

IN.gov

ABOUT STATE OF INDIANA

The Internet grew from a ‘cool’ technology to the number one way people get information. No longer ‘new,’ the Internet has opened opportunities for eGovernment as well as heightened public expectations for government accountability and transparency. The State of Indiana undertook a project that would transform the way residents interact with the State online: roll 75 separate branch agency websites under one portal and transfer each website to one consistent look and feel. Add to the challenge, enhancing user experience and satisfaction, improving employee efficiency, and consolidating disparate IT solutions. The State did it – under budget and ahead of schedule. Indiana’s Office of Technology implemented email and text message alerts as an integral part of their Web and communications strategy. The service has had a direct impact on the realized value for users and for the bottom line.

“This communications tool allows us to quickly and efficiently deliver updates of user-selected information to the public. Real-time information sharing is critical to keeping the public informed, safe and healthy.”

- Gerry Weaver, Former Chief Information Officer, State of Indiana

Expanding eGovernment and Transforming the Way Government Serves the Public

Situation

In keeping with its accessibility policy and belief in government transparency, the State of Indiana (www.in.gov) is continually looking for ways to improve communication with residents. The State had recognized a need to improve communication, and sought to fulfill that need through a complete overhaul of the existing website. In June 2006, the State of Indiana began a two-year process to provide residents, business stakeholders and visitors of Indiana with a more convenient, user-friendly website.

During the redesign process the State of Indiana realized a need to draw people to the website, for its full communication potential to be recognized. At this time, Indiana’s Department of Family & Social Services considered a subscription service capable of automatically pushing information out to residents, fulfilling the agency’s goals of proactively informing stakeholders of updated information (Medicaid policies, disability services, mental health care providers, etc.). After evaluating the GovDelivery solution the State of Indiana believed it could address both communication needs – pushing information out to the public while bringing more visitors to the site.

Solution

On February 19, 2008, the State of Indiana launched GovDelivery’s Digital Subscription Management (DSM) system, and became the first statewide implementation. GovDelivery DSM is an automated system that uses email, text messaging and RSS to keep citizens informed when new information is available on topics of interest. The email alerts are automatically delivered to subscribers based on the IN.gov website content.

GovDelivery was designed with ease in mind. It operates on a Software as a Service (SaaS) platform, eliminating the need to install hardware and software; the State of Indiana is able to leverage new features and enhancements immediately. GovDelivery DSM is 100% compatible with all content management solutions, so the State did not need to conform its current solutions to integrate with GovDelivery. In implementing and utilizing GovDelivery across multiple agencies, the State of Indiana came to truly appreciate the system’s ease of implementation.

Six months after implementing the GovDelivery solution, the State of Indiana reported a positive return-on-investment of \$200,000-\$250,000.

PROGRESS

Since launching GovDelivery in February 2008, the State of Indiana has:

- More than 491,600 subscribers
- Sent 8.8 million emails to subscribers
- 971 subscription topics across more than 50 state agencies

**Results as of April 2010*

Analysis

Raising public awareness about strategic initiatives, major projects, outreach programs, and civic involvement opportunities can help transform government and make it more responsive and effective. 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.

Officials responsible for analyzing GovDelivery Digital Subscription Management (DSM) were excited by its automation capabilities and scalable architecture, and understood that the service could be beneficial to a number of Indiana's state agencies. Believing that GovDelivery's communication platform directly aligned with IN.gov's goals of increased functionality and more relevant and current content, the State implemented GovDelivery digital communication solution statewide.

Results

The State of Indiana's website has experienced an increase in web traffic as well as increased communication from the agencies that have implemented GovDelivery on their sites. Individual agencies have recognized GovDelivery as a vital communication tool, constantly engaging subscribers and driving traffic back to its website. This has motivated departments to provide more topics of interest (content) for the public.

The State of Indiana created subscriptions.IN.gov, which lists all agency subscription items as a method of cross-promoting the service. The web traffic is increased to each agency website, as visitors to the Department of Family & Social Services, for example, are able to subscribe to updates from the Governor's Office through the same subscriber profile.

As a web-based system, agencies experience seamless upgrades. When GovDelivery launched Share This Email, the State of Indiana enabled this feature immediately. [Share This Email](#) makes it easy for anyone receiving emails from the State of Indiana to repost relevant content to their social media accounts or forward the content to friends through email. The State is able to reach a broader audience by leveraging social media as an additional communication channel.

Digital Subscription Management is a cost-effective solution, a direct means of reaching the public while decreasing the need for direct mail, printing, postage, and other types of administrative costs. Six months after implementing the GovDelivery solution, the State of Indiana reported a positive ROI of between \$200,000 - \$250,000 as they replaced contracts with multiple providers with the sole sourced GovDelivery solution.

To receive email updates from the State of Indiana, go to www.subscriptions.IN.gov.

GOVDelivery

GovDelivery is the world's leading provider of government-to-citizen communication solutions. Our Digital Subscription Management solution is a Software as a Service (SaaS) platform that provides organizations a fully-automated, on-demand public communication system.

The State of Indiana is implementing GovDelivery email and digital subscription management solution state-wide, with the following agencies currently deployed (other agencies to follow):

2009 H1N1 Influenza A
Animal Health, Board of
Arts Commission
Attorney General, Office of
Commission on Public Records
Commission for Women
Coroners Training Board
Department of Administration
Department of Agriculture
Department of Child Services
Department of Correction
Department of Environmental Management
Department of Health
Department of Homeland Security
Department of Insurance
Department of Labor
Department of Personnel
Department of Revenue
Department of Veterans' Affairs
Department of Workforce Development
Economic Development Corporation
Education Employment Relations Board
Education Savings Authority
Energy Development, Office of
Family & Social Services Administration
Film Indiana
Governor Mitch Daniels & First Lady
Hoosier Lottery
Hoosiers Care
Horse Racing Commission
House Republicans
Indiana Treasurer
INShape
Law Enforcement Academy (ILEA)
Lincoln Bicentennial
Lt. Governor Becky Skillman
Long Term Care Partnership Program
Minority & Women's Business Enterprises
Mobile.IN.gov
Motor Vehicles, Bureau of
Natural Resources Commission (NRC)
Office of Faith-Based & Community Initiatives
Office of Technology (IOT)
Professional Licensing Agency
Public Deposit Insurance Fund
Recycle Indiana
Secretary of State
Silver Alerts
State Library
State Police
State Student Assistance Commission
State Teachers' Retirement Fund
Transportation
Worker's Compensation Board
Youth Services, Division of