Content Managers' Meeting

October 8, 2026

Web Content Team
Division of Information Technology

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October 8, 2026 – Agenda

- Qualtrics Update
- Feature Updates, Bug Fixes, and How Tos
  - Media Gallery and Captions
  - Bug Fixes
  - Acquia Optimize User Interface Refresh
  - How To – Google Programmable Search
- Housekeeping Reminders
  - New Content Manager Meeting Invitation for November
- Training Opportunities in October
  - **CommonLook Forms Training Today**!
- Questions and Comments

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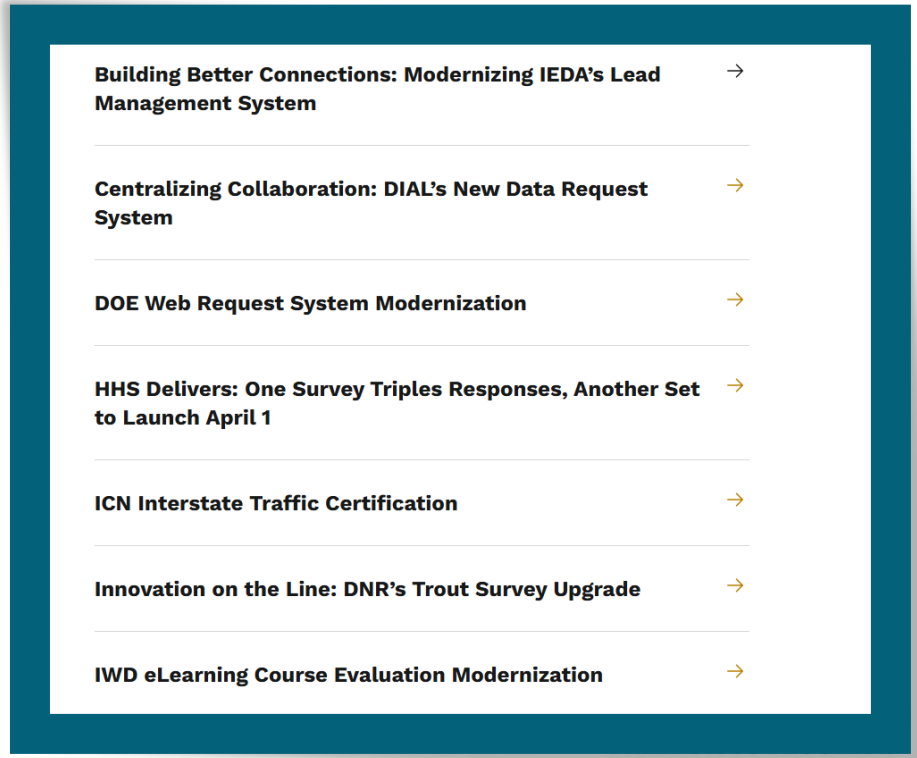
Qualtrics CX & DX Updates

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Highlight Stories

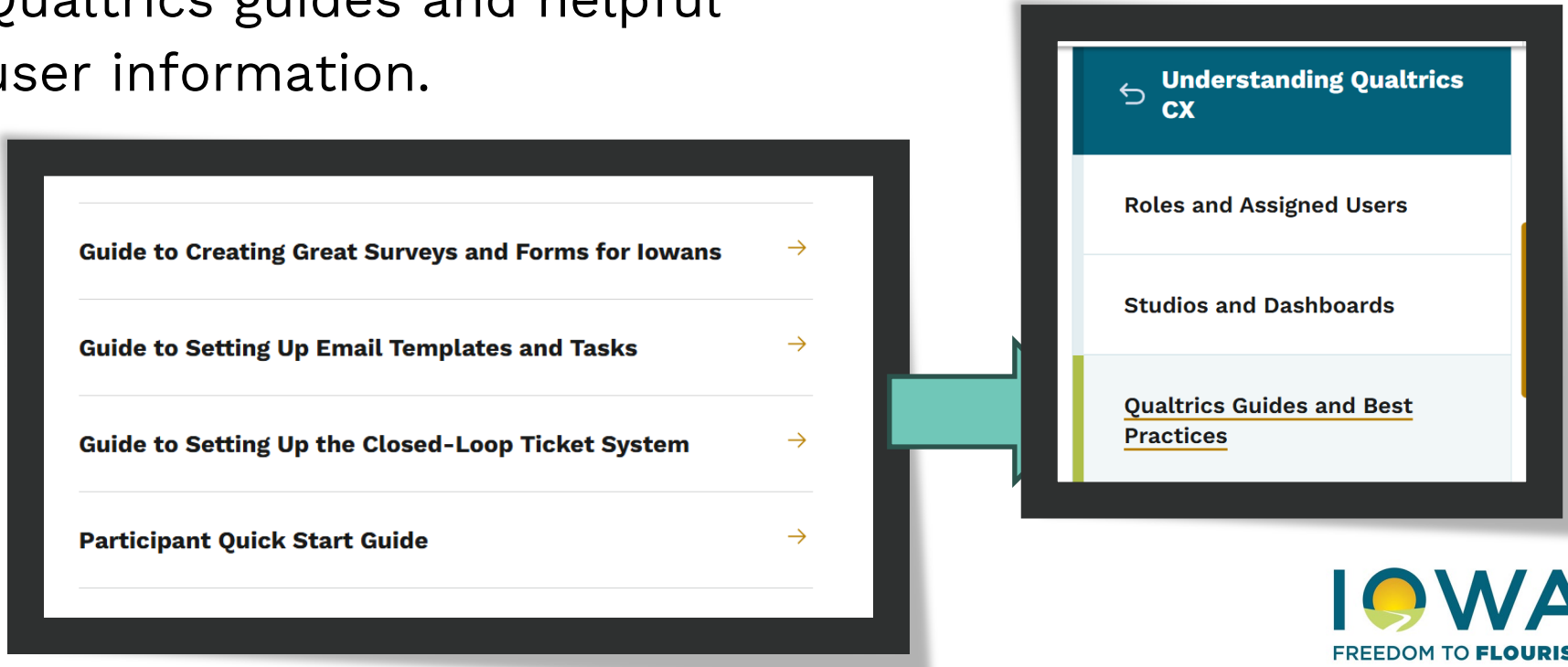
Showcasing how agencies use Qualtrics to solve problems, improve processes, and deliver better, data driven services across the state.

- **Qualtrics Highlight Stories**



Qualtrics Guides and Best Practices

A single location for essential Qualtrics guides and helpful user information.



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On-Demand: Your Training, Your Time

- Explore flexible, on-demand training at your fingertips! We've curated a growing playlist of helpful videos to guide you through key Qualtrics features and tools.
- Check out the current collection and stay tuned, because we'll continue adding more as new content becomes available!

  - **Qualtrics On-Demand: Your Training, Your Time**



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On-Demand: Your Training, Your Time

Qualtrics CX Survey Methodology

- Survey vs. Form: knowing when you're building one or the other
- Writing clear, effective survey questions using plain language
- Best practices for using open text questions without causing respondent fatigue
- Why and how to let respondents skip questions
- Best practices for Likert scale questions
    - **Qualtrics CX Survey Methodology**



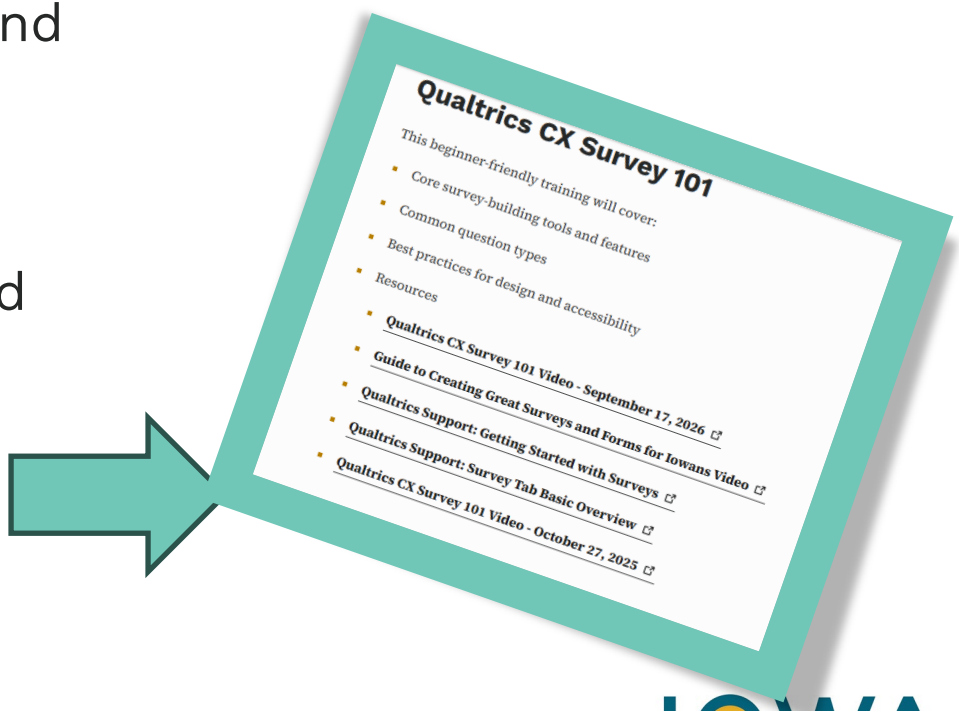
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On-Demand: Your Training, Your Time

Qualtrics CX Survey 101

- Core survey-building tools and features
- Common question types
- Best practices for design and accessibility

  - Qualtrics CX Survey 101

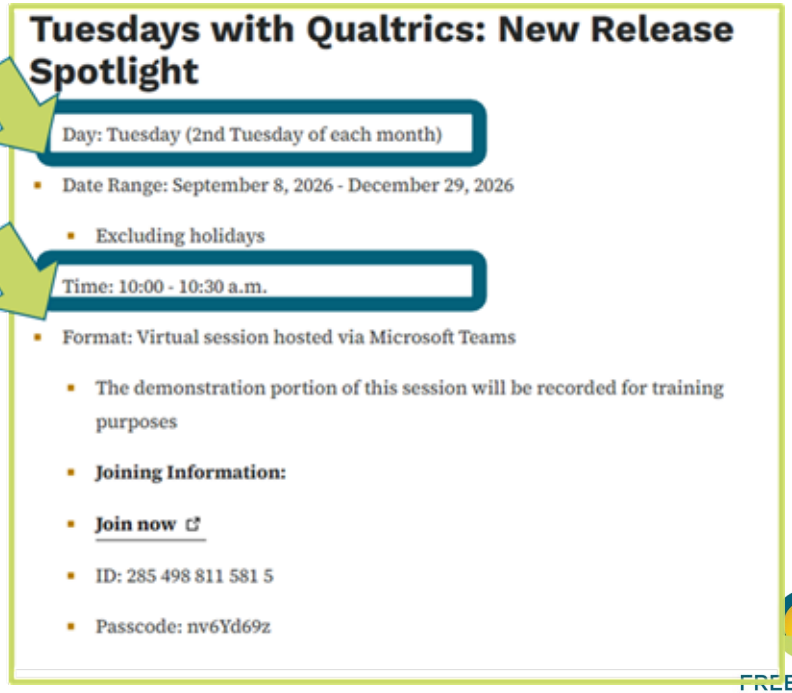


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Tuesday with Qualtrics: New Release Spotlight

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

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



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Bi-Weekly Office Hours

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





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Review and Approval Process Training: Best Practices and New Republishing Steps

Join us Tuesday, October 27, 2026

Event Details

- This training will cover:
  - The review and approval process, step by step
  - Best practices and the most common mishaps to avoid
  - Launching a new, easier way to republish
- **Day:** Tuesday, October 27, 2026
- **Time:** 10:00 a.m. – 12:00 p.m.
  - This session will be recorded for training purposes.
  - **Joining Information:**
    - **Join now**
    - ID: 285 498 811 581 5
    - Passcode: nv6Yd69z

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Feature Updates, Bug Fixes, and How Tos

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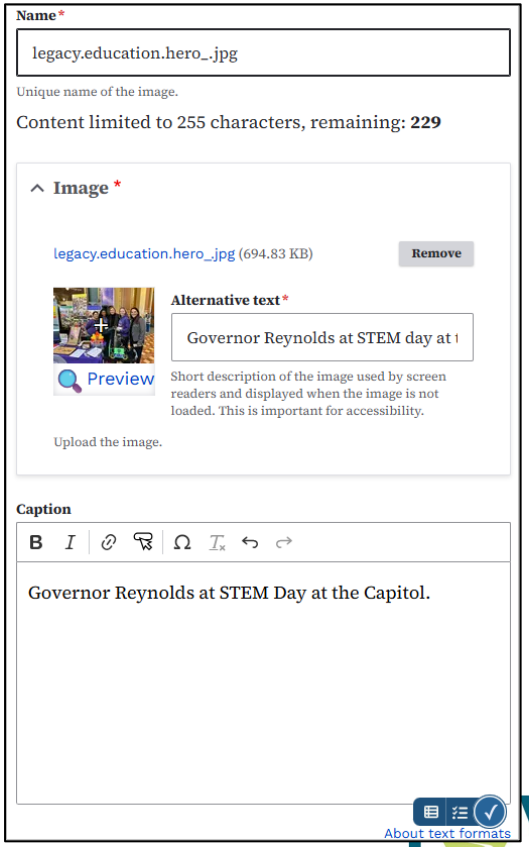
Enhancements

Media Galleries

The Media Gallery feature has been added for the Marketing Platform websites. It is also available for the DX Platform websites. You can create stand-alone galleries or embed a gallery in a web page.

Feature Update: You can now add captions to your photos in a Media Gallery by adding captions to the photos in your Media Library. Captions will only show for images in a photo gallery.

Learn how to create and embed Media Galleries and add captions by visiting the DX Training website.



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Media Gallery Example

Example Media Gallery Test

This is an optional description on this media gallery. Please enjoy these photos of recent activities. Twelve images will fit on one page. After twelve a link will be added for additional pages.



Governor Reynolds at HF 2416 Bill signing



Governor Reynolds at STEM Day at the Capitol









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Bug Fixes

- **Page Numbering on Media Galleries**

  Page numbering on Media Galleries has been fixed. If you had more than one page of photos, the numbering was backwards on any pages after the first page.

- **Accessibility Alt Text Warnings in Acquia Optimize for Back to Top and Home Images**

  Editoria11y was showing warnings in Drupal for the alt text on the **Back to top**, **Home**, and **Back** buttons or images. Their alt text has now been updated with clearer wording to make them fully accessible.

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Acquia Optimize User Interface Refresh

Acquia Optimize has redesigned the Accessibility Module, refreshed Site Analytics, and modernized their navigation layout. You can **watch the video walkthrough** or explore the **release article** to get familiar with all the updates. We highly recommend watch the 4 minute video for a thorough overview.

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Acquia Optimize User Interface Changes at a Glance

Old Name	New Name
Quality Assurance	Content Quality
Policies	Content Policies
Statistics	Site Analytics
Inventory	Site Inventory
Heartbeat	Uptime Monitoring
Prioritized Content	Prioritized Pages
History Center	Scan History (moved from top to left navigation)
Performance	Performance Scans
Consent Manager	Cookie Consent Manager

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Acquia Optimize User Interface Changes

The user interface now organizes features into these new categories:

- Accessibility
- Content Quality
- Insights
- Site Performance
- Privacy

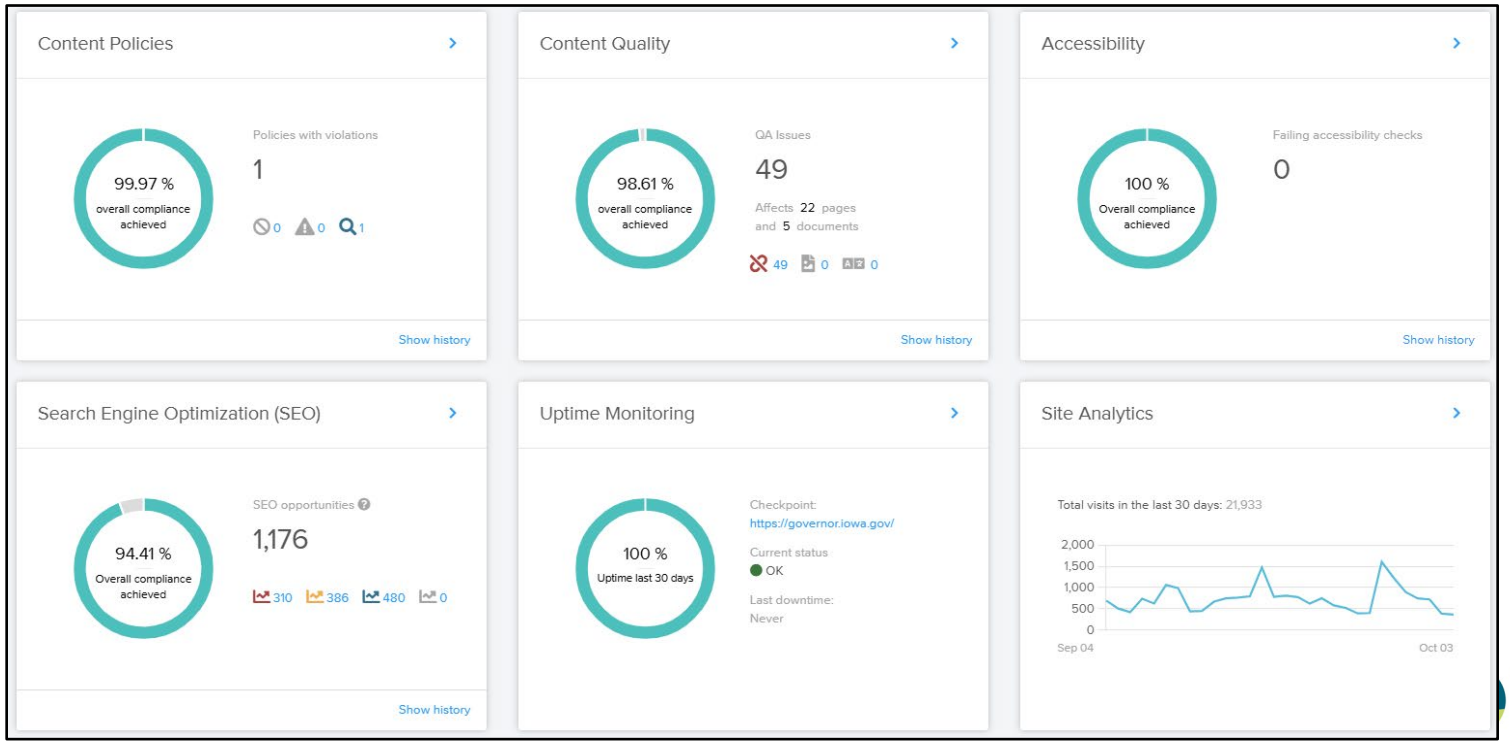
To simplify the user interface, these features were removed:

- Quick Search: In the top navigation
- Users: In the top navigation. You can still access this in the Admin section.
- Accessibility Mode: In My Profile
- Social Links: In My Profile

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Acquia Optimize Redesigned Cards

Dashboard - Cards that show summaries of each category.



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Acquia Optimize Changes to the Accessibility Module

Summary page: Cards that show your top issues and the pages with the most issues.

Simplified check categories

The system now uses two check categories instead of three:

- **Automated checks** (formerly Errors): The scan found confirmed failures. You must fix these errors.
- **Assisted checks** (formerly Warnings and Reviews): The scan found potential issues. A human must review these issues.

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Acquia Optimize Accessibility Summary Page

The **Accessibility Summary page** has a new design to help you see an overview and fix issues. It contains:

- An **Exclude assisted checks** toggle. This toggle is in the Accessibility score and Compliance-by-level views. Use this to see a score based only on automated results. The industry benchmark does not display when this toggle is on.
- **Cards** that show your top issues and the pages with the most issues.
- **A progress graph** for your accessibility score, issues, and code snippets.

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Acquia Optimize Accessibility Summary

Accessibility score

How is accessibility score calculated?

Exclude assisted checks

Accessibility score including assisted checks



Accessibility Score
100%

Industry Standard
Industry: government
87%

Compliance by level

Exclude assisted checks

Compliance by level including assisted checks

Done To Fix

Level A:

38 done 0 to fix

Level AA:

5 done 0 to fix

Automated checks with high impact

View issues by type

These are accessibility issues that affect most pages

Check	Affected pages	Severity

Pages demanding attention

View issues by page

These pages have the highest number of issues

Page	Issues

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Acquia Optimize Pages on the DX Training Website

The Acquia Optimize pages on the DX Training website have been re-organized and combined for a better user experience with easier to find information.

Links have been added to the Acquia Optimize Help Center for the most up-to-date answers, instructions, and screenshots.

As always, if you have any questions or need help, please submit a **ServiceDesk Plus ticket**.

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How To: Google Programmable Search

Google Programmable Search Engine lets you feature certain pages when users search specific terms inside the custom search box embedded on your website. These custom search results are called **promotions**.

Here's the idea:

1. **You pick certain keywords or phrases.** For example: support, getting started, programs. etc.
2. **You choose a specific page on your website** that should be highlighted when those keywords are searched - maybe a dedicated landing page, FAQ, or program overview.
3. **When a visitor uses your site's search box** and enters one of those keywords, Google Programmable Search shows the usual search results from your site but also places your chosen link in a special highlighted box at the top - like a featured result.
4. **You control the link, title, and description** shown in that highlight. This lets you guide users to the most helpful or important content. You can also set a start and end date for your promotion.

The DX team manages the Google Programmable Search Engine account for agencies using the platform. To request a promotion or discuss edits to Google Programmable Search Engine for your agency, please submit a **ServiceDesk Plus request**.

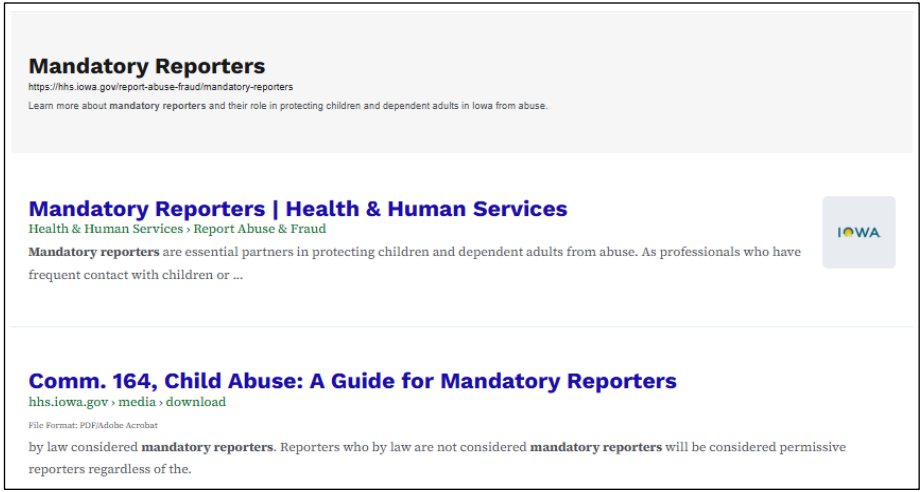
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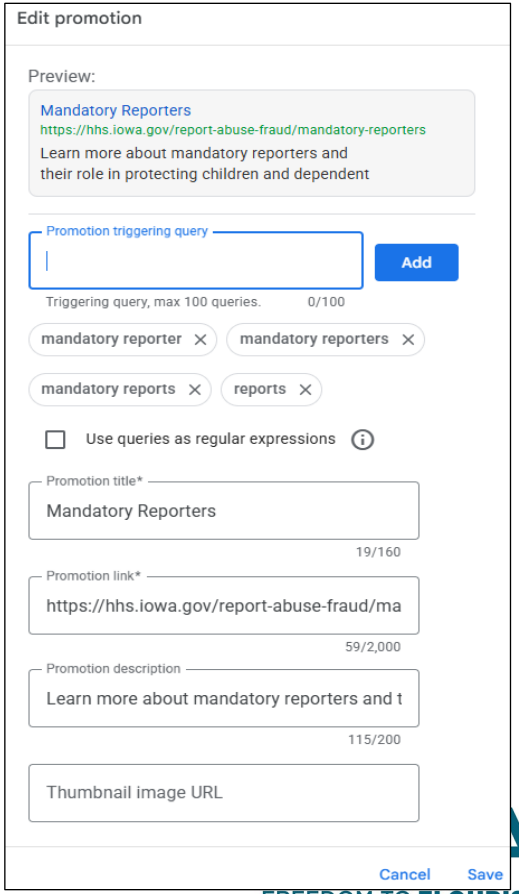
How To: Google Programmable Search, cont.

Other applicable search results will still be available below this box, but you'll be steering people to the most relevant results for the particular keywords or phrases they have entered.

This helps if people are having a hard time finding the content they are looking for.

[Learn more about Google Programmable Search Engine]





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Housekeeping and Reminders

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New Content Manager Meeting Invite

You'll soon receive a new recurring invitation for the November Content Manager meeting and all future meetings. It will come from **Digital Experience Calendar**.

The old meeting invite will be canceled and replaced with a new one for the same time and cadence, but with an updated link.

You'll also receive the new link in the reminder sent one hour before each meeting.

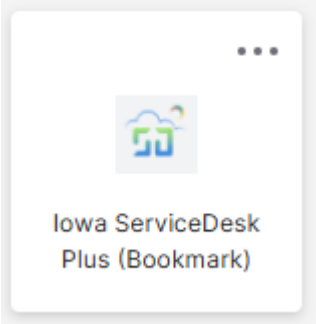
We've exported a new list of all content managers. If you are no longer a content manager, you won't be receiving the invitations or reminder emails going forward.

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ServiceDesk Plus Tickets

Need help or think you've found a bug? Submit a ticket through **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 October

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**
  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)

- **CommonLook Training Today at 12 p.m. - Forms**
  - **Stepping Stones in CommonLook PDF - Desktop & Advanced Editor - Forms** **TODAY Oct. 8**

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Questions, Comments or Concerns?

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