

Communicators Advisory Committee Meeting

Chris Cotterill, & Mehgan O'Connor, Robert Paglia

8/2/2007

- **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**

INNOVATING Indiana
About DWD | What's New | Forms & Downloads | Contact Us | Site Map | Home

Lt. Governor Becky Skillman
Indiana
Calendar | Newsroom | Governor Mitch Daniels | En Español | Search this Site | Search

Indiana Bureau of Motor Vehicles
Ronald L. Stiver, Commissioner

INDIANA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT
Home | About | Calendar | Contact | Grants & Loans | Records

career
training
ideas
leaders
business
global

Welcome to your new Indiana Business
Online Services
Driver License
Plates and Registration
Brand New
Dealer Services
Contact Us
did you know

Hoosier Park at Anderson
A Churchill Downs Company
INDIANA DOWNS
Standardbred Links
USTA
ISA
Indiana Info
HHYF
Thoroughbred Links
HBPA
TOBA
TOBA
NTRA
Quarter Horse Links
AQHA
QUANT

Indiana Horse Racing Commission
Press Releases
Meetings | 2005 | Annual Reports
Home
Our Mission
Divisions
DOC Progress Report
Fact Sheet
Career Opportunities
Staff Development and Training
DOC FAQs
Facilities
Visiting Guidelines
Media Center
Calendar of Events
Offender Locator
Community Corrections
Parole Board
Special Initiatives
PEN Products
Victim Services
Ombudsman
News Room
Interview Requests
Biographies
Awards and Honors
Virtual Museum
ProgressionInCorrection
In the Community
Calendar of Events
Emergency Response
Dog Programs
Facilities
Bridgeway Convention Facility
Derry County
Current Events
HURRICANE KATRINA

Indiana Office of Utility Consumer
The Advocate for Indiana's
fast facts

INDIANA DEPARTMENT OF TRANSPORTATION
"Driving Indiana's Economic Growth"
Motorist Information
About INDOT
Publications
Modes of Transportation
Doing Business with INDOT
Projects/Studies
Public/Media Info
Programs/Events
Home
Contact Us | Links
Welcome to the
Our mission is INDOT will
This Website is a valuable
people who travel Indiana
details on doing business
Don't hesitate to email us
INDOT News
Major News/Events

Indiana Department of Homeland Security
J. Eric Dietz, Ph.D., Executive Director
Planning
Training
Emergency Response
Fire and Building Safety
IDHS Calendar
Training Calendar
About Us
Newsdesk
Newsletters
Safeguarding Hoosier
Planning, Preparing, and Responding

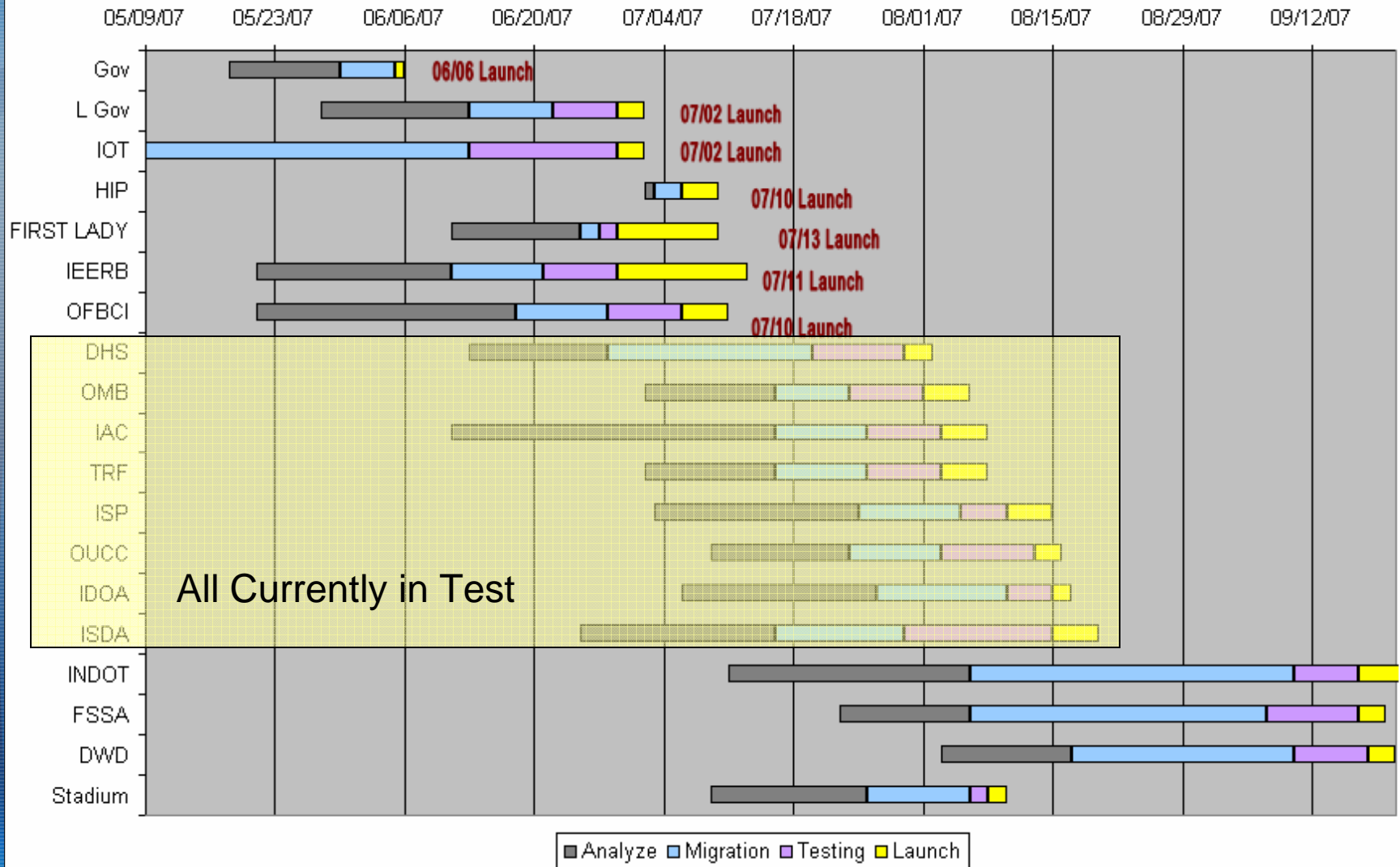
INDIANA DEPARTMENT OF AGRICULTURE
Welcome to the Indiana State Department of Agriculture
Our Vision: Indiana will be a Global Center for Food and Agricultural Innovation and Commercialization
Indiana's Agriculture Strategic Plan
The Plan for 2005
Feature Stories
Possibilities Unbound

“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

The collage displays several screenshots of the IN.gov website, illustrating various content areas and user interface elements:

- Top Row:** Multiple instances of the main IN.gov homepage with navigation menus for 'About Indiana', 'Agriculture & Environment', 'Business & Employment', 'Education & Training', 'Family & Health', 'Law & Justice', 'Public Safety', 'Taxes & Finance', and 'Tourism & Transportation'. A search bar and 'GOVERNOR MITCH DANIELS' profile are visible.
- Middle Row:** Screenshots for 'LIEUTENANT GOVERNOR BECKY SKILLMAN' and 'Healthy Indiana Plan'. The latter features a prominent orange banner and 'Online Services FIRST IN LINE EVERY TIME'.
- Bottom Row:** Screenshots for 'Indiana Education Employment Relations Board', 'Office of Faith-Based & Community Initiatives', and 'INDIANA OFFICE OF TECHNOLOGY'. The technology page includes a 'Customer Service' sidebar with a 'Top FAQs' section.
- Left Side:** A vertical sidebar for 'First Lady Cheri Daniels' with a 'Cook with Cheri' section, featuring a 'HEARTLAND WALK FOR HEALTH' logo and a 'Cook with Cheri' recipe book.
- Bottom Center:** A 'Habitat for Humanity' section with a photo of a woman in a blue cap and a 'Cook with Cheri' recipe book.
- Bottom Right:** A 'State IT Strategic Plan' section with a chess knight icon and a 'New Desktop Hardware Refresh Standards' notice.

Tier 1 CMS Migration - Up-to-date



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

Groups III & IV (Tentative)

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

- **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

- **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 retired thoroughbred horses. At 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


- 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>

Top FAQs **I Want To...**

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 I...
8. Can I subscribe to IN.gov online or over the phone?



IN.gov advanced search
 the web search



GOVERNOR MITCH DANIELS
visit his home page >>

[About Indiana](#)

[Agriculture & Environment](#)

[Business & Employment](#)

[Education & Training](#)

[Family & Health](#)

[Law & Justice](#)


[Public Safety](#)

[Taxes & Finance](#)

[Tourism & Transportation](#)

[Find an Agency](#) [Find a Person](#) [HELP](#)

Welcome to the Official Website of the State of Indiana



IN.GOV HOME »

- [Governor Mitch Daniels](#)
- [Lt. Governor Becky Skillman](#)
- [General Assembly](#)
- [Judiciary](#)
- [Other Elected Officials](#)
- [City County Government](#)

INFORMATION FOR

- [Businesses](#)
- [Kids](#)
- [Local Government](#)
- [Residents](#)
- [State Employees](#)
- [Vendors & Lobbyists](#)
- [Visitors](#)

MOST VISITED

- [Hoosier Lottery](#)
- [Dept. of Workforce Development](#)
- [Bureau of Motor Vehicles](#)
- [Secretary of State](#)
- [Department of Revenue](#)

MORE »

Who Are Your Legislators?

Elected Office Zip Code

Frequently Asked Questions

Answers
Ask a Question
Live Help
My Stuff

[Login](#) [Help](#)

Category Search Text (optional)

Powered by **RIGHT NOW**

Category
Executive, Legislative & Administrative
Governor, Office of the

Date Created
06/06/2007 01:55 PM

Last Updated
06/06/2007 01:56 PM

What is the governor's annual salary?

Question

What is the governor's annual salary?

Answer

Indiana Governor's salary is \$95,000.

Did this answer your question?

Yes No

Related Answers

- What are the eligibility requirements for becoming governor?
- What are the duties of the governor?
- Who is part of the Governor's Cabinet?
- Where can I find Governor Daniels' address, phone number & email address?

13

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 web site

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 Analytics 8™ | REPORTING CONSOLE

Main Calendar View

Report Period: July

Q3	S	M	T	W	T	F	S
W27	1	2	3	4	5	6	7
W28	8	9	10	11	12	13	14
W29	15	16	17	18	19	20	21
W30	22	23	24	25	26	27	28
W31	29	30	31	1	2	3	4

2007

Profile | Template | Export: [Icons]

Preferences | Log Out | Help | Customer Center

Daily View: Jul 29, 2007 12:00:00 AM - Jul 29, 2007 6:59:57 AM
Current Profile: **BMV**

Overview Dashboard Create Bookmark

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

Page	Visits (Approx.)
/bmv/branches	1.0
/bmv/license/	1.0
/bmv/platesandtitles/manual/	1.0
/bmv/license/drivers_license.html	1.0

Referring Site

Visits

Source	Percentage
Direct Traffic	42.86%
www.testquestionsandanswers.com/	14.29%
www.carbuyingtips.com/	14.29%
www.in.gov/	14.29%

Exit Pages

Page	Visits (Approx.)
/bmv/platesandtitles/manual/	1.0
/bmv/license/drivers_license.html	1.0
/bmv/branches	1.0
/bmv/dealerservices/wbdeal.html	1.0

Visit Summary

Visits	7
Average per Day	7
Average Visit Duration	00:00:53
Median Visit Duration	00:00:14
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Template: WT_II_Template

Bookmarks

Overview

- Overview Dashboard
- Marketing Dashboard
- Visitors Dashboard
- Pages Dashboard
- Navigation Dashboard
- Technical Dashboard
- Activity Dashboard
- Browsers and Platforms Dashboard

Marketing

Site Design

Site Performance

This report was created on Monday, July 30, 2007 - 12:15:18 PM

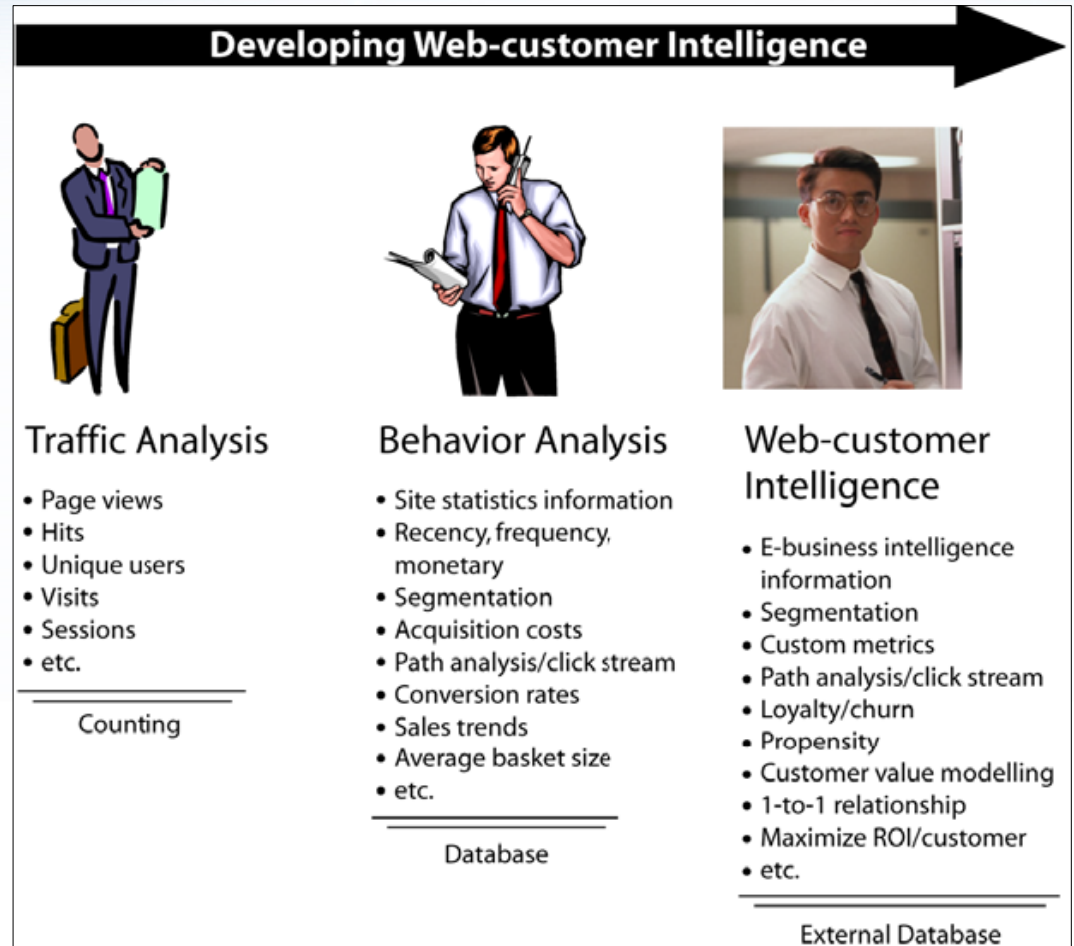
- **Don't We Have a Stats System? Yes, but:**
 - Latency. There were no real time stats, only monthly reports which didn't appear until several days into the subsequent month.
 - Not User Friendly. Many people don't know a great deal about web analytics (i.e. what's important, what's not), and the reports 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

■ 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.



■ 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: 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							
Service Level Description	Service Level Requirement			2006 Q3	2006 Q4	2007 Q1	2007 Q2
	Acceptable	Marginal	Unsatisfactory				
On Time Delivery of Projects	100-90%	89 - 80%	< 80%	100%	100%	100%	100%
IN.gov Uptime	>=99.95%	99.94 – 95%	<94.9%	99.86%	99.99%	99.9%	99.99%
Production Response Time	100-90%	89 - 80%	< 80%	-	100%	97%	68%
Content Changes w/in 3 Days	100-90%	89 - 80%	< 80%	-	93.63%	91.68%	65%
Web Address Changes w/in 3 Days	100-90%	89 - 80%	< 80%	-	100%	94.3%	94.3%
Customer Satisfaction: Tickets	100-90%	89 - 80%	< 80%	-	-	96%	85.3%
Customer Satisfaction: Projects	100-90%	89 - 80%	< 80%	-	-	100%	100%
Disaster Recovery (Restoration of Content)	<= 48 hours	49 to 72 hours	> 72 hours	N/A	N/A	N/A	N/A

- **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



The screenshot displays the IN.gov website's GIS Maps section. At the top, there is a search bar and navigation links for various government departments. The main content area is titled "What's Happening in Your County" and features a map of Lake County, Indiana. The map is overlaid with numerous colored pins representing different locations and events. A sidebar on the right lists recent news items, including "Boys and Girls Club visit", "Media availability", "East Chicago Central High School visit", and "FSSA announcement". The bottom of the page includes a search bar and links for "Find Location" and "Large Map".

- Built & Maintained by IN.gov GIS Coordinator Joel Bump (INDOT)

IN.gov GIS Maps

IN.gov

IN.gov advanced search
GOV search



- About Indiana
- Agriculture & Environment
- Business & Employment
- Education & Training
- Family & Health
- Law & Justice
- Public Safety
- Taxes & Finance
- Tourism & Transportation

Find an Agency Find a Person HELP

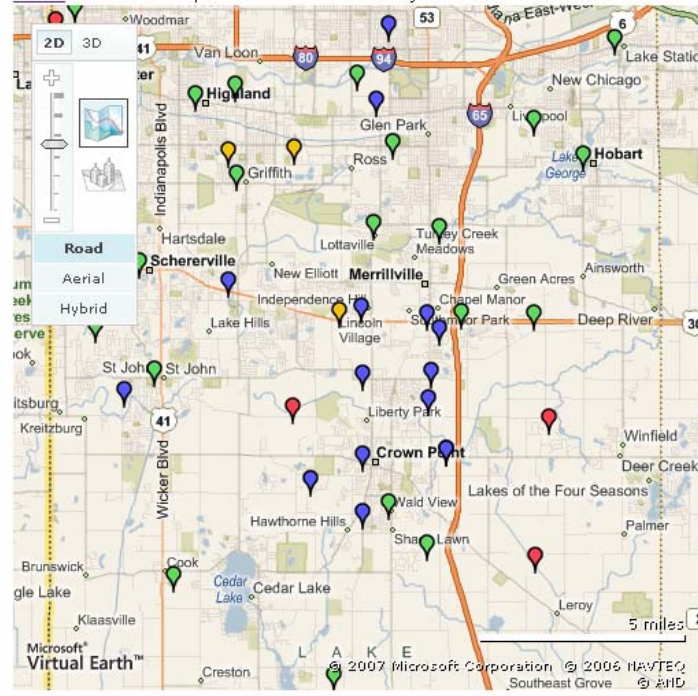
- Governor Daniels' Home Page**
- About the Governor
- Appointments
- What's Happening in Your County
- Ask Mitch
- European Trade Mission 2007
- First Lady Cheri Daniels
- Governor's Residence
- Indiana Honors & Recognition
- Info for Kids
- Legislative Agenda
- Lt. Governor's Website
- Newsroom
- Previous Governors
- RV1



INDIANA GOVERNOR MITCH DANIELS

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 Counties


Boys and Girls Club visit
Jun. 18, 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 3, 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

Enter Location [Find Location](#) [Large Map](#)




Layers for Lake County

- Travel
- Economic Development
- Major Moves


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Jun. 18, 2007- Governor Daniels visited with members of the East Chicago Katherine House Boys and Girls Club.

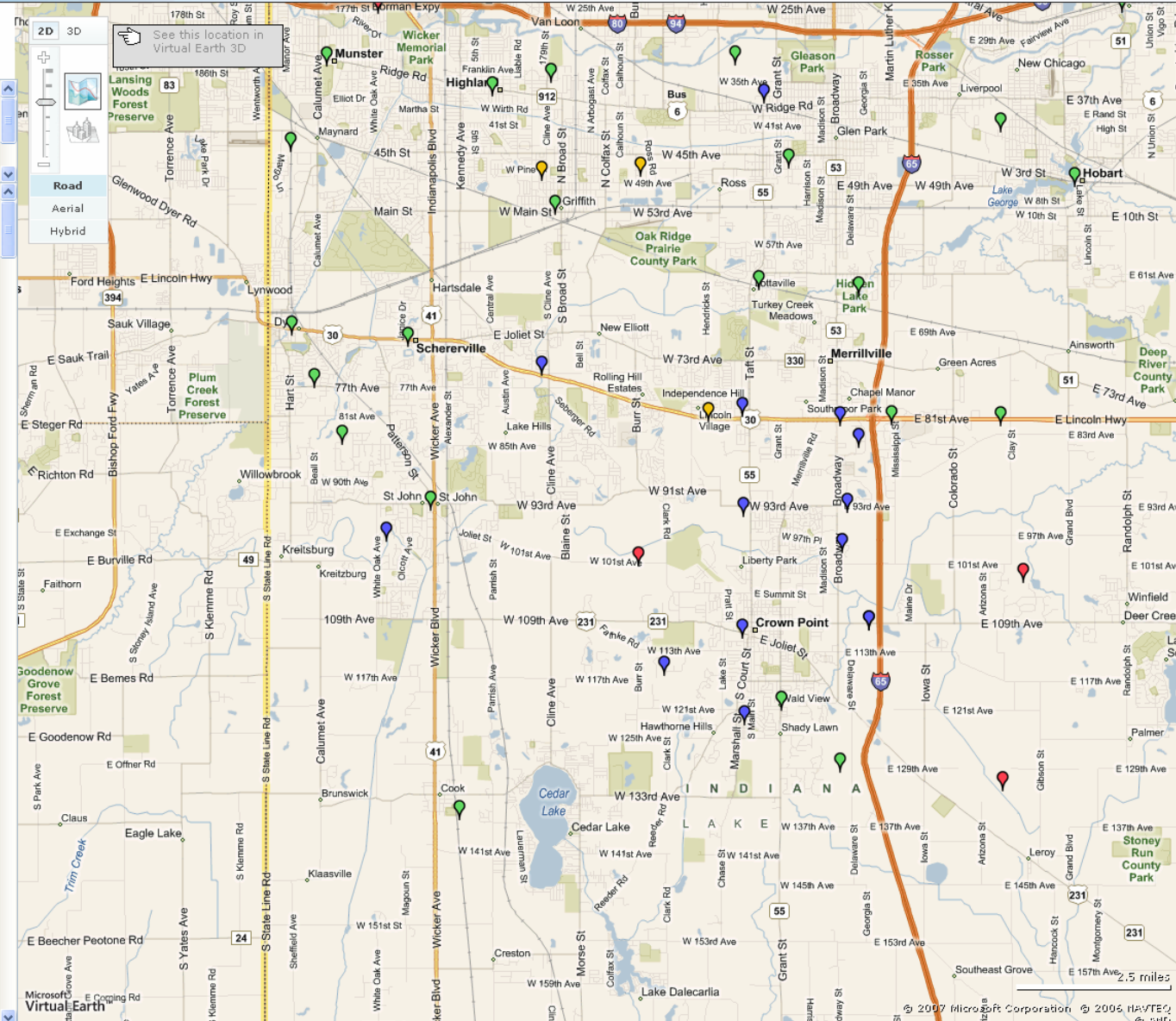
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May 1, 2007- Governor Daniels discussed the 2007 legislative session and his legislative agenda at the Methodist Hospital Northlake Campus.

East Chicago Central High School visit

April 3, 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 (FSSA) made an announcement about the site selection for a new service center that will support the state's new eligibility modernization project.

International Pastor's School conference
March 21, 2007- Governor Daniels addressed attendees at the 44th Annual International Pastor's School conference held at the First Baptist Church of Hammond.

Gary Community Health Center tour & discussion on The Governor

Jan. 30, 2007- Governor Daniels and other health professionals toured the Gary Community Health Center and discussed the Governor's Plan for a Healthier Indiana.



- **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.*