Subject:	2020 IAAF: Request for Panel Participation
From:	Yvette Gibson - M1ED <yvette.gibson@GSA.GOV>
Reply To:	Yvette Gibson - M1ED <yvette.gibson@GSA.GOV>
Date:	Tue, 5 May 2020 13:46:54 -0400
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (4 kB) , text/html (17 kB) , gsa80x80.png (4 kB) , IAAF - Break Speaker Opportunity Form.pdf (158 kB)

Good Afternoon,

The Federal Chief Information Officer (CIO) Council Accessibility Community of Practice (ACOP) solicits your recommendation for a break-out session that you and/or a panel would speak on at the upcoming **Interagency Accessibility Forum (IAAF)** on **September 30 - October 1, 2020**. We have preliminarily identified potential tracks but welcome all ideas.

Each session will be a 45-minute discussion on the speaker's area of expertise within accessibility and Section 508. We expect up to 400 attendees from both the federal government and the private sector (including the press) to learn, share, demonstrate, and encourage accessibility of information and communication technology (ICT).

If you're interested and able to participate as an individual or panelist in this year's IAAF, **please fill out the attached form and respond via email by 5/22/2020 to** iaaf@gsa.gov.

This year's IAAF theme is **"Enabling Missions through Accessible Technology - Leaving No One Behind".** The forum will include a wide range of topics and expertise and we hope that all attendees will bring their passion for accessibility to this event. If you have any questions or would like to discuss the specifics of your proposed speaking engagement please contact the organizing team at iaaf@gsa.gov.

We hope that you will be able to participate as a speaker in September and we look forward to hearing from you soon!

Respectfully,

Yvette Gibson
Lead, IAAF Planning Committee

Event Details

WHEN: *September 30 - October 1, 2020, 9:00 a.m. to 4:00 p.m.*

WHERE: U.S. Census Bureau Headquarters: located at 4600 Silver Hill Road, Suitland, MD 20746

WHO: Federal government employees and contractors; industry technology and accessibility service providers

QUESTIONS: Contact us at iaaf@gsa.gov

--

It isn't successful until we all have the opportunity to be successful!

~Yvette

U.S. General Services Administration

Yvette Gibson

Governmentwide Accessibility (Section 508)
Training & Outreach Director
Office of Government-wide Policy
Office 202-501-3970 | Mobile (b) (6)
Build. Buy. Be Accessible.

1800 F Street, NW
Washington, DC 20405
www.gsa.gov | www.section508.gov

Inter-Agency Accessibility Forum
Enabling Missions Through Accessible Technology, Leaving No One Behind

BREAKOUT SPEAKER OPPORTUNITY FORM
Submission Deadline: May 22, 2020

This form is for those who wish to recommend a breakout session they would like to speak at during the upcoming Interagency Accessibility Forum (IAAF). Completion of this form does not confirm that you will be given a breakout speaker role at the forum. The organizing team will contact you if your topic matter and expertise are a good match for one of the topics on the agenda. If you are approved, you will be sent all the pertinent registration and speaker information for participating in the forum. Once selected, you will then be sent a template for your presentation's materials; which are due by September 1, 2020.

Please note that all speaking opportunities at the IAAF are voluntary. You will not be paid or reimbursed for any travel/lodging. All presentations (both individual and panels) are 45 minutes long, including the closing Q&A session.

Primary Speaker Info

NAME

Prefix	First	Middle	Last

JOB TITLE / POSITION

EMPLOYER/AGENCY

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone	Email

FOCUS AREA
(Please check the focus area that best describes the topic of your presentation)
- ❏ **Customer Experience**
- ❏ **Workforce Enablement**
- ❏ **Innovation**
- ❏ **Content Creation**
- ❏ **Acquisition**
- ❏ **Program Management**
- ❏ **Other_____**

TOPIC TITLE
(Note: Title listed will be used in marketing and publication)

BRIEF DESCRIPTION OF PRESENTATION
(Note: 75 words or less. Description provided will be used in marketing and publication)

Co-Speakers Information

NAME

Prefix	First	Middle	Last

JOB TITLE / POSITION

EMPLOYER/AGENCY

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone	Email

Subject:	Government TOS for Google Data Studio?
From:	Darren Cole <Darren.Cole@NARA.GOV>
Reply To:	Darren Cole <Darren.Cole@NARA.GOV>
Date:	Tue, 5 May 2020 15:53:13 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1420 bytes) , text/html (2507 bytes)

We're hoping to use Google Data Studio, but our legal department has some issues with its additional Terms of Service. We were curious if anyone else has navigated this process and obtained a Government-friendly TOS for Google Data Studio, or if there were plans in the works for one, as there is with Google Analytics?

Thanks!
-Darren

Darren A. Cole
Digital Partnerships and Outreach
Office of Innovation
National Archives and Records Administration
darren.cole@nara.gov
https://www.archives.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Print transition to digital
From:	"(b) (6), (b) (7)(C) CIV (US) DeCA HQ OC" (b) (6), (b) (7)(C) @DECA.MIL>
Reply To:	(b) (6), (b) (7)(C) CIV (US) DeCA HQ OC
Date:	Thu, 7 May 2020 15:28:51 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (44 lines)

Everyone:

We have a printed magazine at our agency that we are going to be transitioning to be digital content, and was curious to see how other agencies did it:

1. How did you incorporate it into your existing website?
2. Or, did you create a new platform / service for it?
3. How did you prepare your audience with the transition?
4. What strategy did you employ to make sure it was successful?

Any information / feedback would be appreciated. Thanks!

Respectfully,

(b) (6), (b) (7)(C)
Corporate Communications
Defense Commissary Agency
Toll Free (b) (6), (b) (7)(C)
COM (b) (6), (b) (7)(C)
DSN (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) @deca.mil

Subject:	Re: Print transition to digital
From:	"Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To:	Morgan, Steven
Date:	Thu, 7 May 2020 16:09:31 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (66 lines)

We used to have printed newsletters and annual reports but we went digital a couple years ago. We designed a new section and platform for those publications on the website. During the 3 month transition we published on the website and also in printed formats. We gauged the duration of the transition period on how many people signed up for the digital version. We were prepared to go 6 months, but we had a majority of the people signed up by the third month. During that time we added content in each version that said the printed version would stop (soon) then gave a specific date once we had 60% signed up. We also sent post cards to physical addresses to remind them to sign up online.

Steve

-----Original Message-----
From: (b) (6), (b) (7)(C)   CIV (US) DeCA HQ OC <000008d9504c81d2-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 7, 2020 11:29 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Print transition to digital

Everyone:

We have a printed magazine at our agency that we are going to be transitioning to be digital content, and was curious to see how other agencies did it:

1. How did you incorporate it into your existing website?
2. Or, did you create a new platform / service for it?
3. How did you prepare your audience with the transition?
4. What strategy did you employ to make sure it was successful?

Any information / feedback would be appreciated. Thanks!

Respectfully,

(b) (6), (b) (7)(C)
Corporate Communications
Defense Commissary Agency
Toll Free (b) (6), (b) (7)(C)
COM (b) (6), (b) (7)(C)
DSN (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C) @deca.mil

Subject:	Re: Print transition to digital
From:	(b) (6) CIV US NDU/NDU-P)" (b) (6) @NDU.EDU>
Reply To:	(b) (6) (CIV US NDU/NDU-P)
Date:	Thu, 7 May 2020 16:44:36 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (9 kB)

We have two printed quarterly journals—*Joint Force Quarterly* and *PRISM*—that we also now publish digitally (https://ndupress.ndu.edu) The journal content is now broken up by article and designed to be easily sharable. We're on the AFPIMS platform (DOD Public Web, hosted by Defense Media Activity). The platform wasn't designed for journals, so we had to customize a lot of the modules to make it work. I also put out an e-newsletter that announces the journal release each quarter and highlights a few of the articles. I tried an EPUB/MOBI format for a while, but didn't find a lot of interest, so we discontinued that effort. If we had a mechanism to allow people to subscribe to the journal via Amazon Kindle, I think that effort might have been more successful.

We're finding that people coming to us online tend to be more interested in searching the journal to find articles on certain topics, so I've been working to get to a point where the journal content is more searchable by topic vs. issue. Much of our audience has embraced the digital version. We get about 50k visitors to the site each month. Our physical subscriber list is 12k, so many prefer the digital version. That being said, I don't see us eliminating the print version any time soon, as much of our older audience decidedly still prefers print. Also, print costs have come down substantially the last few years and when we looked into the cost savings associated with dropping the print version, it really wasn't a whole lot.

To promote the digital version of the journal, we periodically have 3x4 postcard-like flyers printed. They have the journal cover on one side and a QR code linking to the journal on the other. We leave the cards around campus and distribute them at events and meetings, that's worked well to drive traffic. Social media has also been a large factor in the success of the journals, about 10% of our traffic comes from social media shares.

Feel free to reach out if you have any questions.

(b) (6)
Internet Publications Editor
National Defense University Press
http://ndupress.ndu.edu
(b) (6), (b) (7)(C)
(@ndu.edu

On 5/7/20, 11:51 AM, "(b) (6), (b) (7)(C) CIV (US) DeCA HQ OC" <000008d9504c81d2-dmarc-request@LISTSERV.GSA.GOV> wrote:

    Everyone:

    We have a printed magazine at our agency that we are going to be transitioning to be digital content, and was curious to see how other agencies did it:

    1. How did you incorporate it into your existing website?
    2. Or, did you create a new platform / service for it?
    3. How did you prepare your audience with the transition?
    4. What strategy did you employ to make sure it was successful?

    Any information / feedback would be appreciated. Thanks!

    Respectfully,

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

Corporate Communications
Defense Commissary Agency
Toll Free (b) (6), (b) (7)(C)
COM (b) (6), (b) (7)(C)
DSN (b) (6), (b) (7)(C)

Subject:	Re: Print transition to digital
From:	"Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To:	Morgan, Steven
Date:	Thu, 7 May 2020 17:00:49 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (94 lines)

I built a custom system to create the code and use constant contact to with my code to send the email.

-----Original Message-----
From: Minton, Vern T. <Vern.Minton@va.gov>
Sent: Thursday, May 7, 2020 12:29 PM
To: Morgan, Steven <steven.morgan@ncpc.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: Print transition to digital

Steve, which platform (programs) are you using to create your online newsletter?

-----Original Message-----
From: Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 7, 2020 12:10 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Print transition to digital

We used to have printed newsletters and annual reports but we went digital a couple years ago. We designed a new section and platform for those publications on the website. During the 3 month transition we published on the website and also in printed formats. We gauged the duration of the transition period on how many people signed up for the digital version. We were prepared to go 6 months, but we had a majority of the people signed up by the third month. During that time we added content in each version that said the printed version would stop (soon) then gave a specific date once we had 60% signed up. We also sent post cards to physical addresses to remind them to sign up online.

Steve

-----Original Message-----
From: (b) (6), (b) (7)(C)   CIV (US) DeCA HQ OC <000008d9504c81d2-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 7, 2020 11:29 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Print transition to digital

Everyone:

We have a printed magazine at our agency that we are going to be transitioning to be digital content, and was curious to see how other agencies did it:

1. How did you incorporate it into your existing website?
2. Or, did you create a new platform / service for it?
3. How did you prepare your audience with the transition?
4. What strategy did you employ to make sure it was successful?

Any information / feedback would be appreciated. Thanks!

Respectfully,

(b) (6), (b) (7)(C)
Corporate Communications
Defense Commissary Agency
Toll Free (b) (6), (b) (7)(C)
COM (b) (6), (b) (7)(C)
DSN (b) (6), (b) (7)(C)
(b) (6), (b) (7)(C)

Subject:	By June 10: Request 2020-21 virtual interns w/ Virtual Student Federal Service (VSFS)!
From:	"Twose, Sarah" <twosesa@FAN.GOV>
Reply To:	Twose, Sarah
Date:	Fri, 8 May 2020 08:15:17 -0400
Content-Type:	multipart/related
Parts/Attachments:	text/plain (91 kB) , text/html (91 kB) , VSFS 10 year anniversary graphic.png (91 kB)

Hi All,

We hope you will join colleagues from 50+ federal agencies for the 2020-21 Virtual Student Federal Service (VSFS) program! VSFS is the world's largest digital internship that connects U.S. university students to the work of the federal government. Federal folks (yes, you) submit projects by **June 10** on vsfs.state.gov to request one or more U.S. university student virtual interns. You will be inspired by this year's 600+ projects for data analysis and visualization, graphic and web design, SM management, media production, GIS, writing/research, and more. Projects must be unclassified since VSFS interns do not have security clearances. Students volunteer ten hours per week, September through May.

If you have an account, you can use it again this year. If you don't have an account, register here with your .gov or .mil email. VSFS is proud of a decade of extraordinary service, free to all government offices.

May 1 - June 10: project requests due
#ApplyinJuly for university students
August: mentors make selections
Labor Day - May: eInternships start and continue for the school year

We'll also hold webinars May 14 and June 1, 2:00pm ET. Please reply (to me) for a calendar invitation.

Let us know how we can help!

Best,

Sarah and Team VSFS

Virtual Student Federal Service (VSFS)
vsfs.state.gov | Facebook | Twitter | LinkedIn | vsfs@state.gov

---

Subject:	Internal Analytics and Zoom
From:	"Savoye, Helen A" <Helen.A.Savoye@HUD.GOV>
Reply To:	Savoye, Helen A
Date:	Fri, 8 May 2020 14:48:09 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1509 bytes) , text/html (5 kB)

Good morning!

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any info on ease/difficulty in deploying would be great also!

Unrelated - also wondering if any agencies are using Zoom, and if so any security concerns?

Thanks in advance!
Helen

Helen Savoye Minor
Deputy Web Management Officer
U.S. Department of Housing and Urban Development

451 7th Street, SW, Suite 10142 | Washington, DC 20410
T: (202) 708-1547 | E: helen.a.savoye@hud.gov

Subject:	Re: Internal Analytics and Zoom
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To:	Larrimore, Laura
Date:	Fri, 8 May 2020 15:46:23 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3630 bytes) , text/html (11 kB)

Hello,
We use google analytics on our internal web properties (not sure if that's what you meant by "analytics"). I would love to track email analytics (open rates etc) and in fact if Outlook is your email provider, there is an add on that you can enable that will give you tracking analytics – but we couldn't get that approved.

As for Zoom, the cybersecurity recommendation from folks who know much more than I about this type of stuff is to stay far, far away.

In addition to sending an all-employee email telling us not to use it for any reason, the IT teams took the additional effort to block the software from being downloaded onto our work machines.

We're using Webex (which we already were using), and some of our partners are using Go To Meeting. I will note, that we had to Webex with members of the public not long ago, and there is a smart-phone based app for Webex which works pretty well and even has some Zoom-like features such as fake backdrops, in case you are concerned not everyone has a laptop at home.

Hope that helps!
~Laura

From: Savoye, Helen A <000008dedb885f2b-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, May 8, 2020 10:48 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

Good morning!

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any info on ease/difficulty in deploying would be great also!

Unrelated - also wondering if any agencies are using Zoom, and if so any security concerns?

Thanks in advance!
Helen

Helen Savoye Minor
Deputy Web Management Officer
U.S. Department of Housing and Urban Development
451 7th Street, SW, Suite 10142 | Washington, DC 20410
T: (202) 708-1547 | E: helen.a.savoye@hud.gov

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Internal Analytics and Zoom
From:	"Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Reply To:	Elizabeth W. Burke
Date:	Fri, 8 May 2020 16:01:08 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (19 kB)

We are also blocked from using Zoom at Fiscal Service.   We use Google analytics also for internal analytics and we are satisfied with it.

We use Webex, Skype and Go to Meeting.

Lee Burke
Web Content Manager
Office of Legislative & Public Affairs
Bureau of the Fiscal Service
U.S. Department of the Treasury
(o:) 202-504-3786 (m:) (b) (6)

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, May 8, 2020 11:46 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

CAUTION: This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.
Hello,
We use google analytics on our internal web properties (not sure if that's what you meant by "analytics"). I would love to track email analytics (open rates etc) and in fact if Outlook is your email provider, there is an add on that you can enable that will give you tracking analytics – but we couldn't get that approved.

As for Zoom, the cybersecurity recommendation from folks who know much more than I about this type of stuff is to stay far, far away.

In addition to sending an all-employee email telling us not to use it for any reason, the IT teams took the additional effort to block the software from being downloaded onto our work machines.

We're using Webex (which we already were using), and some of our partners are using Go To Meeting. I will note, that we had to Webex with members of the public not long ago, and there is a smart-phone based app for Webex which works pretty well and even has some Zoom-like features such as fake backdrops, in case you are concerned not everyone has a laptop at home.

Hope that helps!
~Laura

From: Savoye, Helen A <000008dedb885f2b-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, May 8, 2020 10:48 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

Good morning!

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any info on ease/difficulty in deploying would be great also!

Unrelated - also wondering if any agencies are using Zoom, and if so any security concerns?

Thanks in advance!
Helen

Helen Savoye Minor
Deputy Web Management Officer
U.S. Department of Housing and Urban Development
451 7th Street, SW, Suite 10142 | Washington, DC 20410
T: (202) 708-1547 | E: helen.a.savoye@hud.gov

Subject:	Re: Internal Analytics and Zoom
From:	Jacquelyn Dolezal-Morales <jdolezalmorales@IAF.GOV>
Reply To:	Jacquelyn Dolezal-Morales <jdolezalmorales@IAF.GOV>
Date:	Fri, 8 May 2020 12:56:45 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (6 kB) , text/html (20 kB)

We are transitioning to Zoom Gov at my small agency:

https://www.zoomgov.com/

Website says "Granted an Authority to Operate by the Department of Homeland Security and the FedRAMP PMO." Our IT team looked into the security question.

Best,

On Fri, May 8, 2020 at 12:05 PM Elizabeth W. Burke <000005c7c084f47d-dmarc-request@listserv.gsa.gov> wrote:

> We are also blocked from using Zoom at Fiscal Service. We use Google analytics also for internal analytics and we are satisfied with it.
>
> We use Webex, Skype and Go to Meeting.
>
> **Lee Burke**
> *Web Content Manager*
> *Office of Legislative & Public Affairs*
> Bureau of the Fiscal Service
> U.S. Department of the Treasury
> (o:) 202-504-3786 (m:) (b) (6)
>
> ---
>
> **From:** Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
> **Sent:** Friday, May 8, 2020 11:46 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] Internal Analytics and Zoom
>
> CAUTION: This email has originated from an external entity. **PLEASE CONSIDER THE SOURCE** before responding, clicking on links, or opening attachments.
> Hello,
> We use google analytics on our internal web properties (not sure if that's what you meant by "analytics"). I would love to track email analytics (open rates etc) and in fact if Outlook is your email provider, there is an add on that you can enable that will give you tracking analytics – but we couldn't get that approved.
>
> As for Zoom, the cybersecurity recommendation from folks who know much more than I about this type of stuff is to stay far, far away.
>
> In addition to sending an all-employee email telling us not to use it for any reason, the IT teams took the additional effort to block the software from being downloaded onto our work machines.
>
> We're using Webex (which we already were using), and some of our partners are using Go To Meeting. I will note, that we had to Webex with members of the public not long ago, and there is a smart-phone based app for Webex which works pretty well and even has some Zoom-like features such as fake backdrops, in case you are concerned not everyone has a laptop at home.

Hope that helps!
~Laura

From: Savoye, Helen A <000008dedb885f2b-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, May 8, 2020 10:48 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

Good morning!

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any info on ease/difficulty in deploying would be great also!

Unrelated - also wondering if any agencies are using Zoom, and if so any security concerns?

Thanks in advance!
Helen

Helen Savoye Minor
Deputy Web Management Officer
U.S. Department of Housing and Urban Development
451 7th Street, SW, Suite 10142 | Washington, DC 20410
T: (202) 708-1547 | E: helen.a.savoye@hud.gov

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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 before sharing outside our community.

--

Subject:	Re: Internal Analytics and Zoom
From:	"Dempsey-Reed, LaChelle" <lachelle.dempsey-reed@FINCEN.GOV>
Reply To:	Dempsey-Reed, LaChelle
Date:	Fri, 8 May 2020 18:12:32 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (13 kB)

Hi Helen,

We use Weblog Expert for our analytics.

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>
Sent: Friday, May 8, 2020 11:46 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

Hello,
We use google analytics on our internal web properties (not sure if that's what you meant by "analytics"). I would love to track email analytics (open rates etc) and in fact if Outlook is your email provider, there is an add on that you can enable that will give you tracking analytics – but we couldn't get that approved.

As for Zoom, the cybersecurity recommendation from folks who know much more than I about this type of stuff is to stay far, far away.

In addition to sending an all-employee email telling us not to use it for any reason, the IT teams took the additional effort to block the software from being downloaded onto our work machines.

We're using Webex (which we already were using), and some of our partners are using Go To Meeting. I will note, that we had to Webex with members of the public not long ago, and there is a smart-phone based app for Webex which works pretty well and even has some Zoom-like features such as fake backdrops, in case you are concerned not everyone has a laptop at home.

Hope that helps!
~Laura

From: Savoye, Helen A <000008dedb885f2b-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, May 8, 2020 10:48 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Internal Analytics and Zoom

Good morning!

Can anyone share what your agency is using for internal analytics (and if you're happy with it)? Any info on ease/difficulty in deploying would be great also!

Unrelated - also wondering if any agencies are using Zoom, and if so any security concerns?

Thanks in advance!
Helen

Helen Savoye Minor
Deputy Web Management Officer
U.S. Department of Housing and Urban Development
451 7th Street, SW, Suite 10142 | Washington, DC 20410
T: (202) 708-1547 | E: helen.a.savoye@hud.gov

Subject:	Email marketing SOW
From:	"Galbo, Joseph" <JGalbo@CPSC.GOV>
Reply To:	Galbo, Joseph
Date:	Mon, 11 May 2020 14:17:47 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1816 bytes) , text/html (3975 bytes)

Hey all,

Happy Monday. Anyone have an email marketing SOW they'd be willing to share?

Looking for inspiration. Thanks!

Best,
Joe

Joseph Galbo
Social Media Specialist
US Consumer Product Safety Commission
Follow us: Facebook, Twitter, Instagram, YouTube

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	How to get involved on History Hub: webinar recording now available
From:	Darren Cole <Darren.Cole@NARA.GOV>
Reply To:	Darren Cole <Darren.Cole@NARA.GOV>
Date:	Mon, 11 May 2020 14:00:00 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2006 bytes) , text/html (9 kB)

In case you missed it, the recording of our recent **History Hub** webinar from Challenge.gov's crowdsourcing series is now available at: **https://go.usa.gov/xvwfj**

See how you can get involved on History Hub and:

- Help the public get immediate answers to common questions, even when buildings and research rooms are closed.
- Share and optimize your content for better search results.
- Free your reference staff to focus on deeper tasks.
- Span institutional barriers and collaborate with other agencies on complex inquiries.
- Enable remote teleworkers to continue to serve the public.

Interested in learning more?

- Contact us at historyhub@nara.gov for **partnership inquiries** or to schedule your own presentation.

\-

Darren A. Cole
Digital Partnerships and Outreach
Office of Innovation
National Archives and Records Administration
darren.cole@nara.gov
https://www.archives.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Ooooh, PDFs!
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Reply To:	Gillick, Lawrence - FPAC-FBC, Washington, DC
Date:	Tue, 12 May 2020 20:59:40 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2272 bytes) , text/html (4 kB)

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick
Fed with a PDF
Email – Larry.Gillick@usda.gov

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/

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: Ooooh, PDFs!
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Tue, 12 May 2020 23:24:15 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (7 kB)

Greetings Larry Gillick,

"I really dislike fill-in PDFs that only work in Adobe products" - I don't think it's that bad. Nor do I suspect it's that's unusual in technology.

Sorry. I don't share your dislike.

I may be wrong, but I don't think it's any different from a Word macro that requires Word.

Or how about super-duper digital cameras that are only automatic with some lens?

What I believe is good about fillable PDFs with Adobe Reader is the low-cost entry point for the little guy publisher. All one needs to create a fillable PDF is Acrobat, a computer, and a text editor. One doesn't even need the internet.

By the way, is there an option to a fillable PDF?

Take care. Stay healthy.
(b) (6)

From: Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 12, 2020 11:00 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Ooooh, PDFs!

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick
Fed with a PDF
Email – Larry.Gillick@usda.gov

Subject:	Re: Ooooh, PDFs!
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Reply To:	Gillick, Lawrence - FPAC-FBC, Washington, DC
Date:	Thu, 14 May 2020 10:36:57 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3494 bytes) , text/html (6 kB)

For those interested in how this ended and what we learned…

The PDF in question was created with Adobe LiveCycle (now Experience Manager) and consisted of nothing but content, fill-in blanks, and the ability to save – all of which have been available in the ISO 32000 (open standard) spec since it was released in 2008. No "advanced" capabilities were used, so there was no need to lock the form to any particular brand/version/whatever of reader. This simple form should have been openable in any open source or competing commercial PDF reader.

Or we could have used a webform and been kind to folks who use smartphones (roughly 1/3 of my customers, depending on circumstances).

To borrow from Kaguya-sama, "Today's results: No one wins."

Thanks much to those folks who reached out behind the scenes to provide experience-based advice, commiseration, and (in one bonus-points-worthy case) actual attempts at helping open/edit the PDF in question. You make this list what it is.

Larry

From: Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, May 12, 2020 5:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Ooooh, PDFs!

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick
Fed with a PDF
Email – Larry.Gillick@usda.gov

Subject:	Re: Ooooh, PDFs!
From:	Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Reply To:	Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Date:	Thu, 14 May 2020 09:45:55 -0400
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (5 kB) , text/html (10 kB) , GSA Forms as a Service_Agency_Briefing.pdf (3 MB)

Hi Larry,
Let's help change that equation. You have the opportunity to be a legendary PDF slayer at USDA. I am in the midst of launching a new tool "Forms as a Service" to help agencies tackle this very problem that you describe.

With our tool, content and IT staff alike, will be able to rapidly digitize PDF forms into digital forms. You will be able to embed these forms into your agency website(s) with your own branding. The forms will be accessible and 508-compliant and not to mention incorporate U.S. Web Design System.

I am attaching some slides for you and any other agencies who are interested in becoming part of our pilot.

Interested? Let's talk more!

Thanks,
Syed

GSA | IT MODERNIZATION
Centers of Excellence

Syed Azeem
Director, Cloud Adoption
GSA Centers of Excellence
202-802-6126

On Thu, May 14, 2020 at 6:40 AM Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@listserv.gsa.gov> wrote:

> For those interested in how this ended and what we learned…
>
>
> The PDF in question was created with Adobe LiveCycle (now Experience Manager) and consisted of nothing but content, fill-in blanks, and the ability to save – all of which have been available in the ISO 32000 (open standard) spec since it was released in 2008. No "advanced" capabilities were used, so there was no need to lock the form to any particular brand/version/whatever of reader. This simple form should have been openable in any open source or competing commercial PDF reader.
>
>
> Or we could have used a webform and been kind to folks who use smartphones (roughly 1/3 of my customers, depending on circumstances).

To borrow from Kaguya-sama, "Today's results: No one wins."

Thanks much to those folks who reached out behind the scenes to provide experience-based advice, commiseration, and (in one bonus-points-worthy case) actual attempts at helping open/edit the PDF in question. You make this list what it is.

Larry

From: Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, May 12, 2020 5:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Ooooh, PDFs!

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick

Fed with a PDF

Email – Larry.Gillick@usda.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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

Forms as a Service

A shared service to power digital form experiences across federal government

Syed Azeem
Technology Transformation Services
Centers of Excellence
General Services Administration

Last updated: March 11, 2020

Introduction

- Forms represent a significant interaction channel between citizens and businesses and Government

- **21st Century IDEA**: Agencies must ensure that "any paper based form that is related to serving the public is made available in a digital format" and "accelerate the use of electronic signatures."

- GSA shared service will enable agencies to provide digital services, reduce manual processes and achieve operational savings.

Costs imposed on American people

11.4 billion hours
$141 billion annual cost

Source: OMB/OIRA. Retrieved from **reginfo.gov**

23,000 forms

Digitizing and deploying online forms
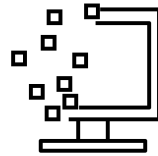
 siloed

 expensive

 slow

We won't modernize the government one form at a time, that pace is too slow**

Time to Build and Deploy a Digital Form

2-5 months

1-2 weeks

1-2 days
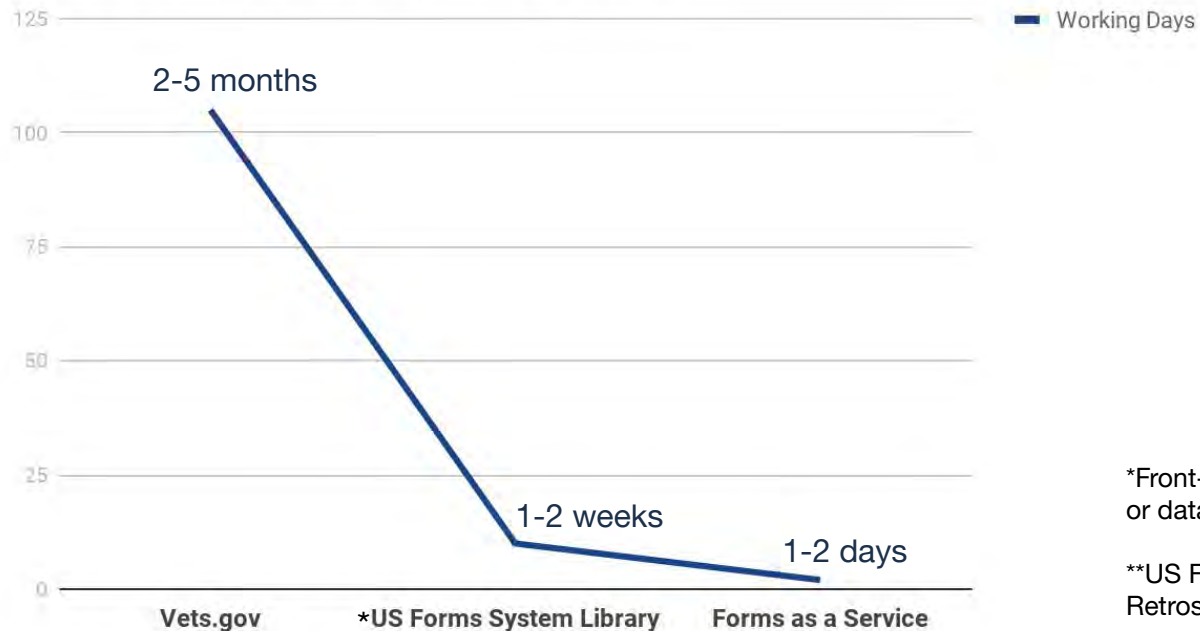
*Front-end only without API or data management

**US Forms System Retrospective

Identity and Authentication

Seamless and secure experience

Integrate agency IAM solution or use login.gov

Prefill form fields from user profile
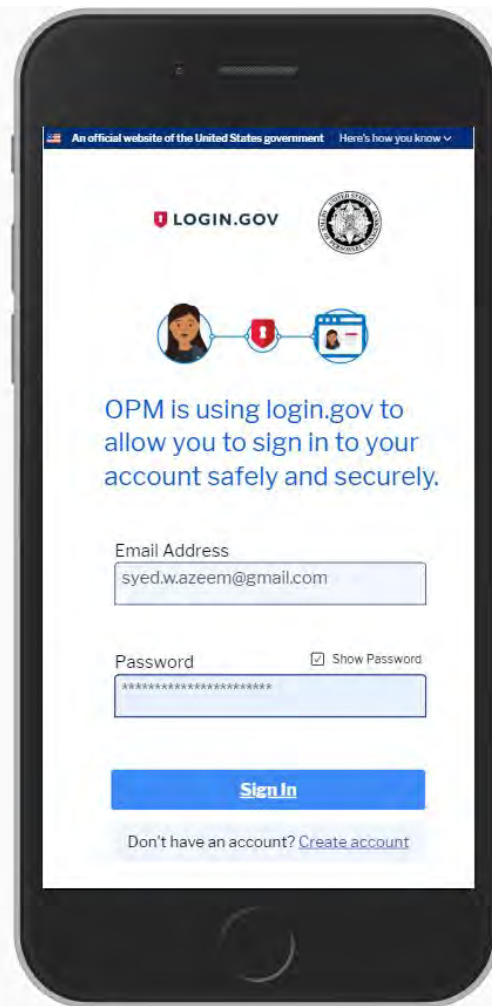
Digital Form

Mobile-first and USWDS compliant

Online wizard experience

Data validation and dynamic data lookups

eSign integration for legally binding signature

Conditional logic, workflows and advanced features

Concept
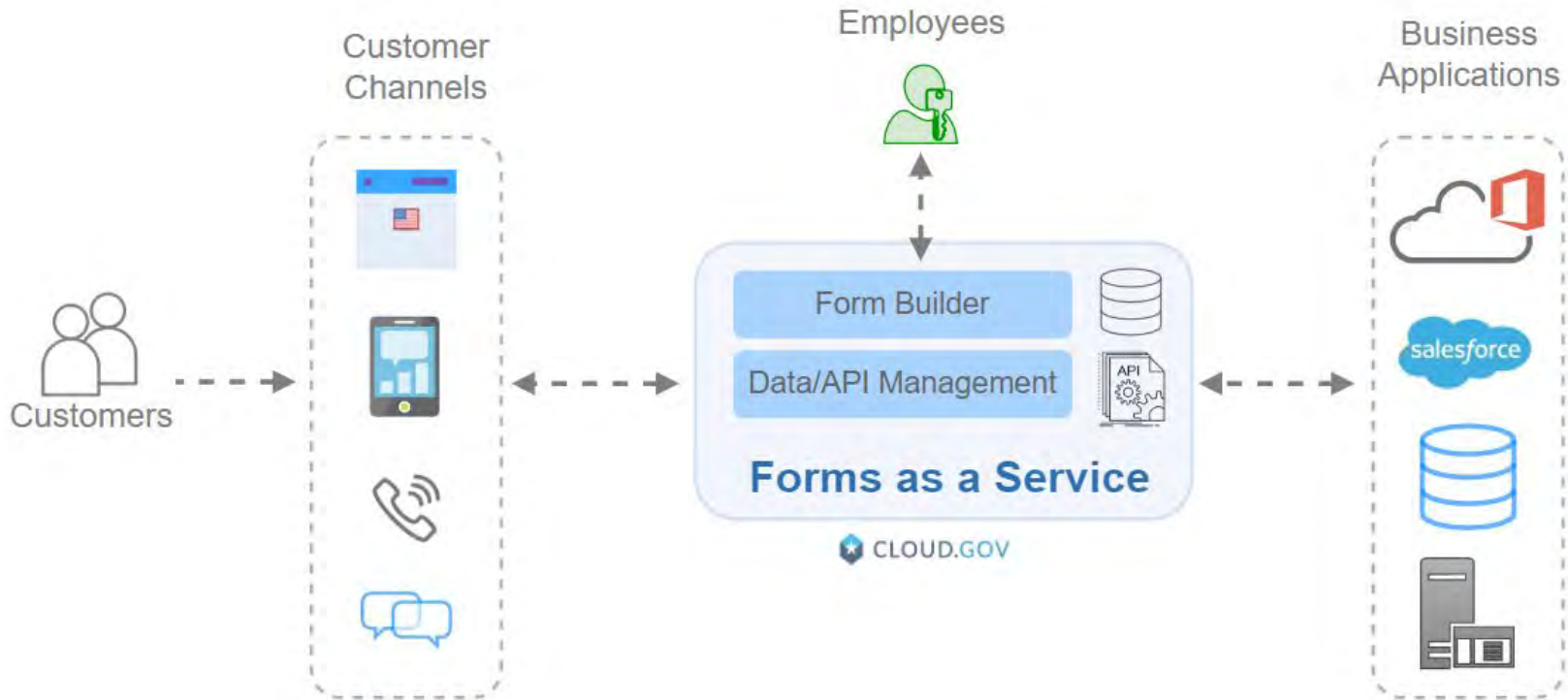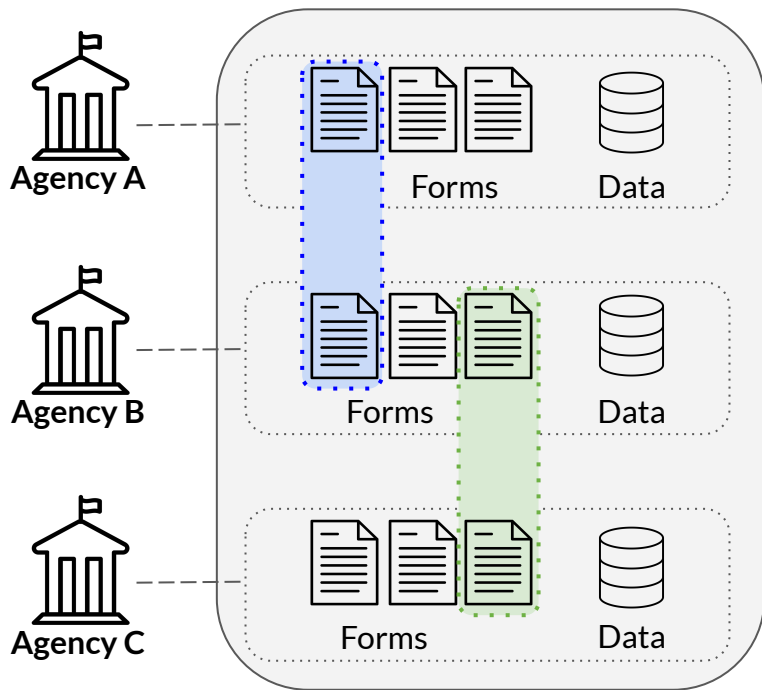
Prototype

Responsive
US Web Design System
eSignatures
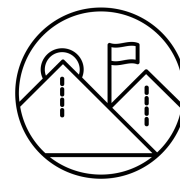
https://www.youtube.com/watch?v=-smS3AwoThs

Benefits

Achieve Operational Savings

Comply with Legislative and OMB Mandates

Easy and Streamlined Form Building

Streamlined Security and Accessibility

✓ Robust cost savings
✓ Reduced paperwork burden
✓ Increased employee productivity

✓ **21st Century IDEA**
✓ **CASES Act**
✓ Evidence-Based Policymaking Act
✓ CAP Goals for Customer Experience and Grants Management
✓ NARA/OMB Electronic Records Mandate

✓ Business users and developers can design and deploy forms
✓ 80% reduction in form development costs

✓ NIST/FedRAMP
✓ ESIGN Act
✓ Section 508
✓ US Web Design System

Forms Plan

- **Based on volume of annual form responses**
  (Form API / eSign API requests)

Includes:
- eSignatures at no extra cost
- Unlimited users (internal and external)
- Unlimited number of forms
- Access to Common Forms developed by GSA and other agencies
- Basic and Premium support options

Support Services

1. **Discovery sprint** is required to identify high value use cases, analyze customer data and collaborate with Program and IT stakeholders

2. **Implementation sprints** may include any combination of:
    a.   Form digitization service
    b.   Form workflow and integration with agency applications
    c.   Service design and Customer Experience strategy support
    d.   Full form redesign based on best practices

Next Steps

1. Further engage agency IT and program stakeholders
2. Identify and define form use cases and required services
3. Draft and execute Interagency Agreement (IAA)

FY20 Q3

FY20 Q4

FY 21 Q1

FY 21 Q2

★ Prototyping

GSA Platform Build

Sign IAA and Onboard Agency

★ **GSA Production Launch**

Platform Enhancements
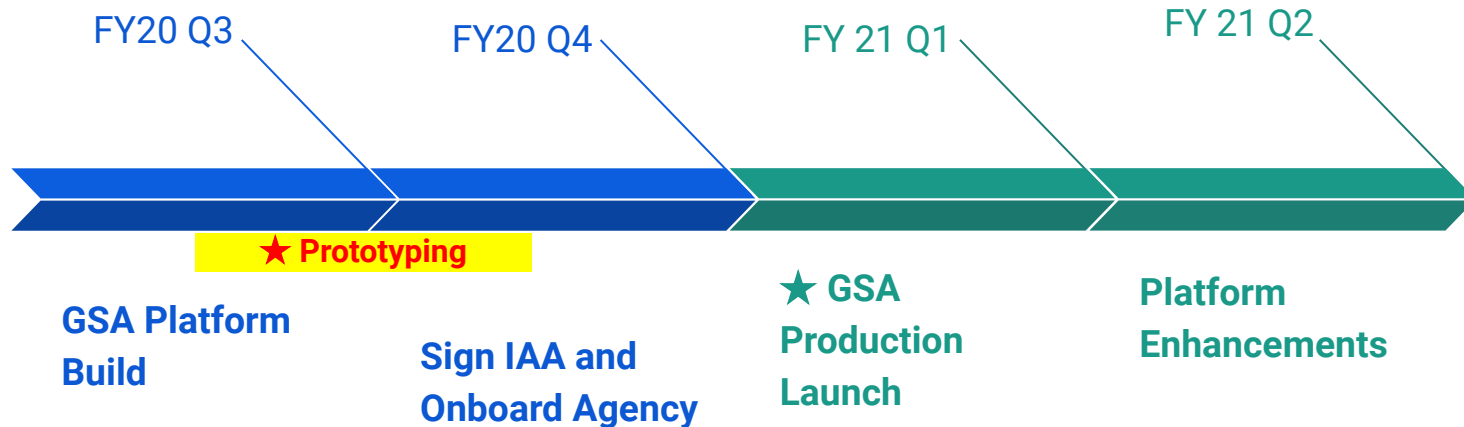
Backup Slides

Architecture
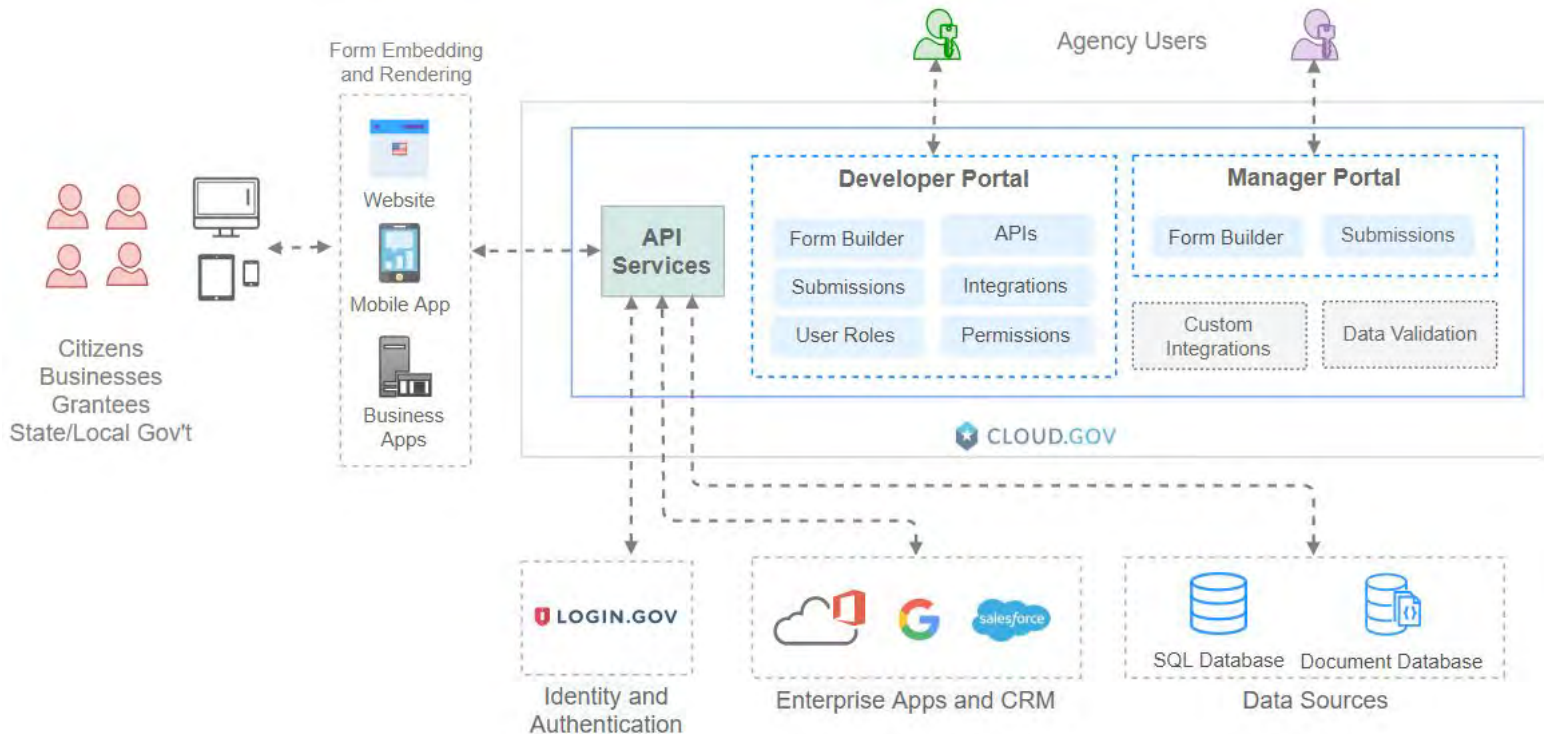
New way to build form-based applications
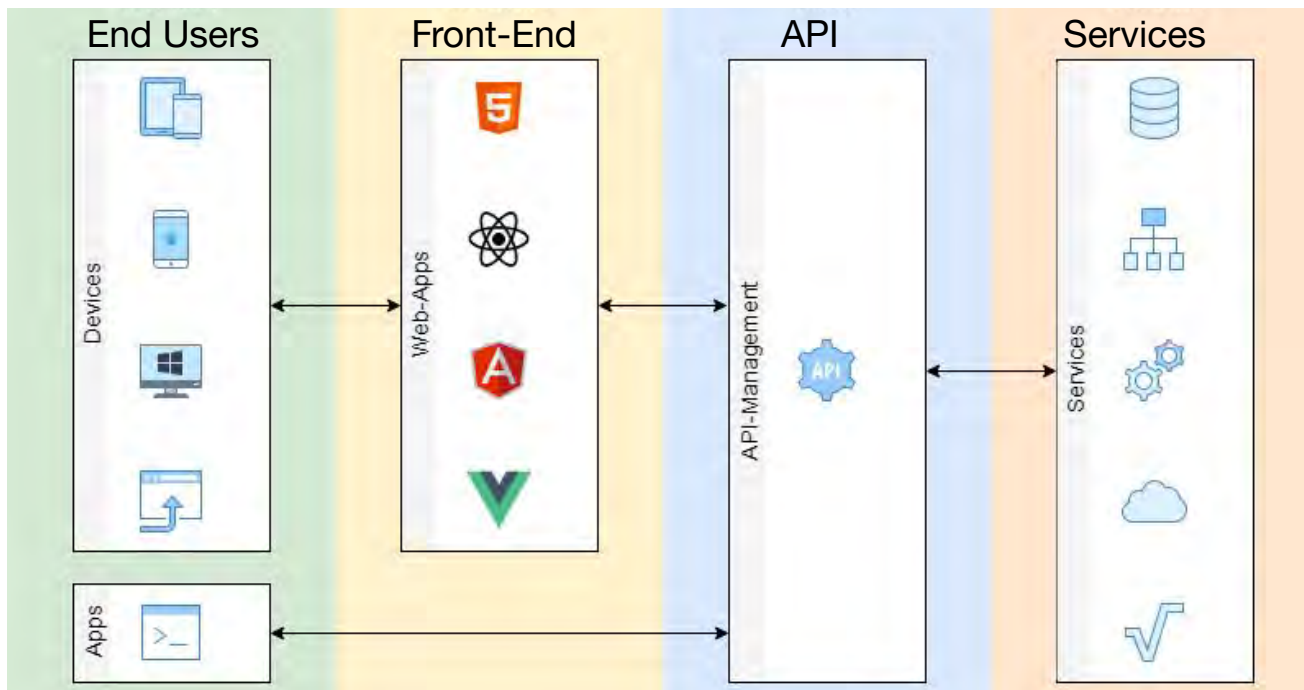
New Approach = Scalable + Sustainable

❌ Expensive and slow custom form development

✔️ Maximize use of COTS and open source software

❌ Developers only

✔️ Non-techies and developers build together

❌ A single form takes weeks, sometimes months

✔️ Build and deploy a digital form within a day

Feature Comparison Matrix

	Forms as a Service	Alternative 1: PDF Forms	Alternative 2: Collaboration & productivity suites	Alternative 3: CRM, ITSM, workflow tools	Alternative 4: Enterprise content management
Feature A: Form building and data management	●	○	◐	●	●
Feature B: Security	●	◐	●	●	●
Feature C: Open API	●	○	◐	●	●
Feature D: eSign integration	●	◐	○	●	●
Feature E: Price	$$	$	$$$	$$$$	$$$$$

Meeting 21C IDEA requirements

21C IDEA requires	**Forms as a Service** supports
★ Website modernization	★ **Embed digital forms** on existing sites and mobile apps
★ Digitization of services & forms	★ Single tool to **build and publish digital form**s and integrate into existing systems and applications
★ Electronic signatures	★ **eSignatures** enabled out of the box at no extra cost
★ Improved user experience and service delivery	★ Delight customers with a **modern experience** and rapid service delivery
★ Standardization	★ Once digitized by one agency, **common forms** are available for all other agencies using the platform

Form Data Analytics

Rich Data Sources to Identify Agency Use Cases
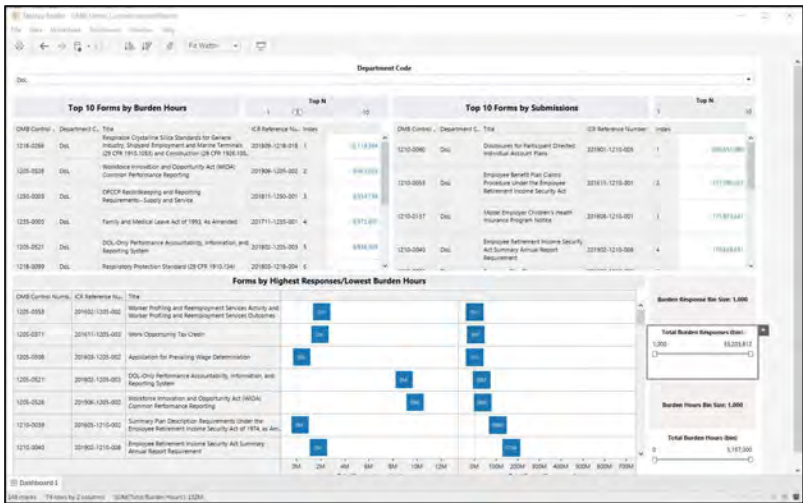
Tableau Dashboard built using ROCIS Data
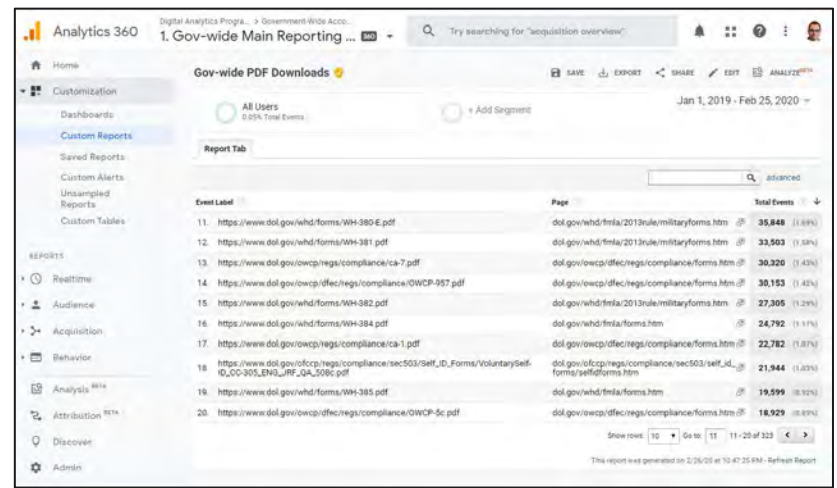
Custom Reports built in GSA Digital Analytics Program (DAP)

Shared Forms Repository

Forms Repository
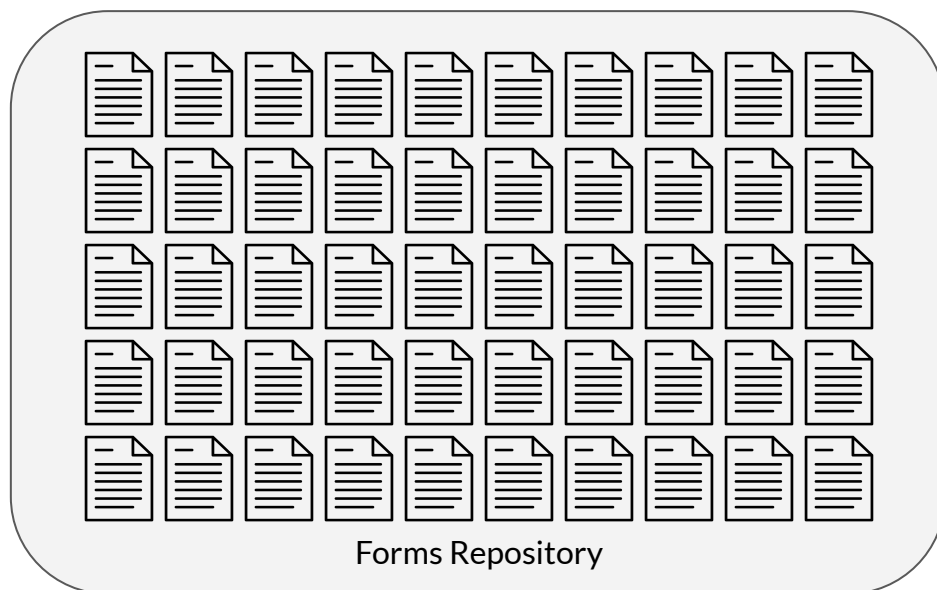
Leverage most commonly used Government-wide forms

Initially 50 digital forms will be provided out of the box. Over time this library will grow as more agencies on-board.

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Ooooh, PDFs!
From:	"Johnson, Deron M" <deron_m_johnson@IOS.DOI.GOV>
Reply To:	Johnson, Deron M
Date:	Thu, 14 May 2020 14:26:03 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (17 kB)

Hi Syed,

DOI has faced similar concerns with the use of PDFs. Please include me in any future discussion you have. I'm looking forward to learning more about your trailblazing expedition.

Cheers,

DeRon M. Johnson
Digital Content Lead
Office of the Secretary
Office of Communication
U.S. Department of the Interior
1849 C Street, NW 6228
Washington, DC 20240
202.208.3687: Direct
(b) (6)   Mobile
deron_m_johnson@ios.doi.gov
Telework every Wednesday
AWS every other Thursday

Drupal questions? Perhaps these tips can help. If not, give me a call!

From: Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Sent: Thursday, May 14, 2020 9:45 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Ooooh, PDFs!

Hi Larry,
Let's help change that equation. You have the opportunity to be a legendary PDF slayer at USDA. I am in the midst of launching a new tool "Forms as a Service" to help agencies tackle this very problem that you describe.

With our tool, content and IT staff alike, will be able to rapidly digitize PDF forms into digital forms. You will be able to embed these forms into your agency website(s) with your own branding. The forms will be accessible and 508-compliant and not to mention incorporate U.S. Web Design System.

I am attaching some slides for you and any other agencies who are interested in becoming part of our pilot.

Interested? Let's talk more!

Thanks,
Syed

IT MODERNIZATION
Centers of Excellence

Syed Azeem
Director, Cloud Adoption GSA Centers of Excellence
202-802-6126

On Thu, May 14, 2020 at 6:40 AM Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@listserv.gsa.gov> wrote:

For those interested in how this ended and what we learned…

The PDF in question was created with Adobe LiveCycle (now Experience Manager) and consisted of nothing but content, fill-in blanks, and the ability to save – all of which have been available in the ISO 32000 (open standard) spec since it was released in 2008. No "advanced" capabilities were used, so there was no need to lock the form to any particular brand/version/whatever of reader. This simple form should have been openable in any open source or competing commercial PDF reader.

Or we could have used a webform and been kind to folks who use smartphones (roughly 1/3 of my customers, depending on circumstances).

To borrow from Kaguya-sama, "Today's results: No one wins."

Thanks much to those folks who reached out behind the scenes to provide experience-based advice, commiseration, and (in one bonus-points-worthy case) actual attempts at helping open/edit the PDF in question. You make this list what it is.

Larry

From: Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, May 12, 2020 5:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Ooooh, PDFs!

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick

Fed with a PDF
Email – Larry.Gillick@usda.gov

Subject:	USWDS Monthly Call: Cards, Forms, and Data Visualizations
From:	DigitalGov University <digitalgovu@GSA.GOV>
Reply To:	DigitalGov University <digitalgovu@GSA.GOV>
Date:	Thu, 14 May 2020 13:10:03 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2592 bytes) , text/html (17 kB)

Hello!

Join us on Thursday, May 21, from 2:30pm to 3:30pm ET, for the next U.S. Web Design System (USWDS) monthly call. Dan Williams, USWDS product lead, and USWDS team members will demo the design system's newly-released components for **forms** and **card** components in greater detail. They'll also share new UX guidance for **data visualizations**.

Register today and be prepared with questions you can ask during the live Q&A portion of the event. Register today at https://go.usa.gov/xvMqq to confirm your participation!

We post a video of each call at digital.gov/events shortly after the event.

Connect with USWDS:

- USWDS website
- USWDS on GitHub
- Join the USWDS Public Slack
- Twitter
- Join our community
- Email

We look forward to seeing you!

Blog, Communities, Services, Resources, DigitalGov University (DGU)
Medium, Facebook, Twitter, YouTube, Subscribe

--

DigitalGov University
digitalgovu@gsa.gov
https://digital.gov/events/

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Ooooh, PDFs!
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Thu, 14 May 2020 18:10:24 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (7 kB) , text/html (16 kB)

Greetings Syed Azeem,

If I remember correctly, with Acrobat Pro version 5, one could replace the HTML form in your web browser with a PDF in your web browsser. I forget the names of the vendors providing the service. This allowed your end user print fidelity of their version of their input. It may not have been the last word, but it was better than nothing.

There were other advantages with the FDF files. Don't know if Acrobat Pro users still use them.

To me PDFs are about the end user of any PDF and the purchaser of Acrobat Pro, not the costs of the data collector.

Happy Thursday,
(b) (6)

From: Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Sent: Thursday, May 14, 2020 3:46 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Ooooh, PDFs!

Hi Larry,
Let's help change that equation. You have the opportunity to be a legendary PDF slayer at USDA. I am in the midst of launching a new tool "Forms as a Service" to help agencies tackle this very problem that you describe.

With our tool, content and IT staff alike, will be able to rapidly digitize PDF forms into digital forms. You will be able to embed these forms into your agency website(s) with your own branding. The forms will be accessible and 508-compliant and not to mention incorporate U.S. Web Design System.

I am attaching some slides for you and any other agencies who are interested in becoming part of our pilot.

Interested? Let's talk more!

Thanks,
Syed

GSA | IT MODERNIZATION
Centers of Excellence

Syed Azeem Director, Cloud Adoption GSA Centers of Excellence 202-802-6126

On Thu, May 14, 2020 at 6:40 AM Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@listserv.gsa.gov> wrote:

> For those interested in how this ended and what we learned…
>
> The PDF in question was created with Adobe LiveCycle (now Experience Manager) and consisted of nothing but content, fill-in blanks, and the ability to save – all of which have been available in the ISO 32000 (open standard) spec since it was released in 2008. No "advanced" capabilities were used, so there

32000 (open standard) spec since it was released in 2008. No "advanced" capabilities were used, so there was no need to lock the form to any particular brand/version/whatever of reader. This simple form should have been openable in any open source or competing commercial PDF reader.

Or we could have used a webform and been kind to folks who use smartphones (roughly 1/3 of my customers, depending on circumstances).

To borrow from Kaguya-sama, "Today's results: No one wins."

Thanks much to those folks who reached out behind the scenes to provide experience-based advice, commiseration, and (in one bonus-points-worthy case) actual attempts at helping open/edit the PDF in question. You make this list what it is.

Larry

From: Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Tuesday, May 12, 2020 5:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Ooooh, PDFs!

Hi,

I don't pretend to be an expert on PDFs, which is good, because I'm definitely not one.

What I do know is what I dislike – and I really dislike fill-in PDFs that only work in Adobe products. I don't want to download and install their special software to use a simple form – and I really, really don't want to install their app on my phone, to read a simple form.

One of my excellent colleagues has one of these awful PDFs. If I can find software to open it (even my Acrobat DC can't, so far), is there some special magic I can employ to save it without whatever Adobe-only awfulness is active. I wouldn't mind knowing what setting to click, to save others from this nightmare of 1's and 0's.

Not that I have any strong feelings about it…

Really, really. 😉

Larry

Larry Gillick
Fed with a PDF
Email – Larry.Gillick@usda.gov

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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe - try the daily digest! Create a new message and address it to

Subject:	Help lead social media at the State Department!
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To:	(b) (6), (b) (7)(C)
Date:	Mon, 18 May 2020 18:55:28 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2151 bytes) , text/html (8 kB)

Hi everyone on these three lists!

I'm settling into my new web lead job at State. Day 6 is going by fast ...

The social media office (one of my sister offices) is one of the largest, most active social media teams in the federal gov't.

They need a GS-14 supervisor to lead the account management team.

The job announcement closes May 29.

https://www.usajobs.gov/GetJob/ViewDetails/568379100

U.S. DEPARTMENT of STATE

Supervisory Public Affairs Specialist

<p>The position is located in the Office of Social Media, Bureau of Global Public Affairs. Leads the efforts to coordinate and execute the development and dissemination of global digital social media strategy for the Department to achieve foreign policy objectives.</p> <p>If eligible, applicants to this announcement may be referred to other positions in other

www.usajobs.gov

(b) (6), (b) (7)(C)————————————————————
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C) rtment of State
(b) (6), (b) (7)(C) state.gov

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers l

Subject:	Drupal4Gov Webinar Series: Getting Started with Machine Learning Thurs 5/21, 3pm
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To:	Dearie, Jessica
Date:	Tue, 19 May 2020 14:03:26 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (9 kB) , text/html (50 kB)

Join the webinar this Thursday and learn about other virtual learning opportunities!

From: Drupal4Gov <noreply@drupal4gov.us>
Subject: Drupal 4 Gov Webinar Series: Getting Started with Machine Learning Thurs 5/21, 3pm

🧑‍💻 Machine Learning, DrupalCon and more!   View this email in your browser

Drupal4Gov

Webinar: Getting Started with Machine Learning

What software engineer Cecili Reid started as a passion project can be used to create an application to suggest items to be composted, recycled, or reused.

In this talk, attendees will learn high level concepts of machine learning looking at this project's use of Google's Tensorflow for JavaScript. By the end of this talk, attendees will

- understand how to identify images of food items and
- train a model.
- No previous understanding of machine learning necessary!

A little about our speaker

Cecili Reid is a Senior Software Engineer in Atlanta working with PHP, React, and Golang. Outside of work, Cecili uses her engineering skills to learn new languages and technologies to work on side projects and share what she has learned with others.

Machine Learning Webinar

Miss a Webinar or Drupal GovCon Session?

No worries! We've got you!

Just head over to see all our videos captured by the Drupal Recording Initiative and our Webinars, too.

Take me to DrupalTV

Drupal … Online Everywhere!

DrupalCon is online this year. As is Drupal Camp Asheville and Decoupled Days (Decoupled Drupal and other CMS projects) this summer. So you do not have to travel to far flung places to get your drupal on, you can sit in the privacy of your own home and attend them, VIRTUALLY! We know it's not the same, but Camps are going online this year and it's gonna be filled with the same great information and learning that you get in person!

Not sure about your area? You can find local Drupal events that are currently looking at in person events, too!

Register for DrupalCon

Sponsor Drupal GovCon 2020

For more information on DGC 2020 sponsorship opportunities, please reach out to our marketing department and sign up for their newsletter.

Signup 4 Sponsorship Newsletter

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To:	(b) (6), (b) (7)(C)
Date:	Tue, 19 May 2020 21:58:38 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1650 bytes) , text/html (6 kB)

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

(b) (6), (b) (7)(C)————————————————

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C) rtment of State
state.gov

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers l

Subject:	Re: Creative, interactive policy presentations on a website?
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To:	Larrimore, Laura
Date:	Wed, 20 May 2020 12:11:48 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (12 kB)

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history: https://10millionpatents.uspto.gov/

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS "landing page template" and sites like SBA how to start a business, which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura
Senior Digital Strategist
United States Patent and Trademark Office

From: **(b) (6), (b) (7)(C)** <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

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

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
_____rtment of State
(b) (6), (b) (7)(C) state.gov

Subject:	Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)" <(b) (6), (b) (7)(C) MAIL.MIL>
Reply To:	(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)
Date:	Wed, 20 May 2020 14:54:34 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (141 lines)

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-https://10millionpatents.uspto.gov/ < Caution-

https://10millionpatents.uspto.gov/ >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS "landing page template" < Caution-https://designsystem.digital.gov/page-templates/ > and sites likeSBA how to start a business < Caution-https://www.sba.gov/business-guide/10-steps-start-your-business/ > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

Subject:	Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)" <(b) (6), (b) (7)(C) MAIL.MIL>
Reply To:	(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)
Date:	Wed, 20 May 2020 18:52:38 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (210 lines)

The article I was referencing when talking about DOOM size...

https://idlewords.com/talks/website_obesity.htm

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C) mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service

Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-www.fs.fed.us

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)   mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=oosIgfSUOrkqzLouWacI12G5hZsXOyunDvOnRCFYwAU%3D&reserved=0 < Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=oosIgfSUOrkqzLouWacI12G5hZsXOyunDvOnRCFYwAU%3D&reserved=0 >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=Yai%2BXG%2BrUsDTTgWE8KS5atg2pjpUZpk44w1etaSuzAk%3D&reserved=0 > and sites likeSBA how to start a business < Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=bdG3N7GrUdxt0osfMxrxF7Ba6LGO6ddelZwqbp6dyCc%3D&reserved=0 > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-
https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-

www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=GPlsOXgLzd%2B7fIgdaRgUPGu6P1HfDt2eDKKoTEbE05M%3D&reserved=0 < Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=GPlsOXgLzd%2B7fIgdaRgUPGu6P1HfDt2eDKKoTEbE05M%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=GPlsOXgLzd%2B7fIgdaRgUPGu6P1HfDt2eDKKoTEbE05M%3D&reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7C7a895af65d3e437496c508d7fccffc57%7Ced5b36e701ee4ebc867ee03cfa0d4697%7C0%7C0%7C637255842530277617&sdata=GPlsOXgLzd%2B7fIgdaRgUPGu6P1HfDt2eDKKoTEbE05M%3D&reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Reply To:	(b) (6), (b) (7)(C)
Date:	Wed, 20 May 2020 19:01:00 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (13 kB) , text/html (20 kB)

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C)rtment of State
state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%(b) (6), (b) (7)(C)40state.gc

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexan(b) (6), (b) (7)(C)mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM

To: **(b) (6), (b) (7)(C)** CIV DODHRA DMDC (US) <**(b) (6), (b) (7)(C)** mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d8(

Caring for the land and serving people

-----Or_____--
From: **(b) (6), (b) (7)(C)** CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350

(b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818 < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/? url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818 >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlo ttps%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074 > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/? url=https%3A%2F%2FCaution-www usiness-guide%2F10-steps-start-your-business%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745 > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie██████████nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%█████████40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745a < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie██████████nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%█████████40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745a >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

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

For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie██████████nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%█████████40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745a

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie██████████nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%█████████40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745a

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

Subject:	Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Reply To:	Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Date:	Wed, 20 May 2020 17:09:42 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (15 kB) , text/html (27 kB)

Google just unveiled a new tool called WebVitals that gives direct measurements on website performance. https://web.dev/vitals/

Related: https://www.cnet.com/news/google-chrome-offers-you-a-new-way-to-shame-slow-websites/

On Wed, May 20, 2020 at 4:05 PM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Thanks to everyone who's rung in so far.
>
> To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉
>
> I do mean use modern techniques to get beyond the wall of text.
>
> I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.
>
>
> (b) (6), (b) (7)(C) ————————————————
>
> Director | Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> (b) (6) rtment of State
> (b) (6) state.gov
>
>
>
> _____
>
> **From:** (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Wednesday, May 20, 2020 2:52 PM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
>
> The article I was referencing when talking about DOOM size...
>
> https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%C (b) (6), (b) (7)(C) 40state.
>
> Thanks,
>
> (b) (6), (b) (7)(C)
>
> DMDC

04C23-10
4800 Mark Center Drive
Alexan
[REDACTED (b) (6), (b) (7)(C)]mail.mil
[REDACTED (b) (6)]

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sen   y 20, 2020 11:28 AM
To: [REDACTED (b) (6), (b) (7)(C)] CIV DODHRA DMDC (US) <[REDACTED (b) (6), (b) (7)(C)]mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%[REDACTED (b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912c

Caring for the land and serving people

-----Or_____--
From: [REDACTED (b) (6), (b) (7)(C)] CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am

on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexan (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.out url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e8 < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/? url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e8 >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlo ttps%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50 > and sites likeSBA how to start a business < Caution Caution https://gcc01.safelinks.protection.outlook.com/?

> and "sites like SBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2FCaution-www▮▮▮▮▮▮▮▮▮usiness-guide%2F10-steps-start-your-
business%2F&data=02%7C01%▮▮(b) (6), (b) (7)(C)▮40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf507
> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.digitalgo   mmunities%2Fweb-managers-forum%2Fweb-content-managers-
listserv%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf5074

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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

Subject:	Re: Creative, interactive policy presentations on a website?
From:	James Jones <jjones@FEC.GOV>
Reply To:	James Jones <jjones@FEC.GOV>
Date:	Thu, 21 May 2020 11:44:48 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2939 bytes) , text/html (7 kB)

Please also address any accessibility challenges that you faced with your innovation and how you overcame them.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
Date: Tuesday, May 19, 2020 at 6:03 PM
To: Content Managers ListServ <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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:

Subject:	Re: Creative, interactive policy presentations on a website?
From:	"Sert, Yalcin" <Yalcin.Sert@ED.GOV>
Reply To:	Sert, Yalcin
Date:	Thu, 21 May 2020 12:17:02 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (17 kB) , text/html (30 kB)

Hi Syed,

Thanks for the tools. It looks like Google is modernizing its Pagespeed tool currently located at https://developers.**google**.com/speed/pagespeed/insights/ which gives very very granular page element load timing. They also reference WebpageTest.org both of which I frequently use to see page performance. It was originally developed by AOL.

Yalcin

> **M. Yalçın SERT**, COR, ITIL v3, PMP, CSM, CSMS, CDSP, MS[3]
> Sr Web Solutions Architect I Customer Experience Office
> Federal Student Aid I StudentAid.gov

From: Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Sent: Wednesday, May 20, 2020 5:10 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Google just unveiled a new tool called WebVitals that gives direct measurements on website performance. https://web.dev/vitals/

Related: https://www.cnet.com/news/google-chrome-offers-you-a-new-way-to-shame-slow-websites/

On Wed, May 20, 2020 at 4:05 PM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Thanks to everyone who's rung in so far.
>
> To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉
>
> I do mean use modern techniques to get beyond the wall of text.
>
> I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.
>
> (b) (6), (b) (7)(C)
> ─────────────────────
> Director | Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs
> _____artment of State
> (b) (6) state.gov
>
> ─────────────────────
>
> **From:** (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-

request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%░ (b) (6), (b) (7)(C)

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexandria. VA 22350
Email:(b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday. May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexandria. VA 22350
Email: (b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outloo   https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498% > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498% > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director l Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7(
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7(

>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7(

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7(

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7(

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the

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

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

Subject:	Re: Drupal4Gov Webinar Series: Getting Started with Machine Learning Thurs 5/21, 3pm
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Date:	Thu, 21 May 2020 12:51:58 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (9 kB) , text/html (41 kB)

FYI last chance to sign up for the Machine Learning webinar today at 3.

From: Dearie, Jessica <0000012a874fb273-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 10:03 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Drupal4Gov Webinar Series: Getting Started with Machine Learning Thurs 5/21, 3pm

Join the webinar this Thursday and learn about other virtual learning opportunities!

From: Drupal4Gov <noreply@drupal4gov.us>
Subject: Drupal 4 Gov Webinar Series: Getting Started with Machine Learning Thurs 5/21, 3pm

🧑‍💻 Machine Learning, DrupalCon and more!   View this email in your browser

Drupal4Gov

Webinar: Getting Started with Machine Learning

What software engineer Cecili Reid started as a passion project can be used to create an application to suggest items to be composted, recycled, or reused.

In this talk, attendees will learn high level concepts of machine learning looking at this project's use of Google's Tensorflow for JavaScript. By the end of this talk, attendees will

- understand how to identify images of food items and
- train a model.
- No previous understanding of machine learning necessary!

A little about our speaker

Cecili Reid is a Senior Software Engineer in Atlanta working with PHP, React, and Golang. Outside of work, Cecili uses her engineering skills to learn new languages and technologies to work on side projects and share what she has learned with others.

learned with others.

Machine Learning Webinar

Miss a Webinar or Drupal GovCon Session?

No worries! We've got you!

Just head over to see all our videos captured by the [Drupal Recording Initiative](#) and our [Webinars](#), too.

Take me to DrupalTV

Drupal … Online Everywhere!

[DrupalCon](#) is online this year. As is [Drupal Camp Asheville](#) and [Decoupled Days](#) (Decoupled Drupal and other CMS projects) this summer. So you do not have to travel to far flung places to get your drupal on, you can sit in the privacy of your own home and attend them, VIRTUALLY! We know it's not the same, but Camps are going online this year and it's gonna be filled with the same great information and learning that you get in person!

Not sure about your area? You can [find local Drupal events](#) that are currently looking at in person events, too!

Register for DrupalCon

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"Horvath, Scott R" <shorvath@USGS.GOV>
Reply To:	Horvath, Scott R
Date:	Thu, 21 May 2020 12:54:40 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (17 kB) , text/html (31 kB)

I guess I would take a different perspective on this.

The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?

When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Thanks

Scott Horvath

Bureau Social Media Lead / OCAP Digital Services Product Manager

(b) (6)   (c)

Always blue, never green.

Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C)" <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C) STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

(b) (6), (b) (7)(C) —————————————————

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CLevy

url=https%3A%2F%2Fglowords.com%2Ftalks%2Fwebsite-obesity.html&data=02%7C01%7CESVy

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria. VA 22350
Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday. May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C) mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e8

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L]

Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email:(b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-

https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2Fdesignsystem.di_____page-
templates%2F&data=02%7C01%[REDACTED]40state.gov%7C14c52e818fba40d912d808d7fcefa
> and sites likeSBA how to start a business < Caution-Caution-
https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-
www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-
business%2F&data=02%7C01%[REDACTED]40state.gov%7C14c52e818fba40d912d808d7fcefa4
> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It
has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the
images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often
asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: [REDACTED] <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies
and supporting info on websites. Basically, take advantage of technology to get away from straight
text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

[REDACTED]

Director l Office of Global Web Platforms

DAS Digital Strategy

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:​(b) (6), (b) (7)(C)​state.gov >(b) (6), (b) (7)(C)state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa49 < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa49 >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa49

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa49

Getting too many messages? Don't unsubscribe--try the daily digest!

Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Reply To:	Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Date:	Thu, 21 May 2020 10:04:25 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (19 kB) , text/html (35 kB)

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

GSA

Amanda Dean
202.997.9481
Technology Client Team
Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:
>
> 1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually

type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).

2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).

3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath

Bureau Social Media Lead / OCAP Digital Services Product Manager

(b) (6)   (c)

Always blue, never green.

Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C)   00   44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

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

DMDC
04C23-10
4800 Mark Center Drive
Alexan **(b) (6), (b) (7)(C)** @mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent **(b) (6), (b) (7)(C)** y 20, 2020 11:28 AM
To: **(b) (6), (b) (7)(C)** CIV DODHRA DMDC (US) < **(b) (6), (b) (7)(C)** mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C14c5

Caring for the land and serving people

-----Or_____--
From: **(b) (6), (b) (7)(C)** CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-

request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L]
Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexan (b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-
https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C) 40state.
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C) 40state.
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.d█████████page-templates%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F█████████your-business%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: **(b) (6), (b) (7)(C)** <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie (b) (6), (b) (7)(C) nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa4
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie (b) (6), (b) (7)(C) nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fcefa4
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-

https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01% █(b) (6), (b) (7)(C)█ 40state.gov%7C14c52e818fba40d912d808d7fcefa4

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunitie   nagers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01% █(b) (6), (b) (7)(C)█ 40state.gov%7C14c52e818fba40d912d808d7fcefa4

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01% █(b) (6), (b) (7)(C)█ 40state.gov%7C14c52e818fba40d912d808d7fcefa4

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: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Reply To:	Martin, Beth (FAA)
Date:	Thu, 21 May 2020 14:37:46 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (22 kB) , text/html (43 kB)

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that

have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)　　　　(c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

> **From:** "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
> **Reply-To:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
> **Date:** Wednesday, May 20, 2020 at 4:05 PM
> **To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
>
> Thanks to everyone who's rung in so far.
>
> To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The

marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

(b) (6), (b) (7)(C) ————————————————

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6)state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350

Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
> and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcef

> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

---

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) DNI.GOV>
Reply To:	(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) DNI.GOV>
Date:	Thu, 21 May 2020 15:23:57 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (24 kB) , text/html (50 kB)

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

(b) (6), (b) (7)(C)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C)dni.gov | (b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source]

Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a [Paperwork Reduction Act explainer](#) that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:
>
> 1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
> 2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
> 3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.
>
> Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the

plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)   (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C)state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-

L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of

text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fce > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcef > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: [(b) (6), (b) (7)(C)] <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:**(b) (6), (b) (7)(C)**state.gov > **(b) (6), (b) (7)(C)**state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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: Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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: https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and
address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Thu, 21 May 2020 21:09:52 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (30 kB) , text/html (51 kB)

Is a policy presentation like instructions?

By the way, when instructions reach a certain length, I always print them first – I've never been an exemplary student, and so I prefer not only a printed copy of the instructions, but also a copy of my submittal before I submit. I do use either Acrobat 2017, or if I think it's serious enough, I'll copy the web page, and edit the source code down to the content.

Along another line, I'm not sure snazzy and plain language are related. To me, different applications require one but not always the other. Even math people sometimes include text with their equation. I'm assuming the equation is the snazzy part.

Thanks,
(b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 21, 2020 4:38 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:
>
> 1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
> 2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
> 3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.
>
> Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.
>
> Thanks
>
> **Scott Horvath**
> Bureau Social Media Lead / OCAP Digital Services Product Manager

(b) (6)   (c)

Always blue, never green.
[Connect with USGS](#) on [Twitter](#), [Instagram](#), and more.

From: "(b) (6), (b) (7)(C) <[000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV](#)>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)[STATE.GOV](#)>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)" <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

(b) (6), (b) (7)(C) ————————————————

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6)[state.gov](#)

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <[00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV](#)>
Sent: Wednesday, May 20, 2020 2:52 PM
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#) <[CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

[https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL](#)

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email:(b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]

request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L]
Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we
have let web pages grow to the average size large enough to fit the entire DOOM video game for
each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I
should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email:(b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy
presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of
text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance
effects for this timeline of patent history:Caution-Caution-
https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%[REDACTED (b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fce > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%[REDACTED (b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcef > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: [REDACTED (b) (6), (b) (7)(C)] <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-

https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) <(b) (6) STATE.GOV>
Reply To:	(b) (6), (b) (7)(C)
Date:	Thu, 21 May 2020 21:21:00 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (33 kB) , text/html (79 kB)

Thanks once again, everyone!

I've been swamped all week, so I look forward to digging into the conversation tomorrow.

Those of you who have known me for years know that I live and breathe plain language - I've been teaching it for, oh, 15 years or more. ;)

I appreciate suggestions for what and how to build, always. I agree completely (and have argued it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But dumping a wall of text onto the page also can fail to communicate. Even when that text is plain language.

I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at the ones you've provided!).

(b) (6), (b) (7)(C)————————————————

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C) rtment of State
state.gov

From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

(b) (6), (b) (7)(C)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C)dni.gov | (b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

GSA

Amanda Dean
202.997.9481
Technology Client Team
Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and

head on over to look at them?

When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)   (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

> **From:** "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
> **Reply-To:** "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
> **Date:** Wednesday, May 20, 2020 at 4:05 PM
> **To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-

MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C) rtment of State
state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350

Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
> and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-

business%2F&data=02%7C01%C(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcef
> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:[(b) (6), (b) (7)(C)]state.gov >[(b) (6), (b) (7)(C)]state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcefa
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcefa
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

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

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	Dawn McCleskey - QQD <dawn.mccleskey@GSA.GOV>
Reply To:	Dawn McCleskey - QQD <dawn.mccleskey@GSA.GOV>
Date:	Fri, 22 May 2020 06:51:50 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (34 kB) , text/html (65 kB)

Good morning everyone,

Just briefly going back to the parallax / motion question - we had an informal discussion about this in our broader office recently, and a good percentage of people responded with comments about motion sickness. The takeaway was an agreement to stay away from parallax and other motion behind text.

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

search.gov

On Thu, May 21, 2020 at 5:26 PM **(b) (6), (b) (7)(C)** <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Thanks once again, everyone!
>
> I've been swamped all week, so I look forward to digging into the conversation tomorrow.
>
> Those of you who have known me for years know that I live and breathe plain language - I've been teaching it for, oh, 15 years or more. ;)
>
> I appreciate suggestions for what and how to build, always. I agree completely (and have argued it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But dumping a wall of text onto the page also can fail to communicate. Even when that text is plain language.
>
> I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at the ones you've provided!).
>
>
> **(b) (6), (b) (7)(C)** _____
>
>
> Director | Office of Global Web Platforms
> DAS Digital Strategy
> Bureau of Global Public Affairs

rtment of State

(b) (6), (b) (7)(C) state.gov

From: **(b) (6), (b) (7)(C)** <**(b) (6), (b) (7)(C)** DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

(b) (6), (b) (7)(C)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C) dni.gov | **(b) (6)**

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few p and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, **(b) (6), (b) (7)(C)**

- Beth

Beth A. Martin
Cell: **(b) (6)**
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:
>
> 1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
> 2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
> 3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.
>
> Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something

cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
[(b) (6)]   (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "[(b) (6), (b) (7)(C)] <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "[(b) (6), (b) (7)(C)] <[(b) (6), (b) (7)(C)]STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy."

The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

[(b) (6), (b) (7)(C)] _____

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

[(b) (6), (b) (7)(C)] state.gov

From: [(b) (6), (b) (7)(C)] CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM

Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ffidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7C

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>;
CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296

linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01% ██(b) (6), (b) (7)(C)██ 40state.gov%7C14

Caring for the land and serving people

-----Original Message-----
From: ██(b) (6), (b) (7)(C)██ CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

██(b) (6), (b) (7)(C)██
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: ██(b) (6), (b) (7)(C)██ @mail.mil
██(b) (6)██

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

Hi ██(b) (6), (b) (7)(C)██

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40sta
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40sta
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7f
> and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fc
> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: **(b) (6), (b) (7)(C)** <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and

Getting too many messages? Don't unsubscribe--try the daily digest. Create a new message and address it to listserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-

content-managers-
listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and
address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it
to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-
managers-l digest

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)" <(b) (6), (b) (7)(C) MAIL.MIL>
Reply To:	(b) (6), (b) (7)(C) CIV DODHRA DMDC (US)
Date:	Fri, 22 May 2020 11:26:40 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (543 lines)

The example I would provide is https://18f.gsa.gov/guides/
Not flashy, clear language, mostly text with a few pictures. All in about 500K of space (half a megabyte).

Contrast that with https://labs.loc.gov/lc-for-robots/ which is over 4M (8 times as much as 18F guides above)!

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: (b) (6), (b) (7)(C) [mailto:000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, May 21, 2020 5:21 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

Thanks once again, everyone!

I've been swamped all week, so I look forward to digging into the conversation tomorrow.

Those of you who have known me for years know that I live and breathe plain language - I've been teaching it for, oh, 15 years or more. ;)

I appreciate suggestions for what and how to build, always. I agree completely (and have argued it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But

dumping a wall of text onto the page also can fail to communicate. Even when that text is plain language.

I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at the ones you've provided!).

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: Caution-https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.intel.gov%2Fpublics-daily-brief%2Fthe-nis-at-a-glance&data=02%7C01%(b) (6), (b) (7)(C) 40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf5

0745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026743933&sdata=A5lt7wtOeK7kdeLsvg6XM9w
L7vSbpj1hvlGoNLjHaAg%3D&reserved=0 >

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

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

ODNI Deputy Transparency Officer

Civil Liberties, Privacy & Transparency

Office of the Director of National Intelligence

(b) (6), (b) (7)(C) dni.gov < Caution-mailto:(b) (6), (b) (7)(C) dni.gov > |(b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and thispolicy/strategic plan < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Faccelerate.uoregon.edu%2Fscientific-areas-focus%23medical-technologies&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026753931&sdata=VRjLzYE%2B6izn3a8sE2%2BGe8rsNlYdN6X%2BDxSgBUvylCA%3D&reserved=0 > was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. IsSmithsonian's strategic plan < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.si.edu%2Fstrategicplan&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026753931&sdata=aAi99QZVFFbq7F8%2FV4Tn0SbKZGWEu4TeaVenrTfIse8%3D&reserved=0 > more of what you might be looking for,(b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)

Office: (202) 267-4750

beth.martin@faa.gov < Caution-mailto:beth.martin@faa.gov > Caution-https://www.linkedin.com/in/bethannmartin/ < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.linkedin.com%2Fin%2Fbethannmartin%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026753931&sdata=oN4%2BgcV%2BIfQ%2BcCJLlIKRGuvvHO5TkeME64Q5jpDvL4w%3D&reserved=0 >

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did aPaperwork Reduction Act explainer < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fpra.digital.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026763918&sdata=JwWoEDrnkjgbhuu2JedyPNjCJcA%2BwLdAyI0k0dn1UBc%3D&reserved=0 > that feels more engaging than static content--maybe that could provide some inspiration?

 <Caution-http://www.gsa.gov/portal/getMediaData?mediaId=179367> < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.gsa.gov%2Fportal%2Fcategory%2F100000&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026763918&sdata=sviuwuTQcspXQwIhOOehAfbCT15od%2BR2qFlEpltpsQo%3D&reserved=0 >

Amanda Dean < Caution-mailto:amanda.dean@gsa.gov >

202.997.9481

Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov < Caution-mailto:000001c92094bb98-dmarc-request@listserv.gsa.gov > > wrote:

I guess I would take a different perspective on this.

The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?

When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1.   Create a snackable video that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the videovs how many people clicked the link in the post that contained the video).
2.   Both links in #1 would point to a plain-language (dress downed) version of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3.   Provide the full (long-form government jargon) version either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath

Bureau Social Media Lead / OCAP Digital Services Product Manager

(b) (6)   (c)

Always blue, never green.

Connect with USGS < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fusgs.gov%2Fsocialmedia&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026773919&sdata=TyQDq8yMBDl7r1TNMIV3xkfsJAuFVfMhMym%2BJnYwGAc%3D&reserved=0 > on Twitter < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Ftwitter.com%2Fusgs&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026773919&sdata=Xa27XLtMGB%2FOpN3iGyRbH%2FG9n38lsNvIexyKKyKsOFg%3D&reserved=0 > , Instagram < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Finstagram.com%2Fusgs&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026783904&sdata=UioLE%2FRmyHAZ5f3fVVR1XcsR4TRvCAuR9D9UO%2BuXpfQ%3D&reserved=0 > , and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV < Caution-mailto:000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV > >
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV < Caution-mailto:(b) (6), (b) (7)(C)STATE.GOV > >
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > " <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > >
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of.😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-mailto:(b) (6), (b) (7)(C)state.gov > (b) (6), (b) (7)(C)state.gov < Caution-mailto:(b) (6), (b) (7)(C)state.gov
>

_____

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV < Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV > >
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > >
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CLevyJM2%40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=aBm0Ni5YmuKZoV0A8vDmc1%2Bkrhh5UM5t%2BH0niwqPLK0%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026783904&sdata=daQdD8b3xGz1PZehS1JK3QmlUMjeg6j%2Boat4gYJw4P4%3D&reserved=0 >

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)   mail.mil < Caution-mailto:(b) (6), (b) (7)(C)   mail.mil >

(b) (6)

-----Original Message-----
From: Harms, Linda - FS [Caution-mailto:linda.harms@usda.gov < Caution-mailto:linda.harms@usda.gov >]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C) mail.mil < Caution-mailto:(b) (6), (b) (7)(C) mail.mil > >;CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov < Caution-mailto:linda.harms@usda.gov >
333 Broadway SE
Albuquerque, NM 87102
Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=t9F0yXZT4FYQ1g8hJ3YP7FsHamuxf%2FQEKb3Gs9SvJ1c%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026793902&sdata=nHPHCpeIO5CbIDZXVsHpQJR0zG9uhCa2k%2FDJaR0CtQc%3D&reserved=0 >

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV < Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV >]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)   mail.mil < Caution-mailto:(b) (6), (b) (7)(C)   mail.mil >
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-Caution-mailto:Laura.Larrimore@USPTO.GOV < Caution-mailto:Laura.Larrimore@USPTO.GOV >]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=S4QJ4rRAEKonoPZPx0oDf9bCCjRdR%2BwJBEELLzsYGQQ%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026793902&sdata=hzaNsnYHr9BHPS1IUkowPnYv%2BTszOwu%2BUDTgdCM8VhU%3D&reserved=0 > < Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=S4QJ4rRAEKonoPZPx0oDf9bCCjRdR%2BwJBEELLzsYGQQ%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026803896&sdata=uquEHzZhc%2F547HQ1%2FjLvGZqPhM3%2BH1o7c5DlswJ%2FDaI%3D&reserved=0 > >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=ttVrl7%2BFOL%2BBj3R945Kugsio5sasO2Z5%2BIa5lTBZPbE%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026803896&sdata=WvvNweKioHpHv3zve7guYysR%2Blh5Ouu3rwIMN%2B0rVWY%3D&reserved=0 > > and sites likeSBA how to start a business < Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-Caution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=tMxNqp86ZxOurqMPvs%2F%2FiW%2BelZcpCxy9zZzWTx2cXeg%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-Caution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01% **(b) (6), (b) (7)(C)** 40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026813894&sdata=fE8XtYLKdCzOHE%2BtWsGyoov45Egv0Wi6cI5LTSQ5oVM%3D&reserved=0 > > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV < Caution-mailto:000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV > >
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-Caution-mailto:**(b) (6), (b) (7)(C)**state.gov < Caution-mailto:**(b) (6), (b) (7)(C)**state.gov > >**(b) (6), (b) (7)(C)**state.gov < Caution-mailto:**(b) (6), (b) (7)(C)**state.gov >

_____

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:Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498873451&sdata=md15FwciES7qxwi%2B967zbbFq60ruYGTuccOlGpBRrF4%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026813894&sdata=bWYdWv9NzCRDnFKn%2FMiFH1VSEUDTvNIAzrm1SRwKrwo%3D&reserved=0 > < Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498883446&sdata=MSlz48XD1Wt70pHnLHju1y8htfl5B31N8EDoizrO3JE%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026823885&sdata=AjlGBh9O1gDeM3JviR4cWjNRjTRp6j5YUWfvNErwlE4%3D&reserved=0 > >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address ittolistserv@listserv.gsa.gov < Caution-mailto:tolistserv@listserv.gsa.gov > < Caution-Caution-Caution-mailto:listserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov > > 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 before sharing outside our community.

_____

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

For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498883446&sdata=MSlz48XD1Wt70pHnLHju1y8htfl5B31N8EDoizrO3JE%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-

listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C6
6cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026823885&sdata=AjlGBh9O1gDeM3JviR4c
WjNRjTRp6j5YUWfvNErwIE4%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it tolistserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov > The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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:
Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498883446&sdata=MSIz48XD1Wt70pHnLHju1y8htfI5B31N8EDoizrO3JE%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-Caution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C6
6cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026833876&sdata=xgNG6yUvaVKpxRmdNt
Jmafy3d%2FobGNINpWI%2FJ1yiftQ%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov > 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%[(b) (6), (b) (7)(C)]40state.gov%7C14c52e818fba40d912d808d7fcefa498%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637255978498883446&sdata=VymTTHpTLAEY0FTv6Q8QMDN%2BlgcYtjopwVLdu8lD6Ag%3D&reserved=0 < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-

listserv%2F&data=02%7C01%[REDACTED]40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C6
6cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026833876&sdata=SLqiJyrPHH7jo7wQr%2B
VjQUYiLGLaR9JmzdPC%2Fk7kXl0%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov < Caution-
mailto:listserv@listserv.gsa.gov >
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 U.S. government
employees, so please consider that before sharing outside our community.
****

_____

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:Caution-
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/ <
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-
www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-
listserv%2F&data=02%7C01%[REDACTED]40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C6
6cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026843873&sdata=uRXXwbBWYSokG4D8J
2xRHdUUnLDuYo7Z2HWzKBHlthM%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and
address it tolistserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov >
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 before sharing outside our community.

_____

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:Caution-
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/ <
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-
www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-
listserv%2F&data=02%7C01%[REDACTED]40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C6
6cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026843873&sdata=uRXXwbBWYSokG4D8J
2xRHdUUnLDuYo7Z2HWzKBHlthM%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and
address it tolistserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov >
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 before sharing outside our community.

_____

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:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/ < Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C9eb8d8451adc4425030a08d7fd9b5b45%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637256716026843873&sdata=uRXXwbBWYSokG4D8J2xRHdUUnLDuYo7Z2HWzKBHlthM%3D&reserved=0 >

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

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

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

_____

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

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Motion and other effects Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To:	Larrimore, Laura
Date:	Fri, 22 May 2020 13:03:17 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (39 kB) , text/html (73 kB)

Great point Dawn -- it's really interesting to hear that GSA is having these discussions already! I agree with your concerns about motion sickness, especially when things are moving around behind text. On the site we built (10millionpatents) we avoided motion behind text, and placed a toggle at the start to turn the animations off completely for images and text fly-ins.

I really like the examples people are sharing as food for thought. We aren't at the point that some of these sites are in terms of implementing more commonly seen commercial design options, but I'm glad to see lots of discussion and opinions on this thread.

I would consider exploring subtle parallax for large images, but probably would rule it out for situation where there is text overlaid due to the issue you mentioned. We've also discussed simple animations of drawings, or even cinemagraphs. For those interested in this, there was a really good SXSW talk in 2018 by Katie Swindler, who manages UX at AllState, that made me start to consider animation/motion in the mix for future. (We don't do any right now on our flagship site). It looks like SXSW made available the recorded audio, though you may want to try to track down the slides, since there were nice video/visual examples in the presentation itself. It looks like she's given video versions of this talk elsewhere.

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Dawn McCleskey - QQD <dawn.mccleskey@GSA.GOV>
Sent: Friday, May 22, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Good morning everyone,

Just briefly going back to the parallax / motion question - we had an informal discussion about this in our broader office recently, and a good percentage of people responded with comments about motion sickness. The takeaway was an agreement to stay away from parallax and other motion behind text.

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

Q search.gov

On Thu, May 21, 2020 at 5:26 PM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov>
wrote:

Thanks once again, everyone!

I've been swamped all week, so I look forward to digging into the conversation tomorrow.

Those of you who have known me for years know that I live and breathe plain language - I've
been teaching it for, oh, 15 years or more. ;)

I appreciate suggestions for what and how to build, always. I agree completely (and have argued
it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But
dumping a wall of text onto the page also can fail to communicate. Even when that text is plain
language.

I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at
the ones you've provided!).

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

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6) rtment of State
(b) (6) state.gov

From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD
Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community
over the next several years. It's the connective tissue between our annual worldwide threat assessment
report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do,
they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a
Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture
that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging
explanations of our key documents, geared towards a lay audience.

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

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

ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C) dni.gov | **(b) (6)**

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and **(b) (6), (b) (7)(C)** recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, **(b) (6), (b) (7)(C)**

- Beth

Beth A. Martin
Cell: **(b) (6)**
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and

head on over to look at them?

When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)   (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

> **From:** "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
> **Reply-To:** "(b) (6), (b) (7)(C) <(b) (6) STATE.GOV>
> **Date:** Wednesday, May 20, 2020 at 4:05 PM
> **To:** "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7C

Thanks

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>;
CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14

Caring for the land and serving people

-----Original Message-----

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40sta
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40sta

url=https%3A%2F%2Fcommonpatents.uspto.gov%2F21&data=02%7C01%7C (b) (6), (b) (7)(C) .%3a
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7
> and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01% (b) (6), (b) (7)(C) 40state.gov%7C14c52e818fba40d912d808d7fd
> , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government

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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Reply To:	Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Date:	Fri, 22 May 2020 13:13:57 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (38 kB) , text/html (77 kB)

Happy Friday everyone,

I have found many people that echo Dawn's comments. Motion sickness often comes up with parallax design.

Thank you,

Rigina Pietrowski
Pietrowski.rigina@pbgc.gov
202.229.6083

From: Dawn McCleskey - QQD <dawn.mccleskey@GSA.GOV>
Sent: Friday, May 22, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Good morning everyone,

Just briefly going back to the parallax / motion question - we had an informal discussion about this in our broader office recently, and a good percentage of people responded with comments about motion sickness. The takeaway was an agreement to stay away from parallax and other motion behind text.

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

search.gov

On Thu, May 21, 2020 at 5:26 PM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Thanks once again, everyone!
>
> I've been swamped all week, so I look forward to digging into the conversation tomorrow.
>
> Those of you who have known me for years know that I live and breathe plain language - I've been teaching it for, oh, 15 years or more. ;)

I appreciate suggestions for what and how to build, always. I agree completely (and have argued it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But dumping a wall of text onto the page also can fail to communicate. Even when that text is plain language.

I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at the ones you've provided!).

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

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
(b) (6), (b) (7)(C) artment of State
(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

(b) (6), (b) (7)(C)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C)dni.gov | (b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos ___ nk to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for,

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

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)　　　　(c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy."

The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7C

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>;
CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell

phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C) 40st
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C) 40st
>

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-
https://gcc01.safelinks.protection.outlook.com/?
url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-
templates%2F&data=02%7C01%█(b) (6), (b) (7)(C)█40state.gov%7C14c52e818fba40d912d808d7
> and sites likeSBA how to start a business < Caution-Caution-
https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-
www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-
business%2F&data=02%7C01%█(b) (6), (b) (7)(C)█40state.gov%7C14c52e818fba40d912d808d7f
> , which basically uses a modified landing page hero, alternating and stacked on top of each
other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax
scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital
colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: █(b) (6), (b) (7)(C)█ <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority
policies and supporting info on websites. Basically, take advantage of technology to get away
from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C)state.gov > (b) (6), (b) (7)(C)state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions

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 before sharing outside our community.

_____@_____

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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?
From:	Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Reply To:	Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Date:	Fri, 22 May 2020 13:29:46 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (57 kB) , text/html (111 kB)

Good morning!

There was a presentation given at the last DrupalGovCon that had specific stats. I'll try to locate it for you.

Also, it could be audience-based? If your users haven't said anything, they may enjoy the motion aspect.

Rigina Pietrowski
Pietrowski.Rigina@pbgc.gov
202.215.8685

From: Dunbar, Brian (HQ-NA001) <brian.dunbar@nasa.gov>
Sent: Friday, May 22, 2020 9:25:28 AM
To: Pietrowski Rigina <Pietrowski.Rigina@pbgc.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We use it regularly. If you've got some references or data on that, I'd be glad to have the links.

Brian

Brian Dunbar
Internet Services Manager/
COMIT Task Order Manager
NASA Office of Communications
300 E St. SW
Washington, DC 20546

O – 202 358 0873
M- (b) (6)

https://www.nasa.gov
Twitter: @DunbarNASA

From: Pietrowski Rigina <000005c36c882af3-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: Pietrowski Rigina <Pietrowski.Rigina@PBGC.GOV>
Date: Friday, May 22, 2020 at 9:23 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Happy Friday everyone,

I have found many people that echo Dawn's comments. Motion sickness often comes up with parallax design.

Thank you,

Rigina Pietrowski
Pietrowski.rigina@pbgc.gov
202.229.6083

From: Dawn McCleskey - QQD <dawn.mccleskey@GSA.GOV>
Sent: Friday, May 22, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Good morning everyone,

Just briefly going back to the parallax / motion question - we had an informal discussion about this in our broader office recently, and a good percentage of people responded with comments about motion sickness. The takeaway was an agreement to stay away from parallax and other motion behind text.

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

Image removed by sender.

On Thu, May 21, 2020 at 5:26 PM (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

> Thanks once again, everyone!
>
> I've been swamped all week, so I look forward to digging into the conversation tomorrow.
>
> Those of you who have known me for years know that I live and breathe plain language - I've been teaching it for, oh, 15 years or more. ;)
>
> I appreciate suggestions for what and how to build, always. I agree completely (and have argued it myself here and elsewhere) that "snazzy" often gets in the way of good communications. But dumping a wall of text onto the page also can fail to communicate. Even when that text is plain language.
>
> I'm also, especially, looking for examples that you've built or seen (and I look forward to looking at the ones you've provided!).
>
> (b) (6), (b) (7)(C) _____
>
> Director | Office of Global Web Platforms
> DAS Digital Strategy

Bureau of Global Public Affairs

~~artment~~ of State

[REDACTED] state.gov

From: (b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)DNI.GOV>
Sent: Thursday, May 21, 2020 11:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

We faced this sort of challenge when releasing the most recent National Intelligence Strategy.

This is THE fully unclassified document that charts the course of the 17 member intelligence community over the next several years. It's the connective tissue between our annual worldwide threat assessment report and the national security strategy.

Kind of a big deal, from our perspective but something most people aren't aware exists. And if they do, they are pretty unlikely to read at length. So, for our transparency website, Intel.gov, we created an "At a Glance" digital explainer that hits the high points of the strategy, while also explaining the bigger picture that it sits within.

Appreciate your thoughts: https://www.intel.gov/publics-daily-brief/the-nis-at-a-glance

I think it came out well, and we'll continue to use it as a model for providing concise, engaging explanations of our key documents, geared towards a lay audience.

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

(b) (6), (b) (7)(C)
ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
(b) (6), (b) (7)(C)dni.gov | (b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@listserv.gsa.gov>
Sent: Thursday, May 21, 2020 10:38 AM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos ~~nk~~ to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for,

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

- Beth

Beth A. Martin
Cell: (b) (6)   .

Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Image removed by sender. Go to GSA.gov	**Amanda Dean** 202.997.9481 Technology Client Team Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:
>
> 1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
> 2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).

3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6) (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7C

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C) mail.mil>;
CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40sta < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40sta >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7 > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7f > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital

colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C)state.gov > (b) (6), (b) (7)(C)state.gov

---

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

****

Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fce

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: [EXTERNAL] Creative, interactive policy presentations on a website?
From:	"(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
Reply To:	(b) (6) (Bureau of Administration)
Date:	Fri, 22 May 2020 14:05:40 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (33 kB) , text/html (58 kB)

Not sure if this applies to your idea of policy presentation, but this is the performance side of the Cook County Policy Roadmap.
https://performance.cookcountyil.gov/stories/s/fvyv-bssz

There is a link to the actual plan document on the page as well, but this is the main page of the performance side and clicking each policy area takes you to the performance story for that area with data from our open data platform.

This is all Socrata platform with story pages, not super fancy but solid and dynamic with the data measures. It also allows you to view as a single page or as a presentation in sections.

Hope it helps.
-(b) (6)

(b) (6) l Information Technology Communications Manager
Cook County l Bureau of Administrationl Communications Program
p: 312.603.0086   e:(b) (6)   cookcountyil.gov

From: (b) (6)   <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 21, 2020 4:10 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

> **External Message Disclaimer**
>
> This message originated from an external source. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

Is a policy presentation like instructions?

By the way, when instructions reach a certain length, I always print them first – I've never been an exemplary student, and so I prefer not only a printed copy of the instructions, but also a copy of my submittal before I submit. I do use either Acrobat 2017, or if I think it's serious enough, I'll copy the web page, and edit the source code down to the content.

Along another line, I'm not sure snazzy and plain language are related. To me, different applications require one but not always the other. Even math people sometimes include text with their equation. I'm assuming the equation is the snazzy part.

Thanks,
(b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 21, 2020 4:38 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

GSA

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

> I guess I would take a different perspective on this.
>
> The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?
>
> When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?
>
> If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).

2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).

3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6) (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6) STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%6 (b) (6), (b) (7)(C) 40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]

Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcef > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C) state.gov > (b) (6), (b) (7)(C) state.gov

---

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa‹
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa‹
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

Subject:	Multilingual Webinars Coming in June!
From:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Reply To:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Date:	Wed, 27 May 2020 11:34:01 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1999 bytes) , text/html (3767 bytes)

Hello colleagues,

The multilingual COP will host two fabulous webinars in June. I hope you're able to join!

June 11th at 2:00 pm: How USA.gov en Español uses quantitative and quantitative data to meet the needs of its audience
USA.gov en Español will show how they use a variety of channels including social media channels, the USAGov contact center, DAP, and other tools to collect and analyze data to help them better understand and serve their customers. Register and learn more about this webinar

June 18th at 1:30 pm: 2020 Census language support in 59 Non-English languages
Learn how the Census expanded its language offer to support 99% of all U.S. households.
Register and learn more about this webinar

See you there!
Laura

Laura Godfrey
vote.gov/and Manager, Multilingual CoP
TTS, U.S. General Services Administration
202.536.8968
https://twitter.com/votegov

Subject:	Working link to first webinar
From:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Reply To:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Date:	Wed, 27 May 2020 12:59:47 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1449 bytes) , text/html (2922 bytes)

Apologies for sending another email, but I was alerted that the link to the first webinar didn't work, not sure what happened. Here it is again:

How USAgov en Español Used Quantitative and Qualitative Data to Meet the Needs of Its Audience

Thank you,
Laura

Laura Godfrey
vote.gov/and Manager, Multilingual CoP
TTS, U.S. General Services Administration
202.536.8968
https://twitter.com/votegov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	content syndication
From:	"Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Reply To:	Materese, Robin L. (Fed)
Date:	Thu, 28 May 2020 12:40:47 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1401 bytes) , text/html (3987 bytes)

Hi all,

The concept of content syndication for our news stories periodically comes up during discussions about how to repurpose our content.

I'm curious if any federal government agencies currently do anything around content syndication and if so, what and how?

Thanks,

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

Subject:	June 4 FCN Virtual Talk: 19 Lessons for Communicating During COVID-19
From:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Date:	Thu, 28 May 2020 16:18:49 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1741 bytes) , text/html (4 kB)

Join the Federal Communicators Network, the Partnership for Public Service and Microsoft for an exclusive presentation on Thursday, June 4. We'll hear from Microsoft's Frank X. Shaw on 19 lessons he's learned for how to be an effective communicator during the age of coronavirus. At Microsoft, Frank is responsible for defining and managing communications strategies worldwide, company-wide storytelling, product PR, consumer marketing, media and analyst relations, executive communications, employee communications, global agency management and military affairs.

REGISTER HERE: https://ourpublicservice.org/events/microsoft-federal-communicators-network/

--

GSA

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

Collaboration drives outcomes

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/

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: [EXTERNAL] Creative, interactive policy presentations on a website?
From:	"Chamberlain, Tait" <Tait.Chamberlain@ED.GOV>
Reply To:	Chamberlain, Tait
Date:	Mon, 1 Jun 2020 15:10:50 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (34 kB) , text/html (59 kB)

One thing to look into if you've got the licenses for it is Esri's ArcGIS StoryMaps to present interactive information in a narrative format:

https://www.esri.com/en-us/arcgis/products/arcgis-storymaps/overview

Best,
Tait

From: "(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
Reply-To: "(b) (6) (Bureau of Administration)" <(b) (6) COOKCOUNTYIL.GOV>
Date: Friday, May 22, 2020 at 10:19 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Creative, interactive policy presentations on a website?

Not sure if this applies to your idea of policy presentation, but this is the performance side of the Cook County Policy Roadmap.
https://performance.cookcountyil.gov/stories/s/fvyv-bssz

There is a link to the actual plan document on the page as well, but this is the main page of the performance side and clicking each policy area takes you to the performance story for that area with data from our open data platform.

This is all Socrata platform with story pages, not super fancy but solid and dynamic with the data measures. It also allows you to view as a single page or as a presentation in sections.

Hope it helps.
-(b) (6)

(b) (6) I Information Technology Communications Manager
Cook County I Bureau of Administrationl Communications Program
p: 312.603.0086   e: (b) (6) cookcountyil.gov

From: (b) (6) <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 21, 2020 4:10 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

External Message Disclaimer

This message originated from an external source. Please use proper judgment and caution when opening attachments, clicking links, or responding to this email.

Is a policy presentation like instructions?

By the way, when instructions reach a certain length, I always print them first – I've never been an exemplary student, and so I prefer not only a printed copy of the instructions, but also a copy of my submittal before I submit. I do use either Acrobat 2017, or if I think it's serious enough, I'll copy the web page, and edit the source code down to the content.

Along another line, I'm not sure snazzy and plain language are related. To me, different applications require one but not always the other. Even math people sometimes include text with their equation. I'm assuming the equation is the snazzy part.

Thanks,
(b) (6)

From: Martin, Beth (FAA) <000002c6038dc47d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, May 21, 2020 4:38 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

+1 on commentary thus far, esp. the PRA explainer and Scott's recommendations. This past spring was a judge for an STC product competition and this policy/strategic plan was on another team's panel as an award winner. It does provide "the snack," but certainly leaves me hungry for more than just a few photos and a link to the whole plan. Is Smithsonian's strategic plan more of what you might be looking for, (b) (6), (b) (7)(C)

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov
https://www.linkedin.com/in/bethannmartin/

From: Amanda Dean - ZCT <amanda.dean@GSA.GOV>
Sent: Thursday, May 21, 2020 10:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Plain language is always a great idea! DigitalGov did a Paperwork Reduction Act explainer that feels more engaging than static content--maybe that could provide some inspiration?

Amanda Dean
202.997.9481
Technology Client Team

Office of Strategic Communication

On Thu, May 21, 2020 at 8:57 AM Horvath, Scott R <000001c92094bb98-dmarc-request@listserv.gsa.gov> wrote:

I guess I would take a different perspective on this.

The policy might be a highlighted policy for State but does your audience, who reads policies and needs to understand them, care that it's snazzy/interactive? Do you expect the general public to randomly think about those snazzy new policy pages on State's site and head on over to look at them?

When it comes to policies and the people who need to know them wouldn't they be better served by giving them a plain language version of that policy since they're the ones that have to take action on implementing the requirements?

If you want to jazz things up to highlight an important policy, I would consider an approach like this:

1. **Create a snackable video** that highlights, visually, the main goals behind why this policy is important/necessary (share it via social, add a link to the policy in your post, add a short URL to the video with campaign codes to track how many people actually type in that short URL that they saw in the video **vs** how many people clicked the link in the post that contained the video).
2. Both links in #1 would **point to a plain-language (dress downed) version** of your highlighted policy pulling in those same main goals mentioned in the video, then further expanding on them (and others) in a way that makes sense to "most" of the public (so they can understand the policy, see if it even matters to them, etc).
3. **Provide the full (long-form government jargon) version** either at the bottom of #2, or as a separate page. Back in #2, add links for someone to jump from each particular section to the full version of that section on this #3 version.

Give people the opportunity to choose their own adventure, basically. They can simply retweet/reshare the snackable video and those that peripherally care will have something cool to watch and pass around. Those that want to know a little more will be taken to the plain language version. Those that really want to dig into the weeds of the policy will have the opportunity from that point as well. People are still only 1-click away from getting to the policy in an understandable fashion on your site, or from social, and you'll have lots of data on social engagement, site visitors, referrers, time on page, etc.

Thanks

Scott Horvath
Bureau Social Media Lead / OCAP Digital Services Product Manager
(b) (6)   (c)
Always blue, never green.
Connect with USGS on Twitter, Instagram, and more.

From: "(b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) STATE.GOV>
Date: Wednesday, May 20, 2020 at 4:05 PM

Date: Wednesday, May 20, 2020 at 4:05 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Thanks to everyone who's rung in so far.

To be clear, I don't mean dump every possible element on a page just to make it "look snazzy." The marquee tag will never appear on a website I'm in charge of. 😉

I do mean use modern techniques to get beyond the wall of text.

I also mean responsive design, so that slow rural connection still works, and although I can't believe I have to say this 21 years into 508 requirements, I absolutely mean to do it accessibly.

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6), (b) (7)(C) state.gov

From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, May 20, 2020 2:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

The article I was referencing when talking about DOOM size...

https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fidlewords.com%2Ftalks%2Fwebsite_obesity.htm&data=02%7C01%7CL

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C) @mail.mil
(b) (6)

-----Original Message-----
From: Harms, Linda - FS [mailto:linda.harms@usda.gov]
Sent: Wednesday, May 20, 2020 11:28 AM
To: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) <(b) (6), (b) (7)(C)mail.mil>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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 just had to do a little virtual wrist slapping for a scrolling marquee. Oh, that bright red background with flickering white text... that brings nothing to the table.

sigh I'm so tired of looking at the same battles day after day. Should I be happy it wasn't a star-field simulation?

Ditto on not wanting to add everything on the planet to our web pages.

Linda Harms
R3 Regional Web Manager
USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement
P: 505-842-3296
linda.harms@usda.gov
333 Broadway SE
Albuquerque, NM 87102
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.fs.fed.us%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c5

Caring for the land and serving people

-----Original Message-----
From: (b) (6), (b) (7)(C) CIV DODHRA DMDC (US) [Caution-mailto:00000424c69e8721-dmarc-request@LISTSERV.GSA.GOV]
Sent: Wednesday, May 20, 2020 8:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

How does all this interactivity affect page size and load times? Personally, I find it horrible that we have let web pages grow to the average size large enough to fit the entire DOOM video game for each page. Again, in my opinion, if I am on a very limited bandwidth connection (rural cell phone) I should still have a fast load time which almost never happens.

should still have a fast load time which almost never happens.

Thanks,

(b) (6), (b) (7)(C)
DMDC
04C23-10
4800 Mark Center Drive
Alexandria, VA 22350
Email: (b) (6), (b) (7)(C)@mail.mil
(b) (6)

-----Original Message-----
From: Larrimore, Laura [Caution-mailto:Laura.Larrimore@USPTO.GOV]
Sent: Wednesday, May 20, 2020 8:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

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.

_____

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

I'd be interested if anyone out there is using minimal text/image motion on scroll to make pages of text more engaging, or minimal amounts of parallax scrolling.

Though this is a totally different context, we did some minor fly-in graphics and text appearance effects for this timeline of patent history:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2F10millionpatents.uspto.gov%2F&data=02%7C01%(b) (6), (b) (7)(C)40state >

The images are all gifs, but show what is possible. The site was a one off, with straight HTML5 from scratch, so I don't know how hard these effects would be to add to an inflight CMS. (Full disclosure, we have a great web designer who knows much more than I and who coded these effects.)

I recently was looking at USWDS"landing page template" < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdesignsystem.digital.gov%2Fpage-templates%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fce > and sites likeSBA how to start a business < Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=https%3A%2F%2FCaution-www.sba.gov%2Fbusiness-guide%2F10-steps-start-your-business%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcef > , which basically uses a modified landing page hero, alternating and stacked on top of each other. It has a nice large layout of big sections with heroes, and I think that, plus some parallax scrolling of the images in the heroes, would probably give it that "jazzy" look our non-digital colleagues are often asking for.

Anyone else using parallax, or text fly-ins?

~Laura

Senior Digital Strategist

United States Patent and Trademark Office

From: (b) (6), (b) (7)(C) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, May 19, 2020 5:59 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Creative, interactive policy presentations on a website?

Hi everyone. Didn't take me long to need help from the group in my new role!

We want to get crazy (well, not too crazy; let's say "engaging") with how we present priority policies and supporting info on websites. Basically, take advantage of technology to get away from straight text, or even text with a few graphics.

What's out there? What have you done? What have you seen?

Hoping this will be a fun exchange where we can celebrate some of our innovative colleagues.

And then steal everything. :)

_____

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

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

l < Caution-Caution-mailto:(b) (6), (b) (7)(C)state.gov > (b) (6), (b) (7)(C)state.gov

_____

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:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
< Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa
>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it tolistserv@listserv.gsa.gov < Caution-Caution-mailto:listserv@listserv.gsa.gov > 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 before sharing outside our community.

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%(b) (6), (b) (7)(C)40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

```
*********************************************************
```
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:
Caution-https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2FCaution-www.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
```
*********************************************************
```

```
*********************************************************
```
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:
https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%**(b) (6), (b) (7)(C)**40state.gov%7C14c52e818fba40d912d808d7fcefa

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
```
*********************************************************
```

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	Podcast TOS Agreements
From:	"(b) (6), (b) (7)(C) (DO) (FBI)" <(b) (6), (b) (7)(C)FBI.GOV>
Reply To:	(b) (6), (b) (7)(C) (DO) (FBI)
Date:	Tue, 2 Jun 2020 12:04:26 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1328 bytes) , text/html (4 kB)

Hi, all!

(b) (6), (b) (7)(C) here with the FBI. We're looking to expand the reach of our podcast program. Has anyone negotiated a government terms of service with either a podcast platform (like Stitcher) or a publishing platform (like transistor.fm)? You can email me back directly.

Thanks!

(b) (6), (b) (7)(C)
Content Manager & Strategist
fbi.gov & Internet Operations Unit
Office of Public Affairs

(b) (6), (b) (7)(C)fbi.gov

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	Re: Podcast TOS Agreements (UNCLASSIFIED)
From:	"(b) (6), (b) (7)(C) CIV USARMY USACE (USA)" <(b) (6), (b) (7)(C)USACE.ARMY.MIL>
Reply To:	(b) (6), (b) (7)(C) CIV USARMY USACE (USA)
Date:	Tue, 2 Jun 2020 13:37:40 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (73 lines)

CLASSIFICATION: UNCLASSIFIED

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

Try DVIDS, Defense Visual Information Distribution, originally created by the US Army, now run by DOD, offers all government agencies a distribution for a variety of formats, including podcasts. It automatically distributes podcasts to Apple Music and Spotify in addition to the DVIDS platform, AFPIMS websites and DIMOC archiving. They have TOS already in place for the platforms they distribute to. https://www.dvidshub.net/

Have a Wonderful Day,

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

(b) (6), (b) (7)(C)
USACE Public Web Lead
(b) (6)
(b) (6)

-----Original Message-----
From: (b) (6), (b) (7)(C) (DO) (FBI) [mailto:00000910089d1a64-dmarc-request@LISTSERV.GSA.GOV]
Sent: Tuesday, June 2, 2020 8:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Podcast TOS Agreements

Hi, all!

(b) (6), (b) (7)(C) here with the FBI. We're looking to expand the reach of our podcast program. Has anyone negotiated a government terms of service with either a podcast platform (like Stitcher) or a publishing platform (like transistor.fm)? You can email me back directly.

Thanks!

(b) (6), (b) (7)(C)
Content Manager & Strategist

fbi.gov & Internet Operations Unit

Office of Public Affairs

(b) (6), (b) (7)(C)fbi.gov

_____

Subject:	Cross posting from SocialGov: USAGov has a new blog post on "How USA.gov Is Making Its COVID-19 Content Easier to Find"
From:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Date:	Tue, 2 Jun 2020 14:02:30 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2474 bytes) , text/html (6 kB)

(6)

Cross posting from SocialGov   "How USA.gov is Making Its COVID-19 Content Easier to Find"

---------- Forwarded message ---------
From: **Jasmine Wood - QXBA-C** <jasmine.wood@gsa.gov>
Date: Tue, Jun 2, 2020 at 2:00 PM
Subject: [SM-COP] USAGov has a new blog post on "How USA.gov Is Making Its COVID-19 Content Easier to Find"
To: <SM-COP@listserv.gsa.gov>

Hi Everyone,

I wanted to share the latest USAGov blog post on "How USA.gov is Making Its COVID-19 Content Easier to Find". USA.Gov discusses how they are working to make their COVID-19-related content easier for people to find in search engine results.

We would love for you to sign up to receive updates when we publish a new blog post about the work USAGov does, what we learn about our efforts, etc. Feel free to subscribe to receive those email updates (we send around 2 messages per month). You can subscribe directly from the blog or by visiting https://connect.usa.gov/blog-email-sign-up-page.

Thank you,
The USAGov outreach team

To unsubscribe from the SM-COP list, create a new email message, addressed to SM-COP-unsubscribe-request@listserv.gsa.gov. The message content does not matter and the sender's email address will be removed from the list.
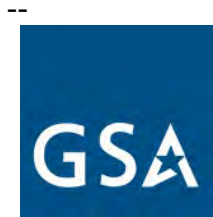
--

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

Collaboration drives outcomes

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/

Subject:	Re: [Probable SPAM] Re: [CONTENT-MANAGERS-L] Podcast TOS Agreements (UNCLASSIFIED)
From:	"(b) (6) (CIV US NDU/NDU-P)" <(b) (6) NDU.EDU>
Reply To:	(b) (6) (CIV US NDU/NDU-P)
Date:	Wed, 3 Jun 2020 13:20:33 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (110 lines)

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

That's awesome, thanks for sharing! Does anyone know if DVIDS or another service has a similar audiobook capability? We've been looking for ways to better distribute our audiobooks.

Best,

(b) (6)
Internet Publications Editor
National Defense University Press
http://ndupress.ndu.edu
(b) (6)
(b) (6) @ndu.edu

On 6/2/20, 9:55 AM, "(b) (6), (b) (7)(C) CIV USARMY USACE (USA)" <(b) (6), (b) (7)(C) USACE.ARMY.MIL> wrote:

    CLASSIFICATION: UNCLASSIFIED

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

    Try DVIDS, Defense Visual Information Distribution, originally created by the US Army, now run by DOD, offers all government agencies a distribution for a variety of formats, including podcasts. It automatically distributes podcasts to Apple Music and Spotify in addition to the DVIDS platform, AFPIMS websites and DIMOC archiving. They have TOS already in place for the platforms they distribute to. https://www.dvidshub.net/

    Have a Wonderful Day,

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

    (b) (6), (b) (7)(C)
    USACE Public Web Lead
    (b) (6)
    (b) (6)

    -----Original Message-----
    From: (b) (6), (b) (7)(C) (DO) (FBI) [mailto:00000910089d1a64-dmarc-request@LISTSERV.GSA.GOV]
    Sent: Tuesday, June 2, 2020 8:04 AM
    To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
    Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] Podcast TOS Agreements

Hi, all!

Monica here with the FBI. We're looking to expand the reach of our podcast program. Has anyone negotiated a government terms of service with either a podcast platform (like Stitcher) or a publishing platform (like transistor.fm)? You can email me back directly.

Thanks!

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

Content Manager & Strategist

fbi.gov & Internet Operations Unit

Office of Public Affairs

(b) (6), (b) (7)(C) fbi.gov

_____

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

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

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

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Open Broadcaster Software Experience?
From:	James Jones <jjones@FEC.GOV>
Reply To:	James Jones <jjones@FEC.GOV>
Date:	Wed, 3 Jun 2020 15:03:55 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1476 bytes) , text/html (4 kB)

Has anyone used Open Broadcaster Software (OBS)? Being away from my media control room is forcing me to find alternative solutions to some unique broadcast problems and OBS looks promising for a number of them. If you've used OBS, I'd like to hear about your experiences and lessons learned.

J A M E S L. J O N E S
Multimedia Specialist
Office of Communications – Information Division
Federal Election Commission
1050 First Street, N.E.
Washington, D.C. 20463

(o)   7
(c) (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Web Managers Community Huddle
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Thu, 4 Jun 2020 08:51:46 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2679 bytes) , text/html (3811 bytes)

Hi Web Managers,

My name is Ammie Farraj Feijoo. I work in GSA's Technology Transformation Services (TTS), and I am the new lead for the Digital.gov Web Managers community.

If you can believe it, this community has existed since 2000. Check out the community's page on the Wayback Machine to take a stroll down memory lane and see how far we've come in the last 20 years!

I'm writing to invite you to join me for the first Web Managers Community Huddle on Friday, June 19, 3:00-3:30 p.m. ET. This will be an informational meeting for open and organic information exchange. What do you want to get out of this community? Where should we focus our energies? If you have an idea for a topic, please contact me at ammie.farrajfeijoo@gsa.gov. Mark your calendar and join the huddle. I'll send a calendar invite soon.

If you haven't already, I encourage you to subscribe to the Digital.gov newsletter. Each week, the newsletter provides practical resources and tips, including information from other digital communities.

Now, more than ever, we need this community—to collaborate and share ideas, challenges, lessons learned, and best practices in managing government websites and digital services.

I look forward to connecting with you all virtually!

Ammie

‾‾‾‾‾‾‾‾‾
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

_____

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	Invitation: Web Managers Community Huddle @ Fri Jun 19, 2020 3pm - 3:30pm (EDT) (content-managers-l@listserv.gsa.gov)
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	ammie.farrajfeijoo@GSA.GOV
Date:	Thu, 4 Jun 2020 12:56:12 +0000
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (3090 bytes) , text/html (12 kB) , text/calendar (12 kB) , invite.ics (12 kB)

You have been invited to the following event.

Web Managers Community Huddle

When	Fri Jun 19, 2020 3pm – 3:30pm Eastern Time - New York	**more details »**
Where	ZoomGov (below) (map)	
Calendar	content-managers-l@listserv.gsa.gov	
Who	• ammie.farrajfeijoo@gsa.gov - organizer	
	• content-managers-l@listserv.gsa.gov	

Join me for the first Web Managers Community Huddle. This will be an informational meeting for open and organic information exchange. What do you want to get out of this community? Where should we focus our energies? If you have an idea for a topic, please contact me at ammie.farrajfeijoo@gsa.gov.

Join ZoomGov Meeting

(b) (6)

Meeting ID **(b) (6)**

Password: **(b) (6)**

One tap mobile

(b) (6)

Dial by your location

(b) (6)

Meeting ID: **(b) (6)**

Password: **(b) (6)**

Going (content-managers-l@listserv.gsa.gov)? **Yes** - **Maybe** - **No**   more options »

Invitation from Google Calendar

You are receiving this courtesy email at the account content-managers-l@listserv.gsa.gov because you are an attendee of this event.

To stop receiving future updates for this event, decline this event. Alternatively you can sign up for a Google account at https://www.google.com/calendar/ and control your notification settings for your entire calendar.

Forwarding this invitation could allow any recipient to send a response to the organizer and be added to the guest list, or invite others regardless of their own invitation status, or to modify your RSVP. Learn More.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	🔔 TODAY at 1:30 pm EDT! FCN's 19 lessons for communicating during COVID-19
From:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Date:	Thu, 4 Jun 2020 09:17:59 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1719 bytes) , text/html (5 kB)

Join the Federal Communicators Network and Microsoft for an exclusive presentation today from 1:30 – 2:30 ET. We'll hear from Microsoft's Frank X. Shaw on nineteen lessons he's learned for how to be an effective communicator during the age of the coronavirus.

Session will be recorded, so be sure to register to get the link to the video when it's ready!

Register here: https://ourpublicservice.org/events/microsoft-federal-communicators-network/?utm_source=Partnership+for+Public+Service+emails&utm_campaign=10ee096ee2-EMAIL_CAMPAIGN_2017_07_24_COPY_01&utm_medium=email&utm_term=0_3aed0f55fc-10ee096ee2-

--

GSA

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

`Collaboration drives outcomes`

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	Healthcare sector: using technology to connect people with your services
From:	"(b) (6) - HHD" <(b) (6) HOUSTONTX.GOV>
Reply To:	(b) (6) - HHD
Date:	Thu, 4 Jun 2020 17:53:04 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (9 kB) , text/html (7 kB) , image001.png (9 kB)

Hello, everyone.

For our web managers in the public healthcare sector, I'd like to ask which tools you find most helpful to connect the public with your programs and services, especially now.

Examples:

- Do you use a HIPAA-compliant webform solution?
- Have you virtualized your education programs?
- Have you found ways to integrate this or similar functionality with your web content management solution?

Thank you. I appreciate any feedback you might have to share.

(b) (6)
Webmaster
Houston Health Department
832-393-3725
houstonhealth.org | facebook | twitter | instagram | youtube | linkedin

HOUSTON HEALTH
DEPARTMENT

CONFIDENTIALITY STATEMENT: This message, as well as any attached document, may contain information from the Houston Health Department (HHD) that is confidential and/or privileged, or may contain Client/Patient privileged information. If you are not the intended recipient, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Just a few days left to register!
From:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Reply To:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Date:	Mon, 8 Jun 2020 10:28:45 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1927 bytes) , text/html (4017 bytes)

Two upcoming webinars hosted by the multilingual COP!

June 11th at 2:00 pm: How USA.gov en Español uses quantitative and quantitative data to meet the needs of its audience
Learn how USA.gov en Español uses a variety of channels and tools to collect and analyze data to better understand and serve their customers.
Register and learn more about this webinar

June 18th at 1:30 pm: 2020 Census language support in 59 Non-English languages
Learn how the Census expanded its language offer to support 99% of all U.S. households.
Register and learn more about this webinar

Thanks!

Laura Godfrey
vote.gov/and Manager, Multilingual CoP
TTS, U.S. General Services Administration
202.536.8968
https://twitter.com/votegov

Subject:	Using Federalist to Build a 21st Century Web with David Corwin
From:	DigitalGov University <digitalgovu@GSA.GOV>
Reply To:	DigitalGov University <digitalgovu@GSA.GOV>
Date:	Wed, 10 Jun 2020 10:28:46 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1394 bytes) , text/html (4 kB)

Hello!

Are you finding the process of publishing your federal website frustrating? Join us on **June 19 at 2:00 PM ET** for a virtual event where David Corwin, lead engineer of Federalist, will talk about how federal agencies can use Federalist to address compliance and technical requirements when building their websites.

Register here: https://go.usa.gov/xw9te

Hope you can join us for the event!

--

DigitalGov University
digitalgovu@gsa.gov
https://digital.gov/events/

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Re: Using Federalist to Build a 21st Century Web with David Corwin
From:	DigitalGov University <digitalgovu@GSA.GOV>
Reply To:	DigitalGov University <digitalgovu@GSA.GOV>
Date:	Wed, 10 Jun 2020 11:28:10 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1700 bytes) , text/html (5 kB)

Please disregard the date on the below email. The correct date is Tuesday, June 16, 2020 at 2:00 PM ET.

Hope you can make it!

On Wed, Jun 10, 2020 at 10:28 AM DigitalGov University <digitalgovu@gsa.gov> wrote:
> Hello!
>
> Are you finding the process of publishing your federal website frustrating? Join us on **June 19 at 2:00 PM ET** for a virtual event where David Corwin, lead engineer of Federalist, will talk about how federal agencies can use Federalist to address compliance and technical requirements when building their websites.
>
> Register here: https://go.usa.gov/xw9te
>
> Hope you can join us for the event!
>
> --
>
> **DigitalGov University**
> digitalgovu@gsa.gov
> https://digital.gov/events/

--

DigitalGov University
digitalgovu@gsa.gov
https://digital.gov/events/

Subject:	Learn more about GSA's 10x Program & Projects
From:	Sarah Crane <sarah.crane@GSA.GOV>
Reply To:	Sarah Crane <sarah.crane@GSA.GOV>
Date:	Thu, 11 Jun 2020 09:22:20 -0500
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2068 bytes) , text/html (5 kB)

Hi friends!

When building a new digital product, two key principles to follow are 'start small' and 'validate your ideas.' These two concepts are at the heart of 10x — a technology investment program housed in the Technology Transformation Services (TTS) office at the U.S. General Services Administration (GSA) — that funds new ideas to help the federal government deliver better products and services.

10x is modeled after modern venture capital practices that use small, gated investments to bring ideas to life.

If you're curious about the projects that have been funded by the 10x program, please consider joining the 10x Lightning Talks on June 30. Learn more and register here.

Stay safe, and hope to see you (virtually) later this month!

Sarah Crane
10x
(b) (6) ransformation Service, GSA
mobile

What problem are you trying to solve? Submit an idea to 10x!

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	June's USWDS Monthly Call: Working Together with Designers and USWDS
From:	DigitalGov University <digitalgovu@GSA.GOV>
Reply To:	DigitalGov University <digitalgovu@GSA.GOV>
Date:	Thu, 11 Jun 2020 13:16:32 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2836 bytes) , text/html (17 kB)

Hello,

Join us on Thursday, June 18 from 2:30pm to 3:30pm ET, for the next U.S. Web Design System (USWDS) monthly call. We'll be talking with members of 18F about how their designers use the design system, and why using a design system doesn't mean you don't need a designer at all. They'll also spend time answering your questions about using designers and USWDS together.

Register today and be prepared with questions you can ask during the live Q&A portion of the event. Register today at http://go.usa.gov/xwNbq to confirm your participation.

We post a video of each call at digital.gov/events shortly after the event. Watch the video from last month's call to learn more about cards, forms and data visualization.

We look forward to seeing you!

Connect with USWDS:
- USWDS website
- USWDS on GitHub
- Join the USWDS Public Slack
- Twitter
- Join our community
- Email

We look forward to seeing you!

Blog, Communities, Services, Resources, DigitalGov University (DGU)
Medium, Facebook, Twitter, YouTube, Subscribe

--

DigitalGov University
digitalgovu@gsa.gov
https://digital.gov/events/

___

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	about digital certificates
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Fri, 12 Jun 2020 20:26:10 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (53 lines)

Greetings,

Hope everyone is healthy. Hope everyone you know is healthy.

I just visited justice.gov, and I realize I have forgotten some useful knowledge.

I have forgotten how to explain the basics of the lock alongside the URL in my browser's, Firefox 77.0.1 (64-bit), address bar.

When I arrived at the page -
https://www.justice.gov/opa/pr/fifteen-defendants-plead-guilty-racketeering-conspiracy-international-cyber-fraud-scheme
at the top, above the header, I read "An official website of the United States government. Here's how you know."

Made me think, so I clicked on the lock, noted "Verified by DigiCert Inc", and clicked [View Certificate].

What I discovered was my ignorance. Looking through the information under "Certificate for www.justice.gov", in the tab "www.justice.gov", I could not determine was kind of digital certificate had been "Verified by: DigiCert Inc."

What was verified?

I also tried Chrome, 83.0.4103.97 (Official Buld)(64-bit), clicked on the lock, noted "Issued by: GeoTrust RSA CA 2018". and clicked [Issuer Statement]. And ended up at https://www.digicert.com/legal-repository/.

What is required before a certificate is issued?

In any case, what interests me, is I how can I find out if the lock is telling me anything more than somebody was able to pay a registration fee. Wasn't there more differentiation in the kinds of digital certificates issued in the past? I heard that extended validation appears to mean little to most internet users. I wonder why.

I assume that some purchasers of digital certificates really want to set themselves apart from any ole https://www.John-Smith-III-Esq-Custom-Internet-Furniture-and-WCs.com. But how can I tell?

I like the effort of "An official website of the United States government. Here's how you know."

But should the lock icon near the URL also confirm the official-ness?

I hope my questions makes sense.

Thanks. Stay healthy. Have a nice weekend.
(b) (6)

Subject:	Re: about digital certificates
From:	Mike Shelby - NOAA Federal <mike.shelby@NOAA.GOV>
Reply To:	Mike Shelby - NOAA Federal <mike.shelby@NOAA.GOV>
Date:	Fri, 12 Jun 2020 17:15:52 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (6 kB)

(b) (6) - web certs are only issued after a verification process. The requestor has to prove who they are and that they manage the site. I have been using Digicert for a few years and they do just that. Also, Government sites are tracked here: https://pulse.app.cloud.gov/

You can quickly find justice.gov and under https find there status.

Mike

On Fri, Jun 12, 2020 at 4:29 PM (b) (6) <00000686e5dd9170-dmarc-request@listserv.gsa.gov> wrote:
Greetings,

Hope everyone is healthy. Hope everyone you know is healthy.

I just visited justice.gov, and I realize I have forgotten some useful knowledge.

I have forgotten how to explain the basics of the lock alongside the URL in my browser's, Firefox 77.0.1 (64-bit), address bar.

When I arrived at the page - https://www.justice.gov/opa/pr/fifteen-defendants-plead-guilty-racketeering-conspiracy-international-cyber-fraud-scheme
at the top, above the header, I read "An official website of the United States government. Here's how you know."

Made me think, so I clicked on the lock, noted "Verified by DigiCert Inc", and clicked [View Certificate].

What I discovered was my ignorance. Looking through the information under "Certificate for www.justice.gov", in the tab "www.justice.gov", I could not determine was kind of digital certificate had been "Verified by: DigiCert Inc."

What was verified?

I also tried Chrome, 83.0.4103.97 (Official Buld)(64-bit), clicked on the lock, noted "Issued by: GeoTrust RSA CA 2018". and clicked [Issuer Statement]. And ended up at https://www.digicert.com/legal-repository/.

What is required before a certificate is issued?

In any case, what interests me, is I how can I find out if the lock is telling me anything more than somebody was able to pay a registration fee. Wasn't there more differentiation in the kinds of digital certificates issued in the past? I heard that extended validation appears to mean little to most internet users. I wonder why.

I assume that some purchasers of digital certificates really want to set themselves apart from any ole https://www.John-Smith-III-Esq-Custom-Internet-Furniture-and-WCs.com. But how can I tell?

I like the effort of "An official website of the United States government. Here's how you know."

But should the lock icon near the URL also confirm the official-ness?

I hope my questions makes sense.

[REDACTED]ks. Stay healthy. Have a nice weekend.

(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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****
--

--
-_-=*_-=*_-=*_-=*_-=*_-=*_-=*_-=*_-=* _

Mike Shelby
Program Director, Ocean Today & NOAA Studio
NOAA's National Ocean Service
Communications and Education Division
1305 East-West Highway, 9th floor
SSMC4, Suite 9623
Silver Spring, MD 20910
(240) 533-0876
Email: Mike.Shelby@noaa.gov
(The contents of this message are mine personally and
do not necessarily reflect any position of the Government
or the National Oceanic and Atmospheric Administration.)

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/

Subject:	Re: about digital certificates
From:	Mark Kaprow - ICEA <mark.kaprow@GSA.GOV>
Reply To:	Mark Kaprow - ICEA <mark.kaprow@GSA.GOV>
Date:	Fri, 12 Jun 2020 17:35:52 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (6 kB)

The lock only means that the communication between your browser and the server is encrypted using a certificate from a trusted certificate authority. Trusted by your browser.

In order to obtain a certificate issued by a CA trusted by your browser (so that the lock works), the entity requesting the certificate has to provide proof that they actually control the site or the domain of the site.

Extended validation just means that someone paid the CA way, way too much for a certificate and also provided some additional information to the CA when they requested the certificate.

All certificates provide the same level of encryption which is really determined in a negotiation between your browser and the server and has nothing to do with the certificate.

Best regards,
Mark Kaprow
Corporate IT Services
Office of GSA Informa   gy
O: 202-501-2886 | C: (b) (6)
mark.kaprow@gsa.gov

On Fri, Jun 12, 2020 at 4:29 PM (b) (6) <00000686e5dd9170-dmarc-request@listserv.gsa.gov> wrote:

Greetings,

Hope everyone is healthy. Hope everyone you know is healthy.

I just visited justice.gov, and I realize I have forgotten some useful knowledge.

I have forgotten how to explain the basics of the lock alongside the URL in my browser's, Firefox 77.0.1 (64-bit), address bar.

When I arrived at the page - https://www.justice.gov/opa/pr/fifteen-defendants-plead-guilty-racketeering-conspiracy-international-cyber-fraud-scheme
at the top, above the header, I read "An official website of the United States government. Here's how you know."

Made me think, so I clicked on the lock, noted "Verified by DigiCert Inc", and clicked [View Certificate].

What I discovered was my ignorance. Looking through the information under "Certificate for www.justice.gov", in the tab "www.justice.gov", I could not determine was kind of digital certificate had been "Verified by: DigiCert Inc."

What was verified?

I also tried Chrome, 83.0.4103.97 (Official Buld)(64-bit), clicked on the lock, noted "Issued by: GeoTrust

RSA CA 2018". and clicked [Issuer Statement]. And ended up at https://www.digicert.com/legal-repository/.

What is required before a certificate is issued?

In any case, what interests me, is I how can I find out if the lock is telling me anything more than somebody was able to pay a registration fee. Wasn't there more differentiation in the kinds of digital certificates issued in the past? I heard that extended validation appears to mean little to most internet users. I wonder why.

I assume that some purchasers of digital certificates really want to set themselves apart from any ole https://www.John-Smith-III-Esq-Custom-Internet-Furniture-and-WCs.com. But how can I tell?

I like the effort of "An official website of the United States government. Here's how you know."

But should the lock icon near the URL also confirm the official-ness?

I hope my questions makes sense.

(b) (6)   ks. Stay healthy. Have a nice weekend.

Subject:	Register for the 2020 Census in 59 Languages Webinar This Thursday!
From:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Reply To:	Laura Godfrey - QQBB <laura.godfrey@GSA.GOV>
Date:	Mon, 15 Jun 2020 14:11:42 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1418 bytes) , text/html (3336 bytes)

June 18th at 1:30 pm: 2020 Census language support in 59 Non-English languages
Learn how the Census expanded its language offer to support 99% of all U.S. households.
Register and learn more about this webinar

Hope to see you there!

Laura Godfrey
vote.gov/and Manager, Multilingual CoP
TTS, U.S. General Services Administration
202.536.8968
https://twitter.com/votegov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Publishing the Operating Status of Federal Public Facilities (COVID-19)
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Reply To:	(b) (6), (b) (7)(C)
Date:	Tue, 16 Jun 2020 13:17:21 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (8 kB) , text/html (13 kB) , image001.jpg (8 kB)

Good morning Web Managers!

OMB M-20-23 - Aligning Federal Agency Operations with the National Guidelines for Opening Up America Again (section II, page 9) requires federal agencies to publish the operating status of their public facilities on their website.

As your agency begins to reopen public-facing facilities, please publish this information on your agency.gov/coronavirus page to help people easily determine which federal facilities are currently open to the public.

GSA, in collaboration with OPM, will maintain a comprehensive list of the operational status of federal public facilities on USA.gov.

A few more recommendations:

- Also include up-to-date facility status information on your site where customers would usually think to look for such information (e.g., Contact Us or About Us pages)
- Make the facility status information easy to get to, so when someone follows the link, they'll see the info right away
- Include markup so search engines can more easily find and disseminate the information
    - Bing tips on how to mark-up organizations and special announcements
    - Google tips on how to mark-up organizations and special announcements
    - Learn how USA.gov applies SpecialAnnouncement markup to make COVID-19 information easier to find in search results

Please contact your Federal Web Council representative if you have questions.

Thanks and stay safe out there!

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

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

Homeland Security

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/

Subject:	Greetings from Peace Corps and a question on mobile recruitment
From:	"Wilson, Andrew" <awilson@PEACECORPS.GOV>
Reply To:	Wilson, Andrew
Date:	Tue, 16 Jun 2020 15:51:36 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (9 kB) , text/html (9 kB) , image001.png (9 kB)

Hello there everyone and greetings from my new home at Peace Corps!

A quick question for folks – does anyone here have any experience with developing (or researching the development) of a smartphone app that supports hiring/ recruitment? If so, please reach out.

Thanks!

AW

Andrew Wilson
Director of the Office of the Third Goal and Returned Volunteer Services
Peace Corps | Office of the Director
1275 First Street NE,Washington, DC 20526
Email: awilson@peacecorps.gov

Subject:	[drupal4gov] webinar How to Set Up the US Web Design System in D8
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Date:	Tue, 16 Jun 2020 21:11:50 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (11 kB) , text/html (46 kB)

Just sharing...

——————.

👩‍💻 How to use USWDS for D8 - and, virtual Drupal events EVERYWHERE!   <u>View this email in your browser</u>

Drupal4Gov

Webinar: How to Set Up the US Web Design System in D8

Dustin Boeger and Brian Seek of <u>CivicActions</u> will take you through a demo of the proper setup for the US Web Design System sub theme in D8.

By the end of this talk, attendees will:

- see how to set up a USWDS sub theme in D8,
- configuration of USWDS,
- and, time permitting, they'll dive into how to customize layouts.

Meet our speakers:

<u>Dustin Boeger</u> has a B.A. in English from University of California Davis and is a self-taught Drupal pro. A front end developer who loves helping organizations connect with audiences using Drupal-powered personalization.

<u>Brian Seek</u> has designed hydroponic systems, drafted maps and technical drawings, fixed myriad mechanical objects, and tried his hand with all things digital — including content writing, marketing, and site building. There's not much Brian doesn't enjoy doing within the development stack, and he applies his talents to projects that help others.test

Get your USWDS Demo ticket

Drupal GovCon Virtual Event September 24th and 25th!

The health and well being of our speakers, trainers, sponsors and attendees is too important to us to hold Drupal GovCon in person for 2019. But don't worry, we are hosting a virtual conference in conjunction with Drupal Camp Baltimore! Same great content, just in the privacy of your own home.

Register now for your Drupal GovCon ticket!

Miss a Webinar or Drupal GovCon Session?

No worries! We've got you!

Just head over to see all our videos captured by the Drupal Recording Initiative and our Webinars, too.

Take me to DrupalTV

Drupal … Online Everywhere!

DrupalCon is online this year. As is Drupal Camp Asheville and Decoupled Days (Decoupled Drupal and other CMS projects) this summer. So you do not have to travel to far flung places to get your drupal on, you can sit in the privacy of your own home and attend them, VIRTUALLY! We know it's not the same, but Camps are going online this year and it's gonna be filled with the same great information and learning that you get in person!

Not sure about your area? You can find local Drupal events that are currently looking at in person events, too!

Register for DrupalCon

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

Subject:	Tips on Front End SharePoint Development Tools
From:	Jan Johansson <jan.johansson@FRB.GOV>
Reply To:	Jan Johansson <jan.johansson@FRB.GOV>
Date:	Wed, 17 Jun 2020 12:03:20 -0400
Content-Type:	text/plain
Parts/Attachments:	text/plain (34 lines)

Hi All,

I searched the archive going back a few years and didn't find an answer and a colleague posted to the DevOps COP without much response so I'm posting here.

Our design/build team builds custom SharePoint (2016 Enterprise, SP2) applications for internal agency use, like a recent application for sensitive structured collaboration on a frequently produced, legislatively-mandated report.

While we have built a dozen highly customized SharePoint applications, we struggle to find a good FRONT-END development framework. Just to be clear, back-end SharePoint development using modern DevOps methods is not our issue.

We would love to hear generally how teams approach front end SharePoint development. We are especially interested in:
    - source/version control like TFS or Git for managing code (CSR, REST, vanilla javascript, CSS, jquery, node.js, HTML - whatever).
    - Dev tools that integrate with SharePoint like SharePoint Designer does by caching and suggesting parameters (like IntelliSense), a Visual Studio Code extension, for example.
    - Is anyone using SharePoint Framework (SPFx) yet? (Requires SharePoint 2016 SP2 or Online).
    - Is anyone using React or Node.js to do the heavy lifting for SharePoint customization?

Thanks for your tips!

Subject:	PDF Guidance
From:	"Harris, Sally" <Sally.Harris@ED.GOV>
Reply To:	Harris, Sally
Date:	Thu, 18 Jun 2020 12:52:05 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1269 bytes) , text/html (2950 bytes)

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

Subject:	Re: PDF Guidance
From:	"Keay, Jeanine C. (CMS/WETG)" <Jeanine.Keay@CMS.HHS.GOV>
Reply To:	Keay, Jeanine C. (CMS/WETG)
Date:	Thu, 18 Jun 2020 13:05:46 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2478 bytes) , text/html (6 kB)

Also interested in this!

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

Subject: Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

From: "(b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C)   MAIL.MIL>

Reply To: (b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA)

Date: Thu, 18 Jun 2020 13:05:55 +0000

Content-Type: multipart/signed

Parts/Attachments: text/plain (2929 bytes) , smime.p7s (10 kB)

I'm curious as well. Please copy me on any feedback. Thanks!

(b) (6), (b) (7)(C)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6), (b) (7)(C)   mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Harris, Sally" <Sally.Harris@ED.GOV>
Reply To:	Harris, Sally
Date:	Thu, 18 Jun 2020 13:12:33 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (83 lines)

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C)   mail.mil> wrote:

    I'm curious as well. Please copy me on any feedback. Thanks!

    (b) (6), (b) (7)(C)
    IT Specialist
    Center for Development of Security Excellence
    Defense Counterintelligence and Security Agency
    938 Elkridge Landing Road
    Linthicum, MD 21090
    (b) (6), (b) (7)(C)   mail.mil

    -----Original Message-----
    From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
    Sent: Thursday, June 18, 2020 8:52 AM
    To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
    Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

    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.

    _____

    Good morning web folks,

    Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: PDF Guidance
From:	"Hazen, Allison" <Allison.Hazen@USITC.GOV>
Reply To:	Hazen, Allison
Date:	Thu, 18 Jun 2020 13:17:39 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3134 bytes) , text/html (7 kB)

At the U.S. International Trade Commission (www.usitc.gov), we post both, based on the type of content. For ongoing updates to the site related to COVID-19, hearings, etc., we tend to try to convert it into HTML. For publications, or anything with heavy formatting, we tend to keep it in PDF. Ideally, you'd want to avoid end users having to wait for Adobe to open the PDF (in-browser works nicely sometimes depending on how your agency has their settings configured), but often, it's worth it to us to just keep them in PDF form to preserve the document formatting.

Would love to hear what other agencies are doing!

Ally

Allison Hazen
Webmaster
U.S. International Trade Commission
500 E St SW, Washington, DC
202.205.3360 | 202.246.4068

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

Subject:	Re: PDF Guidance
From:	Gregory Your <gyour@USAID.GOV>
Reply To:	Gregory Your <gyour@USAID.GOV>
Date:	Thu, 18 Jun 2020 09:19:11 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3855 bytes) , text/html (6 kB)

We made a compromise. We posted the Section 508 compliant PDF as a download inside of an accessible text page that provided an overview of what was in the file. This increased the SEO of those pages.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Thu, Jun 18, 2020 at 9:16 AM Keay, Jeanine C. (CMS/WETG) <000002e976a18bf2-dmarc-request@listserv.gsa.gov> wrote:

> Also interested in this!
>
> ___
>
> **From:** Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Thursday, June 18, 2020 8:52 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] PDF Guidance
>
>
> Good morning web folks,
>
> Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!
>
>
> Sally Harris
>
> Director, Digital Media & Creative Services
>
> Office of Communications and Outreach
>
> U.S. Department of Education
>
> ___
>
> 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:

https://protect2.fireeye.com/url?k=58b75dfd-04e34481-58b76cc2-0cc47adc5fa2-5daa7d49403c796a&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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

Subject:	Re: PDF Guidance
From:	**(b) (6)** @MDC.MO.GOV>
Reply To:	@MDC.MO.GOV>
Date:	Thu, 18 Jun 2020 13:22:35 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3578 bytes) , text/html (7 kB)

That's not a loaded question at all ☺

Our agency had a very long print publishing history, and when we started on the web, we converted a lot of documents into PDFs. Everyone used a desktop computer, and PDFs were easy to make (but not easy to make accessible).

As we analyzed our traffic, we find most of our hits are from mobile devices, and PDFs don't do well on mobile.

Here's what we do now:
PDFs are reserved for forms (which must be fillable) and long-form documents, like reports or research papers. All PDFs must be remediated to pass WCAG 2.0 AA.
We also have maps and reference sheets that are designed to be printed and carried into places where phone reception is iffy (we're a state fish and wildlife agency).

Anything else, like fliers and short (one-two page) documents are converted to HTML only to guarantee maximum accessibility. We'll even take longer reports and bust them up into easy-to-digest web pages.

We've gone from 15,000 PDFs to maybe 2500, and most of those are maps for our 1000 conservation areas in Missouri.

--
(b) (6)
Web Developer
Missouri Department of Conservation

From: "Harris, Sally" <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "Harris, Sally" <Sally.Harris@ED.GOV>
Date: Thursday, June 18, 2020 at 7:54 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

listserv@listserv.gsa.gov
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 before sharing outside our community.

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

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Reply To:	Materese, Robin L. (Fed)
Date:	Thu, 18 Jun 2020 13:23:42 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (121 lines)

Hi Sally,

My guidance to my web authors is simple: Any time you can turn the content into an HTML page, do so. So generally 1-2 page documents can/should be turned into HTML pages. Longer documents may need to stay PDFs.

I try to emphasize the benefits to them of doing so:
-- creating a 508 compliant PDF can be challenging and time-consuming, especially if you don't do this on a regular basis
-- HTML pages have better findability via search engines, so more people will see/find your content
-- HTML pages are easier to update when you need to make changes to content

-- 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

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C) S CIV DCSA CDSE (USA)" <(b) (6), (b) (7)(C) mail.mil> wrote:

    I'm curious as well. Please copy me on any feedback. Thanks!

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

IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6), (b) (7)(C)   mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7Crobin.materese%40NIST.GOV%7Cd86d4b5d62534c75632608d81389d638%7C2ab5d82fd8fa4797a93e054655c61dec%7C1%7C0%7C637280830019431427&sdata=54a5CzXLf5HSiDOcfkx3S7zVpzp8e%2F8fRTNFmLUvuhk%3D&reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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:
https://gcc02.safelinks.protection.outlook.com/?
url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-
managers-
listserv%2F&data=02%7C01%7Crobin.materese%40NIST.GOV%7Cd86d4b5d62534c75632608d8138
9d638%7C2ab5d82fd8fa4797a93e054655c61dec%7C1%7C0%7C637280830019431427&sdata=54a5C
zXLf5HSiDOcfkx3S7zVpzp8e%2F8fRTNFmLUvuhk%3D&reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Re: PDF Guidance
From:	(b) (6), (b) (7)(C) - Washington, DC" (b) (6), (b) (7)(C) @USPIS.GOV>
Reply To:	(b) (6), (b) (7)(C) - Washington, DC
Date:	Thu, 18 Jun 2020 13:24:44 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (10 kB)

Agree with this, this is how we treat our pubs also.

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

Web Communications Specialist | United States Postal Inspection Service, NHQ | Washington, DC | www.uspis.gov

---

From: Hazen, Allison [mailto:0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 9:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

CAUTION: This email originated from outside USPS. **STOP and CONSIDER** before responding, clicking on links, or opening attachments.

At the U.S. International Trade Commission (www.usitc.gov), we post both, based on the type of content. For ongoing updates to the site related to COVID-19, hearings, etc., we tend to try to convert it into HTML. For publications, or anything with heavy formatting, we tend to keep it in PDF. Ideally, you'd want to avoid end users having to wait for Adobe to open the PDF (in-browser works nicely sometimes depending on how your agency has their settings configured), but often, it's worth it to us to just keep them in PDF form to preserve the document formatting.

Would love to hear what other agencies are doing!

Ally

Allison Hazen
Webmaster
U.S. International Trade Commission
500 E St SW, Washington, DC
202.205.3360 | 202.246.4068

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to
listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: PDF Guidance -- Section 508 compliance
From:	"Sierra, Alba (ACF)" <alba.sierra@ACF.HHS.GOV>
Reply To:	Sierra, Alba (ACF)
Date:	Thu, 18 Jun 2020 13:25:22 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (10 kB)

Section 508 advocate - Make sure all PDFs are Section 508 compliance.

Alba Sierra

From: Hazen, Allison <0000034e194a91e4-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

At the U.S. International Trade Commission (www.usitc.gov), we post both, based on the type of content. For ongoing updates to the site related to COVID-19, hearings, etc., we tend to try to convert it into HTML. For publications, or anything with heavy formatting, we tend to keep it in PDF. Ideally, you'd want to avoid end users having to wait for Adobe to open the PDF (in-browser works nicely sometimes depending on how your agency has their settings configured), but often, it's worth it to us to just keep them in PDF form to preserve the document formatting.

Would love to hear what other agencies are doing!

Ally

Allison Hazen
Webmaster
U.S. International Trade Commission
500 E St SW, Washington, DC
202.205.3360 | 202.246.4068

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

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:
https://protect2.fireeye.com/url?k=b8357e43-e461673f-b8354f7c-0cc47adc5fa2-8dc8d63932876e16&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To:	Morgan, Steven
Date:	Thu, 18 Jun 2020 13:27:37 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (111 lines)

I don't have anything written down, but my general rule is HTML is always the preference. However, here are things I consider when deciding if it should be a PDF:

1. if it is a document that never needs to be changed, or rarely changed then PDF is an option.
2. If it is a bunch of legal mumbo jumbo, or other type of jargon I'd rather keep that off my pages, then PDF.
3. If it is considered more of an archived document, then PDF is an option.
4. if it is content that my visitors might find useful to take with them and maybe share, then PDF is a good option.

Sometimes I have both HTML pages and PDFs of the same content, especially if I think people might want to print it. Printing HTML isn't always the easiest thing to do sometimes.

Steve

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C)   mail.mil> wrote:

   I'm curious as well. Please copy me on any feedback. Thanks!

   (b) (6), (b) (7)(C)
   IT Specialist
   Center for Development of Security Excellence
   Defense Counterintelligence and Security Agency
   938 Elkridge Landing Road
   Linthicum, MD 21090
   (b) (6), (b) (7)(C)   mail.mil

   -----Original Message-----

From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

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

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	Bridget Serchak <BSerchak@VOANEWS.COM>
Reply To:	Bridget Serchak <BSerchak@VOANEWS.COM>
Date:	Thu, 18 Jun 2020 13:38:01 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (17 kB)

At VOA we provide documents like fact sheets in HTML and then at the bottom provide a link for a downloadable/printable PDF.

Here's a link to a page with all of our language service fact sheets as examples:
https://www.insidevoa.com/a/voa-fact-sheets/3780820.html

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

****

-----Original Message-----
From: Morgan, Steven <000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

I don't have anything written down, but my general rule is HTML is always the preference. However, here are things I consider when deciding if it should be a PDF:

1. if it is a document that never needs to be changed, or rarely changed then PDF is an option.
2. If it is a bunch of legal mumbo jumbo, or other type of jargon I'd rather keep that off my pages, then PDF.
3. If it is considered more of an archived document, then PDF is an option.
4. if it is content that my visitors might find useful to take with them and maybe share, then PDF is a good option.

Sometimes I have both HTML pages and PDFs of the same content, especially if I think people might want to print it. Printing HTML isn't always the easiest thing to do sometimes.

Steve

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20. 9:08 AM. "(b) (6), (b) (7)(C) S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C) mail.mil> wrote:

I'm curious as well. Please copy me on any feedback. Thanks!

(b) (6), (b) (7)(C)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road

(b) (6), (b) (7)(C) mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

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

For help with this listserv, to manage your settings, or to view list archives, visit:Caution-https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CBSerchak%40voanews.com%7Cf2f53802b7574c61cbfc08d8138c2822%

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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:
https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CBSerchak%40voanews.com%7Cf2f53802b7574c61cbfc08d8138c2822%

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

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:
https://nam01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7CBSerchak%40voanews.com%7Cf2f53802b7574c61cbfc08d8138c2822%

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	(b) (6), (b) (7)(C) - Washington, DC" (b) (6), (b) (7)(C)@USPIS.GOV>
Reply To:	(b) (6), (b) (7)(C) - Washington, DC
Date:	Thu, 18 Jun 2020 13:39:18 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (138 lines)

Would also like to piggy-back of this comment as well as a previous regarding SEO and performance of your web-pages:
There are ways to optimize a PDF for SEO and web use. I think digital.gov has that information available more specifically.

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

Web Communications Specialist | United States Postal Inspection Service, NHQ | Washington, DC | www.uspis.gov

-----Original Message-----
From: Morgan, Steven [mailto:000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 9:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

CAUTION: This email originated from outside USPS. STOP and CONSIDER before responding, clicking on links, or opening attachments.

I don't have anything written down, but my general rule is HTML is always the preference. However, here are things I consider when deciding if it should be a PDF:

1. if it is a document that never needs to be changed, or rarely changed then PDF is an option.
2. If it is a bunch of legal mumbo jumbo, or other type of jargon I'd rather keep that off my pages, then PDF.
3. If it is considered more of an archived document, then PDF is an option.
4. if it is content that my visitors might find useful to take with them and maybe share, then PDF is a good option.

Sometimes I have both HTML pages and PDFs of the same content, especially if I think people might want to print it. Printing HTML isn't always the easiest thing to do sometimes.

Steve

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris

Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "███████████ S CIV DCSA CDSE (USA)" <███████████mail.mil> wrote:

I'm curious as well. Please copy me on any feedback. Thanks!

██████████████
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
██████████████ mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-
http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Schaub-Rimel, Alissa J. (CMS/OC)" <alissa.schaubrimel@CMS.HHS.GOV>
Reply To:	Schaub-Rimel, Alissa J. (CMS/OC)
Date:	Thu, 18 Jun 2020 13:39:53 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (105 lines)

Hi,

Here's some guidance from NN that might be helpful: https://www.nngroup.com/articles/avoid-pdf-for-on-screen-reading/

Sometimes, though, it may be an issue of staff and content management system capabilities rather than what's best for users.

Be well!

Alissa

-----Original Message-----
From: (b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA) [mailto:000002d6fd4e99b0-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 9:06 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

I'm curious as well. Please copy me on any feedback. Thanks!

(b) (6), (b) (7)(C)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6), (b) (7)(C)   mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-https://protect2.fireeye.com/url?k=c9d12ccf-9584251f-c9d11df0-0cc47a6a52de-0ab7e87ffde060c4&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
https://protect2.fireeye.com/url?k=d39df423-8fc8fdf3-d39dc51c-0cc47a6a52de-b960d67062a2bf23&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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

Subject:	Re: PDF Guidance
From:	"Jennings, Mike" <JenningsM@OSTI.GOV>
Reply To:	Jennings, Mike
Date:	Thu, 18 Jun 2020 13:49:45 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3721 bytes) , text/html (11 kB)

Sally,

My thoughts are prefaced on content creators having adequate access and support for Web content services.

If you have the resources, why force the user to download a potentially large file, often multiple times on return visits, to determine whether it has the information they need?

In my mind HTML is the lowest common denominator to cover the public usability and the internal infrastructure, technology, resource skills, legal, policy, and records management needs.

The guidance I've read also indicates the work to create PDFs can also meet the internal needs. However, with the same or less effort spent on PDF configuration, you can provide both an online preview and a download option.

1. Link to online preview in HTML. Can also serve as a permalink against link rot.
2. Display images of document contents. Online conversion tools readily available. Usually presented in a grid or list of one image per page. At minimum, image should be large enough to scan text headings. Images must have hidden accessible text for screen readers or link to separate page with full size image and text.
3. Above image previews present a download link. Link text should clearly indicate download will occur. Display the type of file (for software compatibility), size of file, name of file to look for on local device.

Mike

From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

Good morning web folks,
Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to
listserv@listserv.gsa.gov
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 before sharing outside our community.

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

Subject:	USWDS webinar today at 3 for Drupal8: It's a DEMO
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Date:	Thu, 18 Jun 2020 14:38:13 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2140 bytes) , text/html (4 kB)

just last call for today's webinar at 3pm:

https://www.eventbrite.com/e/drupal4gov-webinar-how-to-set-up-uswds-in-drupal-8-its-a-demo-tickets-109558995906

Dustin Boeger and Brian Seek of CivicActions will take you through a demo of the proper setup for the US Web Design System sub theme in D8.

By the end of this talk, attendees will:

- see how to set up a USWDS sub theme in D8

- configuration of USWDS, and, time permitting,

- they'll dive into how to customize layouts

Meet our speakers:

Dustin Boeger has a B.A. in English from University of California Davis and is a self-taught Drupal pro. A front end developer who loves helping organizations connect with audiences using Drupal-powered personalization.

Brian Seek has designed hydroponic systems, drafted maps and technical drawings, fixed myriad mechanical objects, and tried his hand with all things digital — including content writing, marketing, and site building. There's not much Brian doesn't enjoy doing within the development stack, and he applies his talents to projects that help others.

Subject:	USWDS webinar today at 3 for Drupal8: It's a DEMO
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Date:	Thu, 18 Jun 2020 15:37:54 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2140 bytes) , text/html (4 kB)

just last call for today's webinar at 3pm:

https://www.eventbrite.com/e/drupal4gov-webinar-how-to-set-up-uswds-in-drupal-8-its-a-demo-tickets-109558995906

Dustin Boeger and Brian Seek of CivicActions will take you through a demo of the proper setup for the US Web Design System sub theme in D8.

By the end of this talk, attendees will:

- see how to set up a USWDS sub theme in D8
- configuration of USWDS, and, time permitting,
- they'll dive into how to customize layouts

Meet our speakers:

Dustin Boeger has a B.A. in English from University of California Davis and is a self-taught Drupal pro. A front end developer who loves helping organizations connect with audiences using Drupal-powered personalization.

Brian Seek has designed hydroponic systems, drafted maps and technical drawings, fixed myriad mechanical objects, and tried his hand with all things digital — including content writing, marketing, and site building. There's not much Brian doesn't enjoy doing within the development stack, and he applies his talents to projects that help others.

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	"Harman, Richard (Chip)" <Richard.Harman@VA.GOV>
Reply To:	Harman, Richard (Chip)
Date:	Thu, 18 Jun 2020 15:46:29 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (11 kB)

I wish web managers would look at the %-age of your users *viewing your content with mobile devices* before deciding to use PDFs for content that really should be in HTML. PDFs can be easier to make, but that doesn't mean it's better for your end user. Making a PDF mobile-friendly ain't easy (but it can be done).

Mobile First!

Chip Harman
Content Strategy Manager, VCHIO
US Dept of Veterans Affairs
https://www.myhealth.va.gov
202-306-3819

From: Gregory Your <0000024d75787187-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:19 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

We made a compromise. We posted the Section 508 compliant PDF as a download inside of an accessible text page that provided an overview of what was in the file. This increased the SEO of those pages.

r/g
G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Thu, Jun 18, 2020 at 9:16 AM Keay, Jeanine C. (CMS/WETG) <000002e976a18bf2-dmarc-request@listserv.gsa.gov> wrote:

> Also interested in this!
>
> ---
>
> **From:** Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Thursday, June 18, 2020 8:52 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] PDF Guidance
>
> Good morning web folks,
> Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!
>
> Sally Harris
> Director, Digital Media & Creative Services
> Office of Communications and Outreach
> U.S. Department of Education

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: https://protect2.fireeye.com/url?k=58b75dfd-04e34481-58b76cc2-0cc47adc5fa2-5daa7d49403c796a&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	Michael Horton - M1ED <michael.horton@GSA.GOV>
Reply To:	Michael Horton - M1ED <michael.horton@GSA.GOV>
Date:	Thu, 18 Jun 2020 12:52:16 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (7 kB) , text/html (15 kB)

Hello all - great topic!

Echoing some of the responses related to accessibility: HTML is going to offer you and your visitors a much more accessible experience than a PDF, which...

- Creating a conformant PDF can be challenging and time-consuming
- Requires training as well as specialized software which often is not on the default computer image
- Maintaining an alternate conforming version in accordance with the legal standard results in duplicative work and maintenance
- May require the user to install specialized software to read (although less so these days)
- Limits user adaptability, usability,

Add to this all of the SEO, easy of creation and maintenance, version control, and mobile-first perspectives.

Thank you, and have an *accessible* day!

~Michael

Michael Horton
Accessible Design & Development Advisor
Office of Government-wide Policy
1800 F Street, NW, Washington, DC 20405
Office 202-969-7292 | Mobile (b) (6)
Buy. Build. Be Accessible. | Section508.gov

On Thu, Jun 18, 2020 at 12:27 PM Harman, Richard (Chip) <00000214910528ff-dmarc-request@listserv.gsa.gov> wrote:

> I wish web managers would look at the %-age of your users *viewing your content with mobile devices* before deciding to use PDFs for content that really should be in HTML. PDFs can be easier to make, but that doesn't mean it's better for your end user. Making a PDF mobile-friendly ain't easy (but it can be done).
>
>
> Mobile First!
>
>
> Chip Harman
>
> Content Strategy Manager, VCHIO
>
> US Dept of Veterans Affairs

https://www.myhealth.va.gov

202-306-3819

From: Gregory Your <0000024d75787187-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:19 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

We made a compromise. We posted the Section 508 compliant PDF as a download inside of an accessible text page that provided an overview of what was in the file. This increased the SEO of those pages.

r/g

G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development

(desk) 202-712-0301

On Thu, Jun 18, 2020 at 9:16 AM Keay, Jeanine C. (CMS/WETG) <000002e976a18bf2-dmarc-request@listserv.gsa.gov> wrote:

> Also interested in this!
>
> ---
>
> **From:** Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Thursday, June 18, 2020 8:52 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** [CONTENT-MANAGERS-L] PDF Guidance
>
> Good morning web folks,
>
> Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

---

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:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Urban, Mark (CDC/OCOO/OCIO)" <fka2@CDC.GOV>
Reply To:	Urban, Mark (CDC/OCOO/OCIO)
Date:	Thu, 18 Jun 2020 17:46:16 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (167 lines)

I'll drag this one out of the Wayvac Machine: https://digital.gov/2015/07/23/pdfs-a-digital-content-detour/

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

-----Original Message-----
From: Murphey, Michelle L - Washington, DC <00000948e599eb3d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:39 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Would also like to piggy-back of this comment as well as a previous regarding SEO and performance of your web-pages:
There are ways to optimize a PDF for SEO and web use. I think digital.gov has that information available more specifically.

Michelle Murphey
Web Communications Specialist | United States Postal Inspection Service, NHQ | Washington, DC | www.uspis.gov

-----Original Message-----
From: Morgan, Steven [mailto:000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 9:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

CAUTION: This email originated from outside USPS. STOP and CONSIDER before responding, clicking on links, or opening attachments.

I don't have anything written down, but my general rule is HTML is always the preference. However, here are things I consider when deciding if it should be a PDF:

1. if it is a document that never needs to be changed, or rarely changed then PDF is an option.
2. If it is a bunch of legal mumbo jumbo, or other type of jargon I'd rather keep that off my pages, then PDF.
3. If it is considered more of an archived document, then PDF is an option.

4. if it is content that my visitors might find useful to take with them and maybe share, then PDF is a good option.

Sometimes I have both HTML pages and PDFs of the same content, especially if I think people might want to print it. Printing HTML isn't always the easiest thing to do sometimes.

Steve

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C)   S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C)   mail.mil> wrote:

    I'm curious as well. Please copy me on any feedback. Thanks!

    (b) (6), (b) (7)(C)
    IT Specialist
    Center for Development of Security Excellence
    Defense Counterintelligence and Security Agency
    938 Elkridge Landing Road
    Linthicum, MD 21090
    (b) (6), (b) (7)(C)   mail.mil

    -----Original Message-----
    From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
    Sent: Thursday, June 18, 2020 8:52 AM
    To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
    Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

    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.

    _____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"Aspiazu, Coqui (SAMHSA/OC)" <Maria.Aspiazu@SAMHSA.HHS.GOV>
Reply To:	Aspiazu, Coqui (SAMHSA/OC)
Date:	Thu, 18 Jun 2020 18:26:45 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (193 lines)

Thank you. This is all great information.

I have a follow up question.

If you do have a PDF. Which is the best way to show it's a PDF? Is there a UX best practice? I see federal websites use a combination of (PDF) icon, size of documents, Adobe link.

Thanks. Coqui

-----Original Message-----
From: Urban, Mark (CDC/OCOO/OCIO) <000001ca0d4a70cf-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 1:46 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

I'll drag this one out of the Wayvac Machine: https://protect2.fireeye.com/url?k=27d2817b-7b8788ab-27d2b044-0cc47a6a52de-dd0f8c4d35443220&u=https://digital.gov/2015/07/23/pdfs-a-digital-content-detour/

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

-----Original Message-----
From: Murphey, Michelle L - Washington, DC <00000948e599eb3d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:39 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Would also like to piggy-back of this comment as well as a previous regarding SEO and performance of your web-pages:
There are ways to optimize a PDF for SEO and web use. I think digital.gov has that information available more specifically.

Michelle Murphey
Web Communications Specialist | United States Postal Inspection Service, NHQ | Washington, DC | https://protect2.fireeye.com/url?k=16849b3c-4ad192ec-1684aa03-0cc47a6a52de-a49e60229a3ab440&u=http://www.uspis.gov/

-----Original Message-----
From: Morgan, Steven [mailto:000005472e0d99ee-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 9:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

CAUTION: This email originated from outside USPS. STOP and CONSIDER before responding, clicking on links, or opening attachments.

I don't have anything written down, but my general rule is HTML is always the preference. However, here are things I consider when deciding if it should be a PDF:

1. if it is a document that never needs to be changed, or rarely changed then PDF is an option.
2. If it is a bunch of legal mumbo jumbo, or other type of jargon I'd rather keep that off my pages, then PDF.
3. If it is considered more of an archived document, then PDF is an option.
4. if it is content that my visitors might find useful to take with them and maybe share, then PDF is a good option.

Sometimes I have both HTML pages and PDFs of the same content, especially if I think people might want to print it. Printing HTML isn't always the easiest thing to do sometimes.

Steve

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 9:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C) S CIV DCSA CDSE (USA)"
<(b) (6), (b) (7)(C) mail.mil> wrote:

    I'm curious as well. Please copy me on any feedback. Thanks!

    (b) (6), (b) (7)(C)
    IT Specialist
    Center for Development of Security Excellence
    Defense Counterintelligence and Security Agency
    938 Elkridge Landing Road
    Linthicum, MD 21090
    (b) (6), (b) (7)(C) mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-https://protect2.fireeye.com/url?k=8b78d92b-d72dd0fb-8b78e814-0cc47a6a52de-bc8f6eccc4b7c559&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

This list is intended as an internal discussion forum for U.S. government employees, so please consider that before sharing outside our community.
****

****

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:
https://protect2.fireeye.com/url?k=7e9bc45e-22cecd8e-7e9bf561-0cc47a6a52de-364154a4897d5146&u=http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Thu, 18 Jun 2020 18:42:18 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (124 lines)

The following is my opinion and not a policy.

I believe the content creator should consider, PDF or HTML, during the design - the intended use of the content, any context applicable to said content, and voice.

Then, assuming the web site segmentation is conducive, select PDF or HTML.

At our web site, long before I arrived, these practices evolved.

Example 1 - https://tax.hawaii.gov/legal/tir Tax Information Releases
    These PDFs are static and meaningful in a particular time frame.

Example 2 - https://tax.hawaii.gov/legal/a4_1brochures/ Tax Brochures
    These PDFs are designed to be printed.

Example 3 - https://tax.hawaii.gov/geninfo/a2_b2_4empl_whhold/ Withholding Tax - For Employers
    The information here is somewhat dynamic.
    The page includes links to two PDFs - a Tax Announcement and a Booklet A.

To me, PDF and HTML have different uses. It's not a matter of one or the other.

Stay healthy.
(b) (6)
ITS III, Dept. of Taxation, State of Hawaii

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 3:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

On 6/18/20, 9:08 AM, "(b) (6), (b) (7)(C) S CIV DCSA CDSE (USA)" <(b) (6), (b) (7)(C) mail.mil> wrote:

    I'm curious as well. Please copy me on any feedback. Thanks!

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

IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090

(b) (6), (b) (7)(C)   mail.mil

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

This message was sent to the Web Content Managers Forum, a community ofgovernment employees who manage the content of government websites.
For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above

for the digest, butchange the message text to read: signoff content-managers-l

     This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****
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:
https://urldefense.com/v3/__http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/__;!!LIYSdFfckKA!hstuHbUB0ysg7zFxVz5wVpRJDDeaw9I-sONouMhYAeSBm5PwEQwM0wqQq22O_qYWGO-m$

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Fri, 19 Jun 2020 08:39:10 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (13 kB) , text/html (17 kB)

I'm posting this message on behalf of Cheryl Thompson, who was unable to post it directly.
-Ammie

On 6/18/20, 2:07 PM, "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@niehs.nih.gov> wrote:

   We DO have this guidance, specifically. When developing these a couple of things were on my mind:
   1. PDF is not great on the phone. Pinch and zoom all you want, you still have to pinch and zoom, instead of scrolling.
   2. PDF drops your site navigation --- so you drop the context of the item AND the ability to go to similar pages
   3. You can and should make PDFs searchable --- many of the same techniques in structuring a document, in making sure there is text, are also accessibility requirements. This doesn't fix 1 and 2.
   4. PDFs can be saved on someone's computer forever and ever. Sometimes that is good, but sometimes the information changes, and with PDFs floating in the world, you can't fix them. PDF of a scientific journal article, PDF of a fiction book -- excellent. I will read them in Kindle. PDF of scientific conclusions based on recent research due to change --- maybe a webpage is a better fit.
   5. PDFs take more time to edit, make 508 compliant (for us) than webpages. Is there an ROI on that time?

   $.02
   -Cheryl Thompson
   Web Manager
   HHS/NIH/NIEHS/OD/OCPL

   There's a couple of bits, here they are: (Note: this list is plain text, so all my links dropped)

   *****File Type Guidelines
   Use the HTML format whenever possible. Use the following guide to assist you in determining whether your information should be a web page (HTML) or a PDF file (or even a Word or Excel file).

   Your default should be to create all content as web pages. However, there will be times that is not possible.

   For web forms that can be accepted as an email, a web form should be used. (example web form)

   Use a PDF only if the following are true:

   Content contains a form
   Where form needs an e-signature (example e-signature PDF form) OR
   Where one form needs to look exactly like the next form (will be printed, filed, etc.) (example identical forms)
   If the file is likely to be printed (i.e. brochure, marketing materials, map, organizational charts) (example brochure)
   Curriculum Vitae (example CV)
   Content already exist as a multi-page (more than 10 pages) document (example long document)
   Document is formatted by NIH, HHS, etc. and contains logos (example with logos)
   Document is a presentation or paper from non-NIEHS source (example non-NIEHS source document)
   Congressional testimony and statements (example congressional testimony and statement)

Memoranda of Understanding or Agreement (example memoranda of agreement)
See the PDF Use for making 508-compliant PDF files.

Use Word if any of the following are true:

Form requires fields which can be made longer, which can be difficult for a PDF. (example Word form with expanding fields)
HHS recommends only using a Word format when the task required is only available within Word. For example, if a document needs to be edited with "Track Changes", it may be posted as a Word file.

Use Excel when:

Functions that can only exist in are needed. (example Excel file)

*****PDF Use
A PDF may be used when the particular formatting, information quantity, or file source prevents conversion to an HTML page.

HHS has stated that the use of PDF should be reserved for occasions when an HTML page cannot be used. Small and medium sized reports should be created as HTML pages.

PDF files are often large, are more difficult to make 508 compliant, cannot be translated by automatic tools, and present challenges for downloading for a global audience. Providing HTML formatted content avoids this complexity. See the File Type Guidelines for occasions PDF formatted content should be used instead of an HTML page.

Please see HHS Section 508 Compliance for extensive information on creating Section 508 compliant PDF files. You can also see How to Make PDF Files Section 508 Compliant and Accessible Using Adobe Acrobat Pro DC (4MB) for specific instructions on clearing accessibility errors.

A PDF must pass the Adobe Acrobat Professional DC "Accessibility Check" with no errors to be considered 508-compatible for online posting. Table summaries are optional.

When adding a 508-compliant PDF file to the site, append _508 to the system title or file name to mark the file as compliant.

You may post a non-508 compliant PDF as a "print version" of a document only if that document is posted online in 508-compliant HTML or as plain text.

Alternate versions should have .alt appended to the system title and file name to mark the file as an alternate.

Example: niehs.nih.gov/assets/files/file.alt.pdf

PDFs which have been given an Accommodation from 508 accessibility rules should have .acco appended to the system title and file name.

Example: niehs.nih.gov/assets/pdf/file.acco.pdf

PDFs that pre-date the December 21, 2000 issuance of the Section 508 standards are exempt from being 508 compliant, however, every attempt should be made to convert these documents to be accessible for those with disabilities. PDFs which pre-date the 508 standards should have predates_508 appended to the system title and file name.

Example: niehs.nih.gov/assets/files/file.predates_508.pdf

Example: mens.hhs.gov/assets/files/file.predates_508.pdf

PDF files over 9 pages must have bookmarks.

Microsoft Office products have a File > Print > Adobe PDF function. This function does not create 508-compliant PDF files. Using the Adobe Accessibility tools in the application will create a more compliant file. CutePDF or other PDF printers do not create 508-compliant PDF files.

*****PDF Submittals
All PDFs submitted for online use should include the original source file or non-PDF document used to create the PDF (Word, Powerpoint etc.). PDFs must be 508 compliant and some PDFs with numerous errors can be created again using the original source file to fix 508 issues.

PDFs created in LiveCycle cause other 508 concerns and cannot be published to the internal or public website without approval from the Web Manager. If you have further questions, please contact the Web Manager.

_____
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

On Thu, Jun 18, 2020 at 2:55 PM (b) (6) <00000686e5dd9170-dmarc-request@listserv.gsa.gov> wrote:
The following is my opinion and not a policy.

I believe the content creator should consider, PDF or HTML, during the design - the intended use of the content, any context applicable to said content, and voice.

Then, assuming the web site segmentation is conducive, select PDF or HTML.

At our web site, long before I arrived, these practices evolved.

Example 1 - https://tax.hawaii.gov/legal/tir Tax Information Releases
    These PDFs are static and meaningful in a particular time frame.

Example 2 - https://tax.hawaii.gov/legal/a4_1brochures/ Tax Brochures
    These PDFs are designed to be printed.

Example 3 - https://tax.hawaii.gov/geninfo/a2_b2_4empl_whhold/ Withholding Tax - For Employers
    The information here is somewhat dynamic.
    The page includes links to two PDFs - a Tax Announcement and a Booklet A.

To me, PDF and HTML have different uses. It's not a matter of one or the other.

        healthy.
(b) (6)

ITS III, Dept. of Taxation, State of Hawaii

-----Original Message-----
From: Harris, Sally <000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, June 18, 2020 3:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

Also to clarify - trying to prevent our site from becoming a PDF dumping ground and looking to leverage guidance that others have created to help make the case!

Sally Harris
Director, Digital Media & Creative Services Office of Communications and Outreach U.S. Department of Education

O **(b) (6), (b) (7)(C)** S CIV DCSA CDSE (USA)"
<**(b) (6), (b) (7)(C)**mail.mil> wrote:

I'm curious as well. Please copy me on any feedback. Thanks!

(b) (6), (b) (7)(C)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road

(b) (6), (b) (7)(C)[mail.mil](mail.mil)

-----Original Message-----
From: Harris, Sally [mailto:000002dc3ef268d1-dmarc-request@LISTSERV.GSA.GOV]
Sent: Thursday, June 18, 2020 8:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] PDF Guidance

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.

_____

Good morning web folks,

Curious if anyone has developed guidance as to when your agency should consider posting in HTML vs PDF? If you have any insights to share – will you connect with me? Appreciate it!

Sally Harris

Director, Digital Media & Creative Services

Office of Communications and Outreach

U.S. Department of Education

_____

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

For help with this listserv, to manage your settings, or to view list archives, visit:Caution-http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/

Getting too many messages? Don't unsubscribe--try the daily digest!Create a new message and address it to listserv@listserv.gsa.gov The message should have NO SUBJECT, and the only text in themessage should read: set content-managers-l digest *To unsubscribe, follow the directions above for the digest, butchange the message text to read: signoff content-managers-l

This list is intended as an internal discussion forum for government employeesonly, so please consider that before sharing outside our community.

****

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: https://urldefense.com/v3/__http://www.digitalgov.gov/communities/web-managers-forum/web-content-managers-listserv/__;!!LIYSdFfckKA!hstuHbUB0ysg7zFxVz5wVpRJDDeaw9I-sONouMhYAeSBm5PwEQwM0wqQq22O_qYWGO-m$

Getting too many messages? Don't unsubscribe--try the daily digest!

Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	PDF Guidance
From:	"Brantley, William" <William.Brantley@USPTO.GOV>
Reply To:	Brantley, William
Date:	Fri, 19 Jun 2020 12:51:39 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (17 kB) , text/html (5 kB) , image001.png (17 kB)

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Re: PDF Guidance
From:	"Harms, Linda - FS" <linda.harms@USDA.GOV>
Reply To:	Harms, Linda - FS
Date:	Fri, 19 Jun 2020 15:13:11 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (17 kB) , text/html (14 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

THIS!!!

Dr. Brantley… we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

THE TRANSFORMATIONAL
LEADER
USPTO Leadership Forum, August 3-6, 2020

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

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:

Subject:	Request to Share Federal Web Governance and Management Policies
From:	"Darlington, Lin" <Darlington.Lin@EPA.GOV>
Reply To:	Darlington, Lin
Date:	Fri, 19 Jun 2020 17:15:55 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1791 bytes) , text/html (5 kB)

Greetings Federal Web Content Managers,

The Environmental Protection Agency's Web Council is in the process of updated EPA's Web Governance and Management Policy (pdf) and we would like to understand how other agencies have implemented web governance. Please let me know if you are willing to share your Web Governance and Management policies with us for reference.

Thanks,

Lin

Lin Darlington, Director
Web Content Services Division,
Office of Information Management,
Office of Mission Support,
U.S. Environmental Protection Agency
Desk: 202-566-0696 ǁ Cell: (b) (6)
Office: 6143A ǁ Mailcode: 2824T
www.epa.gov

"Never underestimate the power of a small group of committed people to change the world. In fact, it is the only thing that ever has." ~ Margaret Mead

---

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	Re: PDF Guidance
From:	"Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
Reply To:	Lapcewich, Dennis -FS
Date:	Fri, 19 Jun 2020 17:28:12 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (6 kB) , text/html (20 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley…   we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: PDF Guidance
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Fri, 19 Jun 2020 17:50:52 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (8 kB) , text/html (23 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley…   we've got six cents weighed in now!

Linda Harms

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: PDF Guidance
From:	"Hazen, Allison" <Allison.Hazen@USITC.GOV>
Reply To:	Hazen, Allison
Date:	Fri, 19 Jun 2020 17:57:25 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (9 kB) , text/html (26 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

Absolutely.   Enforcing document properties and searchable text, at a minimum, has saved us a ton of man hours and back-and-forth with the content creators.

From: (b) (6) <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 1:51 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley… we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

THE TRANSFORMATIONAL
LEADER
USPTO Leadership Forum, August 3-6, 2020

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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 before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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:

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	"(b) (6) <(b) (6) HAWAII.GOV>
Reply To:	(b) (6)
Date:	Fri, 19 Jun 2020 18:27:34 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (11 kB) , text/html (31 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

First, the authors need to be willing to accept that accessibility is worth it.

Second, the authors and managers need to accept that a PDF that is not accessible is because what was made into a PDF was not accessible.

Last but not least, we need to remember that a PDF's forte is print integrity, so it's like WYSIWYG. WYSIWY is about printing to paper, and not like a responsive display on an unpredictable device. PDF makes some things usefully predictable. With HTML – the end user can change a lot once it's on their computer.

In most cases, whether PDF or HTML, it's not the file format that makes something not accessible.

(b) (6)

From: (b) (6)   (b) (6) wsdot.wa.gov>
Sen   ne   0 AM
To: (b) (6)   <(b) (6)   hawaii.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Would anyone be willing to share the guidance you to point your authors to or use yourself to do this work?

Thank you!
(b) (6)   (she/her)
Environmental Procedures Coordinator & NEPA Specialist I C: (b) (6)

Give feedback to help stabilize the system.

From: (b) (6)   <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 10:51 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

 WARNING: This email originated from outside of WSDOT. Please use caution with links and attachments.

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley… we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(Certified Professional in Learning and Performance, Training Management, Project Management, Human Resources, and Data Science)

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

THE TRANSFORMATIONAL
LEADER
USPTO Leadership Forum, August 3-6, 2020

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	Gregory Your <gyour@USAID.GOV>
Reply To:	Gregory Your <gyour@USAID.GOV>
Date:	Fri, 19 Jun 2020 14:35:20 -0400
Content-Type:	multipart/related
Parts/Attachments:	text/plain (12 kB) , text/html (31 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

Isn't the answer to that first statement "We follow the law"?

G. P. Your
Director of Web Management
Bureau of Legislative and Public Affairs (LPA)
U. S. Agency for International Development
(desk) 202-712-0301

On Fri, Jun 19, 2020 at 2:33 PM **(b) (6)** <00000686e5dd9170-dmarc-request@listserv.gsa.gov> wrote:

> First, the authors need to be willing to accept that accessibility is worth it.
>
> Second, the authors and managers need to accept that a PDF that is not accessible is because what was made into a PDF was not accessible.
>
> Last but not least, we need to remember that a PDF's forte is print integrity, so it's like WYSIWYG. WYSIWY is about printing to paper, and not like a responsive display on an unpredictable device. PDF makes some things usefully predictable. With HTML – the end user can change a lot once it's on their computer.
>
> In most cases, whether PDF or HTML, it's not the file format that makes something not accessible.
>
> (b) (6)
>
> ---
>
> **From:** (b) (6) <(b) (6) wsdot.wa.gov>
> **Sent:** Friday, June 19, 2020 8:00 AM
> **To:** (b) (6) <(b) (6) hawaii.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
> **Subject:** RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
>
> Would anyone be willing to share the guidance you to point your authors to or use yourself to do this work?
>
> Thank you!
>
> (b) (6)   (she/her)

[Environmental Procedures](#) Coordinator & NEPA Specialist l C: (b) (6)

Give feedback to help stabilize the system.

From: (b) (6) <[00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV](#)>
Sent: Friday, June 19, 2020 10:51 AM
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

WARNING: This email originated from outside of WSDOT. Please use caution with links and attachments.

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <[00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV](#)>
Sent: Friday, June 19, 2020 7:28 AM
To: [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV](#)
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce
Forest Service

Data Resources Management - Pacific Northwest Region

Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley… we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager
USDA Forest Service

Southwestern Region

Regional Office

Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE

Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)

(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

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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

content managers 1

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	"Walker, Stephen" <Stephen.Walker4@VA.GOV>
Reply To:	Walker, Stephen
Date:	Fri, 19 Jun 2020 18:40:27 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (13 kB) , text/html (36 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

Authors and content producers need to be aware that accessibility is the law. Accessibility means technical compliance (Section 508), understandability (Plain Writing Act), access to the information (21st Century Integrated Digital Experience Act).

Stephen M. Walker
Web Communication Lead

IT Strategic Communication (ITSC)
Office of Information and Technology (OIT)
Department of Veterans Affairs
https://www.oit.va.gov
Phone: 681.242.4152

From: (b) (6)   <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 2:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

First, the authors need to be willing to accept that accessibility is worth it.
Second, the authors and managers need to accept that a PDF that is not accessible is because what was made into a PDF was not accessible.
Last but not least, we need to remember that a PDF's forte is print integrity, so it's like WYSIWYG. WYSIWY is about printing to paper, and not like a responsive display on an unpredictable device. PDF makes some things usefully predictable. With HTML – the end user can change a lot once it's on their computer.

In most cases, whether PDF or HTML, it's not the file format that makes something not accessible.

(b) (6)

From: (b) (6)   < (b) (6) wsdot.wa.gov>
Sent: Friday, June 19, 2020 8:00 AM
To: (b) (6)   < (b) (6) hawaii.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Would anyone be willing to share the guidance you to point your authors to or use yourself to do this work?

Thank you!
(b) (6)   (she/her)
Environmental Procedures Coordinator & NEPA Specialist I C: (b) (6)

Give feedback to help stabilize the system.

From: (b) (6)   <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 10:51 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

 WARNING: This email originated from outside of WSDOT. Please use caution with links and attachments.

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley…   we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

THE TRANSFORMATIONAL **LEADER**
USPTO Leadership Forum, August 3-6, 2020

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in

error, please notify the sender and delete the email immediately.

Subject:	💡 This Week's IDEA: Practical Tips on 21st Century IDEA
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Mon, 22 Jun 2020 08:15:43 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (5 kB)

Hi Web Managers,

Have you heard of This Week's IDEA? It is a new series of articles on Digital.gov that covers topics related to 21st Century IDEA.

Every few weeks, we break down a topic and provide practical tips and resources that teams can use to make incremental improvements to their websites and digital services. Check out the 10 articles in the series so far.

#10 Build Sites to Address the Entire User Journey
Make remote work work for journey mapping

#9 Who's on Your Digital Dream Team?
Get the right skills in place to build winning digital tools and services

#8 Promote Continuity to Better Support Customer Journeys
Use service design to focus on "how it works"

#7 Listen to Customers by Asking the Right Questions
Four questions to help discover what customers want and need

#6 Spring Cleaning Tips for Web Content
Three tips to tidy up the content on federal websites

#5 Adopting the USWDS, One Step at a Time
How to use the U.S. Web Design System, and adapt it as you adopt it

#4 An Introduction to Accessibility
Reframe the approach to accessibility, and why it matters

#3 Building the Elements That Earn Trust
Build trust with the people who use our services

#2 Meet Your Federal Web Council
Our partners in delivering a great digital experience

#1 Let's Talk 21st Century IDEA
Kicks off the series on 21st Century IDEA

Subscribe to the Digital.gov newsletter to hear about future articles. Also, if you have an idea for a topic, send it to me. Digital.gov welcomes contributions from the community!

Ammie

───────────
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	FW: For Review: Accessibility Conformance Challenges and Approaches for Mitigating - Working Draft
From:	Bruce Bailey <Bailey@ACCESS-BOARD.GOV>
Reply To:	Bruce Bailey <Bailey@ACCESS-BOARD.GOV>
Date:	Mon, 22 Jun 2020 14:24:07 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (52 lines)

I am taking the liberty to share this work-in-progress because (1) we have the same challenges in the Federal space, and (2) the document could very much benefit from our contributes.

If you have feedback you would like to for me to pass-along (as opposed to the for a listed below) please ping me off list.

-----Original Message-----
From: Shawn Henry <shawn@w3.org>
Sent: Friday, June 19, 2020 6:32 PM
To: public-wai-announce@w3.org
Subject: For Review: Accessibility Conformance Challenges and Approaches for Mitigating - Working Draft

Dear WAI Interest Group,

The Accessibility Guidelines Working Group (AG WG) has published an updated Working Draft of:
    Challenges with Accessibility Guidelines Conformance and Testing, and Approaches for Mitigating Them
    https://www.w3.org/TR/accessibility-conformance-challenges/

Overview: This document is part of work on future accessibility guidelines, including WCAG 3.0 (formerly known as "Silver"). It explores the challenges of evaluating a broad range of websites and applications for conformance to Web Content Accessibility Guidelines (WCAG), and explores approaches for mitigating these challenges.

Please *see the blog post* for information on this work and specific questions for review:
    https://www.w3.org/blog/2020/06/accessibility-conformance-challenges-draft/

Comments: Please put each comment in a separate issue in GitHub, with "Challenges:" as the first word in the issue title:
    https://github.com/w3c/wcag/issues/new?title=Challenges:%20

If this is not feasible, send email to: public-agwg-comments@w3.org?subject=Challenges:%20

In-progress updates to the document are available in the Editors' Draft at:
    https://w3c.github.io/wcag/conformance-challenges/

Regards,
Chuck Adams, Accessibility Guidelines WG Co-Chair Alastair Campbell, Accessibility Guidelines WG Co-Chair Rachael Montgomery, Accessibility Guidelines WG Co-Chair Michael Cooper, Accessibility Guidelines WG W3C Staff Contact Judy Brewer, W3C WAI Director Shawn Lawton Henry, W3C WAI Outreach

```
**********************************************************
```

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
```
**********************************************************
```

Subject:	Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance
From:	"Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
Reply To:	Lapcewich, Dennis -FS
Date:	Mon, 22 Jun 2020 14:50:52 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (18 kB) , text/html (44 kB) , image001.png (7 kB) , image002.png (6 kB) , image003.jpg (6 kB) , image004.jpg (6 kB) , image005.png (17 kB)

I am stealing this sentence.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Walker, Stephen <0000017ab44132c6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 11:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Authors and content producers need to be aware that accessibility is the law. Accessibility means technical compliance (Section 508), understandability (Plain Writing Act), access to the information (21st Century Integrated Digital Experience Act).

Stephen M. Walker
Web Communication Lead

IT Strategic Communication (ITSC)
Office of Information and Technology (OIT)
Department of Veterans Affairs
https://www.oit.va.gov
Phone: 681.242.4152

From: (b) (6) <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 2:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

First, the authors need to be willing to accept that accessibility is worth it.
Second, the authors and managers need to accept that a PDF that is not accessible is because what was

Second, the authors and managers need to accept that a PDF that is not accessible is because what was made into a PDF was not accessible.

Last but not least, we need to remember that a PDF's forte is print integrity, so it's like WYSIWYG. WYSIWY is about printing to paper, and not like a responsive display on an unpredictable device. PDF makes some things usefully predictable. With HTML – the end user can change a lot once it's on their computer.

In most cases, whether PDF or HTML, it's not the file format that makes something not accessible.

(b) (6)

From: (b) (6) <(b) (6) wsdot.wa.gov>
Sent: Friday, June 19, 2020 8:00 AM
To: (b) (6) <(b) (6) hawaii.gov>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Would anyone be willing to share the guidance you to point your authors to or use yourself to do this work?

Thank you!
(b) (6)   (she/her)
Environmental Procedures Coordinator & NEPA Specialist I C: (b) (6)

Give feedback to help stabilize the system.

From: (b) (6) <00000686e5dd9170-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 10:51 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

 WARNING: This email originated from outside of WSDOT. Please use caution with links and attachments.

It's my experience that the least expensive and largely applicable strategy for an accessible PDF is to rely on the content creator in their authoring environment to author to test and adjust their layout to be accessible when they PDF it.

Works for me. Same for HTML.

Sometimes. Less nice is more accessible.

Happy Friday.

From: Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 7:28 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] PDF Guidance

Ok, upping this to a penny short of a dime.

Dennis Lapcewich (he/him)
Management Program Analyst | USFS 508 Taskforce

Forest Service
Data Resources Management - Pacific Northwest Region

p: 360-891-5024
f: 360-891-5045
dennis.lapcewich@usda.gov

Gifford Pinchot NF
Vancouver, WA 98661
www.fs.fed.us

Caring for the land and serving people

Caring for the land and serving people.

Nature matters. Nature provides. Be in the community. For the Greatest Good.

From: Harms, Linda - FS <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, June 19, 2020 8:13 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] PDF Guidance

THIS!!!

Dr. Brantley…   we've got six cents weighed in now!

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Brantley, William [mailto:William.Brantley@USPTO.GOV]
Sent: Friday, June 19, 2020 6:52 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] PDF Guidance

As someone who has spent many hours trying to make a mountain of PDF documents 508-compliant, let's use the PDF format only when absolutely necessary.

My $0.03 (my two cents plus interest).

Dr. Bill Brantley (he/him)
(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

THE TRANSFORMATIONAL
LEADER

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

This electronic message contains information generated by the USDA solely for the intended recipients. Any unauthorized interception of this message or the use or disclosure of the information it contains may violate the law and subject the violator to civil or criminal penalties. If you believe you have received this message in error, please notify the sender and delete the email immediately.

Subject:	New GitHub resource!
From:	Sara Cope - QQE <sara.cope@GSA.GOV>
Reply To:	Sara Cope - QQE <sara.cope@GSA.GOV>
Date:	Tue, 23 Jun 2020 12:51:54 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1214 bytes) , text/html (2254 bytes)

🎉

Check out this new digital.gov training resource on how to use GitHub to create, manage, and publish website content:
http://go.usa.gov/xwfDN

Best,

Sara

--
Sara D. Cope (she/her)
Digital.gov
GSA/TTS/Solutions/Open Source + Innovation
sara.cope@gsa.gov

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	Community huddle follow-up
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Tue, 23 Jun 2020 16:36:21 -0400
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (2697 bytes) , text/html (4025 bytes) , Web Manager Feedback on 21st Century IDEA.docx (30 kB)

Hello web managers,

Thanks to those of you who attended the community huddle last Friday. I enjoyed meeting you all virtually! A quick recap follows.

Community Trivia - HUD hosted the first community meeting on October 31, 2000.

No More Redesigns - In 2019, the web managers community provided feedback on 21st Century IDEA. Your feedback influenced the attached report. At the huddle, we discussed "no more redesigns," one of the website modernization recommendations. Specifically, the report recommends moving away from a redesign model to adopt a continuous innovation model.

Let's continue the conversation. Reply and share your thoughts.

- How do we move away from a redesign model?
- How do we adopt a continuous innovation model?
- What practical things have you done to make incremental improvements?
- What are the challenges?

We Want You - Do you enjoy organizing communities and working with colleagues to solve digital problems? I'm looking for one or more federal volunteers to co-lead this community. If you're interested, please email me at ammie.farrajfeijoo@gsa.gov.

Also, do you have a case study to share? Did your team recently launch something new? Share your story and contribute to Digital.gov.

Ammie

—————————
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to

Web Manager Feedback on 21st Century IDEA

Findings and Recommendations, August 2019

To better understand how to help federal agencies comply with the [21st Century Integrated Digital Experience Act (21st Century IDEA)](#), the Federal Web Council gathered questions and crowdsourced feedback from the government web manager community. The goal was to identify areas where agencies require clarification on their responsibilities under the Act. This document outlines our findings, and offers recommendations on how to address the top issues.

Definitions

Clearly define key terms to create a shared understanding. Following are recommendations on proposed definitions for key terms in the law.

- **Digital format** (Sec. 4(b))
  - A form or service in digital format enables the customer to complete the entire process of filling out and submitting the form or request for service through an internet-enabled device. Nothing is required to be printed, physically signed, mailed, or delivered in person.
- **Digital services**
  - Currently defined in [M-17-06](#) as including the delivery of digital information (e.g., data or content) and transactional services (e.g., online forms, benefits applications) across a variety of platforms, devices, and delivery mechanisms.
  - Recommend updating the M-17-06 definition to exclude third party web applications of any type because the government is not the platform owner.
- **Federal government customer experience**
  - Customer experience (CX) refers to a combination of factors that result from touchpoints between an individual, business, or organization and the Federal Government over the duration of an interaction and relationship. These

factors include ease/simplicity, efficiency/speed, and equity/transparency of the process, effectiveness/quality of the service itself, and the helpfulness of service delivery employees. Similar to their application in the private sector, these factors can drive the overall satisfaction and confidence/trust with the program, agency, and the government at large. (Source: OMB Circular A-11 Section 280)

- **Form**
  - For the purposes of this Act, a form is a standard information collection document approved by OMB with a control number and expiration date.
  - The Act does not refer to any other forms that might be used by an agency, like customer feedback or event registration forms.
- **Intranet**
  - Internal digital services designed to inform government employees and government contractors.
- **Non-digital format** (Sec. 4(a))
  - A form or service in non-digital format requires the customer to either 1) come to a location in-person, 2) fill out and sign paper forms, and/or 3) mail in forms, documents or checks. This includes online PDF versions of forms, if the customer is required to print out the form, sign it, and mail it in.

The following terms **need further discussion** to determine a recommended definition.

- **Commonality**
  - Clarify exactly what "commonality with other agencies" means, particularly around design and implementation.
- **Compliance**
  - Clarify what compliance means (see, for example, the US Access Board's Q&A on Section 508)
  - Recommend further discussion with the Federal Web Council on what to measure and how to measure it
    - Do not provide individual "grade" assignments
    - Some things shouldn't be required, but should be measured to inform where/how we should shift the direction of federal implementation
  - See flag below in Section 3 under scope
- **Customized digital experience**
  - Proposed definition:
    - The interaction a customer has on the internet with an organization.
    - This would benefit from a review by a Privacy Officer.
- **Digital conversion rates**
  - Clarify whether this mean the rate of customers moving from in-person/paper-based to digital services, or something else.
- **Most viewed**
  - Clarify what this means for the Congressional report required by 3(b)(2)(A).
- **Service**
  - This is so broad, how should it apply to 21st Century IDEA? How can we define what kinds of government services are covered, or not?
- **Shared service**

- ○ Potential definitions include:
  - ■ Promote standardization, reduce duplication, reduce operating costs, and increase customer satisfaction in the long-term.
  - ■ Leverage common technology or services offered by other agencies to improve service quality and performance, standardize processes, reduce the technology footprint, and reduce governmentwide operating costs.
- **Standardization**
  - ○ Clarify whether the intent of the Act is to:
    - ■ Standardize the look and feel of all federal government websites.
    - ■ Incorporate similar elements (such as footer links) in a similar fashion.
    - ■ Ensure consistency in look and feel amongst websites of a single agency (or some other interpretation).
  - ○ Recommend the Federal Web Council hold further discussions to determine a clear definition.
- **Website**
  - ○ Currently defined in [M-17-06](#) as "online information resources or services maintained in whole or in part by the departments and agencies in the Executive Branch of the U.S. Federal Government that are operated by an agency, contractor, or other organization on behalf of the agency."
  - ○ Recommend updating M-17-06 definition to:
    - ■ Clarify whether the law applies to sites with credentialed/login access
    - ■ Clarify that the law only applies to government-managed websites (for all hosting environments, including on-premise, remote, and cloud), and does *not* apply to websites managed by recipients of grants or cooperative agreements
    - ■ Exclude:
      - ● Third-party web applications maintained by departments and agencies
      - ● Collaboration sites
      - ● Data-sharing (e.g., peer-to-peer community sites) and data-extraction sites
      - ● Training sites
    - ■ Recommend the Federal Web Council crowdsource the sites that should be excluded.

Section 3 - Website Modernization

Top Crowdsourced Ideas

1. Define what it means to be "in compliance with the website standards of the Technology Transformation Services of the General Services Administration"
2. Clarify the definition of a "digital service"
3. Clarify the scope of sites covered under the Act
4. Define the threshold for a "redesign"
5. Develop an inventory of all web properties at each agency that are covered under the Act

Recommendations

- **Explicitly include requirements**: For Sec. 3(e) of this Act (compliance with website standards), we recommend that it include requirements in OMB memo M-17-06 and other federal laws and policies.
  - The U.S. Web Design System (USWDS) may serve as a tool for conformance with Sec. 7 of this Act (standardization), but should not be mandated, nor should it require uniformity amongst federal websites.
  - Recommend that GSA improve and update https://digital.gov/resources/checklist-of-requirements-for-federal-digital-services, and then establish that this page represents the "standards" described in 21st Century IDEA.
  - Recommend that the "standards" distinguish between requirements and recommendations, and that they include the USWDS as a possible solution after an examination of audience, purpose, etc.
- **Specify scope**: Identify exactly what's covered (and not covered).
  - Consider shifting to the approach that agencies are covered by the Act regardless of the domain on which they're hosted.
  - For .mil sites, we recommend checking with Council representatives from DOD ((b) (6), (b) (7)(C)   ), DHS ((b) (6), (b) (7)(C) and other experts.
  - Is compliance required only for sites identified in the domain registry, or ALL sites? For example, does this guidance apply to hhs.gov only, or the additional 1,300 smaller sites managed by HHS?
- **Develop common reports and inventories:** We recommend further discussion with Federal Web and CIO Councils on how best to standardize reporting to Congress, as well as inventory report-outs to the public and to OMB. (Normative/non-normative approach)
- **No more redesigns**: Move away from a "redesign" model, to adopt a continuous innovation model.
  - Continuous innovation is defined as regular improvement and modernization of website features and functionality within an existing infrastructure and information architecture.

Section 4 - Digitization of Government Services and Forms

Top Crowdsourced Ideas

1. Stand up a forms best practices working group
2. Determine how to address workload considerations for both agencies, and OIRA, related to form redesigns and Paperwork Reduction Act reviews
3. Develop guidance on how to use journey maps and service maps, and develop SOPs to refine services

Recommendations

- **Best practices working group for government forms**: Stand up an interagency working group to develop and document best practices for digitizing paper forms, addressing such things as accessibility, design, user experience, and Paperwork

Reduction Act clearance.
- Broaden the idea from 'forms' to providing **digital access to services**. Provide a service to the user with a digital 'form' or process on the front end that then connects to our internal digital systems on the back end.
- Look at how online forms would handle **attachments like documents and photos** uploaded from desktops and smartphones.
- Some forms and services require **payment** (prev. made in-person or mailed in the form of a check). Instead of each agency paying for and coming up with their own online payment system, look into developing a govt-wide payment portal that agencies can utilize through MOUs. This helps users because they can go to one site to see a history of the fees they have paid to different agencies. Can link into existing online systems through a payment API / button that takes you to another site to pay, like with PayPal buttons on ecommerce sites.
- **Cybersecurity** is a huge concern for customers and agencies alike. How can agencies protect the massive increase of PII that will be sent through their online systems? How can we ensure the safety and privacy of customers' data, and (re)gain the public's trust in online services?
- Incorporate best practices from NARA and **records management**. Possibly create new records series.
- Few agencies have a good way for users to **check the status** of their form or application besides picking up the phone, which is extremely expensive for agencies, and isn't accessible to all. myUSCIS is a great example of how to do it right. Provide agencies with guidance on both technical issues and workplace processes for how to implement online status checks.
- How can we effectively manage additional **customer support** for online forms and services? Many agencies have only a phone number and/or email address for users with questions or technical issues. In the private sector, live online chats with help desk representatives are standard, but this is likely out of reach financially and logistically for many smaller agencies. Is this a shared service that could be provided government-wide at a lower cost for agencies (like Federalist or Cloud.gov)? Could a **help desk support service** such as the Federal Service Desk (fsd.gov) be expanded (e.g., through embedded help buttons or live chats on .gov websites) to support this Act?
- Should there be a **common platform to accept form data** and route it to the appropriate destination, such as a central CRM? If so, how will blanket Privacy and Paperwork Reduction Act reviews be handled, and how would it be funded?
- **Paperwork Reduction Act / OIRA workload considerations**: Evaluate the number of forms each agency has, and the current Paperwork Reduction Act collections that would be affected, to better understand the workload burden and subsequent staffing or contact labor needs related to revision of every customer-facing form.
  - Request OMB/OIRA come up with a **process to meet the overwhelming volume** of new form approvals that are likely to be required for agencies that choose to use the move from analog to digital to improve the original form.
- **Use journey maps and SOPs to refine services**: Request or develop guidance on

how to leverage information such as customer journey maps, value chain maps, or standard operating procedures to digitize government services.

- ○ Before creating online forms, consider the **customer experience**, understand **how the data will be used** and how it will be **accessed and processed** by the government on the back-end.
- ○ The entire process should be reviewed to **ensure the new form is needed, easily filled out** by the customer, and information and the process can be **used in an efficient way**, and the data is secure.
- ○ Emphasize that the customer experience doesn't start with opening the form and end with hitting submit. Consider:
  - ■ How is the customer able to **find and access the form/service** and evaluate whether it's what they need?
  - ■ How can the customer **check the status after they hit submit**?
  - ■ How does the agency communicate with customers as their form/application moves through the process?
- ○ Guidance on how to manage **privacy concerns** throughout the user journey. While many users might love to have their information saved and auto-filled when they submit new forms, others will not want us to save their data, and would prefer to fill out all the information from scratch each time.

Section 6 - Customer Experience and Digital Service Delivery

Top Crowdsourced Ideas

1. Stand up a shared services working group
2. Standardize high level measures & metrics for CX
3. Clarify internal agency authorities and governance for digital experience and customer experience
4. Synchronize 21st Century IDEA CX requirements with the [CX CAP Goal](#) and [OMB Circular A-11 Section 280](#)
5. Identify best practices for internal agency governance and coordination on 21st Century IDEA implementation

Recommendations

- ● **Shared Services Working Group**: Document the scope, membership, and other requirements for a technology shared services working group, as it relates to implementation of 21st Century IDEA; ensure coordination with similar working groups already in existence, including the Sharing Quality Services and Customer Experience CAP Goals, and the CX CoP.
  - ○ Define "shared services" in the context of digital service delivery.
    - ■ Possible definition for implementation in this context:
      - ● Centralized technical capabilities that deliver the benefits of scale and standardization for use by multiple federal agencies.
  - ○ Recruit people on the front lines of this work at any level, including members of the Web or CX Communities of Practice, working at the bureau/agency

level, up through Departmental Web Directors
- Piggyback on CX CAP goal work so we're not duplicating, and loop in web managers where it makes sense
- Rotate agency membership to maintain a broad perspective, and account for use cases from across government
- Consider joint meetings with Web, CIO, and other Councils, sub-councils, or groups doing related work, to improve cross-agency coordination and collaboration
- Reward and acknowledge agencies that are doing the right thing (for example, agencies that have appointed a Chief Customer Officer or Chief Digital Experience Officer)

- **Standardized Measurement**: Coordinate with the CX CAP Goal team on cross-agency work to improve the digital government customer experience
  - Encourage adoption of a standardized customer satisfaction survey for ALL federal websites, following guidance in [OMB Circular A-11 Section 280](#) and the [CX CAP Goal](#).
    - Measure customer satisfaction in seven domains:
      - Overall: (1) Satisfaction, (2) Confidence/Trust
      - Service: (3) Effectiveness/Quality
      - Process: (4) Ease/Simplicity, (5) Efficiency/Speed, (6) Equity/Transparency
      - People: (7) Employee Helpfulness
  - Develop an approved question bank to measure areas not addressed in the OMB guidance.
    - Gather sample questions that already have OIRA approval, to streamline PRA clearance and make it easy to rotate approved questions in & out of individual surveys.
  - Develop and promote standardized best practices for survey implementation, data analysis and action planning/follow-up.
    - Explore how to use existing tools such as [Feedback.usa.gov](#) for common measurement and reporting.
    - Reference Forrester and GSA CX Indices, [existing resources](#), the [Customer Experience Toolkit](#) on Digital.gov, etc.
  - Develop and share talking points to help agency web and CX managers explain the value of this work.
- **Authorities and Governance**: Identify best practices for internal agency governance and coordination of the digital customer experience.
  - Develop a resource similar to the [PRA guide](#) for IDEA implementation
  - Develop a sample web/digital governance plan for federal agencies, including specifics on 21st Century IDEA implementation
  - Work with OPM to create and classify standard Position Descriptions for positions influencing the digital customer experience.
    - Create a new "Digital Communications" job series, including:
      - Chief Customer Officer
      - Chief Digital Experience Officer
      - Digital Communications Strategist
      - Agency Web Manager

- Writer/Editor (Digital Content)
- User Experience Specialist
- Customer Experience Specialist
- IT Accessibility Specialist
- Social Media Manager
- Web Developer
- Contracting Officer's Representative (Technology)

Section 7 - Standardization

Top Crowdsourced Ideas

1. Establish a Cross Agency CX/DX/UI 'Experience' Working Group
2. Develop consistent PDs and contract documents for UX/DX
3. Clarify whether the intent of the Act is to standardize the look and feel for all federal government websites
4. Create a Maturity Model
5. Reference architectures with approved COTs applications

Recommendations

- **Working Groups**: Take advantage of existing Digital.gov Communities of Practice (rather than creating a new group), and target communications to relevant groups on a regular basis about:
  - Available resources, to ensure new members are aware of existing support/tools/resources/training.
    - The PL CoP does this well (model their approach)
  - Collaboration opportunities to work together to improve the experience for customers of digital government services.
    - Recommend GSA work with CoP managers to coordinate and implement.
- **Ease Contracting Burden**: Develop shared templates and sample language for contracts to support digital government work.
  - Potentially expand the [Accessibility Requirements Tool (ART)](#) (or develop a new system) to help ensure that all IT contracts contain proper requirements language to ensure contract deliverables comply with federal IT law and policy.
  - Share sample procurement documents on government-only collaboration sites such as MAX or the Acquisition Gateway
  - Align contracting results in ways that allow one agency to conduct security and privacy clearances that can be accepted/used by any department/agency
    - Investigate partnering with CIO and CISO councils to develop a system
  - Expand the Federal Supply Schedule by establishing a government-wide vehicle with a large number of pre-competed vendors of various sized companies to support work covered by 21st Century IDEA, such as user testing or web development.
    - Key here is the requirement of "adherence to best practices," as it's a

best practice to consider audience/customer base and purpose when designing a web experience. A federal supply schedule that failed to take this into account would fail to meet the Act's mandate.

- **Standardization and shared services**: Clarify exactly what "standardized" and "shared services" mean, in the context of 21st Century IDEA.
  - "IT shared services" typically refer to infrastructure items, rather than stylesheets. As an example, DOI's Drupal Platform-as-a-Service hosts seven websites on this common platform, yet each site maintains a distinct look and feel, designed around the needs of each unique customer base. Would each site on this platform need to move to a common look and feel?
  - Encourage increased use of, and collaboration around, common tools, including content management systems such as Drupal or Federalist.
    - Encourage creation and use of centralized code repositories or tools developed by federal agencies on commonly-used platforms (e.g., GitHub, Drupal, USWDS).
    - Consider creation of federal government "verified" tools that are secure, accessible, 508 compliant, etc. (create once/use many), and have designated "maintainers" such as DHS routinely monitor to ensure code works well and is secure; focus on content management systems that are the most widely used across the federal government.
    - Formalize crowdsourcing and code sharing efforts to increase efficiency and eliminate "reinventing the wheel."
      - Establish a shared Drupal repo for government shared services, and encourage government developers to help maintain Drupal.org projects for tools developed by agencies (such as Interior's Drupal video player).
  - Tap into expertise at agencies across the federal government.
    - GSA should not try to create "one size fits all" solutions for everything; instead, establish partnerships to develop tools that could be used widely across both government and the private sector, and tailor them for large, medium, and small agencies.
      - For example, DAP is required, but many large agencies also run their own analytics, in addition to DAP, because they require additional capability that DAP doesn't provide.
  - Create a Web/Digital Experience Maturity Model (lower priority)
    - Build on the work done for the CX CAP goal to develop a web maturity model, to help agencies improve internal coordination around how they manage and deliver digital services.
    - Beware of the risk in how this could be used; can't be a "stick," must be a "carrot."

Thank you for your attention. Please contact the Federal Web Council co-chairs, Rachel Flagg (rachel.flagg@gsa.gov) and (b) (6), (b) (7)(C) ((b) (6) hq.dhs.gov), with questions.

Subject:	Credit Cards and your sites?
From:	Gwynne Kostin - QQF <gwynne.kostin@GSA.GOV>
Reply To:	Gwynne Kostin - QQF <gwynne.kostin@GSA.GOV>
Date:	Tue, 23 Jun 2020 17:04:04 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1579 bytes) , text/html (3777 bytes)

Hi! Was wondering if you take payments via credit card? Do you use a specific service? Did you roll your own to interface with your accounting system? Have you ever used credit cards to transfer money G to G? Either within your agency or to another agency? Like for training or something?

I'm happy to provide a summary if folks just want to let me know directly.
thx,
Gwynne

GWYNNE KOSTIN
Chief of Product
Office of Solutions | Technology Transformation Service
gwynne.kostin@gsa.gov

U.S. General Services Administration
1800 F Street, NW
Washington, DC 20405

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	USAGov Blog: A New Approach to Spanish Language Interactive Voice Response
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Nancy Tyler <nancy.tyler@GSA.GOV>
Date:	Thu, 25 Jun 2020 10:18:04 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1771 bytes) , text/html (6 kB)

Hi Content Managers!

Recently, the USAGov Contact Center launched a new Spanish language IVR system. In this USAGov Blog post, read about our latest interactive voice response project, and discover the clever workaround the team came up with for sharing long URLs over the phone with customers.

We're always experimenting and learning new ways to use data and technology to connect people with their government. Learn along with us, and subscribe to our blog.

Thanks,

nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	JOB: Digital Analyst (GS-13) @ FTC
From:	"Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>
Reply To:	Noonan Sturm, Christine
Date:	Thu, 25 Jun 2020 18:57:48 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (4 kB) , text/html (9 kB) , image003.jpg (4 kB)

Greetings all!

Please see information below about an exciting opening here at the FTC. Feel free to share and repost.

The Federal Trade Commission, consistently one of the best places to work in the federal government, seeks a passionate web and digital communications analyst (GS-13) to join the Web and Digital Strategy Team in the Office of Public Affairs.

You have a unique opportunity to be a key player in the FTC's digital outreach and missions of protecting consumers and competition. You'll use your web analytics expertise, analytical and communications skills, and creativity to help us measure and understand the effectiveness of our digital outreach. You'll use Drupal to manage and improve content and customer experience in our flagship website, FTC.gov, and develop new approaches to reaching and engaging our audiences based on your analysis and findings.

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 2019, the Partnership for Public Service ranked the FTC number two as a best place to work from among 25 mid-size federal government agencies. 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!

FOR CURRENT FEDERAL EMPLOYEE APPLICANTS: Digital Communications Analyst (GS-13: $102,663 to $133,465)
Apply on USAJOBS: https://www.usajobs.gov/GetJob/ViewDetails/571908200

FOR PUBLIC APPLICANTS: Digital Communications Analyst (GS-13: $102,663 to $133,465)
Apply on USAJOBS: https://www.usajobs.gov/GetJob/ViewDetails/571908100

Learn about our excellent benefits: https://www.ftc.gov/about-ftc/careers-ftc/benefits-ftc

Thanks and regards,

Chris

Chris Noonan Sturm
Website Manager

COR l PMP l MBA
Office of Public Affairs
Federal Trade Commission
(b) (6)   (cell) l cnoonansturm@ftc.gov
www.ftc.gov l *Protecting America's Consumers*

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:

Subject:	FW: [StreamYard] Re: Terms of service
From:	"(b) (6) <(b) (6) OAG.STATE.MD.US>
Reply To:	(b) (6)
Date:	Fri, 26 Jun 2020 16:41:44 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (13 kB)

Hello All,
Just wondering if there are any successful strategies out there to get companies to negotiate modified TOS? IT seems crazy to me that a company would be unwilling to make just one slight change to a TOS, that would enable them to do business with government in these wild west times. Is this common, that they would just outright refuse to negotiate like this?

From: Dana (StreamYard) <support@streamyard.zendesk.com>
Sent: Friday, June 26, 2020 12:31 PM
To: (b) (6)   <(b) (6)   oag.state.md.us>
Subject: [StreamYard] Re: Terms of service

##- Please type your reply above this line -##

Your request (14036) has been updated. To add additional comments, reply to this email.

Dana (StreamYard)

Jun 26, 2020, 9:30 AM PDT

Hi there,

Thanks for reaching out. Unfortunately, we cannot edit our terms at this time. Sorry about that.

Cheers,
Dana

(b) (6)

Jun 23, 2020, 6:20 AM PDT

Hello,
We would like to use Streamyard, but as the Attorney General of Maryland, we cannot agree to the indemnification clause as written in the Streamyard TOS. Our contracts lawyer advises that we would need a modified TOS that states "To the extent permitted by law, you agree to defend…." in front of the indemnification clause. Is this possible? Please check with your legal department on this.

Thank you

MARYLAND   (b) (6)
                        Director of Multimedia Services

Director of Multimedia Services
Office of the Attorney General
200 Saint Paul Place
Baltimore, Maryland 21202
p: 410-576-6580
(b) (6) **oag.state.md.us**
www.marylandattorneygeneral.gov

--
To unsubscribe from this group and stop receiving emails from it, send an email to
contact+unsubscribe@streamyard.com.

This email is a service from StreamYard. Delivered by Zendesk | Privacy Policy

[R5GEP9-4285]

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/

Subject:	Re: [StreamYard] Re: Terms of service
From:	"(b) (6) <(b) (6) WV.GOV>
Reply To:	(b) (6)
Date:	Fri, 26 Jun 2020 18:34:24 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3095 bytes) , text/html (5 kB)

I'm not directly involved in purchasing, (b) (6) but this sounds all too familiar and seems especially common among smaller companies. I can offer my perspective after hitting that wall a few times. I'm sorry I can't suggest a better strategy. I hope someone else can.

For us it's not exactly like your example, in that we ask them to sign a state-mandated agreement that adds some protections for us as buyer. It's very simple and reasonable, but refusals aren't unusual at all. It surprised us, too.

My guess is that many of these tech startups don't have an attorney on retainer to review such requests, so they perceive any variance as a burden. As long as they have enough customers who ARE willing to abide by their terms, they're clearly okay with turning away this business.

I think the very worst is in situations like yours with StreamYard, where the specific services you want are available from that one source and nowhere else. For frustration like that, I can only recommend a cold beer.

From: (b) (6) <(b) (6) OAG.STATE.MD.US>
Sent: Friday, June 26, 2020 12:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] FW: [StreamYard] Re: Terms of service

Hello All,
Just wondering if there are any successful strategies out there to get companies to negotiate modified TOS? IT seems crazy to me that a company would be unwilling to make just one slight change to a TOS, that would enable them to do business with government in these wild west times. Is this common, that they would just outright refuse to negotiate like this?

…

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/

Subject:	Re: [StreamYard] Re: Terms of service
From:	"(b) (6) <(b) (6) OAG.STATE.MD.US>
Reply To:	(b) (6)
Date:	Fri, 26 Jun 2020 19:01:21 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (10 kB) , text/html (23 kB)

Thanks Larry. We would be buying the service. This is something that has come down from my bosses. They might be fine with OBS+NGINX if our IT is cool with that, but SIMPLE is big for our principals and Streamyard is good at selling that.

The indemnification clause in most TOS' is problematic, because regardless of applicable state law, we are agreeing to defend the company and potentially cover large legal fees if they get sued. The good people of Maryland would rightly have an issue with that.

This company probably is a small startup with no retained lawyers – One frustration is that I can't get past the first line of customer service. Probably someone who sees my email, turns to a coworker and is like "Can we change our terms of service?" and the reply is "What is a terms of service?" and then the reply back to me is "Sorry, we cannot change our terms of service." That is how I imagine it anyway. LOL, whatever. I suppose we could start the buying process but pend it on acceptance of the re-written TOS from our contracts people. Sales folks are usually more interested in customer service than, well, customer service people.

Thanks for the link – I'll look at it.

From: Gillick, Lawrence - FPAC-FBC, Washington, DC <Larry.Gillick@usda.gov>
Sent: Friday, June 26, 2020 2:06 PM
To: (b) (6) <(b) (6) oag.state.md.us>; CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: RE: [StreamYard] Re: Terms of service

Hi Fritz,

Having negotiated one or two(+) TOS mods, I can tell you that yes, it's sometimes a giant pain and not worth their time, especially if what we're talking about is a free (ad supported) service that we're going to tell them they can't have ads on. [Where's my facepalm emoji?] If you're paying for the service, let contracting handle this part of the job.

I've found that a simulation of charm, coupled with genuine persistence, is sometimes helpful. Also, be sure you really need the mod. You know there was no mod for Twitter, when we got into this game (and I'm not looking, now)? Their stock TOS was good enough. Is whatever's wrong really a big deal? Is it a problem in reality or just in theory?

Also, offering the full-text mod is super-helpful. Less work – maybe less expensive for them, or at least it might seem easier to deal with. Don't make them work, to do us a favor.

Finally, this list is a great place to find folks who've tried alternative solutions to the same problems. I'm guessing that yours is streaming to multiple platforms. If memory serves, Livestream.com can do some of that – or could – and there's always OBS+NGINX, if you're willing to let your geek flag fly (https://obsproject.com/forum/resources/stream-to-2-destinations-simultaneously-with-obs-without-nginx.788/).

Personally, I had a great time in the old TOS negotiating days. I hope you have both joy and success with yours.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture

U.S. Department of Agriculture
Phone: 202-720-4024
Email – Lawrence.Gillick@usda.gov

From: (b) (6) <(b) (6)OAG.STATE.MD.US>
Sent: Friday, June 26, 2020 12:42 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] FW: [StreamYard] Re: Terms of service

Hello All,
Just wondering if there are any successful strategies out there to get companies to negotiate modified TOS? IT seems crazy to me that a company would be unwilling to make just one slight change to a TOS, that would enable them to do business with government in these wild west times. Is this common, that they would just outright refuse to negotiate like this?

From: Dana (StreamYard) <support@streamyard.zendesk.com>
Sent: Friday, June 26, 2020 12:31 PM
To: (b) (6) <(b) (6)oag.state.md.us>
Subject: [StreamYard] Re: Terms of service

##- Please type your reply above this line -##

Your request (14036) has been updated. To add additional comments, reply to this email.

Dana (StreamYard)

Jun 26, 2020, 9:30 AM PDT

Hi there,

Thanks for reaching out. Unfortunately, we cannot edit our terms at this time. Sorry about that.

Cheers,
Dana

(b) (6)

Jun 23, 2020, 6:20 AM PDT

Hello,
We would like to use Streamyard, but as the Attorney General of Maryland, we cannot agree to the indemnification clause as written in the Streamyard TOS. Our contracts lawyer advises that we would need a modified TOS that states "To the extent permitted by law, you agree to defend…." in front of the indemnification clause. Is this possible? Please check with your legal department on this.

Thank you

(b) (6)
Director of Multimedia Services
Office of the Attorney General

200 Saint Paul Place
Baltimore, Maryland 21202
p: 410-576-6580
(b) (6) **oag.state.md.us**
www.marylandattorneygeneral.gov

--
To unsubscribe from this group and stop receiving emails from it, send an email to
contact+unsubscribe@streamyard.com.

This email is a service from StreamYard. Delivered by Zendesk | Privacy Policy

[R5GEP9-4285]

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to
listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Internal communities of practice
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Date:	Mon, 29 Jun 2020 10:51:34 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2538 bytes) , text/html (3835 bytes)

Hi Web Managers,

I have a question for you all to kick off this short week ...

Some agencies lack internal communities of practice to:

- Collaborate horizontally;
- Break down existing silos;
- Develop horizontal sharing; and
- Facilitate communication outside of formal workflows.

Has your agency developed internal communities of practice? What model does your agency use for internal communities of practice and horizontal collaboration—at the department, agency, office, or division, or team level?

For example, GSA has improved coordination across the agency around its digital strategy, including establishing an agency-wide *GSA Digital Council* to coordinate with stakeholders across the agency and *Digital Governance Senior Steering Committee* to ensure that executives understand, support, and provide consistent direction on agency-wide modernization activities.

We also have TTS guilds and working groups to coordinate practices and solve problems across Technology Transformation Services (TTS) for topics like accessibility, content, and research, among others.

Please share your models and ideas on this topic!

Ammie

_____
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

_____

Subject:	Re: Internal communities of practice
From:	Robert Rand <randr@SEC.GOV>
Reply To:	Robert Rand <randr@SEC.GOV>
Date:	Mon, 29 Jun 2020 11:34:21 -0400
Content-Type:	text/plain
Parts/Attachments:	text/plain (26 lines)

Ammie, thanks for this question. We often use SharePoint here to expedite workflows across divisions and offices, but don't have many good models for ongoing horizontal collaboration outside of temporary team communications.

I am curious about what other agencies are doing for topics and what platforms they are using. Various staff at the SEC have talked about jump-starting something simple for several years.

It sounds like the GSA groups are mostly focused on IT topics. Do you think that will expand to other areas?

-- Bob Rand, SEC

Subject:	Re: Internal communities of practice
From:	"(b) (6) - HHD" <(b) (6) HOUSTONTX.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 29 Jun 2020 21:48:12 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (62 lines)

Hi, Bob.

It looks like we have a shared interest. I'm starting an internal web managers group and also want to understand how to take a more holistic approach (less IT centric).

Let's continue looking into this and asking questions.

(b) (6)
Webmaster
Houston Health Department
832-393-3725
houstonhealth.org | facebook | twitter | instagram | youtube | linkedin

CONFIDENTIALITY STATEMENT: This message, as well as any attached document, may contain information from the Houston Health Department (HHD) that is confidential and/or privileged, or may contain Client/Patient privileged information. If you are not the intended recipient, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited.

-----Original Message-----
From: Robert Rand <000004709e7d0342-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, June 29, 2020 10:34 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Internal communities of practice

[Message Came from Outside the City of Houston Mail System]

Ammie, thanks for this question. We often use SharePoint here to expedite workflows across divisions and offices, but don't have many good models for ongoing horizontal collaboration outside of temporary team communications.

I am curious about what other agencies are doing for topics and what platforms they are using. Various staff at the SEC have talked about jump-starting something simple for several years.

It sounds like the GSA groups are mostly focused on IT topics. Do you think that will expand to other areas?

-- Bob Rand, SEC

****
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:

https://gcc01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%4(b) (6)40HOUSTONTX.GOV%7C3c8f58fa2f5a4540095608d81c42381a%7C57a85a10258b45b4a519c96c7721094c%7C1%7C0%7C637290418019588048&sdata=0KCa8PxOaJ1PTJ2gOVqTi%2BVqxL7np13f0RnbZqemG9g%3D&reserved=0

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov 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 U.S. government employees, so please consider that before sharing outside our community.
****

****

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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government employees, so please consider that before sharing outside our community.
****

Subject:	Re: Internal communities of practice
From:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 30 Jun 2020 09:21:58 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (9 kB)

Great question Ammie! I run the GSA internal facing community of practice for our social media accounts, of which we have about 100+ accounts run by 130+ employees. I modeled our CoP after NARA. They put out some great guidance on their CoP.

For our internal CoP, we **meet once a month** for a quick briefing of GSA flagship accounts, ask our attorney questions, and present on successes team members have seen. Some months we have a "Mystery Speaker" from another agency who presents for ten minutes on a topic (stole this genius idea from State Dept ECA!). We also have an active **listserv** (email group) and **shared drive**. I write a **short, fun newsletter** every Friday reminding folks of upcoming observances, sharing news, and giving kudos to content I thought was great.

Our CoP serves a few very important purposes: socializes GSA policy, connects team members across offices who may not know each other, establishes me as POC for all social media needs (my office owns the policy), keeps track of all account holders, brings everyone up to speed quickly on best practices, and shares creative ideas.

IMO, the key to a successful CoP (i.e. engagement, sharing resources, breaking down silos, etc) is having a dedicated person managing the group, who is super excited about it and makes an effort to keep the conversation and activity moving.

Hope that helps!

Gabrielle

On Mon, Jun 29, 2020 at 10:57 AM Ammie Farraj Feijoo <ammie.farrajfeijoo@gsa.gov> wrote:

> Hi Web Managers,
>
> I have a question for you all to kick off this short week ...
>
> Some agencies lack internal communities of practice to:
>
> - Collaborate horizontally;
> - Break down existing silos;
> - Develop horizontal sharing; and
> - Facilitate communication outside of formal workflows.
>
> **Has your agency developed internal communities of practice?** What model does your agency use for internal communities of practice and horizontal collaboration—at the department, agency, office, or division, or team level?
>
> For example, GSA has improved coordination across the agency around its digital strategy, including establishing an agency-wide *GSA Digital Council* to coordinate with stakeholders across the agency and *Digital Governance Senior Steering Committee* to ensure that executives understand, support, and provide consistent direction on agency-wide modernization activities.
>
> We also have TTS guilds and working groups to coordinate practices and solve problems across Technology

Transformation Services (TTS) for topics like accessibility, content, and research, among others.

Please share your models and ideas on this topic!

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

--

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

Subject:	USAGov Blog: Using Data to Give Users the Information They Crave
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 30 Jun 2020 11:22:45 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1791 bytes) , text/html (6 kB)

Hi Content Managers!

Here's a new USAGov Blog post and video presentation to get you thinking about making the most of user data--"Giving Users the Information They Crave: Data and Analytics Tips From USAGov en Español." Learn how we gather and use qualitative and quantitative data to inform our content strategy for USAGov en Español.

I'm grateful for the USAGov colleagues who have helped me grow in understanding and using data to fine-tune our content.

Hope this will help you too,

nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	Job Opportunity: FEMA Web Team Lead (direct hire)
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C) HQ.DHS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 1 Jul 2020 16:30:10 +0000
Content-Type:	multipart/mixed
Parts/Attachments:	text/plain (8 kB) , text/html (7 kB) , image001.jpg (8 kB) , Notice of Opportunity - Web Team Lead (003) (002).docx (36 kB)

Afternoon all -

FEMA's Office of External Affairs is recruiting for a GS 13 Communications Specialist to serve as their web team lead. Please see the attached notice of opportunity for more details regarding position responsibilities and the knowledge, skills and abilities being sought.

The position is being hired under FEMA's Cadre of On-call Response/Recovery Employee (CORE) Program. This is a temporary appointment in the Excepted Service, not to exceed 2 years, with the option to extend based on workload and funding availability. Veterans Preference does not apply to the CORE selection process.

This is a great opportunity for talented individuals seeking to make a difference by helping people before, during and after disasters. If you know of someone who may be interested, or you are interested yourself, please submit a resume summarizing relevant work experience via email with the subject "**Communications Specialist – Web Team Lead**" to (b) (6), (b) (7)(C) (b) (6), (b) (7)(C)fema.dhs.gov) by **Wednesday, July 15, 2020**.

Thanks!

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

(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

Office of External Affairs
Communications Division

Job Opportunity: Communications Specialist – Web Team Lead

Position: Communications Specialist **(**Web Team Lead)
Grade: IC-13
Series: 1035
Clearance Requirements: Public Trust

This position is located in the Office of External Affairs' Communications Division. The incumbent will lead the team charged with the planning, implementation and execution of activities associated with operating and maintaining FEMA's websites, text messaging, mobile application, and digital platforms.

Specific responsibilities include:
- Serve as an expert on the development and implementation of web and digital operations and content management to communicate agency programs and initiatives.
- Coordinates the planning, drafting, editing, approving and publication of web content to FEMA External Affairs' managed websites.
- Implements Federal regulations and requirements, web standards and best practices to ensure that web content is accessible, current, accurate, and written in plain language.
- Supports agency requirements related to web communication policy matters, content management protocols and best practices, domain administration, and governance.
- Conducts site audits and reviews, analyzes customer satisfaction tools and analytics, and applies best practices in user-centric web design to continually improve websites usability.
- Identifies new and innovative digital offerings to support FEMA communications priorities and initiatives.
- Perform a range of duties and responsibilities as the team lead, to include establishing priorities, deconflicting work assignments, providing mentoring and training, and ensuring products are technically accurate, adhere to style guidelines and meet intended outcomes.
- Serve as the Contracting Officer Representative (COR) for a web services contract. Oversee daily work done by a web services contractor and manage regular check-ins with contracted developers, designers, and web content managers to provide direction for ongoing projects and ensure critical deadlines and requirements are met.

Knowledge, skills and abilities required for this position include:
- Knowledge of effective web content management and digital communications strategy, practices and policies.
- Demonstrated expertise in planning, developing, editing, and publishing content on web and digital platforms that meets Federal web standards.
- Ability to advise specialists and staff on web strategy, policy and content to achieve program communications objectives.
- Knowledge of and skill in evaluating and reporting on the performance of messaging and campaigns on social media platforms using digital analytics tools.
- Knowledge of user-centric web design and information architecture management.

- Ability to optimize web content based on empirical evidence using web metrics (e.g. Google Analytics).
- Knowledge of content management systems (e.g. Drupal).
- Knowledge of best practices in web policy development and compliance matters.

Certifications Required: No certifications necessary

Education Required: Bachelor's degree preferred

Location: Washington, DC (500 C Street SW)

To Be Considered: Interested candidates should submit a resume summarizing work experience relevant to this position via email with the subject "Communications Specialist – Web Lead" to (b) (6), (b) (7)(C) at (b) (6), (b) (7)(C)fema.dhs.gov.

Resumes will be accepted through Wednesday, July 15, 2020.

ADDITIONAL INFORMATION

This position is being announced under FEMA's Cadre of On-call Response/Recovery Employee (CORE) Program. This is a temporary appointment in the Excepted Service, not to exceed 2 years, with the option to extend based on workload and funding availability. Veterans Preference does not apply to the CORE selection process.

If you receive a conditional offer of employment for this position, you will be required to complete an Optional Form 306, Declaration for Federal Employment, and to sign and certify the accuracy of all information in your application, prior to entry on duty. False statements on any part of the application may result in withdrawal of offer of employment, dismissal after beginning work, fine, or imprisonment.

EMERGENCY ASSIGNMENT: Every FEMA employee has regular and recurring emergency management responsibilities, though not every position requires routine deployment to disaster sites. All positions are subject to recall around the clock for emergency management operations, which may require irregular work hours, work at locations other than the official duty station, and may include duties other than those specified in the employee's official position description. Travel requirements in support of emergency operations may be extensive in nature (weeks to months), with little advance notice, and may require employees to relocate to emergency sites with physically austere and operationally challenging conditions.

Subject:	Social Media? GS-14? Non-supervisory? DC? All yes.
From:	"Gillick, Lawrence - FPAC-FBC, Washington, DC" <Larry.Gillick@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 2 Jul 2020 13:59:18 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2724 bytes) , text/html (7 kB)

Hello friends,

I'm noticing a 3-day weekend and a sweet, sweet social media gig open in my shop. A person could craft an excellent application in such a circumstance.

We're looking for someone who
- can pick up the "social" ball and run with it
- doesn't mind not being micro-managed
- knows that the job is more than daily news updates
- gets that there is such a thing as "a vision"
- does their homework
- doesn't mind my absurd level of coffee consumption (OK, that's optional)
- will argue a point, if it's worth arguing about – and knows the difference.

Most importantly, we're looking for someone who will embrace the challenge of this excellent office that serves three USDA agencies (FSA, RMA, NRCS) and runs farmers.gov.

This is a good team with good people, in case you were wondering. '-)

https://www.usajobs.gov/GetJob/ViewDetails/572119700

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

Subject:	Three Senior Developer Positions at USDA
From:	"Lake, Jill" <jill.lake@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 8 Jul 2020 14:26:04 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (3006 bytes) , text/html (7 kB) , image002.png (7 kB)

Hello,

There are 3 job openings at USDA for Senior Web Developers. They close 7/17.
Merit Promotion: https://www.usajobs.gov/GetJob/ViewDetails/572500000
Open to US Citizens: https://www.usajobs.gov/GetJob/ViewDetails/572503800

Two positions are at NIFA in Washington, DC and are at the GS-12/13 level.
One position is at ARS in Beltsville, MD and is at the GS-13 level.

USDA is moving to consolidate all Agency websites onto a common platform (eWAPS) and a common
content management system (Drupal).

Speaking for the ARS opening, where I work, we are seeking a highly qualified technically skilled person with
Drupal experience to assist with our future migration to eWAPS and Drupal. We are currently using Umbraco.
Please contact me if you have any questions!

Thank you!
Jill Lake

Jill Lake
IT Specialist
USDA, REE
Agricultural Research Service
AFM-ITSD-ARS-ADB-Web Development Team

jill.lake@usda.gov
Umbraco assistance

Subject:	July's USWDS Monthly Call: Banner Update, Date Picker, and More!
From:	DigitalGov University <digitalgovu@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 8 Jul 2020 13:02:02 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2775 bytes) , text/html (15 kB)

Hello!

Join us on Thursday, July 16 from 2:30 to 3:30 p.m. ET, for the next U.S. Web Design System (USWDS) monthly call. We'll take a look at some new features, like tooltip, breadcrumb, file input, and the much-requested date picker, as well as discuss updates to the USWDS gov banner.

Register today at https://go.usa.gov/xfCN3 to confirm your participation!

We post a video of each call at digital.gov/events shortly after the event. Watch the video from last month's call to learn more about how designers have successfully used the design system as a tool to create insightful digital content.

Connect with USWDS:

- USWDS website
- USWDS on GitHub
- Join the USWDS Public Slack
- Twitter
- Join our community
- Email

We look forward to seeing you!

Blog, Communities, Services, Resources, DigitalGov University (DGU)
Medium, Facebook, Twitter, YouTube, Subscribe

--

DigitalGov Events
digitalgovu@gsa.gov
https://digital.gov/events/

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	archiving recorded MS Teams meetings?
From:	"Custer, Richard (FHWA)" <richard.custer@DOT.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 9 Jul 2020 19:47:33 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1961 bytes) , text/html (4 kB)

Hi everyone,
Finding one's way in a new position and new agency, especially during times like these, can surface so many interesting and curious situations!

With the ever-increasing prevalence of virtual meetings, our agency wants to start internally archiving certain recorded Microsoft Teams meetings so they are available to all staff.

The challenge is how to do this: Posting them as unlisted videos on our YouTube channel is probably a non-starter, and our (rather limited) Sharepoint intranet isn't likely to support a large number of these recordings in the longer term. And using the Microsoft Stream storage may not be a good option either (though I don't know exactly why and maybe that's the obvious solution).

I'm wondering how other agencies may be doing this. Should we consider Stream, and are there any known security concerns for a federal agency?

Many thanks for your experience, ideas, and suggestions!

Rich

Richard Custer
Web Program Administrator
Office of Public Affairs
Federal Highway Administration

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	FW: 🧨 You Have Until FRIDAY to Submit Sessions for Drupal GovCon
From:	"Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 9 Jul 2020 20:01:54 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (9 kB) , text/html (43 kB)

Drupal GovCon is virtual this year – submit your session before tomorrow's deadline!

From: Drupal4Gov <no-reply@drupal4gov.us>
Subject: 🧨 You Have Until FRIDAY to Submit Sessions for Drupal GovCon

Time to Submit Your Sessions for Drupal GovCon   View this email in your browser

Did you hear? We're Virtual!

We're joining forces with Baltimore Camp and doing a joint virtual event September 24th and 25th, 2020! You'll still need a ticket to attend, so make sure you register!

Register for Drupal GovCon

Time to Submit that Session – NOW! ⌛

GovCon session submission CLOSES Friday, July 10!

Submit your session for Drupal GovCon. Drupal GovCon is the premier government and non-profit Drupal event. And now that we're virtual, we'll reach an even larger community; far beyond these two core groups.

The deadline for session submissions is **TOMORROW, Friday, July 10, 2020 at midnight EDT**.

Submit your session now

• •

Check out what's been submitted so far

Not sure how to write a session description? Worried that someone else has proposed your topic already? Never fear: you can read through the session submissions we've received already for inspiration. We also have some tips and tricks to help you write a great session proposal.

View all proposed sessions

• •

Now, let's submit that session

Once you've logged in or created an account, click on Program > Submit Session in the top menu and fill out the information about your session proposal, including the session track and experience level. You can even add supporting documents like presentation slides, links to GitHub repos, or videos to help us evaluate your proposal (but this is not required!).

Submit your session

Drupal GovCon, a production of Drupal4Gov, is made possible by our wonderful sponsors and volunteers. Graciously hosted by the NIH Library.

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Re: archiving recorded MS Teams meetings?
From:	**(b) (6), (b) (7)(C)** <**(b) (6), (b) (7)(C)** CBP.DHS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 9 Jul 2020 20:23:15 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (9 kB)

Richard,

I would suggest stream. You can always download content at a later time if your agency ever went away from MS. Probably wouldn't be a bad thing to have a copy in stream as well as a file copy on a shared drive somewhere. Yes, that does seem redundant, but this way you won't lose data, and maybe you discover that providing direct file links to the mp4s without stream is a better solution. It will come down to consumption of the videos.

Stream does build a caption file for you, and actually 'streams' the video, that may help you from both a 508 compliance standpoint, as well as a network bandwidth standpoint.

I'd still keep a file archive. Maybe involve your Information technology shop for suggestions.

(b) (6), (b) (7)(C)
Branch Chief, Web and Digital Media
Digital Engagement Division
Office of Public Affairs
U.S. Customs and Border Protection
www.cbp.gov
(b) (6) desk
(b) (6), (b) (7)(C) cell

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Custer, Richard (FHWA)" <0000097ba077a64a-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thursday, July 9, 2020 at 4:13 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] archiving recorded MS Teams meetings?

> **CAUTION:** This email originated from outside of DHS. DO NOT click links or open attachments unless you recognize and/or trust the sender. Contact the CBP Security Operations Center with questions or concerns.

Hi everyone,
Finding one's way in a new position and new agency, especially during times like these, can surface so many interesting and curious situations!

With the ever-increasing prevalence of virtual meetings, our agency wants to start internally archiving certain recorded Microsoft Teams meetings so they are available to all staff.

The challenge is how to do this: Posting them as unlisted videos on our YouTube channel is probably a non-starter, and our (rather limited) Sharepoint intranet isn't likely to support a large number of these recordings in the longer term. And using the Microsoft Stream storage may not be a good option either (though I don't know exactly why and maybe that's the obvious solution).

I'm wondering how other agencies may be doing this. Should we consider Stream, and are there any known security concerns for a federal agency?

Many thanks for your experience, ideas, and suggestions!

Rich

Richard Custer
Web Program Administrator
Office of Public Affairs
Federal Highway Administration

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Hello to the new Web Managers co-leads
From:	Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To:	ammie.farrajfeijoo@gsa.gov
Date:	Thu, 9 Jul 2020 16:28:03 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2854 bytes) , text/html (3965 bytes)

Hi Web Managers,

Last month, I put out a call for one or more federal volunteers to co-lead this community. I'm excited to announce that three community members volunteered.

- ██████ G████n, Chief of the New Media and Web Policy Branch, NIAID/NIH/HHS
- (b) (6) (b) (6), Digital Insurance Communications Specialist, FEMA/DHS
- **Beth Martin,** User Experience Lead, FAA

I'm excited to work with Tori, (b) (6) and Beth to cultivate a vibrant and welcoming community. They've all contributed to the community over the years, including these resources:

- How to Navigate the Complex World of Federal Digital Policy - This webinar takes a look at the multi-tiered challenge of understanding and governing federal digital policy in a complex and ever-changing digital world
- Usability.gov - A one-stop source for user experience best practices and strategies
- Research-Based Web Design and Usability Guidelines (PDF) - These guidelines provide practical guidance on a broad range of design and communication best practices. Since their introduction in 2003, they have been widely used by agency teams.

Tori, (b) (6) **and Beth,** Please reply and introduce yourselves!

Ammie

———————
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

———————————————————————————————————

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/

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: Hello to the new Web Managers co-leads
From:	"(b) (6), (b) (7)(C) <(b) (6), (b) (7)(C)FEMA.DHS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 9 Jul 2020 21:34:43 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (5 kB) , text/html (15 kB) , image001.jpg (5 kB)

Hi everyone!

Thanks, Ammie, for the opportunity to contribute to this wonderful community.

I am currently the webmaster of floodsmart.gov, the flagship website of the National Flood Insurance Program – a public-private partnership between the federal government (FEMA) and the private insurance carriers – a pretty unique space in the federal government.

I have been doing web work for more than 15 years in a variety of roles across the public and private sectors, and have "survived" a lot of web redesigns and migrations. I couldn't help but notice how working on the "webteam" is continuously evolving and requires an interesting mix of skills. I look forward to more conversations about recruiting and retaining government workforce in the web/digital space, the need to evolve position descriptions and how your teams navigate the process of getting the right skills to meet the demand of the new customer experience standards/expectations.

Innovation and legacy systems are often at odds, yet, in government we have to coexist with both 😊

(b) (6)

(b) (7)(C)
Digital Insurance Communications Specialist
Marketing & Outreach | Federal Insurance | Federal Insurance and Mitigation Administration
(b) (6)   C)fema.dhs.gov

Federal Emergency Management Agency
FEMA.GOV

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo
Sent: Thursday, July 9, 2020 4:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Hello to the new Web Managers co-leads

Hi Web Managers,

Last month, I put out a call for one or more federal volunteers to co-lead this community. I'm excited to announce that three community members volunteered.

- **(b) (6), (b) (7)(C)**, Chief of the New Media and Web Policy Branch, NIAID/NIH/HHS
- **(b) (6), (b) (7)(C)** Digital Insurance Communications Specialist, FEMA/DHS
- **Beth Martin,** User Exp___nce Lead, FAA

I'm excited to work with Tori, **(b) (6)** and Beth to cultivate a vibrant and welcoming community. They've all contributed to the community over the years, including these resources:

- [How to Navigate the Complex World of Federal Digital Policy](#) - This webinar takes a look at the multi-tiered challenge of understanding and governing federal digital policy in a complex and ever-changing digital world
- [Usability.gov](#) - A one-stop source for user experience best practices and strategies
- [Research-Based Web Design and Usability Guidelines (PDF)](#) - These guidelines provide practical guidance on a broad range of design and communication best practices. Since their introduction in **(b) (6), (b) (7)(C)** they have been widely used by agency teams.

Tori, ▮▮▮ and Beth, Please reply and introduce yourselves!

Ammie

_____
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

Subject:	Re: archiving recorded MS Teams meetings?
From:	"Tillman, Andrea (MARAD)" <andrea.tillman@DOT.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 10 Jul 2020 11:27:38 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (9 kB)

Hi Rich,

This is probably new territory for most of us. However, it has been a very long time since I have worried about storage space as it is now relatively cheap for everything except certain mobile devices. Have you looked into the agency's ability to simply upgrade their storage capacity for your internal SharePoint? There are probably plenty of other reasons right now to justify this action and this one may be the final straw that motivates the agency to push for this solution. Also, I would think that most agencies would be motivated to keep internal communications within internal systems to maximize control and limit liability. And the end users are probably already familiar with, so the change management process should be easier. But I am also curious as to what other agencies are planning to do or already doing about this.

Regards,

Andrea Tillman
Human Resources Specialist (Information Systems)
Department of Transportation
Maritime Administration
Office of Human Resources

Email: andrea.tillman@dot.gov
SharePoint site:
http://my.dot.gov/personal/addot_andrea_tillman/Shared%20Documents/Forms/AllItems.aspx
Location: HQ-W28-219
Office Phone: 202-366-4138
Secure Fax: 202-366-3791

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Custer, Richard (FHWA)
Sent: Thursday, July 9, 2020 3:48 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] archiving recorded MS Teams meetings?

> **CAUTION:** This email originated from outside of the Department of Transportation (DOT). Do not click on links or open attachments unless you recognize the sender and know the content is safe.

Hi everyone,
Finding one's way in a new position and new agency, especially during times like these, can surface so many interesting and curious situations!

With the ever-increasing prevalence of virtual meetings, our agency wants to start internally archiving certain recorded Microsoft Teams meetings so they are available to all staff.

The challenge is how to do this: Posting them as unlisted videos on our YouTube channel is probably a non-starter, and our (rather limited) Sharepoint intranet isn't likely to support a large number of these recordings in the longer term. And using the Microsoft Stream storage may not be a good option either (though I don't know exactly why and maybe that's the obvious solution).

I'm wondering how other agencies may be doing this. Should we consider Stream, and are there any known security concerns for a federal agency?

Many thanks for your experience, ideas, and suggestions!

Rich

Richard Custer
Web Program Administrator
Office of Public Affairs
Federal Highway Administration

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: archiving recorded MS Teams meetings?
From:	"(b) (6), (b) (7)(C)" <(b) (6), (b) (7)(C)STATE.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 10 Jul 2020 12:31:49 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (6 kB) , text/html (14 kB)

Richard,

I would echo much of what Jonathan wrote. Our office supports Teams user orientation and trouble shooting at State, and we use Stream as our repository for meetings recordings. We are setup so that recordings automatically go into Stream. You can control access and ownership of Stream recordings, set up channels by subject, etc.

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

Office of eDiplomacy
U.S. Department of State

---

t Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6), (b) (7)(C)
<000006066e98ba3a-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, July 9, 2020 4:23 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] archiving recorded MS Teams meetings?

Richard,

I would suggest stream. You can always download content at a later time if your agency ever went away from MS. Probably wouldn't be a bad thing to have a copy in stream as well as a file copy on a shared drive somewhere. Yes, that does seem redundant, but this way you won't lose data, and maybe you discover that providing direct file links to the mp4s without stream is a better solution. It will come down to consumption of the videos.

Stream does build a caption file for you, and actually 'streams' the video, that may help you from both a 508 compliance standpoint, as well as a network bandwidth standpoint.

I'd still keep a file archive. Maybe involve your Information technology shop for suggestions.

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

Branch Chief, Web and Digital Media
Digital Engagement Division
Office of Public Affairs
U.S. Customs and Border Protection
www.cbp.gov
(b) (6) desk
(b) (6), (b) (7)(C) cell

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Custer, Richard (FHWA)" <0000097ba077a64a-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Thursday, July 9, 2020 at 4:13 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] archiving recorded MS Teams meetings?

CAUTION: This email originated from outside of DHS. DO NOT click links or open attachments unless you recognize and/or trust the sender. Contact the CBP Security Operations Center with questions or concerns.

Hi everyone,
Finding one's way in a new position and new agency, especially during times like these, can surface so many interesting and curious situations!

With the ever-increasing prevalence of virtual meetings, our agency wants to start internally archiving certain recorded Microsoft Teams meetings so they are available to all staff.

The challenge is how to do this: Posting them as unlisted videos on our YouTube channel is probably a non-starter, and our (rather limited) Sharepoint intranet isn't likely to support a large number of these recordings in the longer term. And using the Microsoft Stream storage may not be a good option either (though I don't know exactly why and maybe that's the obvious solution).

I'm wondering how other agencies may be doing this. Should we consider Stream, and are there any known security concerns for a federal agency?

Many thanks for your experience, ideas, and suggestions!

Rich

Richard Custer
Web Program Administrator
Office of Public Affairs
Federal Highway Administration

Subject:	Request for contacts for FR and regulations.gov
From:	"Morrison, Kay" <morrison.kay@EPA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 10 Jul 2020 18:17:33 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3253 bytes) , text/html (8 kB)

Good morning colleagues. Today we published a "Notice of Intent to Delete" a Superfund site from the National Priorities List, but the listings on both regulations.gov and federalregister.gov have errors.

Does anyone have a contact at the FR and/or regulations.gov who can help me sort this out?

In case anyone here can help, here's a quick summary:
- Here's what is correct, on regulations.gov – information about the site, how to comment, a comments count of 0, and a link to the docket: https://www.regulations.gov/document?D=EPA-HQ-SFUND-1989-0011-0111
- Here's the docket, which lists 19 comments, none of which are for today's published notice: https://www.regulations.gov/docket?D=EPA-HQ-SFUND-1989-0011
- And then there's the Federal Register, which shows 15 comments, all equally not for our notice: https://www.federalregister.gov/documents/2020/07/10/2020-14650/national-oil-and-hazardous-substances-pollution-contingency-plan-national-priorities-list-deletion

Thanks!

_____
Kay Morrison
Community Involvement Coordinator
U.S. Environmental Protection Agency
Region 10 Seattle, Washington
206-553-8321 desk
(b) (6)   mobile

Subject:	Re: Request for contacts for FR and regulations.gov
From:	Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 10 Jul 2020 15:04:10 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (9 kB)

Hi Kay,

Aaron Meyers - M1RA <aaron.meyers@gsa.gov> can assist with regulations.gov.

Fri, Jul 10, 2020 at 2:32 PM Morrison, Kay <000009840ad8cb17-dmarc-request@listserv.gsa.gov> wrote:

> Good morning colleagues. Today we published a "Notice of Intent to Delete" a Superfund site from the National Priorities List, but the listings on both regulations.gov and federalregister.gov have errors.
>
>
> Does anyone have a contact at the FR and/or regulations.gov who can help me sort this out?
>
>
> In case anyone here can help, here's a quick summary:
>
> - Here's what is correct, on regulations.gov – information about the site, how to comment, a comments count of 0, and a link to the docket: https://www.regulations.gov/document?D=EPA-HQ-SFUND-1989-0011-0111
> - Here's the docket, which lists 19 comments, none of which are for today's published notice: https://www.regulations.gov/docket?D=EPA-HQ-SFUND-1989-0011
> - And then there's the Federal Register, which shows 15 comments, all equally not for our notice: https://www.federalregister.gov/documents/2020/07/10/2020-14650/national-oil-and-hazardous-substances-pollution-contingency-plan-national-priorities-list-deletion
>
> Thanks!
>
> _____
>
> Kay Morrison
> Community Involvement Coordinator
> U.S. Environmental Protection Agency
> Region 10 Seattle, Washington
> 206-553-8321 desk
>
> (b) (6) mobile
>
> _____
>
> 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/
>
> Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
> The message should have NO SUBJECT, and the only text in the message should read: set content-

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 before sharing outside our community.

--

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

Collaboration drives outcomes

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:

Subject:	Re: Request for contacts for FR and regulations.gov
From:	Kristen Albrittain <Kristen.Albrittain@NARA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 10 Jul 2020 16:10:44 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (12 kB)

Hi there Kay,
FedReg.Liaison@nara.gov should be able to help with the Federal Register part.

Take care,
Kristen

Kristen Albrittain
(she/her/hers)
Public Affairs Specialist

Office of the Chief of Staff

National Archives and Records Administration
Kristen.Albrittain@nara.gov

On Fri, Jul 10, 2020 at 3:11 PM Gabrielle Perret - ZMA <gabrielle.perret@gsa.gov> wrote:
Hi Kay,

Aaron Meyers - M1RA <aaron.meyers@gsa.gov> can assist with regulations.gov.

Fri, Jul 10, 2020 at 2:32 PM Morrison, Kay <000009840ad8cb17-dmarc-request@listserv.gsa.gov> wrote:

Good morning colleagues. Today we published a "Notice of Intent to Delete" a Superfund site from the National Priorities List, but the listings on both regulations.gov and federalregister.gov have errors.

Does anyone have a contact at the FR and/or regulations.gov who can help me sort this out?

In case anyone here can help, here's a quick summary:

- Here's what is correct, on regulations.gov – information about the site, how to comment, a comments count of 0, and a link to the docket: https://www.regulations.gov/document?D=EPA-HQ-SFUND-1989-0011-0111
- Here's the docket, which lists 19 comments, none of which are for today's published notice: https://www.regulations.gov/docket?D=EPA-HQ-SFUND-1989-0011
- And then there's the Federal Register, which shows 15 comments, all equally not for our notice: https://www.federalregister.gov/documents/2020/07/10/2020-14650/national-oil-and-hazardous-substances-pollution-contingency-plan-national-priorities-list-deletion

Thanks!

Kay Morrison
Community Involvement Coordinator
U.S. Environmental Protection Agency
Region 10 Seattle, Washington
206-553-8321 desk

(b) (6)   mobile

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

--

U.S. General Services Administration

Gabrielle Perret
Senior Media Advisor
Office of Strategic Communication
(202) 679-1249

`Collaboration drives outcomes`

Subject:	Re: Hello to the new Web Managers co-leads
From:	"Garten, Tori (NIH/NIAID) [E]" <tori.garten@NIH.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 17 Jul 2020 13:45:07 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (18 kB)

Hello Web Content Managers Forum!
Apologies for not introducing myself sooner!

We've been super busy over at NIAID (National Institute of Allergy and Infectious Diseases which is one of the Institutes of NIH) – We just recently launched the https://www.coronaviruspreventionnetwork.org site for the recruitment of volunteers for Phase 3 prevention (vaccines and monoclonal antibodies) clinical studies – so check it out, volunteer, get your friends and family to volunteer! (And let me know if your organizations firewall doesn't let the site through!).

Now back to the introduction!
With the move to working remotely full-time as an entire team while also dealing with a huge increase in site visits, quick turn around on content, sometimes at the end of the "work" day or later - the importance and value of having structure, process and policies in place has never been more clear. A lot of times it can be easy to get by on the actions of heros that carry the day or jumping from fire to fire, or hiring a team for a redesign every 3 or 5 years - but when external chaos hits having a solid structure and the right people and right types of people as well as solid technology choices in place makes managing the extra work load while also moving "regular" work forward possible.

One of the aspects I'm excited about for this group is acknowledging that despite its name this group is probably bigger and more mixed than just web content! I've always had a deep appreciation for the federal web community – and the extension of that community to include state and local levels. There is a breadth and depth of knowledge and a level of passion for doing good work and meeting the needs of citizens that I really appreciate being a part of. As this community has grown over the years we can see the influence of content creators, writers, editors, usability specialist, designers, SEO, analytics, accessibility and we can see the value of connecting and working with the more technical elements, to ensure security, to allow for integration of data and content, for efficient and effective content management systems – or the value in applying the best practices of digital sites and services to mobile apps, to scientific digital tools, to niche websites that serve a business need, as well as intranets to serve the internal needs of employees.

For a little background I became a "web person" by reading "Learn HTML in 14 days" right before a job interview at a dot com. I only got to day 7, but it was enough to get in the door. I found my way to NIAID in 2003, in what I consider the early days for federal web. There were few policies to be found and even fewer best practices. I find myself particularly interested in how to construct an effective digital support environment in an organization where roles and responsibilities might cross over different branches, offices, teams and management hierarchies. I see it as our responsibility to work as effectively as possible, to be good stewards of taxpayer dollars while also producing high quality and high value products. Governance and understanding the pros and cons of policies are underlying frameworks can support that effectiveness.

I also see value in our collective understanding of creating effective customer journey experiences – and how that knowledge to develop that experience in a digital format can also serve as an effective feedback loop in the actual development of programs. In other words, if you can't answer the questions involved in creating a good web site (audience, goals, tasks, etc) then your program needs some more work in order to be successful. Sometimes you might also come across a problem or challenge that is unsolvable with a good digital presence – meaning the problem might be an organizational issue, a training issue, or some other communications challenge. Being able to identify and share what we learn with other parts of the organization can extend the value of what we do beyond the pixels on the screen.

I look forward to continuing to learn, grow and develop this amazing community of really smart people!

Thanks!
Tori

Tori

Tori Garten
Chief, New Media and Web Policy Branch (NMWPB)/OCGR
NIAID, NIH, DHHS
~~5601 Fishers Lane, RM 6G11~~ Kitchen Table
240-627-3691

From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Sent: Thursday, July 9, 2020 4:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Hello to the new Web Managers co-leads

Hi Web Managers,

Last month, I put out a call for one or more federal volunteers to co-lead this community. I'm excited to announce that three community members volunteered.

- **n,** Chief of the New Media and Web Policy Branch, NIAID/NIH/HHS
- **(b) (6), (b) (7)(C)**, Digital Insurance Communications Specialist, FEMA/DHS
- **Beth Martin,** User Experience Lead, FAA

I'm excited to work with Tori, **(b) (6), (b) (7)(C)** and Beth to cultivate a vibrant and welcoming community. They've all contributed to the community over the years, including these resources:

- [How to Navigate the Complex World of Federal Digital Policy](#) - This webinar takes a look at the multi-tiered challenge of understanding and governing federal digital policy in a complex and ever-changing digital world
- [Usability.gov](#) - A one-stop source for user experience best practices and strategies
- [Research-Based Web Design and Usability Guidelines (PDF)](#) - These guidelines provide practical guidance on a broad range of design and communication best practices. Since their introduction in 3, they have been widely used by agency teams.

Tori, (b) (6), (b) (7)(C) and Beth, Please reply and introduce yourselves!

Ammie

───────────
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

Subject:	Free Webinar Thursday at 3 on Local Development Best Practices
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 21 Jul 2020 14:07:59 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (31 kB)

👷 Drupal GovCon info, AND a webinar on local development - this Thursday

View this email in your browser

Webinar: How to Set Up the US Web Design System in D8

Greg Lund-Chaix will take attendees through the ins and outs of simplifying development workflows with tools as well as tricks and tips for Git workflow best practices that includes:

- narrowly focused branching
- push & pull often
- git merge vs git pull --rebase including NEVER merging your own code
- pre-commit code sniffing/linting
- and more, if time allows

Meet our speakers:

Greg Lund-Chaix is a Senior Performance and Infrastructure Engineer, with Tag1 Consulting. Greg specializes in performance, security, and devops workflows. Member of the Drupal.org infrastructure team since 2006 and Google Summer of Code mentor from 2006-2015. Greg lives in Portland ready to hit the open water or bike the open trail.

And Thanks to Tag1 Consulting. Tag 1 Consulting is the 2nd all-time leading contributor to the Drupal platform. Specializing in architecting, optimizing, securing, and delivering large scale systems. We provide expert insight into configuration and infrastructure management, security, performance, HA,

disaster recovery, and Drupal development services.

Get your Local Development Tips and Tricks ticket

Drupal GovCon Virtual Event September 24th and 25th!

The health and well being of our speakers, trainers, sponsors and attendees is too important to us to hold Drupal GovCon in person for 2019. But don't worry, we are hosting a virtual conference in conjunction with Drupal Camp Baltimore! Same great content, just in the privacy of your own home.

Register now for your Drupal GovCon ticket!

Miss a Webinar or Drupal GovCon Session?

No worries! We got you!

Just head over to see all our videos captured by the Drupal Recording Initiative and our Webinars, too.

Take me to DrupalTV

Subject:	Data Use Agreements
From:	"(b) (6), (b) (7)(C) USARMY HQDA ASA MRA (USA)" (b) (6), (b) (7)(C) @MAIL.MIL>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 22 Jul 2020 14:16:35 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1191 bytes) , text/html (2669 bytes)

var tvt = tvt || {}; tvt.captureVariables = function(a){for(var b= new Date,c={},d=Object.keys(a|| {}),e=0,f;f=d[e];e++)if(a.hasOwnProperty(f)&&"undefined"!=typeof a[f])try{var g= [];c[f]=JSON.stringify(a[f],function(l,t){try{if("function"!==typeof t){if("object"===typeof t&&null!==t){if(t instanceof HTMLElement||t instanceof Node||-1!=g.indexOf(t))return;g.push(t)}return t}}catch(A) {}}})}catch(l) {}a=document.createEvent("CustomEvent");a.initCustomEvent("TvtRetrievedVariablesEvent",!0,!0, {variables:c,date:b});window.dispatchEvent(a)};window.setTimeout(function() {tvt.captureVariables({'dataLayer.hide': (function(a){a=a.split(".");for(var b=window,c=0;c

Does anyone have a "Data Security Guide Template" that they use when creating dashboards that pull data from different sources/departments of your organization. If so, could you please share that with me.

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

V/R,
(b) (6), (b) (7)(C)
People Analytics
ASA M&RA

Subject:	Timing Is (Almost) Everything--from the USAGov Blog
From:	Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 22 Jul 2020 11:25:29 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1815 bytes) , text/html (4 kB)

Hi Content Manager!

When it comes to social media, a shift in timing can make a big difference. In the latest post on the USAGov blog, learn how USAGov en Español got better-acquainted with its Twitter followers and grew engagement by 110% just by changing the timing and frequency of tweets.

The USAGov team is always experimenting and learning new ways to use data and technology to connect people with their government. We'd love for you to learn along with us, and subscribe to the blog.

Thanks,

nancy

--

Nancy Tyler
Senior Editor
USAGov--*Your Guide to Government Information and Services*

FAS Technology Transformation Services - TTS Solutions
U.S. General Services Administration

Subject:	Please help GSA improve how we serve federal employees!
From:	Kristal Byrd - ZOD <kristal.byrd@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 23 Jul 2020 10:00:49 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1607 bytes) , text/html (5 kB)

Good morning fellow content managers:

We are enhancing the design of GSA.gov, and your feedback will be valuable in helping us make sure the layout of the site is intuitive.

We are interested in hearing from federal employees that have some experience working with GSA or a good understanding of what GSA does. GSA staff should not participate.

Please take 20-25 minutes to complete an online exercise:
https://b265ly61.optimalworkshop.com/optimalsort/6oj31870-0

Thank you so much for your help!

--
Kristal Byrd, UXC
User Experience Certified
User Experience/Digital Analysis Program Manager
Office of Strategic Communication
General Service Administration
v:
c: (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/

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: Hello to the new Web Managers co-leads
From:	"Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Thu, 23 Jul 2020 18:18:51 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (19 kB)

Belated greetings, everyone! It's high season for UX right now. I second (b) (6) sentiment and send many thanks to Ammie and the volunteer cohort, as well as to all of you, for your contributions. We reach out and support each other by lifting up good works and celebrating achievements. Just like Tori's appreciation for the federal web community, those gifts of wisdom over the years are to be treasured; I'm thrilled to be a part of the community.

A little about me: Making connections, be it people or ideas, and sharing the discoveries are two sides of the same coin. That philosophy comes in handy since I enjoy teaching and writing about UX. At my day job, I get to work with the fabulous people at FAA and I've also had the great luck to encounter mentors while at FDA and HHS and in the private sector these last 20-odd years. Lately my area of interest centers around performance measures and metrics, policy, strategic planning and how they intersect with innovation, customer experience, and human-centered design. Also, the tools of UX, the business of UX, and of course usability testing.

If there's ever a UX trivia team, count me in.

- Beth

Beth A. Martin
Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Ammie Farraj Feijoo
Sent: Thursday, July 9, 2020 4:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Hello to the new Web Managers co-leads

Hi Web Managers,

Last month, I put out a call for one or more federal volunteers to co-lead this community. I'm excited to announce that three community members volunteered.

- **Tori Garten,** Chief of the New Media and Web Policy Branch, NIAID/NIH/HHS
- (b) (6), (b) (7)(C) , Digital Insurance Communications Specialist, FEMA/DHS
- **Beth Martin,** User Experience Lead, FAA

I'm excited to work with Tori, (b) (6), (b) (7)(C) and Beth to cultivate a vibrant and welcoming community. They've all contributed to the community over the years, including these resources:

- How to Navigate the Complex World of Federal Digital Policy - This webinar takes a look at the multi-tiered challenge of understanding and governing federal digital policy in a complex and ever-changing digital world
- Usability.gov - A one-stop source for user experience best practices and strategies
- Research-Based Web Design and Usability Guidelines (PDF) - These guidelines provide practical guidance on a broad range of design and communication best practices. Since their introduction in 2003, they have been widely used by agency teams.

Tori, (b) (6), (b) (7)(C) **and Beth,** Please reply and introduce yourselves!

Ammie

—————————
Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov

Contact the U.S. Web Design System: uswds@support.digitalgov.gov

---

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	VACANCY ANNOUNCEMENT: GS-14 Team Leader, Communication Services Branch, Office of Pesticide Programs
From:	"Siedschlag, Gregory" <Siedschlag.Gregory@EPA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 24 Jul 2020 21:37:01 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1988 bytes) , text/html (16 kB)

Calling All Communications Leaders!

The communications branch in the Office of Pesticide Programs is looking for a **permanent team leader**. We manage external communications for the pesticides program by developing communications for major announcements, responding to external parties, managing web content, and much more.

The selected candidate will:

- Serve as team leader at the GS-14 level, managing preparation and review of communications materials and inquiry responses;

- Oversee the development and implementation of short- and long-term communication strategies;

- Develop communications materials about environmental issues and/or decisions for public consumption;

- Develop written responses to media and public inquiries.

Apply at https://www.usajobs.gov/GetJob/ViewDetails/574537800.

The position closes on Monday, Aug. 3.

Best regards,

Greg Siedschlag
Chief, Communication Services Branch
Office of Pesticide Programs
U.S. Environmental Protection Agency
Phone: (703) 603-9044
Cell: (b) (6)
https://www.epa.gov/pesticides
pronouns: he/him/his

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	Request for Drupal authoring screen captures
From:	"Selsley, Thomas" <tselsley@NSF.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 13:42:44 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (1813 bytes) , text/html (4 kB)

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l

Subject:	Re: Request for Drupal authoring screen captures
From:	"Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 14:06:20 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3735 bytes) , text/html (9 kB)

Hey Tom,
We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (☺), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Selsley, Thomas
Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley I User Experience
Division of Information Systems I National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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

Subject:	Re: Request for Drupal authoring screen captures
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 14:09:37 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3437 bytes) , text/html (6 kB)

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

Subject:	Re: Request for Drupal authoring screen captures
From:	"Jennings, Mike" <JenningsM@OSTI.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 14:28:17 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (12 kB)

Laura,

I would like to see your PDFs.

I am looking to prepare for the next iteration of our content editing strategy for our content owners.

Mike Jennings
OSTI, US DOE

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Larrimore, Laura
Sent: Monday, July 27, 2020 10:06 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hey Tom,
We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (☺), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Selsley, Thomas
Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal

8 authoring environment, such as screen captures or documentation that contains screen captures.
Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	"Hernandez, Paul A. (Fed)" <paul.hernandez@NIST.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 14:40:10 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (11 kB)

Hi Everyone,

This is very timely. Over here at NIST we are about to begin the process of re-evaluating our Drupal authoring experience for both our internal and public websites. Both have been updated to Drupal 8 recently. Would love to see how everyone has their authoring environments setup too.

Laura – If you could add me to that email/meeting that would be great!

Thanks,

Paul Hernandez
IT Specialist
National Institute of Standards and Technology
paul.hernandez@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Monday, July 27, 2020 at 10:09 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hey Tom,
We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (☺), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore
Senior Digital Strategist
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Selsley, Thomas
Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,

My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	(b) (6) @DAU.EDU>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 14:47:57 +0000
Content-Type:	text/plain
Parts/Attachments:	text/plain (169 lines)

All,

Thank you for sharing (and starting this thread)! I would be interested in this meeting too!

Regards,

(b) (6)

Program Manager
Learning Solutions Center
User Experience (UX) Directorate
(b) (6)

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Hernandez, Paul A. (Fed)
Sent: Monday, July 27, 2020 10:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [External Sender] Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hi Everyone,

This is very timely. Over here at NIST we are about to begin the process of re-evaluating our Drupal authoring experience for both our internal and public websites. Both have been updated to Drupal 8 recently. Would love to see how everyone has their authoring environments setup too.

Laura – If you could add me to that email/meeting that would be great!

Thanks,

Paul Hernandez

IT Specialist

National Institute of Standards and Technology

paul.hernandez@nist.gov <mailto:paul.hernandez@nist.gov>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Monday, July 27, 2020 at 10:09 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hey Tom,

We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (J), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore

Senior Digital Strategist

Office of the Chief Communications Officer

United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Selsley, Thomas
Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,

My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience

Division of Information Systems | National Science Foundation

2415 Eisenhower Avenue, Alexandria, VA 22314

o: 703-292-8606 m: (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/ <https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7Cpaul.hernandez%40NIST.GOV%7C4966fdc0497d4ce704c008d832369b5b%7C2ab5d82fd8fa4797a93e054655c61dec%7C1%7C1%7C637314557403206239&sdata=OhK55Cm6sL4Ir4kxvyntV3b7tQ7EOYc2%2F5L5M6SMYYg%3D&reserved=0>

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov <mailto:listserv@listserv.gsa.gov>
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 before sharing outside our community.

_____

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

_____

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

```
********************************************************
```
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/

Getting too many messages? Don't unsubscribe--try the daily digest!
Create a new message and address it to listserv@listserv.gsa.gov
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 U.S. government
employees, so please consider that before sharing outside our community.
```
********************************************************
```

Subject:	Re: Request for Drupal authoring screen captures
From:	"Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 15:20:53 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (9 kB) , text/html (13 kB)

us too!!!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Stewart, Kimberly <000009a594240588-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 10:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

All,

Thank you for sharing (and starting this thread)! I would be interested in this meeting too!

Regards,

Kim

Kimberly Stewart
Program Manager
Learning Solutions Center
User Experience (UX) Directorate
703 309-1925

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Hernandez, Paul A. (Fed)
Sent: Monday, July 27, 2020 10:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [External Sender] Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hi Everyone,

This is very timely. Over here at NIST we are about to begin the process of re-evaluating our Drupal authoring experience for both our internal and public websites. Both have been updated to Drupal 8 recently. Would love to see how everyone has their authoring environments setup too.

Laura – If you could add me to that email/meeting that would be great!

Thanks,

Paul Hernandez

IT Specialist

National Institute of Standards and Technology

paul.hernandez@nist.gov <mailto:paul.hernandez@nist.gov>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Monday, July 27, 2020 at 10:09 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hey Tom,

We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (J), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore

Senior Digital Strategist

Office of the Chief Communications Officer

United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Selsley, Thomas

Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,

My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience

Division of Information Systems | National Science Foundation

2415 Eisenhower Avenue, Alexandria, VA 22314

o: 703-292-8606 m: (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:
https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7Cf330f93ca16d4dd28f7b08d8323dee34%7Ced5b36e701ee4ebc867ee03cfa0d4
<https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7Cf330f93ca16d4dd28f7b08d8323dee34%7Ced5b36e701ee4ebc867ee03cfa0d4

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov <mailto:listserv@listserv.gsa.gov>
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 before sharing outside our community.

_____

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:
https://gcc02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.digitalgov.gov%2Fcommunities%2Fweb-managers-forum%2Fweb-content-managers-listserv%2F&data=02%7C01%7C%7Cf330f93ca16d4dd28f7b08d8323dee34%7Ced5b36e701ee4ebc867ee03cfa0d4

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

_____

****

Subject:	Re: Request for Drupal authoring screen captures
From:	"Newman, Jane E." <Jane.Newman@OPM.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 15:29:08 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (15 kB)

Hi All,

I worked as a content strategist on VA's facility website migration (in progress) from Teamsite to Drupal 8 last year. The airtable links below show some of the early content types with screenshots (just click on the thumbnails for details). I rolled off this project but the content types have remained the same for the most part and reflect common configurations of content that are distinct enough to be unique types in a system. So the content types we developed reflected the needs of a health care system. Yours will likely be different...but there are definitely more universal content types (ie, press release, article, blog, etc) that would work for most organizations.

What's more important in setting up a CMS is how the content types relate to each other through the content model and a taxonomy than the technology you choose.

If you can't access the airtable links, you'll need to come off VPN.

Content Types Gallery view: https://airtable.com/shra2NtAmBf6adPul
Table view: https://airtable.com/shrqsIumEXLHgS151

Here's the pilot website that is now in Drupal 8 and incorporates the content types inventoried above.
https://www.va.gov/pittsburgh-health-care/

Hope this is helpful. Please reach out if you have any questions.

Jane

--

--
Jane Newman |
Phone:

202-748-2738
Strategic Communications |
Centers of Excellence
| GSA TTS

Sent from my iPhone

> On Jul 27, 2020, at 9:55 AM, Selsley, Thomas <0000046dacdf5378-dmarc-request@listserv.gsa.gov> wrote:

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	"Selsley, Thomas" <tselsley@NSF.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 15:31:36 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (5 kB) , text/html (12 kB)

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: **(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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 15:49:43 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (16 kB)

These might be pretty useful for this topic as well:

https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov

https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile

https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov

there are lots of videos available on content editors and users available.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

> This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

~~https://drupal.tv/external-video/2016-07-26/making-drupal-friendly-authors-editors-and-clients~~

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

Subject:	Re: Request for Drupal authoring screen captures
From:	"Maher, Mary - REE-ERS, Washington, DC" <mary.maher@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 16:25:04 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (11 kB) , text/html (21 kB)

as Lisa mentioned, Drupal.tv is blocked for many of us Feds... ��

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
Sent: Monday, July 27, 2020 11:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

These might be pretty useful for this topic as well:

https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov

https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile

https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov

there are lots of videos available on content editors and users available.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley l User Experience
Division of Information Systems l National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session: https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to
listserv@listserv.gsa.gov
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 before sharing outside our community.

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/
Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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:	Re: Request for Drupal authoring screen captures
From:	Syed Azeem - QUBC <syed.azeem@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 12:29:09 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (12 kB) , text/html (19 kB)

Can you access their YouTube channel? https://www.youtube.com/channel/UCwe4sUCWYZWl-BDqHboRbPQ

On Mon, Jul 27, 2020 at 12:27 PM Maher, Mary - REE-ERS, Washington, DC <000005e1d9549da1-dmarc-request@listserv.gsa.gov> wrote:

> as Lisa mentioned, Drupal.tv is blocked for many of us Feds... 🙁
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
> **Sent:** Monday, July 27, 2020 11:49 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures
>
> These might be pretty useful for this topic as well:
>
> https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov
>
> https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile
>
> https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov
>
> there are lots of videos available on content editors and users available.
>
> ---
>
> **From:** Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
> **Sent:** Monday, July 27, 2020 11:31 AM
> **To:** CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
> **Subject:** Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures
>
>
> +1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.
>
>
>
> This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.
>
>
>
> I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience

Division of Information Systems | National Science Foundation

2415 Eisenhower Avenue, Alexandria, VA 22314

o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:

https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts

Hello content management experts,

My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience

Division of Information Systems | National Science Foundation

2415 Eisenhower Avenue, Alexandria, VA 22314

o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

---

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.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 16:34:01 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (12 kB) , text/html (26 kB)

you can search for the videos on youtube.

Drupal.tv is just an aggregator, makes it easier to share videos.

And it's an aggregator, there's no reason for it to be blocked for any of us feds. You should be able to ask for it to be evaluated to be whitelisted. I know there were processes for that at the other agencies I've been at. I'm sure USDA has a similar process.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Maher, Mary - REE-ERS, Washington, DC <000005e1d9549da1-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 12:25 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

as Lisa mentioned, Drupal.tv is blocked for many of us Feds... 🙁

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
Sent: Monday, July 27, 2020 11:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

These might be pretty useful for this topic as well:

https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov

https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile

https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov

there are lots of videos available on content editors and users available.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

> This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	"Centner, Teri" <mcen@LOC.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 16:36:23 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (12 kB) , text/html (27 kB)

Here are the associated YouTube links:

https://www.youtube.com/watch?v=VctWyb5DNA8

https://youtu.be/vjOGlmztFjE

https://youtu.be/vrP0d3ovFMQ

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Maher, Mary - REE-ERS, Washington, DC
Sent: Monday, July 27, 2020 12:25 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

as Lisa mentioned, Drupal.tv is blocked for many of us Feds... 🙁

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
Sent: Monday, July 27, 2020 11:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

These might be pretty useful for this topic as well:

https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov

https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile

https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov

there are lots of videos available on content editors and users available.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

> This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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:

Subject:	Re: Request for Drupal authoring screen captures
From:	"Centner, Teri" <mcen@LOC.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 16:40:54 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (13 kB) , text/html (26 kB)

I'm not sure if this Google trick will work for you, but if you can see cached pages with Google search, that's a handy way to find the YouTube link from a drupal.tv page that's blocked.

If you want to test it out, here's an example cached page for the first link below. (Note: you have to do it from Google's search page, rather than the brower's search bar.)

https://webcache.googleusercontent.com/search?q=cache:V3h6raOpKt8J:https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov+&cd=1&hl=en&ct=clnk&gl=us

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Maher, Mary - REE-ERS, Washington, DC
Sent: Monday, July 27, 2020 12:25 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

as Lisa mentioned, Drupal.tv is blocked for many of us Feds... 🙁

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Kirsten Burgard <KBurgard@VOANEWS.COM>
Sent: Monday, July 27, 2020 11:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

These might be pretty useful for this topic as well:

https://drupal.tv/external-video/2018-08-23/scaling-our-voice-supporting-600-authors-create-consistent-massgov

https://drupal.tv/external-video/2018-06-28/getting-closer-your-customer-how-massgov-using-drupal-last-mile

https://drupal.tv/external-video/2019-06-28/collecting-and-using-feedback-massgov

there are lots of videos available on content editors and users available.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 11:31 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

+1 on the session Making Drupal Friendly for Editors and Clients. I attended that session last year, and I've included it in the epic assigned to our developers.

This presentation is excellent from the point of view of a developer encouraging other developers to make Drupal friendly.

I'd like to expand my research into the author/editor/client perspective on the experiences that end up being built. Thanks everyone for your help so far!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Monday, July 27, 2020 10:10 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

> This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

highly recommend the Drupal GovCon training last year on the authoring/editing experience.

You can find the videos on Drupal.tv but this is a direct link to the session:
https://drupal.tv/external-video/2019-07-26/making-drupal-friendly-editors-and-clients

There's other options too, like using a decoupled drupal solution with something like HAX (search drupal TV for videos).

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Selsley, Thomas <0000046dacdf5378-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

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

Subject:	Re: Request for Drupal authoring screen captures
From:	"Harms, Linda - FS" <linda.harms@USDA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 17:21:25 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (14 kB) , text/html (23 kB) , image001.png (6 kB) , image002.jpg (6 kB) , image003.jpg (6 kB)

Ditto!

We're nowhere near ready to migrate, but with 150+ forests, nine regions, dozens of standalone sites and over a billion hits a year, we're going to have to lean heavily on the experience and warnings of those who have gone before us.

(thankfully, I only have 14 of those sites!)

Linda Harms
R3 Regional Web Manager

USDA Forest Service
Southwestern Region
Regional Office
Communication & Engagement

P: 505-842-3296
linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102
www.fs.fed.us

Caring for the land and serving people

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Maher, Mary - REE-ERS, Washington, DC
Sent: Monday, July 27, 2020 9:21 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

us too!!!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Stewart, Kimberly <000009a594240588-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, July 27, 2020 10:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

All,

Thank you for sharing (and starting this thread)! I would be interested in this meeting too!

Regards,

Kim

Kimberly Stewart

Kimberly Stewart
Program Manager
Learning Solutions Center
User Experience (UX) Directorate
703 309-1925

-----Original Message-----
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Hernandez, Paul A. (Fed)
Sent: Monday, July 27, 2020 10:40 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [External Sender] Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hi Everyone,

This is very timely. Over here at NIST we are about to begin the process of re-evaluating our Drupal authoring experience for both our internal and public websites. Both have been updated to Drupal 8 recently. Would love to see how everyone has their authoring environments setup too.

Laura – If you could add me to that email/meeting that would be great!

Thanks,

Paul Hernandez

IT Specialist

National Institute of Standards and Technology

paul.hernandez@nist.gov <mailto:paul.hernandez@nist.gov>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date: Monday, July 27, 2020 at 10:09 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hey Tom,

We use D8 too. We have about 150 folks in the authoring environment regularly. We created about 1,500 pages of new content last year. What types of content do you have that you most want to see?

As NSF is our neighbor down the street (J), we're happy to share with you what we have. What's your email address? Cathy who handles our documentation has PDFs of our instructions we could share.

Normally, I'd also invite you over to our office if you wanted to meet in person – but in these times, if you wanted to hop on a webex, I'd be happy to do that if that's helpful! I have a lot of thoughts on the pros/cons of how we have things set up.

~Laura

Laura Larrimore

Senior Digital Strategist

Office of the Chief Communications Officer

United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of Selsley, Thomas
Sent: Monday, July 27, 2020 9:43 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hello content management experts,

My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience

Division of Information Systems | National Science Foundation

2415 Eisenhower Avenue, Alexandria, VA 22314

o: 703-292-8606 m: (b) (6)

_____

_____

_____

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov 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 before sharing outside our community.

Subject:	Re: Request for Drupal authoring screen captures
From:	"Selsley, Thomas" <tselsley@NSF.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Mon, 27 Jul 2020 20:29:47 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (6 kB) , text/html (19 kB)

Jane,
This is really great! I shared this with my team, and they are familiar with the great work at VA. Thanks very much.

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Newman, Jane E.
Sent: Monday, July 27, 2020 11:29 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] - Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

> This email originated from outside of the National Science Foundation. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi All,

I worked as a content strategist on VA's facility website migration (in progress) from Teamsite to Drupal 8 last year. The airtable links below show some of the early content types with screenshots (just click on the thumbnails for details). I rolled off this project but the content types have remained the same for the most part and reflect common configurations of content that are distinct enough to be unique types in a system. So the content types we developed reflected the needs of a health care system. Yours will likely be different...but there are definitely more universal content types (ie, press release, article, blog, etc) that would work for most organizations.

What's more important in setting up a CMS is how the content types relate to each other through the content model and a taxonomy than the technology you choose.

If you can't access the airtable links, you'll need to come off VPN.

Content Types Gallery view: https://airtable.com/shra2NtAmBf6adPul
Table view: https://airtable.com/shrqsIumEXLHgS151

Here's the pilot website that is now in Drupal 8 and incorporates the content types inventoried above.
https://www.va.gov/pittsburgh-health-care/

https://groups.google.com/groups...

Hope this is helpful. Please reach out if you have any questions.

Jane

--

--

Jane Newman | Phone: 202-748-2738
Strategic Communications | Centers of Excellence | GSA TTS

Sent from my iPhone

> On Jul 27, 2020, at 9:55 AM, Selsley, Thomas <0000046dacdf5378-dmarc-request@listserv.gsa.gov> wrote:

Hello content management experts,
My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

Best Regards,

Tom Selsley | User Experience
Division of Information Systems | National Science Foundation
2415 Eisenhower Avenue. Alexandria, VA 22314
o: 703-292-8606 m: (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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov

Subject:	url shortener efficacy with US gov social media
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Jul 2020 13:12:17 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (2502 bytes) , text/html (7 kB)

So, was just looking at https://go.usa.gov/

I wanted to see the top urls ever shortened. I like to check the links after cause I just like to see if they are still active.

What I noticed today is that 5 of the top URLs shortened using go.usa.gov are Corona virus ones. That seems solid. What I didn't expect is that they'd be from the Department of Veterans Affairs. All 5 of the Coronoa virus URLs are VA.

I'm also not surprised by the top two even if they're from 2011 and 2012... https://www.nhc.noaa.gov/cyclones/

NHC Active Tropical Cyclones

5:00 PM AST Sat Jul 25 Location: 11.0°N 63.0°W Moving: W at 21 mph Min pressure: 1011 mb Max sustained: 35 mph Public Advisory #17 500 PM AST: Aviso Publico* #17 500 PM AST: Forecast Advisory

www.nhc.noaa.gov

---

and

https://cancercontrol.cancer.gov/IS/tools/practice.html

Practice Tools | IS | DCCPS/NCI/NIH

Cancer Trends Progress Report. The Cancer Trends Progress Report, first issued in 2001, summarizes our nation's advances against cancer in relation to Healthy People targets set forth by the Department of Health and Human Services. The Cancer Trends Progress Report is designed to help the nation review past efforts and plan future ones.

cancercontrol.cancer.gov

---

go.usa.gov has kept going even as things have changed in social media and that seems pretty interesting to me.

Also, hope there is a roadmap for upgrading it to Drupal 9 as Drupal 7 is nearing end of life. Clearly, the application is still in use.

Kirsten

Subject:	Re: url shortener efficacy with US gov social media
From:	Sara Cope - QQE <sara.cope@GSA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Jul 2020 09:23:32 -0400
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (3757 bytes) , text/html (10 kB)

I just saw yesterday that, in the past quarter, go.usa.gov is the top clicked item on our https://digital.gov/services/ page.

On Tue, Jul 28, 2020 at 9:18 AM Kirsten Burgard <KBurgard@voanews.com> wrote:

So, was just looking at https://go.usa.gov/

I wanted to see the top urls ever shortened. I like to check the links after cause I just like to see if they are still active.

What I noticed today is that 5 of the top URLs shortened using go.usa.gov are Corona virus ones. That seems solid. What I didn't expect is that they'd be from the Department of Veterans Affairs. All 5 of the Coronoa virus URLs are VA.

I'm also not surprised by the top two even if they're from 2011 and 2012... https://www.nhc.noaa.gov/cyclones/

NHC Active Tropical Cyclones

5:00 PM AST Sat Jul 25 Location: 11.0°N 63.0°W Moving: W at 21 mph Min pressure: 1011 mb Max sustained: 35 mph Public Advisory #17 500 PM AST: Aviso Publico* #17 500 PM AST: Forecast Advisory

www.nhc.noaa.gov

and

https://cancercontrol.cancer.gov/IS/tools/practice.html

Practice Tools | IS | DCCPS/NCI/NIH

Cancer Trends Progress Report. The Cancer Trends Progress Report, first issued in 2001, summarizes our nation's advances against cancer in relation to Healthy People targets set forth by the Department of Health and Human Services. The Cancer Trends Progress Report is designed to help the nation review past efforts and plan future ones.

cancercontrol.cancer.gov

go.usa.gov has kept going even as things have changed in social media and that seems pretty interesting to me.

Also, hope there is a roadmap for upgrading it to Drupal 9 as Drupal 7 is nearing end of life. Clearly, the application is still in use.

Kirsten

--
Sara D. Cope (she/her)
Digital.gov

Subject:	Re: url shortener efficacy with US gov social media
From:	"Walker, Stephen" <Stephen.Walker4@VA.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Jul 2020 13:37:32 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (4 kB) , text/html (13 kB)

Kirsten,

Just as background to why you are seeing VA numbers. We started using the shortner recently as it provides a .gov address (trust) and gives us immediate feedback (click count) on the effectiveness of the message – be it a text message, social media, etc.

Steve

// SIGNED //

Stephen M. Walker
Web Communication Lead

IT Strategic Communication (ITSC)
Office of Information and Technology (OIT)
Department of Veterans Affairs
https://www.oit.va.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Tuesday, July 28, 2020 9:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] url shortener efficacy with US gov social media

So, was just looking at https://go.usa.gov/

I wanted to see the top urls ever shortened. I like to check the links after cause I just like to see if they are still active.

What I noticed today is that 5 of the top URLs shortened using go.usa.gov are Corona virus ones. That seems solid. What I didn't expect is that they'd be from the Department of Veterans Affairs. All 5 of the Coronoa virus URLs are VA.

I'm also not surprised by the top two even if they're from 2011 and 2012... https://www.nhc.noaa.gov/cyclones/

NHC Active Tropical Cyclones

5:00 PM AST Sat Jul 25 Location: 11.0°N 63.0°W Moving: W at 21 mph Min pressure: 1011 mb Max sustained: 35 mph Public Advisory #17 500 PM AST: Aviso Publico* #17 500 PM AST: Forecast Advisory

www.nhc.noaa.gov

---

and

https://cancercontrol.cancer.gov/IS/tools/practice.html

Practice Tools | IS | DCCPS/NCI/NIH

Cancer Trends Progress Report. The Cancer Trends Progress Report, first issued in 2001, summarizes our nation's advances against cancer in relation to Healthy People targets set forth by the Department of Health and Human Services. The Cancer Trends Progress Report is designed to help the nation review past efforts and plan future ones.

cancercontrol.cancer.gov

go.usa.gov has kept going even as things have changed in social media and that seems pretty interesting to me.

Also, hope there is a roadmap for upgrading it to Drupal 9 as Drupal 7 is nearing end of life. Clearly, the application is still in use.

Kirsten

Subject:	Re: url shortener efficacy with US gov social media
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Jul 2020 13:39:09 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (19 kB)

It's a successful low cost gov project that keeps going! It's really kind of cool.

I'm glad it's still used!

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sara Cope - QQE <sara.cope@GSA.GOV>
Sent: Tuesday, July 28, 2020 9:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] url shortener efficacy with US gov social media

I just saw yesterday that, in the past quarter, go.usa.gov is the top clicked item on our https://digital.gov/services/ page.

On Tue, Jul 28, 2020 at 9:18 AM Kirsten Burgard <KBurgard@voanews.com> wrote:

> So, was just looking at https://go.usa.gov/
>
> I wanted to see the top urls ever shortened. I like to check the links after cause I just like to see if they are still active.
>
> What I noticed today is that 5 of the top URLs shortened using go.usa.gov are Corona virus ones. That seems solid. What I didn't expect is that they'd be from the Department of Veterans Affairs. All 5 of the Coronoa virus URLs are VA.
>
> I'm also not surprised by the top two even if they're from 2011 and 2012... https://www.nhc.noaa.gov/cyclones/

> ## NHC Active Tropical Cyclones
>
> 5:00 PM AST Sat Jul 25 Location: 11.0°N 63.0°W Moving: W at 21 mph Min pressure: 1011 mb Max sustained: 35 mph Public Advisory #17 500 PM AST: Aviso Publico* #17 500 PM AST: Forecast Advisory
>
> www.nhc.noaa.gov

> and
>
> https://cancercontrol.cancer.gov/IS/tools/practice.html

> ## Practice Tools | IS | DCCPS/NCI/NIH
>
> Cancer Trends Progress Report. The Cancer Trends Progress Report, first issued in 2001, summarizes our nation's advances against cancer in relation to Healthy People targets set forth by the

our nation's advances against cancer in relation to Healthy People targets set forth by the Department of Health and Human Services. The Cancer Trends Progress Report is designed to help the nation review past efforts and plan future ones.

cancercontrol.cancer.gov

go.usa.gov has kept going even as things have changed in social media and that seems pretty interesting to me.

Also, hope there is a roadmap for upgrading it to Drupal 9 as Drupal 7 is nearing end of life. Clearly, the application is still in use.

Kirsten

--
Sara D. Cope (she/her)
Digital.gov
GSA/TTS/Solutions/Open Source + Innovation
sara.cope@gsa.gov

Subject:	Re: url shortener efficacy with US gov social media
From:	Kirsten Burgard <KBurgard@VOANEWS.COM>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Tue, 28 Jul 2020 14:03:42 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (8 kB) , text/html (19 kB)

That was part of the intent when it was built. To be an authoritative source so that anyone on social media who saw it would know it was a gov link and could trust the information being provided.

But I remember when I was at VA that there was a va url shortener in use. Perhaps that was just for internal items. I did notice that disa and dfas have several links on the go list that are likely internal ones for their agencies. Since the code is open source, and I know DFAS was (maybe still is?) drupal, they could just use the code and host an internal one for the internal urls.

Nice to see that it's worked well for VA. Can't believe it's been almost 5 years now since I moved agencies. Wishing you all the best.

K

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Walker, Stephen <0000017ab44132c6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, July 28, 2020 9:37 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] url shortener efficacy with US gov social media

Kirsten,

Just as background to why you are seeing VA numbers. We started using the shortner recently as it provides a .gov address (trust) and gives us immediate feedback (click count) on the effectiveness of the message – be it a text message, social media, etc.

Steve

// SIGNED //

Stephen M. Walker
Web Communication Lead

IT Strategic Communication (ITSC)
Office of Information and Technology (OIT)
Department of Veterans Affairs
https://www.oit.va.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Kirsten Burgard
Sent: Tuesday, July 28, 2020 9:12 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] url shortener efficacy with US gov social media

So, was just looking at https://go.usa.gov/

I wanted to see the top urls ever shortened. I like to check the links after cause I just like to see if they are still active.

What I noticed today is that 5 of the top URLs shortened using go.usa.gov are Corona virus ones. That seems solid. What I didn't expect is that they'd be from the Department of Veterans Affairs. All 5 of the Coronoa virus URLs are VA.

I'm also not surprised by the top two even if they're from 2011 and 2012... https://www.nhc.noaa.gov/cyclones/

NHC Active Tropical Cyclones

5:00 PM AST Sat Jul 25 Location: 11.0°N 63.0°W Moving: W at 21 mph Min pressure: 1011 mb Max sustained: 35 mph Public Advisory #17 500 PM AST: Aviso Publico* #17 500 PM AST: Forecast Advisory

www.nhc.noaa.gov

and

https://cancercontrol.cancer.gov/IS/tools/practice.html

Practice Tools | IS | DCCPS/NCI/NIH

Cancer Trends Progress Report. The Cancer Trends Progress Report, first issued in 2001, summarizes our nation's advances against cancer in relation to Healthy People targets set forth by the Department of Health and Human Services. The Cancer Trends Progress Report is designed to help the nation review past efforts and plan future ones.

cancercontrol.cancer.gov

go.usa.gov has kept going even as things have changed in social media and that seems pretty interesting to me.

Also, hope there is a roadmap for upgrading it to Drupal 9 as Drupal 7 is nearing end of life. Clearly, the application is still in use.

Kirsten

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:	Re: Request for Drupal authoring screen captures
From:	"Macadaeg, Robert J - ODEP" <Macadaeg.Robert.J@DOL.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Wed, 29 Jul 2020 11:06:08 +0000
Content-Type:	multipart/alternative
Parts/Attachments:	text/plain (9 kB) , text/html (22 kB)

Jane,

Thank you for sharing this excellent work.

Robert J. Macadaeg
Business Development Specialist
Office of Disability Employment Policy
U.S. Department of Labor
202-693-4936

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Newman, Jane E.
Sent: Monday, July 27, 2020 11:29 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Request for Drupal authoring screen captures

Hi All,

I worked as a content strategist on VA's facility website migration (in progress) from Teamsite to Drupal 8 last year. The airtable links below show some of the early content types with screenshots (just click on the thumbnails for details). I rolled off this project but the content types have remained the same for the most part and reflect common configurations of content that are distinct enough to be unique types in a system. So the content types we developed reflected the needs of a health care system. Yours will likely be different...but there are definitely more universal content types (ie, press release, article, blog, etc) that would work for most organizations.

What's more important in setting up a CMS is how the content types relate to each other through the content model and a taxonomy than the technology you choose.

If you can't access the airtable links, you'll need to come off VPN.

Content Types Gallery view: https://airtable.com/shra2NtAmBf6adPul
Table view: https://airtable.com/shrqsIumEXLHgS151

Here's the pilot website that is now in Drupal 8 and incorporates the content types inventoried above. https://www.va.gov/pittsburgh-health-care/

Hope this is helpful. Please reach out if you have any questions.

Jane

--

--

Jane Newman | Phone: 202-748-2738
Strategic Communications | Centers of Excellence | GSA TTS

Sent from my iPhone

> On Jul 27, 2020, at 9:55 AM, Selsley, Thomas <0000046dacdf5378-dmarc-request@listserv.gsa.gov> wrote:

> Hello content management experts,
> My agency is iterating on a new public-facing website with USWDS and Drupal 8. Currently we have several important content types / web pages created by admins. We are ramping up to get 100 or so authors involved in creating new pages using content types. This will be very different than the old CMS that uses HTML templates (think Dreamweaver templates).

> Question for the community, if your agency has implemented Drupal 8, what does your authoring environment look like? We are especially interested if it's possible to share images from your Drupal 8 authoring environment, such as screen captures or documentation that contains screen captures. Thanks, all!

> Best Regards,

> Tom Selsley | User Experience
> Division of Information Systems | National Science Foundation
> 2415 Eisenhower Avenue. Alexandria, VA 22314
> o: 703-292-8606 m: **(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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
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 before sharing outside our community.

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to
listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest

Subject:	IT Dashboard source code by OMB
From:	(b) (6) @DIR.TEXAS.GOV>
Reply To:	Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Date:	Fri, 31 Jul 2020 18:27:11 +0000
Content-Type:	multipart/related
Parts/Attachments:	text/plain (118 kB) , text/html (7 kB) , image001.png (7 kB) , image002.png (7 kB) , image003.png (7 kB) , image004.png (7 kB) , image005.jpg (118 kB)

Happy Friday everyone,

I'm wondering if anyone out there has any insight to any available open source code for the IT dashboard: https://itdashboard.gov/drupal/.

Thanks in advance!

(b) (6), **CPACC**
Website Administrator | EIR Accessibility Coordinator
Texas Department of Information Resources
(b) (6) @dir.texas.gov | (512) 475-4575
300 W. 15th Street, Suite 1300, Austin, TX 78701

_____

Transforming How Texas Government Serves Texans
#DIRisIT | @TexasDIR | DIR e-Accessibility Resources

_____

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/

Getting too many messages? Don't unsubscribe--try the daily digest! Create a new message and address it to listserv@listserv.gsa.gov
The message should have NO SUBJECT, and the only text in the message should read: set content-managers-l digest