mentioned during the DrupalCon government summit, some organizations like DOI (Thanks, Larry Gillick) have implemented a 'freshness dating' to ensure their content is up to date. We can't get to that point if we don't have a firm grasp on managing the managers.

Taxonomies? Views? Spreadsheets (yikes)? We'd love to learn of your successes -- and failures.

- Wayne

---

**Wayne Dooley**
HR SAID | Information Management Team
National Institutes of Health
(301) 827-5744 | wayne.dooley@nih.gov

*"Be excellent to each other." -- Bill S. Preston, Esq.*

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**Subject:** Re: Managing content managers in Drupal
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
**Reply To:** Erville, Kathleen (CFPB)
**Date:** Tue, 23 Apr 2019 19:26:22 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (16 kB)

You have put your finger on the huge challenge facing digital publishers.  Our SMEs are averse to inline edits and in some case clearance processes require word with track changes –

Some comments from a LavaCon conference last fall really struck home for me:

> Enterprise publishing uses strained and outdated processes that rely entirely on manual content transformations to scale channels and capabilities.  Friction is everywhere.  Time to get honest: #1 way content moves around enterprise is email and word.  No single team responsible for omni channel content – just their own channels. No shared semantics – lots of ad hoc workarounds for taxonomy and tags. Publishing the old way turns creative humans into copy/paste robots. Writers spending 50 percent of their time on the mechanics of content instead of the content itself. The experience is overwhelming for authors.
>
> Content teams can't scale fast enough to do what needs to be done – no time for proper QA let alone proper tagging.  We are facing massive technical debt in the form of misconfigured and out of date content systems and massive content debt, unstructured, duplicated. Products are all now information products. But orgs still treat content like a 2nd, 34rd class citizen – the last thing people think about, but it is really at the epicenter, what differentiates our companies from the next.
>
> The future of the content supply chain – Nature of content is evolving from static to dynamic, the electricity that empowers our customer experience. What is needed is a platform of strategy informed by standards delivering to systems held up by structure and semantics – the whole thing falls down w/o these two poles. *(Cruce Saunders, Founder Simple A [A])*

Because I couldn't get by-in for inline editing and have a crappy rich text editor on our platform (Salesforce) to boot, I have solved for this by recruiting a squad of content stewards.  We use SharePoint for document management with workflow and have trained them in our processes and tools.  The content team then transforms it into HTML using proper packaging for style and usability rules.

It has been a struggle to recruit and retain my "content stewards" but doing this piece is the foundation – With larger organizations it should be a hub and spokes model where there is one person per business unit as your digital POC to herd cats in their organization in my view.  You may need some edict from management (i.e. a policy memo/email/charter/etc signed out by the HIPPO Exec in your org)  to set this system up to start, but it has huge payoff down the road for accountability and accurate, up to date content.  Call this system what you will -- I call it my web governance system – but whatever it is content steward engagement is the price to be paid to get you where you want to be in my view.

If you need to engage with your executives first to get your call to arms memo, I'd recommend coming up with a KPI/risk that helps them frame the problem.  A nice chart on how much content is bloat - "redundant old or trivial" - may do the trick – a pie chart of what has been touched in the last six months and what is older and hasn't been is also a good idea.  It depends how complicated you six months and what is older and hasn't been is also a good idea. It depends how complicated you want to get and how simple it is to pull metrics.

Good luck with your efforts – It is a noble cause ☺

kme

//////////////

Kathleen Erville
Content Strategist | Office of Consumer Response
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

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**From:** Dooley, Wayne (NIH/OD) [E] <0000042b14ae4299-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, April 23, 2019 3:00 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Managing content managers in Drupal

Hello all you fine government Drupal gods -

How do you effectively manage your content managers and contributors within Drupal? The issue we're facing is that we have volumes of content that we manage on our sites to include nodes and documents; with the turnover of CMs, managing accountability back to an OPR is hit-and-miss. As mentioned during the DrupalCon government summit, some organizations like DOI (Thanks, Larry Gillick) have implemented a 'freshness dating' to ensure their content is up to date. We can't get to that point if we don't have a firm grasp on managing the managers.

Taxonomies? Views? Spreadsheets (yikes)? We'd love to learn of your successes -- and failures.

- Wayne

---

**Wayne Dooley**
HR SAID | Information Management Team
National Institutes of Health
(301) 827-5744 | wayne.dooley@nih.gov

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| | |
|---|---|
| **Subject:** | Re: [EXTERNAL] [CONTENT-MANAGERS-L] Managing content managers in Drupal |
| **From:** | "Gillick, Larry" <larry_gillick@IOS.DOI.GOV> |
| **Reply To:** | Gillick, Larry |
| **Date:** | Tue, 23 Apr 2019 15:48:48 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (4 kB) , text/html (9 kB) |

"Speak of the Devil and He shall come!"

Hi Wayne,

Just a few more logs for this fire, in case they'll help warm your operation.

We have 183 authors & devs (not so many devs). The authors are not "web people," for the most part. Those who are, are their own sort of "interesting," which we can chat about further on.

Before anyone gets the keys to the kingdom (or at least a working login), there's a 1-on-1 (or 1-on-few) training class -- live via screenshared Hangout or in person. We're not sure yet, which is more effective -- and yes, we really should do some testing. I keep a ruleset where anyone can see it (plus a more generalize Digital Media Guide -- but that's another story). I also send periodic all-authors emails.

There's also a shared spreadsheet on our Google drive, containing all sorts of issues found by automated scanners. Scrutiny is a personal favorite (possibly the best £100 of taxpayer money I've ever spent. We're also testing SortSite, so I may be adding that to the spreadsheet, soon.

I offer help where I can and discipline where I must. I'm not above "firing" an author for gross incompetence. "Training is free," I tell our people. We'll do that any day, any time. Just don't carelessly break stuff. Most folks take us up on the help. Most.

I'll admit that authors (like all people) goof sometimes. Usually, we point out errors and let them do the fixing. If it's a light day, we might dive in and make changes ourselves.

By "our," I mean DeRon Johnson and myself. He's more hands-on, these days -- and I'm CC'ing him on this note, in hopes that he'll add to the conversation. He probably has a more intimate knowledge of the goings-on here than I do, at this point.

Good luck with your authors!

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Tue, Apr 23, 2019 at 3:02 PM Dooley, Wayne (NIH/OD) [E] <0000042b14ae4299-dmarc-request@listserv.gsa.gov> wrote:

request@listserv.gsa.gov> wrote:

> Hello all you fine government Drupal gods -
>
> How do you effectively manage your content managers and contributors within Drupal? The issue we’re facing is that we have volumes of content that we manage on our sites to include nodes and documents; with the turnover of CMs, managing accountability back to an OPR is hit-and-miss. As mentioned during the DrupalCon government summit, some organizations like DOI (Thanks, Larry Gillick) have implemented a ‘freshness dating’ to ensure their content is up to date. We can’t get to that point if we don’t have a firm grasp on managing the managers.
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> Taxonomies? Views? Spreadsheets (yikes)? We’d love to learn of your successes -- and failures.
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>
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**Subject:** Come work with us!
**From:** "(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Wed, 24 Apr 2019 14:36:19 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1604 bytes) , text/html (2507 bytes)

Hi everyone.

We're hiring at least two project managers for one of the coolest, most directly customer-service-enhancement projects around: creating online immigration forms and developing services for people with online accounts.

Come work with us as we bring immigration applications into the 21st century. :)

https://www.usajobs.gov/GetJob/ViewDetails/531520600

Even if you're not interested, please share!

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
*Office of Citizenship and Applican Services | U.S. Citizenship and Immigration Services*
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

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**Subject:** Changes coming to 1.USA.gov URL shortening service
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>
**Date:** Thu, 25 Apr 2019 16:36:16 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2599 bytes) , text/html (10 kB)

Hi all,

I'm writing to alert you of a change coming to the 1.USA.gov URL shortening service. This service was decommissioned in 2016, but links continued to function and they are still being used by some to link to government sites.

In the next few days (possibly as soon as Monday), links using the 1.USA.gov URL shortening service will no longer forward users to the destination page. Using these links will instead send users to an error page explaining the issue. We strongly suggest you replace any remaining 1.USA.gov links in your materials with go.USA.gov or other shortened links. We're taking this action to meet mandatory government security requirements, such as DHS Binding Operational Directive 18-01, with all of our products. Please see the following instructions if you have created or use any 1.USA.gov links:

**If you created a 1.USA.gov URL**
The creation of new 1.usa.gov links hasn't been possible for nearly three years. Please stop using 1.usa.gov URLs in your messages. If you need to shorten URLs using a government shortener, use Go.USA.gov.

**If you clicked a 1.USA.gov URL**
Here's what you can try:

1. If you know the website you were trying to get to originally, you can go directly there and use the search box to try to find the content you were looking for.
2. If you still can't find what you are looking for, you can visit USA.gov to continue your search.

Please use the above language to communicate these changes to your audience or colleagues moving forward.

Thank you!

--
Claire Loxsom
Prog USAGov, Outreach/Public Engagement
M: (b) (6)
Partner with USAGov!

---

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**Subject:** Add-to-calendar link; TOS with Eventable?
**From:** "Merkt, Peter (Toby) (HRSA)" <PMerkt@HRSA.GOV>
**Reply To:** Merkt, Peter (Toby) (HRSA)
**Date:** Fri, 26 Apr 2019 14:27:27 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (32 kB) , text/html (5 kB) , image001.jpg (32 kB)

Hi all,

I am writing to see if anyone else has had challenges creating an "add to calendar" functionality for GovDelivery.

HRSA's Bureau of Health Workforce regularly hosts webinars for clinicians, sites, and grantees, and we market the webinars through GovDelivery. We would like to send GovDelivery bulletins with a link that subscribers could click to add the date/time of the event to their calendar. We want to avoid having to post the add-to-calendar download file on our website each time (we send these event invitations quite regularly).

I found a tool, Eventable, that provides an add-to-calendar link we can use in GovDelivery, but as far as I know, HHS does not have a TOS with Eventable.

Does anyone out there have any tips for other ways to get that add-to-calendar link in our GovDelivery bulletins? Or has anyone been able to get an approved/signed TOS with Eventable?

Best,
Toby

**Toby Merkt, MPH**
*Health Communications Specialist*
Bureau of Health Workforce / Division of External Affairs
Health Resources and Services Administration
5600 Fishers Lane
Rockville, MD  20857
Pmerkt@hrsa.gov
301-443-8106

HRSA Health Workforce
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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

**Subject:** Re: [SM-COP] Changes coming to 1.USA.gov URL shortening service
**From:** "(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Mon, 29 Apr 2019 12:39:29 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3474 bytes) , text/html (12 kB)

Hi all. See below.

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
*Office of Citizenship and Applican* *Services | U.S. Citizenship and Immigration Services*
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

On Apr 29, 2019, at 7:42 AM, Claire Loxsom - QXBA <claire.loxsom@gsa.gov> wrote:

> Hi all,
>
> I'm writing to alert you of a change coming to the 1.USA.gov URL shortening service. This service was decommissioned in 2016, but links continued to function and they are still being used by some to link to government sites.
>
> In the next few days (possibly as soon as Monday), links using the 1.USA.gov URL shortening service will no longer forward users to the destination page. Using these links will instead send users to an error page explaining the issue. We strongly suggest you replace any remaining 1.USA.gov links in your materials with go.USA.gov or other shortened links. We're taking this action to meet mandatory government security requirements, such as DHS Binding Operational Directive 18-01, with all of our products.
> Please see the following instructions if you have created or use any 1.USA.gov links:
>
> **If you created a 1.USA.gov URL**
> The creation of new 1.usa.gov links hasn't been possible for nearly three years. Please stop using 1.usa.gov URLs in your messages. If you need to shorten URLs using a government shortener, use Go.USA.gov.
>
> **If you clicked a 1.USA.gov URL**
> Here's what you can try:
>
> 1.

If you know the website you were trying to get to originally, you can go directly there and use the search box to try to find the content you were looking for.

2. If you still can't find what you are looking for, you can visit USA.gov to continue your search.

Please use the above language to communicate these changes to your audience or colleagues moving forward.

Thank you!

--
Claire Loxsom
Pro USAGov, Outreach/Public Engagement
M: (b) (6)
Partner with USAGov!

---

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---

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**Subject:** Re: [SM-COP] Changes coming to 1.USA.gov URL shortening service
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>
**Date:** Mon, 29 Apr 2019 08:53:18 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (14 kB)

FYI — they have an API for generating short urls using the new format.
https://go.usa.gov/api

This makes is much easier to integrate with your CMS, apps and tools.
Bonus, it'll return the # of clicks that each short url has received!

-jeremy

On Mon, Apr 29, 2019 at 8:47 AM (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <00000148e20e55c9-dmarc-request@listserv.gsa.gov> wrote:

> Hi all. See below.
>
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> Deputy Chief, Digital Services Division
> *Office of Citizenship and Applican Services | U.S. Citizenship and Immigration Services*
> Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)
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M: (b) (6)
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--

**Subject:** DrupalGovCon Session Submission
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)
[redacted] HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Mon, 29 Apr 2019 19:22:28 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1704 bytes) , text/html (4 kB)

Hey y'all!

I work on the GovCon team and run session selection. Just wanted to highlight the fact that Drupal Gov Con has session submissions open! I encourage you to submit a session!

Submit here: https://www.drupalgovcon.org/node/add/session

Definition of tracks with brief advice about submissions: https://www.drupalgovcon.org/session-tracks

If you have any questions, feel free to direct them my way! I am stoked for the event in July this year!

Community participation is what makes the event awesome! Hope to see all of you at NIH in July!

(b) (6), (b) (7)(C)

[redacted] (b) (6), (b) (7)(C)
Digital Engagement (Web and Social Media), Office of External Affairs
Cybersecurity and Infrastructure Security Agency
(b) (6), (b) (7)(C) (c)
(b) (6), (b) (7)(C) hq.dhs.gov

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**Subject:** Optimizing web graphics
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Tue, 30 Apr 2019 14:48:57 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (11 kB) , image001.jpg (8 kB)

Hi all –

Just ran across one of those things that we all talk about doing as a best practice but never really think about the REAL impact of… namely, the importance of optimizing web graphics.

We recently had an office prepare some graphics for the main homepage rotator on DHS.gov.  For the rotator, we use two graphics – one set for desktop (1280x480px) and one set for mobile (640x240px).  The office submitted PNG versions of the graphics that were 858KB and 209KB respectively… so far, so good.  Those file sizes seemed to be a bit large to me though, so I ran them through Photoshop and resaved them as optimized JPG images (Photoshop > Export > Save for Web (Legacy) > JPG at 60% quality) and was able to get them down to 163KB and 50KB (respectively).

So… what's the big deal, right?  858KB and 209KB doesn't seem TOO terribly bad… most people have fast connections now, etc. right?  (stay with me folks…)

Whereas it doesn't seem like much of a difference to an individual, it makes a HUGE difference to the aggregate.

So, crunching some numbers, here's the impact:

Over the past 30 days, the homepage of DHS.gov has had 3.54 million visitor sessions… 2.13 million on desktop and 1.21 million on mobile (roughly).  For the sake of this argument, we're also assuming that since this slide is in the first slot on the DHS.gov homepage rotator, everyone visiting the site will load it.  By optimizing the files, we were able to save 695 KB on the desktop version of the graphic and 159 KB on the mobile version of the graphic.

So we do the math:

- Desktop – 2,131,809 sessions - 695KB file differential =  1,481,607,255 KB (1.48 TB)
- Mobile – 1,209,894 sessions – 159KB file differential – 192,373,146 KB (192 GB)

So, by optimizing JUST these two files… we were able to save roughly 1.67 TB of data traffic… which is 1.67 TB of bandwidth we don't have to pay for… all because we took an extra 30 seconds to optimize both graphics.    And if your site is fronted by a content delivery network (like Akamai, for example) and you have the ability to dynamically compress images on delivery – even better.

Cool, huh?  So next time someone gives you grief about prepping images properly and asks you "what the big deal" is, now you have an answer.

Sometimes it's the little things in life…

[redacted]

| (b) (6), (b) (7)(C) | U.S. Department of Homeland Security |
|---|---|
| Office of Public Affairs<br>Director of Web Communications | (Voice) (b) (6), (b) (7)(C)<br>(Cell) (b) (6), (b) (7)(C)<br>(b) (6), (b) (7)(C)hq.dhs.gov |

---

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

**Subject:** Re: DrupalGovCon Session Submission
**From:** "(b) (6) [redacted] <(b) (6) [redacted] STATE.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Tue, 30 Apr 2019 15:23:51 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB)

Piggybacking here:

You can see sessions that have been submitted so far here:
https://www.drupalgovcon.org/2019/program/proposed-sessions

There are already some excellent proposals, here are just a few:

Accessibility Testing with Wave
https://www.drupalgovcon.org/2019/program/sessions/accessibility-testing-wave

Bash is Magic No It's Not
https://www.drupalgovcon.org/2019/program/sessions/bash-magic-no-its-not

There's an Australian D7 project case study based on this repo on github
https://github.com/govCMS/
https://www.drupalgovcon.org/2019/program/sessions/next-generation-drupal-multi-sites-govcms-case-study

Debugging session for the intermediate devs called Var_Dumps are for Chumps: an introduction to Xdebug
https://www.drupalgovcon.org/2019/program/sessions/vardumps-are-chumps-introduction-xdebug

All Carrot and No stick
https://www.drupalgovcon.org/2019/program/sessions/all-carrot-no-stick

Happy Teams: Effective Onboarding is the Key to Retaining Good Talent
https://www.drupalgovcon.org/2019/program/sessions/happy-teams-effective-onboarding-key-retaining-good-talent

There's even a session submitted by the maintainer of the WebForms module in Drupal 8 all about how to use WebForms in Government:
https://www.drupalgovcon.org/2019/program/sessions/webforms-government

And I've only highlighted a fraction of what's been submitted so far and there are still 10 days left to submit (11 if you count today, which I'm not).

And we haven't even talked Training yet. We'll have those out in June for folks to sign up for, but to attend training you need to be registered for a ticket for DrupalGovCon. If you've registered for 2018 or 2017, just sign in and get your ticket. If YOU ARE NEW, you need to create a new account. https://www.drupalgovcon.org/user/register and then you can select a ticket for this year.

So, Keepy July 23, 24, 25 and 26 free to come on out to NIH for Drupal GovCon this year!

**Official - Transitory**
**UNCLASSIFIED**

---

**From:** (b) (6), (b) (7)(C) [redacted] <000002abc7cb06e8-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, April 29, 2019 3:22 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] DrupalGovCon Session Submission

Hey y'all!

I work on the GovCon team and run session selection. Just wanted to highlight the fact that Drupal Gov Con has session submissions open! I encourage you to submit a session!

Submit here: https://www.drupalgovcon.org/node/add/session

Definition of tracks with brief advice about submissions: https://www.drupalgovcon.org/session-tracks

If you have any questions, feel free to direct them my way! I am stoked for the event in July this year!

Community participation is what makes the event awesome! Hope to see all of you at NIH in July!

(b) (6), (b) (7)(C)

[redacted] (b) (6), (b) (7)(C)
Digital Engagement (Web and Social Media), Office of External Affairs
Cybersecurity and Infrastructure Security Agency
(b) (6), (b) (7)(C) (c)
(b) (6), (b) (7)(C) hq.dhs.gov

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---

This message was sent to the Web Content Managers Forum, a community of government employees who

| | |
|---|---|
| **Subject:** | Request for market research on Email Subscription Tool |
| **From:** | "Bouchard, Andrea (OST)" <andrea.bouchard@DOT.GOV> |
| **Reply To:** | Bouchard, Andrea (OST) |
| **Date:** | Tue, 30 Apr 2019 15:50:12 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1450 bytes) , text/html (2023 bytes) |

Hi Everyone,

We're nearing the end of our Email Subscription Tool and are researching some other options.  We'd appreciate hearing what others in this group use at their Agencies?  Along with that, do you require them to be FedRamp accredited, etc.

We'd welcome any opinions, why you like what you have now, why you hate it, what you wish you used, etc. Other info if you want to share also appreciated, i.e. cost, usage, customer service, config easy/difficult, etc.

Thank you!!
Andrea Bouchard
202-366-9974
DOT OCIO

---

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff

**Subject:** go.usa.gov question
**From:** '(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 30 Apr 2019 15:56:58 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (17 kB)

Hi Jeremy, is the shortener going to be updated to D8? Just curious about the roadmap and continued use of it.

Thanks
(b) (6), (b) (7)(C)

**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>
**Sent:** Monday, April 29, 2019 8:53 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [SM-COP] Changes coming to 1.USA.gov URL shortening service

FYI — they have an API for generating short urls using the new format.
https://go.usa.gov/api

This makes is much easier to integrate with your CMS, apps and tools.
Bonus, it'll return the # of clicks that each short url has received!

-jeremy

On Mon, Apr 29, 2019 at 8:47 AM (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <00000148e20e55c9-dmarc-request@listserv.gsa.gov> wrote:

> Hi all. See below.
>
> (b) (6), (b) (7)(C)
> Deputy Chief, Digital Services Division
> *Office of Citizenship and Applicant Information Services* | *U.S. Citizenship and Immigration Services*
> Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)
>
> On Apr 29, 2019, at 7:42 AM, Claire Loxsom - QXBA <claire.loxsom@gsa.gov> wrote:
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using 1.usa.gov URLs in your messages. If you need to shorten URLs using a government shortener, use Go.USA.gov.

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Please use the above language to communicate these changes to your audience or colleagues moving forward.

Thank you!

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Claire Loxsom
Program Analyst, USAGov, Outreach/Public Engagement
M: (b) (6)
Partner with USAGov!

**Official - Transitory**
**UNCLASSIFIED**

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--
Jeremy Zilar | jeremy.zilar@gsa.gov
Director Digital.gov / GSA — digital.gov

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**Subject:** Re: Optimizing web graphics
**From:** "King, Lou - ERS" <LKING@ERS.USDA.GOV>
**Reply To:** King, Lou - ERS
**Date:** Tue, 30 Apr 2019 16:08:06 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (15 kB) , image001.jpg (8 kB)

Thanks for the tip, Matt. Our site was grossly underoptimized, so I'm slimming down as we speak. Just in time for beach season.

Lou King
Web Managing Editor
Economic Research Service, USDA
355 E Street SW
Washington, DC 20024-3221
http://www.ers.usda.gov

Follow us on Twitter: http://www.twitter.com/USDA_ERS

---

**From:** (b) (6), (b) (7)(C) [mailto:0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Tuesday, April 30, 2019 10:49 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Optimizing web graphics

Hi all –

Just ran across one of those things that we all talk about doing as a best practice but never really think about the REAL impact of… namely, the importance of optimizing web graphics.

We recently had an office prepare some graphics for the main homepage rotator on DHS.gov. For the rotator, we use two graphics – one set for desktop (1280x480px) and one set for mobile (640x240px). The office submitted PNG versions of the graphics that were 858KB and 209KB respectively… so far, so good. Those file sizes seemed to be a bit large to me though, so I ran them through Photoshop and resaved them as optimized JPG images (Photoshop > Export > Save for Web (Legacy) > JPG at 60% quality) and was able to get them down to 163KB and 50KB (respectively).

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So we do the math:

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Cool, huh? So next time someone gives you grief about prepping images properly and asks you "what the big deal" is, now you have an answer.

Sometimes it's the little things in life…

[redacted]

| [redacted] | U.S. Department of Homeland Security |
|---|---|
| Office of Public Affairs<br>Director of Web Communications | (Voice) [redacted]<br>(Cell) [redacted]<br>[redacted]hq.dhs.gov |

Homeland Security

---

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**Subject:** Re: Optimizing web graphics
**From:** "(b) (6) CIV (US) DeCA HQ OC" <(b) (6) DECA.MIL>
**Reply To:** (b) (6) CIV (US) DeCA HQ OC
**Date:** Tue, 30 Apr 2019 17:23:51 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (95 lines)

(b) (6), (b) (7)(C)

I love these kind of stats. Thanks for sharing. I think with today's internet speeds and functionality, people tend to forget that optimization can still make a big difference. There are still some bafflingly huge offenders out there.

And it's a great example that I might use (if you don't mind) when I do my quarterly training for users of our CMS. Every kilobyte counts!

Respectfully,

-------------------------------------
(b) (6)
Corporate Communications
Defense Commissary Agency
Toll Free 800-699-5063 x(b) (6)
COM (b) (6)
DSN (b) (6)
(b) (6) deca.mil

-----Original Message-----
From: (b) (6), (b) (7)(C) [mailto:0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV]
Sent: Tuesday, April 30, 2019 10:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Optimizing web graphics

Hi all -

Just ran across one of those things that we all talk about doing as a best practice but never really think about the REAL impact of... namely, the importance of optimizing web graphics.

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Sometimes it's the little things in life...

(b) (6)

(b) (6), (b) (7)(C)
U.S. Department of Homeland Security
Office of Public Affairs
Director of Web Communications
(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) hq.dhs.gov <mailto:(b) (6), (b) (7)(C) hq.dhs.gov>

---

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| | |
|---|---|
| **Subject:** | Re: Request for market research on Email Subscription Tool |
| **From:** | "[redacted] <[redacted] IOWA.GOV> |
| **Reply To:** | [redacted] |
| **Date:** | Tue, 30 Apr 2019 12:38:14 -0500 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3992 bytes) , text/html (5 kB) |

The State of Iowa uses GovDelivery from Granicus and have been pleased with the tool. We have about 600 administrators and over 400 publiclhy available topics going to over 1M. Their services have been outstanding for onboarding and ongoing support. They have helped individual agency program staff create templates and graphics and helped educate our users on how to improve engagement. Let me know if I can answer any other questions for you.

On Tue, Apr 30, 2019 at 11:18 AM Bouchard, Andrea (OST) <andrea.bouchard@dot.gov> wrote:

> Hi Everyone,
>
> We're nearing the end of our Email Subscription Tool and are researching some other options. We'd appreciate hearing what others in this group use at their Agencies? Along with that, do you require them to be FedRamp accredited, etc.
>
> We'd welcome any opinions, why you like what you have now, why you hate it, what you wish you used, etc. Other info if you want to share also appreciated, i.e. cost, usage, customer service, config easy/difficult, etc.
>
> Thank you!!
> Andrea Bouchard
> 202-366-9974
> DOT OCIO
>
> ---
>
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--

(b) (6) [redacted] eGovernment Services Coordinator
Office of the Chief Information Officer
(b) (6) [redacted]
(b) (6) [redacted] iowa.gov

Twitter: @IowaOCIO

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---

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**Subject:** Re: Optimizing web graphics
**From:** Rautio Michael <Michael.Rautio@IRS.GOV>
**Reply To:** Rautio Michael <Michael.Rautio@IRS.GOV>
**Date:** Tue, 30 Apr 2019 17:53:47 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (125 lines)

While we are on the topic...

Don't forget to optimize your static files as well. So many PDFs are created and have lots of extras attached to them that are unneeded when sharing a final version with the public.

Heck, you should also optimize (and mimify) your CSS and JS files both in size, but also quantity.

Michael Rautio
Management and Program Analyst| Online Engagement, Operations & Media | Office of Online Services
SE:OLS:OEOM:MED | michael.rautio@irs.gov
1220 SW 3rd Avenue, Portland, OR 97204

-----Original Message-----
From: (b) (6) [redacted] CIV (US) DeCA HQ OC <(b) (6) [redacted] DECA.MIL>
Sent: Tuesday, April 30, 2019 10:24 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Optimizing web graphics

Matthew:

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And it's a great example that I might use (if you don't mind) when I do my quarterly training for users of our CMS. Every kilobyte counts!

Respectfully,

-------------------------------------
(b) (6) [redacted]
Corporate Communications
Defense Commissary Agency
Toll Free 800-699-5063 x(b) (6) [redacted]
COM (b) (6) [redacted]
DSN (b) (6) [redacted]
(b) (6) [redacted] deca.mil

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(b) (6), (b) (7)(C) hq.dhs.gov <mailto:(b) (6), (b) (7)(C) hq.dhs.gov>

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**Subject:** Re: Optimizing web graphics
**From:** Antoinette Jones - IDRGT <antoinette.jones@GSA.GOV>
**Reply To:** Antoinette Jones - IDRGT <antoinette.jones@GSA.GOV>
**Date:** Tue, 30 Apr 2019 13:44:57 -0500
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (11 kB) , image001.jpg (8 kB)

This is very interesting; and helpful. I'd actually forgotten about optimizing images as I migrated away from doing graphics. Now that it's becoming more prevalent to my duties, I'll be making this tweak as well. Thanks for this best practice tip!

**Antoinette E. Jones, IDRGT**
Information Technology Specialist
GSA IT
312.353.3992 Office
(b) (6) [redacted] Cell

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On Tue, Apr 30, 2019 at 9:51 AM (b) (6), (b) (7)(C) [redacted] <0000014c1939ff17-dmarc-request@listserv.gsa.gov> wrote:

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U.S. Department of Homeland Security
Office of Public Affairs
Director of Web Communications
(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)hq.dhs.gov
Homeland Security

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**Subject:** Celebrate National Small Business Week with SBA
**From:** "Goriel, Natale S." <Natale.Goriel@SBA.GOV>
**Reply To:** Goriel, Natale S.
**Date:** Tue, 30 Apr 2019 19:00:33 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB) , image002.jpg (5 kB)

Greetings!

**National Small Business Week** is almost here, May 5-11, 2019! Please help the U.S. Small Business Administration spread the word and honor America's small business owners across the country. Below is a list of materials for you to use that are available at www.sba.gov/nsbw/media.

- Social media guide for government
- Graphics
- PSA

SBA (@SBAgov) will also host the **National Small Business Week Twitter Chat** on **Friday, May 10 at Noon ET** on how to start or grow a business. We'll be sharing tips and tricks to help business owners/entrepreneurs succeed with the hashtag **#SmallBusinessWeek**. If you would like to participate, please email natale.goriel@sba.gov.

Thank you in advance for your support!

Natale Goriel
Digital Media Manager, Office of Communications and Public Liaison
**U.S. Small Business Administration**
(503) 326-5207
natale.goriel@sba.gov

SBA U.S. Small Business Administration

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**Subject:** Re: Optimizing web graphics
**From:** '(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Tue, 30 Apr 2019 21:33:17 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (156 lines)

And for the person on the subway or elsewhere with a wonky mobile connection, that big graphic can be a real pain ...

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services
Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)

-----Original Message-----
From: Rautio Michael <00000438edee43a1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, April 30, 2019 1:54 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Optimizing web graphics

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Management and Program Analyst| Online Engagement, Operations & Media | Office of Online Services SE:OLS:OEOM:MED | michael.rautio@irs.gov
1220 SW 3rd Avenue, Portland, OR 97204

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(b) (6)
Corporate Communications
Defense Commissary Agency
Toll Free 800-699-5063 x(b) (6)
COM (b) (6)
DSN (b) (6)
(b) (6) deca.mil

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(b) (6), (b) (7)(C) hq.dhs.gov <mailto:(b) (6), (b) (7)(C) hq.dhs.gov>

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*********************************************************

**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Optimizing web graphics
**From:** "Gillick, Larry" <larry_gillick@IOS.DOI.GOV>
**Reply To:** Gillick, Larry
**Date:** Tue, 30 Apr 2019 17:49:06 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (10 kB) , text/html (14 kB)

This issue was the top argument against the visuals-heavy current look of DOI.gov. For a site-user in Indian Country (yes, that's the term -- and Indian Affairs is a pretty huge deal in my agency) -- likely with 2 or (at best) 3G service -- tons of high-res (🤦) graphics are less than helpful. That's even with compression.

So, let's compress, folks. Then, on weekends, we can decompress, knowing that we served our communities as well as we could.

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Tue, Apr 30, 2019 at 5:35 PM (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <00000148e20e55c9-dmarc-request@listserv.gsa.gov> wrote:

> And for the person on the subway or elsewhere with a wonky mobile connection, that big graphic can be a real pain ...
>
> (b) (6), (b) (7)(C)
> Deputy Chief, Digital Services Division
> Office o nd Applica Services | U.S. Citizenship and Immigration Services
> Office: (b) (6), (b) (7)(C) | Mobile: (b) (6), (b) (7)(C)
>
> -----Original Message-----
> From: Rautio Michael <00000438edee43a1-dmarc-request@LISTSERV.GSA.GOV>
> Sent: Tuesday, April 30, 2019 1:54 PM
> To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> Subject: Re: [CONTENT-MANAGERS-L] Optimizing web graphics
>
> While we are on the topic...
>
> Don't forget to optimize your static files as well. So many PDFs are created and have lots of extras attached to them that are unneeded when sharing a final version with the public.
>
> Heck, you should also optimize (and mimify) your CSS and JS files both in size, but also quantity.

Michael Rautio
Management and Program Analyst| Online Engagement, Operations & Media | Office of Online Services
SE:OLS:OEOM:MED | michael.rautio@irs.gov
1220 SW 3rd Avenue, Portland, OR 97204

-----Or
From: (b) (6) CIV (US) DeCA HQ OC <(b) (6) DECA.MIL>
Sent: Tuesday, April 30, 2019 10:24 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Optimizing web graphics

(b) (6), (b) (7)(C)

I love these kind of stats. Thanks for sharing. I think with today's internet speeds and functionality, people tend to forget that optimization can still make a big difference. There are still some bafflingly huge offenders out there.

And it's a great example that I might use (if you don't mind) when I do my quarterly training for users of our CMS. Every kilobyte counts!

Respectfully,

---------------
(b) (6)
Corporate Communications
Defense Commissary Agency
Toll Free 800-699-5063 x(b) (6)
COM (b) (6)
(b) (6)
(b) (6) deca.mil

-----Or -
From: (b) (6), (b) (7)(C) [mailto:0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV]
Sent: Tuesday, April 30, 2019 10:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Optimizing web graphics

Hi all -

Just ran across one of those things that we all talk about doing as a best practice but never really think about the REAL impact of... namely, the importance of optimizing web graphics.

We recently had an office prepare some graphics for the main homepage rotator on DHS.gov. For the rotator, we use two graphics - one set for desktop (1280x480px) and one set for mobile (640x240px). The office submitted PNG versions of the graphics that were 858KB and 209KB respectively... so far, so good. Those file sizes seemed to be a bit large to me though, so I ran them through Photoshop and resaved them as optimized JPG images (Photoshop > Export > Save for Web (Legacy) > JPG at 60% quality) and was able to get them down to 163KB and 50KB (respectively).

So... what's the big deal, right? 858KB and 209KB doesn't seem TOO terribly bad... most people have fast connections now, etc. right? (stay with me folks...)

Whereas it doesn't seem like much of a difference to an individual, it makes a HUGE difference to the aggregate.

So, crunching some numbers, here's the impact:

Over the past 30 days, the homepage of DHS.gov has had 3.54 million visitor sessions... 2.13 million on desktop and 1.21 million on mobile (roughly). For the sake of this argument, we're also assuming that since this slide is in the first slot on the DHS.gov homepage rotator, everyone visiting the site will load it. By optimizing the files, we were able to save 695 KB on the desktop version of the graphic and 159 KB on the mobile version of the graphic.

So we do the math:

- Desktop - 2,131,809 sessions - 695KB file differential = 1,481,607,255 KB (1.48 TB)
- Mobile - 1,209,894 sessions - 159KB file differential - 192,373,146 KB (192 GB)

So, by optimizing JUST these two files... we were able to save roughly 1.67 TB of data traffic... which is 1.67 TB of bandwidth we don't have to pay for... all because we took an extra 30 seconds to optimize both graphics. And if your site is fronted by a content delivery network (like Akamai, for example) and you have the ability to dynamically compress images on delivery - even better.

Cool, huh? So next time someone gives you grief about prepping images properly and asks you "what the big deal" is, now you have an answer.

Sometimes it's the little things in life...

[redacted]

[redacted]
U.S. Department of Homeland Security
Office of Public Affairs
Director [redacted] munications
(Voice) [redacted]
[redacted]
[redacted]hq.dhs.gov <mailto:[redacted]hq.dhs.gov>

---

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**Subject:** Multilingual Glossaries and Style Guides
**From:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>
**Reply To:** Laura Godfrey - QXBC <laura.godfrey@GSA.GOV>
**Date:** Thu, 2 May 2019 10:44:05 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1552 bytes) , text/html (2859 bytes)

Hello Colleagues,

My apologies if you get this twice since I'm sending it to two listservs.

I've received a few emails from colleagues asking if we're still receiving entries to the Bilingual Glossaries, Dictionaries and Style Guides page on DigitalGov and the answer is a resounding yes. If you are creating new glossaries or guides, or updating existing ones, kindly send them to me.

Thanks,
Laura

Laura Godfrey
Agency Partnerships and Multilingual Strategies Lead
Office of Products and Programs
Technology Transformation Services, GSA
202.536.8968

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**Subject:** PR Software options for tracking media response
**From:** "(b) (6), (b) (7)(C) (OJP)" (b) (6), (b) (7)(C)@USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (OJP)
**Date:** Thu, 2 May 2019 15:14:18 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (4 kB) , image002.png (7 kB)

Good morning,

I'd love to hear from Federal agencies that have nailed down an optimal game plan for tracking media responses to their reports and content.  We currently use Cision for this purpose.  Our primary handicap is that we don't have the bandwidth to dedicate someone to media monitoring.  We rely on the automated alerts we get, but we've been using Cision (and Vocus before that) for a while now and I would like to see if there are any better or cheaper alternatives out there.  Since we started with Vocus, even simple options like Google alerts have come forward, but again, we will need a solution that doesn't require a lot of manual wrangling.  Does anyone use "Meltwater"?

Note: There may be a Federal public relations list that I'm not part of that would be better suited for these questions.  If so, let me know.

Any thoughts are much appreciated!

(b) (6), (b) (7)(C)
Chief of Technology and Data Management
Bureau of Justice Statistics
(b) (6), (b) (7)(C)@usdoj.gov
Rm 7315
(b) (6), (b) (7)(C) [desk]
(b) (6), (b) (7)(C) [mobile]

---

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**Subject:** Latest USAGov Blog Post! Researching and Implementing Sticky Navigation
**From:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>
**Reply To:** Claire Loxsom - QXBA <claire.loxsom@GSA.GOV>
**Date:** Tue, 7 May 2019 13:07:39 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1593 bytes) , text/html (2378 bytes)

During user testing exercises, the USAGov User Experience (UX) team came up with ways to make navigating our website easier and more intuitive for the audience, especially first time users.

Explore the planning process behind implementing sticky navigation features onto usa.gov in our latest blog: Researching and Implementing Sticky Navigation in USAGov.

If you'd like more updates on our blogs overall, please subscribe at blog.usa.gov!

Thank you,
Claire
--
Claire Loxsom
Prog USAGov, Outreach/Public Engagement
M: (b) (6)
Partner with USAGov!

---

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**Subject:** Contact at YouTube
**From:** "Galbo, Joseph" <JGalbo@CPSC.GOV>
**Reply To:** Galbo, Joseph
**Date:** Wed, 8 May 2019 14:59:55 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1506 bytes) , text/html (3224 bytes)

Hey all,

Anyone have a government contact at YouTube? Thanks!

Joe

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| | |
|---|---|
| **Subject:** | Re: Contact at YouTube |
| **From:** | "Maas, Jennifer" <Jennifer.Maas@MAIL.HOUSE.GOV> |
| **Reply To:** | Maas, Jennifer |
| **Date:** | Wed, 8 May 2019 15:18:34 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3459 bytes) , text/html (4 kB) |

Hello,

At the US House we have two party-specific contacts. I'm sure they could route you to an Executive branch or general Government contact.

Google and YouTube

Republicans: (b) (6) (b) (6)@google.com

Democrats: - (b) (6) - (b) (6)@google.com

Jennifer Maas
Web Products Manager
ervices
(b) (6) (desk & mobile)

On May 8, 2019 11:00 AM, "Galbo, Joseph" <000000b95b789205-dmarc-request@LISTSERV.GSA.GOV> wrote:

> Hey all,
>
> Anyone have a government contact at YouTube? Thanks!
>
> Joe
>
> *****!!! Unless otherwise stated, any views or opinions expressed in this e-mail (and any attachments) are solely those of the author and do not necessarily represent those of the U.S. Consumer Product Safety Commission. Copies of product recall and product safety information can be sent to you automatically via Internet e-mail, as they are released by CPSC. To subscribe or unsubscribe to this service go to the following web page: http://www.cpsc.gov/en/Newsroom/Subscribe *****!!!
>
> ---
>
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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites

**Subject:** Re: Contact at YouTube
**From:** Kristen Albrittain <Kristen.Albrittain@NARA.GOV>
**Reply To:** Kristen Albrittain <Kristen.Albrittain@NARA.GOV>
**Date:** Wed, 8 May 2019 10:23:09 -0500
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (7 kB)

Hi there! We've had pretty decent luck using the government@youtube.com email address.

Kristen

Kristen Albrittain
Social Media Team

Public and Media Communications

Office of the Chief of Staff

National Archives and Records Administration
Kristen.Albrittain@nara.gov

On Wed, May 8, 2019 at 10:19 AM Maas, Jennifer <Jennifer.Maas@mail.house.gov> wrote:

> Hello,
>
> At the US House we have two party-specific contacts. I'm sure they could route you to an Executive branch or general Government contact.
>
> Google and YouTube
>
> Republicans: (b) (6) (b) (6)google.com
>
> Democrats: - (b) (6) - (b) (6) google.com
>
> Jennifer Maas
> Web Products Manager
> (b) (6)rvices
> (desk & mobile)
>
> On May 8, 2019 11:00 AM, "Galbo, Joseph" <000000b95b789205-dmarc-request@LISTSERV.GSA.GOV> wrote:
>
> > Hey all,
> >
> > Anyone have a government contact at YouTube? Thanks!
> >
> > Joe

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| | |
|---|---|
| **Subject:** | 2019 Women in Federal IT and Cybersecurity Event - Registration is Now Open |
| **From:** | Alycia Yozzi <alycia.yozzi@GSA.GOV> |
| **Reply To:** | Alycia Yozzi <alycia.yozzi@GSA.GOV> |
| **Date:** | Wed, 8 May 2019 17:14:32 -0400 |
| **Content-Type:** | multipart/mixed |
| **Parts/Attachments:** | text/plain (2598 bytes) , text/html (8 kB) ,<br>2019WomenInIT_SaveTheDate.jpg (456 kB) |

FYI

**U.S. General Services Administration**

**Alycia Yozzi**
Office of Government-wide Policy
(202) 679-6924

The following message is sent on behalf of the CIO Council Support.
////////////////////////////////////////////////////

The Federal Chief Information Officers Council (CIOC) is pleased to host "The Significance of HER Perspective," the second annual **Women in Federal IT and Cybersecurity** event. This event brings together the nation's top Federal information technology executives to celebrate the successes of women thriving in today's Federal IT environment, and to discuss strategies that engage, inspire, and motivate more women to pursue a career in IT.

As demonstrated by the President's Management Agenda (PMA), building and maintaining a workforce with modern technology skills is a key priority, and the CIOC is committed to supporting these efforts. Through this event, participants will hear stories from some of the Federal IT and cyber community's highly-successful leaders and perspectives about how women can thrive in IT careers.

**WHEN:** Tuesday, June 4, 2019 8:00 A.M. - 12:00 P.M. (ET). Our event will begin with an hour of networking. The program begins at 9:00 A.M. Flash mentoring will occur from 12:00 P.M. - 1:00 P.M. for those who register to attend.

**WHERE:** United States Institute of Peace, 2301 Constitution Avenue, NW, Washington, DC 20037.

**WHO:** All Federal Employees.

**REGISTRATION:** Opens May 6. Required for in-person attendance. Please see the following link to register: https://community.max.gov/x/hjmyYg

**SPEAKER:** Keynote Speaker to be announced.
--

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WOMEN
IN
FEDERAL IT
& CYBERSECURITY
SAVE THE DATE
JUNE 4, 2019
JOIN FEDERAL CIO
SUZETTE KENT
THE SIGNIFICANCE OF HER PERSPECTIVE

**OVERVIEW:** The Federal Chief Information Officers Council (CIOC) is pleased to host Women in Federal Information Technology and Cybersecurity. This event brings together the nation's top federal information technology executives to celebrate the successes of women thriving in today's federal IT enterprise and to discuss strategies that engage, inspire, and motivate more women to pursue a career in IT.

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**WHERE:** United States Institute of Peace, 2301 Constitution Avenue, NW, Washington, DC 20037.

**WHO:** All Federal Employees.

**REGISTRATION:** Opens May 6.

**SPEAKER:** Keynote Speaker to be announced.

**Subject:** Friday is last day to submit a Drupal GovCon session
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Thu, 9 May 2019 18:31:29 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2316 bytes) , text/html (9 kB)

I made sure the folks over on the code.gov list got this info but seems useful here as well. We don’t get a lot of training these days and without the Web Managers University event (which hasn’t happened in years) there aren’t many places or times when we get the chance to meet and talk to folks like us, webbies.

If you’ve never been to GovCon, I highly recommend it, and not just because I’m an organizer, it’s because I get a lot out of the event, our sessions and the training. And it’s all free.

So, submit a session. Here’s how to do it:

## Submit your session

DrupalGovCon features Drupal community leaders from around the world and sessions covering cutting-edge Drupal topics. If you have something to share with our community, we'd love for you to submit a session proposal!

The deadline for session submissions is **Friday, May 10, 2019**. We will notify speakers in early June if your session is selected.

Submit a session!

## Don't forget to register!

Drupal GovCon prides itself on providing a wide range of session tracks for everyone on your team, no matter their role or level of experience. Registration for Drupal GovCon is **free** and includes a t-shirt and lunches on all three days.

Grab your free ticket

**Personal**
**UNCLASSIFIED**

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| | |
|---|---|
| **Subject:** | Drupal4Gov Webinar: Configuration Workflow in Drupal 8 - THUR 16 MAY 3PM EST - REGISTER TODAY! |
| **From:** | "Dearie, Jessica" <Dearie.Jessica@EPA.GOV> |
| **Reply To:** | Dearie, Jessica |
| **Date:** | Tue, 14 May 2019 16:55:24 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3272 bytes) , text/html (14 kB) |

Still figuring out configuration managmeent in Drupal 8? Join Drupal4Gov in it's montly webinar series as Mike Madison walks us through the basics!

May 16th, 2019 at 3pm EST: Register now!
https://www.eventbrite.com/e/drupal4gov-webinar-series-configuration-workflow-in-drupal-8-registration-58188835373

---

Configuration is a key concept in Drupal 8 that sits at the intersection of backend development, dependency management, theming, site building, and (in)sanity. Already the community has seen several significant shifts in the recommended "best practices" and with the announcement of a second configuration management initiative, there is no clear end in sight!

Still, those of us that work with Drupal 8 every day have to manage configuration, and we have to do it in a reusable and stable way.
This talk focuses on configuration management best practices as they stand today.

We'll focus on things like:

- Managing different configuration for different environments (config split)
- Ignoring configuration entirely (config ignore)
- Basic configuration workflow (including git, CI, testing, etc.)
- Interaction with DevOps (using tools like Acquia BLT)
- Dependency interactions with other config, modules, and composer
- Working with configuration in code

Who should attend:

- Site Builders
- Developers

## About the speaker, Mike Madison

Mike Madison is an Acquia Certified Drupal Developer and a technical architect at Acquia. With over a decade of experience in web and background in HCI, he has used open source technologies such as Drupal (and Wordpress and Semantic MediaWiki) to solve challenging problems for a variety of clients and organizations around the world. He also contributes to a variety of Drupal community organizations and projects such a Drupal4Gov (which sponsors and puts on Drupal GovCon) where he is the technical lead and as a maintainer of the Conference Organizing Distribution (COD) and Acquia's Build and Launch Tools (BLT).

--------------------------------------------------------------------

**Jessica Dearie**
*ORD Intranet Coordinator*
*ORD SharePoint Site Collection Administrator*
ORD Office of Science Information Management
Drupal4Gov (join us drupal4gov@gmail.com)
202-564-8718
https://intranet.ord.epa.gov/

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

**Subject:** Re: [COP-ALL-GOV] U.S. Web Design System 2.0 Is Here!
**From:** Kelly Jerosch <Kelly.Jerosch@TREASURY.GOV>
**Reply To:** Kelly.Jerosch@TREASURY.GOV
**Date:** Tue, 14 May 2019 17:56:40 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (27 kB)

Has there been any update on whether OMB has issue guidance yet on what standards should be used?
Thanks,
Kelly Jersoch

**Kelly Jerosch**
Treasury Digital – Content Team Lead
**Enterprise Business Solutions**
Office of the Chief Information Officer
U.S. Department of the Treasury

**From:** (b) (6), (b) (7)(C) <0000014c1939ff17-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, April 22, 2019 9:19 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [COP-ALL-GOV] U.S. Web Design System 2.0 Is Here!

Morning all –

There seems to be a lot of confusion around the U.S. Web Design System and whether or not this constitutes the “Standards” referenced in the 21st Century IDEA Act.

To be clear, this are NOT the “standards” referenced in the 21st Century IDEA Act.  They may (or may not) end up being part of the standards, but until OMB issues implementation guidance for the IDEA Act, we don’t know.  That being said, OMB hasn’t issued the guidance yet, but rest assured that the Federal Web Managers Council is trying to stay as engaged as possible in the process, and we’ll share any and all information as soon as we can with this forum.

Thanks!

(b) (6), (b) (

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(b) (6), (b) (7)(C)
U.S. Department of Homeland Security
Office of Public Affairs
Director of Web Communications

Co-Chair
Federal Web Managers Council

(Voice) (b) (6), (b) (7)(C)
(Cell) (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)hq.dhs.gov

**From:** ALL GOV Community of Practice Lists <COP-ALL-GOV@LISTSERV.GSA.GOV> **On Behalf Of** Jacob Parcell - QXE
**Sent:** Monday, April 8, 2019 1:05 PM

**To:** COP-ALL-GOV@LISTSERV.GSA.GOV
**Subject:** [COP-ALL-GOV] U.S. Web Design System 2.0 Is Here!

Good Afternoon,

My name is Jacob Parcell and my team coordinates a number of the Government-Wide Communities of Practice (COPs) at the U.S. General Services Administration. I wanted to share an announcement that will make government websites more user friendly. If you are not directly involved in the digital space, I hope you'll share this with a colleague who is.

Today GSA announced the release of the U.S. Web Design System version 2.0 (USWDS 2.0) -- a new foundation for the future of our design system.

See our USWDS 2.0 launch blog post (https://go.usa.gov/xmCJc) to check out everything the system has to offer.

Today's release makes a number of key improvements to the free and open-source design system already used by over 200 federal websites, and reaching over 550 million users annually. These improvements include:

- Applying mobile-friendly design concepts out of the box
- Deploying a color system to help simplify 508 compliance
- Implementing a new design token system, making the USWDS more flexible and adaptable to each agency's unique needs

If you're interested in learning more -- or want to be among the first to know when we release new content or announce new trainings and events around USWDS 2.0 -- sign up for the brand new USWDS 2.0 mailing list by emailing uswds-subscribe-request@listserv.gsa.gov

Other ways to connect with the USWDS:

- USWDS Website - https://designsystem.digital.gov
- GitHub - https://github.com/uswds/uswds/issues
- Slack - https://chat.18f.gov/
- Twitter - https://twitter.com/uswds?lang=en
- Email Us - uswds@gsa.gov

Thank you all for your ongoing contributions to improving how the federal government leverages technology in the service of the American people.

The U.S. Web Design System Team

--

Director, Innovation Portfolio
Technology Transformation Service
U.S. General Services Administration
202.208.7139
jacob.parcell@gsa.gov

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

**Subject:** usage statistics for intranet site?
**From:** "(b) (6), (b) (7)(C) (JMD)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (JMD)
**Date:** Tue, 14 May 2019 19:17:22 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1433 bytes) , text/html (3477 bytes)

Hi,
I'm looking for recommendations for a tool that provides usage statistics/metrics for an intranet site. We're using Urchin now but need a replacement. We have been told that Matomo and Anglefish are possible candidates, so would love to hear from anyone who has used them. We'd be grateful for any other suggestions as well.

Thank you!

(b) (6), (b) (7)(C)
Web Content Manager, DOJNet
Collaboration and Web Services
Service Delivery Staff
USDOJ JMD/OCIO
(b) (6), (b) (7)(C)usdoj.gov

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**Subject:** Re: usage statistics for intranet site?
**From:** "Seidel, Aly" <Aly.Seidel@MAIL.HOUSE.GOV>
**Reply To:** Seidel, Aly
**Date:** Wed, 15 May 2019 12:25:23 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (73 lines)

Morning -

We use standard Google Analytics for the House intranet, with a bunch of custom-created reports/dashboards to make the KPIs more relevant to an internally-facing website. I haven't looked at other options, but GA has served us pretty well, even if it's normally meant for a public-facing website.

Aly Seidel
Communications Specialist
CAO Communications & Marketing
o. 202-226-4269 | c. (b) (6) [redacted]
__________________________
Office of the Chief Administrative Officer
217 Ford House Office Building
202 225-8000 (First Call)
https://HouseNet.house.gov

-----Original Message-----
From: CONTENT-MANAGERS-L automatic digest system <LISTSERV@LISTSERV.GSA.GOV>
Sent: Tuesday, May 14, 2019 11:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: CONTENT-MANAGERS-L Digest - 9 May 2019 to 14 May 2019 (#2019-61)

Date: Tue, 14 May 2019 19:17:22 +0000
From: "(b) (6), (b) (7)(C) [redacted] (JMD)" <(b) (6), (b) (7)(C) [redacted] USDOJ.GOV>
Subject: usage statistics for intranet site?

Hi,
I'm looking for recommendations for a tool that provides usage statistics/metrics for an intranet site. We're using Urchin now but need a replacement. We have been told that Matomo and Anglefish are possible candidates, so would love to hear from anyone who has used them. We'd be grateful for any other suggestions as well.

Thank you!

(b) (6), (b) (7)(C) [redacted]
Web Content Manager, DOJNet
Collaboration and Web Services
Service Delivery Staff
USDOJ JMD/OCIO
(b) (6), (b) (7)(C) [redacted] usdoj.gov<mailto:(b) (6), (b) (7)(C) [redacted] usdoj.gov>

**************************************************************

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https://urldefense.proofpoint.com/v2/url?u=http-3A__www.digitalgov.gov_communities_web-2Dmanagers-2Dforum_web-2Dcontent-2Dmanagers-2Dlistserv_&d=DwIFaQ&c=L93KkjKsAC98uTvC4KvQDdTDRzAeWDDRmG6S3YXlIH0&r=dlsmsThZU8Ic7pyyEnVpNnlO1r_yueMMaHNCDnCuFjE&m=j0rdHS_AqHIrvdU1YOYygDtcju2DbjnKTCxPKIyjJCQ&s=YoObzQXtLItTXIRl6l44KgYTdeS5EUh8eWMlnPpUc9k&e=

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End of CONTENT-MANAGERS-L Digest - 9 May 2019 to 14 May 2019 (#2019-61)
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*********************************************************

**Subject:** Re: usage statistics for intranet site?
**From:** "Schulken, Susan" <Susan.Schulken@FDA.HHS.GOV>
**Reply To:** Schulken, Susan
**Date:** Wed, 15 May 2019 13:29:01 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (11 kB) , image001.png (8 kB) , image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) , image005.jpg (8 kB) , image006.jpg (8 kB)

Hey Karen,

Always great to hear from Justice peeps 😉

Here at FDA, we use Google Analytics for our intranet metrics. We also use Angelfish for tracking downloads, among other things. Angelfish is much more limited in the data that you're able to track, and we've struggled with some performance issues.

Cheers,
Susan

**Susan Schulken**
*Team Lead, Strategic Communication Branch (SCB)*

**Center for Devices and Radiological Health**
**Office of Communication and Education | Division of Health Communication**
**U.S. Food and Drug Administration**
Tel: 240-402-1904 | Cell: (b) (6)
susan.schulken@fda.hhs.gov

***Excellent customer service is important to us. Please take a moment to provide feedback regarding the customer service you have received by taking our Customer Service Survey.***

---

**From:** (b) (6), (b) (7)(C) (JMD) <0000046689d42e97-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, May 14, 2019 3:17 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] usage statistics for intranet site?

Hi,
I'm looking for recommendations for a tool that provides usage statistics/metrics for an intranet site. We're using Urchin now but need a replacement. We have been told that Matomo and Anglefish are possible candidates, so would love to hear from anyone who has used them. We'd be grateful for any other suggestions as well.

Thank you!

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Service Delivery Staff
USDOJ JMD/OCIO
(b) (6), (b) (7)(C)usdoj.gov

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**Subject:** search engines on federal webpages
**From:** Cathy Smith <cathy.smith@NOAA.GOV>
**Reply To:** Cathy Smith <cathy.smith@NOAA.GOV>
**Date:** Wed, 15 May 2019 08:33:05 -0600
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (47 lines)

All

We just switched our search page to use search.gov (we had had usasearch based on Bing but it wasn't updating new pages). Search results are terrible with obscure pages being returned at the top of the list for common search terms. The order of results is seemingly random. Many of our top level and most used pages don't show up or show up so far down the list they might as well not be there. Neither Google nor Bing do this. They return pages more or less in the order we believe are popular, with Google to my eye being slightly more accurate though both are fine. The search.gov does not return the main page with subtopics that Google does either.

Should we be using search.gov? Is there anything we can do to improve the results? Particularly we would like the most accessed pages to be listed on the first page near the top of the page.

Cathy Smith

--
---------------------------------------------
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303-497-6263
https://www.esrl.noaa.gov/psd/people/cathy.smith/

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************************************************************

**Subject:** Re: search engines on federal webpages
**From:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>
**Reply To:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>
**Date:** Wed, 15 May 2019 10:58:49 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3696 bytes) , text/html (5 kB)

Hello Cathy, and all,

Thank you for your feedback. Since your old Bing index was out of date and you needed the index updated fresh, it may take a while for the relevance to warm up. There are likely some SEO improvements we could suggest as well. Would you like to schedule some time to look at it together?

Best,
Dawn

**Dawn Pointer McCleskey**
**Program Manager, Search.gov**
General Services Administration
dawn.mccleskey@gsa.gov | 443-671-7522
**Contact the team:** search@support.digitalgov.gov | 202-969-7426

On Wed, May 15, 2019 at 10:42 AM Cathy Smith <000004687bfe31fc-dmarc-request@listserv.gsa.gov> wrote:

> All
>
> We just switched our search page to use search.gov (we had had usasearch based on Bing but it wasn't updating new pages). Search results are terrible with obscure pages being returned at the top of the list for common search terms. The order of results is seemingly random. Many of our top level and most used pages don't show up or show up so far down the list they might as well not be there. Neither Google nor Bing do this. They return pages more or less in the order we believe are popular, with Google to my eye being slightly more accurate though both are fine. The search.gov does not return the main page with subtopics that Google does either.
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>
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**Subject:** Research or Analytics on Social Media Feeds Embedded on Government Sites
**From:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
**Reply To:** Grama, Lakshmi (NIH/NCI) [E]
**Date:** Wed, 15 May 2019 15:06:19 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1585 bytes) , text/html (3813 bytes)

I am looking for any research or analysis that colleagues in the community have done on embedded social media feeds (such as their Twitter feed) on their websites. They often take up valuable real estate on home and landing pages and judging by own behavior, I am guessing, not many people interact with them. But I am willing to be convinced otherwise if there is good data.

Hopefully others have been thinking about it too and have done some exploration and analysis.

**Lakshmi M. Grama, MA, MLS**
**Associate Director**
**Office of Dissemination and Digital Communications**
**Office of Communications and Public Liaison**
**National Cancer Institute, NIH**
**240-276-6569**

---

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**Subject:** Re: search engines on federal webpages
**From:** Cathy Smith <cathy.smith@NOAA.GOV>
**Reply To:** Cathy Smith <cathy.smith@NOAA.GOV>
**Date:** Wed, 15 May 2019 09:09:30 -0600
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (8 kB)

What does "relevance to warm up" mean, exactly? I think our pages are reasonably okay as far as SEO. It might depend on the specifics of what you use for SEO though (for example, google is always changing so we gave up keeping up with their page content suggestions). My main question is, can the list be ordered in terms of what people are using now? Does that happen but take a while as you just use count page links from the search.gov server? Can something else be used to order results until the site catches up?

Cathy

On 5/15/19 8:58 AM, Dawn McCleskey - QXD wrote:

> Hello Cathy, and all,
>
> Thank you for your feedback. Since your old Bing index was out of date and you needed the index updated fresh, it may take a while for the relevance to warm up. There are likely some SEO improvements we could suggest as well. Would you like to schedule some time to look at it together?
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> Best,
> Dawn
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> **Program Manager, Search.gov**
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> **Contact the team:** search@support.digitalgov.gov | 202-969-7426
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listserv@listserv.gsa.gov

| | |
|---|---|
| **Subject:** | Re: Research or Analytics on Social Media Feeds Embedded on Government Sites |
| **From:** | "Hernandez, Paul (Fed)" <paul.hernandez@NIST.GOV> |
| **Reply To:** | Hernandez, Paul (Fed) |
| **Date:** | Wed, 15 May 2019 15:25:04 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3011 bytes) , text/html (6 kB) |

Great question and would love to see this data as well.

Paul Hernandez
IT Specialist
National Institute of Standards and Technology
100 Bureau Drive
Gaithersburg, MD 20899
Office: 301-975-5626

---

**From:** "Grama, Lakshmi (NIH/NCI) [E]" <00000352b05eeb15-dmarc-request@LISTSERV.GSA.GOV>
**Reply-To:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
**Date:** Wednesday, May 15, 2019 at 11:22 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
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**Lakshmi M. Grama, MA, MLS**
**Associate Director**
**Office of Dissemination and Digital Communications**
**Office of Communications and Public Liaison**
**National Cancer Institute, NIH**
**240-276-6569**

---

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---

This message was sent to the Web Content Managers Forum, a community of government employees who

**Subject:** Re: search engines on federal webpages
**From:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>
**Reply To:** Dawn McCleskey - QXD <dawn.mccleskey@GSA.GOV>
**Date:** Wed, 15 May 2019 11:29:52 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (10 kB)

Hi Cathy, we have several help docs that may be of interest, and I've included them below. A quick look at your site yielded several SEO findings which I'll follow up with you separately about, rather than discuss with 2000 people at once.

Generally speaking, though, there are signals that search engines need in order to target the right content and then leverage it for ranking.

https://search.gov/manual/how-search-engines-index-content-better-discoverability.html
https://search.gov/manual/metadata.html
https://search.gov/manual/ranking-factors.html

I'll follow up with you directly in a moment.

Best,
Dawn

---

**Dawn Pointer McCleskey**
**Program Manager, Search.gov**
General Services Administration
dawn.mccleskey@gsa.gov | 443-671-7522
**Contact the team:** search@support.digitalgov.gov | 202-969-7426

On Wed, May 15, 2019 at 11:09 AM Cathy Smith <cathy.smith@noaa.gov> wrote:

> What does "relevance to warm up" mean, exactly? I think our pages are reasonably okay as far as SEO. It might depend on the specifics of what you use for SEO though (for example, google is always changing so we gave up keeping up with their page content suggestions). My main question is, can the list be ordered in terms of what people are using now? Does that happen but take a while as you just use count page links from the search.gov server? Can something else be used to order results until the site catches up?
>
> Cathy
>
> On 5/15/19 8:58 AM, Dawn McCleskey - QXD wrote:

Hello Cathy, and all,

Thank you for your feedback. Since your old Bing index was out of date and you needed the index updated fresh, it may take a while for the relevance to warm up. There are likely some SEO improvements we could suggest as well. Would you like to schedule some time to look at it together?

Best,
Dawn

---

**Dawn Pointer McCleskey**
**Program Manager, Search.gov**
General Services Administration
dawn.mccleskey@gsa.gov | 443-671-7522
**Contact the team:** search@support.digitalgov.gov | 202-969-7426

On Wed, May 15, 2019 at 10:42 AM Cathy Smith <000004687bfe31fc-dmarc-request@listserv.gsa.gov> wrote:

> All
>
> We just switched our search page to use search.gov (we had had usasearch based on Bing but it wasn't updating new pages). Search results are terrible with obscure pages being returned at the top of the list for common search terms. The order of results is seemingly random. Many of our top level and most used pages don't show up or show up so far down the list they might as well not be there. Neither Google nor Bing do this. They return pages more or less in the order we believe are popular, with Google to my eye being slightly more accurate though both are fine. The search.gov does not return the main page with subtopics that Google does either.
>
> Should we be using search.gov? Is there anything we can do to improve the results? Particularly we would like the most accessed pages to be listed on the first page near the top of the page.
>
> Cathy Smith
>
> --
> ---------------------------------------------
> NOAA/ESRL PSD and CU CIRES
> 303-497-6263
> https://www.esrl.noaa.gov/psd/people/cathy.smith/
>
> Emails about data/webpages may get quicker responses from emailing
> esrl.psd.data@noaa.gov
>
> *************************************************************
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--
----------------------------------------------
NOAA/ESRL PSD and CU CIRES
303-497-6263
https://www.esrl.noaa.gov/psd/people/cathy.smith/

Emails about data/webpages may get quicker responses from emailing
esrl.psd.data@noaa.gov

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**Subject:** Re: Research or Analytics on Social Media Feeds Embedded on Government Sites
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Wed, 15 May 2019 16:04:53 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (8 kB)

We had a page for the social products and no one hit that page. Consistently ranked bottom, so I disabled it. We link social through our articles and social on social. Taking up real estate just didn't increase engagement.

Get Outlook for iOS

---

**From:** Hernandez, Paul (Fed) <0000046a4d3d6d27-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Wednesday, May 15, 2019 11:25:04 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Research or Analytics on Social Media Feeds Embedded on Government Sites

Great question and would love to see this data as well.

Paul Hernandez
IT Specialist
National Institute of Standards and Technology
100 Bureau Drive
Gaithersburg, MD 20899
Office: 301-975-5626

---

**From:** "Grama, Lakshmi (NIH/NCI) [E]" <00000352b05eeb15-dmarc-request@LISTSERV.GSA.GOV>
**Reply-To:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
**Date:** Wednesday, May 15, 2019 at 11:22 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Research or Analytics on Social Media Feeds Embedded on Government Sites

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**Subject:** Re: Research or Analytics on Social Media Feeds Embedded on Government Sites
**From:** (b) (6) <(b) (6) MDC.MO.GOV>
**Reply To:** (b) (6) <(b) (6) MDC.MO.GOV>
**Date:** Wed, 15 May 2019 16:57:25 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3451 bytes) , text/html (7 kB)

When we first began using Drupal about 10 years ago, we had a block to display the last few tweets on our homepage. We took it down after six months because nobody clicked on them.

We still have the AddThis module active, but probably disable it as it gets no use.
We also use Tagboard to embed images from Instagram and other platforms on specific pages.

We do have links in our footer to our various social media platforms, just to let people know we have a presence there, but we don't need Twitter/Facebook/Pinterest/Instagram content on our pages.

--
(b) (6) [redacted]
Web Developer
Missouri Department of Conservation

---

**From:** "Grama, Lakshmi (NIH/NCI) [E]" <00000352b05eeb15-dmarc-request@LISTSERV.GSA.GOV>
**Reply-To:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
**Date:** Wednesday, May 15, 2019 at 10:22 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Research or Analytics on Social Media Feeds Embedded on Government Sites

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| | |
|---|---|
| **Subject:** | Re: Research or Analytics on Social Media Feeds Embedded on Government Sites |
| **From:** | "Bronson, Samuel (OS/ASPA)" <Samuel.Bronson@HHS.GOV> |
| **Reply To:** | Bronson, Samuel (OS/ASPA) |
| **Date:** | Wed, 15 May 2019 17:06:26 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (5 kB) , text/html (11 kB) |

Good discussion.

One other thing to consider is that those feeds can really drag your page load speed down.  It's worth testing if you are going to use them, especially if other development techniques are not in place like compressed images and minified JS/CSS.

Thanks.

**Sam Bronson**
Office: (202) 260-6502
Mobile: (b) (6)

---

**From:** (b) (6) <(b) (6)MDC.MO.GOV>
**Sent:** Wednesday, May 15, 2019 12:57 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Research or Analytics on Social Media Feeds Embedded on Government Sites

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--
(b) (6)
Web Developer
Missouri Department of Conservation

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**From:** "Grama, Lakshmi (NIH/NCI) [E]" <00000352b05eeb15-dmarc-request@LISTSERV.GSA.GOV>
**Reply-To:** "Grama, Lakshmi (NIH/NCI) [E]" <lgrama@MAIL.NIH.GOV>
**Date:** Wednesday, May 15, 2019 at 10:22 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** [CONTENT-MANAGERS-L] Research or Analytics on Social Media Feeds Embedded on Government Sites

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**Subject:** Re: search engines on federal webpages
**From:** Robert Rand <randr@SEC.GOV>
**Reply To:** Robert Rand <randr@SEC.GOV>
**Date:** Thu, 16 May 2019 10:05:18 -0400
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (28 lines)

We are very happy with search.gov on our site (sec.gov). We had been using DigitalGov search services for many years, paired with Google's Site Search (GSS) to provide background indexing. When Google announced in 2017 they were shutting down GSS in April 2018, we worked with the search.gov team to transition to their in-house Elastic Search solution. They were moving away from Bing at the same time, so it was a major effort on their part.

Based on their guidance, we gave them site maps in advance and worked out a going-forward solution for indexing using their i14y API service. We continue to refresh our site maps monthly. We make use of their Best Bets service and use collections for filters. Searches do return relevant results.

The search.gov team has been responsive to our questions and concerns. They continue to improve the service, including just recently adding a "sitelimit" parameter through a url string query to filter results based on url path (mimics Google's "site:" operator). They are hinting at allowing more Boolean operators in query strings in the near future.

Search.gov is a great choice for federal websites.

-- Bob Rand, SEC

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**Subject:** Remember the U.S. Mint logo story?
**From:** "Gillick, Larry" <larry_gillick@IOS.DOI.GOV>
**Reply To:** Gillick, Larry
**Date:** Fri, 17 May 2019 10:11:04 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1404 bytes) , text/html (2854 bytes)

Hello!

The subject of logos has come up again around my shop. I find myself recalling reading about how the U.S. Mint created its "coins" logo and all the usage guidance around it.

Naturally, I can't find it.

Anyone remember this? Got a copy?

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
Drupal PaaS Evangelist
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

---

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**Subject:** Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story?

**From:** "(b) (6) CIV USARMY HQDA ASA MRA (US)" <(b) (6) civ@MAIL.MIL>

**Reply To:** (b) (6) CIV USARMY HQDA ASA MRA (US)

**Date:** Fri, 17 May 2019 14:43:37 +0000

**Content-Type:** multipart/signed

**Parts/Attachments:** text/plain (2988 bytes) , text/html (7 kB) , smime.p7s (5 kB)

I will see if I can dig this up. I worked at the Mint at that time – I do know that we spent A LOT of time and $$$$ paying an outside consultant to come up with that new logo and branding….

**From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, May 17, 2019 10:11 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story?

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< Caution-https://sites.google.com/a/ios.doi.gov/doi-gov-cms/ >
**Drupal Questions? < Caution-https://www.doi.gov/employees/drupal >**

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**Subject:** Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story?
**From:** "Greene, Beth" <Beth.Greene@ED.GOV>
**Reply To:** Greene, Beth
**Date:** Fri, 17 May 2019 14:56:30 +0000
**Content-Type:** multipart/signed
**Parts/Attachments:** text/plain (4 kB) , text/html (10 kB) , smime.p7s (7 kB)

If it helps, I'm pretty sure the firm was Siegel + Gale—I spoke with them for our redesign and they mentioned having worked with U.S. Mint.

--b

---

**From:** (b) (6) CIV USARMY HQDA ASA MRA (US) <0000030841a0f145-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, May 17, 2019 10:44 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story?

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**Sent:** Friday, May 17, 2019 10:11 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story?

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< Caution-https://sites.google.com/a/ios.doi.gov/doi-gov-cms/ >
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| | |
|---|---|
| **Subject:** | Re: [Non-DoD Source] [CONTENT-MANAGERS-L] Remember the U.S. Mint logo story? |
| **From:** | "Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV> |
| **Reply To:** | Lapcewich, Dennis -FS |
| **Date:** | Fri, 17 May 2019 17:04:24 +0000 |
| **Content-Type:** | multipart/mixed |
| **Parts/Attachments:** | text/plain (1335 bytes) , message/rfc822 (133 kB) |

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employees, so please consider that before sharing outside our community.
************************************************************

**Subject:** VA To Codify Customer Experience As Part of Core Values
**From:** "MacGarrigle, Ken" <Ken.MacGarrigle@VA.GOV>
**Reply To:** MacGarrigle, Ken
**Date:** Mon, 20 May 2019 15:40:23 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1315 bytes) , text/html (3880 bytes)

FYI

https://www.nextgov.com/it-modernization/2019/05/va-codify-customer-experience-part-core-values/157115/

“Unfortunately, government organizations discuss emotion very rarely. Instead, they focus on Ease and Effectiveness,” he said. “But no matter how easy and effective a customer experience is, it won’t be great unless it leaves customers feeling the way they need to feel.”

---

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**Subject:** Curata
**From:** "Materese, Robin (Fed)" <robin.materese@NIST.GOV>
**Reply To:** Materese, Robin (Fed)
**Date:** Mon, 20 May 2019 16:08:34 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1256 bytes) , text/html (3589 bytes)

Anyone out there using Curata or have any knowledge of the tool? I have someone within my organization asking about it.

-- Robin

*****************
Robin Materese
Director of Web Content
Office of the Director
National Institute of Standards and Technology
100 Bureau Drive Stop 1070
Gaithersburg, MD 20899-1001
Phone: 301-975-4158

---

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**Subject:** Re: VA To Codify Customer Experience As Part of Core Values
**From:** "Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
**Reply To:** Lapcewich, Dennis -FS
**Date:** Mon, 20 May 2019 16:18:34 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2148 bytes) , text/html (8 kB)

In other words:

- They won’t remember what you said.
- They won’t remember what you did.
- But they will remember how you made them feel.

Adapted from Carl Buehner quote, circa 1971.

---

**From:** MacGarrigle, Ken [mailto:0000018eef932d66-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** 20 May 2019 8:40 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] VA To Codify Customer Experience As Part of Core Values

FYI

https://www.nextgov.com/it-modernization/2019/05/va-codify-customer-experience-part-core-values/157115/

“Unfortunately, government organizations discuss emotion very rarely. Instead, they focus on Ease and Effectiveness,” he said. “But no matter how easy and effective a customer experience is, it won’t be great unless it leaves customers feeling the way they need to feel.”

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**Subject:** Re: VA To Codify Customer Experience As Part of Core Values
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Mon, 20 May 2019 19:14:53 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (62 lines)

Thanks for sharing.

"codify customer experience" - Interesting.

Years ago, I was corrected when I assumed that Marketing and Sales were the same, ie. customer experience "before the purchase" and "after the purchase".

In terms of the VA and the administrative state, when is this customer experience taking place - before or after?

From my working class viewpoint, this looks like "after the purchase", have not our veterans already paid?

Happy Monday,
(b) (6)

-----Original Message-----
From: MacGarrigle, Ken [mailto:0000018eef932d66-dmarc-request@LISTSERV.GSA.GOV]
Sent: Monday, May 20, 2019 5:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] VA To Codify Customer Experience As Part of Core Values

FYI

https://www.nextgov.com/it-modernization/2019/05/va-codify-customer-experience-part-core-values/157115/

"Unfortunately, government organizations discuss emotion very rarely. Instead, they focus on Ease and Effectiveness," he said. "But no matter how easy and effective a customer experience is, it won't be great unless it leaves customers feeling the way they need to feel."

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employees, so please consider that before sharing outside our community.
**********************************************************

**Subject:** Private Composer Package server for PHP
**From:** "(b) (6) <(b) (6) NREL.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 21 May 2019 21:29:17 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1869 bytes) , text/html (4 kB)

Hi all,
My team’s php/Drupal development team is using composer, the php package management system. With composer, developers can be sure that all third-party libraries and dependencies are installed correctly.

The official php package repository is at packagist.org, but we need another solution for private packages.

Are any of your php development teams using private composer solutions? If so, could you share what you are using and any feedback you might have on it, such as how it integrates into your software build/deployment process? Our cyber team has rejected using the locally hosted Packagist server, so we are looking for alternatives.

Thanks,

(b) (6)
Web Development/Content Lead
Communications and Public Affairs Office
National Renewable Energy Laboratory (NREL)
15013 Denver West Parkway I Golden, CO 80401
(b) (6) I M: (b) (6)
(b) (6) nrel.gov I www.nrel.gov

---

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**Subject:** Re: Private Composer Package server for PHP
**From:** "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>
**Reply To:** Wood, Tim (Fed)
**Date:** Wed, 22 May 2019 01:30:31 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (14 kB)

Hi Shauna,
Have you considered defining a custom vcs repository (I assume you are storing the code for a package in Git, Subversion or some other version control system) in your composer.json?

https://getcomposer.org/doc/05-repositories.md#vcs

Another option is the package repository. When the chosen JS library wasn't yet available on Packagist we used the following to define a repository in our composer.json and then included it with a typical require line.

```
"require": {
  "harvesthq/chosen": "^1.8"
}

"repositories": [
    {
        "type": "package",
        "package": {
            "name": "harvesthq/chosen",
            "version": "1.8.2",
            "type": "drupal-library",
            "dist": {
                "url": "https://github.com/harvesthq/chosen/releases/download/v1.8.2/chosen_v1.8.2.zip",
                "type": "zip"
            },
            "require": {
                "composer/installers": "^1.2.0"
            }
        }
    }
]
```

This Medium post talks about the to options above and some others https://medium.com/packagist/custom-package-definitions-3f433629861e

/plug

Hope you and your Drupal team can come out to https://www.drupalgovcon.org/ in July!

/end plug
-----
**Tim Wood**
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

---

**From:** (b) (6) <0000048c0e9200e9-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, May 21, 2019 5:29 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Private Composer Package server for PHP

. ..   ..

Hi all,
My team’s php/Drupal development team is using composer, the php package management system. With composer, developers can be sure that all third-party libraries and dependencies are installed correctly.

The official php package repository is at packagist.org, but we need another solution for private packages.

Are any of your php development teams using private composer solutions? If so, could you share what you are using and any feedback you might have on it, such as how it integrates into your software build/deployment process? Our cyber team has rejected using the locally hosted Packagist server, so we are looking for alternatives.

Thanks,

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Web Development/Content Lead
Communications and Public Affairs Office
National Renewable Energy Laboratory (NREL)
15013 Denver West Parkway I Golden, CO 80401
(b) (6) I M: (b) (6)
(b) (6) nrel.gov I www.nrel.gov

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| | |
|---|---|
| **Subject:** | Vacancy Announcement: GS-13 Social Media Lead in Washington, DC |
| **From:** | Achaia Walton <awalton@VOANEWS.COM> |
| **Reply To:** | Achaia Walton <awalton@VOANEWS.COM> |
| **Date:** | Wed, 22 May 2019 15:50:45 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1700 bytes) , text/html (4 kB) |

Hello everyone!

We are looking for a social media lead to work with our 40+ language services on their respective digital engagement and marketing strategies and to be our point of contact with major social platforms around the world.  Please check out the listings below and consider applying if you're interested.

We are located near Federal Center in SW DC.  The position is telework-eligible.

DE-10499510-19-YT; Audience Engagement Analyst, GS-0301-13
https://www.usajobs.gov/GetJob/ViewDetails/534502000
Close:  June 13, 2019

ST-10508849-19-YT; Audience Engagement Analyst, GS-0301-13
https://www.usajobs.gov/GetJob/ViewDetails/534499600
Close:  June 13, 2019

**Kaya Walton**
Analytics Lead | **VOA Digital**
ph: 202-382-5822
em: awalton@voanews.com

---

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**Subject:** Recommendations for Remote Usability Testing Tools
**From:** "(b) (6), (b) (7)(C) (OJP)" <(b) (6), (b) (7)(C)USDOJ.GOV>
**Reply To:** (b) (6), (b) (7)(C) (OJP)
**Date:** Wed, 22 May 2019 18:21:13 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1340 bytes) , text/html (3289 bytes)

Hello all,
We are looking into online usability testing tools — specifically Optimal Workshop and Validlately.com. If you have experience with either (or any other you'd recommend using or staying away from) we'd love to hear it.

Our main goal is to be able to design and perform a variety of quick tests with minimal support.

Thank you as always,
(b) (6), (b)

[redacted] (b) (6), (b) (7)(C)
National Institute of Justice
(b) (6), (b) (7)(C)

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**Subject:** Re: Recommendations for Remote Usability Testing Tools
**From:** "Shea, Shannon" <Shannon.Shea@SCIENCE.DOE.GOV>
**Reply To:** Shea, Shannon
**Date:** Thu, 23 May 2019 14:26:17 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2591 bytes) , text/html (5 kB)

I haven't used Optimal Workshop's tools in a couple of years, but when I did, they were extremely useful and fairly user-friendly.

Best,
Shannon

---

**From:** (b) (6), (b) (7)(C) [redacted] (OJP) [mailto:0000049d0e413654-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Wednesday, May 22, 2019 2:21 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Recommendations for Remote Usability Testing Tools

Hello all,
We are looking into online usability testing tools — specifically Optimal Workshop and Validlately.com. If you have experience with either (or any other you'd recommend using or staying away from) we'd love to hear it.

Our main goal is to be able to design and perform a variety of quick tests with minimal support.

Thank you as always,
(b) (6), (b) [redacted]

[redacted] (b) (6), (b) (7)(C) [redacted]
National Institute of Justice
202-305-4220

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**Subject:** Deloitte Survey on Millennials and Generation Z
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Tue, 28 May 2019 14:29:33 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (67 kB) , text/html (5 kB) , image001.jpg (67 kB)

"Disruption is driving economic growth and opportunity—and unsettling younger workers. Deloitte's 2019 survey shows millennials and Gen Zs are increasingly pessimistic and mistrustful of both their careers and the world around them."

https://www2.deloitte.com/insights/us/en/topics/talent/deloitte-millennial-survey.html?id=us:2em:3pa:talent:eng:di:052319

All opinions are my own and do not reflect the opinions of my agency.

Dr. Bill Brantley
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)
HR Specialist (Development)
Enterprise Training Division

Office of Human Resources
U.S. Patent and Trademark Office
571.270.5447
William.Brantley@USPTO.gov

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VIRTUAL CLASSROOM FACILITATION
APPLICATIONS
insynctraining

**Subject:** JOB: Join the FTC's Web & Digital Strategy Team (GS-13)
**From:** "Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>
**Reply To:** Noonan Sturm, Christine
**Date:** Thu, 30 May 2019 16:25:15 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (7 kB) , image002.jpg (4 kB)

Greetings all,

The Federal Trade Commission, one of the best places to work in the federal government, seeks a passionate digital communicator and technologist to join the Web and Digital Strategy Team in the Office of Public Affairs.

You have a unique opportunity to influence the FTC's digital outreach. You'll use your web and Drupal expertise, metrics savvy, analytical skills, and creativity to help us develop new approaches to reaching and engaging our audiences with digital outreach, and you'll manage our flagship website, FTC.gov.

Digital Communications Technologies Specialist (IT Specialist, GS-13). Position closes 6/14/19.
https://www.usajobs.gov/GetJob/ViewDetails/534748600

At the FTC you can have a direct, positive impact on people's lives. Our mission is to enforce a variety of federal antitrust and consumer protection laws. Our staff prosecute scammers, go after robocallers, send refund checks to consumers who lose money to fraud schemes, help consumers recover from identity theft, and take action against companies that violate antitrust laws.

In 2018 the FTC was ranked the best place to work among 27 mid-size federal government agencies by the Partnership for Public Service. We also ranked number one in effective leadership, strategic management, innovation, performance-based awards/advancement and employee skills mission-match.

Join us and make a difference!

Please feel free to repost and share widely.

Thanks and regards,

Chris

Chris Noonan Sturm
Website Manager
COR I PMP I MBA
Office of Public Affairs
Federal Trade Commission
202-326-2728 I cnoonansturm@ftc.gov
www.ftc.gov I *Protecting America's Consumers*

FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

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| | |
|---|---|
| Subject: | CreativeComms, Creative Commons, Copyright - the 5 C's? |
| From: | "Gillick, Larry" <larry_gillick@IOS.DOI.GOV> |
| Reply To: | Gillick, Larry |
| Date: | Mon, 3 Jun 2019 11:14:47 -0400 |
| Content-Type: | multipart/related |
| Parts/Attachments: | text/plain (2 MB) , text/html (2 MB) , meredith.jpg (2 MB) , Its-a-big-deal.gif (2 MB) |

Hi Folks (please pardon the cross-post),

We're doing another copyright-related Creative Comms session tomorrow. This time, we're focusing on Creative Commons.

Just to be super-clear: There is no registration for watching the Livestream. If you'd like to attend live, you need to let me know -- and be ready to pass through the usual airport-style screening process (so send me your name, etc., by 3pm today, so I can alert security).

That's it!

Larry
---------- Forwarded message ---------

Hello Creative Communicators!

Quick reminder time: We've got a CCSeminar this week. Subject: Creative Commons

This one's a big deal. Creative Commons is both crystal clear and clearly nuanced. As with so many things, paying attention and getting it right are super-important. And I can tell you this: Feds get Creative Commons wrong -- a lot -- and we should get it right -- a lot!

This class should help.

Did I mention that it's a big deal?

**When:** Tuesday, June 4, 2 pm EDT (DC time)

**Level:** Beginner

**Webcast:** DOI.gov/events
**Live & in-person:** Udall/MIB, Rachel Carson Room (downstairs, just off the Bison Bistro)
**Registration for DOI staff:** None for the webcast -- but I wouldn't mind an email, letting me know that you'll attend in-person.
**Registration for non-DOI feds:** None for the webcast -- but I need an email by 3pm today, so I can alert security -- and figure out if I can fit you in.

**Presenter:** Meredith Jacob

Meredith is the Public Lead for Creative Commons USA. She manages the day-to-day operations of the organization and maintains the core legal guidance around Creative Commons licenses. Meredith is currently working with libraries and archivists on a project to define best practices in fair use specific to those communities. Additionally, Meredith serves as the Assistant Director for Academic Programs at the Program on Information Justice and Intellectual Property at American University's Washington College of Law, where her work includes research and advocacy on open access to federally funded research, flexible limitations and exceptions to copyright, and the public interest in intellectual property law.

TLDR: Meredith knows this stuff. We will, too.

See you next week!

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

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**Subject:** Register for Introduction to Search.gov event
**From:** Alexander Schulte - QXE-C <alexander.schulte@GSA.GOV>
**Reply To:** Alexander Schulte - QXE-C <alexander.schulte@GSA.GOV>
**Date:** Tue, 4 Jun 2019 10:26:14 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2400 bytes) , text/html (9 kB)

Hello Web Content Managers COP,

Register here, for a webinar on a basic overview of Search.gov's essential features and a tour of its Admin Center.

What we'll cover:

- Creating an account, adding a site, and managing users
- Setting up your search: defining Domains to search; refining results through Collections; curating results through Best Bets, pulling in social media content – blogs, photos, videos, and more!
- Analyzing searchers' behavior through analytics
- Branding your results page and deciding which features to turn on
- Indexing your content with Search.gov and activating your search

--
**Alexander Schulte**
DigitalGov University (DGU) Support
DigitalGov
**U.S. General Services Administration (GSA)**
**Technology Transformation Service (TTS)**
**Office of Products & Programs**
alexander.schulte@gsa.gov
202-340-2689

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| | |
|---|---|
| **Subject:** | Register for the June 11 Event 2 PM ET: Crowdsourcing series presents The Opportunity Project |
| **From:** | Gabrielle Fratanduono - QXE-C <gabrielle.fratanduono@GSA.GOV> |
| **Reply To:** | Gabrielle Fratanduono - QXE-C <gabrielle.fratanduono@GSA.GOV> |
| **Date:** | Tue, 4 Jun 2019 10:36:55 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3034 bytes) , text/html (11 kB) |

Hello Web Content Manager Community Members!

The Federal Crowdsourcing Webinar Series is picking up steam as we move closer to summer!

Registration is now open for Episode 3, a look at how the U.S. Census Bureau's crowdsourcing efforts are turning open data into economic opportunity.

This episode will include:

- an overview of the project's accomplishments to date,
- a primer on how different organizations and people can get involved,
- information on how it serves the broader crowdsourcing mission at Census Open Innovation Labs, and
- a preview of The Opportunity Project's first-ever prize competition to encourage product adoption and sustainability.

The Opportunity Project is a collaborative effort between government agencies, tech companies and non-government organizations to translate open data into user-friendly tools that solve problems faced by families, communities and businesses throughout the country.

The Opportunity Project has produced 80 digital tools that help families, schools, local officials and other members of the public. These tools are rebuilding rural communities, connecting veterans with jobs, and providing access to services and shelter for the homeless, among other things.

Thanks!

**Gabrielle Fratanduono**
DigitalGov University (DGU) Support
**DigitalGov**
**U.S. General Services Administration (GSA)**
**Technology Transformation Service (TTS)**
**Office of Products & Programs**
gabrielle.fratanduono@gsa.gov
443-966-0356

DIGITALGOV

Blog, Communities, Services, Resources, DigitalGov University (DGU)
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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
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**Subject:** FW: Detail Opportunity at OPM in SESPM
**From:** Bridget Serchak <BSerchak@VOANEWS.COM>
**Reply To:** Bridget Serchak <BSerchak@VOANEWS.COM>
**Date:** Tue, 4 Jun 2019 15:05:47 +0000
**Content-Type:** multipart/mixed
**Parts/Attachments:** text/plain (2635 bytes) , text/html (8 kB) , image003.jpg (8 kB) , OPM ES-SESPM Detail Opportunity Notice.pdf (124 kB)

Just x-posting.

****************************
Bridget Ann Serchak
Director of Public Relations
Voice of America
U.S. Agency for Global Media
(formerly Broadcasting Board of Governors)
330 Independence Avenue, S.W.
Washington, D.C. 20237
202 382 5975 Direct
202 382 5977 Main
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
@insidevoa

Voice of America
****************************

---

**From:** OPM Training and Development Listserv <LEG-POL@LISTSERV.OPM.GOV> **On Behalf Of** Guerrero, Yadira
**Sent:** Tuesday, June 4, 2019 10:31 AM
**To:** LEG-POL@LISTSERV.OPM.GOV
**Subject:** FW: Detail Opportunity at OPM in SESPM
**Importance:** High

Please share this OPM detail opportunity with your networks.

This opportunity will expose the candidate to the full range of Executive Resources (ER) operations and support to all executive branch and independent agencies, from the vantage point of a government-wide information technology system. This experience also focuses on information technology management in a human capital function. The candidate will have the opportunity to plan, organize, and oversee work in dashboard and report design.

If you enjoy leading the design of dashboards and have an interest in the inner workings of how the Senior Executive Service (SES) across federal agencies is supported, then look into this OPM Detail opportunity! Please contact Tommy Hwang at tommy.hwang@opm.gov by 6/30/2019, but interested candidates will be reviewed on a first come, first-served basis.

Thank you!

Senior Executive Services & Performance Management
U.S. Office of Personnel Management
(202) 606-2246

---

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**U.S. Office of Personnel Management**

# Non-Reimbursable Detail
# Special Opportunity Notice

## 120-Day Detail to Employee Services
## Senior Executive Services and Performance Management

Employee Services, Senior Executive Services & Performance Management (SESPM) is recruiting for two full-time detailees who are trained and skilled in building reports using a web-based, business reporting tool. As a Detailee you will gain exposure to the daily operations of the Senior Executive Resources Services (SERS) Group of SESPM. The detail will be for eight hours per day for up to 120 days. The OPM Director needs to provide final approval after a detailee has been selected.

### ABOUT THE JOB:

SERS is a high tempo Group that provides Government-wide leadership, guidance, operational and technical support for a full range of executive programs and operations. SERS also is responsible for the IT system (Executive and Schedule C System (ESCS)) used across the Federal Government in support of their operational needs.

Under the general supervision of the Senior Executive Resources Services Group Manager, the detailee will work with seasoned SERS team members in building reports using InfoAssist, the web-based ad hoc reporting tool in WebFOCUS.

The length of the Detail is 120-days as agreed upon by both organizations with the possibility of extension. The location of the Detail is at the U.S. Office of Personnel Management (OPM) in Washington, DC.

### REQUIREMENTS:

- A background in IT, with some knowledge of relational data structures and building reports using a business user reporting tool.
- Ability to quickly learn business functions and their associated business data entities and relationships.
- Ability to analyze business needs and develop dashboard and report requirements.
- Ability to use a tool like WebFOCUS InfoAssist to build and maintain end-user reports.
- Ability to respond to ad-hoc and Freedom of Information Act (FOIA) requests.
- Ability to concisely communicate, understand and interpret information.
- Ability to work independently after initial instruction has been provided.
- Ability to analyze and use critical thinking to problem solve and take appropriate actions.
- Excellent oral and written communication skills.
- Ability to be innovative and flexible in helping management officials meet their strategic goals and objectives for the office.

### HIGHLY RECOMMENDED:

- Specific experience with WebFOCUS or other similar Business Intelligence tools.
- Diligent and detail-oriented.

### GRADE LEVEL:

The Detail will be to a list of duties.

### HOW TO APPLY:

Submit resumes to Tommy Hwang, via email at tommy.hwang@opm.gov. The deadline to submit resumes is **June 30, 2019, but interested candidates will be reviewed on a first-come, first served basis.**

**Subject:** Re: [External] Re: [CONTENT-MANAGERS-L] Recommendations for Remote Usability Testing Tools
**From:** (b) (6) (b) (6) NC.GOV>
**Reply To:**
**Date:** Tue, 4 Jun 2019 19:21:59 +0000
**Content-Type:** multipart/mixed
**Parts/Attachments:** text/plain (4 kB) , text/html (9 kB) , card-sort-similarity-matrix.jpg (239 kB) , card-sort-dendrogram.jpg (170 kB)

(b) (6), (b) (

We in the Dept of IT at the State of North Carolina use Optimal Workshop for online card sorts and tree tests, and find it easy to use and enormously helpful.

You can share the results with a private link to the client, but we like to create a report as well. The one frustration I have is that the gorgeous online reports are not downloadable. So something like the attached can only be captured with screenshots.

That said, I'd still purchase again.

Hope that helps,

(b) (6)
NC Dept of IT

---

**From:** Shea, Shannon <000002a6f6988297-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Thursday, May 23, 2019 10:26 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [External] Re: [CONTENT-MANAGERS-L] Recommendations for Remote Usability Testing Tools

**CAUTION:** External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to report.spam@nc.gov

I haven't used Optimal Workshop's tools in a couple of years, but when I did, they were extremely useful and fairly user-friendly.

Best,
Shannon

---

**From:** (b) (6), (b) (7)(C) (OJP) [mailto:0000049d0e413654-dmarc-request@LISTSERV.GSA.GOV]
**Sent:** Wednesday, May 22, 2019 2:21 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Recommendations for Remote Usability Testing Tools

Hello all,
We are looking into online usability testing tools — specifically Optimal Workshop and Validlately.com. If you have experience with either (or any other you'd recommend using or staying away from) we'd love to hear it.

Our main goal is to be able to design and perform a variety of quick tests with minimal support.

Thank you as always,
(b) (6), (b)

[redacted] (b) (6), (b) (7)(C)
National Institute of Justice
(b) (6)

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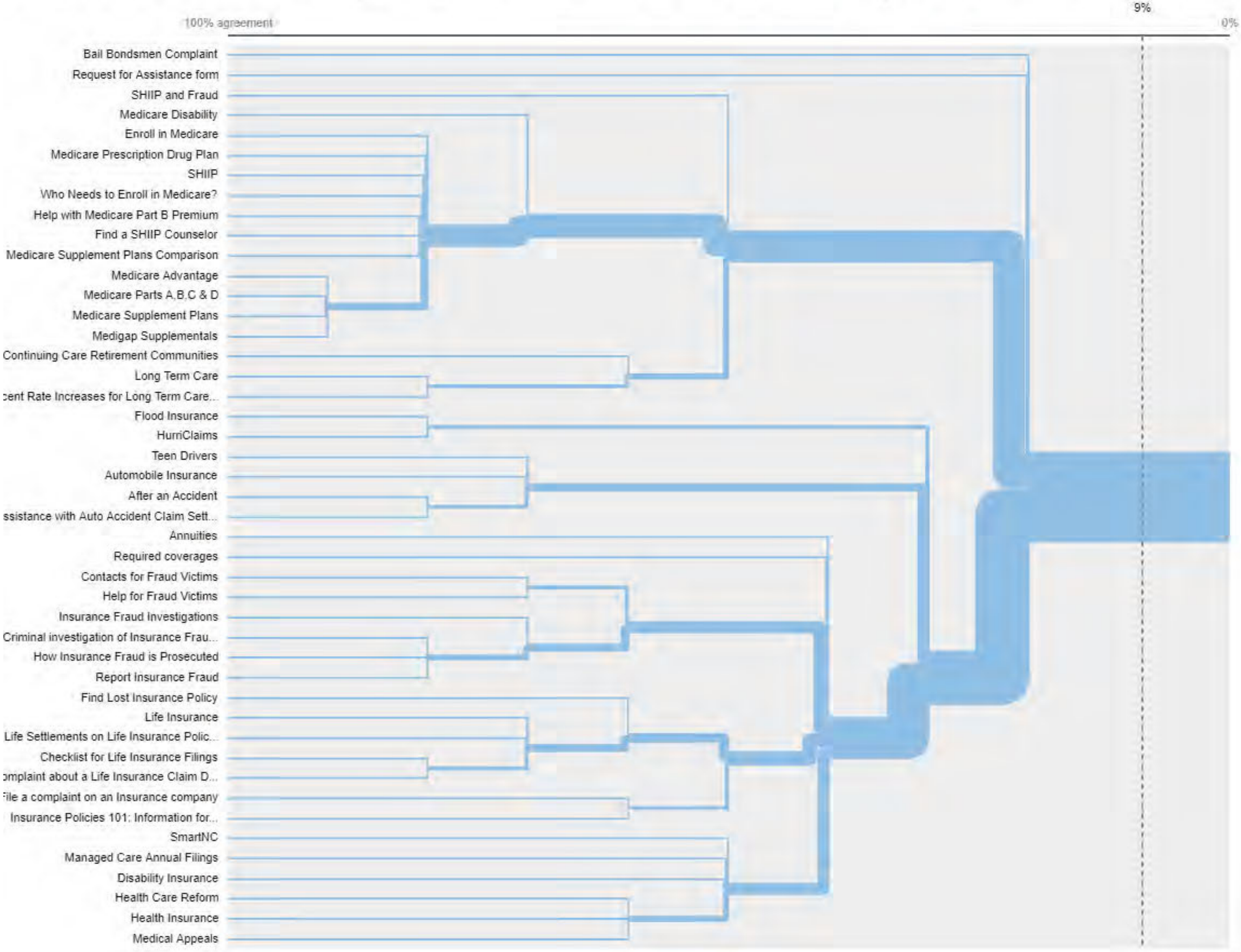
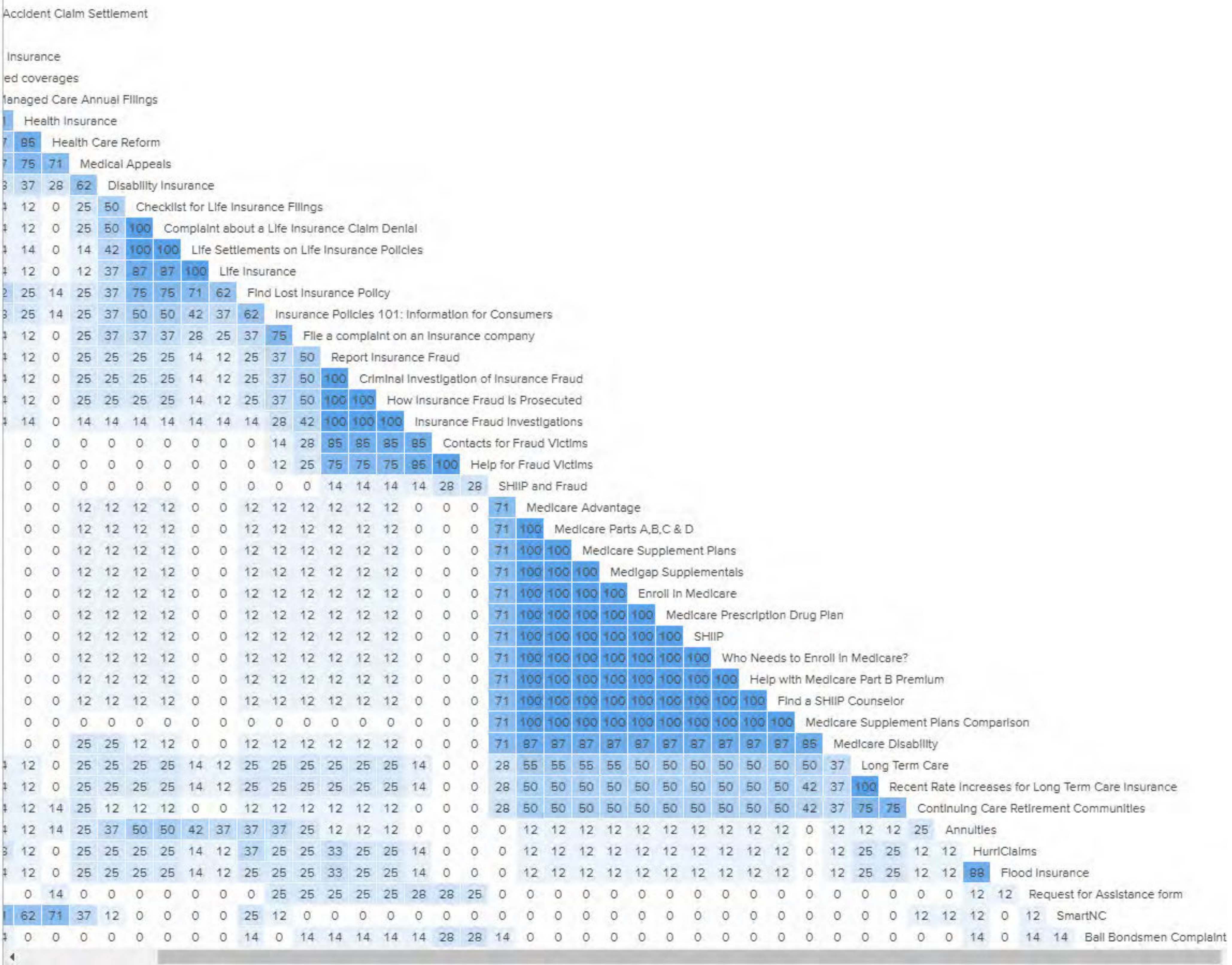
e best merge method often performs better than the actual agreement method when your study has fewer participants. It makes assumptions about larger clusters based on individual pair relationships.





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| Accident Claim Settlement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insurance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ed coverages | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| anaged Care Annual Filings | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Health Insurance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Health Care Reform | 85 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Medical Appeals | 75 | 71 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Disability Insurance | 37 | 28 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Checklist for Life Insurance Filings | 12 | 0 | 25 | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Complaint about a Life Insurance Claim Denial | 12 | 0 | 25 | 50 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Life Settlements on Life Insurance Policies | 14 | 0 | 14 | 42 | 100 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Life Insurance | 12 | 0 | 12 | 37 | 87 | 87 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Find Lost Insurance Policy | 25 | 14 | 25 | 37 | 75 | 75 | 71 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insurance Policies 101: Information for Consumers | 25 | 14 | 25 | 37 | 50 | 50 | 42 | 37 | 62 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| File a complaint on an Insurance company | 12 | 0 | 25 | 37 | 37 | 37 | 28 | 25 | 37 | 75 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Report Insurance Fraud | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 37 | 50 | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Criminal Investigation of Insurance Fraud | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 37 | 50 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| How Insurance Fraud Is Prosecuted | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 37 | 50 | 100 | 100 | | | | | | | | | | | | | | | | | | | | | | | | | |
| Insurance Fraud Investigations | 14 | 0 | 14 | 14 | 14 | 14 | 14 | 14 | 14 | 28 | 42 | 100 | 100 | 100 | | | | | | | | | | | | | | | | | | | | | | | | |
| Contacts for Fraud Victims | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 28 | 85 | 85 | 85 | 85 | | | | | | | | | | | | | | | | | | | | | | | |
| Help for Fraud Victims | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 25 | 75 | 75 | 75 | 85 | 100 | | | | | | | | | | | | | | | | | | | | | | |
| SHIIP and Fraud | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 14 | 14 | 14 | 28 | 28 | | | | | | | | | | | | | | | | | | | | | |
| Medicare Advantage | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | | | | | | | | | | | | | | | | | | | | |
| Medicare Parts A,B,C & D | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | | | | | | | | | | | | | | | | | | | |
| Medicare Supplement Plans | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | | | | | | | | | | | | | | | | | | |
| Medigap Supplementals | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | | | | | | | | | | | | | | | | | |
| Enroll in Medicare | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | | | | | | | | | | | | | | | | |
| Medicare Prescription Drug Plan | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | | | | | | |
| SHIIP | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | | | | | |
| Who Needs to Enroll in Medicare? | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | | | | |
| Help with Medicare Part B Premium | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | | | |
| Find a SHIIP Counselor | 0 | 0 | 12 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | | |
| Medicare Supplement Plans Comparison | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 71 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | | | | | | | | | | |
| Medicare Disability | 0 | 0 | 25 | 25 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 71 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 87 | 85 | | | | | | | | | |
| Long Term Care | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 25 | 25 | 25 | 25 | 25 | 14 | 0 | 0 | 28 | 55 | 55 | 55 | 55 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 37 | | | | | | | | |
| Recent Rate Increases for Long Term Care Insurance | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 25 | 25 | 25 | 25 | 25 | 14 | 0 | 0 | 28 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 42 | 37 | 100 | | | | | | | |
| Continuing Care Retirement Communities | 12 | 14 | 25 | 12 | 12 | 12 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 0 | 0 | 28 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 50 | 42 | 37 | 75 | 75 | | | | | | |
| Annuities | 12 | 14 | 25 | 37 | 50 | 50 | 42 | 37 | 37 | 37 | 25 | 12 | 12 | 12 | 0 | 0 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 12 | 12 | 12 | 25 | | | | | |
| HurriClaims | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 37 | 25 | 25 | 33 | 25 | 25 | 14 | 0 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 12 | 25 | 25 | 12 | 12 | | | | |
| Flood Insurance | 12 | 0 | 25 | 25 | 25 | 25 | 14 | 12 | 25 | 25 | 25 | 33 | 25 | 25 | 14 | 0 | 0 | 0 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 12 | 0 | 12 | 25 | 25 | 12 | 12 | 88 | | | |
| Request for Assistance form | 0 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 25 | 25 | 25 | 25 | 25 | 28 | 28 | 25 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 12 | | |
| SmartNC | 62 | 71 | 37 | 12 | 0 | 0 | 0 | 0 | 25 | 12 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 12 | 12 | 0 | 12 | |
| Bail Bondsmen Complaint | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 14 | 14 | 14 | 14 | 14 | 28 | 28 | 14 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 14 | 0 | 14 | 14 |

**Subject:** survey on history content
**From:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
**Reply To:** Jillian Buttecali <jillian.g.buttecali@FRB.GOV>
**Date:** Wed, 5 Jun 2019 15:00:47 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1731 bytes) , text/html (4 kB)

Content Managers,

The Federal Reserve Board's Currency Education Program (CEP) would like your help with improving the CEP's website www.uscurrency.gov. We are asking volunteers from the public to take a short online survey about their interests regarding currency history and online history content. The survey takes about 17 minutes to complete. No previous experience with the CEP website is necessary.

If you are interested in volunteering to take the online usability activity survey, please email us at uscurrencypa@frb.gov to obtain the link.

Thank you,

**Jillian Buttecali**
Senior Financial Institution and Policy Analyst
U.S. Currency Education Program
Board of Governors of the Federal Reserve System
Office: 202-973-7375
**uscurrency.gov**

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** ISO contact for https://nmaahc.si.edu/
**From:** "Stevenson, Christine A." <Christine.Stevenson@SBA.GOV>
**Reply To:** Stevenson, Christine A.
**Date:** Wed, 5 Jun 2019 16:13:06 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (12 kB) , text/html (6 kB) , image001.jpg (12 kB)

Hi all,

Anyone have a contact for https://nmaahc.si.edu/?

I don’t see a Contact Us or webmaster link on their site to contact them about getting a typo on one of their web pages updated.

Thanks in advance!

Christine Stevenson
Communications Program Liaison
Office of Communications & Public Liaison
**U.S. Small Business Administration**
Office: 202-205-6315
Mobile: (b) (6)
christine.stevenson@sba.gov

U.S. Small Business Administration

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**Subject:** Re: ISO contact for https://nmaahc.si.edu/
**From:** '(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Wed, 5 Jun 2019 16:49:14 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (12 kB) , text/html (10 kB) , image001.jpg (12 kB)

Unfortunately, I don't have a specific answer for you, Christine. But the general answer from the main Smithsonian site is: webmaster@si.edu . I bet whoever reads those can get you to the right person.

Also, for everyone's consideration, I have a relevant story.

Years ago, we put a box on the EPA home page asking people to suggest one thing they'd like us to do to improve the website. Putting contact info on every page crushed everything else, winning by a 2:1 margin over the 2nd place idea (I don't even remember what that was).

That's why I highly recommend putting that link at the top and bottom of every page. Click maps show that some people look at the top and others look at the bottom.

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
*Office of Citizenship and Applicant Information Services* | *U.S. Citizenship and Immigration Services*
Office: (b) (6), (b) (7)(C) I Mobile: (b) (6), (b) (7)(C)

---

**From:** Stevenson, Christine A. <Christine.Stevenson@SBA.GOV>
**Sent:** Wednesday, June 05, 2019 12:13 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] ISO contact for https://nmaahc.si.edu/

Hi all,

Anyone have a contact for https://nmaahc.si.edu/?

I don't see a Contact Us or webmaster link on their site to contact them about getting a typo on one of their web pages updated.

Thanks in advance!

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Communications Program Liaison
Office of Communications & Public Liaison
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Office: 202-205-6315
Mobile: (b) (6)
christine.stevenson@sba.gov

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---

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**Subject:** Re: ISO contact for https://nmaahc.si.edu/
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
**Reply To:** Sert, Yalcin
**Date:** Wed, 5 Jun 2019 17:36:28 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (7 kB) , text/html (9 kB) , image001.jpg (12 kB) , image002.png (7 kB)

They have it under Connect > Contact Us page:
https://nmaahc.si.edu/connect/contact

And it is: NMAAHCWeb@si.edu

**M. Yalçın SERT**, ITIL v3, PMP, CSM, CDSP, MS$^3$
IT Specialist I Customer Experience Office
Federal Student Aid
830 First Street NE, Washington, DC 20202
Office: (202) 377-4849 I UCP-111B4

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StudentAid.gov

---

**From:** Stevenson, Christine A. <Christine.Stevenson@SBA.GOV>
**Sent:** Wednesday, June 5, 2019 12:13 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] ISO contact for https://nmaahc.si.edu/

Hi all,

Anyone have a contact for https://nmaahc.si.edu/?

I don’t see a Contact Us or webmaster link on their site to contact them about getting a typo on one of their web pages updated.

Thanks in advance!

Christine Stevenson
Communications Program Liaison
Office of Communications & Public Liaison
**U.S. Small Business Administration**
Office: 202-205-6315
Mobile: (b) (6) [redacted]
christine.stevenson@sba.gov

SBA U.S. Small Business Administration

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

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| | |
|---|---|
| **Subject:** | Register for 6/12 PLAIN event: How to Develop an Agency Brand Voice That Connects With Customers Online |
| **From:** | Alexander Schulte - QXE-C <alexander.schulte@GSA.GOV> |
| **Reply To:** | Alexander Schulte - QXE-C <alexander.schulte@GSA.GOV> |
| **Date:** | Wed, 5 Jun 2019 13:43:52 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (2505 bytes) , text/html (7 kB) |

Hello Web Content Managers COP,

Register here to learn how to help determine if your agency is using a tone of voice that connects with customers online, or if it is using a stale, bureaucratic voice that repels them and breeds distrust or confusion.

Noted trainer Leslie O'Flahavan will cover what brand voice is and how it's governed. We'll see examples of agency content that's written in a voice that supports the agency's brand, and some examples that don't. We'll go through a simple exercise that will help you define your brand voice, which may vary somewhat by project, product, or section of your site. We'll also discuss the situations in which using an inconsistent voice will cause problems.

--
**Alexander Schulte**
DigitalGov University (DGU) Support
DigitalGov
**U.S. General Services Administration (GSA)**
**Technology Transformation Service (TTS)**
**Office of Products & Programs**
alexander.schulte@gsa.gov
202-340-2689

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**Subject:** Webcast transcription: 508 for PPT slides?
**From:** "Dozier, LaSharn" <ldozier@CFTC.GOV>
**Reply To:** Dozier, LaSharn
**Date:** Fri, 7 Jun 2019 14:33:10 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1686 bytes) , text/html (3649 bytes)

Good morning:

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What is the requirement for providing transcription of PPT slides to meet 508 accessibility requirements? Is there any guidance I can direct/share with our A/V staff to reference in their future production?

Thanks in advance!
===
LaSharn Dozier
IT Project Manager
Office of Data and Technology
U.S. Commodity Futures Trading Commission
202-418-5282

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**Subject:** Re: Webcast transcription: 508 for PPT slides?
**From:** "Morin, Gary (NIH/OD) [E]" <moring@MAIL.NIH.GOV>
**Reply To:** Morin, Gary (NIH/OD) [E]
**Date:** Fri, 7 Jun 2019 16:38:18 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (8 kB) , text/html (30 kB)

Hi, LaSharn,

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- https://www.doi.gov/sites/doi.gov/files/uploads/sops_for_creating_accessible_audio_visual_med

If you're posting the PowerPoint (or any other) files, as downloadable, they'll of course also need to be remediated for accessibility and Section 508 standards.

**Audio-Description** Audio description is a verbal depiction of a visual event for persons with visual impairments. In short, it is 'the art of talking pictorially'. Audio-description is an oral description of a program's key visual elements that is inserted during natural pauses in program dialogue. Audio-Descriptions should not be confused with captioning. Captioning is for Deaf and hard-of-hearing persons; AD is a descriptive voice-over of the visual information for persons who are blind or visually impaired. It generally describes actions that are not otherwise reflected in the dialogue, such as the movement of a person in a scene. Video description involves the insertion into a TV program of narrated descriptions of settings and actions that are not otherwise reflected in the dialogue, such as the movement of a person in the scene. AD is best provided when planned for during the storyboarding and development stages of production, before filming even starts. (See ACB for further information: https://www.acb.org/audio-description-project and http://www.acb.org/adp/).

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> - DOI has provided a guidebook for how to create accessible audio and video content.
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---

**From:** Dozier, LaSharn <000001b6776062f2-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 7, 2019 10:33 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

Good morning:

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LaSharn Dozier
IT Project Manager
Office of Data and Technology
U.S. Commodity Futures Trading Commission

202-418-5282

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**Subject:** Re: Webcast transcription: 508 for PPT slides?
**From:** "Dozier, LaSharn" <ldozier@CFTC.GOV>
**Reply To:** Dozier, LaSharn
**Date:** Fri, 7 Jun 2019 17:20:30 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (9 kB) , text/html (28 kB)

Good stuff – Thanks, Gary!
We frequently get questions re: PPT accessibility when preparing to share with the public, and as a result – many staff decide to veer away from doing the PPT, and steer toward providing text only/PDF alternatives. This will be interesting to see if the preference will change, once we begin incorporating PPTs into the webcasts. This will be very helpful for our CFTC A/V staff.

Again – very much appreciated!

===
LaSharn Dozier
IT Project Manager
Office of Data and Technology
U.S. Commodity Futures Trading Commission
202-418-5282

---

**From:** Morin, Gary (NIH/OD) [E] [mailto:moring@mail.nih.gov]
**Sent:** Friday, June 07, 2019 12:38 PM
**To:** Dozier, LaSharn; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [EXTERNAL] RE: Webcast transcription: 508 for PPT slides?

Hi, LaSharn,

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**From:** Dozier, LaSharn <000001b6776062f2-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 7, 2019 10:33 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

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| | |
|---|---|
| **Subject:** | FOIA Email Requests |
| **From:** | "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV> |
| **Reply To:** | Thompson, Cheryl (NIH/NIEHS) [E] |
| **Date:** | Fri, 7 Jun 2019 18:34:19 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1711 bytes) , text/html (3850 bytes) |

Request from one of the people in my office for advice…
Thanks,
-C

We're looking for solutions to consider specific to collecting emails processed for FOIA requests so that we build a depository of the collected emails in a way that subsequent searches could be conducted to quickly identify those emails already disclosed that are also responsive to a new FOIA request and could be immediately provided to that requester. Ideally, we would have multiple groupings – (1) the PDF versions of what was disclosed to the requester, (2) the internal copies of the PDFs with confidential content marked to be redacted, and (3) the native files – MSG for individual emails or PST for groups of emails. The result being that we could do searches in any of those 3 groupings.

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?
**From:** "Gillick, Larry" <larry_gillick@IOS.DOI.GOV>
**Reply To:** Gillick, Larry
**Date:** Fri, 7 Jun 2019 15:22:02 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (10 kB) , text/html (21 kB)

Hi Gary,

Thanks for the plug. I think Sid Sharma put that doc together. For active website manglers, we tend to point them to our DMGuide, which you can feel free to use/swipe/modify/whatever.

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Fri, Jun 7, 2019 at 12:40 PM Morin, Gary (NIH/OD) [E] <000001e726dff659-dmarc-request@listserv.gsa.gov> wrote:

> Hi, LaSharn,
>
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**Subject:** [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

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IT Project Manager

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**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?
**From:** Young Craig C <craig.c.young@IRS.GOV>
**Reply To:** Young Craig C <craig.c.young@IRS.GOV>
**Date:** Fri, 7 Jun 2019 19:27:37 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (11 kB) , text/html (33 kB)

Larry,

Why the strong wording against YouTube video embeds?

**From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 07, 2019 3:22 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

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- https://www.doi.gov/sites/doi.gov/files/uploads/sops_for_creating_accessible_audio_visual_m

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**Audio-Description** Audio description is a verbal depiction of a visual event for persons with visual impairments. In short, it is 'the art of talking pictorially'. Audio-description is an oral description of a program's key visual elements that is inserted during natural pauses in program dialogue. Audio-Descriptions should not be confused with captioning. Captioning is for Deaf and hard-of-hearing persons; AD is a descriptive voice-over of the visual information for persons who are blind or visually impaired. It generally describes actions that are not otherwise reflected in the dialogue, such as the movement of a person in a scene. Video description involves the insertion into a TV program of narrated descriptions of settings and actions that are not otherwise reflected in the dialogue, such as the movement of a person in the scene. AD is best provided when planned for during the storyboarding and development stages of production, before filming even starts. (See ACB for further information: https://www.acb.org/audio-description-project and http://www.acb.org/adp/).

---

Guidance I recently sent to someone here at the NIH, on Audio-Description:

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The Dept. of Interior has developed great guidance, https://www.doi.gov/employees/drupal/audio-description (particularly at Harpers Ferry Center of NPS).

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>
> · Two Perspectives on Audio Description - We don't own this content, the message is great the captions and audio description, not so much.
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> · HHS provisional guidance on implementing audio descriptions (when to do it, ways to avoid it with better planning, etc.)

- DOI has provided a guidebook for how to create accessible audio and video content.
- DOI CreativeComms has a great video presentation on creating audio descriptions and how to describe the content.

---

**From:** Dozier, LaSharn <000001b6776062f2-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 7, 2019 10:33 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

Good morning:

The CFTC began a series of podcasts (CFTC Talks) in August 2017 to cover financial topics and areas impacting markets that are regulated. In preparing these podcasts for public use, the CFTC had also provided a transcript of the auditory discussion. We would like to re-new and extend the series -- so, the podcasts will become webcasts to include video, slides, and other visual aids.

What is the requirement for providing transcription of PPT slides to meet 508 accessibility requirements? Is there any guidance I can direct/share with our A/V staff to reference in their future production?

Thanks in advance!
===
LaSharn Dozier
IT Project Manager
Office of Data and Technology
U.S. Commodity Futures Trading Commission
202-418-5282

---

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**Subject:** ot - pwsafe.org
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Fri, 7 Jun 2019 19:29:37 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (40 lines)

Returned to use of a password manager ... again. Not using the internet. Stored on a jump drive.

pwsafe.org

Here's  a user testimonial with not too many views.

https://www.youtube.com/watch?v=zJ5-7JVw2aw
Password Safe (PWSafe) Demo
Clark Mercer
Published on Oct 25, 2016. Runs 19:39 mins.

My third time with Password Safe - 2014, 2017, and now 2019.

Big revelation as I refreshed my two databases. My varied login processes were interwoven with all kinds of strands of my email identities.

Continuing on my compartmentalization changes for the sake of a more resilient approach to my internet life.

pwsafe.org Is open source - I donated.

Happy Friday,
(b) (6)

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************************************************************

**Subject:** Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?
**From:** "Gillick, Larry" <larry_gillick@IOS.DOI.GOV>
**Reply To:** Gillick, Larry
**Date:** Fri, 7 Jun 2019 16:19:06 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (12 kB) , text/html (27 kB)

Good question!

First, my 508 coordinator doesn't appreciate their control scheme. Keyboarding is "meh" and audio description is nonexistent. But I'm not going to lay this all on him.

Second (this is my part), IMHO it's none of Google's business if someone wants to watch government videos about (for example) VA benefits, homelessness and pregnancy -- and I'm not having any part in them putting all those views together in a profile of one of our citizen-customers. Remember the Target pregnancy story?

I do allow linking to YouTube as a backup system. I'm not a complete Luddite. Now, let me put on my straw hat and take my horse and buggy home for the weekend. ;-)

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Fri, Jun 7, 2019 at 3:28 PM Young Craig C <craig.c.young@irs.gov> wrote:

> Larry,
>
> Why the strong wording against YouTube video embeds?
>
> **From:** Gillick, Larry <0000023856cf3c97-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Friday, June 07, 2019 3:22 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?
>
> Hi Gary,
>
> Thanks for the plug. I think Sid Sharma put that doc together. For active website manglers, we

Thanks for the plug. I think Sid Sharma put that doc together. For active website manglers, we tend to point them to our DMGuide, which you can feel free to use/swipe/modify/whatever.

Larry

---

Larry Gillick

Deputy Director of Digital Strategy

U.S. Department of the Interior

202-208-5141

**Drupal Questions?**

On Fri, Jun 7, 2019 at 12:40 PM Morin, Gary (NIH/OD) [E] <000001e726dff659-dmarc-request@listserv.gsa.gov> wrote:

> Hi, LaSharn,
>
> - The CFTC began a series of podcasts (CFTC Talks) in August 2017 to cover financial topics and areas impacting markets that are regulated. In preparing these podcasts for public use, the CFTC had also provided a transcript of the auditory discussion. We would like to re-new and extend the series -- so, the podcasts will become webcasts to include video, slides, and other visual aids.
> - What is the requirement for providing transcription of PPT slides to meet 508 accessibility requirements? Is there any guidance I can direct/share with our A/V staff to reference in their future production?
>
> It sounds like you're now turning the audio files/podcasts into full videos or multimedia. In that case, you're now looking at both audio-descriptions (https://www.hhs.gov/web/section-508/making-files-accessible/hhs-guidance-audio-description.html) and synchronized captioning. One of the most comprehensive, plain language, government pieces of writing on the subject I've seen to date is an SOP from Interior. A good balance of technical information and plain language:
>
> - U.S. Department of the Interior Office of the Secretary Office of the Chief Information Officer Standard Operating Procedures For Creating Accessible Audio/Visual Media
> - https://www.doi.gov/sites/doi.gov/files/uploads/sops_for_creating_accessible_audio_visual_media_2
>
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**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Webcast transcription: 508 for PPT slides?

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Thanks in advance!

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Office of Data and Technology

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**Subject:** Re: FOIA Email Requests
**From:** "Sert, Yalcin" <Yalcin.Sert@ED.GOV>
**Reply To:** Sert, Yalcin
**Date:** Mon, 10 Jun 2019 17:29:24 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3132 bytes) , text/html (6 kB)

Hi,

At one of my previous agencies, we used to use Sharepoint *intranet* (a well-designed list with attachments and/or a document library) for such records.

Yalcin

**M. Yalçın SERT**, ITIL v3, PMP, CSM, CDSP, MS$^3$
IT Specialist I Customer Experience Office
Federal Student Aid
830 First Street NE, Washington, DC 20202

---

**From:** Thompson, Cheryl (NIH/NIEHS) [E] <000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 7, 2019 2:34 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] FOIA Email Requests

Request from one of the people in my office for advice…
Thanks,
-C

We're looking for solutions to consider specific to collecting emails processed for FOIA requests so that we build a depository of the collected emails in a way that subsequent searches could be conducted to quickly identify those emails already disclosed that are also responsive to a new FOIA request and could be immediately provided to that requester. Ideally, we would have multiple groupings – (1) the PDF versions of what was disclosed to the requester, (2) the internal copies of the PDFs with confidential content marked to be redacted, and (3) the native files – MSG for individual emails or PST for groups of emails. The result being that we could do searches in any of those 3 groupings.

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** Polling software
**From:** "Imlay, Bonnie" <Bonnie.Imlay@FDA.HHS.GOV>
**Reply To:** Imlay, Bonnie
**Date:** Mon, 10 Jun 2019 19:07:44 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (16 kB) , text/html (7 kB) , image013.png (16 kB) , image014.jpg (16 kB) , image015.jpg (16 kB) , image016.jpg (16 kB) , image017.jpg (16 kB) , image018.jpg (16 kB)

Hi! Has anyone's agency/department approved any polling software you're using (mainly internally – with staff)? I'm finding our agency has not approved any (cloud based mainly – doodle/poll everywhere are not approved, and we haven't even tried to ask for slido which is our current interest). Curious to know if any agencies are approving them and if so, which ones? We do use surveymonkey but are looking for something more robust/targeted.

(I recognize FedRAMP hasn't approved much either…but again…crowdsourcing 😊 )

Thanks all!

Regards,

**Bonnie Imlay**
*Branch Director, Web and Digital Media*

**Office of Regulatory Affairs**
**Office of Communications and Project Management**
**U.S. Food and Drug Administration**
Tel: 301-796-8412

Mobile: (b) (6)
Email: bonnie.imlay@fda.hhs.gov

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**Subject:** Re: Polling software
**From:** "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
**Reply To:** Erville, Kathleen (CFPB)
**Date:** Mon, 10 Jun 2019 20:44:59 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (4 kB) , text/html (14 kB) , image002.png (16 kB) , image004.jpg (16 kB) , image006.jpg (16 kB) , image008.jpg (16 kB) , image010.jpg (16 kB) , image012.jpg (16 kB)

Hey Bonnie –

On the government side, you may want to look into Ideascale – there was a Terms of Service at DHS for it I know.  Good tool for gathering actionable feedback I found.

Good luck!

kme

PS
The most robust thing I've seen in the commercial space is iPerceptions (at a metrics conference)

Worth checking out just to see what's happening out there.

//////////////

Kathleen Erville
Content Strategist | Office of Consumer Response
Office: (202) 435-7949 | Mobile: (b) (6)

Bureau of Consumer Financial Protection
consumerfinance.gov

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**From:** Imlay, Bonnie <000004d40d50d37d-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, June 10, 2019 3:08 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Polling software

Hi! Has anyone's agency/department approved any polling software you're using (mainly internally – with staff)? I'm finding our agency has not approved any (cloud based mainly – doodle/poll everywhere are not approved, and we haven't even tried to ask for slido which is our current interest). Curious to know if any agencies are approving them and if so, which ones? We do use surveymonkey but are looking for something more robust/targeted.

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**Subject:** Re: Polling software
**From:** "Bronson, Samuel (OS/ASPA)" <Samuel.Bronson@HHS.GOV>
**Reply To:** Bronson, Samuel (OS/ASPA)
**Date:** Mon, 10 Jun 2019 21:20:45 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (6 kB) , text/html (18 kB) , image002.png (13 kB) , image004.jpg (13 kB) , image006.jpg (13 kB) , image008.jpg (13 kB) , image010.jpg (13 kB) , image012.jpg (13 kB)

Qualtrics is an incredibly robust survey software that allows for quite a bit of customization. They are also FEDRamp-approved. However, they do not have an actual polling feature; where the aggregate distribution of results is presented to users upon submission. So, in that sense, it's more of a traditional survey software.

In any case, aside from lack of a standalone "polling" feature, you still may want to look into Qualtrics. The software allows users to customize logos, CSS, and intercept rules, allowing for micro-targeting; has a relatively large library of implementation options, including for mobile devices; and, includes advanced features for statistical analysis, text-mining, and dynamic dashboards.

Thanks.

**Sam Bronson**
Office: (202) 260-6502
Mobile: (b) (6) [redacted]

---

**From:** Erville, Kathleen (CFPB) <000004d546209e0b-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Monday, June 10, 2019 4:45 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Polling software

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**Subject:** Training and Schedule for Drupal GovCon is LIVE!
**From:** "(b) (6) [redacted] <(b) (6) [redacted] STATE.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Tue, 11 Jun 2019 19:32:27 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1642 bytes) , text/html (4 kB)

We went live today with the schedule (which will be sent to our mailchimp list tomorrow), but thought I'd tell you today because I noticed a couple of our trainings have already sold out, are on a waitlist or are close to selling out. **Surprise!**

https://www.drupalgovcon.org/full-and-half-day-training

You can also flag a session to create a schedule for yourself, too! I know, we're pretty snazzy.

https://www.drupalgovcon.org/2019/schedule/07/24

Drupal GovCon is a completely volunteer run event. It's FREE to attend and it is OPEN to the PUBLIC. Should be pretty easy for you all to attend and get approval to attend. Hope to see lots of you at NIH July 23-26th!

--
(b) (6), (b) (7)(C) [redacted]

**Official - Transitory**
**UNCLASSIFIED**

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This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.
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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** WE NEED YOUR HELP! 21st Century IDEA - IdeaScale Community
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Wed, 12 Jun 2019 11:03:59 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (8 kB) , text/html (6 kB) , image001.jpg (8 kB)

Hi, Web Managers!

As you've no doubt heard, the 21st Century Integrated Digital Experience Act (21st Century IDEA) became law last December. In this law are several action items for federal web managers, including website modernization, digitization of services and forms, customer experience and digital service delivery, and standardization.

Many agencies have already begun to address the action items outlined in this law, but there are some things that require scoping and clarification from OMB. To help identify these issues, the Federal Web Council has established an IdeaScale community to collect feedback and comments from agencies (you).

Please visit https://21stcenturyidea.ideascale.com between now and COB Thursday, June 27, to pose questions and vote on your top issues. Please note that, if you don’t already have an IdeaScale account, you will need to register for one.  We also are limiting “automatic” registration in the community to those with a .gov or .mil email address… others can register, but will need to be approved.

The Federal Web Council will then use this information to make recommendations to OMB.

Thanks!

(b) (6), (b) (

| (b) (6), (b) (7)(C) | U.S. Department of Homeland Security |
|---|---|
| Office of Public Affairs<br>Director of Web Communications | (Voice) (b) (6), (b) (7)(C)<br>(Cell) (b) (6), (b) (7)(C)<br>(b) (6), (b) (7)(C) hq.dhs.gov |

Homeland Security

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**Subject:** Re: FOIA Email Requests
**From:** '(b) (6) <(b) (6) DUPAGECO.ORG>
**Reply To:** (b) (6)
**Date:** Wed, 12 Jun 2019 19:52:07 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (7 kB)

We haven't purchased it yet but GovQA has a FOIA module that has quite a rich set of features for managing, tracking, searching FOIA requests.

------------------------------------------
(b) (6)
Web Services Manager
DuPage County
(b) (6)
(fax)
(b) (6) dupageco.org
http://www.dupageco.org

---

**From:** Thompson, Cheryl (NIH/NIEHS) [E] <000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 07, 2019 1:34 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] FOIA Email Requests

Request from one of the people in my office for advice…
Thanks,
-C

We're looking for solutions to consider specific to collecting emails processed for FOIA requests so that we build a depository of the collected emails in a way that subsequent searches could be conducted to quickly identify those emails already disclosed that are also responsive to a new FOIA request and could be immediately provided to that requester. Ideally, we would have multiple groupings – (1) the PDF versions of what was disclosed to the requester, (2) the internal copies of the PDFs with confidential content marked to be redacted, and (3) the native files – MSG for individual emails or PST for groups of emails. The result being that we could do searches in any of those 3 groupings.

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*To unsubscribe, follow the directions above for the digest, but change the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employees only, so please consider that before sharing outside our community.

**Important Legal Notice:**

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---

This message was sent to the Web Content Managers Forum, a community of government employees who

| | |
|---|---|
| **Subject:** | FW: HURRY - Closing Tomorrow - Dream Job With Growth Potential in Cleveland, one of the "Best Places to Live." - GS-1035 - 9/11 |
| **From:** | "MacGarrigle, Ken" <Ken.MacGarrigle@VA.GOV> |
| **Reply To:** | MacGarrigle, Ken |
| **Date:** | Thu, 13 Jun 2019 12:54:50 +0000 |
| **Content-Type:** | multipart/mixed |
| **Parts/Attachments:** | text/plain (17 kB) , text/html (10 kB) , image005.jpg (244 kB) , image007.jpg (244 kB) , image008.jpg (244 kB) , image001.jpg (17 kB) , FY18 VANEOHS Fact Sheet.pdf (3 MB) |

FYI

---

**From:** Parker, Kristen M. (VHACLE)
**Sent:** Thursday, June 13, 2019 8:52 AM
**To:**
**Subject:** HURRY - Closing Tomorrow - Dream Job With Growth Potential in Cleveland, one of the "Best Places to Live." - GS-1035 - 9/11

Are you looking to make a difference in a large, healthcare organization that consistently tops VA performance standards?

Do you want a challenging, yet exciting environment that encourages innovation because our nation's heroes deserve nothing less?

If you answered yes, then Cleveland's **VA Northeast Ohio Healthcare System** is the place for you. Recently named one of *LIVABILITY*'s "Best Places to Live," Cleveland offers not only the opportunity for a rewarding public affairs career, but the city is transforming into the new, cool place to live.

**We're seeking a GS-1035-9/11 Public Affairs Specialist for our External Affairs Team. The job is open until tomorrow, June 14. All who are interested are encouraged to apply. You can access the announcement here.**

For more information on our facility and the types of events you'd be involved in, check out our updated **Fact Sheet** (attached) and **Year In Review**.

Please contact me with any questions, and I hope you'll consider joining our team!

V/r,
Kristen

**Kristen Parker**
Chief, External Affairs
VA Northeast Ohio Healthcare System

10701 East Blvd.
Cleveland, OH 44106
216-791-3800 (x3012) / 216-421-3012 (p)
(b) (6) (c)
kristen.parker@va.gov
**Connect With Us!**

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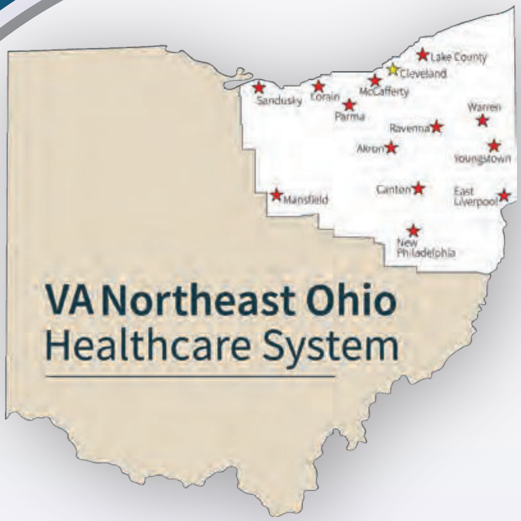
Lake County
Cleveland
Sandusky
Lorain
McCafferty
Parma
Warren
Ravenna
Akron
Youngstown
Mansfield
Canton
East Liverpool
New Philadelphia

# VA Northeast Ohio Healthcare System

## 2019

# FACT SHEET

**U.S. Department of Veterans Affairs**
Veterans Health Administration
*VA Northeast Ohio Healthcare System*

Cleveland.va.gov

10701 East Blvd.
Cleveland, OH 44106

216-791-3800

## Who we are...

21 County Catchment Area
10 Clinical Programs of Excellence
2 Research Programs of Excellence
2 Education Centers of Excellence
18 Locations of Care
13 Community-Based Outpatient Clinics
2 Resource and Referral Centers
1 Outpatient Surgery Center
1 Stand Alone Dialysis Center
1 Main Hospital – Acute and Long-term Care

## ANNUAL KEY FACTS

Fiscal Year 18

**Outpatient Appointments** 2,026,123
**Unique Veterans Served** 112,589
**Admissions** 12,226
**OIF/OEF Veterans Served** 6,390
**Women Veterans Served** 8,981
**Employees** 5,319

For more than 75 years, the VA has taken care of Northeast Ohio Veterans, growing and adapting to meet the changing needs of America's heroes. Focusing on treating the whole Veteran through health promotion and disease prevention, the VA provides comprehensive, seamless health care and social services for Veterans across Northeast Ohio.

### Mission

The mission of VA Northeast Ohio Healthcare System is to provide high quality, technologically current healthcare services in a compassionate, humanitarian and ethical manner within a multi-centered environment which promotes strong research and educational programs, in affliation with our partners.

*Veterans in Northeast Ohio have access to care within 30 minutes or 30 miles.*

## National & Regional Referral Services

Acute and Long Term Spinal Cord Injury Care
Amyotrophic Lateral Sclerosis (ALS)
Blind Rehabilitation Center
Cardiac Surgery
Cochlear Implants
Comprehensive Cancer Center
Comprehensive Rehabilitation Center
Fecal Microbiota Transplants
Gambling Disorders
General Surgery
Headache Center of Excellence
HIV Testing and Treatment
Multiple sclerosis
Neurology
Ophthalmology
Pain Management
Parkinson's Disease
Polytrauma Care
Posttraumatic Stress Disorders
Substance Abuse
Traumatic Brain Injury
Ventricular Assist Device

@ClevelandVAMC

## VA NORTHEAST OHIO HEALTHCARE SYSTEM

On any given day at VA

| | | |
|---|---|---|
| 7,982 | 1,538 | 128 |
| Outpatient Appointments | Primary Care Appointments | Telehealth Appointments |
| 5,011 | 1,433 | 597 |
| Specialty Care Appointments | Mental Health Appointments | Inpatient Beds |
| 12,938 | 243 | 1,600 |
| Prescriptions Filled | Home Care Visits | Meals Served |

Cleveland

**Subject:** Register Now for 6/25 American Tech Series Part One!
**From:** Lauren Rabb - QXE-C <lauren.rabb@GSA.GOV>
**Reply To:** Lauren Rabb - QXE-C <lauren.rabb@GSA.GOV>
**Date:** Tue, 18 Jun 2019 08:47:56 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (3010 bytes) , text/html (12 kB)

Good Morning, Content Managers Community!

In honor of GSA's 70th Anniversary and on behalf of the Office of Products and Programs, the Presidential Innovation Fellows (PIF) program, and DigitalGov University, we would like to invite you to join us next Tuesday, June 25, for the first in a series of 15-minute chats that we are calling the **American Tech Series**. This series is meant to foster learnings and a collective voice on applied innovation.

**What:** American Tech Series, Part One: Why Leave the Private Sector?

Civic technologists bring new technologies into our government in service of the American people. Their job is about managing the process of technology change, and introducing the art of the possible to government leaders. Our guests will share about what led them to leave the private sector to become civic technologists.

**When**: Tuesday, June 25 from 2:00 to 2:15 pm ET

**Where**: Digital.gov & YouTube Live. Register here!

**Who**: Hosted by PIF leaders Joshua Di Frances and Davar Ardalan, and featuring Director of Workforce Solutions at Centers of Excellence (CoE), Nina Bianchi and PIF Clarice Chan who is now working with the Veterans Affairs Chief Technology Officer.

**Questions about this event or future events?** Send them to digitalgovu@gsa.gov.

--
**Lauren Rabb**
DigitalGov University (DGU) Support
**DigitalGov**
**U.S. General Services Administration (GSA)**
**Technology Transformation Service (TTS)**
**Office of Products & Programs**
lauren.rabb@gsa.gov
703-282-5363

Blog, Communities, Services, Resources, DigitalGov University (DGU)
Medium, Facebook, Twitter, YouTube, Subscribe

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

**Subject:** Introducing: A New Guide to the PRA
**From:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>
**Reply To:** Jeremy Zilar - QXE <jeremy.zilar@GSA.GOV>
**Date:** Tue, 18 Jun 2019 12:26:06 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1927 bytes) , text/html (2582 bytes)

Hello friends —

Today we are delighted to announce the launch of a new Digital.gov guide to navigating the Paperwork Reduction Act (PRA) at https://pra.digital.gov/ !

The PRA Guide is a plain language guide which answers the most common questions, like “What is the PRA for?”, “Do I need clearance?”, and “What’s the process?”

It aims to give federal employees confidence working with the PRA and through this lower the barriers to working effectively with the public.

All of the content has been reviewed and approved by OIRA, so you can trust what you read.

We will be continuing to develop the site over the coming months, so if you have suggestions to make it even better, please let us know!

Read the blog post on Digital.gov (https://digital.gov/2019/06/18/introducing-a-guide-paperwork-reduction-act/).

- The PRA Guide Team (Digital.gov and OIRA)

--
Jeremy Zilar | jeremy.zilar@gsa.gov
Director Digital.gov / GSA — digital.gov

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Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

**Subject:** Fwd: [BlockchainCOP] [JOB] SEC technology leadership positions
**From:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Reply To:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Date:** Thu, 20 Jun 2019 10:59:37 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2890 bytes) , text/html (8 kB)

FYI

**U.S. General Services Administration**

**Alycia Yozzi**
Office of Government-wide Policy
(202) 679-6924

---------- Forwarded message ---------
From: **Kurup, Laura E.** <00000377c209a8cd-dmarc-request@listserv.gsa.gov>
Date: Thu, Jun 20, 2019 at 9:53 AM
Subject: [BlockchainCOP] [JOB] SEC technology leadership positions
To: <BLOCKCHAIN@listserv.gsa.gov>

Blockchain community:

These 2 positions **close tomorrow** and are open to current federal employees, veterans and other specific groups. I know this is late notice, but wanted to do one final push to get the word out in the federal technology community. 😊

**Assistant Director, Innovation (SK-17)**

https://www.usajobs.gov/GetJob/ViewDetails/535845400

**Branch Chief, Solutions Engineering (SK-15)**

https://www.usajobs.gov/GetJob/ViewDetails/535845100

These positions are both part of OIT's new Strategy and Innovation group, created in February 2019. We're working to bring new thinking and ways of working to our technical planning and development process. The S&I team of nearly 30 staff includes Enterprise Architecture, Governance, the Data and Cloud Programs, and Enterprise Platforms.

The Innovation group supports OIT’s intake of new technology requests, requirements development, and technical planning.  We’re moving towards prototyping and agile development as key parts of the technology planning process, and the Solutions Engineering team will develop and deliver functional prototypes for top priority technology needs.

Cheers!

Laura

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**Laura Kurup**

Chief Strategy and Innovation Officer

Office of Information Technology

U.S. Securities and Exchange Commission

202-551-4154 office | (b) (6) cell

---

To unsubscribe from the BLOCKCHAIN list, create a new email message, addressed to [BLOCKCHAIN-unsubscribe-request@listserv.gsa.gov](mailto:BLOCKCHAIN-unsubscribe-request@listserv.gsa.gov). The message content does not matter and the sender's email address will be removed from the list.

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**Subject:** Webinar Today on Web Components for optimizing development timelines
**From:** '(b) (6) [redacted] <(b) (6) [redacted]STATE.GOV>
**Reply To:** (b) (6) [redacted]
**Date:** Thu, 20 Jun 2019 15:56:09 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2389 bytes) , text/html (5 kB)

Part of our Drupal4Gov monthly webinar series on the Third Thursday at Three, every month.

Today's series is all about

https://www.eventbrite.com/e/drupal4gov-webinar-series-optimizing-and-reducing-web-development-timelines-through-component-reuse-registration-60868872436

The web is hard, it's why we hire people with dedicated skills to help manage it in government and everywhere else.

But did you know that the web has evolved to a place where it's actually about to get easier? Seriously. How is this possible?

In this webinar, Bryan Ollendyke of Penn State will talk about web components. Components that can and are making the web systemically easier, cheaper to produce, more accessible, and *gasp* sustainable. The web component specification is a new way your team can build and leverage each other's work across government agencies. Hear why Penn State, Google, BYU, Comcast, Red Hat, and others have adopted web components and how you can align it with your existing design system work to deliver projects faster and with greater accountability.

If you like what you hear and you're coming out for Drupal GovCon you can meet Bryan on July 23rd during training day at NIH https://www.drupalgovcon.org/full-and-half-day-training

Several of our trainings are now closed, but Bryan's is open and is in a large room so you can definitely come on out for some hands on web component training on July 23rd.

(b) (6), (b) (7)(C) [redacted] (b) (6) [redacted]
Official
**UNCLASSIFIED**

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| | |
|---|---|
| **Subject:** | Terms of Service for Acquia Dev Desktop |
| **From:** | "Smith, Stanley (Federal)" <SSmith4@DOC.GOV> |
| **Reply To:** | Smith, Stanley (Federal) |
| **Date:** | Fri, 21 Jun 2019 13:57:13 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (1685 bytes) , text/html (3819 bytes) |

Hello fellow Content Managers,

We've recently found a need for using Acquia Dev Desktop for a couple users within Commerce. Naturally, the question about Terms of Service came up, and the software isn't listed on Digital.gov's negotiated ToS Agreements.

Before we go down the rabbit hole of working out our own ToS for this software. Have any other agencies out there done this? Can you share what you might have?

Thank you,
Stan Smith
Office of Enterprise Solutions and Services
Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
SSmith4@doc.gov

---

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| | |
|---|---|
| **Subject:** | Re: Terms of Service for Acquia Dev Desktop |
| **From:** | "(b) (6) [redacted] <(b) (6) [redacted] STATE.GOV> |
| **Reply To:** | (b) (6) [redacted] |
| **Date:** | Fri, 21 Jun 2019 14:40:27 +0000 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (3213 bytes) , text/html (7 kB) |

I’m currently using devdesktop but hoping to move to DDEV or DVM soon as devdesktop has sometimes been problematic (upgrades killed theme files, sometimes devdesktop doesn’t sync with acquia cloud and some other issues or bugs I’ve found).

Have you looked at the other ones first? And if you’re still set on Acquia, honestly, suggest the change, they’re pretty accommodating where they can be.

**Official - Transitory**
**UNCLASSIFIED**

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**From:** Smith, Stanley (Federal) <000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 21, 2019 9:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

Hello fellow Content Managers,

We’ve recently found a need for using Acquia Dev Desktop for a couple users within Commerce. Naturally, the question about Terms of Service came up, and the software isn’t listed on Digital.gov’s negotiated ToS Agreements.

Before we go down the rabbit hole of working out our own ToS for this software. Have any other agencies out there done this? Can you share what you might have?

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Office of Enterprise Solutions and Services
Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
SSmith4@doc.gov

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---

This message was sent to the Web Content Managers Forum, a community of government employees who manage the content of government websites.

**Subject:** GS 15 Communications Specialist
**From:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)
[redacted]HQ.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C)
**Date:** Mon, 24 Jun 2019 13:18:25 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (1585 bytes) , text/html (4 kB)

Morning!

I wanted to make you all aware that we have an open recruitment announcement for a Supervisory Communications Specialist GS 301 15. The application period opened this morning (6/24/19) and closes on Tuesday, July 9.

The description of the position is available at the link below.

**Supervisory Communications Specialist GS 301 15**
https://www.usajobs.gov/GetJob/ViewDetails/537400700

Please let me know if you have any questions.

(b) (6), (b) (7)(C) (b) (6), (b) (7)(C)
Digital Engagement (Web and Social Media), Office of External Affairs
Cybersecurity and Infrastructure Security Agency
(b) (6), (b) (7)(C) (c)
(b) (6), (b) (7)(C) hq.dhs.gov

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The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

**Subject:** Fwd: CXO Fellowship FY20 Applications Online
**From:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Reply To:** Alycia Yozzi <alycia.yozzi@GSA.GOV>
**Date:** Mon, 24 Jun 2019 21:55:16 -0400
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2597 bytes) , text/html (10 kB)

FYI for all who are interested.

Alycia Yozzi

**U.S. General Services Administration**

**Alycia Yozzi**
Office of Government-wide Policy
(202) 679-6924

The CXO Fellowship is accepting applications for the next cohort (FY20) at https://cfo.gov/cxo-fellows/. The deadline is Friday, August 9 by 5:00 PM.

**About the Program**
The CXO Fellowship is an initiative of the Executive Councils to increase inter-agency and cross functional collaboration (https://cfo.gov//cxo-fellows/). For FY 2019, the program has 100 Fellows representing four functions: IT, finance, acquisition and human capital. Throughout the year, the program offers a variety of educational seminars in professional development, inside the government experiences, and leadership speaker series. Our mission is to increase cross functional collaboration in the Federal government in a inter agency environment. The Fellows meet twice a month for all day professional development sessions throughout the DC area.

- Must be stationed in the Washington, DC area.
- Must be working within the acquisition/procurement, information technology, financial management/budgeting and human capital functions.
- Must be in the grades of GS09 - GS13.
- Must be nominated by their supervisor, and approved by the department Chief Executive Officer of the respective function (CAO, CIO, CFO, CHCO).

**Application:**
Apply online. Applications must be submitted no later than August 9, 2019, 5:00 PM and contain your contact information, supervisor's approval, and two short essay responses.

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GSA **U.S. General Services Administration**

**Annette Maldonado**
Program Manager, CXO Fellowship

Office of Government-wide Policy
202-394-8478

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http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

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**Subject:** PDF vs ASPX press releases
**From:** "(b) (6) <(b) (6) OAG.STATE.MD.US>
**Reply To:** (b) (6)
**Date:** Tue, 25 Jun 2019 13:54:09 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2606 bytes) , text/html (6 kB)

Hello All,
I was wondering if anyone could offer pros and cons of press releases as PDF compared to aspx pages.. We built http://www.marylandattorneygeneral.gov/ with Sharepoint a few years ago. At that time, we opted to create press releases in PDF and store them in document libraries so we could display and search easily with webparts. We are finding difficulties in social sharing with the PDFs. It seems to me that most gov sites use web pages instead of PDFs for press releases. Thoughts?

Thanks!

(b) (6)
*Director of Multimedia Services*
**Office of the Attorney General**

200 Saint Paul Place
Baltimore, Maryland 21202
p: (b) (6) | f: (b) (6)
(b) (6) oag.state.md.us
www.marylandattorneygeneral.gov

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| | |
|---|---|
| **Subject:** | Re: [EXTERNAL] [CONTENT-MANAGERS-L] PDF vs ASPX press releases |
| **From:** | "Gillick, Larry" <larry_gillick@IOS.DOI.GOV> |
| **Reply To:** | Gillick, Larry |
| **Date:** | Tue, 25 Jun 2019 10:02:25 -0400 |
| **Content-Type:** | multipart/alternative |
| **Parts/Attachments:** | text/plain (6 kB) , text/html (13 kB) |

Hi Fritz,

Forgive me, but I'm going to quote my own guide (https://www.doi.gov/employees/drupal/pdfs):

# PDFs

## Background

First, it's probably a good idea to have read our guidance on Brand Name Requirements, prior to reading this.

Also, recall that PDFs are fairly awful on mobile devices.

So, if your content can be web pages instead of PDFs, go with web pages. If it seems that we're biased against PDFs, it's just because the user experience with PDFs is clearly not as good as the user experience with web pages.

## 508 compliance

Now, let's mention the obvious: All PDFs on Interior sites must be 508 compliant/accessible; so if you must use a PDF, don't foul-up accessibility.

Do not load a non-compliant PDF on DOI.gov. Do not load a non-compliant PDF on /elips. For clarity's sake, understand that this is a very public declaration that you're not allowed to add non-compliant PDFs to DOI.gov. Just don't do it.

## Particular "reader" technology

Less obvious: Don't use PDF formats that require particular technology solutions for their use. In other words, if we post a PDF that requires the use of Internet Explorer, we're wrong. A PDF that requires a Mac? Also wrong. A PDF that requires a Windows PC? Still wrong. A PDF that requires particular reader software? Only acceptable if it absolutely, positively can't be helped -- and it usually can be.

If your PDF can't be opened on a mobile device, not only are you wrong, you're making our website look dated. As I've written before, I don't mind age (I'm going to pretend that my own grey is "distinguished"), but I do mind our websites behaving like they're from the '90s or early 2000s.

BTW, if your PDFs require particular technology solutions for their use, what are the odds that they're 508 compliant? Not very good odds. 'Nuff said.

Addendum: In case you're wondering if we're alone in trying to avoid the use of PDFs (especially bad PDFs), we're not. The UK's Government Digital Service clearly has similar thoughts and policies. Don't let me speak for them, read their blog post, "Why GOV.UK content should be published in HTML and not PDF." It's a good read.

Larry
---
Larry Gillick
Deputy Director of Digital Strategy
U.S. Department of the Interior
202-208-5141
**Drupal Questions?**

On Tue, Jun 25, 2019 at 9:55 AM (b) (6) <(b) (6)oag.state.md.us> wrote:

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**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "Smith, Stanley (Federal)" <SSmith4@DOC.GOV>
**Reply To:** Smith, Stanley (Federal)
**Date:** Tue, 25 Jun 2019 14:23:18 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (13 kB)

(b) (6), (b) (7)(C)

Great question!

1. We hadn't considered DVM yet. To install it, we'd either need to have Windows Subsystem Linux (WSL) enabled and that battle is likely more uphill than just installing devdesktop. While there are other options for non-WSL—Cygwin and Cmder—they likely entail more ToS and security red tape. Powershell seems to be possible, so we could explore that. Additionally, our shop uses Docker so if we have WSL, we might as well install Docker and have the windows machine fall in line with the rest of our ecosystem.
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All that being said, if there's a simpler way to run a Drupal site on a Windows machine with no additional Windows feature enabling, I'm all ears!

Thank you,
Stan Smith
Office of Enterprise Solutions and Services
Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
SSmith4@doc.gov

---

**From:** "(b) (6) <(b) (6) state.gov>
**Date:** Friday, June 21, 2019 at 10:40 AM
**To:** "Smith, Stanley (Federal)" <SSmith4@doc.gov>, "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** RE: Terms of Service for Acquia Dev Desktop

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Have you looked at the other ones first? And if you're still set on Acquia, honestly, suggest the change, they're pretty accommodating where they can be.

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**From:** Smith, Stanley (Federal) <000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 21, 2019 9:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

Hello fellow Content Managers,

We've recently found a need for using Acquia Dev Desktop for a couple users within Commerce. Naturally, the question about Terms of Service came up, and the software isn't listed on Digital.gov's negotiated ToS Agreements.

Before we go down the rabbit hole of working out our own ToS for this software. Have any other agencies out there done this? Can you share what you might have?

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**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 25 Jun 2019 14:29:45 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (6 kB) , text/html (14 kB)

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From: (b) (6) <(b) (6) MDC.MO.GOV>
Reply To: (b) (6) <(b) (6) MDC.MO.GOV>
Date: Tue, 25 Jun 2019 14:58:47 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (8 kB) , text/html (18 kB)

I'd be interested in that BOF. We will be transitioning from Mac to PC sometime next year.

--
(b) (6)
Web Developer
Missouri Department of Conservation

---

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**Reply-To:** "(b) (6) <(b) (6) STATE.GOV>
**Date:** Tuesday, June 25, 2019 at 9:45 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
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**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "Brantley, William" <William.Brantley@USPTO.GOV>
**Reply To:** Brantley, William
**Date:** Tue, 25 Jun 2019 16:03:48 +0000
**Content-Type:** multipart/related
**Parts/Attachments:** text/plain (10 kB) , text/html (25 kB) , image001.jpg (67 kB)

I used a Mac once; didn't like it. If the operating systems were airlines - https://meyerweb.com/other/humor/osair.html

I second a BoF on Windows development environments. I used to swear by Bitnami but, they aren't as good as they used to be. Looking for alternatives for testing.

Some good resources here on Drupal development and Windows - https://www.drupal.org/docs/develop/local-server-setup/windows-development-environment

**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
**Reply To:** Dearie, Jessica
**Date:** Tue, 25 Jun 2019 16:09:45 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (10 kB) , text/html (24 kB)

Me too!!! I do personal/learning dev on my Mac with both Acquia Dev Desktop and Drupal VM. I too am having issues finding the right local development environment for my Windows 10 GFE.

- I can get ADD installed, but I'm also told that to run it requires admin rights/elevated privileges for it to run. This appears to be the most acceptable option and I'm waiting for the approvals now.
- I would prefer to try ddev, but haven't secured the ok for Docker… would like to use Drupal VM, but would need to get permission to run Virtual Box… all of which appear to be bigger hurdles than ADD.

There was a really good session at DrupalCon Seattle this year – the results of the 2019 Developer Tool Survey Results were discussed as well as the pros/cons of each tool. It was really interesting! You can watch the recording and get the slides at: https://events.drupal.org/seattle2019/sessions/what-should-i-use-2019-developer-tool-survey-results

I still don't have anything on my Win10 GFE yet, but I'm eager to hear other success stories!

---

**From:** (b) (6) <(b) (6) MDC.MO.GOV>
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**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "Smith, Stanley (Federal)" <SSmith4@DOC.GOV>
**Reply To:** Smith, Stanley (Federal)
**Date:** Tue, 25 Jun 2019 16:43:25 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (14 kB) , text/html (31 kB)

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Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
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**Reply-To:** "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
**Date:** Tuesday, June 25, 2019 at 12:11 PM
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**From:** "(b) (6) <(b) (6) STATE.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 25 Jun 2019 16:51:55 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (16 kB) , text/html (34 kB)

Yes, we'll have the BoF board up and read for folks on Wednesday morning. BoF room will be available starting after lunch on July 24th and run through to the end of the event on Friday at 2.

I know there's a plan to have a BoF on advanced CSS and I'll be hosting a Coffee Exchange on Thursday morning 9am BoF. I think these are the only ones currently being talked about. Although, I'd love to see one on Docker and Kubernetes, but that's cause I want to go, not lead or contribute. I just think it's fascinating and I so want to dive in.

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**Subject:** Re: Terms of Service for Acquia Dev Desktop
**From:** "Minor, Alexander" <Alexander.Minor@BEA.GOV>
**Reply To:** Minor, Alexander
**Date:** Tue, 25 Jun 2019 18:23:31 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (13 kB) , text/html (31 kB)

BEA has the same pain points as mentioned here. We will be testing Win10 soon as we are scheduled to migrate around first of year.

We have resorted to special development laptops (Win7 64bit) that have elevated rights, but are not part of the agency network, therefor no network resources can be accessed while developing. Developers can install what they need to develop. These laptops connect via agency MiFis or segregated Wifi-LANs that have the port access we need (SSH, etc). Those who telework obviously connect via personal ISP without issue.

The dev laptops have the access rights and apps needed to use our DVM—Vagrant, PuTTY, VBox and Cmdr.

You might ask or wonder about speed for development? Only during sync of DB does it take a few minutes. Pushing codebase takes seconds and once it is there a PR and merge are handled via Git and pipelines.

Hope this helps in your decision,

**Alec Minor**
Chief, Web Services Branch
Bureau of Economic Analysis
U.S. Department of Commerce
301-278-9695

---

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**From:** Young Craig C <craig.c.young@IRS.GOV>
**Reply To:** Young Craig C <craig.c.young@IRS.GOV>
**Date:** Tue, 25 Jun 2019 18:36:04 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (4 kB) , text/html (11 kB)

I say they should always be HTML pages.

I was going to offer some points, but someone in the British government already wrote a blog about HTML vs PDF (generally, not specifically regarding releases).

There are some great persuasion points in there that will likely be helpful:

- They do not change size to fit the browser
- They're not designed for reading on screens
- It's harder to track their use
- They cause difficulties for navigation and orientation
- They can be hard for some users to access
- They're less likely to be kept up to date
- They're hard to reuse

---

**From:** (b) (6) <(b) (6) OAG.STATE.MD.US>
**Sent:** Tuesday, June 25, 2019 9:54 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] PDF vs ASPX press releases

Hello All,
I was wondering if anyone could offer pros and cons of press releases as PDF compared to aspx pages.. We built http://www.marylandattorneygeneral.gov/ with Sharepoint a few years ago. At that time, we opted to create press releases in PDF and store them in document libraries so we could display and search easily with webparts. We are finding difficulties in social sharing with the PDFs. It seems to me that most gov sites use web pages instead of PDFs for press releases. Thoughts?

Thanks!

(b) (6)
*Director of Multimedia Services*
**Office of the Attorney General**

200 Saint Paul Place
Baltimore, Maryland 21202
p:(b) (6) | f:(b) (6)
(b) (6) oag.state.md.us
www.marylandattorneygeneral.gov

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| | |
|---|---|
| Subject: | Re: Terms of Service for Acquia Dev Desktop |
| From: | "Wood, Tim (Fed)" <timothy.wood@NIST.GOV> |
| Reply To: | Wood, Tim (Fed) |
| Date: | Tue, 25 Jun 2019 19:44:08 +0000 |
| Content-Type: | multipart/alternative |
| Parts/Attachments: | text/plain (16 kB) , text/html (37 kB) |

I second the special development laptops Alec outlined here. This can work very well.

Alternatively, would it be possible to boot a GFE PC off of a USB drive with Linux on it, similarly to dual boot? Or is that restricted for most PC users across agencies?

-----
**Tim Wood**
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694
Cell: (b) (6)
Email: timothy.wood@nist.gov

---

**From:** Minor, Alexander <000002a4eddd2291-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, June 25, 2019 2:23 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

BEA has the same pain points as mentioned here. We will be testing Win10 soon as we are scheduled to migrate around first of year.

We have resorted to special development laptops (Win7 64bit) that have elevated rights, but are not part of the agency network, therefor no network resources can be accessed while developing. Developers can install what they need to develop. These laptops connect via agency MiFis or segregated Wifi-LANs that have the port access we need (SSH, etc). Those who telework obviously connect via personal ISP without issue.

The dev laptops have the access rights and apps needed to use our DVM—Vagrant, PuTTY, VBox and Cmdr.

You might ask or wonder about speed for development? Only during sync of DB does it take a few minutes. Pushing codebase takes seconds and once it is there a PR and merge are handled via Git and pipelines.

Hope this helps in your decision,

**Alec Minor**
Chief, Web Services Branch
Bureau of Economic Analysis
U.S. Department of Commerce
301-278-9695

---

**From:** Dearie, Jessica <0000012a874fb273-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Tuesday, June 25, 2019 12:10 PM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

Me too!!! I do personal/learning dev on my Mac with both Acquia Dev Desktop and Drupal VM. I too am having issues finding the right local development environment for my Windows 10 GFE.

- I can get ADD installed, but I'm also told that to run it requires admin rights/elevated privileges for it to run. This appears to be the most acceptable option and I'm waiting for the approvals now.
- I would prefer to try ddev, but haven't secured the ok for Docker… would like to use Drupal VM, but would need to get permission to run Virtual Box… all of which appear to be bigger hurdles than ADD.

There was a really good session at DrupalCon Seattle this year – the results of the 2019 Developer Tool Survey Results were discussed as well as the pros/cons of each tool. It was really interesting! You can watch the recording and get the slides at: https://events.drupal.org/seattle2019/sessions/what-should-i-use-2019-developer-tool-survey-results

I still don't have anything on my Win10 GFE yet, but I'm eager to hear other success stories!

---

**From:** (b) (6) <(b) (6) MDC.MO.GOV>
**Sent:** Tuesday, June 25, 2019 10:59 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** Re: [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

I'd be interested in that BOF. We will be transitioning from Mac to PC sometime next year.

--
(b) (6)
Web Developer
Missouri Department of Conservation

---

**From:** "(b) (6) <00000393b2aa8aa1-dmarc-request@LISTSERV.GSA.GOV>
**Reply-To:** "(b) (6) <(b) (6) STATE.GOV>
**Date:** Tuesday, June 25, 2019 at 9:45 AM
**To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** Re: [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

Hmm, windows, as a Mac user and a fan of drush and command line tools, I prefer not windows. Sorry I can't be of help on that. Might be a good BoF to have at Drupal GovCon in July. Actually talk about best practices for running a local with drupal on windows. Perhaps a group of you might find a solution together.

(b) (6)

**Official - Transitory**
**UNCLASSIFIED**

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**From:** Smith, Stanley (Federal) <SSmith4@doc.gov>
**Sent:** Tuesday, June 25, 2019 10:23 AM
**To:** (b) (6) <(b) (6) state.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Sub** Re: Terms of Service for Acquia Dev Desktop

(b) (6)

Great question!

1. We hadn't considered DVM yet. To install it, we'd either need to have Windows Subsystem Linux (WSL) enabled and that battle is likely more uphill than just installing devdesktop. While there are other options for non-WSL —Cygwin and Cmder—they likely entail more ToS and security red tape

options for non-WSL – Cygwin and Cmder – they likely entail more ToS and security red tape. Powershell seems to be possible, so we could explore that. Additionally, our shop uses Docker so if we have WSL, we might as well install Docker and have the windows machine fall in line with the rest of our ecosystem.

2. DDEV has the same type of dependency as it runs on Docker. It does work using Hyper-V in addition to WSL, though that has same obstacles.

The other thing to consider is the need to have a fairly straightforward interface for the user to work with. While some folks are fine running everything in command line, the Windows user is not going to be as comfortable doing that.

All that being said, if there's a simpler way to run a Drupal site on a Windows machine with no additional Windows feature enabling, I'm all ears!

Thank you,
Stan Smith
Office of Enterprise Solutions and Services
Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
SSmith4@doc.gov

---

**From:** "(b) (6)" <(b) (6)state.gov>
**Date:** Friday, June 21, 2019 at 10:40 AM
**To:** "Smith, Stanley (Federal)" <SSmith4@doc.gov>, "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
**Subject:** RE: Terms of Service for Acquia Dev Desktop

I'm currently using devdesktop but hoping to move to DDEV or DVM soon as devdesktop has sometimes been problematic (upgrades killed theme files, sometimes devdesktop doesn't sync with acquia cloud and some other issues or bugs I've found).

Have you looked at the other ones first? And if you're still set on Acquia, honestly, suggest the change, they're pretty accommodating where they can be.

**Official - Transitory**
**UNCLASSIFIED**

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**From:** Smith, Stanley (Federal) <000004fb0db2f25b-dmarc-request@LISTSERV.GSA.GOV>
**Sent:** Friday, June 21, 2019 9:57 AM
**To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
**Subject:** [CONTENT-MANAGERS-L] Terms of Service for Acquia Dev Desktop

Hello fellow Content Managers,

We've recently found a need for using Acquia Dev Desktop for a couple users within Commerce. Naturally, the question about Terms of Service came up, and the software isn't listed on Digital.gov's negotiated ToS Agreements.

Before we go down the rabbit hole of working out our own ToS for this software. Have any other agencies out there done this? Can you share what you might have?

Thank you,
Stan Smith
Office of Enterprise Solutions and Services
Office of the Chief Information Officer
U.S. Department of Commerce
Phone: 202-482-4746
SSmith4@doc.gov

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**Subject:** Re: PDF vs ASPX press releases
**From:** "(b) (6) <(b) (6) HAWAII.GOV>
**Reply To:** (b) (6)
**Date:** Tue, 25 Jun 2019 22:12:57 +0000
**Content-Type:** text/plain
**Parts/Attachments:** text/plain (76 lines)

I think PDF and APSX are not comparable. I assume ASPX is markup like HTML or XML.

For a print-out, I like PDFs. If the semantics gain by a fixed page numbering - table of contents, index, ...., I select PDF. Like WYSIWYG, a PDF is page-based - same for reading and printing.

For something that depends on it's place in time, eg. where the date published matters, I also prefer PDF. I have found use for the information in a PDFs "Document Properties". I don't know of any equivalent, or common, practice in HTML. Sometimes I find it useful to try to understand things sequentially - lots of web page content lives outside of any temporal reference.

Personally, I save content in both forms - PDF and HTML. I also create content and distribute in both PDF and HTML. Sometimes together in a ZIP.

I work at a state department of Taxation. By file count, most our content is PDF, and most our PDFs display some form of a date. Rarely is there a way to guess when the web page you're visiting was last updated, or guess if it has changed since the last time you visited. I'm ignoring social media where I spend no time.

To me, there a place for files that print reliably, and a usefulness for content that seems to have been timestamped.

My $0.75.
(b) (6)

-----Original Message-----
From: (b) (6) [mailto:(b) (6) OAG.STATE.MD.US]
Sent: Tuesday, June 25, 2019 3:54 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF vs ASPX press releases

Hello All,

I was wondering if anyone could offer pros and cons of press releases as PDF compared to aspx pages.. We built http://www.marylandattorneygeneral.gov/ with Sharepoint a few years ago. At that time, we opted to create press releases in PDF and store them in document libraries so we could display and search easily with webparts. We are finding difficulties in social sharing with the PDFs. It seems to me that most gov sites use web pages instead of PDFs for press releases. Thoughts?

Thanks!

<http://www.marylandattorneygeneral.gov/images/md_oag.jpg>
<https://twitter.com/(b) (6) <https://www.facebook.com/MarylandAttorneyGeneral/>

(b) (6)
Director of Multimedia Services
Office of the Attorney General

200 Saint Paul Place
Baltimore, Maryland 21202
p: (b) (6) | f: (b) (6)
(b) (6) oag.state.md.us <mailto:(b) (6) oag.state.md.us> www.marylandattorneygeneral.gov <http://www.marylandattorneygeneral.gov/>

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*******************************************************

**Subject:** Re: PDF vs ASPX press releases
**From:** '(b) (6), (b) (7)(C) ((b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)USCIS.DHS.GOV>
**Reply To:** (b) (6), (b) (7)(C) ((b) (6), (b) (7)(C)
**Date:** Wed, 26 Jun 2019 12:45:26 +0000
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (5 kB) , text/html (14 kB)

Couldn't agree more.

Web page all the way.

Once you set up a template (which is built into any modern content management system, it takes about 3 minutes to copy/paste from Word into a web page) and publish.

(b) (6), (b) (7)(C)
Deputy Chief, Digital Services Division
*Office of Citizenship and Applicant Information Services | U.S. Citizenship and Immigration Services*
Office: (b) (6), (b) (7)(C) I Mobile: (b) (6), (b) (7)(C)

On June 26, 2019 at 3:37:53 AM EDT, Young Craig C <000004cf33e0b723-dmarc-request@LISTSERV.GSA.GOV> wrote:

> I say they should always be HTML pages.
>
> I was going to offer some points, but someone in the British government already [wrote a blog about HTML vs PDF](#) (generally, not specifically regarding releases).
>
> There are some great persuasion points in there that will likely be helpful:
>
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> - They can be hard for some users to access
> - They're less likely to be kept up to date
> - They're hard to reuse
>
> ---
>
> **From:** (b) (6) <(b) (6)OAG.STATE.MD.US>
> **Sent:** Tuesday, June 25, 2019 9:54 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] PDF vs ASPX press releases
>
> Hello All,
> I was wondering if anyone could offer pros and cons of press releases as PDF compared to aspx pages.. We built http://www.marylandattorneygeneral.gov/ with Sharepoint a few years ago. At that time, we opted to create press releases in PDF and store them in document libraries so we could display and search easily with webparts. We are finding difficulties in social sharing with the PDFs. It seems to me that most gov sites use web pages instead of PDFs for press releases. Thoughts?

Thanks!

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*Director of Multimedia Services*
**Office of the Attorney General**

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(b) (6) oag.state.md.us
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**Subject:** 21st Century IDEA and Ideascale
**From:** Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
**Reply To:** Rachel Flagg - M1ED <rachel.flagg@GSA.GOV>
**Date:** Wed, 26 Jun 2019 11:20:09 -0700
**Content-Type:** multipart/alternative
**Parts/Attachments:** text/plain (2717 bytes) , text/html (9 kB)

Hello, fellow Content Managers,

The Federal Web Council is working to make it easier for agencies to meet the requirements of the 21st Century Integrated Digital Experience Act (21st Century IDEA). However, we can’t do that without understanding the issues and implementation challenges your organization is facing.

As we shared on June 12, we've set up an Ideascale instance to gather your questions in a transparent way, and allow constructive discussion around potential solutions. If you want to get involved, visit Ideascale and:
-- Register for an account with your .gov email address
-- Review the list of ideas already submitted to comment or vote on those you feel are important
-- Submit a new question or idea (or email your idea to me, if you don’t have time to log in to Ideascale, and I’ll share it with the community for you.)

We would love to hear about potential solutions your organization is working on, particularly related to the questions posed in Ideascale. Discussions are already happening around forms, website modernization, and more, so jump in.

The findings from this exercise will be shared with OMB, and influence what guidance is developed to help federal agencies comply with the Act - so please log in today and make your voice heard. The site will be open through the end of this week.

Thanks!
-Rachel

GSA
**U.S. General Services Administration**

**Rachel Flagg**
Federal Web Council Co-Chair
Digital Strategy & Content Management Lead
Office of Government-wide Policy

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