



Indiana keeps residents in the loop, enjoys large return on investment



Client Situation

The State of Indiana understands the importance of information accessibility and believes there is a large segment of citizens waiting for opportunities to interact with all levels of government. Because of this, Indiana has committed to using its website, IN.gov, to engage and inform its residents.

In June 2006, the State of Indiana began a two-year process to provide residents, business stakeholders and visitors to Indiana with a more convenient, user-friendly website. During this redesign, Indiana's Department of Family & Social Services considered a digital communication solution capable of sending targeted messages directly to interested residents that would fulfill the agency's goals of proactively informing stakeholders of updated information.

Officials responsible for analyzing this solution, GovDelivery Digital Communication Management (DCM), saw this as an opportunity for all Indiana state agencies to improve citizen service and engage with residents on their own terms.

Solution

After evaluating the GovDelivery solution, Indiana believed it could address existing communication needs – pushing information out to the public while bringing more visitors to the website. Believing that GovDelivery's communication platform directly aligned with IN.gov's goals of increased functionality and more relevant and current content, the state inquired about a statewide contract.

On February 19, 2008, Indiana launched GovDelivery's Digital Communication Management system, and became the company's first statewide implementation. GovDelivery offers IN.gov visitors a convenient way to stay current on updates from nearly 60 state agencies, on more than 1,500 specific subscription topics via email and mobile messaging.

Results

Since launching GovDelivery in February 2008, Indiana has grown a subscriber base of 841,000 individuals. In 2010, Indiana sent more than 11 million messages through GovDelivery directly to subscribers. The most popular topics run the gamut - *My DNR Newsletter*, INShape updates, and the Pharmacy Newsletter are tops with 121,000, 62,000 and 22,000 subscribers respectively.

Indiana's website has experienced an increase in web traffic as well as increased communication from agencies that have implemented GovDelivery on their sites. Digital Communication Management is a cost-effective solution and a direct means of reaching the public while decreasing the need for direct mail, printing, postage, and other administrative costs. Six months after implementing the GovDelivery solution, the Indiana reported a positive ROI of between \$200,000 - \$250,000 as they replaced contracts with multiple providers with the GovDelivery solution.

In December 2009, the Indiana was recognized as an *Excellence in Communications Award* recipient. The award was presented to Robert Paglia, Program Manager, for proactively engaging with the public through multiple communication channels. At the time of the award presentation, 22 months after Indiana's February 2008 launch, the state had sent more than 5.5-million messages to its 325,000 subscribers and increased daily new subscribers by 588%.

