

SUCCESS STORY | THE STATE OF MICHIGAN

ENGAGEMENT SURGES WITH MOVE TO DIGITAL COMMUNICATIONS.

SITUATION

Mobilizing a progressive approach to communications across the board.

When the State of Michigan embarked on a communications program in 2012 to increase its reach and engagement with citizens, it went all in on a digital approach. To achieve the kind of network growth it was seeking, the State looked to GovDelivery for an enterprise license for all of its agencies. It was a bold, progressive move that would give even the smallest agencies a leg up on cultivating interest in agency activities as well as communicating with those who register their interest.

SOLUTION

Embracing mobile-friendly digital communications with GovDelivery.

Recognizing that mobile communications is key to personal engagement, Michigan officials developed a “mobile first” strategy to focus on making all of the State’s sites and messages mobile friendly. The plan calls for doubling the number of online services available for citizens—from license purchases to tax payments to driver license renewals—by promoting them through GovDelivery enabled email and transactional messages.

RESULTS

Impressive engagement results.

In less than two years, Michigan has logged 4.3 million subscribers across 31 agencies to more than 1,900 topics. With 954 State employees having access to cloud communications, “mobile first” is well on its way.

For instance, when the Michigan Department of Natural Resources (DNR) implemented a



ABOUT

Michigan is dedicated to expanding citizen participation in government, encouraging community involvement, promoting a strong democracy, and improving government accountability. Through its e-Citizen resource site, citizens communicate with State government so it can better integrate its services between the Web and its communities.

new recreational license system, it created a short animated YouTube video (tinyurl.com/omybmdl) to explain the benefits of the new system and promoted it via GovDelivery and social media. By using a professionally produced video with animation, narration, graphic design and music, the Michigan DNR engaged its target audience. More than 18,000 people watched the video and learned about the new system’s improved game and fish management, increased wildlife habitat, and expanded outdoor recreational trails. Most importantly, the email campaign helped build awareness and support for the new license prices.



METRICS

6K+ NEW
SUBSCRIBERS

74% OPENS & CLICK
THROUGH RATE

3.6M TOTAL
IMPRESSIONS



ABOUT GOVDELIVERY

Over 1,000 public sector organizations use GovDelivery's, highly-secure, cloud solutions every day to enhance the citizen experience for more than 100 million people. GovDelivery offers leading solutions for managing government communications, internal and external learning, and open data. The GovDelivery Network offers a unique and impactful way for public sector organizations to work together to cross promote content and increase digital reach. Organizations using GovDelivery see higher utilization of citizen services and greater citizen engagement.