

Expanding eGovernment and Transforming the Way Government Serves the Public

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, Indiana’s Chief Information Officer

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 (<http://www.in.gov>) 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.

Situation

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 this redesign, Indiana’s Department of Family & Social Services considered a subscription service capable of automatically pushing information out to residents that would fulfill the agency’s goals of proactively informing stakeholders of updated information (Medicaid policies, disability services, mental health care providers and the like).

Officials responsible for analyzing GovDelivery Email and Digital Subscription Management (EDSM) were impressed 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 inquired about a statewide contract.

In keeping with its accessibility policy and belief in government transparency, the State of Indiana continually looks for ways to improve government 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. Now they found that they needed to draw people to the website, for its full communication potential to be recognized. After evaluating the GovDelivery solution the State of



Results

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

- Sent more than **4.97 million emails** to subscribers.
- Signed up more than **324,000 subscribers**.
- Incorporated nearly **880 subscription items** across **35+ different state agencies** including:
 - Department of Agriculture
 - Arts Commission
 - Department of Health
 - Governor's Office
 - State Police
 - Office of Technology
 - **And More...**

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 Email and Digital Subscription Management system, and became the first statewide implementation. GovDelivery's EDSM system 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 EDSM 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 ease of implementation of the system.

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. The individual agencies have recognized GovDelivery as a vital communication tool, with the added benefit of drawing more traffic back to its website. This has motivated departments to provide more topics of interest (content) for the public.

The State of Indiana has also 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.

Email and 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 free email updates from the State of Indiana, go to www.subscriptions.IN.gov

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):

- H1N1 Flu
- Arts Commission
- Bureau of Motor Vehicles
- 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
- Education Employment Relations Board
- Family & Social Services Administration
- Governor Mitch Daniels & First Lady
- Healthy Indiana Plan
- Hoosier Lottery
- Hoosiers Care
- Horse Racing Commission
- House Republicans
- IN.gov
- INShape
- Indiana Economic Development Corporation
- Indiana House Republicans
- Indiana Law Enforcement Academy
- Indiana Long Term Care Partnership Program
- Indiana Professional Licensing Agency
- Indiana State Teachers' Retirement Fund
- Mobile.IN.gov
- Lincoln Bicentennial
- Lt. Governor Becky Skillman
- Office of Energy Development
- Office of Faith-Based & Community Initiatives
- Office of the Indiana Attorney General
- Office of Technology
- Natural Resources Commission
- Recycle Indiana
- Silver Alerts
- State Library
- State Police
- State Student Assistance Commission of Indiana
- Worker's Compensation Board

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

Sources:

*Pew Internet & American Life Project

Updated November 2009