Content Managers' Meeting

August 13, 2026

Web Content Team
Division of Information Technology

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August 13, 2026 - Agenda

- Qualtrics Update
- Accessibility Assistance Requests
- Feature Updates and How Tos
  - Headings in an FAQ List
  - New Acquia Optimize Accessibility Checks
  - Shutterstock License Update
- Training Opportunities in August
- Housekeeping Reminders
- Questions and Comments

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Qualtrics CX & DX Updates

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Resource

Understanding Qualtrics DX

DX Dashboards

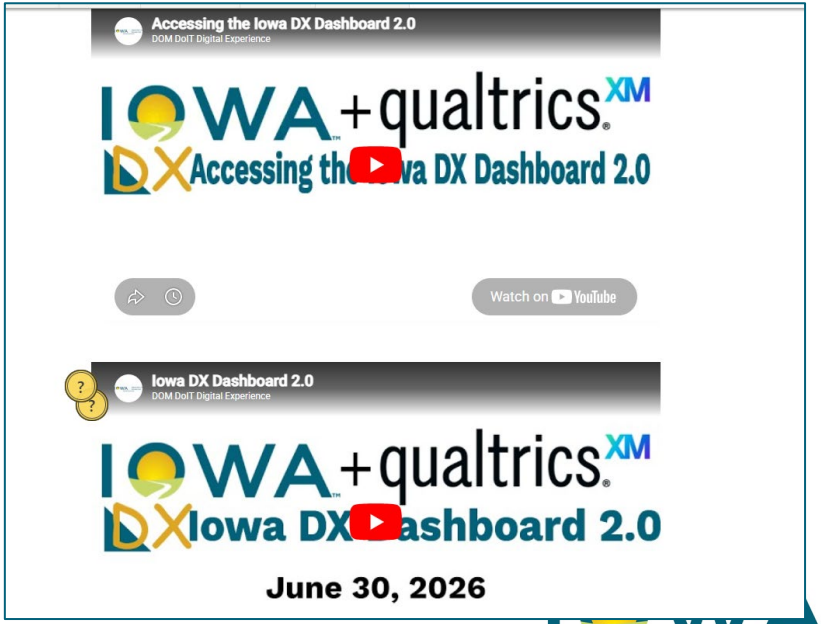
We've continued to improve the Qualtrics DX experience, and you may have noticed a new dashboard in your Qualtrics account. With the updates Qualtrics has made to both the backend infrastructure and the front-end interface, you now have access to the new and improved **Iowa DX Dashboard 2.0**. Both the Iowa Digital Experience Analytics Dashboard and the Iowa Online Feedback Dashboard are no longer accessible as of July 1, 2026.

To find and use the new Iowa DX Dashboard 2.0, please follow the written instructions and video tutorial below.

To find:

- Log in to **Qualtrics**
- Click the **menu icon** (the three horizontal lines, also known as the **hamburger** icon)
- Select **Projects**
- Select **Dashboard (Shared)**
- Locate **Iowa DX Dashboard 2.0**

Understanding Qualtrics DX - DX Dashboards



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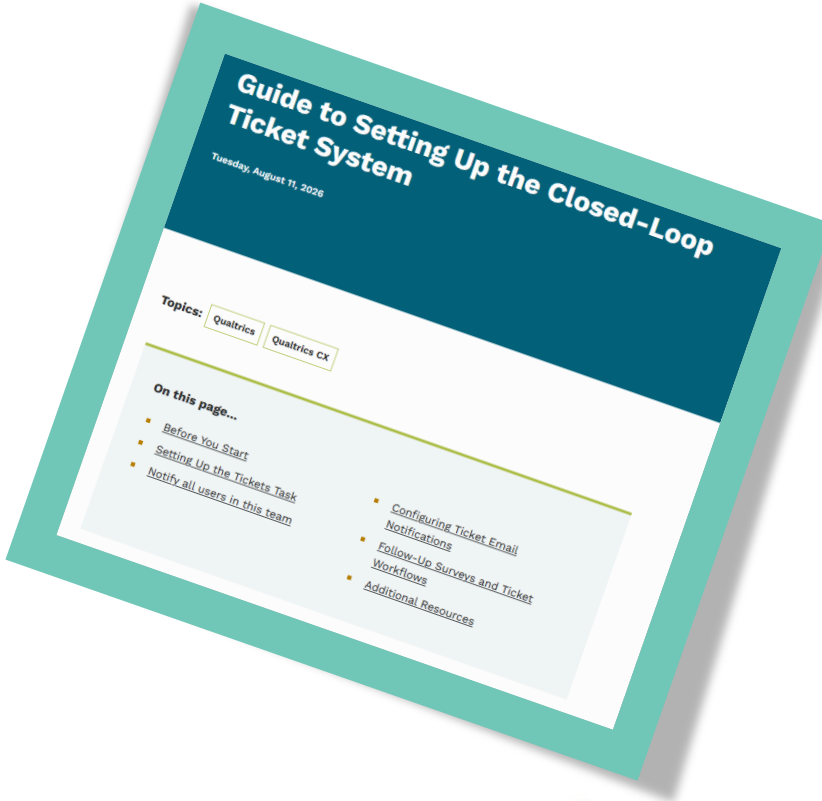
Guide to Setting Up the Closed-Loop Ticket System

- This guide walks agency staff through setting up the Tickets Task for the first time, covering key fields, naming conventions, and email notifications.
  - [Guide to Setting Up the Closed-Loop Ticket System]



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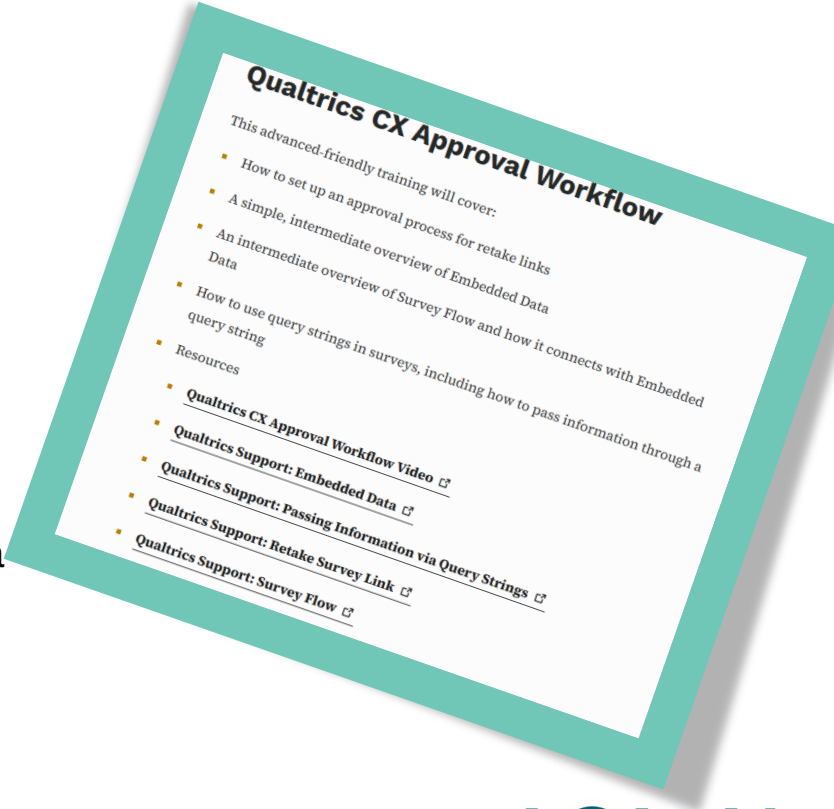
On-Demand: Your Training, Your Time

Qualtrics CX Approval Workflow

- This advanced-friendly training will cover:
- How to set up an approval process for retake links
- A simple, intermediate overview of Embedded Data
- An intermediate overview of Survey Flow and how it connects with Embedded Data
- How to use query strings in surveys, including how to pass information through a query string
    - [Qualtrics CX Approval Workflow]



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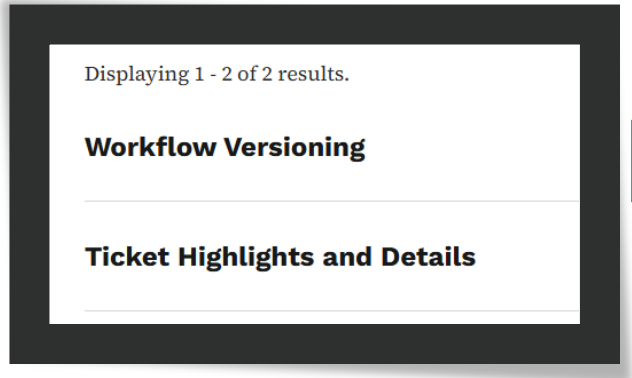
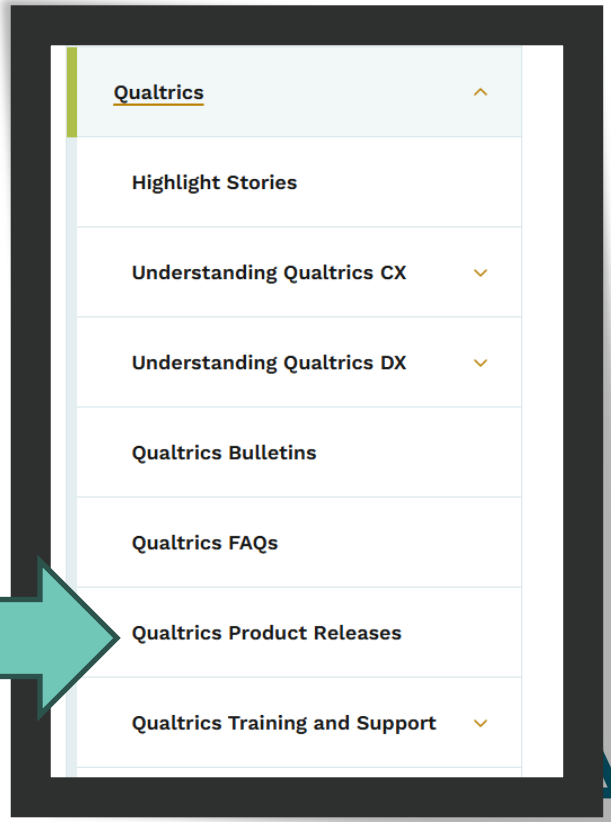
Qualtrics Product Release

We're excited about this month's new Qualtrics features. We also launched a new page to highlight current and upcoming releases. Check it out to see what's coming next.





Workflow Versioning

To learn how to create version snapshots, view your revision history, and restore past versions, check out the official documentation:

- [Workflow Versioning]

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Ticket Highlights and Details

To learn how to set up custom data sections, headers, and top three highlights, explore the official documentation:

- [Ticket Highlights and Details]

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Follow-Up Page Filtering

To learn more about the follow-up page and the new filter options, including Project, Teams and Groups, Metrics, Status, and Priority, that control which metrics and tickets are displayed, please review the official documentation:

- **Follow-Up Page Filtering**

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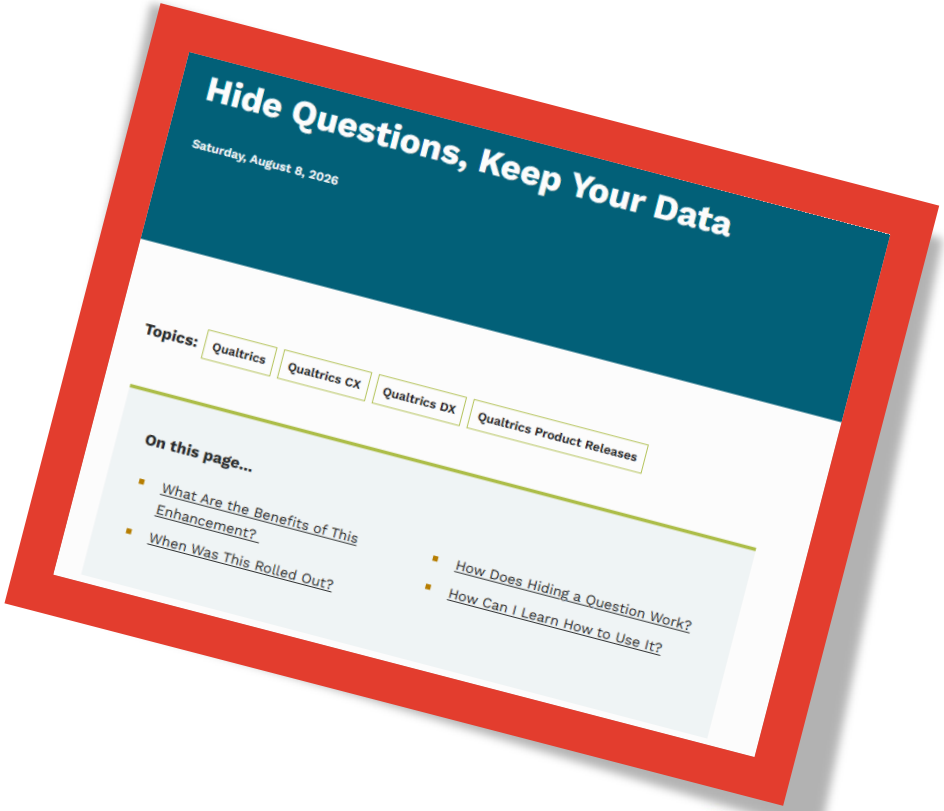
Hide Questions, Keep Your Data

To learn more about the hide-question feature and why it is safer than deleting a question for maintaining the integrity of your data, please review the official documentation:

- **Hide Questions, Keep Your Data**



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ExpertReview Icons and Categorizations

To learn more about the new icons and categorizations, please review the official docu mentation:

ExpertReview Icons and Categorizations.

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Bi-Weekly Office Hours

Join us **Tuesday** and **Thursday**

Qualtrics Office Hours

- Day: Tuesday
- Date Range: November 4, 2025 - June 30, 2026
  - Excluding holidays
- Time: 10:00 - 10:30 a.m.
- Format: Virtual session hosted via Microsoft Teams
  - **Joining Information:**
  - **Join now**
  - ID: 285 498 811 581 5
  - Passcode: nv6Yd69z
- Office Hours will not be recorded.

Qualtrics Office Hours

- Day: Thursday
- Date Range: November 6, 2025 - June 30, 2026
  - Excluding holidays
- Time: 1:00 - 1:30 p.m.
- Format: Virtual session hosted via Microsoft Teams
  - **Joining Information:**
  - **Join now**
  - ID: 285 498 811 581 5
  - Passcode: nv6Yd69z
- Office Hours will not be recorded.

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Tuesday with Qualtrics: New Release Spotlight

Join our monthly training session to go over new product releases - **Tuesday (2nd Tuesday of the Month)**

- September 8, 2026
- October 13, 2026
- November 10, 2026
- December 8, 2026

Tuesdays with Qualtrics: New Release Spotlight

- Day: Tuesday (2nd Tuesday of each month)
- Date Range: September 8, 2026 - December 29, 2026
  - Excluding holidays
- Time: 10:00 - 10:30 a.m.
- Format: Virtual session hosted via Microsoft Teams
  - The demonstration portion of this session will be recorded for training purposes
  - **Joining Information:**
  - **Join now**
  - ID: 285 498 811 581 5
  - Passcode: nv6Yd69z

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Accessibility Assistance Requests

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Accessibility Assistance Requests in Qualtrics

Accessibility Assistance Requests have transitioned from being sent to the DX Team to going automatically to the closed-loop ticketing system in Qualtrics. Agencies have assigned their Accessibility Points of Contact. Those Points of Contact can now log in to Qualtrics to manage their Accessibility Assistance requests.

The requests can be responded to directly from the ticket in Qualtrics and will be automatically tracked. A PDF can be created and sent to another person in your agency if the request is other than accessibility-related.

For resources and training videos visit Accessibility Assistance Requests on the DX Training website.

Please respond to your Accessibility Assistance Request tickets.

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Feature Updates and How Tos

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Reminder: Name Change for govDelivery

The product known as govDelivery has been renamed **Granicus Communications**. There will be no changes to functionality. All features, capabilities, and workflows will remain exactly the same.

There is no action required on your part. Your access, login credentials, and day-to-day operations will not be impacted.

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Shutterstock License Update

Shutterstock licensing for new images ended June 30, 2026. All previous downloads are fine to use.

Images that were previously purchased from Shutterstock, purchased from a local photographer, or identified as available under creative commons are available for agencies in the shared DX Photo Gallery Google drive. They are organized by topic.

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Headings in an FAQ List

FAQ List pages now support **sections with H2 headings**, so you can group Q&As inside a **single** page. No character limits and no limit on how many Q&As you can add. Existing FAQ Lists are not affected.

How to use it

- Edit or create an **FAQ List** page.
- On the **first Q&A of each group**, fill in the new **Section heading** field.
- Leave **Section heading** empty on the other Q&As of that same group.
- To start a new group, fill **Section heading** again on the next Q&A.
- Save. Each heading shows as an H2 above its group of questions.

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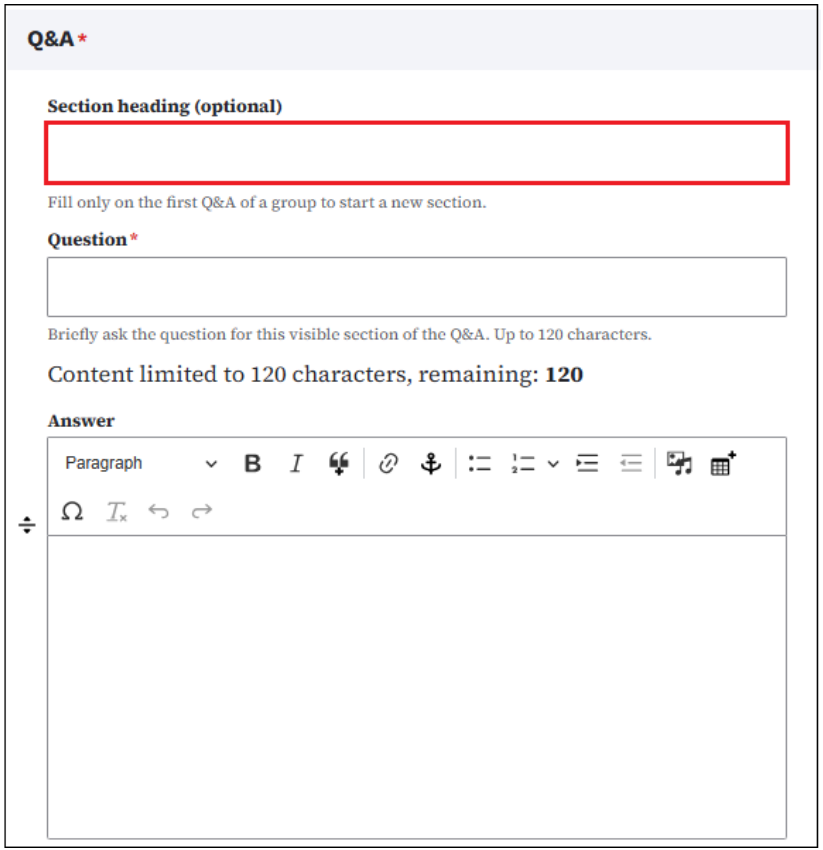
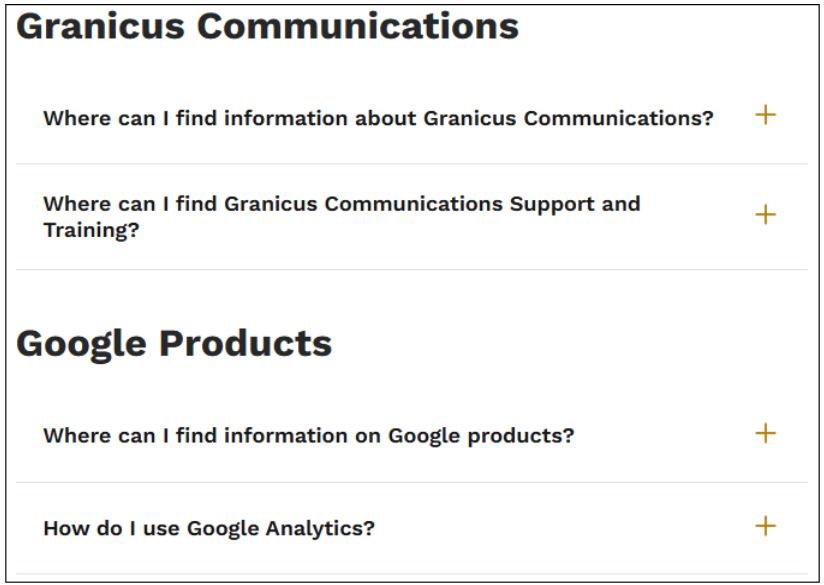
Headings in an FAQ List





Creating an FAQ List | Digital Experience

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How To: Clear Quality Assurance Checks in Acquia Optimize

Potential Misspellings

If your Acquia Optimize website scan shows potential misspellings listed on the Quality Assurance page, select **Potential misspellings**. You'll be taken to a second page that lists those potential misspellings, listing how many pages the misspelling appears on, and an **Action** dropdown list of the actions you can take. Many times titles, programs, and names are flagged. After reviewing the word that's been flagged, you can **Add to dictionary** so it doesn't get flagged again or fix it on each page listed and choose **Mark as fixed**. You can choose **Ignore misspelling** for proper nouns or names that are marked as misspellings when they are not.

The difference between **Mark as fixed** and **Ignore misspelling** is that issues marked as **Fixed** are still included in future scans and can be flagged again if the error persists. Issues that are set to **Ignore** are permanently omitted from future scans and compliance scores.

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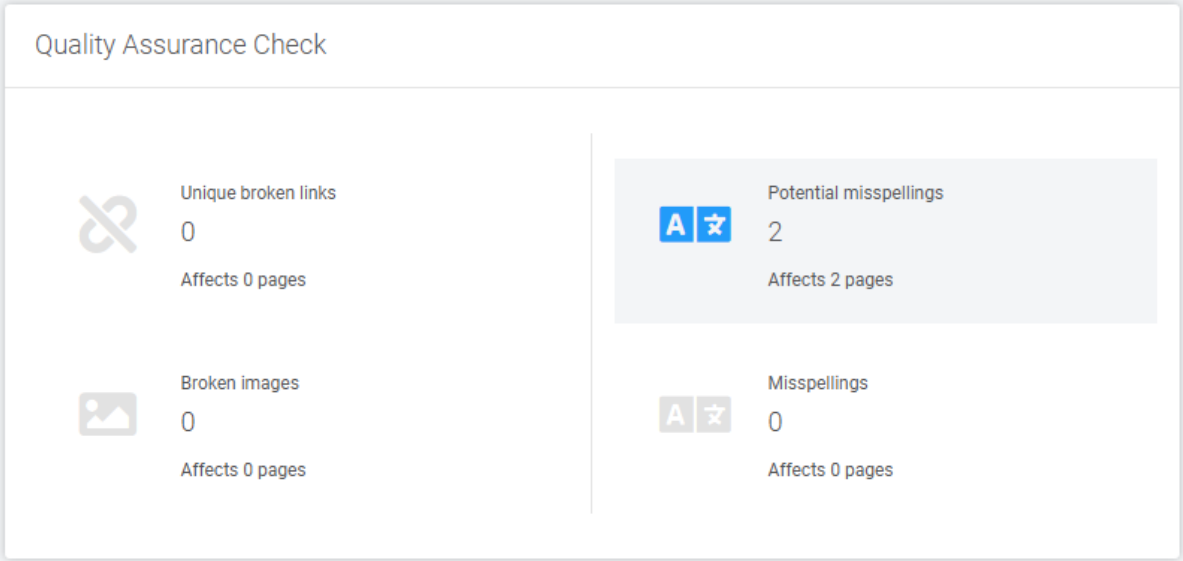
How To: Clear Quality Assurance Checks in Acquia Optimize

Potential Misspellings



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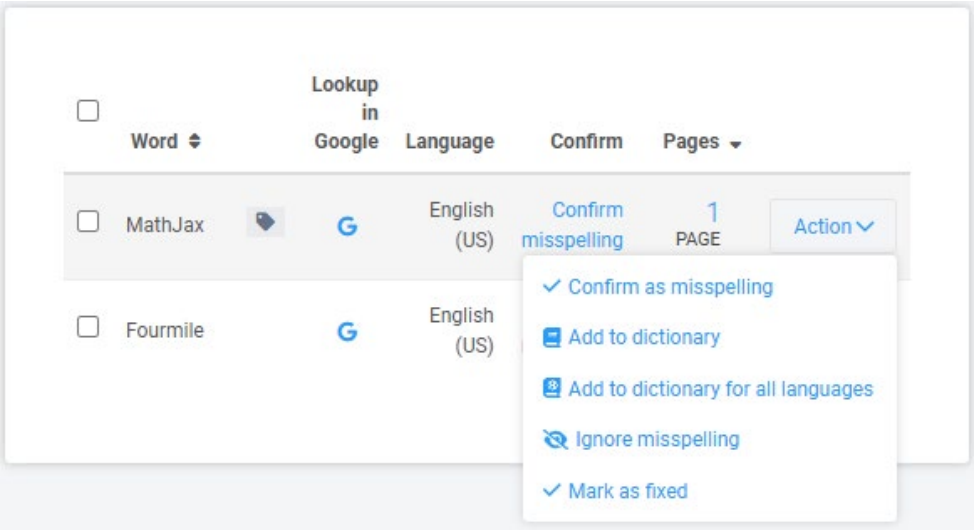
How To: Clear Quality Assurance Checks in Acquia Optimize

Potential Misspellings



[Learn more about Acquia Optimize on the DX Training website.]

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How To: New Accessibility Notifications in Acquia Optimize

You may notice some new accessibility notifications in your Acquia Optimize.

- Is a cognitive function test required for authentication?
- Are all focusable elements at least partially visible when focused?
- Does functionality requiring dragging movements have a proper alternative?
- Are p elements used as headers?

Learn what these mean and how to handle them **on the DX Training website.**

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Acquia Optimize Resource

Our team has documentation available on the [DX Training Acquia Optimize page](#).

This documentation will help you better understand how Acquia can be used to improve the Accessibility and Quality Assurance Scores of your website.

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Housekeeping and Reminders

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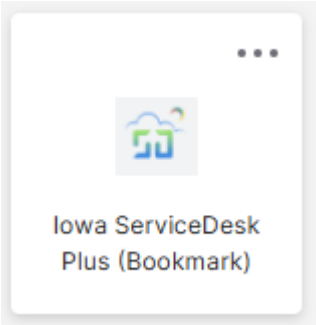
ServiceDesk Plus Tickets

Need help or think you've found a bug? Submit a ticket throughServiceDesk Plus**ServiceDesk Plus** for DOM DoIT Digital Experience(DX) & Digital Services – note the name change. **Please submit a ticket rather than emailing or otherwise contacting the DX team.** By using ServiceDesk Plus we can better track tickets as a team and have the solutions available as future resources for all DX team members. **Please be sure to respond to your technician when contacted for follow up.**



- **Submit tickets for -**
  - Bug reports
  - Enhancement requests
  - New user requests
  - Training needs
  - Requests and questions
- **The why -**
  - Ensure better service
  - Provide better oversight
  - Offer opportunities for knowledge sharing

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DX YouTube Channel

These training videos are available on YouTube and linked from the DX Training website within the content pages.

Subscribe: Digital Experience Channel

Playlists:

- MSF&W Accessibility Training
- Digital Features
- Digital Experience Course
- Content Manager Meetings
- Qualtrics
  Qualtrics DX | Qualtrics CX

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Training Opportunities in August

Weekly Open Office Hours

- **Content Manager Open Office Hours**
  Thursdays from 1-2 p.m.
- **Qualtrics Open Office Hours**
  Tuesdays 10-10:30 a.m.
  Thursdays 1-1:30 p.m.
- **MSF&W Accessibility Open Office Hours**
  Canceled for Tuesday, August 19
  Wednesdays from 9-10 a.m.
- **Allyant CommonLook Training Open Office Hours**
  Tuesday and Friday from 12-1 p.m. CST (1-2 p.m. EST)

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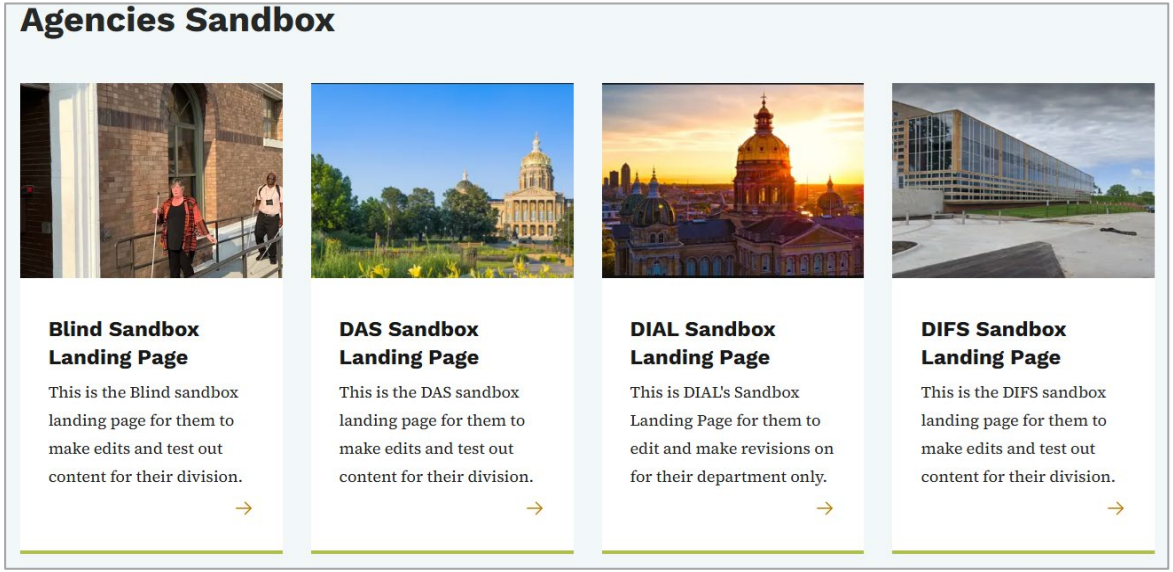
DX Sandbox

- https://dxsandbox.iowa.gov/
- Find your agency's link
- Test, play, experiment before adding to your website!



Learning more about using the DX Sandbox

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Training Resources

- Check out the **live**, **on-demand**, and **office hours** that are available for **Accessibility Training**.
- Join the live Thursday's Content Manager Support office hour from 1-2pm. Details can be found on **Training Courses and Open Office Hours**
- **Basic Training** video courses are available.
- Past **Content Manager Meetings**, along with corresponding agendas and topics covered, are available on the DX Training site.

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Questions, Comments or Concerns?

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