

Subject: Updated invitation: Web Managers Community Huddle on Data @ Thu Mar 4, 2021 2pm - 3pm (EST) (content-managers-l@listserv.gsa.gov)

From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>

Reply To: ammie.farrajfeijoo@gsa.gov

Date: Mon, 1 Mar 2021 13:59:38 +0000

Content-Type: multipart/mixed

Parts/Attachments: [text/plain](#) (3578 bytes) , [text/html](#) (12 kB) , [text/calendar](#) (12 kB) , [invite.ics](#) (12 kB)

This event has been changed.

Changed: Web Managers Community Huddle on Data

When Thu Mar 4, 2021 2pm – 3pm Eastern Time - New York

Where (b) (6)

Calendar content-managers-l@listserv.gsa.gov

Who (Guest list has been hidden at organizer's request)

[more details »](#)

Join us for the latest Web Managers Community Huddle, an informational meeting for open and organic information exchange.

(b) (6)

Tim Lowden, [Digital Analytics Program](#) Manager, will join us to talk about **all things data** — strategies, challenges, tools, and more!

Please accept this invitation to join the huddle, and let me know if you need any accommodations to participate in this meeting fully.

Ammie

More details on how to join

Live captioning

(b) (6)

Meeting ID: (b) (6) (b) (6)

One tap mobile

(b) (6)

Dial by your location

(b) (6)

Meeting ID: (b) (6)

Passcode: (b) (6)

Find your local number: (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://calendar.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](#).

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Subject: What will you do when a deepfake video hits your agency?
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Thu, 4 Mar 2021 15:50:59 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (2030 bytes) , text/html (8 kB)

Apologies for the resend if you already saw this on another list - this was supposed to go yesterday at the same time to 3 lists, but got stuck somewhere.

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I mean, yikes: <https://www.cnn.com/videos/business/2021/03/02/tom-cruise-tiktok-deepfake-orig.cnn-business/video/playlists/business-tech/>

I think it's only a matter of time before some agency's social media, website, and press line start blowing up because of something a leader was supposedly caught saying or doing on video. What would cause the most harm, it seems to me, is not so much faking an agency head in a speech, but a second-tier person or a nominee saying something inappropriate in an "unguarded" moment.

Beyond sharing this example simply for general education, I hope it will give us all a chance to start planning now for what we'll do when this happens.

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Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6)@state.gov
(b) (6)

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Subject: Re: What will you do when a deepfake video hits your agency?
From: "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS
Date: Thu, 4 Mar 2021 16:49:28 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB)

I remember first seeing this in Forest Gump and thinking... oh boy, visual history can be recreated...

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Thursday, March 4, 2021 7:51 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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7/27/2021

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Subject: [Re: What will you do when a deepfake video hits your agency?](#)
From: "Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Lapcewich, Dennis -FS
Date: Thu, 4 Mar 2021 18:52:06 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB)

This Fortune articles offers a bit more depth than the CNN article.

<https://fortune.com/2021/03/02/tom-cruise-deepfake-videos-tik-tok-chris-ume/>

Bottom line – Right now the time, technology, skills, and effort to produce this level of quality deepfakes are limiting factors. Hence, using a high profile face to make the point.

The clock is ticking. When your 12-year-old daughter/son gets an A in their video class for a deepfake of you, it will be too late.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Flaherty, Jason -FS
Sent: Thursday, March 4, 2021 8:49 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R
Date: Thu, 4 Mar 2021 19:11:22 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (13 kB)

I don't think agencies need to wait around for high quality deepfakes before we have worry, though. There's already been many deepfakes related to politics that, if people took more than a gnat-second they would've seen areas of the video that were shoddy. Often people are easily fooled, even by poor quality deepfakes, because they **want to believe** it's true and can't imagine that it was that easy to fake.

Scott Horvath
WWW Product Manager
571-296-1157 (soliciting = block)
shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, March 4, 2021 1:52 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Subject: Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?
From: "Lapcewich, Dennis -FS" <dennis.lapcewich@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Lapcewich, Dennis -FS
Date: Thu, 4 Mar 2021 19:41:31 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2269 bytes) , [text/html](#) (5 kB)

Just found this to carry on the conversation:

<https://lifehacker.com/how-to-spot-a-deepfake-without-even-watching-the-video-1846397857>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R

Sent: Thursday, March 4, 2021 11:11 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Thu, 4 Mar 2021 19:58:21 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (13 kB)

To be clear, I'm not worried about:

1) The people who will want to believe whatever lie is being sold. As Scott points out, they readily believe even bad fakes.

or

2) The people who apply critical thinking by habit and might actually take the time to look for a second source (but many times, this isn't even helpful, because supposedly independent news orgs take each other's stuff and re-report it without independently verifying, and sometimes add on their own additional misunderstanding).

I'm worried about the vast majority of people, who won't take the time to analyze per those steps, and might be suspicious, but will believe their eyes. People like me who have said things like "No way that happened. The reporter (or your friend's second cousin's best friend's boss) missed something" but then find video evidence much more compelling. Even if some portion of those people eventually don't believe, enormous swaths of people will.

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 (b) (6)@state.gov
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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, March 4, 2021 2:41 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>

Date: Thu, 4 Mar 2021 21:03:31 +0000

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (15 kB)

I'm starting to think that digital literacy needs to start in elementary school.

Thanks, (b) (6)

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>

Sent: Thursday, March 4, 2021 2:58:21 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

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Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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WWW Product Manager

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?
From: (b) (6) @HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Thu, 4 Mar 2021 21:51:27 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (9 kB)

Greetings Dennis Lapcewich,

I shall study and share SIFT and The Five Pillars. Workable guidelines. Thanks.

I liked the tag category "Bullshit Detection School".

Maybe fakery also has something to do with "being too busy" and "it's not my fault".

I remember back in the old days when "computers" were expensive, and connection time was paid for by the minute.

For me, I was usually too busy for social media, and seem to think that once I made 18, everything was my fault. So if I've been faked, I don't know it.

To me, there's not much difference between deep fakes and a forged signature. So maybe the difference is in the observer.

Stay healthy everybody.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Lapcewich, Dennis -FS
Sent: Thursday, March 4, 2021 9:42 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura

Date: Fri, 5 Mar 2021 00:51:02 +0000

Content-Type: multipart/related

Parts/Attachments: [text/plain](#) (11 kB) , [text/html](#) (26 kB) , [image002.jpg](#) (34 kB)

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 DAS Digital Strategy

7/27/2021

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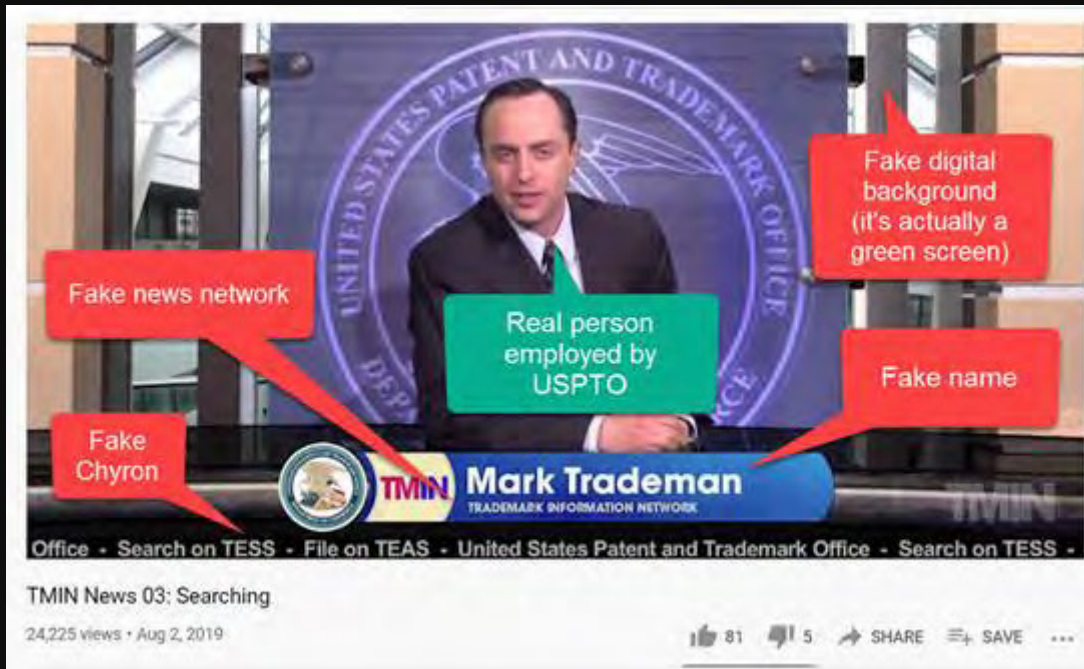
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Stop me if you've heard this one.

Once upon a time, as the first Gulf War was winding down, an Army photographer took a picture of a sergeant and the sergeant's daughter, embracing. The sergeant had just gotten off a military flight from overseas, where he had been combat-deployed. It was a day-long flight, his 5 o'clock shadow seemed more 11 pm-ish and he was jonesing for a smoke. It was a damn fine photo, in the best military tradition.

Naturally, someone decided it needed to be improved. In the photo, pinned between his index and middle fingers, was the sergeant's unlit cig. It was said that some young officer, upon seeing the printed photo, piped up, "A good NCO wouldn't be smoking in this picture."

So, the enlisted photographer retreated to the darkroom (yes, a real darkroom) and burned and dodged until the cigarette was gone – cleanly, miraculously gone. A bit of context for folks who may have never "painted" with the nearly magical combination of film, paper, chemistry and light – removing this objectionable object was not an easy task, given the tech at their disposal. Getting rid of that one cigarette burned significant time and effort. But it became the cover photo (above the fold) of the next post newspaper and it looked outstanding.

If this was the whole story, I'd never have heard of it. As it turns out, the Army photog wasn't the only "shooter" present that day. Someone from the local paper was also there, took pretty much the same photo – and left the cigarette in the photo. Naturally, this photo also made the cover of its newspaper, making for an interesting side-by-side display in the local shop.

On that day, locals learned that their military neighbors would doctor a photo for a relatively insignificant reason. They intuited that a better reason would also result in a visual "lie" (and they were probably right). The military apologized for its "error" and attempted to move on.

What they didn't know, was that the story would make its way to the Army public affairs community's worldwide newsletter. The controversy had gone global.

Some public affairs specialists (I'm recalling a printed letter from a sergeant first class) embraced the tradition of following orders and the then-current guidance against smoking. Some remained silent. One fool (stationed in Korea at the time) opined that credibility was the currency of Army public affairs and shouldn't be burned without *much* better reason. He called photographs the "holy icons" of our profession. He said that burning and dodging for emphasis was fine, but that adding or removing elements (without telling the audience) should be forbidden by public affairs doctrine, to maintain the aforementioned credibility – and that we would miss that credibility if we lost it.

If that young private (a private first class, if memory serves) were here today, he'd probably raise a warning flag about visual honesty with our audiences and what it might mean for our relationships with them. He'd probably applaud Laura's consideration of what to do with an inherited program – and probably wouldn't fight fake backgrounds for online meetings, since we pretty much expect them now. He might even wrap his comments in a retelling of the old (real!) soldier-with-a-cigarette story.

Yeah, "he'd" do that.

;-)

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>

Sent: Thursday, March 4, 2021 7:51 PM

To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>

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Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Lapcewich, Dennis -FS
Date: Fri, 5 Mar 2021 16:42:13 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1470 bytes) , [text/html](#) (3732 bytes)

This topic has legs.

Today on the NBC Today show:

https://www.today.com/video/deepfake-videos-of-tom-cruise-raise-new-concerns-about-technology-102166597620?playlist=mmlsnnnd_todayarchivesfriday

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From: Robert Bunge - NOAA Federal <robert.bunge@NOAA.GOV>
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As an old guy who made his living in a darkroom decades ago and then watching digital imagery technology advance over the years, this is a fun and yet very important topic for communication professionals to be aware of and to have at least a sense of how it all works - if you can figure it out without watching. For those who might find a bit of background in the technologies involved interesting, this 2018 paper by some UC Berkeley researchers demonstrates how they graphed movements between people using software:

https://carolineec.github.io/everybody_dance_now/

Captain Disillusion's youtube channel demonstrates how various video processes are used to trick the eye and debunks various videos in a fun and engaging way with a skeptic's eye:

<https://www.youtube.com/channel/UCEOXxzW2vU0P-0THehuIleg>

Bob

On Thu, Mar 4, 2021 at 7:54 PM Larrimore, Laura <00000a18d329034b-dmarc-request@listserv.gsa.gov> wrote:

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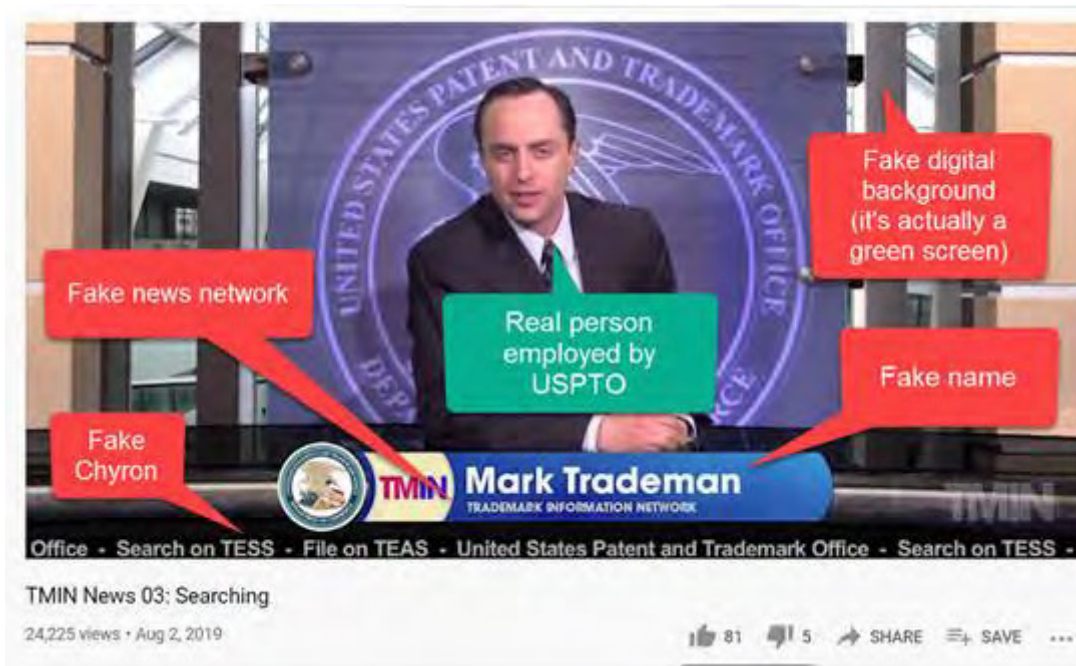


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Scott Horvath

WWW Product Manager

571-296-1157 (soliciting = block)

shorvath@usgs.gov (soliciting = junk)

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 5 Mar 2021 17:53:07 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (20 kB) , text/html (52 kB) , image001.jpg (34 kB)

Both Laura's and Larry's (err ... a random former private's) stories are excellent examples of trust lost.

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Bringing all of this back to us as communications professionals, yes, the real long-term answer is critical thinking by everyone reading or seeing something. But we need to both know what we'll do when a deepfake hits us and also advocate, hard, against our faking out our audiences.

(b) (6)

Director | Office of Global Web Platforms
 DAS Digital Strategy
 Bureau of Global Public Affairs
 U.S. Department of State

(b) (6)@state.gov

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, March 5, 2021 10:14 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Naturally, someone decided it needed to be improved. In the photo, pinned between his index and middle fingers, was the sergeant's unlit cig. It was said that some young officer, upon seeing the printed photo, piped up, "A good NCO wouldn't be smoking in this picture."

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If this was the whole story, I'd never have heard of it. As it turns out, the Army photog wasn't the only "shooter" present that day. Someone from the local paper was also there, took pretty much the same photo – and left the cigarette in the photo. Naturally, this photo also made the cover of its newspaper, making for an interesting side-by-side display in the local shop.

On that day, locals learned that their military neighbors would doctor a photo for a relatively insignificant reason. They intuited that a better reason would also result in a visual "lie" (and they were probably right). The military apologized for its "error" and attempted to move on.

What they didn't know, was that the story would make its way to the Army public affairs community's worldwide newsletter. The controversy had gone global.

Some public affairs specialists (I'm recalling a printed letter from a sergeant first class) embraced the tradition of following orders and the then-current guidance against smoking. Some remained silent. One fool (stationed in Korea at the time) opined that credibility was the currency of Army public affairs and shouldn't be burned without *much* better reason. He called photographs the "holy icons" of our profession. He said that burning and dodging for emphasis was fine, but that adding or removing elements (without telling the audience) should be forbidden by public affairs doctrine, to maintain the aforementioned credibility – and that we would miss that credibility if we lost it.

If that young private (a private first class, if memory serves) were here today, he'd probably raise a warning flag about visual honesty with our audiences and what it might mean for our relationships with them. He'd probably applaud Laura's consideration of what to do with an inherited program – and probably wouldn't fight fake backgrounds for online meetings, since we pretty much expect them now. He might even wrap his comments in a retelling of the old (real!) soldier-with-a-cigarette story.

Yeah, "he'd" do that.

;-)

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

From: Larrimore, Laura <Laura.Larrimore@USPTO.GOV>

Sent: Thursday, March 4, 2021 7:51 PM

To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>

Subject: RE: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

Ever since photography was invented, there have been discussions about how technology can be used to trick us. (Ahem, Cottingley Fairies of 1917). This is a favorite topic of mine since grad school – so interested to hear what others think!

And along these lines – how critically are **we** thinking about other trends we follow that further muddy the waters for the public about what is real vs. fake for the future?

For example – "virtual backgrounds" are a HOT topic at our agency right now.

Our main designer hates them (for a variety of reasons) but part of the concern is they almost never work quite right. And even when they do, something looks "off" because the background and the lighting don't match.

He feels it's better to be authentic and have people see your real, messy house than to have people be distracted wondering what's fake vs. real.

But I know a lot of agencies are using them these days (and some do look nice!), and people like them because they bring visual consistency and can hide a less-than-ideal telework set up etc.

But what's the larger repercussions of normalizing this type of "fakeness" with the general public? If you train people to ignore a strange ghostly halo around an official with a virtual background, aren't we training people to ignore some of the signs of deep fakes by making our "real" stuff more fake?

*And lest you think I am over here judging others for not being real all the time, to my chagrin our most [watched video on Youtube](#) with 1.2 million views is infomercial-level fake. We eventually had to put a disclaimer in the description, because people would get 30 minutes in and you could tell from the comments it suddenly dawned on them that it was staged and they would get freaked out. (Text of Disclaimer in description: This simulated presentation features reporters from the USPTO's news broadcast-style video series, the Trademark Information Network (TMIN). While the set-up is staged for educational purposes, the information provided is real.)

I inherited this well established video series and we are in the process of retooling how we convey this info, but whoever came up with the TMIN idea years ago even developed a digitally-faked "newsroom" for this series. Government passing fake stuff off like it's real stuff = seems like a bad idea. It's only the human in the middle who is a real person and real employee, and even he is playing a fictitious character (you thought MARK TRADEMAN was his real name, hmmm?) – nope, the rest is ALLLLL fake.



Figure 1- screenshot of the TMIN video series, with arrows pointing out the fake Chyron, background, news network name and news anchor name.

~Laura

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Thursday, March 4, 2021 4:04 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

I'm starting to think that digital literacy needs to start in elementary school.

Thanks, Jeffrey.

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, March 4, 2021 2:58:21 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Lapcewich, Dennis -FS <00000478157fdb9c-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, March 4, 2021 2:41 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

Just found this to carry on the conversation:

<https://lifehacker.com/how-to-spot-a-deepfake-without-even-watching-the-video-1846397857>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R
Sent: Thursday, March 4, 2021 11:11 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

7/27/2021

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From: "(b) (6)" USARMY HQDA ASA MRA (USA)" <(b) (6)@MAIL.MIL>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)@MAIL.MIL

Date: Fri, 5 Mar 2021 18:17:36 +0000

Content-Type: multipart/related

Parts/Attachments: text/plain (22 kB) , text/html (53 kB) , image001.jpg (34 kB)

When it rains it pours. Just today, the Pittsburgh Penguins were caught broadcasting a photo of their in-person fans at a home game and someone in their PR department photoshopped the masks of two fans who were wearing them improperly so that the new image looked like all fans were complying to a "T".

Unfortunately many journalistic ethical practices are dying quickly.

V/R,
 (b) (6)
 People Analytics
 ASA M&RA

From: Content Managers [CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] on behalf of (b) (6) [000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV]
Sent: Friday, March 05, 2021 12:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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Sent: Friday, March 5, 2021 10:14 AM
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Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Sent: Thursday, March 4, 2021 7:51 PM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>
Subject: RE: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

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<div data-bbox=)



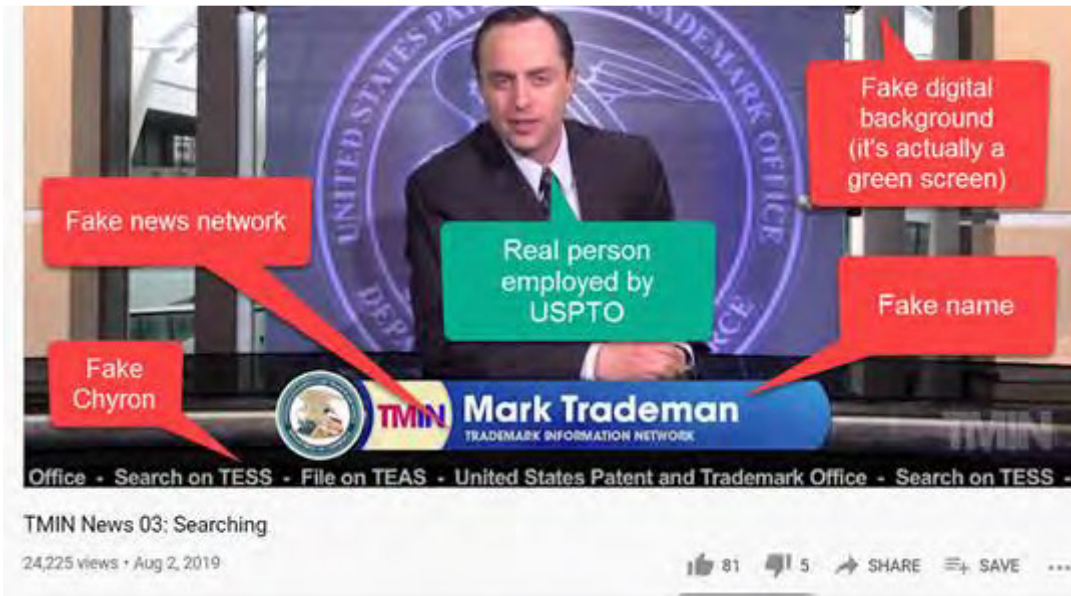


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Just found this to carry on the conversation:

Caution-<https://lifelife.com/how-to-spot-a-deepfake-without-even-watching-the-video-1846397857> < Caution-<https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Flifelife.com%2Fhow-to-spot-a-deepfake-without-even-watching-the-video-1846397857&data=04%7C01%7CLevyJM2%40state.gov%7Cc87fd6cca0914b2d193708d8dfea90be%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637505545870544185%7CUnknown%7CTWFPbGZsb3d8eyJWljoimc4wLjAwMDAiLCJQljoiv2luMzliLCJBTiI6lk1haWwiLCJXVCi6Mn0%3D%7C1000&sdata=q2RYgb1OWPTSyuSnWFFpEzO9Ll6VdUjFIC8lsxJa9qI%3D&reserved=0> >

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV > >**On Behalf Of** Horvath, Scott R

Sent: Thursday, March 4, 2021 11:11 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] What will you do when a deepfake video hits your agency?

I don't think agencies need to wait around for high quality deepfakes before we have worry, though. There's already been many deepfakes related to politics that, if people took more than a gnat-second they would've seen areas of the video that were shoddy. Often people are easily fooled, even by poor quality deepfakes, because they want to believe it's true and can't imagine that it was that easy to fake.

Scott Horvath

WWW Product Manager

571-296-1157 (soliciting = block)

shorvath@usgs.gov < Caution-mailto:shorvath@usgs.gov > (soliciting = junk)

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url=https%3A%2F%2Fdigital.gov%2F&data=04%7C01%7CLEvyJM2%40state.gov%7Cc87fd6cca0914b2d193708d8dfea90be%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637505545870544185%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwiLCJXVCI6Mn0%3D%7C1000&sdata=sLakvydQ%2FsxuKXDc0NhkHbbOVJBO9iBwQ6rqV4nDI%2FQ%3D&reserved=0 > , a service of the Technology Transformation Services (TTS) within the General Services Administration (GSA). GSA is a federal agency subject to the Freedom of Information Act (FOIA) and must comply with requests for records made under FOIA. As a result, all communications made on this Communities of Practice LISTSERV are subject to release under FOIA.

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url=https%3A%2F%2Fdigital.gov%2Fcommunities%2Fmanage-your-subscription%2F&data=04%7C01%7C(b) (6) state.gov%7Cc87fd6cca0914b2d193708d8dfea90be%7C66cf50745afe48d1a691a12b2121f44b%7C0%7C0%7C637505545870554138%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzliLCJBTiI6IklhaWwiLCJXVCI6Mn0%3D%7C1000&s

Subject: [experience with Adobe Analytics?](#)
From: "Edstrom, Cathy" <Edstrom.Cathy@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Edstrom, Cathy
Date: Mon, 8 Mar 2021 13:16:21 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1321 bytes) , [text/html](#) (3255 bytes)

Hello,

EPA is looking for a new web analytics procurement. We are considering adobe analytics and were wondering if anyone has experience with them and would be willing to speak with us about it?

Does anyone know of any other analytics vendors that we should consider?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Divis
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

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Subject: Content Manager Request - Updating Forms.gov to USA.gov/forms
From: Claire Loxsom - QQBA <claire.loxsom@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Claire Loxsom - QQBA
Reply To: <claire.loxsom@GSA.GOV>
Date: Mon, 8 Mar 2021 13:40:07 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1659 bytes) , [text/html](#) (2635 bytes)

Good afternoon, content managers,

I'm reaching out with a request to update any existing .gov sites that link directly to the URL Forms.gov. If this applies to you, please replace the old URL www.forms.gov with www.usa.gov/forms.

If you have any questions or issues, please let me know or reach out directly to Syed Azeem (syed.azeem@gsa.gov) who is managing this effort from the GSA Centers of Excellence Cloud Adoption team.

Thank you in advance for the change and Happy Monday!

Claire

--



Claire Loxsom

Senior Program Analyst, USAGov Outreach (She/Her)

Gen Administration, Technology Transformation Services

M: (b) (6)

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Subject: [SEO Tools](#)
From: "Schulken, Susan" <Susan.Schulken@FDA.HHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Schulken, Susan
Date: Mon, 8 Mar 2021 22:16:03 +0000
Content-Type: multipart/related
[text/plain](#) (8 kB) , [text/html](#) (8 kB) , [image001.png](#) (8 kB) ,
Parts/Attachments: [image002.jpg](#) (8 kB) , [image003.jpg](#) (8 kB) , [image004.jpg](#) (8 kB) ,
[image005.jpg](#) (8 kB) , [image006.jpg](#) (8 kB)

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers

*Team Lead, External Communication Branch
CDRH Communications*

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration

Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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Subject: [All things data: recap from March 4 huddle](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Mon, 8 Mar 2021 17:27:57 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3278 bytes) , [text/html](#) (8 kB)

Web managers,

According to analytics.usa.gov, there were over 14 billion sessions on federal websites in 2019 and nearly 22 billion sessions in 2020, a 55% increase. In the same period, there was a 20% decrease in the average session duration, dropping from just over 3 minutes in 2019 to 2 ½ minutes in 2020.

At last Thursday’s huddle, we talked about how [21st Century IDEA](#) requires our websites to be user-centered and designed around user needs.

is designed around user needs with data-driven analysis influencing management and development decisions, using qualitative and quantitative data to determine user goals, needs, and behaviors, and continually test the website, web-based form, web-based application, or digital service to ensure that user needs are addressed

In other words, we should use data to make informed decisions, address user needs, and improve our websites and digital services by [listening](#).

Tim Lowden, Digital Analytics Program (DAP) manager, encouraged us to ask stories from the data. — rather than waiting for the data to tell us a story. He shared two plays from the [Web Analytics Playbook](#) that we can use to develop strategies and most effectively use web analytics. He also shared two success stories from the [Federal Trade Commission](#) and [U.S. Postal Service](#).

We wrapped up the huddle with a lively discussion on how we’re using analytics data. Attendees shared several tips and tactics, such as tying analytics to performance measures and [folding customer experience into the organization](#).

For me, a key takeaway was the importance of building a solid business case for investing in data and analytics.

What was your key takeaway?

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

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Subject: Re: SEO Tools
From: (b) (6) <[REDACTED]@DOH.HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <[REDACTED]>
Date: Tue, 9 Mar 2021 01:15:01 +0000
Content-Type: multipart/related
 text/plain (4 kB) , text/html (11 kB) , image001.png (8 kB) ,
Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
 image005.jpg (8 kB) , image006.jpg (8 kB)

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

(b) (6)

Hawaii Department of Health
Communications Office, Information Specialist

(b) (6) @doh.hawaii.gov
(b) (6)

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Schulken, Susan
Sent: Monday, March 8, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken
she / her / hers
Team Lead, External Communication Branch
CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)
Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration
Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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Subject: Re: SEO Tools
From: "Edstrom, Cathy" <Edstrom.Cathy@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Edstrom, Cathy
Date: Tue, 9 Mar 2021 11:37:56 +0000
Content-Type: multipart/related
text/plain (9 kB) , text/html (17 kB) , image001.png (8 kB) ,
Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
image005.jpg (8 kB) , image006.jpg (8 kB)

Hi Jackson,

Do you use Siteimprove for just your public websites or do you use Siteimprove for your Intranet sites?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Monday, March 8, 2021 8:15 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

(b) (6)

Hawaii Department of Health
Communications Office, Information Specialist
(b) (6) @doh.hawaii.gov
(b) (6)

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] On Behalf Of Schulken, Susan

Sent: Monday, March 8, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

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Susan

Susan Schulken

she / her / hers

Team Lead, External Communication Branch

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2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration

Teleworking: Call my cell at (b) (6)

susan.schulken@fda.hhs.gov



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Subject: Re: SEO Tools
 From: (b) (6), (b) (7)(C) USDOJ.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
 Date: Tue, 9 Mar 2021 13:30:44 +0000
 Content-Type: multipart/related
 text/plain (8 kB) , text/html (11 kB) , image001.png (8 kB) ,
 Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
 image005.jpg (8 kB) , image006.jpg (8 kB)

How are you doing, Susan? Nice to “see” you!!

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

Content Manager, [Justice.gov](https://www.justice.gov)

OCIO | Collaboration and Web Services

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

Pronouns: She, Her

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Schulken, Susan
Sent: Monday, March 8, 2021 5:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what’s working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers

Team Lead, External Communication Branch

CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration

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susan.schulken@fda.hhs.gov



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Subject: Re: [Non-DoD Source] [CONTENT-MANAGERS-L] All things data: recap from March 4 huddle
From: "(b) (6)" DCSA CDSE (USA)" <(b) (6)@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <(b) (6)@MAIL.MIL>
Date: Tue, 9 Mar 2021 15:21:14 +0000
Content-Type: multipart/signed
Parts/Attachments: text/plain (5 kB) , smime.p7s (6 kB)

Hi all,

Last Thursday's huddle led me to discover a number of really helpful resources that I've found tremendously helpful on this topic:

Digital.gov Web Analytics Playbook
<https://digital.gov/guides/web-analytics-playbook/>

Digital.gov Customer Experience Playbook (Customer Understanding section addresses data)
<https://digital.gov/resources/customer-experience-toolkit/>

Digital Services Playbook, Play 12
<https://playbook.cio.gov/#play12>

Veterans Affairs Customer Experience Cookbook for Federal Agencies
<https://www.va.gov/ve/docs/cx/customer-experience-cookbook.pdf>

I would love to hear from others in the group who have found resources that allow them to develop strategies and more effectively use their web analytics.

Thanks,

(b) (6)
IT Specialist
Center for Development of Security Excellence
Defense Counterintelligence and Security Agency
938 Elkridge Landing Road
Linthicum, MD 21090
(b) (6)@mail.mil

-----Original Message-----

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of Ammie Farraj Feijoo
Sent: Monday, March 8, 2021 5:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [Non-DoD Source] [CONTENT-MANAGERS-L] All things data: recap from March 4 huddle

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.

Web managers,

According to analytics.usa.gov < Caution-<https://analytics.usa.gov/> > , there were over 14 billion sessions on federal websites in 2019 and nearly 22 billion sessions in 2020, a 55% increase. In the same period, there was a 20% decrease in the average session duration, dropping from just over 3 minutes in 2019 to 2 ½ minutes in 2020.

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is designed around user needs with data-driven analysis influencing management and development decisions, using qualitative and quantitative data to determine user goals, needs, and behaviors, and continually test the website, web-based form, web-based application, or digital service to ensure that user needs are addressed

In other words, we should use data to make informed decisions, address user needs, and improve our websites and digital services by listening < Caution-<https://designsystem.digital.gov/design-principles/#listen> > .

Tim Lowden, Digital Analytics Program (DAP) manager, encouraged us to ask stories from the data. — rather than waiting for the data to tell us a story. He shared two plays from the Web Analytics Playbook < Caution-<https://digital.gov/guides/web-analytics-playbook/> > that we can use to develop strategies and most effectively use web analytics. He also shared two success stories from the Federal Trade Commission < Caution-<https://digital.gov/2016/09/14/analytics-success-series-federal-trade-commission/> > and U.S. Postal Service < Caution-<https://digital.gov/event/2020/11/12/customer-experience-continuous-improvement-the-usps-digital-approach/> > .

We wrapped up the huddle with a lively discussion on how we're using analytics data. Attendees shared several tips and tactics, such as tying analytics to performance measures and folding customer experience into the organization < Caution-<https://www.va.gov/ve/docs/cx/customer-experience->

[cookbook.pdf](#) > .

For me, a key takeaway was the importance of building a solid business case for investing in data and analytics.

What was your key takeaway?

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 | ammie.farrajfeijoo@gsa.gov < Caution-<mailto:ammie.farrajfeijoo@gsa.gov> >

Contact the U.S. Web Design System: uswds@support.digitalgov.gov < Caution-<mailto:uswds@support.digitalgov.gov> >

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7/28/2021

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Subject: Re: SEO Tools
From: "Harms, Linda - FS" <linda.harms@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Harms, Linda - FS
Date: Tue, 9 Mar 2021 17:09:15 +0000
Content-Type: multipart/related
 text/plain (9 kB) , text/html (21 kB) , image007.png (6 kB) ,
Parts/Attachments: image008.jpg (6 kB) , image009.jpg (6 kB) , image010.png (8 kB) ,
 image011.jpg (8 kB) , image012.jpg (8 kB) , image013.jpg (8 kB) ,
 image014.jpg (8 kB) , image015.jpg (8 kB)

An ardent wish at the forest service is to just have a good editor... Our CIO can't even get us copies of Creative Cloud and Dreamweaver.

Seven months, and they won't even answer emails asking the status.

But we do have and love Siteimprove!



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

linda.harms@usda.gov

333 Broadway SE
 Albuquerque, NM 87102
www.fs.fed.us



Caring for the land and serving people

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Monday, March 8, 2021 6:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

(b) (6)

Hawaii Department of Health
 Communications Office, Information Specialist
 (b) (6) doh.hawaii.gov

(b) (6)

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] On Behalf Of Schulken, Susan
Sent: Monday, March 8, 2021 12:16 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers
Team Lead, External Communication Branch
CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration
Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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7/28/2021

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Subject: Re: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] SEO Tools
 From: (b) (6) @MAIL.MIL>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (USA)
 Date: Tue, 9 Mar 2021 17:44:48 +0000
 Content-Type: multipart/related
 text/plain (12 kB) , text/html (23 kB) , image007.png (6 kB) ,
 Parts/Attachments: image008.jpg (6 kB) , image009.jpg (6 kB) , image010.png (8 kB) ,
 image011.jpg (8 kB) , image012.jpg (8 kB) , image013.jpg (8 kB) ,
 image014.jpg (8 kB) , image015.jpg (8 kB)

Linda,
 Why not try something like a free code editor like Visual Studio Code, Sublime, or at the very least Notepad++?

I'm partial to Visual Studio Code for my days as a full stack developer using the full version of Visual Studio, but I love Visual Studio Code as a code editor.

Thank you,

(b) (6)

Navy Media
 Defense Media Activity

(b) (6)
 (u) (o) @mail.mil

From: "Harms, Linda - FS" <000008bc8b85a8d0-dmarc-request@LISTSERV.GSA.GOV>
Date: Tuesday, March 9, 2021 at 12:28:59 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [Non-DoD Source] Re: [CONTENT-MANAGERS-L] SEO Tools

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linda.harms@usda.gov <Caution-mailto:linda.harms@usda.gov >

333 Broadway SE

333 Broadway SE

Albuquerque, NM 87102

[Caution-www.fs.fed.us](http://www.fs.fed.us) < Caution-http://www.fs.fed.us/ >

[Twitter](https://twitter.com/forestserv) < Caution-https://twitter.com/forestserv > [Facebook](https://facebook.com/USDA) < Caution-http://facebook.com/USDA >

Caring for the land and serving people

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Monday, March 8, 2021 6:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

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(b) (6)

Hawaii Department of Health
Operations Office, Information Specialist
(b) (6) @doh.hawaii.gov < Caution-mailto:(b) (6) @doh.hawaii.gov >
(b) (6)

From: Content Managers [Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >] **On Behalf Of** Schulken, Susan
Sent: Monday, March 8, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV < Caution-mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV >
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

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


url=https://www.fda.gov/2F...LIYSdFfckKA!gDoLn7bGO1EA_dxurTU2pQSyUbWK8At265XL1dqaA9ctAtaxAFAQN JfYC11uEhvj3w%24&data=04%7C01%7C%7C6652658f6ca24d5abc9308d8e29a6a4a%7Ced5b36e701ee4eb

 < Caution-https://gcc02.safelinks.protection.outlook.com/? url=https%3A%2F%2Furldefense.com%2Fv3%2F__https%3A%2FCaution-www.facebook.com%2FFDA__%3B!!LIYSdFfckKA!gDoLn7bGO1EA_dxurTU2pQSyUbWK8At265XL1dqaA9ct/ JfYC13knsV7Tw%24&data=04%7C01%7C%7C6652658f6ca24d5abc9308d8e29a6a4a%7Ced5b36e701ee4e

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Subject: Re: SEO Tools
 From: (b) (6) <[REDACTED]@DOH.HAWAII.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) <[REDACTED]>
 Date: Tue, 9 Mar 2021 19:31:51 +0000
 Content-Type: multipart/related
 Parts/Attachments: text/plain (11 kB) , text/html (20 kB) , image001.png (8 kB) , image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) , image005.jpg (8 kB) , image006.jpg (8 kB)

Hi Cathy,

We've only used Siteimprove for public websites. I don't manage our Intranet sites.

(b) (6)

From: Edstrom, Cathy [mailto:Edstrom.Cathy@epa.gov]
Sent: Tuesday, March 9, 2021 1:38 AM
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6) <[REDACTED]@doh.hawaii.gov>
 [EXTERNAL] RE: SEO Tools

Hi (b) (6),

Do you use Siteimprove for just your public websites or do you use Siteimprove for your Intranet sites?

Cathy Edstrom, IT Specialist
 US EPA, Office of Mission Support,
 Office of Information Management,
 Web Content Services Division
 Desk: 202-566-0581 | Cell: (b) (6)
 Office: WJC West 5329U

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6) <[REDACTED]>
Sent: Monday, March 8, 2021 8:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

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(b) (6)

Hawaii Department of Health
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From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] On Behalf Of Schulken, Susan

Sent: Monday, March 8, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

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Cheers,
Susan

Susan Schulken

she / her / hers
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Subject: Re: SEO Tools
 From: (b) (6) @TVA.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
 Date: Tue, 9 Mar 2021 20:17:38 +0000
 Content-Type: multipart/related
 text/plain (13 kB) , text/html (24 kB) , image001.png (8 kB) ,
 Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
 image005.jpg (8 kB) , image006.jpg (8 kB)

We also only use Siteimprove for our public websites (and recommend it). It looks like you might be able to use it for intranet and non-public websites.

<https://support.siteimprove.com/hc/en-gb/articles/115000083211-Can-Siteimprove-crawl-an-intranet-and-other-non-public-sites->

Good luck!

(b) (6)
 Program Manager, Digital Communications
 Communications & Public Relations

Tennessee Valley Authority

W. (b) (6) E. (b) (6) @tva.gov
 400 West Summit Hill Drive, Knoxville, TN 37902

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(b) (6) <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)
 (b) (6) <00000c92de136f5e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Tuesday, March 9, 2021, 2:38 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

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Subject: Re: SEO Tools
 From: "Nickolas, Angela N. (CMS/CM)" <Angela.Nickolas@CMS.HHS.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nickolas, Angela N. (CMS/CM)
 Date: Tue, 9 Mar 2021 20:22:42 +0000
 Content-Type: multipart/related
 text/plain (16 kB) , text/html (31 kB) , image001.png (8 kB) ,
 Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
 image005.jpg (8 kB) , image006.jpg (8 kB)

Throwing in another example of good experiences with SiteImprove! Our agency uses it for some of our public facing websites – it’s robust, easy to use, and easy to customize to capture some of the items that are unique to our audience and standards.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Tuesday, March 9, 2021 3:18 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

We also only use Siteimprove for our public websites (and recommend it). It looks like you might be able to use it for intranet and non-public websites.

<https://support.siteimprove.com/hc/en-gb/articles/115000083211-Can-Siteimprove-crawl-an-intranet-and-other-non-public-sites->

Good luck!

(b) (6)

er, Digital Communications
 Communications & Public Relations

Tennessee Valley Authority
 W. (b) (6) E. (b) (6) @tva.gov
 400 West Summit Hill Drive, Knoxville, TN 37902

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)
 <00000c92de136f5e-dmarc-request@LISTSERV.GSA.GOV>

Tuesday, March 9, 2021, 2:38 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

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Hi Cathy,

We’ve only used Siteimprove for public websites. I don’t manage our Intranet sites.

(b) (6)

From: Edstrom, Cathy [<mailto:Edstrom.Cathy@epa.gov>]

Sent: Tuesday, March 9, 2021 1:38 AM

To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6)
[REDACTED]@doh.hawaii.gov>

[EXTERNAL] RE: SEO Tools

Hi (b) (6),

Do you use Siteimprove for just your public websites or do you use Siteimprove for your Intranet sites?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division

Desk: 202-566-0581 | Cell: (b) (6)

Office: WJC West 5329U

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wong
Dumaplin, Jackson David

Sent: Monday, March 8, 2021 8:15 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

Jackson

Hawaii Department of Health
Communications Office, Information Specialist
jackson.wong@doh.hawaii.gov
808-586-4407

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of**
Schulken, Susan

Sent: Monday, March 8, 2021 12:16 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers

Team Lead, External Communication Branch

CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration
Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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Subject:
From: "Urquhart, Rochelle C. (Miami VA)" <Rochelle.Urquhart@VA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urquhart, Rochelle C. (Miami VA)
Date: Tue, 9 Mar 2021 20:23:08 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (890 bytes) , [text/html](#) (2331 bytes)

[set SM-COP digest html](#)

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7/28/2021

Subject: [Re: SEO Tools](#)
From: "Edstrom, Cathy" <Edstrom.Cathy@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Edstrom, Cathy
Date: Tue, 9 Mar 2021 20:28:34 +0000
Content-Type: multipart/related
[text/plain](#) (20 kB) , [text/html](#) (34 kB) , [image001.png](#) (8 kB) ,
Parts/Attachments: [image002.jpg](#) (8 kB) , [image003.jpg](#) (8 kB) , [image004.jpg](#) (8 kB) ,
[image005.jpg](#) (8 kB) , [image006.jpg](#) (8 kB)

Siteimprove will do it, but does anyone on the list use it for their Intranet sites? It's based in Denmark and there must be a lot of security concerns with using it on an intranet.

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

Subject: Re: SEO Tools
From: (b) (6), (b) (7)(C) @FEMA.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Tue, 9 Mar 2021 20:34:02 +0000
Content-Type: multipart/related
text/plain (15 kB) , text/html (30 kB) , image001.png (8 kB) ,
Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
image005.jpg (8 kB) , image006.jpg (8 kB) , image007.jpg (5 kB)

We use SEMrush (<https://www.semrush.com/>) and have used Screaming Frog (<https://www.screamingfrog.co.uk/>). Screaming Frog has a free version if you'd like to see the type of reporting it can provide.

We also look at our Google Search Console suggestions.

There are lots of other free tools out there depending on your needs.

A brief list compiled by Moz: <https://moz.com/blog/best-free-seo-tools>.

Subject: List of Requirements [Justification for new CMS] (UNCLASSIFIED)
From: "(b) (6)" USARMY MEDCOM APHC (USA)"
 <(b) (6)@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)@MAIL.MIL>
Date: Tue, 9 Mar 2021 23:16:51 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (34 lines)

CLASSIFICATION: UNCLASSIFIED

Content Managers & Webmasters

I've been asked to put together a list of requirements for IT and Senior Leaders that would justify a need for an upgraded CMS. We are currently running a legacy version of Sharepoint, and we're looking into other options such as Drupal. Does anyone have any sort of template that would be useful to help get me started on this list? I don't have much experience in these sort of documents (what information to include, how detailed it should be, what format, etc.), so any advice or assistance you can offer is appreciated.

Thank you.

(b) (6)@mail.mil
 Visual Information Specialist
 Public Health Communication
 U.S. Army Public Health Center
 (c) (b) (6)

CLASSIFICATION: UNCLASSIFIED

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Subject: Re: SEO Tools
 From: (b) (6) @NEBRASKA.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
 Date: Wed, 10 Mar 2021 14:51:27 +0000
 Content-Type: multipart/related
 Parts/Attachments: text/plain (12 kB) , text/html (25 kB) , image001.png (8 kB) , image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) , image005.jpg (8 kB) , image006.jpg (8 kB)

Nebraska DHHS used Siteimprove for 3 years and it is a great SOS. However last year for budget reasons we changed to a different company called Monsido. We have been equally impressed for about 1/2 the cost. We use it for our public-facing site.

(b) (6) | Webmaster
 OFFICE OF COMMUNICATIONS

Nebraska Department of Health and Human Services

OFFICE: (b) (6) | FAX: (b) (6)

DHHS.ne.gov | [Facebook](#) | [Twitter](#) | [LinkedIn](#)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Edstrom, Cathy
Sent: Tuesday, March 9, 2021 5:38 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi Jackson,

Do you use Siteimprove for just your public websites or do you use Siteimprove for your Intranet sites?

Cathy Edstrom, IT Specialist
 US EPA, Office of Mission Support,
 Office of Information Management,
 Web Content Services Division
 Desk: 202-566-0581 | Cell: (b) (6)
 Office: WJC West 5329U

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
 Monday, March 8, 2021 8:15 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

(b) (6)

Hawaii Department of Health
 Communications Office, Information Specialist
 (b) (6) @doh.hawaii.gov
 (b) (6)

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** Schulken, Susan
Sent: Monday, March 8, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers
Team Lead, External Communication Branch
CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration
Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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The Communities of Practice are hosted by <https://digital.gov>, a service of the Technology Transformation

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Services (TTS) within the General Services Administration (GSA). GSA is a federal agency subject to the Freedom of Information Act (FOIA) and must comply with requests for records made under FOIA. As a result, all communications made on this Communities of Practice LISTSERV are subject to release under FOIA.

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Subject: [USWDS Monthly Call on March 18 -- More Emergency Response Components!](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Wed, 10 Mar 2021 10:00:00 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2117 bytes) , [text/html](#) (6 kB)

Hello!

Join the U.S. Web Design System team on **Thursday, March 18 at 2:00 p.m. ET** to hear about USWDS 2.11.0, our most recent release.

We'll review the latest bundle of components designed with emergency response in mind, and we'll explain how you can use them to highlight critical information and actions on your own websites during emergency response efforts.

The information in this month's call will be particularly beneficial for developers.

[Register here to join us!](#)

*Please note: We have moved this month's call to **2:00 p.m. ET** (instead of the usual 2:30 p.m.) to ensure it does not conflict with the Drupal CMS Group meeting that many folks attend.*

--

Digital.gov

U.S. General Services Administration (GSA)

Technology Transformation Service (TTS)

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Subject: Re: SEO Tools
From: (b) (6) @IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 10 Mar 2021 09:22:46 -0600
Content-Type: multipart/related
text/plain (13 kB) , text/html (29 kB) , image001.png (8 kB) ,
Parts/Attachments: image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) ,
image005.jpg (8 kB) , image006.jpg (8 kB)

We made the same switch here at the State of Iowa and we've also been very pleased with it. The folks at Monsido are both knowledgeable and responsive. Just like Nebraska we only use it for public-facing websites.

On Wed, Mar 10, 2021 at 9:15 AM (b) (6) @nebraska.gov> wrote:

Nebraska DHHS used Siteimprove for 3 years and it is a great SOS. However last year for budget reasons we changed to a different company called Monsido. We have been equally impressed for about ½ the cost. We use it for our public-facing site.

Subject: [It's "Instagram Official!" USAGov's Tips for Getting the Most Out of Your Instagram Posts](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Wed, 10 Mar 2021 13:14:22 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1554 bytes) , [text/html](#) (6 kB)

Hi Content Managers!

We're thinking about Instagram today on the [USAGov Blog](#). Our outreach team has been experimenting with Instagram Stories, hashtags, themes, and color schemes. Find out what they discovered.

And please [subscribe to the USAGov blog](#) to learn along with us as we look for new ways to use data and technology to connect people with their government.

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

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] SEO Tools
 From: "Schulken, Susan" <Susan.Schulken@FDA.HHS.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Schulken, Susan
 Date: Thu, 11 Mar 2021 15:55:10 +0000
 Content-Type: multipart/related
 Parts/Attachments: text/plain (18 kB) , text/html (39 kB) , image001.png (8 kB) , image002.jpg (8 kB) , image003.jpg (8 kB) , image004.jpg (8 kB) , image005.jpg (8 kB) , image006.jpg (8 kB) , image008.jpg (4 kB)

Hello all,

Thanks for all of the great responses on SEO tools.

I probably should have been a wee bit more specific about what we're looking for.

We've been looking at tools such as SEMrush, Ahrefs, and Ubersuggest. If you have experience with these – or others that provide similar functions – I'd love to hear from you.

We used to get a lot of excellent info from Google Search Console, but the 1000-URL limit doesn't work for a website with 50K+ pages.

Cheers,
Susan

Susan Schulken

she / her / hers
Team Lead, External Communication Branch
CDRH Communications

2019 Novel Coronavirus (COVID-19) Joint Information Center (JIC)

Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration
Teleworking: Call my cell at (b) (6)
susan.schulken@fda.hhs.gov



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Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6) (b) (7)(C)

Tuesday, March 9, 2021 3:34 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] SEO Tools

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We use SEMrush (<https://www.semrush.com/>) and have used Screaming Frog (<https://www.screamingfrog.co.uk/>). Screaming Frog has a free version if you'd like to see the type of reporting it can provide.

We also look at our Google Search Console suggestions

7/28/2021

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There are lots of other free tools out there depending on your needs.

A brief list compiled by Moz: <https://moz.com/blog/best-free-seo-tools>.

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

Digital Insurance Communications Specialist
Marketing & Outreach | Federal Insurance | Federal Insurance and Mitigation Administration

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

(b) (6), (b) (7)(C) @fema.dhs.gov

Federal Emergency Management Agency

FEMA.GOV



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Tuesday, March 9, 2021 3:18 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

We also only use Siteimprove for our public websites (and recommend it). It looks like you might be able to use it for intranet and non-public websites.

<https://support.siteimprove.com/hc/en-gb/articles/115000083211-Can-Siteimprove-crawl-an-intranet-and-other-non-public-sites->

Good luck!

(b) (6)

Program Manager, Digital Communications
Communications & Public Relations

Tennessee Valley Authority

W. (b) (6) E. (b) (6) @tva.gov

400 West Summit Hill Drive, Knoxville, TN 37902

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)
<00000c92de136f5e-dmarc-request@LISTSERV.GSA.GOV>

Tuesday, March 9, 2021, 2:38 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

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Hi Cathy,

We've only used Siteimprove for public websites. I don't manage our Intranet sites.

(b) (6)

From: Edstrom, Cathy [<mailto:Edstrom.Cathy@epa.gov>]

Sent: Tuesday, March 9, 2021 1:38 AM

Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; (b) (6)

doh.hawaii.gov

Subject: [EXTERNAL] RE: SEO Tools

Hi Jackson,

Do you use Siteimprove for just your public websites or do you use Siteimprove for your Intranet sites?

Cathy Edstrom, IT Specialist
US EPA, Office of Mission Support,
Office of Information Management,
Web Content Services Division
Desk: 202-566-0581 | Cell: (b) (6)
Office: WJC West 5329U

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Monday, March 8, 2021 8:15 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] SEO Tools

Hi everyone,

Our organization has provided us with <https://siteimprove.com/> which we're using for SEO, accessibility and quality assurance. It provides a scoring system for fixes and rates the difficulty of applying recommendations. It's generally very detailed in pointing out what changes can make your website better.

(b) (6)

Hawaii Department of Health
Communications Office, Information Specialist

(b) (6) [@doh.hawaii.gov](mailto:doh.hawaii.gov)

(b) (6)

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] On Behalf Of Schulken, Susan

Sent: Monday, March 8, 2021 12:16 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] [CONTENT-MANAGERS-L] SEO Tools

Hello all,

Are you using SEO tools (particularly paid tools)? If so, what's working (or not working) for you?

Thanks in advance for your recommendations.

Cheers,
Susan

Susan Schulken

she / her / hers

Team Lead, External Communication Branch
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Center for Devices and Radiological Health
Office of Communication and Education | Division of Communication
U.S. Food and Drug Administration

Teleworking: Call my cell at (b) (6)

susan.schulken@fda.hhs.gov



Excellent customer service is important to us. Please take a moment to provide feedback regarding the customer service you have received by taking our [Customer Service Survey](#).

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Subject: External Message>> Digital Media Specialist - FDIC
From: "Levy, Alan W." <AlLevy@FDIC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Levy, Alan W.
Date: Tue, 16 Mar 2021 11:47:43 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (1378 bytes) , [text/html](#) (5 kB) , [image003.jpg](#) (5 kB)

Looking for a great job with a great communications team? Join an agency voted one of the 10 Best Places to Work in the Federal Government 10 years in a row!

The FDIC is looking for a qualified digital and social media specialist - <https://www.usajobs.gov/GetJob/ViewDetails/595260100>.

Alan W. Levy

Chief Web Officer, Office of Communications
Federal Deposit Insurance Corporation

550 17th Street NW; MB-7098

Washington, DC 20429

Office: 202-898-8959

Cell: (b) (6)

fdic.gov



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7/28/2021

Subject: Two GS-15 jobs (one PA, one congressional) open at US Agency for Global Media
From: Bridget Serchak <BSerchak@VOANEWS.COM>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bridget Serchak
Reply To: <BSerchak@VOANEWS.COM>
Date: Tue, 16 Mar 2021 15:22:34 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (1918 bytes) , [text/html](#) (6 kB) , [image002.jpg](#) (6 kB)

All,

USAGM (formerly known as BBG – Broadcasting Board of Governors) is the parent agency of my agency, Voice of America.

Openings:

Director of Congressional Affairs: <https://www.usajobs.gov/GetJob/ViewDetails/594483000> - federal

7/28/2021

Subject: [PDs Job Descriptions -- Help!](#)
From: "(b) (6) [REDACTED] USARMY HQDA ASA MRA (USA)"
<(b) (6) [REDACTED]@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) [REDACTED] USARMY HQDA ASA MRA (USA) <michael.s.welther.civ@MAIL.MIL>
Date: Tue, 16 Mar 2021 18:39:03 +0000
Content-Type: multipart/signed
Parts/Attachments: [text/plain](#) (1037 bytes) , [text/html](#) (3090 bytes) , [smime.p7s](#) (6 kB)

Does anyone have PDs for the following:

- A.I. Developer
- Data Analyst
- Data Engineer
- Data Psychologist
- Systems Engineer

Any assistance is much appreciated!!!

7/28/2021

Subject: [Re: PDs Job Descriptions -- Help!](#)
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura
Date: Tue, 16 Mar 2021 18:51:15 +0000
Content-Type: multipart/signed
Parts/Attachments: [text/plain](#) (2575 bytes) , [text/html](#) (6 kB) , [smime.p7s](#) (5 kB)

I don't have any PDs, but our agency just hired a AI researcher/strategy type person (who is amazing!). There may be some useful elements in that PD. The person who may know more is the comms lead in the CIO's office Adrienne Cox (copied here).

Hope that helps!
~Laura

Laura Larrimore

Subject: [Text Fragments, anyone?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Wed, 17 Mar 2021 13:33:40 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1659 bytes) , [text/html](#) (3601 bytes)

Hello!

Is anyone else working with [text fragments](#)? While I appreciate that it's currently a Chrome-only feature, we're starting to experiment with adding them to links, including shortened social media links.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Subject: [Re: Text Fragments, anyone?](#)
 From: (b) (6) @STATE.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
 Date: Wed, 17 Mar 2021 15:55:07 +0000
 Content-Type: multipart/related
 Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (11 kB) , [image.png](#) (263 kB)

Whatchoo talkin' bout, Willis? (This is a generational reference test. Were this an actual generational emergency, there would now be a detailed message directing further action).

Got an example?

I tried reading that reference page and then followed the link to another page, and I'm still not quite sure I understand.

Is a text fragment:

- 1) A Chrome feature that allows a web page builder or social media user to get a URL that, when opened in Chrome by another person, goes directly to a specific bit of text in the destination page?
- or
- 2) Something to make text from a destination page appear when you mouse over a link, like Wikipedia does? Like this:



DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State

(b) (6)@state.gov

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 9:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Hello!

Is anyone else working with [text fragments](#)? While I appreciate that it's currently a Chrome-only feature, we're starting to experiment with adding them to links, including shortened social media links.

Larry

Larry Gillick
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Farm Production and Conservation Business Center
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om [Diff'rent Strokes](#) (1978–1986), for which he received the You
Coleman
at Track
appearing
Monkey
cially in
2010, Co



Diff'rent Strokes is an American television
sitcom that aired on NBC from November 3,
1978, to May 4, 1985, and on ABC from
September 27, 1985, to March 7, 1986. The
series stars Gary Coleman and Todd Bridges
as Arnold and Willis Jackson, respectively, two
African-American boys from Harlem tak



Subject: [Re: Text Fragments, anyone?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Wed, 17 Mar 2021 16:25:43 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (14 kB) , [image.png](#) (263 kB)

Hi (b) (6)

Sure thing. If you Google “prevented planting” in Chrome, you might get a snippet response at the top of your results. If you do, clicking through will show a page on farmers.gov with highlighted text. I mention this, because this means that Google is using its own feature and it’s (at least somewhat) working.

Or you can just try this link: <https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie>.

Subject: [Re: Text Fragments, anyone?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington,
DC <Lawrence.Gillick@USDA.GOV>
Date: Wed, 17 Mar 2021 16:32:41 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (15 kB) , [image.png](#) (263 kB)

I neglected to mention that the browser will land such that the highlighted text is visible. The # following the main link text is a hint of this functionality — like deep-linking on a page to a marked section.

It's not perfect. Some links just don't seem to want to work. Google gives a hint to this in the description of their text fragment link creator plug-in . Also, I can't test the plug-in, as it's blocked by default. One day!

Larry

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R
Date: Wed, 17 Mar 2021 16:35:19 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (18 kB) , [image.png](#) (263 kB)

Also note that Google has a chrome extension made for this as well (which also works in Edge). I've had this for awhile now in my browser and it often comes in handy.

[Link to Text Fragment - Chrome Web Store \(google.com\)](#)

Scott Horvath
WWW Product Manager

Subject: [Re: \[EXTERNAL\] Re: \[CONTENT-MANAGERS-L\] Text Fragments, anyone?](#)
From: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erville, Kathleen (CFPB)
Date: Wed, 17 Mar 2021 16:53:28 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (10 kB) , [text/html](#) (20 kB) , [image001.png](#) (263 kB)

[Sounds like a modified anchor link that includes highlights over the text to me... Interesting.](#)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R
Sent: Wednesday, March 17, 2021 12:35 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Subject: [Re: Text Fragments, anyone?](#)
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 17 Mar 2021 17:27:50 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (22 kB) , [Outlook-aquranr2.png](#) (215 kB)

Ahhhhh. So it's #1. I liked both of your examples - different experiences to go from an email and from a search result.

As you say, it's similar to giving the link-creator, instead of the page-creator, a way to provide a link down into a page, while also highlighting the bit of text of interest.

Veeeerrrrry interesting.

7/28/2021

Subject: [Recommendations for Webinar Platforms](#)
From: "(b) (6) [REDACTED] DODHRA DANTES (USA)"
<(b) (6) [REDACTED]@NAVY.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) [REDACTED] DODHRA DANTES (USA)
Date: Wed, 17 Mar 2021 17:30:04 +0000
Content-Type: multipart/signed
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (4 kB) , [image001.png](#) (7 kB) , [smime.p7s](#) (5 kB)

Hello,

This is my first question for the group... I wanted to know if anyone could recommend a reliable webinar platform for government use, since our organization can no longer use Microsoft Teams/CVR after June 1. No cost would be ideal, but I understand that isn't always best. Thanks for your help!

Yours in service,

(b) (6) [REDACTED]

7/28/2021

Subject: [Webinar: Journey into Kubernetes Thurs 3/18 at 3pm ET](#)
From: "Dearie, Jessica" <Dearie.Jessica@EPA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dearie, Jessica
Date: Wed, 17 Mar 2021 17:39:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (13 kB) , [text/html](#) (38 kB)

Another webinar from Drupal4Gov!

Join us for a look at what it takes to go from start to production
with Kubernetes.

[View this email in your browser](#)



7/28/2021

Subject: [Re: Text Fragments, anyone?](#)
From: "Centner, Teri" <mcen@LOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Centner, Teri
Date: Wed, 17 Mar 2021 19:00:39 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (18 kB) , [image001.png](#) (263 kB)

FWIW, I just tried the link below with Firefox, Chrome, and Edge. With Firefox, it just went to the top of the page. With the other two, it went to the text, which was highlighted. Somebody else will have to test Safari. ;-) I think that the raw URL is very long and might look suspicious to somebody who has have done cursory phishing training. But in conjunction with a shortened URL it could be really useful. <https://go.usa.gov/xsAZm> :)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Wednesday, March 17, 2021 12:26 PM

7/28/2021

Subject: [What a Year It's Been--COVID Search Trends from USAGov](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Wed, 17 Mar 2021 15:14:16 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1772 bytes) , [text/html](#) (6 kB)

Hi Content Managers,

Over the past year, USAGov has been tracking COVID-19 search data and working hard to connect people with government information during the pandemic. Today on the [USAGov blog](#), we're sharing an infographic based on USAGov searches during the last 12 months. It illustrates people's changing coronavirus concerns from season to season.

In times of crisis or everyday life, we're always learning new ways to use data and technology to bring people and government together. 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

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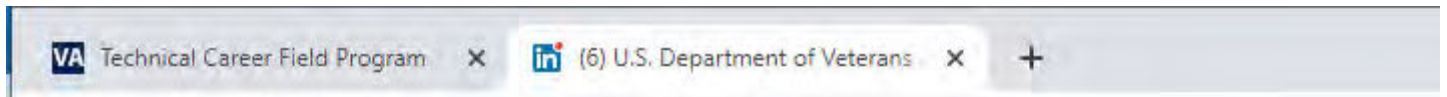
7/28/2021

Subject: USA Jobs Job Announcement preview on LI
From: "Sherrard, Darren (WMC)" <Darren.Sherrard@VA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sherrard, Darren (WMC)
Date: Thu, 18 Mar 2021 13:04:16 +0000
Content-Type: multipart/mixed
Parts/Attachments: [text/plain](#) (137 kB) , [text/html](#) (8 kB) , [image001.png](#) (137 kB) , [USH Vacancy Announcement.png](#) (176 kB)

Hello-

I am having an unfortunate preview on LI for one of my posts. Can someone at OPM USAJobs assist with this? Or provide me a contact? I need this improved. Thank you for any assistance.

<https://www.linkedin.com/feed/update/urn:li:activity:6777649170695118848>





Jessica Bonjorni · 1st

Human Resources Senior Executive

7h · 🌐



U.S. Department of Veterans Affairs

944,869 followers

4h · 🌐

The [U.S. Department of Veterans Affairs](#) has established a commission to identify candidates to lead VHA. The Under [#Secretary](#) for ...see more

The Secret
Affairs

Under Secretary for Health

usajobs.gov · 1 min read

👍 3

1 Comment

👍
Like

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Comment

➦
Share

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Send

7/28/2021

Subject: [Re: USA Jobs Job Announcement preview on LI](#)
From: Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA
<gabrielle.perret@GSA.GOV>
Date: Thu, 18 Mar 2021 09:42:53 -0400
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (137 kB) , [text/html](#) (10 kB) , [image001.png](#) (137 kB)

The easiest fix would be to delete and repost this. When the link previews, you can select another image to run with the link.

On Thu, Mar 18, 2021 at 9:11 AM Sherrard, Darren (WMC) <00000cd1b03e9c8e-dmarc-request@listserv.gsa.gov> wrote:

Hello-

Technical Career Field Program x (6) U.S. Department of Veterans Affairs x +

linkedin.com/company/23789/admin/

VA Bookmarks VA Shortcuts Imported From IE Imported From Edge

in Search Home My Network Jobs Messaging 2 Notifications 4 Me Work

VA U.S. Department of Veterans Affairs Super admin view View as me

All Pages Content Analytics Activity 99+ New Admin t

Get more impressions by notifying coworkers. notify employees

Posted by Alicia S. Davidson • 3/16/2021 • Sponsor now

VA U.S. Department of Veterans Affairs
945,573 followers
1d •

The U.S. Department of Veterans Affairs has established a commission to identify candidates to lead VHA. The Under **#Secretary** for **#Health** **#Leadership** position is open to the public and will oversee our Nation's largest health care system. ...see more

The Secret Affairs Under Secretary for Health
usajobs.gov • 1 min read

74 • 1 comment

Great opportunity... I can recommend... Could you send me... >

Like Comment

Messaging

7/28/2021

Subject: [Re: USA Jobs Job Announcement preview on LI](#)
From: "Thibodeau, Dan" <Dan.Thibodeau@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Thibodeau, Dan
Date: Thu, 18 Mar 2021 13:48:58 +0000
Content-Type: multipart/related
[text/plain](#) (137 kB) , [text/html](#) (16 kB) , [image002.png](#) (16 kB) ,
Parts/Attachments: [image003.png](#) (16 kB) , [image004.png](#) (16 kB) , [image005.png](#) (16 kB) ,
[image006.png](#) (16 kB) , [image007.png](#) (137 kB)

Hi Darren,

You can certainly reach out to our agency help desk (recruiter-help@usajobs.gov) with any USAJOBS related questions in the future, but I'm taking a look and will get back to you shortly.

Dan Thibodeau, USAJOBS Product Manager
U.S. Office of Personnel Management
Cell: (b) (6)

USAJOBS

Subject: [Gov Delivery Read/Open Rates](#)
From: "Taylor, Meagan (19HEF)" <Meagan.Taylor@VA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Taylor, Meagan (19HEF)
Date: Thu, 18 Mar 2021 17:00:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1372 bytes) , [text/html](#) (3981 bytes)

Hi all,

I'm trying to find information on how Gov Delivery counts the read and open rates, and if the preview function of Outlook mail affects this at all. I emailed Gov Delivery for info but didn't hear back, and my google searching is inconclusive...hoping someone on the listserv has insight on this.

Best,
Meagan

Meagan Sedivy (Taylor)

Web Operations Manager
U.S. Department of Veterans Affairs
VHA Office of Healthcare Environment and Facilities Programs (HEFP)
Enterprise Support Service

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Subject: Re: Gov Delivery Read/Open Rates

From: (b) (6) (Bureau of Administration)"
@COOKCOUNTYIL.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (Bureau of Administration)
(b) (6) @COOKCOUNTYIL.GOV>

Date: Thu, 18 Mar 2021 17:12:23 +0000

Content-Type: multipart/alternative

Parts/Attachments: text/plain (3763 bytes) , text/html (9 kB)

Meagan,
My understanding is that there is essentially an invisible tracker GIF on the email and so every time the image is accessed, you get an open hit.
So yes, Outlook preview might impact the count where you flip by the email and the preview shows but you aren't actually "opening" it.
We also see high open counts when someone forwards an email to others and they open it.

Conversely, if someone has images turned off on their email, you may not get an open count – but if they do click a link you will get a 0 open count, but a positive link count.

Also, I have found opening a support ticket at Granicus through the Support link in the govDelivery interface works well for replies. Their support help is usually pretty good in providing contextual help to whatever page you are on.

Hope this helps!

(b) (6) Information Technology Communications Manager
Cook County | Bureau of Administration | Communications Program
p: (b) (6) e: (b) (6) @cookcountyil.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Thursday, March 18, 2021 12:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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.

Hi all,

I'm trying to find information on how Gov Delivery counts the read and open rates, and if the preview function of Outlook mail affects this at all. I emailed Gov Delivery for info but didn't hear back, and my google searching is inconclusive...hoping someone on the listserv has insight on this.

Best,
Meagan

Meagan Sedin (Taylor)

7/28/2021

meagan Seiviy (Taylor)
Web Operations Manager
U.S. Department of Veterans Affairs

VHA Office of Healthcare Environment and Facilities Programs (HEFP)

Enterprise Support Service

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Subject: [Re: Gov Delivery Read/Open Rates](#)
From: "Parker, Katherine (DCRA)" <katherine.parker@DC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Parker, Katherine (DCRA)
Date: Thu, 18 Mar 2021 17:14:45 +0000
Content-Type: multipart/related
[text/plain](#) (5 kB) , [text/html](#) (12 kB) , [image001.png](#) (5 kB) ,
Parts/Attachments: [image002.png](#) (5 kB) , [image003.png](#) (5 kB) , [image004.png](#) (5 kB) ,
[image005.png](#) (5 kB)

Hey Morgan,
I can remember where I read this or who told me but I think a preview view in Outlook does *not* count.

Katherine Parker | IT Specialist
Department of Consumer and Regulatory Affairs
katherine.parker@dc.gov | 1100 4th St SW, DC 20024
cell: (b) (6) | dcra.dc.gov



From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Thursday, March 18, 2021 1:01 PM
To: content-managers-l@listserv.gsa.gov
Subject: Gov Delivery Read/Open Rates

CAUTION: This email originated from outside of the DC Government. Do not click on links or open attachments unless you recognize the sender and know that the content is safe. If you believe that this email is suspicious, please forward to phishing@dc.gov for additional analysis by OCTO Security Operations Center (SOC).

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~~CONTENT-MANAGERS-L-UNSUBSCRIBE-REQUEST@LISTSERV.GSA.GOV~~. The message content does not matter and the sender's email address will be removed from the list.

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DCRA is ready for the future. To learn more about our ambitious plans to further enhance the services we provide District residents and businesses, check out our [5-Year Strategic Plan](#).

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Subject: Re: Gov Delivery Read/Open Rates
From: (b) (6)@STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> (b) (6)
Date: Thu, 18 Mar 2021 17:18:27 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (18 kB)

Great info, Kathleen!

I'd also suggest simply testing it: set up a new list with just you on it, send a bulletin, and then try various things like previewing it and forwarding it, on both computers and phones.

Turn off settings that automatically download images and try it again.

And iterate for various options/settings.

(b) (6)
Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State
(b) (6)@state.gov
(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)@COOKCOUNTYIL.GOV>
Thursday, March 18, 2021 1:12 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

Meagan,
My understanding is that there is essentially an invisible tracker GIF on the email and so every time the image is accessed, you get an open hit.
So yes, Outlook preview might impact the count where you flip by the email and the preview shows but you aren't actually "opening" it.
We also see high open counts when someone forwards an email to others and they open it.

Conversely, if someone has images turned off on their email, you may not get an open count – but if they do click a link you will get a 0 open count, but a positive link count.

Also, I have found opening a support ticket at Granicus through the Support link in the govDelivery interface works well for replies. Their support help is usually pretty good in providing contextual help to whatever page you are on.

Hope this helps!

(b) (6)
Information Technology Communications Manager
Cook County | Bureau of Administration | Communications Program
p: (b) (6) e: (b) (6)@cookcountyil.gov

7/28/2021

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Thursday, March 18, 2021 12:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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U.S. Department of Veterans Affairs
VHA Office of Healthcare Environment and Facilities Programs (HEFP)
Enterprise Support Service

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Subject: Re: Gov Delivery Read/Open Rates
From: (b) (6) @DNI.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @DNI.GOV>
Reply To: (b) (6) @DNI.GOV>
Date: Thu, 18 Mar 2021 17:23:14 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (5 kB) , text/html (13 kB)

The increasingly controversial email pixel trackers!

We used to call them “web bugs” or “web beacons” back in the day!

(b) (6)

ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
OFFICE: (b) (6) | **CELL:** (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@listserv.gsa.gov> **On Behalf Of** (b) (6)
(Bureau of Administration)
Sent: Thursday, March 18, 2021 1:12 PM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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Hope this helps!

(b) (6)

Information Technology Communications Manager
Cook County | Bureau of Administration | Communications Program
p: 312.603.0086 e: (b) (6) @cookcountyil.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Thursday, March 18, 2021 12:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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7/28/2021

Subject: [Re: Gov Delivery Read/Open Rates](#)
From: "Walker, Stephen M." <Stephen.Walker4@VA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Walker, Stephen M.
Date: Thu, 18 Mar 2021 17:33:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3085 bytes) , [text/html](#) (9 kB)

Meagan,

The issue with GovDelivey is that at VA, since it originates outside the firewall, the source is not seen as a trusted sender (even with the new messages.va.gov reply address), so it requires manual intervention to show images. Since open rates are based on the loading of an image, open rates are considerably lower for message sent into VA.

Steve

Subject: [Re: Gov Delivery Read/Open Rates](#)
From: "Anthony J Calabrese (CENSUS/CLMSO FED)"
<anthony.j.calabrese@CENSUS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Anthony J Calabrese (CENSUS/CLMSO FED)
<anthony.j.calabrese@CENSUS.GOV>
Date: Thu, 18 Mar 2021 17:34:24 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (16 kB)

Here's a good summary of the issue from HubSpot.

<https://blog.hubspot.com/blog/tabid/6307/bid/4214/email-open-rate-metrics-why-falling-why-unreliable.aspx>

If anything, your open rate could be undercounting opens since many corporate email systems block images by default.

More info on GovDelivery open rates here: <https://support.granicus.com/s/article/Bulletin-Analytics-Report>

If you want a better way to measure engagement, look at unique clicks and click rate. Clicks are more reliable unless you have Microsoft Safe Link bots clicking your links. (If that happens you'll see abnormally high # of clicks for the first 5 links. The pattern doesn't fit normal human behavior.)

Here are a few ad-hoc formulas that I use to help measure engagement. Note that these are "softer" metrics than click rate.

Total opens + total clicks + total shared landing page views (share this button in email) = **Total digital impressions**

Total digital impressions / total messages delivered = **Digital engagement rate**

Granicus/GovDelivery also offers their own "Engagement Rate" metric that looks at opens or clicks over the past 90 days. And they offer their own version of "Impressions" looking back over the past year. Both can be found in the **Account Performance Report**.

See: <https://support.granicus.com/s/article/Account-Performance-Report>

Anthony Calabrese
Acting Chief, Promotions Branch, CNMP
Digital Marketing Team Lead, CLMSO
Communications Directorate
U.S. Census Bureau
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Taylor, Meagan (19HEF) <00000cd5f2c8077e-dmarc-request@LISTSERV.GSA.GOV>
Sent: Thursday, March 18, 2021 1:00 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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Meagan Sedivy (Taylor)

Web Operations Manager

U.S. Department of Veterans Affairs

VHA Office of Healthcare Environment and Facilities Programs (HEFP)

Enterprise Support Service

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Subject: Re: Gov Delivery Read/Open Rates
From: Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA
Reply To: <gabrielle.perret@GSA.GOV>
Date: Thu, 18 Mar 2021 13:36:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2748 bytes) , [text/html](#) (8 kB)

There is definitely something, like email preview, that affects open rates & open counts. I've had some newsletters where the GovD metrics said I had some readers who opened an email 40+ times.

On Thu, Mar 18, 2021 at 1:06 PM Taylor, Meagan (19HEF) <00000cd5f2c8077e-dmarc-request@listserv.gsa.gov> wrote:

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7/28/2021

 U.S. General Services Administration

Gabrielle Perret

Senior Media Advisor | [SocialGov](#)

Chair

Office of Strategic Communication

(202) 679-1249

To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

Subject: Re: Gov Delivery Read/Open Rates
From: Kimberly Becht <Kimberly.Becht@TRADE.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Kimberly Becht
Reply To: <Kimberly.Becht@TRADE.GOV>
Date: Thu, 18 Mar 2021 17:50:05 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (12 kB) , [image001.png](#) (12 kB)

Something to note about govDelivery open rates is that each originating email is tagged to a specific user. If one user opens the email and forwards it to 5 additional people and all 5 of them open the email, it shows that the original email recipient opened the email 6 times. There is no way to track the people that it has been forwarded to.

Kimberly J. Becht

Lead, Data Service Team

Technology, Services, and Innovation (TSI) | Technology Transformation & Data Services (TTDS)

Kimberly.Becht@trade.gov | 202-482-0420 (O)

U.S. Department of Commerce | International Trade Administration



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gabrielle Perret - ZMA

Sent: Thursday, March 18, 2021 1:36 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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Enterprise Support Service

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 **U.S. General Services Administration**

Gabrielle Perret
Senior Media Advisor | [SocialGov](#)
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Subject: Re: Gov Delivery Read/Open Rates
From: Franklin Bradley <fbradley@AOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Franklin Bradley <fbradley@AOC.GOV>
Date: Fri, 19 Mar 2021 09:55:49 -0400
Content-Type: text/plain
Parts/Attachments: text/plain (33 lines)

i recommend asking GovDelivery to set up a demo account for you to use, so you can test this in your environment. Every situation is different, so any advice from others, including me, may not apply to your setting. For example, I primarily use GovDelivery for internal/employee comms., which is not how most agencies use it.

Like others, our email system is set to block images from outside sources, which it does for GovDelivery messages even though we have whitelisted their servers. However, the effect appears to be negligible. It appears that most people who receive these messages choose to load the images.

I echo what Katherine wrote about using high numbers of opens to determine if someone forwarded a message. She's right that we can't see who they forwarded it to, however, I can see the managers who regularly forward to their staff. This helps me see who key communicators are in my agency, who reinforce messages by resending them.

Pinpoint accuracy isn't my main concern with any analytics, because they all have their flaws. I use the GovD numbers as a general indication that the messages are going out and being received, and then I try to find outcomes, such as more people attending the information sessions we advertise. If the outcomes aren't what we want and I know that the message was received, I can immediately start looking at other factors that have a greater effect on outcomes than the open rate.

I hope this helps. If you have additional questions, please let me know.

--Franklin

Franklin Bradley
 Internal Communications Manager
 Architect of the Capitol
 Legislative and Public Affairs
 www.aoc.gov

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wood, Tim (Fed)
Date: Fri, 19 Mar 2021 14:00:39 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (15 kB) , [text/html](#) (28 kB) , [image001.png](#) (263 kB)

FYI, Safari 14.0.3 on Mac OS 10.15.7 does **not** go to the text or highlight it.

Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: 301-975-6694

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>

Date: Fri, 19 Mar 2021 14:21:47 +0000

Content-Type: multipart/related

Parts/Attachments: [text/plain](#) (16 kB) , [text/html](#) (29 kB) , [image001.png](#) (263 kB)

Right. It's a Chrome/Chromium feature (see OP), at least for now. The link will still take users to the proper page on other browsers, but not to the text.

Chrome on Windows: Yes
 Chrome on Android: Yes
 Chrome on Safari: Yes (which surprises me, as I was pretty sure that was WebKit based – whoops!)
 Chrome on Mac: Yes
 Opera on Mac: Yes (Chromium base)
 Edge on Windows: Yes (Chromium base)
 Firefox: No (Quantum base)
 Safari: No (WebKit base)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)

Sent: Friday, March 19, 2021 10:01 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

FYI, Safari 14.0.3 on Mac OS 10.15.7 does **not** go to the text or highlight it.

Tim Wood
 Drupal Developer
 Applications Systems Division
 Office of Information Systems Management
 National Institute of Standards and Technology
 Phone [REDACTED] 94
 Cell: (b) (6)
 Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Erville, Kathleen (CFPB) <Kathleen.Erville@CFPB.GOV>

Sent: Wednesday, March 17, 2021 12:53 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Sounds like a modified anchor link that includes highlights over the text to me... Interesting.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott

R

Sent: Wednesday, March 17, 2021 12:35 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Also note that Google has a chrome extension made for this as well (which also works in Edge). I've had this for awhile now in my browser and it often comes in handy.

[Link to Text Fragment - Chrome Web Store \(google.com\)](#)

Scott Horvath

WWW Product Manager

571-296-1157 (soliciting = block)

shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, March 17, 2021 12:25 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

Hi (b) (6)

Sure thing. If you Google "prevented planting" in Chrome, you might get a snippet response at the top of your results. If you do, clicking through will show a page on farmers.gov with highlighted text. I mention this, because this means that Google is using its own feature and it's (at least somewhat) working.

Or you can just try this link: <https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie.>

I'm not sure what Outlook will do to it, so you might need to copy/paste the text.

Remember: Chrome, for now. Maybe Edge (thanks, Chromium!), not Safari.

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, March 17, 2021 11:55:07 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Whatchoo talkin' bout, Willis? (This is a generational reference test. Were this an actual generational emergency, there would now be a detailed message directing further action).

Got an example?

I tried reading that reference page and then followed the link to another page, and I'm still not quite sure I understand

sure I understand.

Is a text fragment:

- 1) A Chrome feature that allows a web page builder or social media user to get a URL that, when opened in Chrome by another person, goes directly to a specific bit of text in the destination page? or
- 2) Something to make text from a destination page appear when you mouse over a link, like Wikipedia does? Like this:



(b) (6)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

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

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 9:33 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Hello!

Is anyone else working with [text fragments](#)? While I appreciate that it's currently a Chrome-only feature, we're starting to experiment with adding them to links, including shortened social media links.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Subject: [Accessibility score dropping when migrating to USWDS](#)
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Fri, 19 Mar 2021 15:04:07 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1841 bytes) , [text/html](#) (4 kB)

I'm wondering if other folks have experienced a drop in their accessibility scores while migrating to the USWDS?

We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master**
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781
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Washington DC 20024-3221
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Subject: [Re: Accessibility score dropping when migrating to USWDS](#)
From: "Morin, Gary (NIH/NCI) [E]" <moring@MAIL.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morin, Gary (NIH/NCI) [E]
Date: Fri, 19 Mar 2021 15:48:34 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (13 kB)

Hi, Lisa. Where is it that you're seeing "a drop in their accessibility scores"? is this in scans being run by USDA? What tool are you using to scan your sites?

Gary M. Morin, Section 508 Coordinator
NCI Office of Communications and Public Liaison (OCPL)
NCI Shady Grove Campus, Room 2E-568
9609 Medical Center Drive
Rockville, MD 20850
(240) 276-6920 Office; (b) (6) Home/Cell
WebEx: <https://cbit.webex.com/join/vmorinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance
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- Inclusive Design asks: What if we just didn't have the barrier in the first place?

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2. Enter your name and email address

From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, March 19, 2021 11:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm wondering if other folks have experienced a drop in their accessibility scores while migrating to the USWDS?
We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.
Thanks in advance,

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Subject: Re: Accessibility score dropping when migrating to USWDS
From: Daniel Williams - QQE <daniel.williams@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Daniel Williams - QQE
Reply To: <daniel.williams@GSA.GOV>
Date: Fri, 19 Mar 2021 09:47:14 -0700
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (10 kB)

I'm definitely interested in understanding this as well. If there is something we can improve on the USWDS side, that would be a priority for us.

On Fri, Mar 19, 2021 at 9:25 AM Morin, Gary (NIH/NCI) [E] <000001e726dff659-dmarc-request@listserv.gsa.gov> wrote:

Hi, Lisa. Where is it that you're seeing "a drop in their accessibility scores"? is this in scans being run by USDA? What tool are you using to scan your sites?

Gary M. Morin, Section 508 Coordinator

NCI Office of Communications and Public Liaison (OCPL)

NCI Shady Grove Campus, Room 2E-568

9609 Medical Center Drive

Rockville, MD 20850

(240) 276-6920 Office; **(b) (6)** Home/Cell

WebEx: <https://cbit.webex.com/join/MorinG>

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Sent: Friday, March 19, 2021 11:04 AM
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Subject: [Re: Accessibility score dropping when migrating to USWDS](#)
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Fri, 19 Mar 2021 17:03:12 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (22 kB) , [image001.png](#) (22 kB) , [image002.png](#) (22 kB) , [image003.png](#) (22 kB) , [image004.png](#) (22 kB)

We use a tool called SiteImprove along with others to scan for Accessibility issues. SiteImprove recently changed their accessibility algorithm. I am also noticing that scanning with Google Lighthouse gave me a much different score in the positive than SiteImprove as well. I'm just wondering if others have experienced this and what they did to overcome it.

Thanks,
 Lisa

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
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From: Morin, Gary (NIH/NCI) [E] <moring@mail.nih.gov>
Sent: Friday, March 19, 2021 11:49 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
Subject: RE: Accessibility score dropping when migrating to USWDS

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From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>

Sent: Friday, March 19, 2021 11:04 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

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We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

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7/28/2021

Subject: Pipeline repos
From: (b) (6) @DIR.TEXAS.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, (b) (6) @DIR.TEXAS.GOV>
Date: Fri, 19 Mar 2021 17:19:46 +0000
Content-Type: multipart/related
text/plain (1951 bytes) , text/html (7 kB) , image001.png (7 kB) ,
Parts/Attachments: image002.png (7 kB) , image003.png (7 kB) , image004.png (7 kB) ,
image005.jpg (7 kB)

Greetings all,

I was hoping to get some feedback from any groups that are utilizing CI/CD for their CMS deployments. More specifically, Azure tenants if possible. We are not able to utilize GitHub, so are seeking feedback from anyone who has used an alternative service/methodology. Appreciate any insight you may have!

Kind regards,

(b) (6) CPACC

Subject: Re: Accessibility score dropping when migrating to USWDS
From: Daniel Williams - QQE <daniel.williams@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Daniel Williams - QQE
Reply To: <daniel.williams@GSA.GOV>
Date: Fri, 19 Mar 2021 10:32:08 -0700
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (18 kB) , [image001.png](#) (18 kB) , [image002.png](#) (18 kB) , [image003.png](#) (18 kB) , [image004.png](#) (18 kB)

On the USWDS side, we'll start by digging into SiteImprove.

On Fri, Mar 19, 2021 at 10:06 AM Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@listserv.gsa.gov> wrote:

We use a tool called SiteImprove along with others to scan for Accessibility issues.

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To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>
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WebEx: <https://cbiit.webex.com/join/MorinG>

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Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

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Subject: Re: Accessibility score dropping when migrating to USWDS
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Fri, 19 Mar 2021 13:48:53 -0400
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (9 kB) , [text/html](#) (19 kB) , [image001.png](#) (19 kB) , [image002.png](#) (19 kB) , [image003.png](#) (19 kB) , [image004.png](#) (19 kB)

Hi Lisa, We'd like to dig into this with you. I'll reach out to you separately to follow up on the specific reports for your site.

Content managers, Please reach out to us to report any issues with accessibility or other bugs. You can [submit an issue on GitHub](#) or reach out to us directly at uswds@support.digitalgov.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

On Fri, Mar 19, 2021 at 1:06 PM Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@listserv.gsa.gov> wrote:

We use a tool called SiteImprove along with others to scan for Accessibility issues.

SiteImprove recently changed their accessibility algorithm. I am also noticing that scanning with Google Lighthouse gave me a much different score in the positive than SiteImprove as well. I'm just wondering if others have experienced this and what they did to overcome it.

Thanks,

Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I

Advanced Certified Scrum Master /

Certified Scrum Master

lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781

355 E. Street S.W.

Washington DC 20024-3221

<https://www.usda.gov/>



From: Morin, Gary (NIH/NCI) [E] <moring@mail.nih.gov>

Sent: Friday, March 19, 2021 11:49 AM

To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Wilcox, Lisa - REE-ERS, Washington, DC <lisa.wilcox@usda.gov>

Subject: RE: Accessibility score dropping when migrating to USWDS

Hi, Lisa. Where is it that you're seeing "a drop in their accessibility scores"? is this in scans being run by USDA? What tool are you using to scan your sites?

Gary M. Morin, Section 508 Coordinator

NCI Office of Communications and Public Liaison (OCPL)

NCI Shady Grove Campus, Room 2E-568

9609 Medical Center Drive

Rockville, MD 20850

(240) 276-6920 Office; (b) (6) Home/Cell

WebEx: <https://cbit.webex.com/join/MorinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance

[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

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NCI Section 508 ListServ

1. Navigate to the [NCI Section 508 Web Home Page](#); click on 'Subscribe or Unsubscribe'
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From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>

Sent: Friday, March 19, 2021 11:04 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

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We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

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Subject: Re: Gov Delivery Read/Open Rates
From: (b) (6) @HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 19 Mar 2021 17:52:25 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (6 kB) , text/html (15 kB)

I know them as web beacons.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Thursday, March 18, 2021 7:23 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

The increasingly controversial email pixel trackers!

We used to call them “web bugs” or “web beacons” back in the day!

(b) (6)

ODNI Deputy Transparency Officer
Civil Liberties, Privacy & Transparency
Office of the Director of National Intelligence
OFFICE: (b) (6) | **CELL:** (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@listserv.gsa.gov> On Behalf Of (b) (6)
(Bureau of Administration)
Sent: Thursday, March 18, 2021 1:12 PM
To: CONTENT-MANAGERS-L@listserv.gsa.gov
Subject: Re: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

Meagan,
My understanding is that there is essentially an invisible tracker GIF on the email and so every time the image is accessed, you get an open hit.
So yes, Outlook preview might impact the count where you flip by the email and the preview shows but you aren't actually “opening” it.
We also see high open counts when someone forwards an email to others and they open it.

Conversely, if someone has images turned off on their email, you may not get an open count – but if they do click a link you will get a 0 open count, but a positive link count.

Also, I have found opening a support ticket at Granicus through the Support link in the govDelivery interface works well for replies. Their support help is usually pretty good in providing contextual help to whatever page you are on.

Hope this helps!

(b) (6)

Information Technology Communications Manager
Cook County Bureau of Administration Communications Program
p: (b) (6) e: (b) (6) @cookcountyil.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Taylor, Meagan (19HEF)
Sent: Thursday, March 18, 2021 12:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Gov Delivery Read/Open Rates

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Hi all,

I'm trying to find information on how Gov Delivery counts the read and open rates, and if the preview function of Outlook mail affects this at all. I emailed Gov Delivery for info but didn't hear back, and my google searching is inconclusive...hoping someone on the listserv has insight on this.

Best,
Meagan

Meagan Sedivy (Taylor)
Web Operations Manager
U.S. Department of Veterans Affairs

VHA Office of Healthcare Environment and Facilities Programs (HEFP)

Enterprise Support Service

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The Communities of Practice are hosted by <https://digital.gov> a service of the Technology Transformation

Subject: Accessibility score dropping when migrating to USWDS
 From: (b) (6) @ADMIN.NV.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @ADMIN.NV.GOV>
 Date: Fri, 19 Mar 2021 20:29:39 +0000
 Content-Type: multipart/mixed
 Parts/Attachments: text/plain (9 kB) , text/html (32 kB) , Before vs NEXTGEN 3.17 - 3.17 accessibility scores.xlsx (10 kB)

Yes, Siteimprove is doing an upgrade to their software. It is called Next Gen. It was made available week of 3/11, but users have the option to hold off before moving to it. We are holding off until next week but it has affected our ACCESSIBILITY scores drastically.

I have attached a draft report showing the difference of the scores BEFORE & AFTER NextGen. We were able to do this because we download data from Siteimprove every night and add it to a database, and then we run the new report just recently created.

Please don't share any of the names of the websites, but you can certainly share the totals, etc. It is custom report as Siteimprove has tons of statistics on 1 site, but we have 182+ in our CMS and they don't have a consolidate report like this one!!

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|---|-----------|
| TOTAL COMPLIANT Website (Tracked) | 65 |
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| Slipped [A] | 14 |
| Slipped [D] | 6 |
| Slipped [D,A] | 0 |
| CMS and Total Accessibility > 90 (Only) | 63 |
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We even sent an email out to all of our Siteimprove users to take a class on Next Gen academy. See email we sent out below:

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"Still need to check with Nick that this is the correct class"

They have also published a class regarding Next Gen within the Siteimprove Academy: <https://siteimprove.litmos.com/course/4209413?r=False&ts=637514118833195101>

We have also reached out to our rep at Siteimprove and scheduled a hour class from Siteimprove. Users can all do the same if they reach out to Siteimprove directly!

Hopefully this answer helps.

Posted by:
(b) (6), CPM | State Web Development Manager
State of Nevada | Department of Administration | Enterprise I.T. Services Division

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

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Daniel Williams - QQE
Sent: Friday, March 19, 2021 9:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm definitely interested in understanding this as well. If there is something we can improve on the USWDS side, that would be a priority for us.

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(240) 276-6920 Office; **(b) (6)** Home/Cell
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From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, March 19, 2021 11:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

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We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

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7/28/2021

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--
// Dan O. Williams
// GSA / TTS Solutions / USWDS
// He / Him

| Site examples | (Before) 3/16 | NextGen |
|--------------------------------|---------------|---------|
| x | 94.73 | 86.85 |
| x | 99.12 | 87.55 |
| x | 93.15 | 85.04 |
| x | 66.92 | 90.68 |
| x | 84.23 | 85.65 |
| x | 75.47 | 88.06 |
| x | 78.64 | 87.73 |
| x | 84.25 | 99.3 |
| x | 89.83 | 89.44 |
| x | 97.68 | 92.72 |
| x | 82.87 | 91.5 |
| x | 68.28 | 90.62 |
| x | 99.97 | 88.66 |
| x | 99.95 | 88.14 |
| x | 98.56 | 89.35 |
| x | 99.98 | 92.28 |
| x | 98.49 | 91.96 |
| x | 92.77 | 89.78 |
| x | 94.34 | 89.31 |
| x | 93.41 | 89.49 |
| x | 79.56 | 90.45 |
| x | 91.37 | 80.05 |
| x | 91.73 | 83.03 |
| x | 83.7 | 100 |
| CMS | 115 | 115 |
| Supported | 28 | 28 |
| Compliant | 56 | 56 |
| Slipped | 11 | 15 |
| %Compliant | 48% | 48% |
| Total Compliant | 61 | 61 |
| COMPLIANT > 15 | 5 | 5 |
| Compliant: not in CMS | 5 | 5 |
| Total sites Dropped compliancy | 14 | 18 |
| Slipped (A) | 10 | 11 |
| Slipped (D) | 4 | 3 |
| Slipped (D) (A) | 0 | 4 |
| CMS& Total accessibility > 90 | 63 | 52 |

Subject: [Re: Accessibility score dropping when migrating to USWDS](#)
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Mon, 22 Mar 2021 12:07:04 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (16 kB) , [text/html](#) (43 kB) , [image001.png](#) (43 kB) , [image002.png](#) (43 kB) , [image003.png](#) (43 kB) , [image004.png](#) (43 kB)

Thank you for sharing. I won't share this publicly. This seems pretty similar to what we are seeing. It seems to me to be more of a SiteImprove issue as I thought vs. a USWDS issue or bug.

Thanks,
 Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Friday, March 19, 2021 4:30 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS
Importance: High

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(b) (6), CPM | State Web Development Manager

State of Nevada | Department of Administration | Enterprise I.T. Services Division

Posted by:

(b) (6) | Chief, Research, Planning and Grant Management

Enterprise IT Services Team

State of Nevada | Department of Administration

T: **(b) (6)** | E: **(b) (6)** @admin.nv.gov

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 We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.
 Thanks in advance,

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
 Office: 202-694-5574 / Fax: 202-245-4781
 355 E. Street S.W.
 Washington DC 20024-3221
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--
// Dan O. Williams
// GSA / TTS Solutions / USWDS
// He / Him

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Subject: Re: Accessibility score dropping when migrating to USWDS
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 22 Mar 2021 14:23:41 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (21 kB) , text/html (46 kB) , image001.png (46 kB) , image002.png (46 kB) , image003.png (46 kB) , image004.png (46 kB)

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And while I **think** this list is still limited to gov’t employees, that’s not true for some other communities hosted by digital.gov, so there are contractors on some.

(b) (6)

Director | Office of Global Web Platforms
 DAS Digital Strategy
 Bureau of Global Public Affairs
 Department of State
 (b) (6) e.gov
 (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, March 22, 2021 8:07:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Friday, March 19, 2021 4:30 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Importance: High

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| Bad Scores (bad pdfs = 0, but scores > 90) (CMS, Not Slipped) | 3 |

We even sent an email out to all of our Siteimprove users to take a class on Next Gen academy. See email we sent out below:

Hi all,

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"Still need to check with Nick that this is the correct class"

They have also published a class regarding Next Gen within the Siteimprove

Academy: <https://siteimprove.litmos.com/course/4209413?r=False&ts=637514118833195101>

We have also reached out to our rep at Siteimprove and scheduled a hour class from Siteimprove. Users can all do the same if they reach out to Siteimprove directly!

Hopefully this answer helps.

Response provided by:

(b) (6), CPM | State Web Development Manager
State of Nevada | Department of Administration | Enterprise I.T. Services Division

Posted by:

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

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Daniel Williams - QQE
Sent: Friday, March 19, 2021 9:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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Gary M. Morin, Section 508 Coordinator
NCI Office of Communications and Public Liaison (OCPL)
NCI Shady Grove Campus, Room 2E-568
9609 Medical Center Drive
Rockville, MD 20850
(240) 276-6920 Office; (b) (6) Home/Cell
WebEx: <https://cbit.webex.com/join/morinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance
[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

Quietly Thinking About This: The difference between Inclusive Design and Accessibility:

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NCI Section 508 ListServ

1. Navigate to the [NCI Section 508 Web Home Page](#); click on 'Subscribe or Unsubscribe'
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From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, March 19, 2021 11:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
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From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Mon, 22 Mar 2021 14:29:34 +0000
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Good reminder. Thanks!

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From: (b) (6) @state.gov>
Sent: Monday, March 22, 2021 10:24 AM
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Posted by:

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

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 NCI Shady Grove Campus, Room 2E-568
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 Rockville, MD 20850
 (240) 276-6920 Office- **(b) (6)** Home/Cell

(b) (6)
WebEx: <https://cbit.webex.com/join/MorinG>

Web Accessibility - Section 508 Compliance: NCI Home Page for Section 508 Guidance
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Subject: Years as folder names: a warning
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 22 Mar 2021 14:56:36 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1458 bytes) , text/html (2164 bytes)

If you:

- 1) put out annual reports and
- 2) normally use the year as the folder name or the file name of a PDF and
- 2) prep the report ahead of time

Then

- 3) I recommend using a folder name with a few random characters instead of the year.

Otherwise, it's very easy for people to guess the URL of your not-yet-released report.

Not that that exact thing happened to us. Two days ago. Nope.

(b) (6)

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State

(b) (6) e.gov
(b) (6)

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erville, Kathleen (CFPB)
Date: Mon, 22 Mar 2021 15:25:59 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (20 kB) , [text/html](#) (36 kB) , [image001.png](#) (263 kB)

One other tip for those using links who don't want to do a link shortener but aim to keep it meaningful – PLEASE develop a practice of using a dash instead of a blank space when you compose your link. A dash reads as a blank space and has the added benefit of deep-sixing the annoying and highly unreadable %20 which appears when you use blanks.

Imagine if the link was this instead of the version with %20 in between all the words:

<https://www.farmers.gov/connect/blog/consumption/healthy-grocs-are-profitable>

7/28/2021

Subject: [Re: Years as folder names: a warning](#)
From: "Letalien, Bethany" <Bethany.Letalien@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Letalien, Bethany
Date: Mon, 22 Mar 2021 15:30:54 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2902 bytes) , [text/html](#) (7 kB)

This is unlikely to be an isolated incident. I look for things that way all the time!

Bethany Letalien
Section 508 Program Manager
U.S. Office of Personnel Management
Office of Communications
bethany.letalien@opm.gov
Desk: 202-606-2242
Cell: (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Sent: Monday, March 22, 2021 10:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Years as folder names: a warning

If you:

- 1) put out annual reports and
- 2) normally use the year as the folder name or the file name of a PDF and
- 2) prep the report ahead of time

Then

- 3) I recommend using a folder name with a few random characters instead of the year.

Otherwise, it's very easy for people to guess the URL of your not-yet-released report.

Not that that exact thing happened to us. Two days ago. Nope.

(b) (6)

Director | Office of Global Web Platforms
DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State

(b) (6)@state.gov

(b) (6)

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Mon, 22 Mar 2021 15:49:49 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (21 kB) , [text/html](#) (37 kB) , [image001.png](#) (263 kB)

I appreciate where you're coming from on this except that the text fragment URL is now broken. The hyphen and the space aren't interchangeable in a text fragment.

From: Erville, Kathleen (CFPB) <Kathleen.Erville@cfpb.gov>
Sent: Monday, March 22, 2021 11:26 AM
To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>; Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>
Subject: RE: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Subject: Re: Accessibility score dropping when migrating to USWDS
From: (b) (6) @IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 22 Mar 2021 11:30:36 -0500
Content-Type: multipart/related
Parts/Attachments: text/plain (23 kB) , text/html (44 kB) , image001.png (44 kB) , image002.png (44 kB) , image003.png (44 kB) , image004.png (44 kB)

Yes I'm a contractor at the state government level in Iowa and I know there are others like me. To whatever extent that modifies what you can/should post I figure you ought to know. I enjoy being on this list immensely and I learn so much!

On Mon, Mar 22, 2021 at 9:37 AM (b) (6) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

Hi everyone.

Quick reminder on not “sharing publicly ...”

Everything we say here can be FOIA'd, and I think there are more than 3000 people on this list.

And while I **think** this list is still limited to gov't employees, that's not true for some other communities hosted by digital.gov, so there are contractors on some.

(b) (6)

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 DAS Digital Strategy
 Bureau of Global Public Affairs
 U.S. Department of State

(b) (6) [e.gov](mailto:(b) (6)@state.gov)
 (b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, March 22, 2021 8:07:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Thank you for sharing. I won't share this publicly. This seems pretty similar to what we are seeing. It seems to me to be more of a SiteImprove issue as I thought vs. a USWDS issue or bug.

Thanks,

Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I

Advanced Certified Scrum Master /

Certified Scrum Master

lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781

355 E. Street S.W.

Washington DC 20024-3221

<https://www.usda.gov/>



Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)

Sent: Friday, March 19, 2021 4:30 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Importance: High

Yes, Siteimprove is doing an upgrade to their software. It is called Next Gen. It was made available week of 3/11, but users have the option to hold off before moving to it. We are holding off until next week but it has affected our ACCESSIBILITY scores drastically.

I have attached a draft report showing the difference of the scores BEFORE & AFTER NextGen. We were able to do this because we download data from Siteimprove every night and add it to a database, and then we run the new report just recently created.

Please don't share any of the names of the websites, but you can certainly share the totals, etc. It is custom report as Siteimprove has tons of statistics on 1 site, but we have 182+ in our CMS and they don't have a consolidate report like this one!!

Slipped (A) – 14 websites slipped because their Accessibility score went below 90% - that is the affect NEXT GEN has on the data..

| | |
|--|-----------|
| TOTAL COMPLIANT Website (Tracked) | 65 |
| COMPLIANT: PDF > 15 | 5 |
| COMPLIANT: Next Gen CMS | 0 |

COMPLIANT: NOT IN CMS

| | |
|---|-----------|
| Total Sites Dropped Compliancy (Slipped) | 20 |
| Slipped [A] | 14 |
| Slipped [D] | 6 |
| Slipped [D,A] | 0 |
| CMS and Total Accessibility > 90 (Only) | 63 |
| Pending Compliance (See Red Compliant / New Compliant) | 0 |
| Bad Scores (bad pdfs = 0, but scores > 90) (CMS, Not Slipped) | 3 |

We even sent an email out to all of our Siteimprove users to take a class on Next Gen academy. See email we sent out below:

Hi all,

There are updates coming to Siteimprove and we wanted to let you know before a switch to the Next Gen is made. In the attached document you will find screen shots and explanations to what is new with Next Gen, what is migrated to Next Gen, and the things that Siteimprove has removed from the product.

We are working with our Vendor Siteimprove to provide instructor lead training classes with regards to Next Gen.

"Still need to check with Nick that this is the correct class"

They have also published a class regarding Next Gen within the Siteimprove Academy: <https://siteimprove.litmos.com/course/4209413?r=False&ts=637514118833195101>

We have also reached out to our rep at Siteimprove and scheduled a hour class from Siteimprove. Users can all do the same if they reach out to Siteimprove directly!

Hopefully this answer helps.

Response provided by:

(b) (6) CPM | State Web Development Manager

State of Nevada | Department of Administration | Enterprise I.T. Services Division

Posted by:

(b) (6) | Chief, Research, Planning and Grant Management

Enterprise IT Services Team

T: (b) (6) | E: (b) (6) @admin.nv.gov

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Daniel Williams - QQE
Sent: Friday, March 19, 2021 9:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm definitely interested in understanding this as well. If there is something we can improve on the USWDS side, that would be a priority for us.

On Fri, Mar 19, 2021 at 9:25 AM Morin, Gary (NIH/NCI) [E] <000001e726dff659-dmarc-request@listserv.gsa.gov> wrote:

Hi, Lisa. Where is it that you're seeing "a drop in their accessibility scores"? is this in scans being run by USDA? What tool are you using to scan your sites?

Gary M. Morin, Section 508 Coordinator
NCI Office of Communications and Public Liaison (OCPL)
NCI Shady Grove Campus, Room 2E-568
9609 Medical Center Drive
Rockville, MD 20850
(240) 276-6920 Office; (b) (6) Home/Cell
WebEx: <https://cbiit.webex.com/join/MorinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance

[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

Quietly Thinking About This: The difference between Inclusive Design and Accessibility:

- Accessibility asks: You have a barrier, what's the facilitator that gets you over that barrier?
- Inclusive Design asks: What if we just didn't have the barrier in the first place?

NCI Section 508 ListServ

1. Navigate to the [NCI Section 508 Web Home Page](#); click on 'Subscribe or Unsubscribe'
2. Enter your name and email address

From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>
Sent: Friday, March 19, 2021 11:04 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm wondering if other folks have experienced a drop in their accessibility scores while migrating to the USWDS?

We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master**
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS
Office: 202-694-5574 / Fax: 202-245-4781
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--

// Dan O. Williams
// GSA / TTS Solutions / USWDS
// He / Him

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Subject: Google's Core Web Vitals
From: (b) (6) @HHS.TEXAS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (HHSC)
Date: Mon, 22 Mar 2021 16:53:02 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1379 bytes) , text/html (4057 bytes)

I was finally able to pick my head up for some air and, as a result, noticed the Core Web Vitals and Page Speed Insights part of Google Search Console. In particular, I noticed the Page Speed Insights has some Drupal-specific recommendations.

I'm wondering what y'all's thoughts are on it – whether it provides good advice for improving your website.

Thank you,
(b) (6)
Technical Coordinator
Texas Health and Human Services
Office of Communications – Web Services
Working from Home: (b) (6)
(b) (6)

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7/28/2021

Subject: [Re: Years as folder names: a warning](#)
From: (b) (6) @HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Mon, 22 Mar 2021 18:16:20 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2734 bytes) , [text/html](#) (6 kB)

Very interesting.

Good suggestion.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)

Sent: Monday, March 22, 2021 4:57 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Years as folder names: a warning

If you:

- 1) put out annual reports and
- 2) normally use the year as the folder name or the file name of a PDF and
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Then

- 3) I recommend using a folder name with a few random characters instead of the year.

Otherwise, it's very easy for people to guess the URL of your not-yet-released report.

Not that that exact thing happened to us. Two days ago. Nope.

(b) (6)

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DAS Digital Strategy

Bureau of Global Public Affairs

Department of State

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

(b) (6)

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Subject: Re: Years as folder names: a warning
From: "Harms, Linda - FS" <linda.harms@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Harms, Linda - FS
Date: Mon, 22 Mar 2021 18:50:28 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (13 kB) , [image001.png](#) (6 kB) , [image002.jpg](#) (6 kB) , [image003.jpg](#) (6 kB)

There's a lot of fishing going on right now...

I just got off a call about someone finding an unpublished section of our website... waiting on content for over two years. Thankfully it was Lorem Ipsum text and not something else.

Yeah... I'm thinking of changing that landing page to forward to the netherworld.



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

linda.harms@usda.gov

333 Broadway SE
Albuquerque, NM 87102

www.fs.fed.us



Caring for the land and serving people

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)
Sent: Monday, March 22, 2021 12:16 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Years as folder names: a warning

Very interesting.

Good suggestion.

(b) (6)

Information Technology Band A, Dept. of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)
Sent: Monday, March 22, 2021 4:57 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Years as folder names: a warning

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(b) (6)

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: Bridget Serchak <BSerchak@VOANEWS.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bridget Serchak <BSerchak@VOANEWS.COM>
Date: Mon, 22 Mar 2021 18:52:43 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (24 kB) , [text/html](#) (43 kB) , [image004.png](#) (263 kB) , [image001.jpg](#) (263 kB)

People might be using underscores, not dashes, and underscores don't show up on a URL when the entire URL is underlined.

Bridget

Bridget Ann Serchak
 Director of Public Relations
 Voice of America
 U.S. Agency for Global Media
 330 Independence Avenue, S.W.
 Washington, D.C. 20237
 202 382 5975 Direct
 202 382 5977 Main
bserchak@voanews.com
bserchak@usagm.gov
www.insidevoa.com
 @insidevoa



VOICE OF AMERICA

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Erville, Kathleen (CFPB)
Sent: Monday, March 22, 2021 11:26 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

One other tip for those using links who don't want to do a link shortener but aim to keep it meaningful – PLEASE develop a practice of using a dash instead of a blank space when you compose your link. A dash reads as a blank space and has the added benefit of deep-sixing the annoying and highly unreadable %20 which appears when you use blanks.

Imagine if the link was this instead of the version with %20 in between all the words:

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded-and-leased,meet-the-prairie.>

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie.>

Still long but much easier to remember/speak IMHO (sorry for the rant – a pet peeve of mine: meaningful links!)

kme

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Friday, March 19, 2021 10:22 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Right. It's a Chrome/Chromium feature (see OP), at least for now. The link will still take users to the proper page on other browsers, but not to the text.

Chrome on Windows: Yes
 Chrome on Android: Yes
 Chrome on Safari: Yes (which surprises me, as I was pretty sure that was WebKit based – whoops!)
 Chrome on Mac: Yes
 Opera on Mac: Yes (Chromium base)
 Edge on Windows: Yes (Chromium base)
 Firefox: No (Quantum base)
 Safari: No (WebKit base)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)
Sent: Friday, March 19, 2021 10:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

FYI, Safari 14.0.3 on Mac OS 10.15.7 does **not** go to the text or highlight it.

Tim Wood

Drupal Developer
 Applications Systems Division
 Office of Information Systems Management
 National Institute of Standards and Technology
 Phone: 301-975-6694
 Cell: (b) (6)
 Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Erville, Kathleen (CFPB) <Kathleen.Erville@CFPB.GOV>
Sent: Wednesday, March 17, 2021 12:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

anyone?

Sounds like a modified anchor link that includes highlights over the text to me... Interesting.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R
Sent: Wednesday, March 17, 2021 12:35 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Also note that Google has a chrome extension made for this as well (which also works in Edge). I've had this for awhile now in my browser and it often comes in handy.

[Link to Text Fragment - Chrome Web Store \(google.com\)](#)

Scott Horvath
 WWW Product Manager
 571-296-1157 (soliciting = block)
shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 12:25 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

| |
|--|
| <p>This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.</p> |
|--|

Hi (b) (6)

Sure thing. If you Google "prevented planting" in Chrome, you might get a snippet response at the top of your results. If you do, clicking through will show a page on farmers.gov with highlighted text. I mention this, because this means that Google is using its own feature and it's (at least somewhat) working.

Or you can just try this link: <https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie>.

I'm not sure what Outlook will do to it, so you might need to copy/paste the text.

Remember: Chrome, for now. Maybe Edge (thanks, Chromium!), not Safari.

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 11:55:07 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Whatchoo talkin' bout, Willis? (This is a generational reference test. Were this an actual generational emergency, there would now be a detailed message directing further action)

generational emergency, there would now be a detailed message directing further action.

Got an example?

I tried reading that reference page and then followed the link to another page, and I'm still not quite sure I understand.

Is a text fragment:

- 1) A Chrome feature that allows a web page builder or social media user to get a URL that, when opened in Chrome by another person, goes directly to a specific bit of text in the destination page?
- or
- 2) Something to make text from a destination page appear when you mouse over a link, like Wikipedia does? Like this:



(b) (6)

Director | Office of Global Web Platforms

DAS Digital Strategy

Bureau of Global Public Affairs

U.S. Department of State

(b) (6)@state.gov

(b) (6)

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Sent: Wednesday, March 17, 2021 9:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Hello!

Is anyone else working with [text fragments](#)? While I appreciate that it's currently a Chrome-only feature, we're starting to experiment with adding them to links, including shortened social media links.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Subject: [Re: Google's Core Web Vitals](#)
From: "Bitzer Wales, Victoria (NIH/NINDS) [E]" <victoria.bitzer-wales@NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bitzer Wales, Victoria (NIH/NINDS) [E] <victoria.bitzer-wales@NIH.GOV>
Date: Mon, 22 Mar 2021 19:47:43 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (6 kB) , [text/html](#) (10 kB) , [image001.jpg](#) (6 kB)

Thanks for bringing this up, Eric! I'm also curious and would appreciate replies on list if possible, and if that's not too much for everyone.

Victoria B. Wales

Pronouns: she, her, ella

Digital Communications Branch Chief

Office of Neuroscience Communications and Engagement

Office of the Director

National Institute of Neurological Disorders and Stroke | National Institutes of Health

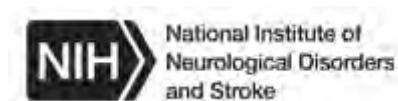
C: 202-812-5032

E: victoria.bitzer-wales@nih.gov

<http://www.ninds.nih.gov/>

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NIH...Turning Discovery Into Health®



From: (b) (6) @hhs.texas.gov>
Date: Monday, March 22, 2021 at 12:57 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Google's Core Web Vitals

I was finally able to pick my head up for some air and, as a result, noticed the Core Web Vitals and Page Speed Insights part of Google Search Console. In particular, I noticed the Page Speed Insights has some Drupal-specific recommendations.

I'm wondering what y'all's thoughts are on it – whether it provides good advice for improving your website.

Thank you,

(b) (6)

Technical Coordinator

Texas Health and Human Services

Office of Communications – Web Services

Working from Home: (b) (6)

(b) (6)

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To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

From: (b) (6) @HAWAII.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)

Date: Mon, 22 Mar 2021 19:56:33 +0000

Content-Type: multipart/related

Parts/Attachments: text/plain (30 kB) , text/html (49 kB) , image003.png (263 kB) , image002.jpg (263 kB)

I use underscores most often in my links. I sometimes use both, and use the dash between phrases.

Duckduckgo'd "in links, dashes vs. underscores".

SEO best practice: Underscores or Hyphens in URLs?

<https://www.woorank.com/en/blog/underscores-in-urls-why-are-they-not-recommended>

In fact, John Mueller explicitly advises against redirecting URLs just to resolve the underscore vs. hyphen issue. Check out his Webmaster Hangout for the full explanation. For a perfect example of this, look at Wikipedia. Wikipedia uses underscores in all of its URLs, but consistently dominates SERPs for informational searches.

Of Spaces, Underscores and Dashes - Coding Horror

<https://blog.codinghorror.com/of-spaces-underscores-and-dashes/>

The slightly longer answer is, the underscore is traditionally considered a word character by the w regex operator. Here's RegexpBuddy matching the w operator against multiple ASCII character sets: As you can see, the dash is not matched, but underscore is.

I do a good amount of work in plain text, and often do regex matches on HTML files, so for my use cases, the underscore as a word character is useful.

Also, since I prefer underlined links, I find the dash in links too staccato, except for topical and dynamic content link today's news. In which case, I don't mind.

nice day. Stay healthy.

(b) (6)

Information Technology Band A, Department of Taxation, State of Hawaii

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Bridget Serchak

Sent: Monday, March 22, 2021 8:53 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

People might be using underscores, not dashes, and underscores don't show up on a URL when the entire URL is underlined.

Bridget

Bridget Ann Serchak
Director of Public Relations
Voice of America
U.S. Agency for Global Media
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



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Erville, Kathleen (CFPB)
Sent: Monday, March 22, 2021 11:26 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

One other tip for those using links who don't want to do a link shortener but aim to keep it meaningful – PLEASE develop a practice of using a dash instead of a blank space when you compose your link. A dash reads as a blank space and has the added benefit of deep-sixing the annoying and highly unreadable %20 which appears when you use blanks.

Imagine if the link was this instead of the version with %20 in between all the words:

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded-and-leased,meet-the-prairie.>

Versus

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie.>

Still long but much easier to remember/speak IMHO (sorry for the rant – a pet peeve of mine: meaningful links!)

kme

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Friday, March 19, 2021 10:22 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Right. It's a Chrome/Chromium feature (see OP), at least for now. The link will still take users to the proper page on other browsers, but not to the text.

Chrome on Windows: Yes
Chrome on Android: Yes
Chrome on Safari: Yes (which surprises me, as I was pretty sure that was WebKit based – whoops!)
Chrome on Mac: Yes
Opera on Mac: Yes (Chromium base)

7/28/2021

Opera on Mac: Yes (Chromium base)
Edge on Windows: Yes (Chromium base)
Firefox: No (Quantum base)
Safari: No (WebKit base)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)
Sent: Friday, March 19, 2021 10:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

FYI, Safari 14.0.3 on Mac OS 10.15.7 does **not** go to the text or highlight it.

Tim Wood

Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone: [REDACTED] 94
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Erville, Kathleen (CFPB) <Kathleen.Erville@CFPB.GOV>
Sent: Wednesday, March 17, 2021 12:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Sounds like a modified anchor link that includes highlights over the text to me... Interesting.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R
Sent: Wednesday, March 17, 2021 12:35 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Also note that Google has a chrome extension made for this as well (which also works in Edge). I've had this for awhile now in my browser and it often comes in handy.

[Link to Text Fragment - Chrome Web Store \(google.com\)](#)

Scott Horvath

WWW Product Manager
571-296-1157 (soliciting = block)
shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 12:25 PM
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Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

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H (b) (6)

Sure thing. If you Google "prevented planting" in Chrome, you might get a snippet response at the top of your results. If you do, clicking through will show a page on farmers.gov with highlighted text. I mention this, because this means that Google is using its own feature and it's (at least somewhat) working.

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I'm not sure what Outlook will do to it, so you might need to copy/paste the text.

Remember: Chrome, for now. Maybe Edge (thanks, Chromium!), not Safari.

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <00008fdbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 11:55:07 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

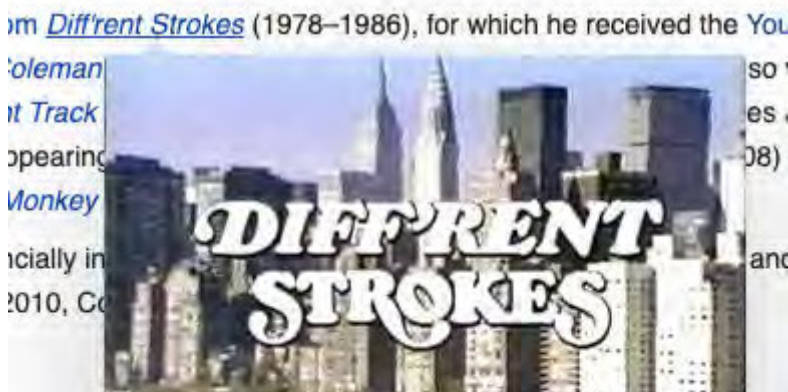
Whatchoo talkin' bout, Willis? (This is a generational reference test. Were this an actual generational emergency, there would now be a detailed message directing further action).

Got an example?

I tried reading that reference page and then followed the link to another page, and I'm still not quite sure I understand.

Is a text fragment:

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or
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(b) (6)

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

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Subject: [CONTENT-MANAGERS-L] Text Fragments, anyone?

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Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
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Phone: 202-720-4024

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Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

From: (b) (6) @STATE.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)

Date: Mon, 22 Mar 2021 19:57:11 +0000

Content-Type: multipart/related

Parts/Attachments: text/plain (29 kB) , text/html (67 kB) , image.png (34 kB) , Outlook-VOALogo_em.png (25 kB) , Outlook-zwgxfghs.png (215 kB)

Hmm.

It seems to me that we were talking about text fragments. Yes, by all means, we should use hyphens instead of spaces when building URLs in the part of the URL that contains domain names, folder names, and the file name, if there is one, at the end.

But the text fragment is literally a chunk of text that appears somewhere on the page. This isn't an anchor link, but a link to plain old text that we expect people to read as part of the page's content. We're giving them a text fragment link to jump them straight to that text and highlight it.

That is, the point of this URL:

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased%20pastures%20where%20the%20Black%20Hills%20me>

is to link the reader directly to the spot on the page that includes this text: "deeded and leased pastures where the Black Hills meet the prairie" and highlight it, like so:

They run cattle on 40,000 acres of **deeded and leased pastures where the Black Hills meet the prairie**. Ed's grandfather and his siblings homesteaded south of Sturgis in 1906, and his father moved to their current "home ranch" in 1954. The family expanded by buy-ing the Two Top Ranch near Belle Fourche in 2014.

The page doesn't contain text with hyphens between the words, "deeded-and-leased-pastures-where-the-Black-Hills-meet-the-prairie", so a browser won't be able to jump to there using a URL with hyphens in the text fragment:

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded-and-leased-pastures-where-the-Black-Hills-meet-the-prairie>

Besides, in most cases, you wouldn't provide the raw URL, whether with spaces, %20, hyphens, or underscores: you'd link using meaningful link text, like "[Info about deeded and leased pastures.](#)"

(b) (6)

Director | Office of Global Web Platforms
 DAS Digital Strategy
 Bureau of Global Public Affairs
 U.S. Department of State

(b) (6) @state.gov

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Bridget Serchak
Sent: Monday, March 22, 2021 2:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

People might be using underscores, not dashes, and underscores don't show up on a URL when the entire URL is underlined.

Bridget

Bridget Ann Serchak
Director of Public Relations
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VOICE OF AMERICA

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Erville, Kathleen (CFPB)
Sent: Monday, March 22, 2021 11:26 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

One other tip for those using links who don't want to do a link shortener but aim to keep it meaningful – PLEASE develop a practice of using a dash instead of a blank space when you compose your link. A dash reads as a blank space and has the added benefit of deep-sixing the annoying and highly unreadable %20 which appears when you use blanks.

Imagine if the link was this instead of the version with %20 in between all the words:

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded-and-leased,meet-the-prairie.>

Versus

<https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie.>

Still long but much easier to remember/speak IMHO (sorry for the rant – a pet peeve of mine: meaningful links!)

kme

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Gillick, Lawrence - FPAC-FBC, Washington, DC
Sent: Friday, March 19, 2021 10:22 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Right. It's a Chrome/Chromium feature (see OP), at least for now. The link will still take users to the proper page on other browsers, but not to the text.

Chrome on Windows: Yes
Chrome on Android: Yes
Chrome on Safari: Yes (which surprises me, as I was pretty sure that was WebKit based – whoops!)
Chrome on Mac: Yes
Opera on Mac: Yes (Chromium base)
Edge on Windows: Yes (Chromium base)
Firefox: No (Quantum base)
Safari: No (WebKit base)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wood, Tim (Fed)
Sent: Friday, March 19, 2021 10:01 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

FYI, Safari 14.0.3 on Mac OS 10.15.7 does **not** go to the text or highlight it.

Tim Wood
Drupal Developer
Applications Systems Division
Office of Information Systems Management
National Institute of Standards and Technology
Phone [REDACTED] 94
Cell: (b) (6)
Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Erville, Kathleen (CFPB) <Kathleen.Erville@CFPB.GOV>
Sent: Wednesday, March 17, 2021 12:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Sounds like a modified anchor link that includes highlights over the text to me... Interesting.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R
Sent: Wednesday, March 17, 2021 12:35 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Also note that Google has a chrome extension made for this as well (which also works in Edge). I've had this for awhile now in my browser and it often comes in handy.

[Link to Text Fragment - Chrome Web Store \(google.com\)](#)

Scott Horvath

WWW Product Manager

571-296-1157 (soliciting = block)

shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, March 17, 2021 12:25 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

Hi Jeffrey,

Sure thing. If you Google “prevented planting” in Chrome, you might get a snippet response at the top of your results. If you do, clicking through will show a page on farmers.gov with highlighted text. I mention this, because this means that Google is using its own feature and it’s (at least somewhat) working.

Or you can just try this link: <https://www.farmers.gov/connect/blog/conservation/healthy-grass-equals-profitable-ranches#:~:text=deeded%20and%20leased,meet%20the%20prairie>.

I’m not sure what Outlook will do to it, so you might need to copy/paste the text.

Remember: Chrome, for now. Maybe Edge (thanks, Chromium!), not Safari.

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <000008fbd6ba44d-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, March 17, 2021 11:55:07 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Whatchoo talkin' bout, Willis? (This is a generational reference test. Were this an actual generational emergency, there would now be a detailed message directing further action).

Got an example?

I tried reading that reference page and then followed the link to another page, and I'm still not quite sure I understand.

Is a text fragment:

- 1) A Chrome feature that allows a web page builder or social media user to get a URL that, when opened in Chrome by another person, goes directly to a specific bit of text in the destination page?
- or
- 2) Something to make text from a destination page appear when you mouse over a link, like Wikipedia does? Like this:

[Jim Diff'rent Strokes](#) (1978–1986), for which he received the Yo!



(b) (6)

Global Web Platforms

DAS Digital Strategy
Bureau of Global Public Affairs
U.S. Department of State

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

(b) (6)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, March 17, 2021 9:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Text Fragments, anyone?

Hello!

Is anyone else working with [text fragments](#)? While I appreciate that it's currently a Chrome-only feature, we're starting to experiment with adding them to links, including shortened social media links.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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7/28/2021

CONTENT-MANAGERS-L-unsubscribe-request@listserv.gsa.gov. The message content does not matter and the sender's email address will be removed from the list.

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Subject: [Re: Google's Core Web Vitals](#)
From: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB
Reply To: <david.kaufmann@GSA.GOV>
Date: Mon, 22 Mar 2021 16:28:05 -0400
Content-Type: text/plain
Parts/Attachments: [text/plain](#) (35 lines)

I can't speak directly to the Drupal suggestions regarding improving Core Web Vitals, but I did want to mention again that starting in May 2021 these "page experience signals" will be a part of Google Search ranking.

USA.gov has been using the free tools to figure out where to improve, and so far we've started compressing our javascript and CSS as a part of that.

We've found that the tests can be a little weird. For example, misidentifying what is the main content on our home page (it's NOT the background image of a flag!) or inconsistent scoring. Google has advised us to focus especially on what they call "field tests" which is when they test on "real machines" instead of yours and your personal internet situation. Mobile experience is also clearly key with this, as is the order that files and elements download to users' machines.

Learn more about the timing:
<https://developers.google.com/search/blog/2020/11/timing-for-page-experience>

What the signals are:
<https://developers.google.com/search/docs/guides/page-experience>

Tools for testing your site.
<https://web.dev/vitals-tools/>

Sorry for the non-Drupal tangent.

Sincerely,
 David Kaufmann
 USA.gov

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Subject: Re: [External] Re: [CONTENT-MANAGERS-L] Google's Core Web Vitals
From: "Smith, Kaytee H." <kaytee.smith@NCDCCR.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Smith, Kaytee H.
Date: Mon, 22 Mar 2021 20:41:39 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (11 kB)

This is very helpful, David. Thank you!

Kaytee Smith
 Chief Digital Officer
 Marketing and Communications
[NC Department of Natural and Cultural Resources](#)

Mobile: (b) (6)

kaytee.smith@ncdcr.gov

Pronouns: She/Her

[109 E. Jones Street](#)
[4601 Mail Service Center](#)
[Raleigh, NC 27699](#)

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Sent: Monday, March 22, 2021 4:28:05 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [External] Re: [CONTENT-MANAGERS-L] Google's Core Web Vitals

CAUTION: External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to Report Spam.<<mailto:report.spam@nc.gov>>

I can't speak directly to the Drupal suggestions regarding improving Core Web Vitals, but I did want to mention again that starting in May 2021 these "page experience signals" will be a part of Google Search ranking.

USA.gov has been using the free tools to figure out where to improve, and so far we've started compressing our javascript and CSS as a part of that.

We've found that the tests can be a little weird. For example, misidentifying what is the main content on our home page (it's NOT the background image of a flag!) or inconsistent scoring. Google has advised us to focus especially on what they call "field tests" which is when they test on "real machines" instead of yours and your personal internet situation. Mobile experience is also clearly key with this, as is the order that files and elements download to users' machines.

Learn more about the timing:
[https://urldefense.com/v3/https://developers.google.com/search/blog/2020/11/timing-for-page-experience_ ;!HYmSToo!OyQo4hZXF38bwFizCEXS9LZiLr-99ayGtKZovQiXGNglf4mnl9AsbvWLBgurvZ3Jt6\\$](https://urldefense.com/v3/https://developers.google.com/search/blog/2020/11/timing-for-page-experience_)

What the signals are:
<https://urldefense.com/v3/https://developers.google.com/search/docs/oides/page->

[https://urldefense.com/v3/https://web.dev/vitals-tools/;!!HYmSToo!OyQo4hZXNf38bwFizCEXS9LZtILr-99ayGtKZovQiXGNGlf4mnl9AsbvwLBgutzj6FTa\\$](https://urldefense.com/v3/https://web.dev/vitals-tools/)

Tools for testing your site.

[https://urldefense.com/v3/https://web.dev/vitals-tools/;!!HYmSToo!OyQo4hZXNf38bwFizCEXS9LZtILr-99ayGtKZovQiXGNGlf4mnl9AsbvwLBguoMgPRxm\\$](https://urldefense.com/v3/https://web.dev/vitals-tools/)

Sorry for the non-Drupal tangent.

Sincerely,
David Kaufmann
USA.gov

#####

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[https://urldefense.com/v3/https://digital.gov;!!HYmSToo!OyQo4hZXNf38bwFizCEXS9LZtILr-99ayGtKZovQiXGNGlf4mnl9AsbvwLBgurZCTZSC\\$](https://urldefense.com/v3/https://digital.gov), a service of the

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Subject: Re: Google's Core Web Vitals
From: (b) (6) @HHS.TEXAS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (HHSC)
Date: Mon, 22 Mar 2021 20:43:12 +0000
Content-Type: text/plain
Parts/Attachments: text/plain (62 lines)

Thanks for those links, David!

(b) (6)
Technical Coordinator
Texas Health and Human Services
Office of Communications – Web Services
Working from Home: (b) (6)
(b) (6)

-----Original Message-----

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of David Kaufmann - QQBB
Sent: Monday, March 22, 2021 3:28 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Google's Core Web Vitals

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

I can't speak directly to the Drupal suggestions regarding improving Core Web Vitals, but I did want to mention again that starting in May 2021 these "page experience signals" will be a part of Google Search ranking.

USA.gov has been using the free tools to figure out where to improve, and so far we've started compressing our javascript and CSS as a part of that.

We've found that the tests can be a little weird. For example, misidentifying what is the main content on our home page (it's NOT the background image of a flag!) or inconsistent scoring. Google has advised us to focus especially on what they call "field tests" which is when they test on "real machines" instead of yours and your personal internet situation. Mobile experience is also clearly key with this, as is the order that files and elements download to users' machines.

Learn more about the timing:
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What the signals are:
<https://developers.google.com/search/docs/guides/page-experience>

Tools for testing your site.
<https://web.dev/vitals-tools/>

Sorry for the non-Drupal tangent.

Sincerely,
David Kaufmann

USA.gov

#####

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For help with this listserv, to manage your settings, or to view list archives, visit: <https://digital.gov/communities/manage-your-subscription/>

Subject: Re: Accessibility score dropping when migrating to USWDS
From: (b) (6) @ADMIN.NV.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @ADMIN.NV.GOV>
Date: Mon, 22 Mar 2021 21:10:28 +0000
Content-Type: multipart/related
 text/plain (25 kB) , text/html (49 kB) , image001.png (49 kB) ,
Parts/Attachments: image002.png (49 kB) , image003.png (49 kB) , image004.png (49 kB)

Just FYI I had previously removed the website links referred to within the email before sharing to the listserv. Agree wholeheartedly with the email thread.

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

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Sime, Kevin <kevin.sime@IOWA.GOV>
Sent: Monday, March 22, 2021 9:30 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Yes I'm a contractor at the state government level in Iowa and I know there are others like me. To whatever extent that modifies what you can/should post I figure you ought to know. I enjoy being on this list immensely and I learn so much!

On Mon, Mar 22, 2021 at 9:37 AM (b) (6) <000008fdbd6ba44d-dmarc-request@listserv.gsa.gov> wrote:

Hi everyone.

Quick reminder on not “sharing publicly ...”

Everything we say here can be FOIA'd, and I think there are more than 3000 people on this list.

And while I **think** this list is still limited to gov't employees, that's not true for some other communities hosted by digital.gov, so there are contractors on some.

(b) (6)

Director | Office of Global Web Platforms
 DAS Digital Strategy
 Bureau of Global Public Affairs
 U.S. Department of State
 (b) (6) e.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Wilcox, Lisa -

REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>

Sent: Monday, March 22, 2021 8:07:04 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Thank you for sharing. I won't share this publicly. This seems pretty similar to what we are seeing. It seems to me to be more of a SiteImprove issue as I thought vs. a USWDS issue or bug.

Thanks,

Lisa

Lisa G. Wilcox / Web Design Lead / FAC-COR Level I

Advanced Certified Scrum Master /

Certified Scrum Master

lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781

355 E. Street S.W.

Washington DC 20024-3221

<https://www.usda.gov/>



Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of **(b) (6)**

Sent: Friday, March 19, 2021 4:30 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

Importance: High

Yes, Siteimprove is doing an upgrade to their software. It is called Next Gen. It was made available week of 3/11. but users have the option to hold off before moving to it. We are holding off until next week but it has

... affected our ACCESSIBILITY scores drastically.

I have attached a draft report showing the difference of the scores BEFORE & AFTER NextGen. We were able to do this because we download data from Siteimprove every night and add it to a database, and then we run the new report just recently created.

Please don't share any of the names of the websites, but you can certainly share the totals, etc. It is custom report as Siteimprove has tons of statistics on 1 site, but we have 182+ in our CMS and they don't have a consolidate report like this one!!

Slipped (A) – 14 websites slipped because their Accessibility score went below 90% - that is the affect NEXT GEN has on the data..

| | |
|---|-----------|
| TOTAL COMPLIANT Website (Tracked) | 65 |
| COMPLIANT: PDF > 15 | 5 |
| COMPLIANT: Not in CMS | 9 |
| Total Sites Dropped Compliancy (Slipped) | 20 |
| Slipped [A] | 14 |
| Slipped [D] | 6 |
| Slipped [D,A] | 0 |
| CMS and Total Accessibility > 90 (Only) | 63 |
| Pending Compliance (See Red Compliant / New Compliant) | 0 |
| Bad Scores (bad pdfs = 0, but scores > 90) (CMS, Not Slipped) | 3 |

We even sent an email out to all of our Siteimprove users to take a class on Next Gen academy. See email we sent out below:

Hi all,

There are updates coming to Siteimprove and we wanted to let you know before a switch to the Next Gen is made. In the attached document you will find screen shots and explanations to what is new with Next Gen, what is migrated to Next Gen, and the things that Siteimprove has removed from the product.

We are working with our Vendor Siteimprove to provide instructor lead training classes with regards to Next Gen.

"Still need to check with Nick that this is the correct class"

They have also published a class regarding Next Gen within the Siteimprove Academy: <https://siteimprove.litmos.com/course/4209413?r=False&ts=637514118833195101>

We have also reached out to our rep at Siteimprove and scheduled a hour class from Siteimprove. Users can all do the same if they reach out to Siteimprove directly!

Hopefully this answer helps.

Response provided by:

(b) (6) CPM | State Web Development Manager

State of Nevada | Department of Administration | Enterprise I.T. Services Division

Posted by:

(b) (6) Chief, Research, Planning and Grant Management

Enterprise IT Services Team

State of Nevada | Department of Administration

T: **(b) (6)** | E: **(b) (6)** @admin.nv.gov

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Daniel Williams - QQE
Sent: Friday, March 19, 2021 9:47 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm definitely interested in understanding this as well. If there is something we can improve on the USWDS side, that would be a priority for us.

On Fri, Mar 19, 2021 at 9:25 AM Morin, Gary (NIH/NCI) [E] <000001e726dff659-dmarc-request@listserv.gsa.gov> wrote:

Hi, Lisa. Where is it that you're seeing "a drop in their accessibility scores"? is this in scans being run by USDA? What tool are you using to scan your sites?

Gary M. Morin, Section 508 Coordinator
NCI Office of Communications and Public Liaison (OCPL)
NCI Shady Grove Campus, Room 2E-568

9609 Medical Center Drive

Rockville, MD 20850

(240) 276-6920 Office; (b) (6) Home/Cell

WebEx: <https://cbiit.webex.com/join/MorinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance

[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

Quietly Thinking About This: The difference between Inclusive Design and Accessibility:

- Accessibility asks: You have a barrier, what's the facilitator that gets you over that barrier?
- Inclusive Design asks: What if we just didn't have the barrier in the first place?

NCI Section 508 ListServ

1. Navigate to the [NCI Section 508 Web Home Page](#); click on 'Subscribe or Unsubscribe'
2. Enter your name and email address

From: Wilcox, Lisa - REE-ERS, Washington, DC <0000058688345e84-dmarc-request@LISTSERV.GSA.GOV>

Sent: Friday, March 19, 2021 11:04 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: [CONTENT-MANAGERS-L] Accessibility score dropping when migrating to USWDS

I'm wondering if other folks have experienced a drop in their accessibility scores while migrating to the USWDS?

We have noticed a bit of a drop and are trying to discern what is happening. This paired with SiteImprove changing their accessibility algorithm is concerning.

Thanks in advance,

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master**
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781

SUBJECT: 202 07 03 17 FAX: 202 215 1701

355 E. Street S.W.
Washington DC 20024-3221
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--

// Dan O. Williams

// GSA / TTS Solutions / USWDS

// He / Him

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7/28/2021

Subject: [March 2021 highlights from the Federal Web Council](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Tue, 23 Mar 2021 11:31:13 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3646 bytes) , [text/html](#) (12 kB)

Web managers,

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's March 18, 2021, meeting.

Vulnerability Disclosure Policy

[Binding Operational Directive 20-01](#) requires agencies to publish a Vulnerability Disclosure Policy (VDP) by March 1. DHS recommends publishing this policy "at the "/vulnerability-disclosure-policy" path of your agency's primary .gov website." See additional instructions in the [implementation guide](#) and contact your [Council rep](#) with questions.

U.S. Web Design System updates

GSA recently published [Transforming the American digital experience](#), a report about what's next for the design system and its community.

[USWDS 2.11](#) was released on March 18. It includes a bundle of three new components and one new page template designed with emergency response in mind.

- **Icon list:** Reinforces the meaning and visibility of individual list items with a leading icon.
- **Modal:** Disables page content and focuses the user's attention on a single task or message.
- **Input prefix or suffix:** Shows symbols or abbreviations that help users enter the right type of information in a form's text input.
- **404 page:** Informs users that a requested page doesn't exist.

Other updates

[Executive Order on Promoting Access to Voting](#) includes several callouts for web and digital services.

[A Year of COVID Search Trends From USAGov](#) takes a look at the past year's top COVID-related searches on USAGov. You can see how questions morphed from early concerns about unemployment and international coronavirus cases to stimulus payments, testing, and housing assistance, to the more recent questions about vaccines and returning to travel.

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

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7/28/2021

Subject: [April 6, 2021 Accessibility Community Meeting](#)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Tue, 23 Mar 2021 14:17:13 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2145 bytes) , [text/html](#) (6 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on **Tuesday, April 6th, 2021**. Our theme, "Moving Forward: Leaving No One Behind," continues to focus on reconnecting our broader accessibility community and looking at the path ahead. Building on the February Section 508 Community meeting where we introduced approaches to ACR evaluation, this meeting will be a hands-on workshop to walk through each of the four ACR evaluation approaches introduced in February.

We will have 4 virtual break out groups that will each walk through a hands-on ACR evaluation. The meeting will close with a review of the output from the four break out groups.

Event Details

WHEN: April 6, 2021; 2:00 pm - 4:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508

REGISTRATION

To participate, please click on this [registration link](#). Registration is now open!

*This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.

--

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov

*Please allow 3 business days to receive a response from the Accessibility Team.

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Subject: 18th Annual John Slatin AccessU Conference May 18-20
 From: (b) (6) @DIR.TEXAS.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) @DIR.TEXAS.GOV>
 Date: Wed, 24 Mar 2021 17:30:56 +0000
 Content-Type: multipart/mixed
 Parts/Attachments: text/plain (1820 bytes) , text/html (7 kB) , image001.png (7 kB) , image002.png (7 kB) , image003.png (7 kB) , image004.png (7 kB) , accessuflyerv3r3 (1).pdf (322 kB)

Registration for AccessU is now open. The conference is completely on line this year making very easy to attend, with lower rates than in person training. Lots of very interesting courses available on important tracks. See the attached flyer that contains the registration link, along with discounts , group rates, and scholarship information.

Please be sure to let others know as well.

Regards,

(b) (6) Program Director, Statewide EIR Accessibility
 Texas Department of Information Resources

(b) (6) @dir.texas.gov

O: (b) (6)

M: (b) (6)

300 W. 15th Street, Suite 1300, Austin, TX 78701



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18th Annual John Slatin AccessU Conference May 18, 19, & 20

Inclusive Design is more important than ever!
AccessU is THE place to get the skills you need.
Digital accessibility implementation training in
four tracks - PLUS - usability studies, emerging
tech, round tables, community connection, and
fun evening events....

only at John Slatin Virtual AccessU 2021.

REGISTER NOW: <https://tinyurl.com/AccessU2021>

KEYNOTE SPEAKERS

View the full lineup
at knowbility.org

- **Tara Voelker** - Xbox Gaming and Disability Community Lead
- **Regine Gilbert** - Designer, Educator, Author
- **Joe Devon** - co-founder of GAAD (Global Accessibility Awareness Day), Founding Partner Diamond

Group rates, discounts, and scholarships:

- 25% discount for students, educators, and nonprofit staff
 - Group discounts for 5 or more
 - Limited scholarships are available. Apply at <https://tinyurl.com/JT-scholar-2021>
- Email accessu@knowbility.org for more information

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Subject: [Application that accepts Public Attachments](#)
From: "Johnson, Deron M" <deron_m_johnson@IOS.DOI.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Johnson, Deron M
Date: Thu, 25 Mar 2021 13:33:25 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1394 bytes) , [text/html](#) (2400 bytes)

Good Morning all,

I've been asked about a solution that would accept attachments in a form format from the public within our Drupal environment.

Yes, I've told leadership that I think this is a horrible idea and a security nightmare, however, I'm sure that some agency is tasked with doing this as part of their mission. I wanted to ask the community what solution they put in place, and how you worked through all the security requirements to keep your environments safe. Any feedback would be greatly appreciated.

Cheers,

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Subject: [Follow up - SiteImprove Accessibility score and USWDS](#)
From: "Wilcox, Lisa - REE-ERS, Washington, DC" <lisa.wilcox@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilcox, Lisa - REE-ERS, Washington, DC
Date: Thu, 25 Mar 2021 15:38:26 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2371 bytes) , [text/html](#) (5 kB)

I wanted to post an update to my question I posed last week.

I had a meeting with our agency's SiteImprove rep along with SiteImprove's lead accessibility engineer. I did a screenshare and pointed out the issues and shared what Ammie had shared along with others who had emailed me. It appears as the new algorithm that SiteImprove uses may have a few bugs and they are investigating those internally. Particularly with respect to the skip navigation, banner, and aria labels. Please be aware of this if you aren't already and use SiteImprove.

I really appreciate folks who sent me private messages regarding their own issues with SiteImprove and the new accessibility algorithm.

I also appreciate Ammie reaching out on behalf of the USWDS as well. I really enjoy this community and appreciate you all!

Thank you,

Lisa

**Lisa G. Wilcox / Web Design Lead / FAC-COR Level I
Advanced Certified Scrum Master /
Certified Scrum Master**
lisa.wilcox@usda.gov / 202-999-9619

USDA ERS

Office: 202-694-5574 / Fax: 202-245-4781
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7/28/2021

Subject: [Re: Application that accepts Public Attachments](#)
From: "Flaherty, Jason -FS" <jason.flaherty@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Flaherty, Jason -FS
Date: Thu, 25 Mar 2021 15:42:19 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3503 bytes) , [text/html](#) (7 kB)

Hello!

From my experience, one of the biggest issues we found was the form would upload the attachment before the user clicked submit, so we were getting documents without the ability to have the user go through the captcha for example. That will need to be addressed for sure. Other than that, allowing only certain files (pdf in our case) and renaming the file on upload with tokens along with putting it in a "private" directory is important so the would be hacker cannot find the file they uploaded and execute it...

Hope those ideas helps some!

Jason

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Johnson, Deron M
Sent: Thursday, March 25, 2021 6:33 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Application that accepts Public Attachments

Good Morning all,

I've been asked about a solution that would accept attachments in a form format from the public within our Drupal environment.

Yes, I've told leadership that I think this is a horrible idea and a security nightmare, however, I'm sure that some agency is tasked with doing this as part of their mission. I wanted to ask the community what solution they put in place, and how you worked through all the security requirements to keep your environments safe. Any feedback would be greatly appreciated.

Cheers,

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7/28/2021

Subject: [Re: Application that accepts Public Attachments](#)
From: "Wood, Tim (Fed)" <timothy.wood@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wood, Tim (Fed)
Date: Thu, 25 Mar 2021 15:44:06 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3595 bytes) , [text/html](#) (7 kB)

Hi Deron,

Here is an example of a form (Drupal webform) on NIST.gov which asks for a resume file upload, done via NIST's Box.com subscription. A link to the Box upload is provided next to a text field for the filename. Not ideal, but it works. I am not familiar with the details of NIST's use or securing of the Box.com platform.

<https://www.nist.gov/form/osac-application-form>

Maybe you could inquire within your agency whether there is an existing Box.com/Dropbox/Google Drive/Microsoft OneDrive/Accellion Kiteworks or other product available which can accept file uploads from the public.

I don't see anything on <https://digital.gov/services/directory/> which would help, but perhaps someone at GSA knows more.

Good luck!

Tim Wood

Drupal Developer

Applications Systems Division

Office of Information Systems Management

National Institute of Standards and Technology

Phon 694

Cell: (b) (6)

Email: timothy.wood@nist.gov

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Johnson, Deron M <000008ece187958a-dmarc-request@LISTSERV.GSA.GOV>

Sent: Thursday, March 25, 2021 9:33 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [CONTENT-MANAGERS-L] Application that accepts Public Attachments

Good Morning all,

I've been asked about a solution that would accept attachments in a form format from the public within our Drupal environment.

Yes, I've told leadership that I think this is a horrible idea and a security nightmare, however, I'm sure that some agency is tasked with doing this as part of their mission. I wanted to ask the community what solution they put in place, and how you worked through all the security requirements to keep your environments safe. Any feedback would be greatly appreciated.

Cheers,

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Subject: [Training opportunity: Designing Accessible Communications](#)
From: "Chronister, Michelle E." <Michelle.Chronister@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Chronister, Michelle E.
Date: Thu, 25 Mar 2021 18:12:32 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1920 bytes) , [text/html](#) (5 kB)

The [Lab at OPM](#) is offering a new class that may be of interest to this group or others in your agency:

Designing Accessible Communications

This workshop introduces participants to the elements of accessible communications and will help them adopt a point of view that is broader than Section 508 compliance.

Through interactive discussions and collaborative activities, we will cover topics including:

- Understanding accessibility and inclusivity, including relevant laws and standards
- The elements of accessible communications: content and plain language, typography, color, images, and hierarchy
- Applying the elements to Word documents, PowerPoint slides, and other commonly used communication formats

[Learn more about who should attend, when it's being offered, and how to register.](#)

Please let me know if you have any questions.

Michelle Chronister (she/her)
User Experience Designer
The Lab at OPM
U.S. Office of Personnel Management
(202) 215-5802
lab.opm.gov

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7/28/2021

Subject: [Re: Training opportunity: Designing Accessible Communications](#)
From: (b) (6) @IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 26 Mar 2021 11:19:19 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3376 bytes) , [text/html](#) (10 kB)

Are these courses available to local or state government (not federal employees)?

On Thu, Mar 25, 2021 at 1:17 PM Chronister, Michelle E. <000008bdad17ca45-dmarc-request@listserv.gsa.gov> wrote:

The [Lab at OPM](#) is offering a new class that may be of interest to this group or others in your agency:

Designing Accessible Communications

Subject: Re: [EXTERNAL] Re: [CONTENT-MANAGERS-L] Text Fragments, anyone?
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Fri, 26 Mar 2021 17:44:58 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (32 kB) , text/html (60 kB) , image005.png (215 kB) , image001.png (133 kB) , image002.png (119 kB) , image003.png (62 kB) , image004.png (23 kB)

One more item for folks using/experimenting with text fragments. Google shared a link with me today, that used multiple highlights in the same URL:

https://en.wikipedia.org/wiki/TikTok_v._Trump#:~:text=Many%20US%20agencies%20had%20already,%20banned%20TikTok%20from%20its%20users'%20terminals.&text=On%20August%206%2C%202020%2C%20President,Trump%20on%20August%2024%2C%202020.

TikTok v. Trump

Subject: Development Plans for "Shadow IT " offices within your agencies
From: "Rumsey, Kathleen" <Kathleen.Rumsey@USITC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rumsey, Kathleen
Date: Tue, 30 Mar 2021 19:47:07 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2354 bytes) , [text/html](#) (5 kB)

Hello folks,

Does anyone have offices/divisions not under the Chief Information Officer (CIO) within your agency that have advanced technical needs, non-standard software, and coding and scripting that they develop? They are typically referred to as shadow IT offices. If so, is there a software development plan that your CIO has put in place for those offices that you would be willing to share?

Thanks,
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

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Subject: [Archive-It & FedRAMP](#)
From: "Harris, Sally" <Sally.Harris@ED.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Harris, Sally
Date: Wed, 31 Mar 2021 14:54:35 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1410 bytes) , [text/html](#) (3295 bytes)

Hi everyone,
Question about Archive-it here. We're hearing that it's off the table for us at ED because it's not FedRAMP; though it seems like a lot of folks are using it. If you're using it and have navigated this hurdle will you reach out? Also, if you're leveraging a different tool with success, I'd be interested to know about what tool you are using.

Thanks,

Sally Harris
Director, Digital Media & Creative Services
Office of Communications and Outreach
U.S. Department of Education

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Subject: Re: Development Plans for "Shadow IT " offices within your agencies
From: "Urban, Mark (CDC/OCOO/OCIO/CEO)" <fka2@CDC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Urban, Mark (CDC/OCOO/OCIO/CEO)
Date: Wed, 31 Mar 2021 15:10:05 +0000
Content-Type: multipart/mixed
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (8 kB) , [image001.png](#) (7 kB) , [OCISO-Level-IIIWorkstationSoftware-SOP.pdf](#) (842 kB)

Hi Kathy,

We actually look at “Shadow IT” and “non-standard development” as two different things at CDC.

We have Innovation Offices that develop mockups and “one-off” software for specialized uses, and we have all kinds of programs that purchase nonstandard software for specific use cases.

To manage all this, use a “Level 3” process – which requires a security, 508, and supportability review. Then, when someone else wants to use it, they have to get permission from the OCIO office and IT Security through a simple online form.

Attached is our policy. Feel free to steal if it helps!

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



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Rumsey, Kathleen
Sent: Tuesday, March 30, 2021 3:47 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Development Plans for "Shadow IT " offices within your agencies

Hello folks,
Does anyone have offices/divisions not under the Chief Information Officer (CIO) within your agency that have advanced technical needs, non-standard software, and coding and scripting that they develop? They are typically referred to as shadow IT offices. If so, is there a software development plan that your CIO has put in place for those offices that you would be willing to share?

Thanks,
Kathy

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

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U.S. Department of Health and Human Services

Centers for Disease Control and Prevention

OCISO Level III Workstation Software Security Evaluation Standard Operating Procedure, Version 5.5

Submitted to CISO
DHHS/CDC/OCOO/OCIO/OCISO
4770 Buford Highway, F-35
Atlanta, GA 30341

Approved:

3/17/2016

X

Cheri L. Gatland-Lightner
Chief Information Security Officer
CDC/OCOO/OCIO/OCISO

Cheri L. Gatland-Lightner
Chief Information Security Officer
Signed by: Cheri L. Gatland-lightner -S

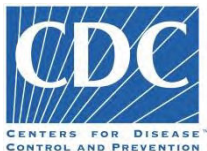


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Level III Workstation Software Security Evaluation SOP V5.5

1. PURPOSE

The purpose of this document is to provide a structured process for CDC users to request Level III workstation software approval for installation on their respective workstations in accordance with [Protection of Information Resources \(CDC-IS-2002-06\)](#). The Level III Workstation Software Security Evaluation process has been developed to facilitate the following objectives:

- To establish a standard methodology for accessing the security posture of requested Level III workstation software
- To meet applicable procurement and installation regulations and guidelines
- To address emerging security challenges and requirements
- To ensure efficient coordination and management of CDC resources
- To minimize impacts on CDC operations

2. SCOPE

This document applies to all CDC employees and non-employees and their desktops, laptops, virtual environments, or workstations.

3. ACRONYMS CHART

The following table provides definitions for acronyms relevant to this document:

| Acronym | Description |
|---------|--|
| CDC | Centers for Disease Control and Prevention |
| C/I/O | Center/Institute/Office |
| CISO | Chief Information Security Officer |
| COB | Close of Business |
| COTS | Commercial off-the-shelf |
| DCISO | Deputy Chief Information Security Officer |
| GOTS | Government off-the-shelf |
| HHS | Department of Health and Human Services |
| ISSO | Information Systems Security Officer |
| IT | Information Technology |
| ITA | Information Technology Advisor |
| ITSO | Information Technology Services Office |
| OCISO | Office of the Chief Information Security Officer |
| SLA | Service Level Agreement |
| SME | Subject Matter Expert |
| SRT | Software Request Tool |
| TSE | Technology Services Executive |
| USGCB | United States Government Configuration Baseline |

Level III Workstation Software Security Evaluation SOP V5.5

4. GENERAL

CDC organizations use Level III workstation software, such as commercial off-the-shelf (COTS) and government off-the-shelf (GOTS) applications, freeware, and shareware to support mission-related functions. Acquisition and installation of Level III workstation software must be approved by Information Technology Services Office (ITSO), and acquisition of Level III products must follow the [ITSO procurement process](#).

Level III workstation software is critical to the CDC mission, but it can introduce unique risks to the CDC computing environment (such as threats and vulnerabilities). The Level III Workstation Software Security Evaluation process and methodology provides assurance that all software meets the HHS and CDC security requirements and standards. All software installed on a workstation must be an approved Level I, Level II and Level III software.

- **Upon installation, all Level III software must be maintained and patched. This Level III software monitoring and patching is the responsibility of the program to identify and coordinate installation in a timely manner. Lack of software patching can result significant vulnerabilities to the CDC network and may result in removal of the software or workstation if not remediated in a timely fashion.**

Security Evaluation is for desktops, laptops, and workstations only. ITSO maintains a list of product standards, which can be found at: <http://intranet.cdc.gov/ocio/computers-software-equipment/index.html>

Note: All infrastructure products, including Level III are installed and supported by ITSO on a best effort basis as referenced in the [ITSO service level agreement \(SLA\)](#).

5. LEVEL III WORKSTATION SOFTWARE SECURITY EVALUATION

a. Overview

ITSO maintains a list of all approved Level I, Level II, and Level III software in the [Software Request Tool \(SRT\)](#). If you need new software to support your mission, please use the SRT to request the software or to identify an alternate product that can accomplish the same business need.

Note: All purchase and installation requests for new software should go through the Center's ITSO Technology Services Executive (TSE) or the Information Technology Advisor (ITA) for International offices for a technical assessment of supportability and to ensure the new software overlaps with Standard Level I and Level II products.

b. Definitions

The following table defines terms used in this document:

| Term | Definition |
|----------------------------|--|
| New Software | Software that has not been previously reviewed and approved by the Level III Board. |
| Level III Software Upgrade | Software that has been previously reviewed and approved by the Level III Board and has a new version available. |

Level III Workstation Software Security Evaluation SOP V5.5

| Term | Definition |
|--------------------------------|---|
| Level III Workstation Software | All other software, drivers, and macros that are not listed under Level I (CDC core infrastructure products that are deployed to support virtually every workstation at CDC or throughout the CDC network) or Level II (CDC standard products, other than Level I products, that are widely deployed in multiple Centers/Institutes/Offices (C/I/Os). |

c. Roles and Responsibilities

The following table identifies the major roles and their associated responsibilities regarding the Level III Workstation Software Security Evaluation process:

| Role | Responsibilities |
|---|---|
| OCISO Level III Subject Matter Expert (SME) | <ul style="list-style-type: none"> Facilitates the weekly Information Systems Security Officer (ISSO) Subcommittee Board Meeting on behalf of the Chief Information Security Officer (CISO) Forwards Level III product requests to the CISO/Deputy CISO (DCISO) for adjudication in the event of a tie Verifies that all Level III approval documents have been signed and dated Notifies the ISSO and requestor of any returned product requests Notifies ITSO and all ISSO's of the approved product list to be incorporated into the SRT <p>Note: The OCISO Level III SME is not authorized to vote under any circumstances.</p> |
| Requestor | <ul style="list-style-type: none"> Checks the current ITSO listing of standard Level I, Level II, and Level III software using the SRT for either the requested software and version or an alternate product that can accomplish the same business need Obtains business steward or supervisor approval for the requested information technology (IT) software Obtains ITSO TSE/ITA concurrence and validation of software's technical details Completes Section 1: General Information and Section 2: Business Justification of the Level III Workstation Software Security Evaluation Form and then submits to the business steward or requestor's supervisor Monitors the software for updates and coordinates with ISSO and ITSO to determine when patching is necessary and implements with ITSO assistance as needed |
| Business Steward/Requestor's Supervisor | <ul style="list-style-type: none"> Confirms if requested product is needed to accomplish a CDC business need and is recommended for approval Confirms C/I/O has the requested software Ensures the information in section 1 and 2 of the Level III Workstation Software Security Evaluation Form is accurate |

Level III Workstation Software Security Evaluation SOP V5.5

| Role | Responsibilities |
|-------------------------------|--|
| | <ul style="list-style-type: none"> • Checks the SRT current ITSO listing of standard Level I and Level II software for either the requested software and version or an alternate product that can accomplish the same business need • Checks the SRT for either the requested software and version or an alternate product that can accomplish the same business need • Reviews Section 1: General Information and Section 2: Business Justification, then digitally signs Section 2 of the Level III Workstation Software Security Evaluation Form (referenced in Appendix A of this document) validating the information is correct and recommending further evaluation and approval • Submits Level III Workstation Software Security Evaluation forms to the ITSO TSE/ITA for evaluation • Withdraws product request if deemed unnecessary |
| Vendor/Company Representative | <ul style="list-style-type: none"> • Completes United States Government Configuration Baseline (USGCB) Form, Appendix A of CDC Level III Workstation Software Security Evaluation Form |
| ITSO TSE/ITA | <ul style="list-style-type: none"> • Verifies software product is Section 508 compliant • Determines the software’s technical assessment of supportability on a CDC workstation, on or off the CDC network: <ul style="list-style-type: none"> ○ If the software request is not technically acceptable, then the ITSO TSE/ITA informs the requestor of the decision ○ If the product request is acceptable, then the ITSO TSE/ITA completes Section 3: Relevant Technical Details, digitally signs the Level III Workstation Software Security Evaluation Form, indicating approval, and submits the signed form to the C/I/O ISSO |
| C/I/O ISSO | <ul style="list-style-type: none"> • Verifies that the requested software is within acceptable security limits, completes and digitally signs section 4 of the Level III Workstation Software Security Evaluation Form, indicating approval, with digital signature on the Security Evaluation Form • Completes the USGCB Form, Appendix A of CDC Level III Workstation Software Security Evaluation Form, if the vendor is unable to complete • Evaluates and approves software upgrades and year-based releases (See Appendix B: Level III Software Upgrades) • Informs requestor of the ISSO approvals/disapprovals of Level III software upgrades • Submits all Level III Workstation Software Security Evaluation forms to the CDC OCOO-OCISO Product Security Evaluation Mailbox with “Software Name and Version” in the subject line, by close of business (COB) on the day before the ISSO Subcommittee Review Board Meeting • Monitors program software for updates needed and works with requestor to maintain currency. Responds to incidents related to |

Level III Workstation Software Security Evaluation SOP V5.5

| Role | Responsibilities |
|--|---|
| | <p>outdated and vulnerable software through patching, removal or waiver request if necessary</p> <p>Note: Incomplete Level III Workstation Software Security Evaluation Forms will be returned to the ISSO.</p> <ul style="list-style-type: none"> • Informs requestor of the ISSO Subcommittee Level III Security Evaluation Review Board decisions (for example: approved, denied, or returned) • Withdraws product request, if deemed unnecessary |
| <p>ISSO Subcommittee Level III Workstation Software Security Evaluation Review Board</p> | <ul style="list-style-type: none"> • Meets weekly to provide final review of submitted Level III Workstation Software Security Evaluation Forms • The standing members are the OCISO Level III SME and the ITSO ISSO. Three additional ISSO members are filled on a rotating basis each week (all designees must be CDC employees) • Reviews each Level III security evaluation and supporting documentation • Indicates the final decision (approved, denied, or returned) with signatures from each subcommittee member on the CDC Level III Workstation Software Security Evaluation Decision Statement • If an ISSO Subcommittee Review Board member cannot attend a meeting, then it is the ISSO's responsibility to: <ul style="list-style-type: none"> ○ Notify the OCISO LEVEL III SME via email prior to the meeting ○ To find a replacement for his/her spot in the meeting |

d. Level III Workstation Software Security Evaluation Procedures

The following table outlines the detailed tasks for the Level III Workstation Software Security Evaluation process when requesting approval of new software:

| Tasks | Detailed Steps |
|---|---|
| <p>1. Complete and submit the Level III Workstation Software Security Evaluation Form</p> | <ol style="list-style-type: none"> a. The requestor completes sections 1 and 2 of the Level III Workstation Software Security Evaluation Form and submits to the business steward or requestor's supervisor for review. b. The business steward/requestor's supervisor ensures the information in section 1 and 2 of the form is accurate then digitally signs the form validating the accuracy. c. The business steward/requestor's supervisor then forwards the signed form to the ITSO TSE/ITA for review. d. The ITSO TSE/ITA verifies software product is Section 508 compliant. e. The ITSO TSE/ITA completes and digitally signs section 3 of the form then submits the form to the program ISSO. f. The ISSO completes and digitally signs section 4 of form and the USGCB Form, Appendix A of the CDC Level III Workstation Software Security Evaluation Form, if the vendor has not already completed it. |

Level III Workstation Software Security Evaluation SOP V5.5

| Tasks | Detailed Steps |
|--|---|
| | <p>g. The ISSO emails the completed form to the CDC OCOO-OCISO Product Security Evaluation Mailbox with “Software Name and Version” in the subject line, by COB the day before the ISSO Subcommittee Review Board Meeting.</p> <p>Note: Incomplete Level III Workstation Software Security Evaluation Forms will be returned to the ISSO.</p> |
| <p>2. Workstation Software Security Evaluation</p> | <p>a. Board members review the submitted forms and make a Workstation Software Security Evaluation Decision; which requires a majority of the ISSOs vote for approval.</p> <p>Note: The standing members are the OCISO Level III SME and the ITSO ISSO. Three additional ISSO members are filled on a rotating basis each week (all designees must be CDC employees).</p> <p>Note: The CISO/DCISO will only vote in the event of a tie and also holds overall veto rights.</p> <p>Note: If there is a software pending approval originating from a board member’s C/I/O, then the board member must abstain from voting on that Level III Workstation Software Security Evaluation.</p> |
| <p>3. Workstation Software Security Evaluation Communication</p> | <p>a. The ISSOs will be notified of the board’s decision (approved, denied, returned, or vetoed) following the Subcommittee Review Board Meeting.</p> <p>b. For approved software, all the members of the board will sign the CDC Level III Workstation Software Security Evaluation Decision Statement.</p> <p>c. The OCISO Level III SME verifies that all Level III approval documents have been signed and dated.</p> <p>d. The OCISO Level III SME sends the approved product list to the ITSO TSE/ITA and all ISSO’s.</p> <p>e. The ITSO TSE/ITA will publish the approved products to the SRT.</p> <p>Note: The Decision Statement will remain on file at OCISO and will be made available upon request.</p> <p>Note: If the Subcommittee Review Board denies a product, then a notification will be sent to the ISSO with the reason(s) for denial.</p> |

Level III Workstation Software Security Evaluation SOP V5.5

Appendix A. REFERENCES

The following table summarizes the documents referenced in this document:

| Document Name and Version | Description | Location |
|---|--|---|
| <i>Protection of Information Resources</i> (CDC-IS-2002-06), March 2010 | Establishes policy for the protection of CDC data, information and information technology systems, thereby protecting and enhancing the reputation, image, legal position, and other tangible and intangible assets of CDC | http://aops-mas-iis.cdc.gov/Policy/Doc/policy300.pdf |

Level III Workstation Software Security Evaluation SOP V5.5

Appendix B. SOFTWARE UPGRADES

OCISO recognizes that current users of approved Level III workstation products need to periodically update their software to newer versions, and that the timeframe needed for full Level III Security Evaluations of these software upgrades might impose an undue delay.

A software upgrade may be performed without going through the Level III approval process if:

- No vulnerabilities are found in the vulnerability databases
- ISSO verifies that no additional risks are introduced in the new version
- ISSO, Section 508, and the TSE have no concerns about updating the product

The ISSO is required to evaluate the software. If the software meets the conditions listed above, then the ISSO sends an email to the [CDC OCOO-OCISO Product Security Evaluation Mailbox](#). The email should state that the ISSO approves the software upgrade from current version to proposed version and if there were any vulnerabilities noted. (Example: Software name, version 5.1 to 6.0 is approved. There are no noted vulnerabilities).

Level III Workstation Software Security Evaluation SOP V5.5

Enclosure 1. CDC LEVEL III WORKSTATION SOFTWARE SECURITY EVALUATION FORM

This enclosure is published separately. This form is used to submit a Level III Workstation Software Security Evaluation Review. The *CDC Level III Workstation Software Security Evaluation Form* can be found on the OCIO intranet website:

http://intranet.cdc.gov/ocio/docs/computers-software-equipment/CDC_Level_III_PSE_Form.pdf

Subject: [Historical agency budget information](#)
From: "Galbo, Joseph" <JGalbo@CPSC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Galbo, Joseph
Date: Wed, 31 Mar 2021 18:41:27 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2032 bytes) , [text/html](#) (4 kB)

Hey all,

Wondering if anyone has agency operating budgets dating back to the 1970s on their website. Specifically, I'm trying to find CPSC's operating budget from 1972/1973 when the agency was founded.

I know I can ask my finance and secretary's office over here as well, but wanted to check to see if it's already online somewhere before I get referred to a likely haunted filing cabinet in the basement. Thanks much!

Best,
Joe G

Joseph Galbo (he/him)
Social Media Specialist, U.S. Consumer Product Safety Commission
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Subject: [Re: Historical agency budget information](#)
From: Pekarik John M <John.M.Pekarik@IRS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pekarik John M <John.M.Pekarik@IRS.GOV>
Date: Wed, 31 Mar 2021 19:14:02 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (11 kB) , [image001.jpg](#) (9 kB) , [image003.jpg](#) (9 kB)

It would take a bit of research, and it's not the entirety of what you're looking for, but Congress has appropriations records going back to FY 1984 on their web site.

<https://www.congress.gov/help/appropriations-and-budget>

There's another page on the site where appropriation status is presented a little more cleanly, but it only goes back to FY 1999. <https://crsreports.congress.gov/AppropriationsStatusTable?id=2021>


You could also try the [Office of Management and Budget](#), which won't necessarily have Congressional appropriations but the President's Budget documents will have prior year appropriations listed in them, if you can find them going back that far. The [Congressional Budget Office](#) is another potential resource.

John Pekarik
Director, IRS.gov

Office Address
 5000 Ellin Road
 Room C4-401
 Lanham, MD 20706

Mailing Address
 1111 Constitution Ave. NW
 Room 3331
 Washington, DC 20224

Contact Telephone
 O: (240) 613-6247
 C: (b) (6)

From:  Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Galbo, Joseph
Sent: Friday, March 31, 2021 2:41 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Historical agency budget information

Hey all,

Wondering if anyone has agency operating budgets dating back to the 1970s on their website. Specifically, I'm trying to find CPSC's operating budget from 1972/1973 when the agency was founded.

I know I can ask my finance and secretary's office over here as well, but wanted to check to see if it's already online somewhere before I get referred to a likely haunted filing cabinet in the basement. Thanks much!

Best,
 Joe G

Joseph Galbo (he/him)
 Social Media Specialist, U.S. Consumer Product Safety Commission
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For help with this listserv, to manage your settings, or to view list archives, visit:

<https://digital.gov/communities/manage-your-subscription/>

Subject: FW: Historical agency budget information
From: "Heim-Ayers, A.J." <AJ.Heim-Ayers@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Heim-Ayers, A.J.
Date: Wed, 31 Mar 2021 20:01:41 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (14 kB) , [image001.jpg](#) (9 kB) , [image004.png](#) (39 kB) , [image006.png](#) (18 kB) , [image007.jpg](#) (18 kB)

Hi Joe, hope the following is helpful:

[Budget of the United States Government, Fiscal Year 1974 I FRASER I St. Louis Fed](#)
[Budget of the United States Government, Fiscal Year 1975 I FRASER I St. Louis Fed](#)

Screensnip from 1974, page 140 of PDF (p138 of hardcopy):

This budget reflects a continued emphasis on *food, drug and consumer product safety*. Outlays for these activities will increase 19% over the 1973 level. The new Consumer Product Safety Commission will be established and its authorities to protect the public from hazardous consumer products fully implemented during 1974. In

Screensnip from 1975, page 251 of PDF (p249 of hardcopy):

| CONSUMER PRODUCT SAFETY COMMISSION | | | | | | |
|------------------------------------|-----|----|-------|--------|--------|-------|
| Federal Funds | | | | | | |
| General and special funds: | | | | | | |
| Salaries and expenses | 653 | BA | 1,215 | 34,776 | 42,818 | 8,043 |
| | | 0 | 20 | 32,299 | 41,913 | 9,614 |
| | | | | | | |

See footnotes at end of table.

A.J. Heim-Ayers
 U.S. Office of Personnel Management

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Pekarik John M
Sent: Wednesday, March 31, 2021 3:14 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Historical agency budget information

It would take a bit of research, and it's not the entirety of what you're looking for, but Congress has appropriations records going back to FY 1984 on their web site.

<https://www.congress.gov/help/appropriations-and-budget>

There's another page on the site where appropriation status is presented a little more cleanly, but it only goes back to FY 1999. <https://crsreports.congress.gov/AppropriationsStatusTable?id=2021>

You could also try the [Office of Management and Budget](#), which won't necessarily have Congressional appropriations but the President's Budget documents will have prior year appropriations listed in them, if you can find them going back that far. The [Congressional Budget Office](#) is another potential resource.



John Pekarik

Office Address
5000 Ellin Road

Mailing Address
1111 Constitution Ave. NW

Contact Telephone
O: (240) 613-6247



From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Galbo, Joseph
Sent: Wednesday, March 31, 2021 2:41 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Historical agency budget information

Hey all,

Wondering if anyone has agency operating budgets dating back to the 1970s on their website. Specifically, I'm trying to find CPSC's operating budget from 1972/1973 when the agency was founded.

I know I can ask my finance and secretary's office over here as well, but wanted to check to see if it's already online somewhere before I get referred to a likely haunted filing cabinet in the basement. Thanks much!

Best,
Joe G

Joseph Galbo (he/him)
Social Media Specialist, U.S. Consumer Product Safety Commission
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For help with this listserv, to manage your settings, or to view list archives, visit:
<https://digital.gov/communities/manage-your-subscription/>

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This budget reflects a continued emphasis on *food, drug and consumer product safety*. Outlays for these activities will increase 19% over the 1973 level. The new **Consumer** Product Safety Commission will be established and its authorities to protect the public from hazardous **consumer** products fully implemented during 1974. In

| CONSUMER PRODUCT SAFETY COMMISSION | | | | | | |
|---|-----|----|-------|--------|--------|-------|
| <i>Federal Funds</i> | | | | | | |
| General and special funds: | | | | | | |
| Salaries and expenses | 653 | BA | 1,215 | 34,776 | 42,819 | 8,043 |
| | | 0 | 20 | 32,299 | 41,913 | 9,614 |
| | | | | | | |

See footnotes at end of table.

Subject: [Non-OCIO IT Needs/Development](#)
From: "Hazen, Allison" <Allison.Hazen@USITC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Hazen, Allison
Date: Thu, 1 Apr 2021 15:32:50 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1860 bytes) , [text/html](#) (4 kB)

Hello folks,

Does anyone have offices/divisions not part of the Chief Information Officer (CIO) within your agency that have advanced technical needs, non-standard software, and coding and scripting that they develop? I have often heard them referred to as shadow IT offices. If so, is there a software development plan that your CIO has put in place for those offices so they are conforming and pose no risks that you would be willing to share?

I'd greatly appreciate any feedback. I'm including contact info below for the member of our web team, Kathy, who is taking the lead on this one.

Best,

Allison Hazen
Webmaster, www.usitc.gov
U.S. International Trade Commission
Allison.hazen@usitc.gov

POC:

Kathleen Rumsey
Senior UX Web Designer/Developer
Software Engineering Division/ OCIO
U.S. International Trade Commission
202-205-2005 | Kathleen.Rumsey@usitc.gov

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7/28/2021

Subject: [Last Call! April 6, 2021 Accessibility Community Meeting](#)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Mon, 5 Apr 2021 16:33:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2140 bytes) , [text/html](#) (6 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on **Tuesday, April 6th, 2021**. Our theme, "Moving Forward: Leaving No One Behind," continues to focus on reconnecting our broader accessibility community and looking at the path ahead. Building on the February Section 508 Community meeting where we introduced approaches to ACR evaluation, this meeting will be a hands-on workshop to walk through each of the four ACR evaluation approaches introduced in February.

We will hear from 4 SME's that will each walk through hands-on ACR evaluation's. The meeting will close with final points from our SME's and input from you, our attendee's.

Event Details

WHEN: April 6, 2021; 2:00 pm - 4:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508

REGISTRATION

To participate, please click on this [registration link](#). Registration is now open!

*This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.

--

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov

*Please allow 3 business days to receive a response from the Accessibility Team.

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7/28/2021

Subject: JOB OPENING: Chief of Infrastructure/Cloud and Chief of Development

From: "(b) (6) [REDACTED] DMA PUBLIC WEB (USA)"
<(b) (6) [REDACTED]@MAIL.MIL>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) [REDACTED]
(b) (6) [REDACTED]@MAIL.MIL>

Date: Tue, 6 Apr 2021 19:06:18 +0000

Content-Type: multipart/signed

Parts/Attachments: text/plain (1572 bytes) , text/html (5 kB) , smime.p7s (5 kB)

DMA Public Web is looking for a Chief of Infrastructure/Cloud and a Chief of Development: IT Specialist (SYSANALYSIS), GS-2210-13

Open: April 6, 2021

Closes: April 26, 2021

Area of Consideration: All US Citizens

DH: <https://www.usajobs.gov/GetJob/ViewDetails/597485400>

7/28/2021

Subject: [Join us on April 15 -- Getting Started: Why Use USWDS?](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Wed, 7 Apr 2021 09:00:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2428 bytes) , [text/html](#) (10 kB)

Why use the design system?

Getting started with the U.S. Web Design System (USWDS) isn't always easy. The first hurdle is often being able to make the case for using it.

Have you ever wondered ...

- Why choose USWDS over other frameworks?
- What value does it bring to your agency?
- How can it help you build trust while furthering your unique mission?

If so, join the U.S. Web Design System team on **Thursday, April 15 at 2:00 p.m. ET** to learn more about the high-level system benefits of design systems, including USWDS.

The information in this month's call will be beneficial for web managers and team leads that might be looking to implement USWDS and want to understand the return on investment (ROI) and overall benefits of this particular framework.

[Register here to join us!](#)

*Please note: Same as last month, the call will begin at **2:00 p.m. ET** (instead of the usual 2:30 p.m.) to ensure it does not conflict with Drupal4Gov's monthly meeting that many folks attend.*

--

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Subject: [Website Customer Satisfaction Survey Scores and Targets](#)
From: Pekarik John M <John.M.Pekarik@IRS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Pekarik John M <John.M.Pekarik@IRS.GOV>
Date: Thu, 8 Apr 2021 20:33:19 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (9 kB) , [text/html](#) (11 kB) , [image001.jpg](#) (9 kB) , [image002.jpg](#) (9 kB)

Hello all!

Here at the IRS we use ForeSee to measure customer satisfaction with our IRS.gov website. The survey tool is configured to offer a chance at a survey popup after the third page view within a session, with an increasing likelihood of seeing the popup with each additional page view. The popup and survey appear on both our English and Spanish pages. One of the challenges we have, though is that this configuration does not measure the folks who arrive directly at one of our pages from an external search engine, find what they need right away, and depart the site immediately thereafter. We have also observed that higher levels of traffic to the site

7/28/2021

Subject: [Re: Website Customer Satisfaction Survey Scores and Targets](#)
From: "Elizabeth W. Burke" <Lee.Burke@FISCAL.TREASURY.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Elizabeth W. Burke
Date: Thu, 8 Apr 2021 20:42:02 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (12 kB) , [image002.jpg](#) (12 kB)

Hi John

I don't have a great answer for your first question, but for the second question, we do establish goals and targets for the surveys, and we track and report against those goals and targets in our Performance Management application.

Lee Burke
Web Content Manager

Subject: [Re: Website Customer Satisfaction Survey Scores and Targets](#)
From: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date: Fri, 9 Apr 2021 14:15:39 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (31 kB) , [image003.jpg](#) (31 kB)

I think it's fine to **quantify** things over time with some top-level parameters such as overall satisfaction; however, what if you run campaigns, or something changes elsewhere in the world, making your traffic from Google change? Are you still measuring the same things over time, if your audience composition changes? Like doctors completing surveys, versus more patients completing surveys? If patients start landing in scientific data, they may be less satisfied than the doctors, although the information may have remained useful to doctors.

So to widen the frame a bit for **qualitative** data we could benefit from, I'm exploring Qualtrics customer segmentation dashboards, based on questions I have gathered from Feds and other sources over several

Subject: [Re: Website Customer Satisfaction Survey Scores and Targets](#)
From: "Callahan, Nicole" <Nicole.Callahan@ED.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Callahan, Nicole
Date: Fri, 9 Apr 2021 14:41:16 +0000
Content-Type: multipart/related
[text/plain](#) (11 kB) , [text/html](#) (41 kB) , [image001.jpg](#) (41 kB) ,
Parts/Attachments: [image002.png](#) (7 kB) , [image003.png](#) (7 kB) , [image004.png](#) (7 kB) ,
[image005.png](#) (7 kB)

Hi David,

We are in the process of standing up Medallia and have been grappling with your first question as well. We really want feedback from all our users, even users who google something, come to one of our pages, find or don't find an answer and leave. That said, we don't want to annoyingly distract them from what they're doing.

Do you also have an always-on survey or "was this page helpful" type surveys? That could be an option to allow those users to provide feedback separate from an intercept survey.

Subject: [Re: Website Customer Satisfaction Survey Scores and Targets](#)
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Fri, 9 Apr 2021 15:08:26 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (15 kB) , [image001.jpg](#) (9 kB) , [image002.jpg](#) (9 kB)

This is not an answer to your questions, but rather a couple of questions of my own.

General consensus is that automatic popups like the ones used by ForeSee tend to irritate website visitors, some to the point that they never return. How does the number of visitors compare to the number of survey takers and have you considered a different method for conducting surveys?

The Paper Reduction Act requires federal agencies to seek approval from OMB before they can take surveys from the general public. How does this process factor into conducting surveys and how do you get ForeSee to list the OMB number on their form, which is also a requirement?

7/28/2021

Subject: [DAM SOW, SOO, RFQ docs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Tue, 13 Apr 2021 18:09:10 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1565 bytes) , [text/html](#) (3483 bytes)

Hello!

Has anyone put together a usable SOW, SOO, or other RFQ docs for a digital asset management system?
Something shareable?

“Asking for a friend.”

Larry

7/28/2021

Subject: Re: DAM SOW, SOO, RFQ docs?
From: Katherine Spivey - ZC <katherine.spivey@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC
<katherine.spivey@GSA.GOV>
Date: Tue, 13 Apr 2021 14:31:49 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3032 bytes) , [text/html](#) (5 kB)

You might find something here:

<https://www.gsa.gov/technology/technology-products-services/it-acquisition-help/sample-technology-statements-of-work>

esp. the Acquisition Gateway section at the bottom.

Katherine Spivey
Senior Communications Specialist

7/28/2021

Subject: [Re: DAM SOW, SOO, RFQ docs?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Tue, 13 Apr 2021 20:48:50 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB)

Tres cool. Thanks, Katherine!

Larry

From: Katherine Spivey - ZC <katherine.spivey@gsa.gov>
Sent: Tuesday, April 13, 2021 2:32 PM
To: Content Managers List <CONTENT-MANAGERS-L@listserv.gsa.gov>; Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@usda.gov>
Subject: Re: [CONTENT-MANAGERS-L] DAM SOW, SOO, RFQ docs?

Subject: [Ideas Needed: Digital Communications Team and Position Descriptions](#)
From: (b) (6), (b) (7)(C) <[REDACTED]@DHS.WISCONSIN.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) - DHS
Date: Wed, 14 Apr 2021 13:07:05 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (12 kB) , [text/html](#) (11 kB) , [image001.png](#) (36 kB) , [image002.png](#) (12 kB) , [image003.png](#) (12 kB) , [image004.jpg](#) (12 kB)

Good morning,

One of my top tasks is to put together a plan and strategy for creating and staffing an enterprise digital communications team for the Wisconsin Department of Health Services. This team would be responsible for supporting and managing content to be distributed on: our websites (internal and external), as forms, surveys, group email

Subject: [Re: Ideas Needed: Digital Communications Team and Position Descriptions](#)
From: "Erville, Kathleen (CFPB)" <Kathleen.Erville@CFPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Erville, Kathleen (CFPB)
Date: Wed, 14 Apr 2021 15:41:47 +0000
Content-Type: multipart/mixed
[text/plain](#) (9 kB) , [text/html](#) (30 kB) , [image001.png](#) (36 kB) ,
Parts/Attachments: [image005.png](#) (17 kB) , [image006.png](#) (17 kB) , [image007.jpg](#) (17 kB) ,
[20121213-web-team-org-chart.pdf](#) (20 kB) , [2012-dhs-web-governance-case-study-opa-edit.docx](#) (194 kB)

Hi Claire

What an exciting mandate to have! I thought I'd share some materials that might be a helpful foil for you from my prior life as Director of Web Comms at DHS. While I was there we did a wholesale effort to restructure the team, which was all contractors when I inherited the role. This saved a lot of money and built in more stability for the team as we weren't captive to contract lifecycles anymore. As you begin your journey I think my most important advice is to identify the problem/s you are trying to solve and get everyone on the same page about it. To accomplish this you'll be

Subject: Question re: Terms of Service for Clubhouse and Spotify
From: Bridget Serchak <BSerchak@VOANEWS.COM>
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bridget Serchak
Reply To: <BSerchak@VOANEWS.COM>
Date: Wed, 14 Apr 2021 17:26:40 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (1819 bytes) , [text/html](#) (5 kB) , [image001.jpg](#) (5 kB)

Hello,

If any federal agency represented on this listserv is using Spotify and/or Clubhouse – and has successfully negotiated Terms of Service for one or both platforms, can you get in touch with me?

I know GSA has negotiated TOS for other platforms government-wide, but these two platforms do not currently seem to be used as widely so each agency is likely doing this on its own at this point from what we understand, so we would love to learn more about what anyone else has done/is doing with either or both platforms.

Many thanks,

Bridget

Bridget Ann Serchak
 Director of Public Relations
 Voice of America
 U.S. Agency for Global Media
 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




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Subject: TOPIC: YouTube ads on gov channels
From: "Noonan Sturm, Christine" <cnoonansturm@FTC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Noonan Sturm, Christine
Date: Wed, 14 Apr 2021 20:25:40 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (5 kB) , [image004.jpg](#) (57 kB) , [image005.jpg](#) (4 kB)

Greetings all,

Folks here at the FTC are concerned about YouTube's recent addition of ads to our channel. So far, we've seen one ad for VRBO. This change appeared to happen without any notice. I know a federal TOS was negotiated some years ago (see <https://s3.amazonaws.com/digitalgov/legacy-img/2014/01/youtube-tos-amendment.pdf>) and it includes the language below. This seems to say Google has always had the right to publish ads on our channel, but has not until now. Do others share our concern about this development? While Google does seem to retain the right according to this TOS, can we request that they not do this so government agencies do not appear to endorse the advertiser?



partners, other than the YouTube Website. Google shall also provide Provider with the ability to specify territorial limitations for streaming Provider Content. Google retains the right to place advertisements on and in connection with the YouTube Video Player (including the White-Labeled Embed Player) and Google Services, except that Google will not place graphic or in-video advertising for third party products or services or the Promoted Videos module on the Playback Pages for Provider Content designated by Provider as "Track Only" through functionality made available by Google. Provider shall not include any promotions, sponsorships, or other commercial advertisements as part of Provider Content. Provider shall not deliver to Google any Provider Content containing third party materials unless Provider is a licensee of online distribution rights for the underlying material or Provider otherwise has rights to use the material (e.g. in accordance with "fair use" principles). If a third party provides Google with a claim of



7/28/2021

Subject: [Re: TOPIC: YouTube ads on gov channels](#)
From: "Wilson, Riley A. (Fed)" <riley.wilson@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wilson, Riley A. (Fed)
Date: Wed, 14 Apr 2021 21:10:43 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (9 kB) , [image001.jpg](#) (65 kB) , [image002.jpg](#) (5 kB)

Hi Chris,

We at NIST have also noticed this issue and are awaiting further details from our government@youtube.com contact. We'd love to hear if anyone else has reached out to YouTube about it and gotten any sort of response.

Best,
Riley

Subject: Re: [External] [CONTENT-MANAGERS-L] TOPIC: YouTube ads on gov channels

From: (b) (6) @NCDCCR.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)

Date: Wed, 14 Apr 2021 21:29:42 +0000

Content-Type: multipart/related

Parts/Attachments: text/plain (5 kB) , text/html (13 kB) , image004.jpg (57 kB) , image005.jpg (4 kB)

YouTube announced last fall that they would start adding ads to non-monetized content. <https://www.socialmediatoday.com/news/youtube-will-start-inserting-ads-into-non-monetized-content-updates-rules/589310/>

Legal asked that we send in a request to make sure ads were not placed on our videos. Government YouTube replied back that it was noted in our account. A month later ads showed up. I emailed them and they replied that it was noted on our account and it shouldn't happen again. Last week I saw another one! I'm not sure they have a system in place to monitor it or care to monitor it.

(b) (6)

Marketing and Communications
[NC Department of Natural and Cultural Resources](#)

Mobile: (b) (6)

(b) (6) @ncdcr.gov

Pronouns: She/Her

[109 E. Jones Street](#)
[4601 Mail Service Center](#)
[Raleigh, NC 27699](#)

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

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From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Noonan Sturm, Christine <0000001097f06124-dmarc-request@LISTSERV.GSA.GOV>

Sent: Wednesday, April 14, 2021 4:25:40 PM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: [External] [CONTENT-MANAGERS-L] TOPIC: YouTube ads on gov channels

CAUTION: External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to [Report Spam](#).

Greetings all,

Folks here at the FTC are concerned about YouTube's recent addition of ads to our channel. So far, we've seen one ad for VRBO. This change appeared to happen without any notice. I know a federal TOS was negotiated some years ago (see <https://s3.amazonaws.com/digitalgov/legacy-ima/2014/01/youtube-tos->

negotiated some years ago (see <https://www.ftc.gov/press-release/2017-07-28-google-removes-ads-from-youtube-cc-amendment.pdf>) and it includes the language below. This seems to say Google has always had the right to publish ads on our channel, but has not until now. Do others share our concern about this development? While Google does seem to retain the right according to this TOS, can we request that they not do this so government agencies do not appear to endorse the advertiser?

partners, other than the YouTube Website. Google shall also provide Provider with the ability to specify territorial limitations for streaming Provider Content. **Google retains the right to place advertisements on and in connection with the YouTube Video Player (including the White-Labeled Embed Player) and Google Services, except that Google will not place graphic or in-video advertising for third party products or services or the Promoted Videos module on the Playback Pages for Provider Content designated by Provider as "Track Only" through functionality made available by Google. Provider shall not include any promotions, sponsorships, or other commercial advertisements as part of Provider Content. Provider shall not deliver to Google any Provider Content containing third party materials unless Provider is a licensee of online distribution rights for the underlying material or Provider otherwise has rights to use the material (e.g. in accordance with "fair use" principles). If a third party provides Google with a claim of**

Looking forward to your thoughts.

Thanks and regards,

Chris

Chris Noonan Sturm
Website Manager
COR | PMP | MBA
Office of Public Affairs
Federal Trade Commission
(b) (6) (cell) | cnoonansturm@ftc.gov
www.ftc.gov | *Protecting America's Consumers*



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For help with this listserv, to manage your settings, or to view list archives, visit: <https://digital.gov/communities/manage-your-subscription/>

Subject: Re: [External] [CONTENT-MANAGERS-L] TOPIC: YouTube ads on gov channels

From: "Horvath, Scott R" <shorvath@USGS.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R

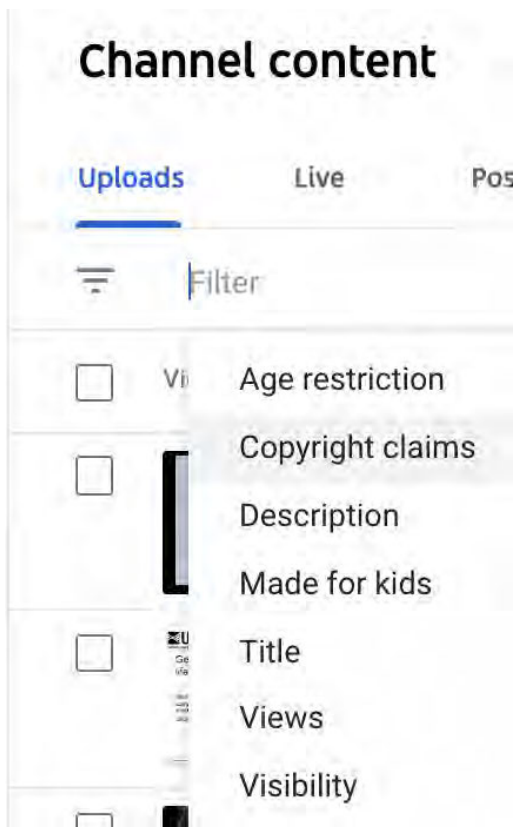
Date: Thu, 15 Apr 2021 12:23:20 +0000

Content-Type: multipart/related

Parts/Attachments: text/plain (11 kB) , text/html (25 kB) , image004.jpg (57 kB) , image005.jpg (4 kB) , image.png (43 kB)

Also, be mindful of the music you're using in your videos as this can result in ads as well. If you have a video with copyrighted music, sometimes they owner will allow you to use it but reserves the right to place ads on your videos to compensate for that use. YouTube provides options to fix it (besides disputing it) such as replacing the audio with YouTube tracks, cutting that clip out, or muting the sound...all can be within YouTube.

To check your videos that have copyright claims on them, go to your Channel Content and change the filter to "Copyright Claims"



Scott Horvath
 WWW Product Manager
 571-296-1157 (soliciting = block)
 shorvath@usgs.gov (soliciting = junk)

Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6)
 @NCDCCR.GOV>
Sent: wednesday, April 14, 2021 5:29 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>

Subject: Re: [CONTENT-MANAGERS-L] [External] [CONTENT-MANAGERS-L] TOPIC: YouTube ads on gov channels

YouTube announced last fall that they would start adding ads to non-monetized content. <https://www.socialmediatoday.com/news/youtube-will-start-inserting-ads-into-non-monetized-content-updates-rules/589310/>

Legal asked that we send in a request to make sure ads were not placed on our videos. Government YouTube replied back that it was noted in our account. A month later ads showed up. I emailed them and they replied that it was noted on our account and it shouldn't happen again. Last week I saw another one! I'm not sure they have a system in place to monitor it or care to monitor it.

(b) (6)

Chief Digital Officer
Marketing and Communications
[NC Department of Natural and Cultural Resources](#)

Mobile: (b) (6)

(b) (6) [@ncdcr.gov](#)

Pronouns: She/Her

[109 E. Jones Street](#)
[4601 Mail Service Center](#)
[Raleigh, NC 27699](#)

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

Email correspondence to and from this address is subject to the North Carolina Public Records Law and may be disclosed to third parties.

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Noonan Sturm, Christine <0000001097f06124-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, April 14, 2021 4:25:40 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [External] [CONTENT-MANAGERS-L] TOPIC: YouTube ads on gov channels

CAUTION: External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to [Report Spam](#).

Greetings all,

Folks here at the FTC are concerned about YouTube's recent addition of ads to our channel. So far, we've seen one ad for VRBO. This change appeared to happen without any notice. I know a federal TOS was negotiated some years ago (see <https://s3.amazonaws.com/digitalgov/legacy-img/2014/01/youtube-tos-amendment.pdf>) and it includes the language below. This seems to say Google has always had the right to publish ads on our channel, but has not until now. Do others share our concern about this development? While Google does seem to retain the right according to this TOS, can we request that they not do this so government agencies do not appear to endorse the advertiser?

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Looking forward to your thoughts.

Thanks and regards,

Chris

Chris Noonan Sturm
Website Manager
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Channel content

Uploads Live Pos

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|--------------------------|---|------------------|
| <input type="checkbox"/> | Vi | Age restriction |
| <input type="checkbox"/> |  | Copyright claims |
| <input type="checkbox"/> |  | Description |
| <input type="checkbox"/> |  | Made for kids |
| <input type="checkbox"/> |  | Title |
| <input type="checkbox"/> |  | Views |
| <input type="checkbox"/> |  | Visibility |

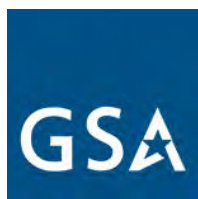
Subject: [YouTube Ads Issue - TLDR; GSA is working on it, stay tuned](#)
From: Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA
Reply To: <gabrielle.perret@GSA.GOV>
Date: Thu, 15 Apr 2021 15:04:42 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1406 bytes) , [text/html](#) (5 kB)

Hey everyone in SocialGov and Content Managers groups,

Rachel Flagg, Federal Web Council Co-Chair, and I (SocialGov Chair) are working on this issue, and will update the listservs once we get a response from YouTube/Google.

Thanks for your patience while we find out more!

--



U.S. General Services Administration

Gabrielle Perret

GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

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Subject: [**UPDATE** - Re: YouTube Ads Issue - TLDR; Update Digital Registry ASAP](#)

From: Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - ZMA <gabrielle.perret@GSA.GOV>

Date: Thu, 15 Apr 2021 15:39:00 -0400

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (2875 bytes) , [text/html](#) (15 kB)

YouTube Ads UPDATE: Update your agency's YouTube account listing on the [Digital Registry](#) asap. YouTube will be using that as the master list of gov accounts so they can whitelist gov channels. These gov channels may then apply for the YouTube Partner Program and disable ads channel-wide. I told my Google contact I would have the updated list to them by Wednesday next week.

Do not wait - update your [Digital Registry](#) listing NOW. And why not update your other social media account info while you're in there?

Have an issue with updating your Digital Registry account? Please email usdigitalregistry@gsa.gov. Don't email me as I cannot help with access or any other issues, only our friends at the Digital Registry can help with that.

To register and manage accounts on the U.S. Digital Registry you must have a [Login.gov](#) account, which is available to federal government employees and contractors with a valid .gov, .mil, or [.fed.us](#) email address.

Gabrielle

--



U.S. General Services Administration

Gabrielle Perret

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On Thu, Apr 15, 2021 at 3:04 PM Gabrielle Perret - ZMA <gabrielle.perret@gsa.gov> wrote:
| Hey everyone in SocialGov and Content Managers groups,

Rachel Flagg, Federal Web Council Co-Chair, and I (SocialGov Chair) are working on this issue, and will update the listservs once we get a response from YouTube/Google.

Thanks for your patience while we find out more!

--



U.S. General Services Administration

Gabrielle Perret

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Subject: [April 2021 highlights from the Federal Web Council](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Fri, 16 Apr 2021 15:10:39 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2832 bytes) , [text/html](#) (8 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's April 15, 2021, meeting.

YouTube ads

YouTube recently updated their Terms of Service, and now some official agency channels are seeing ads pop up. Gabby Perret, Social Media Community lead, emailed the social media and web communities yesterday with the following update and action item.

ACTION: Update your agency's YouTube account listing in the [U.S. Digital Registry](#) as soon as possible. YouTube will use the Registry as the authoritative source to create an "allow list" of government channels. These channels may then apply for the YouTube Partner Program and disable ads channel-wide.

U.S. Web Design System updates

The U.S. Web Design System (USWDS) team explored the high-level benefits of design systems, including USWDS, in their April monthly call. The team took a look at the design system's core value and benefits and answered these questions:

- Why choose USWDS over other frameworks?
- What value does it bring to your agency?
- How can it help you build trust while furthering your unique mission?

ICYMI: The slide deck for the USWDS call is posted on the [monthly call page on Digital.gov](#), and the video will be posted within a few days.

Also, be sure to check out the [key benefits of the design system](#) and use them to make the case to your team and management.

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

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Subject: [Re: Text Fragments, anyone?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Mon, 19 Apr 2021 17:55:10 +0000
Content-Type: multipart/related
[text/plain](#) (36 kB) , [text/html](#) (67 kB) , [image013.png](#) (215 kB) ,
Parts/Attachments: [image001.png](#) (133 kB) , [image006.png](#) (272 kB) , [image007.png](#) (66 kB) , [image008.png](#) (23 kB)

For folks (including myself) who have found use in Chromium's new(ish) text fragments link feature, but have had a tough time convincing their IT support to let us install Google's Link to Text Fragment extension, good news seems to be arriving with Chrome 90. The ability to right-click a block of text, to generate a link to the text, should be coming to default installations. Will it come to our curated installations? I don't know; but this blog post might be entertaining reading, in the meantime: <https://blog.google/products/chrome/more-helpful-chrome-throughout-your-workday/>

My work Chrome is on version 90.0.4430.72 and lacks this feature, while one of my home Chromes is back on a late version 89 and has the feature. I'm crediting the discrepancy to the ongoing differences between



TikTok v. Trump

From Wikipedia, the free encyclopedia

TikTok v. Trump is a pending lawsuit before the [United States District Court for the District of Columbia](#). The lawsuit was originally filed by TikTok as a challenge to President Donald Trump's ban on the application in five stages, the first being the prohibition of downloading TikTok. On September 27, 2020, a preliminary injunction was issued by Judge [Carl J. Nichols](#) in [Case No. 20-cv-01394](#).^[1]

Background [\[edit\]](#)

In June 2020, TikTok was criticized for discreetly accessing the clipboard content on their users' iOS devices, a feature the Chinese company had already said it would stop. TikTok was also criticized for "spam" measure. TikTok had already been nailed by the US authorities in 2019 for allowing underage children to sign up to its network. **Many US agencies had already banned TikTok** in 2020, the US Secretary of State [Mike Pompeo](#) announced he was considering blocking the Chinese-owned mobile application TikTok in the USA. Some companies followed suit: [Google](#) removed the app from its employees' phones, and Wells Fargo asked its employees to remove the app from their professional phones. On 6 August 2020, the US president issued an executive order making it illegal for TikTok's CEO, Kevin Mayer, to enter the United States on 27 August 2020.^[3]

TikTok is a video-sharing social networking application where individuals may share videos that are 3–15 seconds long, and looping videos 3–60 seconds long. Owned by a Beijing-based company, the application has been met with security concerns. For example, the [United States Navy](#) and the [U.S. Army](#) previously instructed their officers to delete TikTok from devices owned by them. **President Donald Trump issued an executive order banning the apps WeChat and TikTok, citing national security concerns.**^[8] **Subsequently, TikTok announced that it was filing suit against the US government.** [The](#) [Department of Commerce](#) also published an identification of prohibited activities on WeChat and TikTok.^[10]

In early September 2020, Microsoft made a bid to acquire TikTok's US operations to make it US-owned and legitimate its presence in the US digital space. The bid was rejected.^[11] [The](#) [Department of Justice](#) postponed twice TikTok's deadline to sell its US operations to a US-based company.^[13]






Coronavirus Food Assistance Program


USDA is implementing updates to the Coronavirus Food Assistance Program (CFAP) for producers of agricultural commodities marketed in 2020 who faced market disruptions due to COVID-19. USDA's Farm Service Agency (FSA) will reopen sign-up for CFAP 2 for at least 60 days beginning on April 5, 2021. CFAP updates also include:

- **An increase in CFAP 1 payment rates for cattle.** USDA estimates additional payments of **more than \$1.1 billion to more than 410,000 producers.**
- **Additional CFAP 2 assistance of \$20 per acre for producers of eligible flat-rate or price-trigger crops.** USDA estimates additional payments of more than \$4.5 billion to more than 560,000 producers.
- **Processing of eligible payments for CFAP Additional Assistance.** USDA will finalize routine decisions and minor formula adjustments on applications and begin processing payments for certain applications filed for this program.





They run cattle on 40,000 acres of **deeded and leased pastures where the Black Hills meet the prairie**. Ed's grandfather and his siblings homesteaded south of Sturgis in 1906, and his father moved to their current "home ranch" in 1954. The family expanded by buy-ing the Two Top Ranch near Belle Fourche in 2014.




Subject: [Re: \[EXTERNAL\] Re: \[CONTENT-MANAGERS-L\] Text Fragments, anyone?](#)
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R
Date: Mon, 19 Apr 2021 18:45:07 +0000
Content-Type: multipart/related
[text/plain](#) (42 kB) , [text/html](#) (77 kB) , [image013.png](#) (215 kB) ,
Parts/Attachments: [image001.png](#) (133 kB) , [image006.png](#) (272 kB) , [image007.png](#) (66 kB) , [image008.png](#) (23 kB)

You can already access this feature through the `chrome://flags` (putting that into your address bar) or in Edge Chromium with `edge://flags`.

Those are all of the experimental features...enable at your own risk of course. Also putting `chrome://about` or `edge://about` will give you a full list of all the backend browser settings and info. Don't change anything unless you know what you're doing. Also don't blame me for telling you. If you don't have access to see it then there's a chance your security folks are 3 steps ahead of you



Subject:  [Reminder to update the Digital Registry with your agency social media accounts](#)

From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Reply To: L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Date: Wed, 21 Apr 2021 16:02:01 -0400

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (1922 bytes) , [text/html](#) (8 kB)

Reminder to update your [Digital Registry](#) listing by the end of day today. YouTube will be using this to pull a list of federal social media accounts to white list for no ads.

Have an issue with updating your Digital Registry account? Please email usdigitalregistry@gsa.gov. Don't email me (or cc me) as I cannot help with access or any other issues, only our friends at the Digital Registry can help with that.

To register and manage accounts on the U.S. Digital Registry you must have a [Login.gov](#) account, which is available to federal government employees and contractors with a valid .gov, .mil, or [.fed.us](#) email address. This is for **federal government agencies only**, not state/local governments.

Best, Gabrielle

--



U.S. General Services Administration

Gabrielle Perret

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Subject: [Can WordPress, TinyMCE pull alt text out of uploaded images?](#)
From: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date: Fri, 23 Apr 2021 14:09:00 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1476 bytes) , [text/html](#) (2954 bytes)

A WordPress user has asked me whether he can embed alt text in an image in his Photoshop editing process, and downstream in the publishing process, have WordPress read that alt text from the file, into the place it needs to be, automatically? I assume this would be a [third-party addon](#) but I'm not having any luck finding anything.


Not related to my current request, but if someone has done the same through TinyMCE, I would find that interesting to know.

Sounds like science fiction to me, but maybe someone is doing this?

Dan Wendling, National Library of Medicine/NIH/HHS

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Subject:  [Register now for SocialGov's Spring Session April 28 & 29!](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B
<gabrielle.perret@GSA.GOV>
Reply To: Gabrielle Perret - B
<gabrielle.perret@GSA.GOV>
Date: Fri, 23 Apr 2021 10:49:50 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3368 bytes) , [text/html](#) (9 kB)

Register now for SocialGov's [Spring Session 2021 April 28 & 29!](#)
[Wednesday, April 28 First Session \(02:00 pm - 03:00 pm, ET\)](#)

In this session you will hear from the following speakers:

- Joseph Galbo, US Consumer Product Safety Commission
- Bronwyn Emmet, National Veterans Outreach Office, Department of Veterans Affairs

The event on April 28th will showcase how to conduct paid social media advertising campaigns in the federal government. It will detail justifications, contract language, campaign management, and reporting techniques so that civil servants will better understand the advantages of paid social media advertising and how they might be able to conduct paid social media campaigns at their agency.

[Thursday, April 29 Second Session \(02:00 pm - 03:00 pm, ET\)](#)

The event on April 29th will inform social media managers, particularly those who work in emerging digital communication platforms, and other federal employees interested in these topics, on how best to archive content and how best to approach social media campaigns.

In this session you will hear from the following speakers:

- Kristen Albrittain, U.S. National Archives and Records Administration
- Tanner Iskra, U.S. Department of Veterans Affairs
- Dominique Gebru, Federal Aviation Administration

2:00 pm - 02:30 pm, ET

Understanding Social Media Archiving: Best practices with NARA.

Social media is a public record, and as government agencies we must be prepared to respond to any requests that arise. Archiving helps us do that! Join SocialGov as Kristen Albrittain of the U.S. National Archives and Records Administration talks about practices in social media

and Records Administration talks about practices in social media archiving and see how your agency can improve!

2:30 pm - 03:00 pm, ET

Updates in Government Podcasting. You've spent months planning your content strategy and have a great show in the works – but how do you get people to actually listen? It might seem obvious, but building a loyal audience for your podcast takes time and effort. In this session, Tanner Iskra of VA, and Dominique Gebru of FAA will share what works.

Register now at <https://digital.gov/event/2021/04/28/social-media-spring-session-2021/>

--



U.S. General Services Administration

Gabrielle Perret

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Subject: [Re: Can WordPress, TinyMCE pull alt text out of uploaded images?](#)
From: "Morgan, Steven" <steven.morgan@NCPC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morgan, Steven
Date: Fri, 23 Apr 2021 14:52:58 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3087 bytes) , [text/html](#) (5 kB)

Not necessarily with WordPress or TinyMCE, but I created a PHP class that uses the linux "exiftool" to extract metadata from an image. But, it depends on the format of the image too. PNG images don't really have metadata, although it is possible to add it (but not easily). Other image formats might have different types of metadata that might not be readable through this class. However, it works very well for a JPG file.

Steve

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Wendling, Dan (NIH/NLM) [E]
Sent: Friday, April 23, 2021 10:09 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Can WordPress, TinyMCE pull alt text out of uploaded images?

A WordPress user has asked me whether he can embed alt text in an image in his Photoshop editing process, and downstream in the publishing process, have WordPress read that alt text from the file, into the place it needs to be, automatically? I assume this would be a [third-party addon](#) but I'm not having any luck finding anything.

Not related to my current request, but if someone has done the same through TinyMCE, I would find that interesting to know.

Sounds like science fiction to me, but maybe someone is doing this?

Dan Wendling, National Library of Medicine/NIH/HHS

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Subject: [Head Start is Looking For A Communications Wizard](#)
From: "Buroff, Alana (ACF)" <Alana.Buroff@ACF.HHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Buroff, Alana (ACF)
Date: Mon, 26 Apr 2021 14:06:30 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1959 bytes) , [text/html](#) (3422 bytes)

Come work with HHS's Office of Head Start!

We are looking for a GS-13 digital communications specialist to run our websites, mass email and social media with the help of a contracting team.

- Develop content
- Coordinate with experts
- Tell people the best way to do things
- Figure out if those things worked
- Try again better

Apply in the next 10 days-

<https://www.usajobs.gov/GetJob/ViewDetails/599455100> **(DE)**

<https://www.usajobs.gov/GetJob/ViewDetails/599455500> **(MP)**

Head Start programs promote the school readiness of infants, toddlers, and preschool-aged children from low-income families. Head Start programs support children's growth in a positive learning environment through a variety of services, which include early learning and development, health, and family well-being.

Best,
Alana

Alana Buroff

Information Systems and Communications Team Lead | Office of Head Start
Administration for Children and Families | Department of Health and Human Services

330 C St SW, Suite 4416C, Washington, DC 20201

Alana.Buroff@acf.hhs.gov

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Subject: Use of Auto-Generated (automatic speech recognition (ASR) or Artificial Intelligence (AI)) captioning
From: "Morin, Gary (NIH/NCI) [E]" <moring@MAIL.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morin, Gary (NIH/NCI) [E]
Date: Mon, 26 Apr 2021 19:20:44 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2682 bytes) , [text/html](#) (15 kB)

Would you consider Auto-Generated (Automatic Speech Recognition (ASR) or Artificial Intelligence (AI)) captioning (for events open to employees and/or the public*):

- Implicit Bias
- Microaggressions
- Violation of Section 508 (and other parts of the Rehab Act that require access to Agency program activities)
- Discrimination

How do you respond in a way that is informative and effective, without being weak or apologetic? Do you use the language of social justice and inclusion or simply point to the law?

(as opposed to a one-to-one meeting between two persons where the Deaf/hard-of-hearing person is empowered to choose or decline and to control the flow of the conversation.)

Gary M. Morin, Section 508 Coordinator
NCI Office of Communications and Public Liaison (OCPL)
NCI Shady Grove Campus, Room 2E-568
9609 Medical Center Drive
Rockville, MD 20850
(240) 276-6920 Office; (b) (6) Home/Cell
WebEx: <https://cbit.webex.com/join/MorinG>

[Web Accessibility - Section 508 Compliance](#): NCI Home Page for Section 508 Guidance
[How Do I Make Documents 508-Conformant?](#): How Do I Go About Formatting Microsoft Office Documents and PDF Files (new MyNCI page, 4/28/2020)

Quietly Thinking About This: The difference between Inclusive Design and Accessibility:

- Accessibility asks: You have a barrier, what's the facilitator that gets you over that barrier?
- Inclusive Design asks: What if we just didn't have the barrier in the first place?

NCI Section 508 ListServ

1. Navigate to the [NCI Section 508 Web Home Page](#); click on 'Subscribe or Unsubscribe'
2. Enter your name and email address

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Subject: 📌 Register now: Deep Fakes and Social Media Session May 18 at 2pm
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Wed, 28 Apr 2021 14:11:47 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1512 bytes) , [text/html](#) (5 kB)

Join SocialGov on May 18 at 2pm ET for a discussion with Alex Cohen, Director of Emerging Technologies for GSA's Office of Technology Policy, on the threat of deep fake technology on social media and how to prepare your agency if you are targeted.

Space is limited, so reserve your virtual seat now at <https://digital.gov/event/2021/05/18/deep-fakes-and-social-media/>

--



U.S. General Services Administration

Gabrielle Perret

GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

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[Read](#) the RPA Program Playbook

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Subject:  [Reminder to register for the Deep Fakes and Social Media Session May 18 at 2pm](#)

From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Reply To: L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Date: Wed, 5 May 2021 15:05:21 -0400

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (1547 bytes) , [text/html](#) (5 kB)

Join SocialGov on May 18 at 2pm ET for a discussion with Alex Cohen, Director of Emerging Technologies for GSA's Office of Technology Policy, on the threat of deep fake technology on social media and how to prepare your agency if you are targeted.

Space is limited, so reserve your virtual seat now at <https://digital.gov/event/2021/05/18/deep-fakes-and-social-media/>

--



U.S. General Services Administration

Gabrielle Perret

Director of Outreach and Engagement
GSA | OCFO | Robotic Process Automation Division
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Subject: [Update on YouTube Gov Channels whitelist - TLDR; be patient, almost there](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Wed, 5 May 2021 15:34:03 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1504 bytes) , [text/html](#) (5 kB)

Hi Folks,

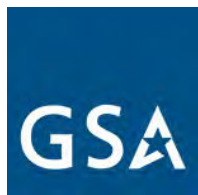
I got an update from Google. The Digital Registry list of YouTube accounts has been uploaded by YouTube and flagged for their engineering team. This requires some engineering work so they said that they will provide me an update once the processing has been completed.

Be patient everyone, they're working on it!

Best,

Gabrielle

--



U.S. General Services Administration

Gabrielle Perret

Director of Outreach and Engagement
GSA | OCFO | Robotic Process Automation Division
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Subject: [Every Person Counts: USAGov Looks Back at Census 2020](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Wed, 5 May 2021 15:34:23 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1713 bytes) , [text/html](#) (4 kB)

Hi Content Managers,

The latest [USAGov blog post](#) takes a look at our partnership with the Census Bureau as we worked together on bilingual promotions during the 2020 Census. Find out how we connected with harder-to-reach audiences, what facts and data people found intriguing, and how we addressed their privacy and safety concerns.

We love partnering with federal agencies to reach people with the important government information and services they need. [Learn how USAGov can help your program.](#)

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

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Subject: [May 26 3 pm: Google/YouTube for Government Communicators Session](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Fri, 7 May 2021 13:40:01 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2001 bytes) , [text/html](#) (6 kB)

For awareness, Google's Civics Outreach Team is hosting a virtual training on Google and YouTube best practices for government communicators on **Wednesday, May 26 at 3pm EST**. This session will cover improving your agency's presence on Google Search and tips for building a best-in-class YouTube channel.

You will also be able to ask all of your pressing questions about ads and the recent effort to whitelist gov accounts. Can't wait until then to ask something? Email civics-outreach@google.com. I have confirmed that this is the best email to ask government YouTube questions. Registration at <https://forms.gle/udHFQ3tjoSBzfDtJ7>

Please note I am just the messenger of this info and am not involved in any way with organizing the event. **Reach out to civics-outreach@google.com with questions!**

Best, Gabrielle

--



U.S. General Services Administration

Gabrielle Perret

Director of Outreach and Engagement
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

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Subject: [USWDS interest from the Hill?](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Mon, 10 May 2021 17:01:01 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2785 bytes) , [text/html](#) (4 kB)

File under, "You never know what your Google newsfeed will bring."

<https://oversight.house.gov/news/press-releases/chairs-connolly-maloney-lead-government-operations-subcommittee-democrats-in>

If I'm reading this correctly, there's a request for OMB to issue implementation guidance for the 21st Century IDEA – seems like a familiar "ask" – and it doesn't seem like the current USWDS path is what they're expecting the future to be. Don't change what you're doing, especially if you have good reasons for doing it; but it might be wise for us all to keep our eyes open for what comes next.

Side note: I think [the referenced letter](#) may help my staff in conversations about PDFs, more than anything else. We'll see.

Good luck out there.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?
From: "Morris, George" <George.Morris@BIA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Morris, George
Date: Mon, 10 May 2021 19:53:03 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (14 kB)

To me this can be easily misinterpreted. In my opinion, the U.S. Web Design System actually is a great start on the road to satisfying the 21st Century IDEA Act for those interested. It provides guidance on how to modernize your websites and enables adaptation of better usability for target audiences. USWDS also automatically takes WCAG accessibility and mobile responsiveness into account.

Our Web team at the Bureau of Indian Affairs has been implementing USWDS for a few years now for our sites. We definitely see the benefits. My advice to agencies would be to ask your web designers and developers to [observe this guidance](#) at the very least.

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?
From: "Horvath, Scott R" <shorvath@USGS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Horvath, Scott R
Date: Tue, 11 May 2021 14:14:01 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (9 kB) , [text/html](#) (20 kB)

I agree with Tony. Regardless of what is being reported, USWDS is a great push in the right direction. At USGS, we're also actively working on migration to Drupal 9 and are implementing the USWDS. Even though there's no guidance (this happens with a lot of things) it's still a Law which requires the use of USWDS on any executive agency site that is made available after the enactment date of the Law (Section 3(e)). [Text - H.R.5759 - 115th Congress \(2017-2018\): 21st Century Integrated Digital Experience Act | Congress.gov | Library of Congress](#)

Even if it wasn't Law, it's still in the best interest of organizations to implement it. There's a lot to be said for having consistency in design to improve the public's experience when interacting with the countless bounds of government agencies. We need to start somewhere.

Scott Horvath
WWW Product Manager
571-296-1157 (soliciting = block)
shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morris, George <000003daf1bd44c6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, May 10, 2021 3:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

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Respectfully,
Tony Morris
IT Specialist, Web Team, Section 508 Coordinator
Technical Lead - BIA/BIE Drupal PaaS Hosting and Developer Services
Division of Program Management and Business Services
Office of Information Management Technology
Assistant Secretary - Indian Affairs
U.S. Department of the Interior
703-390-6693(o)

If you are AS-IA, BIA or BIE personnel and have a web request please go to <https://sc.indianaffairs.gov> and select Website Modification Request from the [catalog](#) page.

*"Maintaining the norm or being stagnant in technology is not an accomplishment."
-TM*

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, May 10, 2021 1:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

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File under, “You never know what your Google newsfeed will bring.”

<https://oversight.house.gov/news/press-releases/chairs-connolly-maloney-lead-government-operations-subcommittee-democrats-in>

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<https://digital.gov/communities/manage-your-subscription/>

Subject: [Sentence case vs. title case](#)
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura
Date: Tue, 11 May 2021 18:17:57 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1489 bytes) , [text/html](#) (3594 bytes)

Hello,

Can anyone point me to guidance on sentence case for page titles/headings versus title case for web writing?

I recall coming across clear guidance related to readability – perhaps on digital.gov, USWDS, 18F etc. – and even think I shared it with leaders in the past, but extensive searching of those sites isn't turning up something.

We frequently get asked by new leaders why we use sentence case, and I'm trying to gather all information/background on this choice.

Thanks!

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

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7/28/2021

Subject: [Re: Sentence case vs. title case](#)
From: "Bresner, Jamie" <jbre@LOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bresner, Jamie
Date: Tue, 11 May 2021 19:12:04 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2940 bytes) , [text/html](#) (5 kB)

The 18F Content Guide has a mention of sentence case for headings:

<https://content-guide.18f.gov/our-style/capitalization/#headings>

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of "Larrimore, Laura" <00000a18d329034b-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Date: Tuesday, May 11, 2021 at 2:47 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] Sentence case vs. title case

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<https://digital.gov/communities/manage-your-subscription/>

Subject: Re: Sentence case vs. title case
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Tue, 11 May 2021 15:15:54 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3277 bytes) , [text/html](#) (5 kB)

Hi Laura,

Here are a couple of resources:

- <https://content-guide.18f.gov/our-style/capitalization/#headings>
- <https://design.va.gov/content-style-guide/capitalization>

USWDS recommends sentence case for [lists](#) and [button labels](#).

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

From: "Gillick, Lawrence - FPAC-FBC, Washington, DC" <Lawrence.Gillick@USDA.GOV>

Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>

Date: Wed, 12 May 2021 13:29:36 +0000

Content-Type: multipart/related

Parts/Attachments: [text/plain](#) (12 kB) , [text/html](#) (24 kB) , [image005.png](#) (24 kB) , [image006.png](#) (24 kB)

Hi Scott!

Cool. Just to make things super-clear for folks not laser-focused on this conversation – we’re not disagreeing about whether it’s a *good idea* to use the WDS now.

To paraphrase myself, I’m glad that you’re not changing what you’re doing, especially as you (as always) have good reasons for doing what you’re doing. BTW, I *love* what Tony’s done w/BIA.gov, using the WDS while maintaining a distinctive look & feel. My WDS sites (farmers.gov, fsa.usda.gov, fpacbc.usda.gov and eventually nracs.usda.gov and rma.usda.gov) have/will have more of a unified look & feel within the USDA “family.”

The letter from House Oversight, signed by the House sponsor of the 21st Century IDEA (and a few co-sponsors), asks for OMB to produce guidance for executive branch agencies – and adds a bit of “Congressional intent” to the mix. I’m looking forward to the guidance.

BTW, I don’t know if you’ve seen that MS Teams has been enabled to connect some agencies. I’ve managed to chat with colleagues at Interior, but not USGS or BIA yet (I did try)

To: shorvath@usgs.gov

We didn't find any matches.

– and attempting a message to State provides a more deluxe error message than I got from my USGS/BIA attempts.

We can't set up the conversation because your organizations are not set up to talk to each other.

Hey, it’s progress!

Larry

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Horvath, Scott R

Sent: Tuesday, May 11, 2021 10:14 AM

To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV

Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

I agree with Tony. Regardless of what is being reported, USWDS is a great push in the right direction. At USGS, we're also actively working on migration to Drupal 9 and are implementing the USWDS. Even though there's no guidance (this happens with a lot of things) it's still a Law which requires the use of USWDS on any executive agency site that is made available after the enactment date of the Law (Section 3(e)). [Text - H.R.5759 - 115th Congress \(2017-2018\): 21st Century Integrated Digital Experience Act | Congress.gov | Library of Congress](#)

Even if it wasn't Law, it's still in the best interest of organizations to implement it. There's a lot to be

Even if it wasn't Law, it's still in the best interest of organizations to implement it. There's a lot to be said for having consistency in design to improve the public's experience when interacting with the countless bounds of government agencies. We need to start somewhere.

Scott Horvath

WWW Product Manager
571-296-1157 (soliciting = block)
shorvath@usgs.gov (soliciting = junk)

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Morris, George <000003daf1bd44c6-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, May 10, 2021 3:53 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

To me this can be easily misinterpreted. In my opinion, the U.S. Web Design System actually is a great start on the road to satisfying the 21st Century IDEA Act for those interested. It provides guidance on how to modernize your websites and enables adaptation of better usability for target audiences. USWDS also automatically takes WCAG accessibility and mobile responsiveness into account.

Our Web team at the Bureau of Indian Affairs has been implementing USWDS for a few years now for our sites. We definitely see the benefits. My advice to agencies would be to ask your web designers and developers to [observe this guidance](#) at the very least.

Respectfully,
Tony Morris
IT Specialist, Web Team, Section 508 Coordinator
Technical Lead - BIA/BIE Drupal PaaS Hosting and Developer Services
Division of Program Management and Business Services
Office of Information Management Technology
Assistant Secretary - Indian Affairs
U.S. Department of the Interior
703-390-6693(o)

If you are AS-IA, BIA or BIE personnel and have a web request please go to <https://sc.indianaffairs.gov> and select Website Modification Request from the [catalog](#) page.

"Maintaining the norm or being stagnant in technology is not an accomplishment."
-TM

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of Gillick, Lawrence - FPAC-FBC, Washington, DC <00000779da13790d-dmarc-request@LISTSERV.GSA.GOV>
Sent: Monday, May 10, 2021 1:01 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] USWDS interest from the Hill?

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

<https://oversight.house.gov/news/press-releases/chairs-connolly-maloney-lead-government-operations-subcommittee-democrats-in>

If I'm reading this correctly, there's a request for OMB to issue implementation guidance for the 21st Century IDEA – seems like a familiar “ask” – and it doesn't seem like the current USWDS path is what they're expecting the future to be. Don't change what you're doing, especially if you have good reasons for doing it; but it might be wise for us all to keep our eyes open for what comes next.

Side note: I think [the referenced letter](#) may help my staff in conversations about PDFs, more than anything else. We'll see.

Good luck out there.

Larry

Larry Gillick
Chief, Web & Digital Strategy
Farm Production and Conservation Business Center
U.S. Department of Agriculture
Phone: 202-720-4024

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Subject: [ATO \(Authority to Operate\) Best Practices?](#)
From: "Rubin, Jonathan (CFPB)" <Jonathan.Rubin@CFPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Rubin, Jonathan (CFPB)
Date: Thu, 13 May 2021 13:34:35 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1524 bytes) , [text/html](#) (5 kB)

Hello fine people,

I could use your help. We are consulting on a project with Cybersecurity on [ATO's](#), or the permission to use new Information Technology in our agency.

Getting ATO approval is required before using any tech tools here, so it's a critical service. It's also a complex process, and we'd love to talk to other agencies how their ATO process works, and best practices we can learn. Thanks very much!

Sincerely,
Jon

Jonathan Rubin
User Research Team Lead | Technology & Innovation

Consumer Financial Protection Bureau
consumerfinance.gov

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Subject: Re: ATO (Authority to Operate) Best Practices?
From: Aaron D Borden <aaron.borden@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Aaron D Borden <aaron.borden@GSA.GOV>
Date: Thu, 13 May 2021 17:52:21 -0700
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3041 bytes) , [text/html](#) (6 kB)

Hey Jon,

Not sure if you're thinking about authorizing existing tech (buying from a vendor) or building tech to be authorized, but 18F/TTS have a public resource, the "Before You Ship" guide, which is dedicated to the latter topic of how to build/launch software at GSA. It covers several compliance topics related to software development (mostly web applications), including ATO.

<https://before-you-ship.18f.gov/ato/>

On Thu, May 13, 2021 at 4:10 PM Rubin, Jonathan (CFPB) <Jonathan.Rubin@cfpb.gov> wrote:

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--
Aaron D Borden
Lead Engineer | IT Specialist
TTS | [Data.gov](https://data.gov)

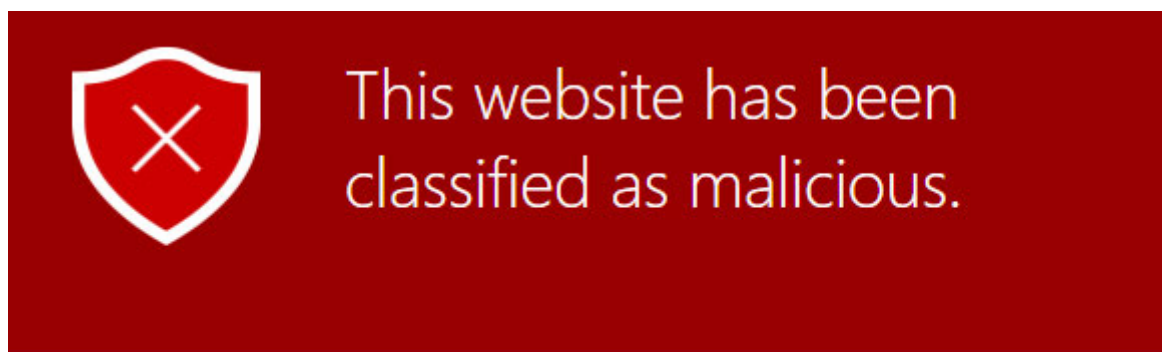
To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to CONTENT-MANAGERS-L-unsubscribe-request@listserv.gsa.gov. The message content does not matter and

Subject: [Microsoft Defender for Office 365 blocking newsletter links](#)
From: "Burgard, Kirsten - REE-ARS, Beltsville, MD"
<Kirsten.Burgard@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burgard, Kirsten - REE-ARS, Beltsville, MD
<Kirsten.Burgard@USDA.GOV>
Date: Fri, 14 May 2021 14:45:44 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (34 kB) , [text/html](#) (5 kB) , [image001.png](#) (34 kB)

We're having an issue with Office 365 as it relates to newsletter links.

This email is to just alert folks. If you're seeing this happen, you might want to see how to address it internally at your agency.

Here's an example image:



Opening this website might not be safe.

<https://connect.digitalgov.gov/e...>

We recommend that you don't open this website, as opening it might not be safe and could harm your computer or result in malicious use of your personal data.

For Feedback on [Microsoft Defender for Office 365](#)

This has happened on a govdelivery internal newsletter meaning that we couldn't open links that we had actually sent. It also happened with digital.gov's newsletter (image included).

I reached out to digital.gov when I received this email from the internal Office 365 contractor who noted:
"We have to draw a line somewhere. This is a broadcast message sent using a format that could be easily hacked to distribute malicious links, additionally we cannot guarantee the security of the API used to generate bulk messaging like this."

If mail services like mailchimp or govdelivery are being targeted by Microsoft Defender for Office 365 at your agency, you might want to reach out to your internal team(s) to let them know and see what options you may

7/28/2021

agency, you might want to reach out to your internal teams, to let them know and see what options you may have to get your newsletters through the email systems.

I hope this info is helpful for folks.

Kirsten

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This website has been classified as malicious.

Opening this website might not be safe.

<https://connect.digitalgov.gov/e...>

We recommend that you don't open this website, as opening it might not be safe and could harm your computer or result in malicious use of your personal data.

For Feedback on [Microsoft Defender for Office 365](#)

Subject: Re: Microsoft Defender for Office 365 blocking newsletter links
From: (b) (6) @UTH.TMC.EDU>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 14 May 2021 15:18:24 +0000
Content-Type: multipart/signed
Parts/Attachments: text/plain (4 kB) , text/html (11 kB) , image001.png (34 kB) , smime.p7s (6 kB)

We recently encountered this issue as well. Turns out it was a conflict between our Proofpoint Essential URL Defense and MS Defender for O365.

(b) (6) CIW
 Executive Director of University Web Services
 she/her/hers

UTHealth | The University of Texas Health Science Center at Houston

Information Technology | University Web Services
 7000 Fannin | Suite, 1885A | Houston, Tx 77030

(b) (6) direct | (b) (6) team#
www.uth.edu

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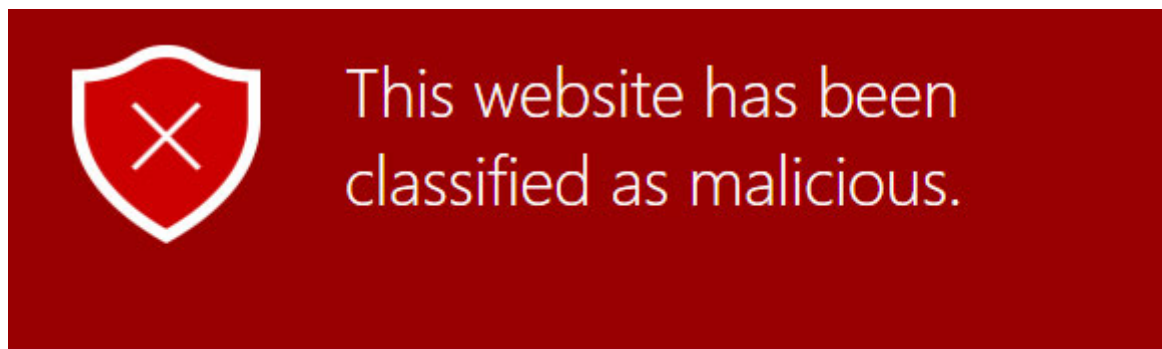
From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** Burgard, Kirsten - REE-ARS, Beltsville, MD
Sent: Friday, May 14, 2021 9:46 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [CONTENT-MANAGERS-L] Microsoft Defender for Office 365 blocking newsletter links

****** EXTERNAL EMAIL ******

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This email is to just alert folks. If you're seeing this happen, you might want to see how to address it internally at your agency.

Here's an example image:



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<https://connect.digitalgov.gov/e...>

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Subject: Re: ATO (Authority to Operate) Best Practices?
From: Robert Bunge - NOAA Federal <robert.bunge@NOAA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Robert Bunge - NOAA Federal
<robert.bunge@NOAA.GOV>
Date: Fri, 14 May 2021 11:39:32 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (9 kB)

Coming from an old content manager (I built my first government website in 1995 - yikes!), turned developer, turned operations manager, turned project manager, turned IT security guy:

Most executive branch agencies that fall under FISMA require that an IT system that is operating have an ATO. The process for how a system gets an ATO will likely vary greatly between agencies. An ATO ensures the leadership of the agency know what IT systems they are operating and what risks are being assumed with their operation. Systems that are in operation usually have to undergo an assessment, or review, on a regular schedule, often by an independent group to validate the status of the system.

In my experience, this ATO process is managed by a cyber security group within the CIO shop. Your mileage might vary. Get to know your cyber security people. Good cyber folk understand the agency mission - if they don't, make your job to educate them - and can help make a system work and get/maintain the ATO. With that relationship, you can help get them engaged in that new technology you want to use. The more they understand the "why" and the benefit, the better they will be able to help. Again, the, IMHO, good cyber folks will help you make it work, or find a solution. They will celebrate the successful turn on of a new tool or app just as much as you. There are technologies that should not be used, or the cost of making them work would be too high, but there are likely other solutions out there. Even if you can outsource your application to somewhere else via a contract, engage your cyber folks - they likely will need to approve the contract anyway.

With recent events (including the EO issued this week), we all play a role in cyber security. Every content manager I've ever met cares about the quality and authenticity of their content. Cyber security is the primary line of defense that ensures your message is delivered as you intend.

Bob Bunge
NOAA/NESDIS

On Thu, May 13, 2021 at 8:55 PM Aaron D Borden <aaron.borden@gsa.gov> wrote:

Hey Jon,

Not sure if you're thinking about authorizing existing tech (buying from a vendor) or building tech to be authorized, but 18F/TTS have a public resource, the "Before You Ship" guide, which is dedicated to the latter topic of how to build/launch software at GSA. It covers several compliance topics related to software development (mostly web applications), including ATO.

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Sincerely,

Jon

Jonathan Rubin

User Research Team Lead | Technology & Innovation

Consumer Financial Protection Bureau

consumerfinance.gov

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--
Aaron D Borden
Lead Engineer | IT Specialist
TTS | [Data.gov](https://data.gov)

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Subject: [Join us on May 26 -- Accessible Digital Content: Tips and Tricks!](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Mon, 17 May 2021 09:15:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2506 bytes) , [text/html](#) (9 kB)

We're excited to invite you to another great event for Global Accessibility Awareness Day/Month!

Join us for [Accessible Digital Content: Tips and Tricks](#) on May 26 from 2:00-3:30 p.m. ET.

After our previous webinar in partnership with the Plain Language CoP, [Plain Language: Accessibility for Content](#), attendees requested additional information on how to remediate digital products, such as presentations and spreadsheets. During our May 26 event, members from the OGP Government-wide IT Accessibility Program will be presenting tips and tricks on how to remediate these types of products.

The hosts will take attendees through a set of common issues and then provide a live demonstration on how to resolve the issue or how to create the item in an accessible manner from the start.

Please visit the [digital.gov page for this event to register](#).

We look forward to seeing you there!

--

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7/28/2021

Subject: [Join CBP!](#)
From: (b) (6), (b) (7)(C) @CBP.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Mon, 17 May 2021 17:14:09 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (5 kB) , [image001.png](#) (8 kB)

Hello everyone.

CBP is seeking a director of Digital Engagement. You would run both the web and social media teams for the Office of Public Affairs. Join us!

<https://www.usajobs.gov/GetJob/ViewDetails/601488400>

Subject:  [Reminder! Today @ 2 pm ET: Deep fakes and social media](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Tue, 18 May 2021 08:29:11 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1615 bytes) , [text/html](#) (5 kB)

[SocialGov's Deep Fakes and Social Media Session](#)

Tuesday, May 18, 2021 2:00 PM – 3:00 PM ET

Learn about the threat of deep fake technology on social media, and how to prepare your agency if you are targeted from Alex Cohen, Director of Emerging Technologies for GSA’s Office of Technology Policy.

<https://digital.gov/event/2021/05/18/deep-fakes-and-social-media/>

--



U.S. General Services Administration

Gabrielle Perret

Director of Outreach and Engagement
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249
[Join](#) the Community of Practice
[Read](#) the RPA Program Playbook

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Subject: [linking to external PDF vs hosting locally](#)
From: "(b) (6)" DCSA CDSE (USA)" <(b) (6)@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) DCSA CDSE (USA) <caroline.s.zambrowicz.civ@MAIL.MIL>
Date: Fri, 21 May 2021 17:44:22 +0000
Content-Type: multipart/signed
Parts/Attachments: [text/plain](#) (2338 bytes) , [smime.p7s](#) (5 kB)

Our Web Team has received an request from fellow staff to host a portion (pages 15-18) of a DOD Instruction on our server:
<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/140025/140025v731.pdf>

We (the Web Team) suggested linking directly to that portion of the document --
<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/140025/140025v731.pdf#page=15> -
 - since doing this will take users directly to the page/section staff wants them to view, but this approach is deemed insufficient

The Web Team doesn't think it's a good idea to create a new PDF for a number of reasons:

- 1) content rot (we would be responsible for making sure the content in the newly created PDF remains up-to-date and consistent with the content in the original DOD Instruction)
- 2) accessibility (we would be responsibility for making the new document accessible)
- 3) redundancy (the DOD Instruction is already linked in full on the page from which the newly created PDF would be posted)

However, these reasons alone are not enough to convince others to not host an external PDF locally instead of linking to a specific subsection within it.

Has anyone dealt with this issue before and know of any policies, regulation, or guidance that would help me advocate the best strategy?

Thanks,

(b) (6)

IT Specialist
 Center for Development of Security Excellence
 Defense Counterintelligence and Security Agency
 938 Elkridge Landing Road
 Linthicum, MD 21090

(b) (6)@mail.mil

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7/29/2021

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Subject:  [Watch Now: Deep Fakes and Social Media](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
 Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Mon, 24 May 2021 10:54:50 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1805 bytes) , [text/html](#) (6 kB)

Last week's Deep Fakes and Social Media session is available to watch now! Check out this session to learn about the threat of deep fake technology on social media, and how to prepare your agency if you are targeted from Alex Cohen, Director of Emerging Technologies for GSA's Office of Technology Policy.

<https://digital.gov/event/2021/05/18/deep-fakes-and-social-media/>

What do you want to learn about in SocialGov's summer session? The SocialGov Board is starting to plan out the summer session for August. Email me your topics or better yet -- volunteer to present on something!

Gabrielle
 2021 SocialGov Chair

--



U.S. General Services Administration

Gabrielle Perret

Director of the Federal RPA Community of Practice
 GSA | OCFO | Robotic Process Automation Division
 (202) 679-1249

[Join](#) the Community of Practice
[Read](#) the RPA Program Playbook

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Subject: Re: linking to external PDF vs hosting locally
 From: "Farmer, Kelly (OCC)" <Kelly.Farmer@VA.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Farmer, Kelly (OCC)
 Date: Mon, 24 May 2021 17:58:26 +0000
 Content-Type: multipart/signed
 Parts/Attachments: text/plain (4 kB) , text/html (15 kB) , smime.p7s (8 kB)

Whenever I come up against arguments like this, I refer them to the guidelines and policies that govern my work. The VA has sites that post the requirements for websites which include all those things you listed below. That way I can show the client this is coming from higher (for a reason).

- <https://www.va.gov/web/>
- <https://design.va.gov/>

It looks like GSA has something similar; specifically, I found information on linking to content which is relevant.

- <https://www.gsa.gov/website-information/website-policies/linking>

Good luck!

Kelly Farmer, MA, BS
 Web Content Manager
<https://www.va.gov/communitycare/>



Community Care Transformation
 Performance Improvement & Reporting
 VHA Office of Community Care (10D)
 T: 303.379.9139 | 8am-5pm MST

Please consider the environment before printing this email.

Click [here](#) to rate the service you received today.

-----Original Message-----

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> On Behalf Of (b) (6)
 [REDACTED] DCSA CDSE (USA)
 Sent: Friday, May 21, 2021 11:44 AM
 To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
 Subject: [EXTERNAL] [CONTENT-MANAGERS-L] linking to external PDF vs hosting locally

Our Web Team has received an request from fellow staff to host a portion (pages 15-18) of a DOD Instruction on our server:
<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/140025/140025v731.pdf>

We (the Web Team) suggested linking directly to that portion of the document --
<https://www.esd.whs.mil/Portals/54/Documents/DD/issuances/140025/140025v731.pdf#page=15> -
 - since doing this will take users directly to the page/section staff wants them to view, but this approach is deemed insufficient

The Web Team doesn't think it's a good idea to create a new PDF for a number of reasons:

- 1) content rot (we would be responsible for making sure the content in the newly created PDF remains up-to-date and consistent with the content in the original DOD Instruction)

- 2) **accessibility** (we would be responsibility for making the new document accessible)
- 3) **redundancy** (the DOD Instruction is already linked in full on the page from which the newly created PDF would be posted)

However, these reasons alone are not enough to convince others to not host an external PDF locally instead of linking to a specific subsection within it.

Has anyone dealt with this issue before and know of any policies, regulation, or guidance that would help me advocate the best strategy?

Thanks,

(b) (6)

IT Specialist
 Center for Development of Security Excellence
 Defense Counterintelligence and Security Agency
 938 Elkridge Landing Road
 Linthicum, MD 21090

(b) (6) @mail.mil

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Subject: [May 2021 highlights from the Federal Web Council](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Tue, 25 May 2021 15:20:22 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3618 bytes) , [text/html](#) (10 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council’s May 20, 2021, meeting.

Finding the right resources to manage content

The Council discussed content — and finding the right resources to manage it.

To kick off the discussion, the Council ran a quick, informal poll to identify the top content management issues facing agencies. Finding skilled writers topped the list, and many people identified that they struggle with everything (too much content, unclear governance, distributed content management models, or other things such as PDFs). *What are your biggest challenges?*

The Council explored the benefits of having a central style guide (such as the [VA style guide](#)), staffing strategies, and the importance of building trust with both internal and external customers.

If you face similar challenges at your agency, check out [Digital.gov’s resources on content](#). Also, consider joining related communities of practice:

- [Federal Communicators Network](#) - Helps federal communicators achieve excellence by providing training, opportunities for professional networking, sharing resources and ideas, and advancing the profession.
- [Multilingual](#) - Works to expand and improve digital content in languages other than English.
- [Plain Language](#) - Promotes the use of plain language for all government communications.

U.S. Web Design System updates

The U.S. Web Design System team celebrated Global Accessibility Awareness Day by talking with a few folks who think about accessibility every day — Randall Duchesneau (U.S. Access Board), Robert Jolly (GSA), John Sullivan (GSA), and Lisa Wilcox (USDA).

The team also talked about how they approach accessibility — what it means to be accessible, how to deliver accessible components and guidance, and what teams should keep in mind to build accessibly with the design system.

The slide deck and video are posted on the [monthly call page on 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

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7/29/2021

Subject: [June 8, 2021 Accessibility Community Meeting](#)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Wed, 26 May 2021 12:08:40 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2465 bytes) , [text/html](#) (9 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on **Tuesday, June 8th, 2021**. Our theme, "Moving Forward: Leaving No One Behind," continues to focus on reconnecting our broader accessibility community and looking at the path ahead.

Too many people see accessibility as a roadblock to avoid or a hurdle to get over. Learn how a leader with no accessibility experience became a '508 Evangelist' and began fundamentally changing how an organization thought about and approached accessibility. Discussion points of the session include:

- Successful Section 508 Program requires organizational cultural alignment, which requires a change management plan.
- Support from high-level leadership is necessary but must only be leveraged strategically.
- Choose two or three key messages and focus on them relentlessly.
- Fix the processes and the outcomes will take care of themselves.

Event Details

WHEN: June 8, 2021; 10:00 am - 12:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508

REGISTRATION

To participate, please click on this registration [link](#). Registration is now open!

This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.

--

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov

*Please allow 3 business days to receive a response from the Accessibility Team.

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Subject: ISO a 1016 PD - GS13/14
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Thu, 27 May 2021 17:46:46 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1445 bytes) , text/html (4 kB)

Hi Folks,

I was wondering if someone out there in the universe might have a handy position description that they'd be willing to share? We're reworking some of our digital content PDs and re-aligning positions, and we're lacking a 1016 GS 13-14 PD. Has anyone ever seen this particular unicorn?

It would ideally be for a museum specialist or a visual information specialist, but seriously I'm not picky right now.

Thank you in advance!

(b) (6)

U.S. Department of State | Office of Art in Embassies
Digital Imaging | Web Design | Photography/Videography
art.state.gov

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Subject: [Creating more inclusive federal websites](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Thu, 27 May 2021 13:56:01 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2755 bytes) , [text/html](#) (6 kB)

Content managers,

Last week, we hosted our U.S. Web Design System monthly call for May, with the theme, “Creating More Inclusive Federal Websites.” Celebrating Global Accessibility Awareness Day with several other government teams, we unpacked how the design system “does” accessibility and helps get the process started for your teams to then build upon with your sites.

The program featured a virtual roundtable of subject matter experts from the Access Board, GSA, and USDA, followed by an engaging discussion around the key requirements that govern this space and what the design system does to support accessible products. Thank you for joining us, **Randall Duchesneau, Robert Jolly, John Sullivan, and Lisa Wilcox!**

If you missed this month’s call, the [deck and video](#) are now available. We hope these tools are helpful, as you consider the importance of accessibility from the beginning of the site-building process. We invite you to use these resources with your teams and build them into your internal presentations!

We also updated our [accessibility guidance](#) page with more detailed information about “what we do” and “what you can do,” while also providing several resources to learn more.

Ammie, Dan, and the design system team

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

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Subject: [Re: ISO a 1016 PD - GS13/14](#)
From: Katherine Spivey - ZC <katherine.spivey@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC
<katherine.spivey@GSA.GOV>
Date: Thu, 27 May 2021 14:39:05 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2693 bytes) , [text/html](#) (7 kB)

Do any of these work?

<https://digital.gov/resources/sample-position-descriptions-for-digital-government-jobs/>

Katherine Spivey

GSA's Plain Language Office

katherine.spivey@gsa.gov

Co-Chair, Plain Language Action and Information Network (PLAIN)

plainlanguage.gov

On Thu, May 27, 2021 at 2:00 PM (b) (6) <00000da006a136ca-dmarc-request@listserv.gsa.gov>
wrote:

Hi Folks,

I was wondering if someone out there in the universe might have a handy position description that they'd be willing to share? We're reworking some of our digital content PDs and re-aligning positions, and we're lacking a 1016 GS 13-14 PD. Has anyone ever seen this particular unicorn?

It would ideally be for a museum specialist or a visual information specialist, but seriously I'm not picky right now.

Thank you in advance!

(b) (6)

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Subject: Fw: ISO a 1016 PD - GS13/14
From: "Heim-Ayers, A.J." <AJ.Heim-Ayers@OPM.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Heim-Ayers, A.J.
Date: Thu, 27 May 2021 19:06:08 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3361 bytes) , text/html (9 kB)

Would this [USAJOBS - Job Announcement](#) (closed 2/26) be helpful?

Museum Specialist (Art)

<p>Incumbent serves as Head of Interpretation in the Education Division on the Collections, Exhibitions, and Programs staff, reports to the Head of Education. Responsible for the primary oversight, development, and implementation of interpretive materials for exhibitions and permanent collection. Such materials may include labels and wall texts, web features and blogs, brochures and leaflets, in-gallery touch screens and other digital applications, virtual 360 tours, and recorded audio tours. </p>

www.usajobs.gov

AJ Heim-Ayers

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> on behalf of (b) (6) <0000da006a136ca-dmarc-request@LISTSERV.GSA.GOV>
Thursday, May 27, 2021 1:46 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [CONTENT-MANAGERS-L] ISO a 1016 PD - GS13/14

Hi Folks,

I was wondering if someone out there in the universe might have a handy position description that they'd be willing to share? We're reworking some of our digital content PDs and re-aligning positions, and we're lacking a 1016 GS 13-14 PD. Has anyone ever seen this particular unicorn?

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Subject: [Summer reading](#)
From: "Martin, Beth (FAA)" <Beth.Martin@FAA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Martin, Beth (FAA)
Date: Fri, 28 May 2021 12:04:37 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (10 kB) , [image002.jpg](#) (5 kB)

Hey, everyone-

Before you head out to a well-deserved break, what's on your professional reading, listening, or viewing list? Just started skimming through [The Radical Innovation Playbook](#) and [Engaged: Designing for Behavior Change](#), but lately I've been sharing these great resources, too:

- [The Art of Focused Conversation](#)
- [Working Minds: A Practitioner's Guide to Cognitive Task Analysis](#)
- [the blog on Performance.gov](#)
- [Partnership for Public Service blog](#)

Have had some great conversations and recommendations in return for articles and podcasts to check out. What are you reading/listening/watching? What are your takeaways? Would you be interested in an informal "book club" huddle to share?

- Beth

Beth A. Martin

Cell: (b) (6)
Office: (202) 267-4750
beth.martin@faa.gov

User Experience Lead & FAC-COR II
Federal Aviation Administration
Office of Communications (AOC)



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Subject: Re: Summer reading
From: (b) (6) @HAWAII.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Fri, 28 May 2021 18:42:27 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (13 kB) , image003.jpg (13 kB)

Reading?

Currently reading "The Great Demographic Illusion" by Richard Alba.

<https://www.c-span.org/video/?511254-1/the-great-demographic-illusion>

APRIL 19, 2021

The Great Demographic Illusion

Richard Alba, professor of sociology at the Graduate Center of the City University of New York, argued that the majority-minority narrative about demographics in the United States ignores the rising population of

Subject: [Re: ATO \(Authority to Operate\) Best Practices?](#)
From: Aaron D Borden <aaron.borden@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Aaron D Borden <aaron.borden@GSA.GOV>
Date: Tue, 1 Jun 2021 09:56:38 -0700
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (12 kB)

Also found [this guide from OpenControl](#) which probably overlaps with the 18F guide but the audience is more general. OpenControl is/was working on the idea of "Compliance as Code" in order to make compliance documentation easier to automate, inherit, and re-use.

On Fri, May 14, 2021 at 8:56 AM Robert Bunge - NOAA Federal <00000c8b1f361792-dmarc-request@listserv.gsa.gov> wrote:

Coming from an old content manager (I built my first government website in 1995 - yikes!), turned developer, turned operations manager, turned project manager, turned IT security guy:

Most executive branch agencies that fall under FISMA require that an IT system that is operating have an ATO. The process for how a system gets an ATO will likely vary greatly between agencies. An ATO ensures the leadership of the agency know what IT systems they are operating and what risks are being assumed with their operation. Systems that are in operation usually have to undergo an assessment, or review, on a regular schedule, often by an independent group to validate the status of the system.

In my experience, this ATO process is managed by a cyber security group within the CIO shop. Your mileage might vary. Get to know your cyber security people. Good cyber folk understand the agency mission - if they don't, make your job to educate them - and can help make a system work and get/maintain the ATO. With that relationship, you can help get them engaged in that new technology you want to use. The more they understand the "why" and the benefit, the better they will be able to help. Again, the, IMHO, good cyber folks will help you make it work, or find a solution. They will celebrate the successful turn on of a new tool or app just as much as you. There are technologies that should not be used, or the cost of making them work would be too high, but there are likely other solutions out there. Even if you can outsource your application to somewhere else via a contract, engage your cyber folks - they likely will need to approve the contract anyway.

With recent events (including the EO issued this week), we all play a role in cyber security. Every content manager I've ever met cares about the quality and authenticity of their content. Cyber security is the primary line of defense that ensures your message is delivered as you intend.

Bob Bunge
NOAA/NESDIS

On Thu, May 13, 2021 at 8:55 PM Aaron D Borden <aaron.borden@gsa.gov> wrote:

Hey Jon,

Not sure if you're thinking about authorizing existing tech (buying from a vendor) or building tech to be authorized, but 18F/TTS have a public resource, the "Before You Ship" guide, which is dedicated to the latter topic of how to build/launch software at GSA. It covers several compliance topics related to software development (mostly web applications), including ATO.

<https://before-you-ship.18f.gov/ato/>

On Thu, May 13, 2021 at 4:10 PM Rubin, Jonathan (CFPB) <Jonathan.Rubin@cfpb.gov> wrote:

Hello fine people,

I could use your help. We are consulting on a project with Cybersecurity on [ATO's](#), or the permission to use new Information Technology in our agency.

Getting ATO approval is required before using any tech tools here, so it's a critical service. It's also a complex process, and we'd love to talk to other agencies how their ATO process works, and best practices we can learn. Thanks very much!

Sincerely,

Jon

Jonathan Rubin

User Research Team Lead | Technology & Innovation

Consumer Financial Protection Bureau

consumerfinance.gov

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--

Aaron D Borden
Lead Engineer | IT Specialist
TTS | [Data.gov](https://data.gov)

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Subject: [Have You Registered?! The June 8th, 2021 IT Accessibility Community Meeting Is Just Around The Corner](#)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Wed, 2 Jun 2021 15:40:59 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2420 bytes) , [text/html](#) (8 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on **Tuesday, June 8th, 2021**. Our theme, "Moving Forward: Leaving No One Behind," continues to focus on reconnecting our broader accessibility community and looking at the path ahead.

Too many people see accessibility as a roadblock to avoid or a hurdle to get over. Learn how a leader with no accessibility experience became a '508 Evangelist' and began fundamentally changing how an organization thought about and approached accessibility. Discussion points of the session include:

- Successful Section 508 Program requires organizational cultural alignment, which requires a change management plan.
- Support from high-level leadership is necessary but must only be leveraged strategically.
- Choose two or three key messages and focus on them relentlessly.
- Fix the processes and the outcomes will take care of themselves.

Event Details

WHEN: June 8, 2021; 10:00 am - 12:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508

REGISTRATION

To participate, please [click on this registration link](#). Registration is now open!

This meeting will be supported by Zoom for Government (Fedramp certified). Please feel free to attend via your personal device.

--

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov

*Please allow 3 business days to receive a response from the Accessibility Team.

To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to CONTENT-MANAGERS-L-unsubscribe-request@listserv.gsa.gov. The message content does not matter and

Subject: [defending people in our videos](#)
 From: (b) (6) "
 (b) (6) @DOH.HAWAII.GOV>
 Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
 Date: Wed, 2 Jun 2021 20:13:16 +0000
 Content-Type: multipart/alternative
 Parts/Attachments: [text/plain](#) (1972 bytes) , [text/html](#) (4 kB)

Hello Everyone,

I'm (b) (6) an Information Specialist with the Hawaii Department of Health. Recently we've posted some videos of young people, 18 and 17 years old and some comments could be considered bullying or harassing, and I'd love to hear what you have or would report as bullying or harassment.

Instagram example of a video with a negative comment:
<https://www.instagram.com/p/COttT7Bnpii/c/17901089293891482/>

"These poor kids falling victim to the propaganda being pushed. 🙄 this girl does not need two masks and dos not need an unapproved shot 🙄🙄🙄"

Facebook example of a video with a negative comment:
https://business.facebook.com/HawaiiDOH/posts/4557178300977857?comment_id=4567571139938573

**Would you report a comment like "get em while they are young and foolish." as harassment or bullying?
 What are some policy points you operate with that focus on actions to take on negative comments?**

Thank you in advance!

(b) (6)

Information Specialist
 (b) (6) @doh.hawaii.gov
 (b) (6)

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Subject: Re: defending people in our videos
From: (b) (6) II@MWRA.COM>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Thu, 3 Jun 2021 11:14:57 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (10 kB) , image001.png (5 kB)

Hi (b) (6)

My personal observations only: The kinds of comments I read on the two example sites you gave include false statements, and the best response is to simply post a link to the correct information, for example, the FB video had a comment about the Red Cross not accepting blood from the vaccinated, this page saying it's fine to donate could be posted as a response: <https://www.redcrossblood.org/local-homepage/news/article/covid-19-vaccination-guide-blood-donation.html>

Other more heavy handed actions are often seen as censorship or hiding something.

Subject: Re: defending people in our videos
From: "O'Keeffe, Hope" <loke@LOC.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, O'Keeffe, Hope
Date: Thu, 3 Jun 2021 13:29:23 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (6 kB) , text/html (13 kB) , image001.png (5 kB)

Please remember that government social media account are subject to the First Amendment. While there may be time, place, and manner restrictions on some forums, you do need to be mindful of the speaker's rights. I agree with Sally: the best response to speech is corrective speech. You can also add a comment that "The Hawaii Department of Health does not necessarily endorse comments on our social media accounts."

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
Sent: Thursday, June 3, 2021 7:15 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] defending people in our videos

Hi (b) (6)

My personal observations only: The kinds of comments I read on the two example sites you gave include false statements, and the best response is to simply post a link to the correct information, for example, the FB video had a comment about the Red Cross not accepting blood from the vaccinated, this page saying it's fine to donate could be posted as a response: <https://www.redcrossblood.org/local-homepage/news/article/covid-19-vaccination-guide-blood-donation.html>

Other more heavy handed actions are often seen as censorship or hiding something.

(b) (6)

Senior Analyst, [Environmental Quality Dept.](#)
Massachusetts Water Resources Authority
Charlestown Navy Yard, 100 First Ave Bldg. 39-3
Boston, MA 02129

(b) (6) (Telework)



From: [REDACTED] s <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** (b) (6)
[REDACTED]
Wednesday, June 02, 2021 4:13 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] defending people in our videos

[EXTERNAL]: This is an external email. Do not click on links or attachments if sender is unknown or if the email is unexpected.

Hello Everyone,

I'm (b) (6) an Information Specialist with the Hawaii Department of Health. Recently we've posted

some videos of young people, 18 and 17 years old and some comments could be considered bullying or harassing, and I'd love to hear what you have or would report as bullying or harassment.

Instagram example of a video with a negative comment:

<https://www.instagram.com/p/COttT7Bnpj/c/17901089293891482/>

"These poor kids falling victim to the propaganda being pushed. 😞 this girl does not need two masks and dos not need an unapproved shot 😞😞😞"

Facebook example of a video with a negative comment:

https://business.facebook.com/HawaiiDOH/posts/4557178300977857?comment_id=4567571139938573

Would you report a comment like "get em while they are young and foolish." as harassment or bullying? What are some policy points you operate with that focus on actions to take on negative comments?

Thank you in advance!

(b) (6)

Information Specialist

(b) (6) @doh.hawaii.gov

(b) (6)

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

<https://digital.gov/communities/manage-your-subscription/>

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Subject: [Help spread the word! Challenge and Prize Community Spotlight Chat](#)
From: Jarah Meador - QQE <jarah.meador@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jarah Meador - QQE <jarah.meador@GSA.GOV>
Date: Thu, 3 Jun 2021 14:44:43 -0500
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3137 bytes) , [text/html](#) (14 kB)

Dear web managers,

The Challenge and Prize community of practice is hosting a Spotlight Chat on Tuesday, June 8, 2:00 - 3:00 pm ET on insights and lessons learned from the Small Business Administration's [Lab-to-Market Inclusive Innovation Ecosystem Prize Competition](#). This event will be a great introduction to prize competitions through the lens of one groups' experience of designing and implementing a prize competition.

We'd be grateful for your help to spread the word among your colleagues. Below I'm pasting a sample announcement message that you can adapt as needed and share with your community. Thank you for your support!

-- sample CoP announcement message --

Subject: You're invited! Challenge and Prize Community Spotlight Chat

Dear colleague,

Have you heard of prize competitions, but aren't quite sure what they're about? Are you looking for new ways to engage the public to source innovation in your agency?

On June 8, 2:00 - 3:00 pm ET, join the Challenge and Prize Community Spotlight Chat:

Insights from running the Lab-to-Market (L2M) Inclusive Innovation Ecosystem Prize Competition

Register here:

<https://spotlight-chat-l2m-prize-competition.eventbrite.com/?aff=allCoPs>

Spotlight Chats are moderated discussions with innovation leaders across government to highlight success stories and lessons learned. In this chat, members of the L2M Inclusive Innovation Ecosystem Prize Competition planning committee will describe their journey through designing and implementing the [L2M Inclusive Innovation Ecosystem prize competition](#). They will also share best practices and considerations when organizing similar competitions and determining prize winners.

Following the discussion, the panelists will respond to your questions. Please register to submit your questions in advance.

Help spread the word! Share this message with your colleagues and others interested in learning more about prize competition design and implementation.

Please email team@challenge.gov with any questions.

Best,
Jarrah and the Challenge.Gov team

--

Jarrah Meador, Ph.D.
Director, Open Innovation Programs (CitizenScience.gov and Challenge.gov)
Email: jarrah.meador@gsa.gov
Phone: 202-856-8176

To unsubscribe from the CONTENT-MANAGERS-L list, create a new email message, addressed to

Subject: [Google Ads - Terms of Service for Direct Advertising](#)
From: "Sherman, David" <DSherman@CNS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Sherman, David
Date: Fri, 4 Jun 2021 17:44:33 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (5 kB) , [image001.jpg](#) (8 kB)

Hi all,

My department is looking to use Google Ads to run a small recruitment campaign over the next few months. We've used Google Ads before, but only through a marketing contractor, not directly with the service. Since our agency has never entered into a terms of service agreement directly with Google Ads in the past, our general counsel's office has asked me to gather more information from other agencies that have recently run direct ad campaigns (not through a third party contract) with the Google Ads service, in hopes to expedite the terms of service process.

Subject: [MEETING: Using Words to Build Better Digital Experiences Weds 6/9 2-3:30 p.m. ET](#)
From: Katherine Spivey - ZC <katherine.spivey@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC <katherine.spivey@GSA.GOV>
Date: Mon, 7 Jun 2021 14:16:19 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1844 bytes) , [text/html](#) (4 kB)

[Please share with your communities!]

Weds, June 9, 2021, 2-3:30 p.m. ET. It will be recorded.

<https://digital.gov/event/2021/06/09/plain-language-webinar-using-words-to-build-better-digital-experiences/>

Writing is part of the design process, and writers are designers. Content design is a new way of thinking about writing, how it works, and why it works. In this session, Andy Welfie will explain how words make digital experiences human-centered. As federal agencies strive to use human-centered design, this webinar will reinforce to the audience that words and design work together.

During the session, Andy will discuss how to:

- Encourage and grow writers (at every level).
- Strengthen the writing community in your agency.
- Showcase your writing victories.

Katherine Spivey
Senior Communications Specialist
Office of Strategic Communications

GSA's Plain Language Office
katherine.spivey@gsa.gov

Co-Chair, Plain Language Action and Information Network (PLAIN)
plainlanguage.gov

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Subject: [Reporting on enterprise-level, microsite level, for 21st Century IDEA?](#)
From: "Wendling, Dan (NIH/NLM) [E]" <wendlingd@MAIL.NLM.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Wendling, Dan (NIH/NLM) [E]
Date: Mon, 7 Jun 2021 20:38:01 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (17 kB) , [text/html](#) (6 kB) , [image001.png](#) (17 kB)

Anybody able to share what no-cost data sources and collection methods (Python would be nice) can be used to provide two levels of reporting on <https://digital.gov/resources/21st-century-integrated-digital-experience-act/>?

I was thinking it would be nice to have an enterprise-level summary for how we're doing across the board, and then a product-level summary for what work to do and how we might prioritize it.

I'm helping with a staff-facing Vizathon, and this is one of our "challenge projects."

Subject: [Making It Easier for People to Find Federal Agencies - USAGov Blog](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Tue, 8 Jun 2021 14:59:28 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1728 bytes) , [text/html](#) (4 kB)

Hi Content Managers!

People often come to [USA.gov](#) and [USAGov en Español](#) to find contact information for federal agencies. But we discovered when they searched, that information wasn't so easy to find.

In the latest [USAGov Blog post](#), learn what we did to improve the search experience, and how user testing helped.

We're always looking for 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

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Subject: Recent accessibility review
From: (b) (6) @STATE.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 9 Jun 2021 19:58:17 +0000
Content-Type: multipart/mixed
Parts/Attachments: [text/plain](#) (1425 bytes) , [text/html](#) (6 kB) , [2021-federal-websites-table-spreadsheet.xls](#) (54 kB)

Hi everyone.

I just saw this report: <https://itif.org/publications/2021/06/03/improving-accessibility-federal-government-websites>

Ironically, the results tables are inaccessible images with close-to-useless alt text, when they should have created accessible tables. You can download the tables if you happen to notice the link at the top, so I've attached that file here.

(b) (6)

Director | Office of Global Web Platforms
Bureau of Global Public Affairs

Department of State

(b) (6) @state.gov

(b) (6)

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| Domain | Name | Average Score |
|--------------------|---|---------------|
| cdc.gov | Centers for Disease Control and Prevention | 100 |
| hhs.gov | Department of Health and Human Services | 100 |
| uscis.gov | U.S. Citizen and Immigration Services | 100 |
| whitehouse.gov | White House | 100 |
| doi.gov | Department of the Interior | 99 |
| nsa.gov | National Security Agency | 99 |
| us-cert.gov | U.S. Computer Emergency Readiness Team | 99 |
| usa.gov | U.S. Government Services and Information | 99 |
| bls.gov | Bureau of Labor Statistics | 98 |
| hrsa.gov | Health Resources and Services Administration | 98 |
| nih.gov | National Institutes of Health | 98 |
| nist.gov | National Institute of Standards and Technology | 98 |
| cbp.gov | Customs and Border Protection | 97 |
| cms.gov | Centers for Medicare and Medicaid Services | 97 |
| darpa.mil | Defense Advanced Research Projects Agency | 97 |
| fema.gov | Federal Emergency Management Agency | 97 |
| noaa.gov | National Oceanic and Atmospheric Administration | 97 |
| uscg.mil | U.S. Coast Guard | 97 |
| va.gov | Department of Veterans Affairs | 97 |
| ahrq.gov | Agency for Healthcare Research and Quality | 96 |
| samhsa.gov | Substance Abuse and Mental Health Services Administration | 96 |
| state.gov | Department of State | 96 |
| trade.gov | Department of Trade | 96 |
| usda.gov | Department of Agriculture | 96 |
| uspto.gov | U.S. Patent and Trademark Office | 96 |
| dhs.gov | Department of Homeland Security | 95 |
| dol.gov | Department of Labor | 95 |
| ed.gov | Department of Education | 95 |
| energy.gov | Department of Energy | 95 |
| fbi.gov | Federal Bureau of Investigation | 95 |
| ncbi.nlm.nih.gov | National Center for Biotechnology Information | 95 |
| transportation.gov | Department of Transportation | 95 |
| tsa.gov | Transportation Security Administration | 95 |
| af.mil | Air Force | 94 |
| blm.gov | Bureau of Land Management | 94 |
| osha.gov | Occupational Safety and Health Administration | 94 |
| usgs.gov | U.S. Geological Survey | 94 |
| fws.gov | Fish and Wildlife Service | 93 |
| cisa.gov | Cybersecurity and Infrastructure Security Agency | 92 |
| fda.gov | Food and Drug Administration | 92 |

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| investor.gov | Office of Investor Education and Advocacy | 92 |
| nps.gov | National Park Service | 91 |
| usmint.gov | U.S. Mint | 91 |
| atf.gov | Bureau of Alcohol, Tobacco, Firearms and Explosives | 90 |
| studentaid.gov | Federal Student Aid | 89 |
| bea.gov | Bureau of Economic Analysis | 88 |
| cancer.gov | National Cancer Institute | 87 |
| dea.gov | Drug Enforcement Administration | 87 |
| ustr.gov | U.S. Trade Representative | 87 |
| navy.mil | Navy | 86 |
| treasury.gov | Department of the Treasury | 85 |
| faa.gov | Federal Aviation Administration | 84 |
| usembassy.gov | U.S. Embassy | 84 |
| bjs.gov | Bureau of Justice Statistics | 83 |
| ice.gov | Immigration and Customs Enforcement | 83 |
| huduser.gov | Office of Policy Development and Research (PD&R) | 82 |
| weather.gov | National Weather Service | 79 |
| acl.gov | Administration for Community Living | 76 |
| army.mil | Army | 75 |
| hud.gov | Department of Housing and Urban Development | 75 |
| census.gov | Census Bureau | 71 |
| energystar.gov | ENERGY STAR® | 71 |
| nhtsa.gov | National Highway Traffic Safety Administration | 69 |
| marines.mil | Marines | 65 |
| eia.gov | Energy Information Administration | 58 |

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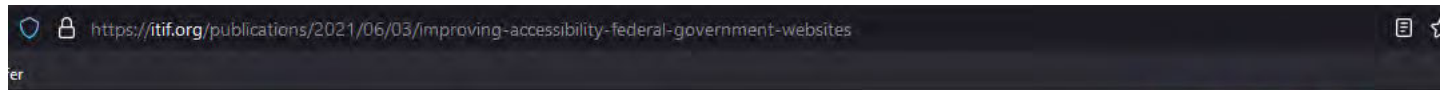
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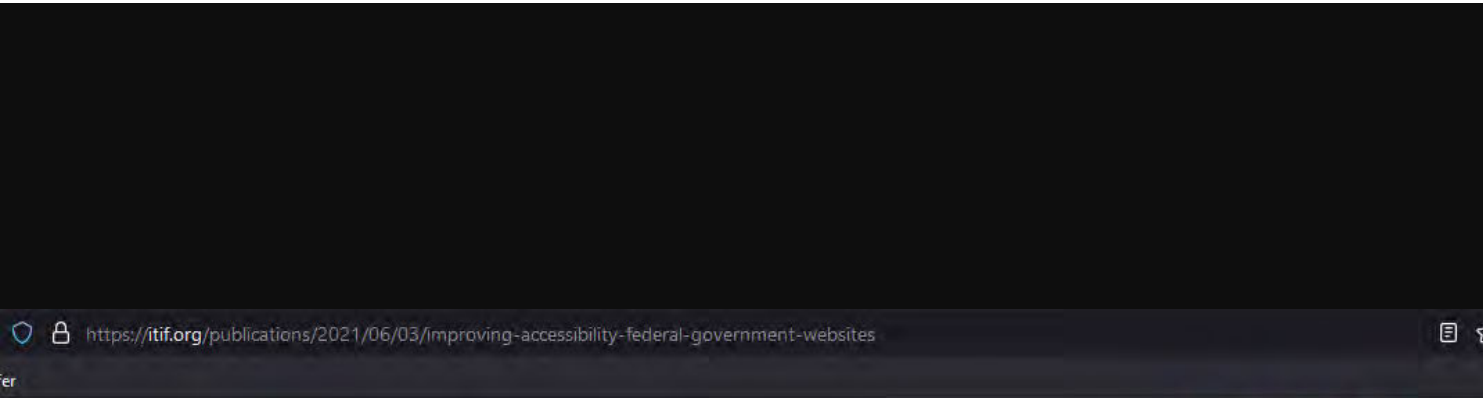
7/29/2021

Subject: [Re: Recent accessibility review](#)
From: "Gillick, Lawrence - FPAC-FBC, Washington, DC"
<Lawrence.Gillick@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gillick, Lawrence - FPAC-FBC, Washington, DC <Lawrence.Gillick@USDA.GOV>
Date: Thu, 10 Jun 2021 13:48:49 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (259 kB) , [text/html](#) (8 kB) , [image002.png](#) (259 kB)

Hey there Jeffrey,

Inspired by you, I whipped out our old friend, HTML_CodeSniffer.





Improving Accessibility of Federal Government Websites

By [Ashley Johnson](#) and [Daniel Castro](#) | June 3, 2021

Downloads

Despite legislative requirements, many federal government websites are not accessible to people with disabilities. This creates obstacles for millions of Americans, especially as more government services have moved online.




CONTENTS

- Introduction
- Best Practices for Accessible Websites
- Methodology
- Findings
- Recommendations**
- Endnotes

KEY TAKEAWAYS

- Section 508 of the Rehabilitation Act, as amended in 1998, requires federal agencies to follow modern standards of web accessibility for users with disabilities.
- The Justice Department submits biennial reports to the president and Congress evaluating agencies' compliance with Section 508, but it has not made these reports available to the public since 2012.
- ITIF tested the most popular federal websites and found that 30 percent did not pass an automated accessibility test for their homepage, and nearly half (48 percent) failed the test on at least one of their three most popular pages.

Subject:  [Watch it Now: Resourcing and Scaling Your Digital Teams with VSFS](#)

From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Reply To: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>

Date: Thu, 10 Jun 2021 10:55:06 -0400

Content-Type: multipart/alternative

Parts/Attachments: [text/plain](#) (2774 bytes) , [text/html](#) (9 kB)

Did you miss Dominique and Tanner's talk about the Virtual Student Federal Service (VSFS) with Cheryl and Nora from the Department of State? Monday's SocialGov session is now available to watch!

You can check it out here: <https://youtu.be/WcZXKk5DhzU>

And here are the emails for your new friends at VSFS: Samples, Cheryl L

(b) (6) @state.gov>; (b) (6) @state.gov>. P.S. They can also tell you who at your agency has hosted VSFS interns in the past re: navigating how to get your agency approvals and onboarding.

More about VSFS (and how VA uses them)

The VSFS, launched and hosted by the U.S Department of State, is the largest virtual internship program in the world, connecting the passion and power of U.S. students - virtually - to over fifty federal agencies each year. Learn more about the VSFS program at <https://vsfs.state.gov/>.

To check out all the great work VSFS students have worked on a the VA over the years check out:

- <https://dmeinterns.org/>
- <https://dmeinterns.org/testimonials/>
- <https://dmeinterns.org/accomplishments/>

--



U.S. General Services Administration

Gabrielle Perret

Director of the Federal RPA Community of Practice
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

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[Read](#) the RPA Program Playbook

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Subject: 2021 IAAF: Request for Panel Participation
From: Interagency Accessibility Forum <iaaf@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Interagency Accessibility Forum
<iaaf@GSA.GOV>
Date: Thu, 10 Jun 2021 17:54:07 -0400
Content-Type: multipart/mixed
Parts/Attachments: [text/plain](#) (3133 bytes) , [text/html](#) (15 kB) , [BREAKOUT SPEAKER OPPORTUNITY FORM_IAAF 2021.pdf](#) (213 kB)

Good Afternoon,

The Federal Chief Information Officer (CIO) Council Accessibility Community of Practice (ACOP) would like to solicit your recommendation for a breakout session that you and/or a panel would speak about at the upcoming *Interagency Accessibility Forum (IAAF)* on *October 12 - October 14, 2021*. We have preliminarily identified potential discussion tracks but welcome all ideas.

Each breakout session will be a 45-minute discussion on the speaker's area of expertise within accessibility and Section 508. We expect up to 800 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 7/1/2021 to iaaf@gsa.gov.

As a participant or panelist, you will be responsible for the following:

- Submitting a short biography and any accompanying slides for your brief by the given deadline
- Ensuring that your presentation is 508 compliant before submitting it to the IAAF Team
- Making sure that the device you will be using is properly configured to present
- You and/or team attending at least one of the dry run sessions prior to the event
- Promptly responding to any communications from the IAAF planning team

This year's IAAF theme is "**Accessibility: A Foundation for Inclusion, Diversity, and Equity**".

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 October and we look forward to hearing from you soon!

Respectfully,

Yvette Gibson

7/29/2021

TYELLE GIBSON

Chair, IAAF Planning Committee

Event Details

WHEN: *October 12 - October 14, 2021, 12:00 p.m. to 4:00 p.m.*

WHERE: Virtual

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

QUESTIONS: Contact us at iaaf@gsa.gov

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Inter-Agency Accessibility Forum

Accessibility: A Foundation for Inclusion, Diversity, and Equity

BREAKOUT SPEAKER OPPORTUNITY FORM

Submission Deadline: July 1, 2021 Please submit to: iaaf@gsa.gov

Completion of this form does not confirm you will be a breakout speaker at the forum. You will be contacted if your topic matter and expertise are a good match for the agenda. If you are approved, you will be sent all the pertinent registration and speaker information.

Please note that speaking opportunities are voluntary. You will not be paid or reimbursed for any travel/lodging. All presentations are in 45 minute increments.

NAME

| Prefix | First | Middle | Last |
|--------|-------|--------|------|
| | | | |

JOB TITLE / POSITION

EMPLOYER

GRADE/RANK/CNTR

CONTACT INFORMATION

| Phone | Email |
|-------|-------|
| | |

FOCUS AREA

(Please check the focus area that best describes the topic of your presentation)

- **Lead Our Agencies toward Access (Track – Management and Leadership)**
- **Create Amazing Content and Wow Your Customers (Track – Content Creation, Customer Experience, and Innovation)**
- **Buy and Manage Compliance - One Program at a Time (Track – Procurement and 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-Speaker Information

NAME

| Prefix | First | Middle | Last |
|---------------|--------------|---------------|-------------|
| | | | |

JOB TITLE / POSITION

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EMPLOYER

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GRADE/RANK/CNTR

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CONTACT INFORMATION

| Phone | Email |
|--------------|--------------|
| | |

Subject: [USWDS Releases New Component: Pagination](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Fri, 11 Jun 2021 09:15:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2618 bytes) , [text/html](#) (10 kB)

Join Dan Williams and the U.S. Web Design System team on June 17 for a close look at a new component: pagination.

In this month’s session, we’ll unpack the new pagination component—what design problem it solves, how it came to be, what the design system team did to build it, and what you and your teams can do with it.

We will give an overview of the background of this component (user experience research and testing), design considerations, guidance (when to use and when not to use), and then offer a demonstration to show you how it could work on your website. We will also offer use-cases and more, plus host a Q&A session with all attendees!

[Register here](#) to join us at 2:00 p.m. on June 17!

The information in this month’s call will be beneficial for both novices and specialized experts, especially designers and developers who are interested in learning about this new component and how it could help in overall site design.

This event is part of a monthly series that takes place on the third Thursday of each month. Don’t forget to set a placeholder on your personal calendar for our future events this year.

We look forward to seeing you there!

--

Digital.gov

U.S. General Services Administration (GSA)

Technology Transformation Service (TTS)

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[Facebook](#), [Twitter](#), [YouTube](#), [Newsletter](#)

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Subject: New Digital Media Vacancy Announcement
From: (b) (6), (b) (7)(C) @USDOJ.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C) OJP)
Date: Fri, 11 Jun 2021 15:01:04 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1617 bytes) , text/html (3872 bytes)

The Office of Justice Programs is hiring for a position that will assist with managing OJP social media and other digital media projects.

The vacancy announcement for the Public Affairs Specialist (Digital Media), GS-1035-11/12 (FPL 13) is now live on USAJobs! [You can access the vacancy announcement on USAJobs here](#), and we will also post the vacancy on OJP's public-facing website and LinkedIn. Please share this opportunity widely with your staff and networks.

Vacancy Announcement Number: JP-21-034
Open Date: 6/11/2021
Close Date: 6/21/2021
Vacancy Announcement Link: <https://go.usa.gov/x68un>

(b) (6), (b) (7)(C)
National Institute of Justice
Office of Justice Programs
U.S. Department of Justice
W: (b) (6), (b) (7)(C)
C: (b) (6), (b) (7)(C)

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Subject: [Digital Affairs Team Chief position opening soon!](#)
From: "Weichbrodt, Caleigh" <Caleigh.Weichbrodt@SSS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Weichbrodt, Caleigh
Date: Fri, 11 Jun 2021 17:10:35 +0000
Content-Type: multipart/related
[text/plain](#) (2099 bytes) , [text/html](#) (5 kB) , [image001.png](#) (5 kB) ,
Parts/Attachments: [image002.png](#) (5 kB) , [image003.png](#) (5 kB) , [image004.png](#) (5 kB) ,
[image005.png](#) (5 kB)

The Selective Service System has an upcoming position the Digital Affairs Team Chief and is responsible for the implementation of the agency's digital media strategy and supervision of PIA's Digital Affairs Teams which consists of two Public Affairs Specialists (GS-1035-7/9/11) and two contractors, Social Media Specialist and Graphic Designer.

The position for the Supervisory Public Affairs Specialist (Digital Media), GS-1035-11/12/13 opens in one week! [You can access the vacancy announcement on USAJobs here!](#) We would appreciate it if you would share this opportunity widely with your staff and networks.

Subject: [GovDelivery issues](#)
From: "Materese, Robin L. (Fed)" <robin.materese@NIST.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Materese, Robin L. (Fed)
Date: Mon, 14 Jun 2021 18:39:28 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1291 bytes) , [text/html](#) (3644 bytes)

Hi all,

I'm curious if any other GovDelivery users are hearing from recipients with DoD email addresses about issues with the lnks.gd/ links being stripped out of emails. If so, did you figure out a solution for this?

Thanks,

Robin

Robin Materese
Director of Web Content
Public Affairs Office
National Institute of Standards and Technology
100 Bureau Drive Stop 1070
Gaithersburg, MD 20899-1001
Phone: 301-975-4158

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Subject: [Re: GovDelivery issues](#)
From: "Burgard, Kirsten - REE-ARS, Beltsville, MD"
<Kirsten.Burgard@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, Burgard, Kirsten - REE-ARS, Beltsville, MD
<Kirsten.Burgard@USDA.GOV>
Date: Mon, 14 Jun 2021 18:49:00 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (129 kB) , [text/html](#) (7 kB) , [image001.png](#) (129 kB)

It's not just DoD. It's all Office 365 users.

From my co-worker:

Every link in this email continues to generate this error.

Including the 'view in browser' link. I've added this email to my safe-senders list too.

It's happening on GovDelivery and Mailchimp. I don't know if it's also on constant contact but I suspect it might be all newsletter delivery programs.

Subject: [Re: \[EXTERNAL\] RE: GovDelivery issues](#)
From: "Burgard, Kirsten - REE-ARS, Beltsville, MD"
<Kirsten.Burgard@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burgard, Kirsten - REE-ARS, Beltsville, MD
<Kirsten.Burgard@USDA.GOV>
Date: Tue, 15 Jun 2021 12:36:37 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (17 kB) , [image004.png](#) (129 kB) ,
[image001.png](#) (48 kB) , [image005.png](#) (11 kB)

So, you're suggesting that your editors have used urls that aren't clean? They're using ones autogenerated and not direct links to a source.

The issue I describe below is NOT that. Our editors are using clean urls. The email from Digital.gov did not use "safelinks" either, they used clean urls. They even now add a "see this on the web" full URL to get around the Office365 issue.

I suspect your issue with the safelinks is a training issue, while the issue I describe is related to Office 365. We have also spoken to the folks at Office365 and they don't intend to make changes, I suspect it's because



Insert link ✕

Web Link Files Landing Pages

Type:

URL*:

Title:

Text to display*:

INSERT



Subject: [Website Support/Ticketing System?](#)
From: "Robinson, Toni" <Toni.Robinson@MSPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Robinson, Toni
Date: Tue, 15 Jun 2021 14:17:47 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1256 bytes) , [text/html](#) (3059 bytes)

Hello all, this may be a little off topic, but wondering what others are using for website support/ticketing systems - any Gov off the shelf applications that you would recommend?

Toni L. Robinson
Web Applications Team
Information Resources Management
U.S. Merit Systems Protection Board
Office: 202-254-4427
Cell: (b) (6)
toni.robinson@mspb.gov
<https://www.mspb.gov/>

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Subject: Re: [External] [CONTENT-MANAGERS-L] Website Support/Ticketing System?
From: (b) (6) @NCDCCR.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Tue, 15 Jun 2021 14:54:12 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (774 kB) , text/html (10 kB) , Outlook-wuarz kf0.jpg (774 kB)

Our DIT uses <https://www.servicenow.com/>.

(b) (6)

Chief Digital Officer
Marketing and Communications
[NC Department of Natural and Cultural Resources](#)



Subject: [👉 Deep Fakes and Social Media: A Q&A With Alex Cohen blog post tis up!](#)
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Tue, 15 Jun 2021 12:16:00 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1425 bytes) , [text/html](#) (5 kB)

As a follow up to last months SocialGov talk about deep fakes, check out this new blog post on DigitalGov: [Deep Fakes and Social Media: A Q&A With Alex Cohen!](#)

--



U.S. General Services Administration

Gabrielle Perret

Director of the Federal RPA Community of Practice
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

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Subject: Re: Website Support/Ticketing System?
From: "Jeffers, William" <William.Jeffers@EIA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Jeffers, William
Date: Tue, 15 Jun 2021 21:06:11 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (3091 bytes) , text/html (10 kB)

U.S. Energy Information Administration uses <https://www.servicenow.com/>.

William Jeffers
U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Robinson, Toni
Sent: Tuesday, June 15, 2021 10:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Website Support/Ticketing System?

Hello all, this may be a little off topic, but wondering what others are using for website support/ticketing systems - any Gov off the shelf applications that you would recommend?

Toni L. Robinson
Web Applications Team
Information Resources Management
U.S. Merit Systems Protection Board
Office: 202-254-4427
Cell: (b) (6)
toni.robinson@mspb.gov
<https://www.mspb.gov/>

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7/29/2021

Subject: [Re: Website Support/Ticketing System?](#)
From: "Harms, Linda - FS" <linda.harms@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Harms, Linda - FS
Date: Tue, 15 Jun 2021 21:46:09 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (19 kB) , [image001.png](#) (6 kB) , [image002.jpg](#) (6 kB) , [image003.jpg](#) (6 kB)

Within our region, we simply use a SharePoint request list. Not nearly as good as service now, but essentially free and sort of off the shelf. (well, at least I don't get a bill for the bandwidth)



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

Subject: Re: Website Support/Ticketing System?
From: "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Thompson, Cheryl (NIH/NIEHS) [E]
Date: Wed, 16 Jun 2021 10:35:27 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (4 kB) , text/html (11 kB)

We use Jira for our web requests.

From: "Jeffers, William" <000002a9aa5917d4-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Jeffers, William" <William.Jeffers@EIA.GOV>
Date: Tuesday, June 15, 2021 at 5:14 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

U.S. Energy Information Administration uses <https://www.servicenow.com/>.

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Resource & Technology Management/Office of Stakeholder Outreach & Communications
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Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV] **On Behalf Of** Robinson, Toni
Sent: Tuesday, June 15, 2021 10:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Website Support/Ticketing System?

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Toni L. Robinson
Web Applications Team
Information Resources Management
U.S. Merit Systems Protection Board
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<https://digital.gov/communities/manage-your-subscription/>

Subject: Re: Website Support/Ticketing System?
From: "Dooley, Wayne (NIH/OD) [E]" <wayne.dooley@NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Dooley, Wayne (NIH/OD) [E]
Date: Wed, 16 Jun 2021 12:21:42 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (14 kB)

We're moving away from Jira, but curious how you leveraged that for ticketing.

From: Thompson, Cheryl (NIH/NIEHS) [E] <000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, June 16, 2021 6:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

We use Jira for our web requests.

From: "Jeffers, William" <000002a9aa5917d4-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Jeffers, William" <William.Jeffers@EIA.GOV>
Date: Tuesday, June 15, 2021 at 5:14 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

U.S. Energy Information Administration uses <https://www.servicenow.com/>.

William Jeffers
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Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** Robinson, Toni
Sent: Tuesday, June 15, 2021 10:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Website Support/Ticketing System?

Hello all, this may be a little off topic, but wondering what others are using for website support/ticketing systems - any Gov off the shelf applications that you would recommend?

Toni L. Robinson
Web Applications Team
Information Resources Management
U.S. Merit Systems Protection Board
Office: 202-254-4427
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Subject: FW: [External Email]Fwd: Webinar: The Magic of Development Workflows - Thurs 6/17 3pm
From: "Burgard, Kirsten - REE-ARS, Beltsville, MD" <Kirsten.Burgard@USDA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burgard, Kirsten - REE-ARS, Beltsville, MD <Kirsten.Burgard@USDA.GOV>
Date: Wed, 16 Jun 2021 13:12:32 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3827 bytes) , [text/html](#) (20 kB)

Just sharing

Drupal 9 workflow ✨magic✨



Drupal4Gov Webinar Series: The Magic of Development Workflows

Join [Fatima Sarah Khalid](#) for a journey through a magical development workflow, powered by Terminus Build Tools, to set up a Drupal 9 site using composer, manage code on GitHub and deploy to Pantheon with CircleCI.

Attendees will also learn about the technical components in automated workflows.

****This webinar is open to all users, regardless of hosting environments.****

[Join us Thursday 6/17 at 3pm EDT!](#)

Instructor Fatima Sarah Khalid

[Fatima Sarah Khalid](#) is a Developer Programs Engineer (DPE) on the Developer Relations team at Pantheon. DPE is an engineering role with a focus on Developer Relations, standing at the intersection of Pantheon and the developers who use it, bridging the gap between the people on both sides.

[Fatima works on code to build developer tools](#), give talks, write documentation, and engage with the communities we work with, while also mentoring Drupalers at DrupaCon and Drupal events around the world.

[Register for The Magic of Development Workflows](#)

Get Ready, Get Set, 'Cause Drupal GovCon is Coming!

Session submission opens July 6th!

Review the [session tracks](#) to determine the best fit for your session -- consider how advanced the session will be as well -- we will ask you to identify your session as beginner, intermediate, or advanced.

This year, we are using Sessionize to help with session submission and scheduling. If you presented at DrupalCon North America 2021, you already have a speaker profile!

[Learn how to submit your session](#)

Miss a Webinar or Drupal GovCon Session?

No worries! We got you!

Just head over to DrupalTV to see all our videos captured by the [Drupal Recording Initiative](#), our webinars and even Drupal GovCon the virtual edition. Can't get to Drupal.TV? No problem, you can also check out our [YouTube page](#).

[Take me to DrupalTV](#)

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Subject: Re: Website Support/Ticketing System?
From: "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@NIEHS.NIH.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Thompson, Cheryl (NIH/NIEHS) [E]
Date: Wed, 16 Jun 2021 13:47:00 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (7 kB) , [text/html](#) (18 kB)

We have a web form which sends to Jira and then we use some Jira workflows for routing the ticket. Jira has all our contract AQLs and contract projects in it, as well as most of our contract reports. All our contract deliverables are also accepted/rejected through Jira.

I believe this list won't allow a screenshot, but I have two dashboards: one I share with my backup, showing queues of tickets I need to act on or board to prioritize, and another showing my person reports I have built. (It's the second one, so it's named Cheryl II.).

We set up a Jira email catch, so when I get emails with requests, I can forward them to Jira and those will make a ticket. We are also using Zephyr Capture for ticket creation. We are, quite simply, doing a LOT with Jira.

We're also using Jira as a backend on at least two other custom systems for different departments.

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

From: "Dooley, Wayne (NIH/OD) [E]" <wayne.dooley@nih.gov>
Date: Wednesday, June 16, 2021 at 8:21 AM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Thompson, Cheryl (NIH/NIEHS) [E]" <thompsonc2@niehs.nih.gov>
Subject: RE: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

We're moving away from Jira, but curious how you leveraged that for ticketing.

From: Thompson, Cheryl (NIH/NIEHS) [E] <000002a3de24e425-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, June 16, 2021 6:35 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: Re: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

We use Jira for our web requests.

From: "Jeffers, William" <000002a9aa5917d4-dmarc-request@LISTSERV.GSA.GOV>
Reply-To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, "Jeffers, William" <William.Jeffers@EIA.GOV>
Date: Tuesday, June 15, 2021 at 5:14 PM
To: "CONTENT-MANAGERS-L@LISTSERV.GSA.GOV" <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: Re: [CONTENT-MANAGERS-L] Website Support/Ticketing System?

U.S. Energy Information Administration uses <https://www.servicenow.com/>.

William Jeffers

U.S. Energy Information Administration
Resource & Technology Management/Office of Stakeholder Outreach & Communications
1000 Independence Ave SW
Washington DC 20585
202-586-8416
william.jeffers@eia.gov
www.eia.gov

From: Content Managers [<mailto:CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>] **On Behalf Of** Robinson, Toni
Sent: Tuesday, June 15, 2021 10:18 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Website Support/Ticketing System?

Hello all, this may be a little off topic, but wondering what others are using for website support/ticketing systems - any Gov off the shelf applications that you would recommend?

Toni L. Robinson
Web Applications Team
Information Resources Management
U.S. Merit Systems Protection Board
Office: 202-254-4427
Cell: (b) (6)
toni.robinson@mspb.gov
<https://www.mspb.gov/>

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Subject: This Thursday at 1 pm ET: Listen to Peter Singer talk about “Useful Fiction: The Power of Narrative to Shape the Real World”
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Tue, 22 Jun 2021 08:49:25 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3212 bytes) , [text/html](#) (11 kB)

Passing along an event from the **Federal Foresight Community of Interest**.

This Thursday (6/24) at 1 PM, Peter Warren Singer from the [New America](#) will be presenting to the Federal Foresight Community of Interest (www.FFCOI.org). The topic is: “Useful Fiction: The Power of Narrative to Shape the Real World”. As an author, Dr. Singer will discuss the application of narratives and scenarios to shape the present and future world. Stories can be used to reframe our perspective and provide insights into plausible events that might unfold. Useful fiction is another way we can anticipate events and be better prepared for an ever-evolving world.

Here is the info to join:

Microsoft Teams meeting

Join on your computer or mobile app

(b) (6)

Join with a video conferencing device

(b) (6)

Video Conference ID: (b) (6)

[Alternate VTC dialing instructions](#)

Or call in (audio only)

(b) (6) United States, Roanoke

Phone Conference ID: (b) (6)

[Find a local number](#) | [Reset PIN](#)

[Learn More](#) | [Meeting options](#)

Questions? Email

Popiel, Eric <Eric.Popiel@opm.gov>

--

_____ |



U.S. General Services Administration

Gabrielle Perret

Director of the Federal RPA Community of Practice
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249

[Join](#) the Community of Practice

[Read](#) the RPA Program Playbook

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Subject: 📢 Registration open! SocialGov's talk with Rob Flaherty, White House Director of Digital Strategy
From: Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Gabrielle Perret - B <gabrielle.perret@GSA.GOV>
Date: Wed, 23 Jun 2021 08:23:04 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1899 bytes) , [text/html](#) (6 kB)

Sign up is now open for [SocialGov](#)'s Digital Strategy at 1600 Pennsylvania Avenue: Q&A with Rob Flaherty, White House Director of Digital Strategy. We'll be hearing from **Robert Flaherty** Director of Digital Strategy for the White House, about how the White House digital team works together to effectively use digital tools to share the priorities and activities of the president with citizens.

Read more about this event hosted by SocialGov and sign up at <https://digital.gov/event/2021/06/29/digital-strategy-at-1600-pennsylvania-avenue-qa-with-rob-flaherty-white-house-director-of-digital-strategy/>

Advance questions for Rob? Comments? Email [me](#)!

--



U.S. General Services Administration

Gabrielle Perret

Director of the Federal RPA Community of Practice
GSA | OCFO | Robotic Process Automation Division
(202) 679-1249
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Subject: [Detail Opportunities](#)
From: (b) (6) @MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) (USA)
Date: Wed, 23 Jun 2021 13:52:37 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1817 bytes) , [text/html](#) (4032 bytes)

Hello,

I am partaking in a Leadership Development program at the Graduate School USA, the Executive Potential Program (EPP). It is a 12-month competency-based leadership course focusing on Senior Executive Service preparation.

I'm not even halfway through the course and to me it's very insightful. If you have the opportunity, I'd highly recommend it. More information can be found here, <https://www.graduateschool.edu/training/curriculum-offerings/center-leadership-and-management/executive-potential-program>

I am required to perform either two eight (8) week detail, or one sixteen (16) week detail. If anyone has a potential opportunity and would like to know a little more about me and what I'm searching for, I'd appreciate if we could interface directly.

Thank you so much for considering,

(b) (6)

IT Specialist, Navy Production Web Chief
Defense Media Activity

o: (b) (6)

c: (b) (6)

@mail.mil

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Subject: Experience with Qualtrics survey software?
From: Noel Keene - NOAA Federal <noel.keene@NOAA.GOV>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Noel Keene - NOAA Federal
Reply To: <noel.keene@NOAA.GOV>
Date: Wed, 23 Jun 2021 20:54:58 -0700
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2183 bytes) , [text/html](#) (2980 bytes)

Hi all,

Does anyone have experience using qualtrics software for developing surveys and analyzing results? We have some general knowledge of the software from the company, but I'm looking for some personal experience. If so, I'm curious about a few specific items:

1. How satisfied were you with the software overall?
2. What did you like the most about the software for developing questions and for analyzing responses?
3. Did you wish you had known something before ordering the software (wanted certain advanced options, wished it had specific capabilities, etc)?
4. Can you compare this software to some other survey software (SurveyMonkey, etc?)
5. Did you use the natural language processing functionality for assistance in analyzing open-ended question responses?

If you have or haven't used qualtrics, I'm curious:

1. Do you have any general advice in terms of tackling a high volume (10,000+) open-ended responses to questions?

Thanks very much for any insights you can provide,

Shad

--

Noel "Shad" Keene
Medford WFO, NWS/NOAA
Lead Forecaster
Coast Guard and DOT Support/Google Analytics
541-773-1067
[weather.gov/medford](https://www.weather.gov/medford)
[Join the Digital Analytics VLab Forum](#)

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7/29/2021

Subject: [June 2021 highlights from the Federal Web Council](#)
From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Mon, 28 Jun 2021 08:14:56 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3901 bytes) , [text/html](#) (9 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council’s June 17, 2021, meeting.

Improving the federal digital FOIA experience

NARA colleagues joined the Council meeting to talk about improving the federal digital FOIA experience.

NARA’s Office of Government Information Services serves as a Freedom of Information Act (FOIA) resource for the public and government. Congress has charged them with reviewing FOIA policies, procedures, and compliance of federal agencies and identifying ways to improve compliance.

In December 2020, they published an assessment, [Methods Agencies Use to Prepare Documents for Posting on Agency Freedom of Information Act \(FOIA\) Websites](#).

Also, the FOIA Advisory Committee made 30 recommendations for improving FOIA administration across the government. Check out their [dashboard](#), which provides descriptions of each recommendation, actions taken to fulfill each, and links to related material.

Visit <https://www.archives.gov/ogis> to learn more about the Office and find additional FOIA reports and resources.

U.S. Web Design System updates

The design system team conducted research in fall 2020 to help support emergency response efforts related to the COVID-19 pandemic. Visit <https://designsystem.digital.gov/next/> to read the report, learn what’s next, and get involved.

A key finding from the report is that it can be difficult for agencies to separate the specific challenges they face in adopting the U.S. Web Design System from the broader challenges they face in building or modernizing their web presence.

So the design system team hosted two workshops in spring 2021 to get more input from folks across government on this topic. Forty-eight individuals from 23 agencies attended the workshops, and we explored how we can scale digital service delivery in government.

The team started with a question to figure out our ideal state. They asked, “Where would we want to be on a spectrum of centralized to decentralized digital services — from decentralized with 10,000+ websites to centralized with only one website?” Overall, participants agreed we want to be more centralized than we are today, but there was quite a bit of spread in the amount of centralization.

Please help us continue this conversation! Talk with your teams about how we (as a community) can effectively scale digital service delivery. Also, tell us what new or updated resources you need and share case studies and other resources to publish on [digital.gov](#).

Ammie

Ammie Farraj Feijoo (she/her)

Technology Transformation Services
U.S. General Services Administration
202-394-3670 (m) | ammie.farrajfeijoo@gsa.gov

Subject: Sharing USAJOBS Announcement for a Web Designer and Content Manager for DOD's DISA (Fort Meade, MD)
From: "Burke, Jennifer" <Jennifer.Burke@SSS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Burke, Jennifer
Date: Mon, 28 Jun 2021 12:34:49 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (2066 bytes) , text/html (6 kB) , image001.png (6 kB) , image002.png (6 kB) , image003.png (6 kB) , image004.png (6 kB) , image005.png (6 kB) , image006.jpg (6 kB) , image007.png (6 kB) , image008.png (6 kB)

Good morning, All,

I am sharing a job announcement posted on USAJOBS for a former colleague. She is looking for a “Web Designer and Content Manager” for DoD’s Defense Information Systems Agency – Development and Business Center (Communications Branch) at Fort Meade, MD.

USAJOBS Announcement # CES – 11155987 – 21LWA :
<https://www.usajobs.gov/GetJob/ViewDetails/605817700>

It opens today, Monday, June 28, 2021.

You would be working with a great upcoming team!

V/r,

Jennifer Burke

*Public Affairs Specialist * Reasonable Accommodations Officer*
Public and Intergovernmental Affairs
Selective Service System I National Headquarters



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Subject: [Event with White House Digital Strategist tomorrow 11am - noon ET](#)
From: "Larrimore, Laura" <Laura.Larrimore@USPTO.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Larrimore, Laura
Date: Mon, 28 Jun 2021 15:24:13 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1748 bytes) , [text/html](#) (4 kB)

Cross-posting, for those who may not be part of the Social Media Community of Practice....

Are you signed up for “Digital Strategy at 1600 Pennsylvania Avenue: Q&A with Rob Flaherty, White House Director of Digital Strategy” tomorrow? Should be a fascinating discussion.

If you haven't signed up yet, do so here:

<https://digital.gov/event/2021/06/29/digital-strategy-at-1600-pennsylvania-avenue-qa-with-rob-flaherty-white-house-director-of-digital-strategy/>

If you have questions about digital strategy to suggest I ask as the moderator, please send them over via email to laura.larrimore@uspto.gov.

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

Laura Larrimore

Digital and Creative Services Branch Chief
Office of the Chief Communications Officer
United States Patent and Trademark Office

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Subject: 2021 IAAF: Request for Panel Participation
From: Interagency Accessibility Forum <iaaf@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Interagency Accessibility Forum
<iaaf@GSA.GOV>
Date: Tue, 29 Jun 2021 15:55:01 -0400
Content-Type: multipart/mixed
Parts/Attachments: text/plain (3118 bytes) , text/html (14 kB) , [BREAKOUT SPEAKER OPPORTUNITY FORM_IAAF 202107062021.pdf](#) (210 kB)

The Federal Chief Information Officer (CIO) Council Accessibility Community of Practice (ACOP) would like to solicit your recommendation for a breakout session that you and/or a panel would speak about at the upcoming *Interagency Accessibility Forum (IAAF)* on *October 12 - October 14, 2021*. We have preliminarily identified potential discussion tracks but welcome all ideas.

Each breakout session will be a 45-minute discussion on the speaker's area of expertise within accessibility and Section 508. We expect up to 800 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 7/6/2021 to iaaf@gsa.gov.

As a participant or panelist, you will be responsible for the following:

- Submitting a short biography and any accompanying slides for your brief by the given deadline
- Ensuring that your presentation is 508 compliant before submitting it to the IAAF Team
- Making sure that the device you will be using is properly configured to present
- You and/or team attending at least one of the dry run sessions prior to the event
- Promptly responding to any communications from the IAAF planning team

This year's IAAF theme is "**Accessibility: A Foundation for Inclusion, Diversity, and Equity**".

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 October and we look forward to hearing from you soon!

Respectfully,

Yvette Gibson

Chair, IAAF Planning Committee

Event Details

WHEN: *October 12 - October 14, 2021, 12:00 p.m. to 4:00 p.m.*

WHERE: Virtual

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

QUESTIONS: Contact us at iaaf@gsa.gov

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Inter-Agency Accessibility Forum

Accessibility: A Foundation for Inclusion, Diversity, and Equity

BREAKOUT SPEAKER OPPORTUNITY FORM

Submission Deadline: July 6, 2021; Please submit to: iaaf@gsa.gov

Completion of this form does not confirm you will be a breakout speaker at the forum. You will be contacted if your topic matter and expertise are a good match for the agenda. If you are approved, you will be sent all the pertinent registration and speaker information.

Please note that speaking opportunities are voluntary. You will not be paid or reimbursed for any travel/lodging. All presentations are in 45-minute increments.

NAME

Prefix

First

Middle

Last

JOB TITLE / POSITION

EMPLOYER

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone

Email

FOCUS AREA

(Please check the focus area that best describes the topic of your presentation)

- Lead Our Agencies toward Access! (Track – Management and Leadership)**
- Create Amazing Content and Wow Your Customers (Track – Content Creation, Customer Experience, and Innovation)**
- Buy and Manage Compliance - One Program at a Time (Track – Procurement and 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-Speaker Information

NAME

Prefix

First

Middle

Last

JOB TITLE / POSITION

EMPLOYER

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone

Email

Subject: [HELP WANTED: Web Community and Digital Services Manager \(GS-12\) at DHS HQ](#)
From: (b) (6), (b) (7)(C) @HQ.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Thu, 1 Jul 2021 15:50:55 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (8 kB) , [text/html](#) (7 kB) , [image001.jpg](#) (8 kB)

Morning all -

The Web Communications team at DHS Headquarters is looking for a Web Community and Digital Services Manager. The position is a GS-12 and is located in the Office of Public Affairs and DHS Headquarters (St. Elizabeths campus in DC).

This person will serve on my team and, in coordination with our Content Manager and Development Manager, will help run DHS.gov and our digital services portfolio. We use a distributed authorship model for DHS.gov... so this person will coordinate the efforts of over 100 subject matter experts across DHS

Subject: [Google Analytics: How to Measure Visitors to Drupal Categories/Taxonomy?](#)
From: "Taylor, Meagan (19HEF)" <Meagan.Taylor@VA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Taylor, Meagan (19HEF)
Date: Tue, 6 Jul 2021 18:26:34 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1670 bytes) , [text/html](#) (2904 bytes)

Hi all,

We have a Drupal 8 site. Our taxonomy includes several major program areas, and the number of users that visit content associated with any of these major programs is what I would like to track, in a segmented fashion (i.e. Program A has 1200 visitors this month, Program B had 1000, etc.). I cannot track this data using regex filters it won't give me the numbers I want. I encountered a few articles about custom dimensions for this type of thing but haven't found a good way forward yet on how to configure this with Drupal. We use Google Tag manager. Anyone do something similar with categories/taxonomy on a Drupal or WordPress site?

Best
Meagan Sedivy
Web Operations Manager
U.S. Department of Veterans Affairs
VHA Healthcare Environment and Facilities Programs
Enterprise Support Service

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Subject: [Re: Google Analytics: How to Measure Visitors to Drupal Categories/Taxonomy?](#)
From: David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, David Kaufmann - QQBB <david.kaufmann@GSA.GOV>
Date: Tue, 6 Jul 2021 15:24:09 -0400
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (70 kB) , [text/html](#) (5 kB) , [image.png](#) (70 kB)

Hi, Meagan.

Google Tag Manager is set up to grab information from a little data array that it creates in your code called the data layer. You can have your CMS and/or page templates put useful page metadata into this data layer and then easily use them in GTM. For example, you can use the values in custom dimensions that you send to Google Analytics so you can divide up your data in new ways you want. Or use them for triggers, etc, etc.

USA.gov does this. Here is some taxonomy info that our page template includes in the data layer. We use it

```
<script>
  dataLayer = [ {
    "pageType": "faq",
    "assetIDs": "213705, 214625, 35787, 21
    "TaxLevel1": "USA.gov",
    "TaxLevel2": "Benefits, Grants, Loans"
    "TaxLevel3": "Food Assistance",
    "TaxLevel4": "Food Assistance",
    "TaxLevel5": "Food Assistance",
    "TaxLevel6": "Food Assistance",
    "PageTermId": "10905",
    "TaxLevel2termID": "10722",
    "TaxLevel3termID": "10905"
  } ];
</script>
```



Subject: [Did We Miss It? 2021 IAAF: Request for Panel Participation](#)
From: Interagency Accessibility Forum <iaaf@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Interagency Accessibility Forum
<iaaf@GSA.GOV>
Date: Wed, 7 Jul 2021 12:00:15 -0400
Content-Type: multipart/mixed
Parts/Attachments: [text/plain](#) (3246 bytes) , [text/html](#) (15 kB) , [BREAKOUT SPEAKER OPPORTUNITY FORM_IAAF 202107162021.pdf](#) (208 kB)

Did we miss your submission? No worries. We want you included so here's the background information and the form is attached.

The Federal Chief Information Officer (CIO) Council Accessibility Community of Practice (ACOP) would like to solicit your recommendation for a breakout session that you and/or a panel would speak about at the upcoming *Interagency Accessibility Forum (IAAF)* on *October 12 - October 14, 2021*. This year's IAAF theme is "**Accessibility: A Foundation for Inclusion, Diversity, and Equity**". We have preliminarily identified potential discussion tracks but welcome all ideas.

Each breakout session will be a 45-minute discussion on the speaker's area of expertise within accessibility and Section 508. We expect up to 800 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 7/16/2021 to iaaf@gsa.gov.

As a participant or panelist, you will be responsible for the following:

- Submitting a short biography and any accompanying slides for your brief by the given deadline
- Ensuring that your presentation is 508 compliant before submitting it to the IAAF Team
- Making sure that the device you will be using is properly configured to present
- You and/or team attending at least one of the dry run sessions prior to the event
- Promptly responding to any communications from the IAAF planning team

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 October and we look forward to hearing from you soon!

Respectfully,

Yvette Gibson

Chair, IAAF Planning Committee

Event Details

WHEN: *October 12 - October 14, 2021, 12:00 p.m. to 4:00 p.m.*

WHERE: Virtual

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

QUESTIONS: Contact us at iaaf@gsa.gov

Inter-Agency Accessibility Forum

Accessibility: A Foundation for Inclusion, Diversity, and Equity

BREAKOUT SPEAKER OPPORTUNITY FORM

Submission Deadline: July 16, 2021; Please submit to: iaaf@gsa.gov

Completion of this form does not confirm you will be a breakout speaker at the forum. You will be contacted if your topic matter and expertise are a good match for the agenda. If you are approved, you will be sent all the pertinent registration and speaker information.

Please note that speaking opportunities are voluntary. You will not be paid or reimbursed for any travel/lodging. All presentations are in 45-minute increments.

NAME

Prefix

First

Middle

Last

JOB TITLE / POSITION

EMPLOYER

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone

Email

FOCUS AREA

(Please check the focus area that best describes the topic of your presentation)

- Lead Our Agencies toward Access! (Track – Management and Leadership)**
- Create Amazing Content and Wow Your Customers (Track – Content Creation, Customer Experience, and Innovation)**
- Buy and Manage Compliance - One Program at a Time (Track – Procurement and 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-Speaker Information

NAME

Prefix

First

Middle

Last

JOB TITLE / POSITION

EMPLOYER

GRADE/RANK/CNTR

CONTACT INFORMATION

Phone

Email

Subject: Website SOP (UNCLASSIFIED)
From: "(b) (6)" USARMY MEDCOM APHC (USA)"
<(b) (6)@MAIL.MIL>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6) USARMY MEDCOM APHC (USA) (b) (6)@MAIL.MIL>
Date: Thu, 8 Jul 2021 10:54:58 +0000
Content-Type: multipart/alternative
Parts/Attachments: text/plain (1343 bytes) , text/html (4029 bytes)

CLASSIFICATION: UNCLASSIFIED

Good morning,

I am updating a website Standard Operating Procedures (SOP) for the U.S. Army Public Health Center. Would you mind sharing some examples of the SOPs you have created for website content management at your organization?

Respectfully,

(b) (6)

Health Communication Science | Army Public Health Center
8252 Blackhawk Rd
Aberdeen Proving Ground, MD 21010

(b) (6)@mail.mil

CLASSIFICATION: UNCLASSIFIED

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Subject: [FYI - OPM Lunch & Learn: Aspiring to the SES](#)
From: Bridget Serchak <BSerchak@VOANEWS.COM>
Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Bridget Serchak
Reply To: <BSerchak@VOANEWS.COM>
Date: Thu, 8 Jul 2021 17:35:59 +0000
Content-Type: multipart/related
[text/plain](#) (6 kB) , [text/html](#) (31 kB) , [image009.png](#) (31 kB) ,
Parts/Attachments: [image001.png](#) (12 kB) , [image004.jpg](#) (21 kB) , [image006.png](#) (5 kB) ,
[image008.png](#) (5 kB) , [image010.png](#) (5 kB)





Subject: [Digital Meets Culture: Getting Your Culture in Line With Your Digital Strategy](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Fri, 9 Jul 2021 15:00:10 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1870 bytes) , [text/html](#) (6 kB)

Web Managers,

Join us **Thursday, July 15, 2021 2:00 PM – 3:00 PM ET** for a discussion with panelists from the Lab at OPM, National Institutes of Health, Navy Bureau of Medicine and Surgery, and Presidential Innovation Fellows.

The panel will discuss how to align culture and digital strategy to build better digital services.

Register: <https://digital.gov/event/2021/07/15/digital-meets-culture-getting-your-culture-in-line-with-your-digital-strategy/>

--

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U.S. General Services Administration

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Subject: [Digital Meets Culture: Getting Your Culture in Line With Your Digital Strategy](#)
From: Digital Gov <digitalgov@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Digital Gov <digitalgov@GSA.GOV>
Date: Wed, 14 Jul 2021 10:27:54 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1868 bytes) , [text/html](#) (8 kB)

Web Managers,

Join us **tomorrow, July 15, 2021 2:00 PM – 3:00 PM ET** for a discussion with panelists from the Lab at OPM, National Institutes of Health, Navy Bureau of Medicine and Surgery, and Presidential Innovation Fellows.

The panel will discuss how to align culture and digital strategy to build better digital services.

Register: <https://digital.gov/event/2021/07/15/digital-meets-culture-getting-your-culture-in-line-with-your-digital-strategy/>

--

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Subject: [Federal Regulation Citation Links](#)
From: "Robinson, Toni" <Toni.Robinson@MSPB.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Robinson, Toni
Date: Wed, 14 Jul 2021 15:55:09 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1318 bytes) , [text/html](#) (2308 bytes)

Hello all,

I'm hoping I can get some feedback on how other agencies are handling link citations to their own federal regulations. I've seen some that use <https://www.ecfr.gov/>, others that use <https://www.govinfo.gov/> and all kinds of other options. Rather than maintaining our own copies, it seems more beneficial to users to link to a more robust Federal centralized source. Any suggestions appreciated!

Thanks, and best regards!

Toni Robinson

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Subject: [Six Things We Learned From This Year's NCPW Twitter Chats - USAGov Blog](#)
From: Nancy Tyler <nancy.tyler@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Nancy Tyler <nancy.tyler@GSA.GOV>
Date: Wed, 14 Jul 2021 14:13:41 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1829 bytes) , [text/html](#) (4 kB)

Hi Content Managers!

We're big fans of Twitter chats at USA.gov. And when FTC and SSA asked us to help them spread the word about National Consumer Protection Week this past spring, we knew it was a great opportunity to round up the experts and start tweeting.

In the latest [USAGov Blog post](#), we're sharing some best practices and lessons learned from this year's NCPW English and Spanish Twitter chats.

We love partnering with federal agencies to reach people with the important information and services they need. [Learn how USA.gov can help your program.](#)

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

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7/29/2021

Subject: [Re: \[EXTERNAL\] Federal Regulation Citation Links](#)
From: "Mcharg, Shannon M" <shannon.mcharg@ONRR.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Mcharg, Shannon M
Date: Wed, 14 Jul 2021 18:32:58 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (8 kB)

Hi Toni,

We recently swapped out our own pdfs with links to federalregister.gov. Here's a page with several examples: https://www.onrr.gov/Laws_R_D/FRNotices/AD04.htm

Final Rule RIN 1010-AD04

This rule amends the existing rule governing valuation for royalty purposes of crude oil produced from Federal leases. These changes refine several technical aspects of this rule relating to which published market prices are most appropriate to value crude oil not sold at arm's length and what transportation deductions is allowed.

www.onrr.gov

We do still have a handful of pdfs for regulations that were too old to find elsewhere.

Shannon

From: owner-content-managers-l@listserv.gsa.gov <owner-content-managers-l@listserv.gsa.gov> on behalf of Robinson, Toni <0000058dfef644fa-dmarc-request@LISTSERV.GSA.GOV>
Sent: Wednesday, July 14, 2021 11:55 AM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>
Subject: [EXTERNAL] Federal Regulation Citation Links

This email has been received from outside of DOI - Use caution before clicking on links, opening attachments, or responding.

Hello all,

I'm hoping I can get some feedback on how other agencies are handling link citations to their own federal regulations. I've seen some that use <https://www.ecfr.gov/>, others that use <https://www.govinfo.gov/> and all kinds of other options. Rather than maintaining our own copies, it seems more beneficial to users to link to a more robust Federal centralized source. Any suggestions appreciated!

Thanks, and best regards!

Toni Robinson

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Subject: [Federal Regulation Citation Links](#)
From: Katherine Spivey - ZC <katherine.spivey@GSA.GOV>
Content Managers List <CONTENT-MANAGERS-
Reply To: L@LISTSERV.GSA.GOV>, Katherine Spivey - ZC
<katherine.spivey@GSA.GOV>
Date: Tue, 20 Jul 2021 11:58:45 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2852 bytes) , [text/html](#) (4 kB)

Hope I'm not too late to the party with this:

The official, signed pdf version of the [annual CFR](#) (updated and published once a year) is available at GPO's GovInfo.gov. The official pdf version matches the official print version. Agencies can link to a section, subpart, part, or volume (which could also be a title) of a specific, static instance of the CFR. Select titles from 1996 are available and all titles 1997 through 2020 are currently available. Because of printing delays stemming from COVID, no 2021 volumes are yet available. Titles 1-16 are revised as of January 1; titles 17-27 are revised as of April 1; titles 28-41 are revised as of July 1; and titles 42-50 are revised as of October 1.

The eCFR (original version at www.ecfr.gov) is not designated as an official version so is not recognized by judicial notice; however it is the authorized daily version of the CFR, built from the same XML source files that create the official CFR versions. It is updated each Federal business day and includes regulations with an effective date of 2 business-days before the current one. In the original version, agencies can link to parts and sections (although the links are not necessarily stable and are not intuitive or user-friendly). The beta eCFR (currently at ecfr.federalregister.gov), provides stable links down to the paragraph level and up to the part level. Agencies can link to a specific date (back to January 2017) or can link to the current provision, which will automatically update to reflect the most-current version of that provision.

The Office of the Federal Register is planning to replace the original eCFR with the beta eCFR by the end of August 2021. (The beta eCFR also offers improved formatting, automatically hyperlinked cross-references, and redline comparison, among other features. And, you can log into My CFR with your My FR account.)

Katherine Spivey
Senior Communications Specialist
Office of Strategic Communications

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Subject: [Alternative to Internet Quorum \(IQ\)](#)
From: (b) (6), (b) (7)(C) @HQ.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Wed, 21 Jul 2021 18:01:53 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (4 kB) , [text/html](#) (7 kB) , [image001.png](#) (4 kB)

Hi everyone,

We are conducting market research into alternatives for Internet Quorum which we use to process requests to/from the White House. Does anyone use an alternative that they would recommend as a replacement?

Thank you!

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

(she/her)

System Owner of Web Content Management as a Service & Enterprise Content Delivery as a Service

Enterprise Platform Software and Services Branch

Platforms and Solutions Division | Solutions Development Directorate (SDD)

Department of Homeland Security | Office of the Chief Information Officer (OCIO)

(o) (b) (6), (b) (7)(C) | (m) (b) (6), (b) (7)(C) hq.dhs.gov Room 4629-88

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Subject: Re: Alternative to Internet Quorum (IQ)
From: (b) (6) @IOWA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, (b) (6)
Date: Wed, 21 Jul 2021 13:24:36 -0500
Content-Type: multipart/related
Parts/Attachments: text/plain (4 kB) , text/html (10 kB) , image001.png (4 kB)

We would be interested in hearing about alternatives as well.

On Wed, Jul 21, 2021 at 1:11 PM (b) (6), (b) (7)(C) <00000c0d3fab2012-dmarc-request@listserv.gsa.gov> wrote:

Hi everyone,

We are conducting market research into alternatives for Internet Quorum which we use to process requests to/from the White House. Does anyone use an alternative that they would recommend as a replacement?

Thank you!

(b) (6), (b) (7)(C)
[Redacted signature block]

she/her)

System Owner of Web Content Management as a Service & Enterprise Content Delivery as a Service

Enterprise Platform Software and Services Branch

Platforms and Solutions Division | Solutions Development Directorate (SDD)

Department of Homeland Security | Office of the Chief Information Officer (OCIO)

(o) (b) (6), (b) (7)(C) | (m) (b) (6), (b) (7)(C) @hq.dhs.gov Room 4629-88

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7/29/2021

Services (L I S) within the General Services Administration (GSA). GSA is a federal agency subject to the Freedom of Information Act (FOIA) and must comply with requests for records made under FOIA. As a result, all communications made on this Communities of Practice LISTSERV are subject to release under FOIA.

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<https://digital.gov/communities/manage-your-subscription/>

--



(b) (6)

Pronouns: She/Her/Hers

eGovernment Services Coordinator

200 E. Grand Avenue | Des Moines, IA 50309

(b) (6)

ocio.iowa.gov



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Subject: [Section 504 compliance guidance for government websites](#)
From: (b) (6), (b) (7)(C) @FEMA.DHS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-
L@LISTSERV.GSA.GOV>, (b) (6), (b) (7)(C)
Date: Wed, 21 Jul 2021 18:58:18 +0000
Content-Type: multipart/related
Parts/Attachments: [text/plain](#) (5 kB) , [text/html](#) (4 kB) , [image002.jpg](#) (5 kB)

Hello content managers,

What guidance do you have for Section 504 compliance for your government websites? Do you include 504 compliance requirements in contract for web work in addition to Section 508? Do you prioritize some assets versus others, if so, what are your criteria?

Do you have any best practices examples that you can share?

We have a lot of PDF publications, some of which are printed on demand, and we're trying to evaluate the

Subject: Re: [EXTERNAL] [CONTENT-MANAGERS-L] Section 504 compliance guidance for government websites
From: "Murphey, Michelle L - Washington, DC" <MLMurphey@USPIS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Murphey, Michelle L - Washington, DC
Date: Wed, 21 Jul 2021 19:02:39 +0000
Content-Type: multipart/related
Parts/Attachments: text/plain (5 kB) , text/html (9 kB) , image001.jpg (5 kB)

Hello –

This is a good place to start:
<https://accessibility.gov/>

Michelle Murphey
Web Communications Specialist, CGS
United States Postal Inspection Service, NHQ
Washington, DC
Tel: 202.697.1810

From: Content Managers <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV> **On Behalf Of** [REDACTED]

[REDACTED] wednesday, July 21, 2021 2:58 PM
To: CONTENT-MANAGERS-L@LISTSERV.GSA.GOV
Subject: [EXTERNAL] [CONTENT-MANAGERS-L] Section 504 compliance guidance for government websites

CAUTION: This email originated from outside USPS. **STOP and CONSIDER** before responding, clicking on links, or opening attachments.

Hello content managers,

What guidance do you have for Section 504 compliance for your government websites? Do you include 504 compliance requirements in contract for web work in addition to Section 508? Do you prioritize some assets versus others, if so, what are your criteria?

Do you have any best practices examples that you can share?

We have a lot of PDF publications, some of which are printed on demand, and we're trying to evaluate the impact of this as we anyway revamp them.

Thank you!

[REDACTED]

Digital Insurance Communications Specialist
Marketing & Outreach | Federal Insurance | Federal Insurance and Mitigation Administration

[REDACTED]

[REDACTED] [@fema.dhs.gov](mailto:[REDACTED]@fema.dhs.gov)

Federal Emergency Management Agency
[FEMA.GOV](https://www.fema.gov)





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For help with this listserv, to manage your settings, or to view list archives, visit: <https://digital.gov/communities/manage-your-subscription/>

Subject: [AUGUST 4, 2021 Accessibility Community Meeting \(ACM\)](#)
From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Thu, 22 Jul 2021 18:10:28 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2566 bytes) , [text/html](#) (10 kB)

Greetings,

The next IT Accessibility Community Meeting will be held virtually on **Wednesday, August 4th, 2021**. Our theme, “Moving Forward: Leaving No One Behind,” continues to focus on reconnecting our broader accessibility community and looking at the path ahead.

Too many people see accessibility as a roadblock to avoid or a hurdle to get over. Come hear part two of how a leader with no accessibility experience became a ‘508 Evangelist’ and began fundamentally changing how an organization thought about and approached accessibility. Discussion points of the session include:

- Link & Leverage: Harnessing the Power of Maturity Models
- Build a Foundation: Completing a “Get to Measured” Project
- Change the Narrative: Taking a Phased Approach to Metrics & Measures
- Enforcement Is NOT the Answer: Training, Skill Building, and Empowerment

Event Details

WHEN: August 4, 2021; 1:00 - 3:00 pm EST

WHERE: Virtual [See the link below]

WHO: Anyone involved in Section 508 or interested in accessibility issues

REGISTRATION

To participate, please click on this registration [link](#). Registration is now open!

This meeting will be supported by Zoom for Government (FedRAMP certified).

Please feel free to attend via your personal device.

**Note: You must join the meeting using your first and last name (inclusion of agency affiliation is optional). Nicknames and phone numbers will not be given access.*

--

Government-wide IT Accessibility Program
General Services Administration
Office of Government-wide Policy
Section508.gov

*Please allow 3 business days to receive a response from the Accessibility Team.

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Subject: [July 2021 highlights from the Federal Web Council](#)
From: "Ammie Farraj Feijoo (she/her)" <ammie.farrajfeijoo@GSA.GOV>
Reply To: ammie.farrajfeijoo@gsa.gov
Date: Fri, 23 Jul 2021 12:28:48 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (3601 bytes) , [text/html](#) (14 kB)

The [Federal Web Council](#), an interagency group of digital and web directors, collaborates across agencies to improve federal digital services. Below are highlights from the Council's July 15, 2021, meeting.

New communities

There are two new Digital.gov communities. Consider joining!

- [Innovation adoption](#) - A community of federal government employees who support each other as we learn, share, and adopt innovative approaches and new ways of working within our organizations.
- [Web analytics and optimization](#) - A community of federal government employees and contractors who use data to improve the public's interaction with federal sites.

Updated FOIA content

The Council updated the FOIA content on Digital.gov's [Checklist of Requirements for Federal Websites and Digital Services](#) based on NARA feedback.

U.S. Web Design System updates

The U.S. Web Design System team recently released [version 2.12](#).

- [Pagination](#) - A new design system component. It serves as a navigation tool for content, helping users move between numbered pages to find information.
- [Page templates](#) - Added Spanish-language versions of the 404 and authentication pages.
- [Links](#) - Updated guidance on how to clearly identify external links and provide required notification for non-federal external links, addressing two key aspects.
 - Notification - Employ a clear, consistent, user-friendly approach for all external links whether government or non-government links.
 - Non-endorsement - Add language to a policy and notices page on your site to explain to users that the agency does not endorse the information on any linked non-federal site.

Do you have a best practice for external links? Please share a one-paragraph summary of the solution your agency uses to indicate external links with Council Co-Chair, Rachel Flagg (rachel.flagg@gsa.gov). Include a link to a page on your site that demonstrates the solution. Rachel will compile and share back with the community.

Ammie

Ammie Farraj Feijoo (she/her)
Technology Transformation Services
U.S. General Services Administration
202-394-3670 (m) | ammie.farrajfeijoo@gsa.gov

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Subject: Updated invitation: Web Managers Community Huddle on DEI&A @ Wed Aug 4, 2021 2pm - 3pm (EDT) (content-managers-l@listserv.gsa.gov)

From: Ammie Farraj Feijoo <ammie.farrajfeijoo@GSA.GOV>

Reply To: ammie.farrajfeijoo@gsa.gov

Date: Mon, 26 Jul 2021 19:02:05 +0000

Content-Type: multipart/mixed

Parts/Attachments: [text/plain](#) (3775 bytes) , [text/html](#) (13 kB) , [text/calendar](#) (13 kB) , [invite.ics](#) (13 kB)

This event has been changed.

Web Managers Community Huddle on DEI&A

When Wed Aug 4, 2021 2pm – 3pm Eastern Time - New York

Where (b) (6)

Calendar content-managers-l@listserv.gsa.gov

Who (Guest list has been hidden at organizer's request)

Changed: [more details »](#)

Join us for the latest Web Managers Community Huddle, an informational meeting for open and organic information exchange.

(b) (6)

Last month, President Biden signed an [executive order](#) on diversity, equity, inclusion, and accessibility (DEI&A) in the federal workforce.

Tori Garten, Web Manager Community of Practice Co-Lead, will facilitate a conversation on this topic. And **Aileen McGraw**, TTS Diversity Guild Co-Lead, and **Greg Walker**, 18F DEI Rep for Engineering, will join us as well.

Please accept this invitation to join the huddle, and let me know if you need any accommodations to participate in this meeting fully.

Ammie

More details on how to join

Live captioning

(b) (6)

Join ZoomGov Meeting

(b) (6)

Meeting ID: (b) (6)

Passcode: (b) (6)

One tap mobile

(b) (6)

Dial by your location

(b) (6)

(b) (6) US Toll-free

Find your local number: (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://calendar.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](#).

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Subject: [List archives & 2-factor authentication](#)
From: "Francine Krasowska (CENSUS/CNMP FED)"
<Francine.Krasowska@CENSUS.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Francine Krasowska (CENSUS/CNMP FED)
<Francine.Krasowska@CENSUS.GOV>
Date: Tue, 27 Jul 2021 16:09:00 +0000
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (1339 bytes) , [text/html](#) (3757 bytes)

Hi. Could a sysadmin or list manager pls. contact me about how to get into the archives for this list? I am running into some problems with my account. Thanks in advance.

Francine Krasowska, Customer Experience Analyst
Center for New Media & Promotion
U.S. Census Bureau
O: 301.763.9272 | M: (b) (6)
adcom.analytics.support@census.gov
[census.gov](https://www.census.gov) | [@uscensusbureau](https://twitter.com/uscensusbureau)

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From: Section 508 <Section.508@GSA.GOV>
Reply To: Content Managers List <CONTENT-MANAGERS-L@LISTSERV.GSA.GOV>, Section 508 <Section.508@GSA.GOV>
Date: Wed, 28 Jul 2021 13:37:07 -0400
Content-Type: multipart/alternative
Parts/Attachments: [text/plain](#) (2621 bytes) , [text/html](#) (9 kB)

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