



## **eSubscribe Milestone: 3 million emails**

The Oregon Department of Human Services in July passed another milestone in communicating with the public, its partners and employees—3 million e-mail messages to subscribers.

The department hit the 1 million mark in October 2005, and sent another 2 million e-mails to customers in the next nine-month period.

“The DHS eSubscribe service is one component in our commitment to transparency and accountability,” said DHS Director Dr. Bruce Goldberg, M.D. “We have made it easier to get the information people want about the department, with no increase in staff and a decrease in printing and distribution costs.”

The service allows DHS to send e-mails to approximately 11,000 people who are currently subscribers including about 1,800 state employees. Subscribers are notified by e-mail when pages they subscribe to are updated. Currently about 150 pages are available.

DHS began offering the service as a pilot in September 2004. The official start date for the service was January 2005.

The information available through the service includes news releases, meeting notices, job openings, ongoing budget developments and policy changes. More than 3,600 people currently receive job opening information daily, for example.

Anyone can sign up free for DHS e-Subscribe by going to the DHS Web site: [<http://www.oregon.gov/DHS/govdelivery.shtml>].

DHS is one of four Oregon agencies that currently purchase the service from GovDelivery, based in St. Paul, Minn. Other agencies are Fish and Wildlife, Consumer and Business Services, and Environmental Quality.

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