Communicators Advisory Committee Meeting

Chris Cotterill, & Mehgan O'Connor, Robert Paglia

8/2/2007
Agenda

- Redesign Initiative Update
  - Quick recap of goals & objectives
  - Progress!
  - What’s coming next?
  - Training information

- Billboards, FAQs, & WebTrends

- Security, Metrics, & Other Enhancements

- Coming Soon

- Questions/Answers
We Are Changing Because of This

When our agency sites are inconsistent, we present a confusing, unnecessarily difficult view of state government to our users. This initiative will change that, and Indiana will be the first state to provide a truly consistent website.

Director of IN.gov Chris W. Cotterill
And, We Are Making Progress!
Coming Really Soon!
GROUP I (5/1-8/1)

- Governor & First Lady
- Lieutenant Governor
- Administration & MBEC
- Agriculture & Grain Buyers & Warehouse Licensing
- Arts Commission
- Education Employment Relations
- Faith-Based & Community Initiatives
- Family & Social Srvs. Admin. & HIP
- Homeland Security
- Management & Budget
- Police
- Technology & myLocal
- Teachers’ Retirement Fund
- Transportation
- Utility Consumer Counselor
- Workforce Development

GROUP II (8/1/07-1/1/08)

- Board of Tax Review
- Child Services
- Economic Development
- Env. Mgmt., Recycle & Wetlands
- Finance Authority
- Health & INShape
- Labor
- Law Enforcement Academy
- Library & Historical Bureau
- Motor Vehicles
- Natural Resources & Commission
- Public Records
- Protection & Advocacy Services
- Revenue
- Stadium
- Tobacco Prevention & Cessation
### GROUP III (1/1 - 4/1)
- Animal Health
- Bio Town USA
- Board of Accounts
- Budget Agency
- Correction
- Criminal Justice Institute
- Gaming
- Horse Racing
- Inspector General/Ethics
- Integrated Public Safety
- Insurance
- Licensing
- Local Government Finance
- Personnel
- Public Access Counselor
- Public Employees Retirement Fund
- Veterans Affairs
- War Memorials

### GROUP IV (4/1-6/30)
- Alcohol Tobacco & Excise Police
- Civil Rights
- Community & Rural Affairs
- Counter Terrorism & Security
- Energy
- Environmental Adjudication
- Financial Institutions
- Governor’s Planning Council for People with Disabilities
- Health & Education Facility Financing
- Housing & Community Development
- Hispanic/Latino Affairs
- Ports Commission
- Proprietary Education
- Rural Development
- Student Assistance
- Utility Regulatory
- Women, Commission for
- Workers Compensation Board
- Geographic Information
- Hoosier Lottery
- Museum
- State Fair & The Barn
- Tourism
- White River
- Indiana Lakes, Wetlands, Safety-Net, BRC
- Adjutant General/National Guard/State Armory Board

#### Other Potential Migrations
- General Assembly
- Judiciary
  - Prosecuting Attorney’s Council
  - Public Defenders Council
- Separately Elected Officials
  - Bond Bank, Depositories, Education Savings Authority
- Lobby Registration Commission
- Schools for Blind & Deaf
More on Training...

- **First Training Session**
  - Users given access
  - Users learn how to edit an existing page, create a new page, and more

- **Ongoing Training Sessions**
  - Can return for refresher training as needed

- **Other Training Materials**
  - A complete “How-To” manual customized for IN.gov
  - Flash videos
Billboards, FAQs, & WebTrends

MEHGAN O’CONNOR
Billboards & Features

- **Top-Level Billboards & Weekly Features**
  - Reserved for major agency announcements and initiatives
  - Priority given to time-specific, relevant articles then on first-come-first-serve basis
  - Submit proposed ideas via webmasters.IN.gov
  - Feature article calendar full through September 10th

**Welcome to the Official Website of the State of Indiana**

Governor Daniels appoints former Governor, Joe Kernan and Chief Justice Randall Shepard to co-chair a blue-ribbon commission on local government reform.

For More Info>>>

**Latest Headlines and Events**

*Putnamville Correctional Facility’s Newest Program*

The Putnamville Correctional Facility’s newest program is designed to care for refined thoroughbred horses. All the facility, horses will be retrained by inmates and placed in qualified handicapped and therapeutic riding programs. Governor Mitch Daniels inspects of the first six horses to arrive as part of the program.

Read Full Article »
Billboards & Features: Tips

**Billboards**

- Call to action – “learn” about an initiative, “use” an online service, etc.
- Landscape pictures
- Think of street-side billboard advertisements when drafting captions

**Features:**

- Include a photo – thumbnail on IN.gov; billboard with feature
- Timely and informational
- Need ideas? Check out features archive at http://IN.gov/feature.htm
Frequently Asked Questions

1. For State Employees Only: Can I fire their personnel if I don’t like them?
2. For State Employees Only: May I store personal email addresses and phone numbers?
3. Where can I find a general summary of IN.gov Services?
4. Can I access Driver License, Vehicle Registration, and Vehicle Title Searches if...
5. How far back do the Limited Criminal History Check records go?
6. For State Employees Only: How can I find my computer name?
7. For State Employees Only: May I send and receive personal e-mail from websites...
8. Can I subscribe to IN.gov online or over the phone?
Get Your FAQs on IN.gov!

**WHY?**
- Answer the same question the same way every time without human intervention (save time, reduce costs)
- Learn what really is the most frequently FAQ and begin to improve your website content to better serve your customers.
- Your content is available across IN.gov and from the State Information Center, not just your website

**HOW?**
- Start now or wait until your agency migration.
- SIC and IN.gov staff enter information for agencies.
- After launch, submit adds/changes/deletes via webmasters.IN.gov.
- FAQ template is available at webmasters.IN.gov or from your IN.gov migration lead.
WebTrends IN.gov

Overview Dashboard
This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

Pages
Visits

Referring Site
Visits

Visit Summary

This report was created on Monday, July 30, 2007 - 12:18:18 PM
Out With the Old Stats System

Don’t We Have a Stats System? Yes, but:

- **Latency.** There were no real time stats, only monthly reports which didn't appear until several days into the subsequent month.
- **Not User Friendly.** Many people don't know a great deal about web analytics (i.e. what's important, what's not), and the reports in summary didn't help. What's a visit? What's a hit?
- **Not a Lot of Detail.** There were several requests to use the system to identify content that wasn't getting traffic, which due to the amount of data to report, didn't show up in the old stats reports (they didn't report to that depth).

Why WebTrends?

- Real time tracking of analytics through individual page tags
- *Best in class* reporting and dashboards
- Enhanced granularity of data
- User-based views and capabilities
Why Do I Need “Web Analytics?”

Web Analytics Help You Determine

- If the web site (or portion of it) has been worth the financial investment
- If the web site produces the desired high-level results and are these results improving over time?
- The focus of customer interest in information and online services
- How much traffic the site experiences so that we can ensure that web servers continue to deliver web content flawlessly
- Traffic patterns and browser types/versions that influence design improvements
So, with WebTrends:

- You can develop more sophisticated and customer-centric information about your customers.
- This intelligence can lead you on a path from vague, general statistics to a sharp picture of who your customers really are.
WebTrends: Next Steps

- **Login Now!**
  1. Go to webtrends.IN.gov and login:
     - Username: guest
     - Password: guest
  2. Click “Reports & Profiles” in Left Navigation
  3. Select Your Agency & View Reports

- **August & September**
  - August: We’ll have WebTrends training information available from webmasters.IN.gov.
  - September: We’ll host an open meeting for WebTrends training.

- **We’re Currently Working with ExactTarget to Tie WebTrends into E-mail Marketing**
Security, Metrics, & Other Enhancements

ROBERT PAGLIA
Security Update

Security: IN.gov’s Top Priority

- Cybertrust Pre-Certification status: policy, human, physical, device, network reviewed
- Intrusion Detection and Prevention (Listening Mode)
- Mod_Security – Application Security (In test)

Other Enhancements

- Deployed virtual tape library
- Subversion
- Apache 2
Most Metrics Still Look Great!

Metrics Impacted by CMS Implementation

- “Content changes within three days” and customer satisfaction metrics suffered in the second quarter as a result of resources shifted to CMS effort.
- With the new fiscal year, we have augmented our staffing levels so we move even faster on CMS implementations and meet our service level requirement for content changes.

**IN.gov Performance Metrics**

<table>
<thead>
<tr>
<th>Service Level Description</th>
<th>Service Level Requirement</th>
<th>2006 Q3</th>
<th>2006 Q4</th>
<th>2007 Q1</th>
<th>2007 Q2</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Time Delivery of Projects</td>
<td>100%-90% 89-80% &lt;80%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>IN.gov Uptime</td>
<td>&gt;=99.95% 99.94-95% &lt;94.9%</td>
<td>99.96%</td>
<td>99.99%</td>
<td>99.9%</td>
<td>99.99%</td>
</tr>
<tr>
<td>Production Response Time</td>
<td>100%-90% 89-80% &lt;80%</td>
<td>-</td>
<td>100%</td>
<td>97%</td>
<td>88%</td>
</tr>
<tr>
<td>Content Changes w/in 3 Days</td>
<td>100%-90% 89-80% &lt;80%</td>
<td>-</td>
<td>93.63%</td>
<td>91.68%</td>
<td>65%</td>
</tr>
<tr>
<td>Web Address Changes w/in 3 Days</td>
<td>100%-90% 99-80% &lt;80%</td>
<td>-</td>
<td>100%</td>
<td>94.3%</td>
<td>94.3%</td>
</tr>
<tr>
<td>Customer Satisfaction: Tickets</td>
<td>100%-90% 89-80% &lt;80%</td>
<td>-</td>
<td>-</td>
<td>95%</td>
<td>85.3%</td>
</tr>
<tr>
<td>Customer Satisfaction: Projects</td>
<td>100%-90% 89-80% &lt;80%</td>
<td>-</td>
<td>-</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Disaster Recovery (Restoration of Content)</td>
<td>&lt;= 48 hours 49 to 72 hours &gt; 72 hours</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
Other Enhancements

- **Resource Enhancement/Management**
  - Resources augmentation for CMS implementation
  - Time reporting system implemented
  - RFP for integrated solution for managing PMO, resources, and invoicing
  - Variable Service actual to budget (Saved DNR 26K)

- **“No Wrong Door”**
  - All agencies now have www and non-www addresses set up. *E.g.*, www.dhs.in.gov and dhs.in.gov are set up to point to www.in.gov/dhs. (As always, in.gov/dhs works as well.)

- **Cha Cha Search**
  - Implemented across all agencies
  - Additional enhancements being considered

- **Various Applications Enhancements** (but All Resources Are Focused on Security & CMS)
Coming Soon & Q&A

CHRIS W. COTTERILL
Show What’s Going on with Your Agency by Location

- If you can find the place you are looking for on a map (by address or clicking on the map) and type in a brief description, you can use this.

Next Steps:
- Lt. Gov’s Office, then rollout to agencies
- Improvements to interface

Built & Maintained by IN.gov GIS Coordinator Joel Bump (INDOT)
What's Happening In Your County

Use the scroll button on your mouse, or the "+" button on the map, to zoom in for more detail. To view other portions of a county, hold down the left mouse button and move the mouse in any direction.

Return to the State map to select a different county.

Layers for Lake County
- Travel
- Economic Development
- Major Moves
- Counties and Communities

Boys and Girls Club visit
- Jan. 16, 2007 - Governor Daniels visited with members of the East Chicago Katherine House Boys and Girls Club.

Media availability
- May 1, 2007 - Governor Daniels discussed the 2007 legislative session and his legislative agenda at the Methodist Hospital Northlake Campus.

East Chicago Central High School visit
- April 9, 2007 - Governor Daniels conducted a question and answer session with the entire student body at East Chicago Central High School.

FSSA announcement
- Mar. 21, 2007 - Governor Daniels and representatives of the Family and Social Services Administration
Governor’s Press Release on IN.gov in August

Updated CMS Project Site
  - 8/13: CMS FAQs, schedule, etc. updated for more transparency on the status of our efforts

Combined Phone & Email Directory
  - 9/1: begin implementation of one set of results with name, agency (with web address), title, phone, e-mail, and mailing address

Really Simple Syndication (RSS) Feeds
  - 10/1: roll out RSS feeds for news and calendar events

“Breadcrumbs”
  - 11/1: roll out automated “breadcrumbs” (a trail of where user is within the site positioned above the headline) on pages in the new design
Thank You

This presentation is available at webmasters.IN.gov.