



Delivering eGovernment Everyday



State of Louisiana
Advisory Group on IT Integration
Commission on Streamlining Government



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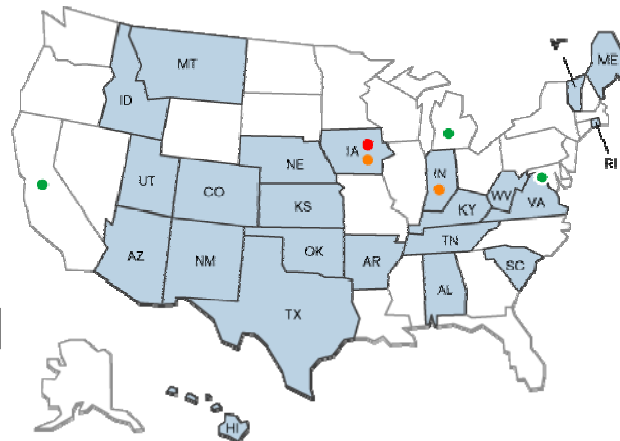
NIC's Priorities

- Supporting our government partners
 - Customer service
 - Internal efficiencies
 - Transparency
- Expanding availability of online services
 - New services & enhancements
 - Additional delivery channels
- Increasing constituent awareness of eGovernment



NIC By the Numbers

- NIC managed web sites and online services that processed over **150 million online transactions** in 2008
- Robust payment processing, billing, reconciliation, and subscriber management services that **processed more than \$8 billion** in electronic payments in 2008
- Long-term eGovernment portal and online service management agreements with more than **2,900 state and local government** agencies across the country
- Over **4,000 software applications** in NIC's catalog of services. In 2008, NIC launched **369 new services** through our partner's portals—an average of more than one new service each day
- More than **300 different e-government honors** for our partners in national awards and independent surveys since 2001



NIC offers expansive **security and privacy management** protocols and numerous advanced certifications to deliver **enhanced compliance with all security and privacy standards**

How We Do It – Self Funded eGovernment

Fundamentals of NIC's self-funded portal management approach:

- State retains ownership of all data, oversees project priorities, and approves all fees
- State is able to deploy dozens of new online citizen-to-government and business-to-government services each year at no cost to agencies
- eGovernment services are built and managed locally under the State's direction
- Enterprise approach encourages development of free services
- NIC's compensation is tied directly to delivering benefits to states and their constituents, which creates a built-in incentive to build services that will be used

Our State partners have experienced a 10 - 20% increase in overall record sales volume during the first two years of using our service.

We are comfortable accepting upfront financial risk and are paid only when the solutions deliver value to our partners and their constituents

Top Initiatives

- Mobile
- Engaging Citizens
- Web 2.0
- Cross-Boundary Services
- Marketing and Application Adoption
- “E”fficient Government = Cost Savings



Mobile

- Goal: Deliver services to a growing number of constituents
- Optimize portal home pages for mobile devices
- Create mobile-optimized applications
- Supports greater personalization
 - Opt-in SMS and e-mail reminders
 - Link directly to mobile-friendly applications

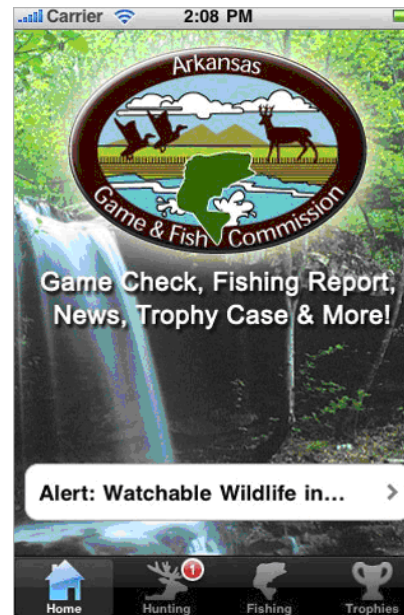
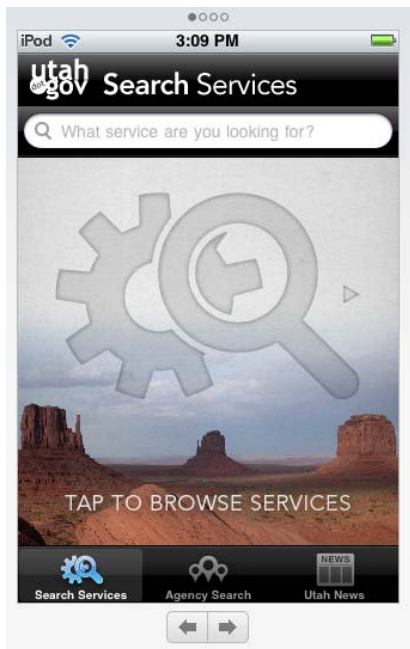
Smart phones currently represent 36% of mobile devices in the U.S.

Smart phone users are projected to grow 15% annually over the next five years.

Source: In-Stat
(March 2009)

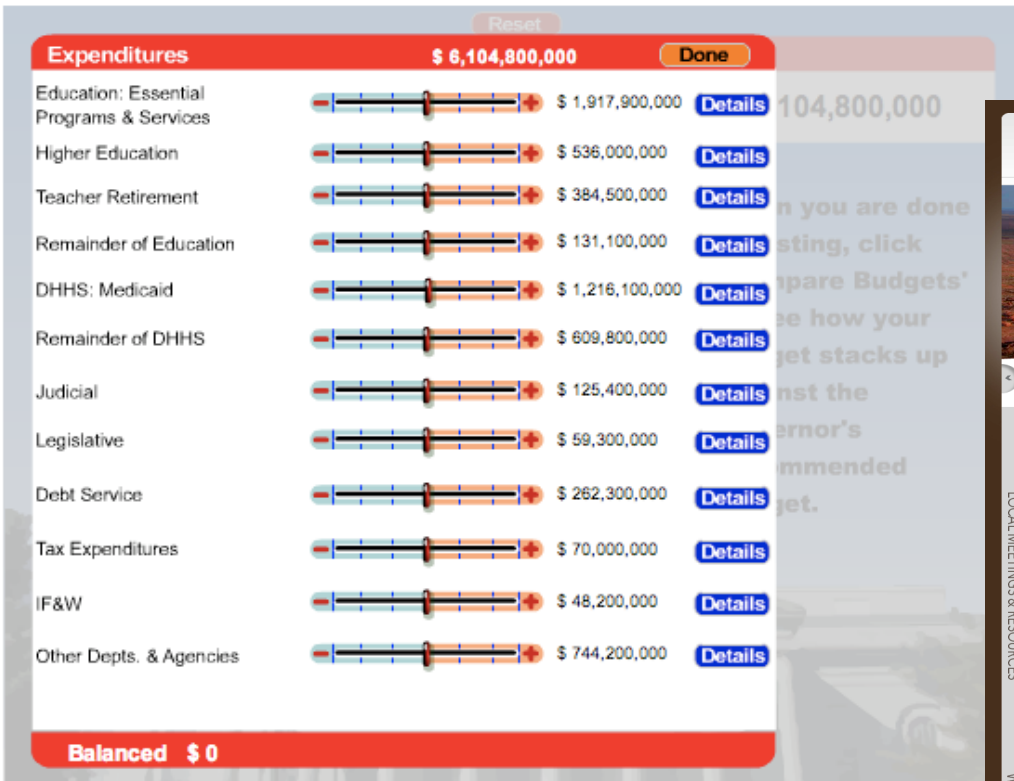
Leading Edge Mobile eGovernment

State of Utah & State of Arkansas



Engaging Citizens

Budget Balancing in Maine



Utah.gov

utah.gov THE OFFICIAL WEBSITE FOR THE STATE OF UTAH

GOVERNMENT RESIDENTS VISITORS BUSINESS EMPLOYMENT EDUCATION ABOUT ONLINE SERVICES

Search Utah.gov

Popular Searches this week: vehicle renewal, fishing license, jobs, start a business, transparency, public meetings

LOCAL MEETINGS LOCAL SERVICES LOCAL GOVERNMENT

Upcoming meetings in the area of Wendover

Meeting	Date	Time
A	SPECIAL BUDGET MEETING	Jun 22 @ 12:00 PM
B	Business Meeting	Jun 24 @ 7:00 PM
C	Regular City Council Meeting	Jul 1 @ 4:30 PM
D	Planning and Zoning Meeting	Jul 7 @ 6:00 PM
E	Regular City Council Meeting	Jul 15 @ 6:00 PM

June 2009

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Governor Jon Huntsman

Governor's Priorities: Economic Development, Health System Reform, Education, Energy Security

FEATURED NEWS

Plan Ahead for the Utah Shakespearean Festival

More Stories:

- UDOT Releases Request for Proposal for I-15 Core
- New Tax Forms and Publications Tool
- Shuttle to Warn Congress about Drug Disposal Dangers
- Hiring in the Midst of Firing
- Specialty Crop Production Grants 2009

AWARDS: Over 30 awards setting Utah.gov as one of the best in the nation.

GETTING HELP: Utah Maps, Homework Help, USA.gov, BeReady.utah.gov

ALERTS: Traffic & Weather, Amber Alerts, Mobile Alerts, 211 - Service Information, 511 - Road/travel info

CONNECT WITH US: Utah Blogs, Mobile Applications, Multimedia, Flickr & Photo Networking, Twitter, Facebook, YouTube, RSS Feeds

DIGITAL STATES SURVEY Winner

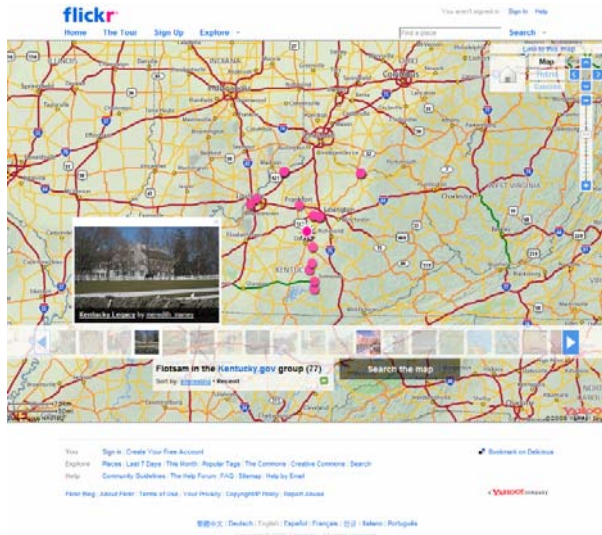
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Web 2.0 Full Court Press

Additional portal solutions to benefit Louisiana
– Facebook, Flickr, Twitter and You Tube

- Need to break through the hype to find relevant uses and implementations
- Key opportunities
 - Driving content to government sites
 - Pushing content where citizens congregate
 - Leveraging personalization
 - Encouraging dialogue between and with users



Cross-Boundary Services

County Payments

- 11 counties (property tax & license plate renewals) in Iowa
 - <http://www.iowataxandtags.gov/>

Liquor Labeling

- <http://www.ri.gov/DBR/liquor>

Integrated Professional Licensing

- 34 boards & 114 license types in Montana
 - <http://mt.gov/dli/bsd/license/license.asp>

One Stop Business Licensing

- <https://secure.utah.gov/osbr-user/user/welcome.html>



Marketing is Crucial

Whatever marketing you are currently doing is great
– *but it's not enough*

- eGovernment competes against “ingrained” channels
- Proactive, creative, and repetitive messages
- We drive more traffic to your online services with creative marketing:
 - Web site design & messaging solutions
 - Web 2.0
 - Press releases
 - Search engine optimization
 - Media events
 - E-mail & SMS messages
 - Direct mail & form redesign
 - End user training

The average American is exposed to more than 4,000 marketing messages per day.

Industry Leading Adoption Rates

Sample Adoption Achieved Through Targeted Marketing

Uniform Commercial Code searches (Maine)	99%
Dental hygienist license renewals (Kentucky)	94%
Online public criminal record requests (Maine)	94%
Veterinary professional license renewals (Utah)	80%
Medical eligibility verifications (Tennessee)	74%
Building permits (Indianapolis)	40%
Vehicle tag renewals (Utah)	39%

Effective targeted marketing campaigns have encouraged strong eGovernment usage in many states.

“E”fficient Government = Cost Savings

David Fletcher, **Utah** state’s chief technology officer: *“I don’t think we would have been able to do those things without having those services online,” Fletcher said. NIC helped create a constant government presence online, which also contributed to the state’s ability to **cut about 133 information technology positions** during the past three and a half years.”*

Oklahoma Health Commissioner Terry Cline said it was the goal to have all of its license applications online by July. *“The Oklahoma Medical Licensure Board has seen a **savings of over \$20,000** during 2008 and 87 percent of Oklahomans seeking a license through the agency have applied online. Reduction in paper and postage usage, along with a reduction of employee hours dedicated to processing paperwork, have led to the savings.”*

Through their Activity Based Cost (ABC) analysis, the state of Tennessee calculated avoiding \$90M in costs from 2000-2009 with their eGovernment initiative

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