



The Minnesota Department of Education (MDE) aims to improve educational achievement by establishing clear standards, measuring performance, assisting educators and increasing opportunities for lifelong learning. The department turned to GovDelivery® Email and Digital Subscription Management (EDSM) to further its mission by communicating important education information to key stakeholders via email while reducing printing, postage, and faxing costs.

MDE'S NEEDS

1. Leverage the large investment put into the department's website to bring users back for new information and to view changes.
2. Utilize email updates as a way to encourage citizen participation in shaping the future of Minnesota education.
3. Consolidate agency-wide email notification functions through the use of one robust and reliable system rather than multiple email list applications.
4. Keep parents, teachers, students, media and other state education stakeholders informed of current happenings in the department.

SOLUTION

MDE selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

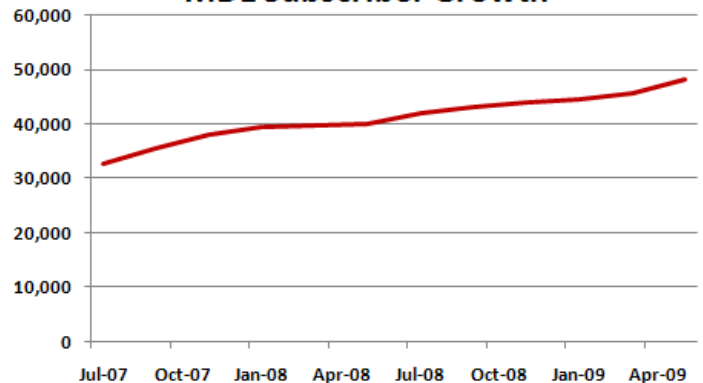


Web visitors click on links located throughout the site to register to receive specific email alerts on more than 600 specific topics.

MDE used GovDelivery to help facilitate a major website redesign in August 2005. Worried that users may not be able to find their content in the new structure, MDE urged citizens to subscribe so that they would be alerted when new content was posted on the pages they were most concerned with.

RESULTS

MDE Subscriber Growth



Since launching GovDelivery in March 2005 MDE has:

- Selected more than **615 items** for interested citizens to subscribe to on the MDE website.
- Sent more than **1.5 million emails** to **over 46,200 subscribers**.
- Incorporated specific subscription items including:
 - Communication with Parents
 - Drop Out Rates
 - Graduation Rates
 - Post Secondary Enrollment Options (PSEO)
 - School Health
 - Tuition Billing

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GovDelivery, Inc. is the world's leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, U.K. Parliament, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769