

NASCIO State IT Recognition Awards

One Nevada Web: Modernizing the Statewide Content Management System

Digital Experience: Enterprise Solutions

State	Nevada
Agency	Governor's Technology Office, Client Services Division, Web Team
Category	Digital Experience: Enterprise Solutions
Project title	One Nevada Web: Modernizing the Statewide Content Management System
Project dates	October 16, 2024 - ongoing; targeted completion before end of calendar year 2026
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A modern enterprise CMS is replacing an end-of-life platform so agencies can publish faster, more accessibly, and with a consistent statewide digital experience.

Metric	Result
Enterprise scope	100+ state websites supported on the platform
Live rollout	40 live websites as of April 1, 2026; 25 additional websites in Cohort 3
Migration progress	Live sites account for approx. 60% of pages, 50% of PDFs, 80% of documents, and over 50% of media content migrated
Publishing speed	Time-sensitive publishing improved from nearly two hours of advance planning to instant or scheduled publishing



Executive Summary

Nevada's statewide content management system modernization is replacing an aging, end-of-life web platform with a modern enterprise CMS designed for accessibility, usability, performance, scalability, and sustainable agency self-service. The project directly supports more than one hundred state websites, thousands of public pages and documents, and hundreds of agency content editors who rely on the Governor's Technology Office (GTO) Web Team for public-facing digital government.

The legacy system created bottlenecks. Content editors faced a cumbersome interface, slow synchronization, reliance on technical specialists, and publishing delays that could affect time-sensitive public information. Critical updates often had to be planned nearly two hours in advance, and synchronization issues could briefly break active links or make content appear missing. For government websites, that is not merely annoying; it affects trust, transparency, and access.

The new platform gives agencies modern publishing workflows, accessibility-ready components, pre-publication accessibility checks, instant and scheduled publishing, mobile-responsive pages, consistent branding, and a cleaner editing experience. As of April 1, 2026, 40 websites were live and Cohort 3 was underway with 25 additional websites. The live sites already account for approximately 60% of pages, 50% of PDFs, 80% of documents, and more than 50% of media content migrated from the legacy CMS.

Submission Snapshot

Question	Answer
Category fit	Enterprise digital experience; web standards, accessibility, statewide content publishing, scalability, and agency self-service.
Universal challenge	States must keep official websites accessible, current, mobile-friendly, secure, and consistent across many agencies.
Innovation	Modern components, accessibility prechecks, CI/CD workflows, and agency training reduce dependence on specialist intervention for routine publishing.

IDEA

The State identified a critical need to modernize its aging CMS. The current system required significant technical assistance, lacked modern accessibility and usability capabilities, and limited efficiency for the GTO Client Services Division Web Team and the agencies they support.

The Web Team directly manages content updates for 14 websites and assists hundreds of agency staff across the enterprise. With more than one hundred websites on the platform, each limitation in the CMS became a statewide bottleneck: delayed updates, accessibility risk, inconsistent design, and reliance on technical staff for routine changes.

- Reduce operational risk from an end-of-life CMS platform.
- Improve accessibility, mobile responsiveness, consistency, and public trust across state websites.
- Enable agency content editors to publish with more confidence and less technical dependence.
- Create economies of scale by consolidating duplicative web platforms into an enterprise offering over time.
- Support the GTO mission to efficiently and effectively plan, secure, implement, and maintain technology solutions for state partners and the people they serve.

What made it different: The project treated web modernization as a statewide service-delivery function, not a website facelift. It modernized the editor experience, the public experience, the accessibility workflow, and the development pipeline at the same time.

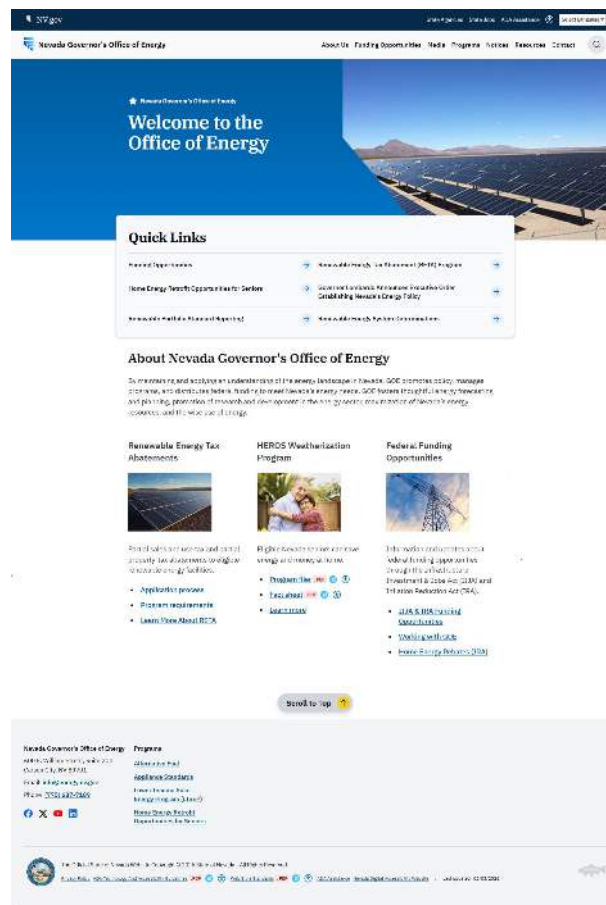


IMPLEMENTATION

The modernization introduced a web-based CMS with streamlined content workflows, instant and scheduled publishing, reusable accessibility-ready components, and pre-publication accessibility checks. Components were built to aid accessibility guidelines through consistent structure, contrast, labeling, and screen-reader navigation, and they continue to be maintained as standards and agency needs evolve.

From a technical delivery perspective, the project moved the State away from a legacy Web Forms-based environment into a modern, flexible, future-ready architecture with a .NET backend and CI/CD pipelines. This allows the Web Team to deploy meaningful improvements more quickly, train users more effectively, and respond to new needs across sites with far less effort.

- Agency partners participated through CMS working groups, training, and cohort-based migration planning.
- The project migrated public pages, PDFs, documents, media, and agency content into an enterprise platform while keeping live websites available.
- The design introduced a cleaner look and feel, stronger readability, mobile responsiveness, and visual consistency across State websites.
- The project is sustained through internal funding and an enterprise service model after ARPA-funded implementation support expires.



Example of a modernized public-facing agency site on the new platform.

Implementation note: The rollout uses cohorts so the State can migrate high-volume content, train agency users, validate accessibility, and keep public information available throughout transition.

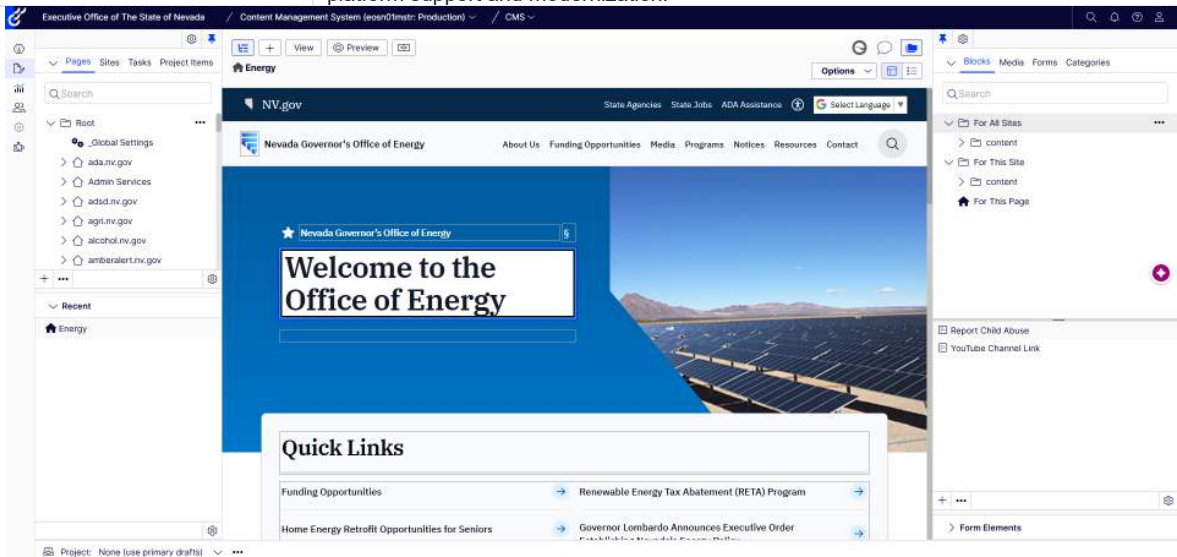


IMPACT

The modernization made public web publishing faster, more consistent, and more accessible. Previously, partners had to work around slow publishing workflows and a cumbersome interface. Critical updates required advance planning, and synchronization sometimes caused brief link or content disruption. The new platform allows content managers to publish instantly or schedule changes, reducing publishing time from hours to minutes.

The public experience is also improved. Modern components give agencies a consistent, mobile-responsive, accessible look and feel while preserving flexibility for program-specific content. Agency feedback has been strongly positive because the platform is easier to learn, easier to use, and better aligned with how public information needs to be updated today.

Impact area	Measured result
Websites live	40 live websites as of April 1, 2026.
Cohort in progress	Cohort 3 underway with 25 additional websites.
Content migrated	Approx. 60% of pages, 50% of PDFs, 80% of documents, and over 50% of media content represented by live sites migrated from legacy platform.
Publishing cycle	Time-sensitive publishing improved from nearly two hours of advance planning to instant or scheduled publishing.
Accessibility	Accessibility-ready components and pre-publication checks support compliance before content goes live.
Operational efficiency	Routine updates require less technical intervention, allowing specialists to focus on higher-value platform support and modernization.



Editor view: content managers can work in a modern interface with clearer controls and publishing workflows.

Testimony

Voice from the field:

Dawn Rivard, Consumer Outreach Director at the Public Utilities Commission of Nevada, said the new platform is easy to use and that the look of the website upgrades how the agency appears in today's world. She also noted that the new features create more options to make the site visually appealing.

Since transitioning to the Optimizely content management system, I have been happy with its ease of use in maintaining several State of Nevada agency websites. It is intuitive and fairly easy to use, and the support from Governor's Technology Office (GTO) has been excellent. I am still learning to use the "blocks" function but I am already seeing great results in terms of our options to make the sites more visually appealing. The ability to arrange pages in a drag-and-drop system and the ability to instantly publish have greatly helped me improve the content. I would recommend the platform to anyone looking for such a system.
~Nathan Orme, Department of Human Services

The new Optimizely system is user friendly and easy to navigate. The option to drag and drop files directly in makes this system a time-saver.
~Rebecca Tims, Division of Minerals

Optimizely is the best CMS we've used so far. The user experience is well-organized and efficient. Among its many features, it's nice to be able to centrally update assets and have all references to it be automatically updated. It's the first sophisticated CMS I've been able to learn fairly quickly and feel confident using.
~Justin Elkins, Nevada Gaming Control Board

Specifically, I would like to commend all the Stateweb staff who contributed a large amount of time and energy to my training and to the migration. Specifically, Diana Estey, Joseph Diarte and Thanairy Gomez. Your staff met with me numerous times, training me to operate Ektron; and assisting me with the transition to Optimizely. Understanding the logistics of integration and migration, I know that you put in a great deal of time preserving and migrating our risk.nv.gov pages, including all the assets and resources that lingered in the Ektron Library. The home page that you built for us is beautiful. I only found a couple of navigation pathways that required repair or adjustment. These were of course artifacts of the messy, home-built page structure that our agency linked together over many years in Ektron. In that old system, we did not have the ability to create true navigation. Hence the migration required your energy to build from scratch for us. I think probably only experienced Ektron and Optimizely Content Managers have a real picture of how much effort was required, during the integration phase, preserving our content in a presentable, deliverable product.

Regarding Optimizely, the new system is marvelous. It allows Content Managers to create true navigation. The library assets are easy to create and easy to apply in the blocks and pages. The content block organized style of the CMS is wieldy. In contrast to Ektron, which requires strict conformance to URL syntax, the Optimizely system lists assets and content blocks in a manner that allows users to simply choose the desired asset or block; Optimizely writes its own code, applying the syntax automatically. This virtually eliminates troubleshooting from the design process. Furthermore, it is my understanding that links are not indefinitely retained in the server; and therefore, when a pathway to an asset is eliminated, there is no longer any need to create cumbersome, awkward error messages to patch up the endless stream of broken links that persisted in Ektron.

My only regret is that I do not know much about html coding. Given that the Optimizely system writes its own code, there is a lot of new code in the console that I do not understand. In the simple Ektron system, I could drop into the "inspect" mode and see the architecture in the code, allowing me to troubleshoot. Optimizely is presently beyond my understanding of the code. However, since the syntax and coding are created automatically, it is not necessary for managers to see the html or troubleshoot.

It took a moment for me to figure out how to use the General Detail Page design to its fullest. The sandbox that was made available was instrumental in my training and exploration of the new system. Thank you for providing that resource.

Having real time Preview and Publishing capabilities makes Optimizely far superior to Ektron, which required considerable time to "sync," which made editing very cumbersome. It is worth noting that even Optimizely requires some time to update the server, occasionally delaying publication. It seems to depend on exactly what changes are being made. For example, I find that editing, which requires publication seems to take effect immediately; whereas, editing that overwrites or replaces an asset that supposedly will "take place immediately," sometimes have a lag time. Also, I see that overwriting an asset appears to be sometimes problematic. This may be because our old assets from the Ektron library present in ancient forms of Microsoft Word 2000 or perhaps even PDFs that may or may not conform to the latest syntax, used by Microsoft and Adobe today. Incidentally, an automatic Browser refresh upon publication would save me a step, verifying content edits.

Lastly, when viewing assets in Media, sometimes I have noticed that Optimizely documentation states that "this asset is used nowhere," when in fact it is actually used in the general detail page. It seems that unless an asset is used in a shared content block, its presence goes unnoticed by the documentation search engine. This means that a user may delete, overwrite or replace an asset, unaware that it is public. This does not present a problem for me; as a former Ektron user, I am adapted to searching for assets manually and by search engine, prior to any changes that I might make. This feature of the Optimizely system could be debugged, making the assets more visible in the documentation when they are public.

Overall, I am very pleased with the new Optimizely CMS; and I am very grateful that Stateweb was able to fit us into the Second Migration. Your technical assistance has been instrumental in the development of our new Website and to my training as a user.
~Robert Trelford, Nevada Division of Risk Management

The migration process was smooth, and your team was very responsive and helpful throughout the transition. Questions were answered promptly, and the support provided made it easy to adapt to the new system.

As a licensing board, I had concerns that the migration could negatively impact our annual license renewal process. However, those concerns proved to be unfounded. The transition occurred without disruption to our renewal operations. I received the support I needed to ensure that our licensees continued to access the necessary information and resources.

Since moving to Optimizely, I have found the website much easier to update and maintain. The modern interface is more intuitive than Ektron, and the ability to publish changes quickly has streamlined many routine website updates. I no longer need to wait for the next sync cycle to confirm changes. I am enjoying making changes, previewing those changes, and publishing them in real time.

I also appreciate the flexibility of the new platform. It has allowed us to organize content in ways that better meet the needs of our licensees and the public while maintaining accessibility and compliance requirements. The whole look and feel of the website has been modernized.

As with any migration, there has been a learning curve and some adjustments to page layouts. I have not yet scheduled a meeting that requires uploading agendas and supporting documents, but based on my experience so far, I expect the process will be smoother than it was in Ektron. I am especially looking forward to posting an agenda and having it available immediately, which will help with Open Meeting Law posting requirements.

Overall, the transition to Optimizely has provided a more efficient and user-friendly experience for managing our Board's website. Thank you for all the work your team has put into the migration process and for the support provided along the way. Please let me know if I could provide more specific feedback.

~Michelle Cothrun, Nevada State Board of Athletic Trainers



STATE OF NEVADA

GOVERNOR'S TECHNOLOGY OFFICE

What Now

- Continue migration through Cohort 3 and complete the statewide transition before the end of calendar year 2026.
- Expand training and reusable guidance for agency content editors.
- Continue maintaining accessibility-ready components and enterprise web standards across Nevada websites.