State of New Hampshire Digital Government Initiative

"Citizens and businesses don't care about the structure of government"

Bill Finnerty, Research Director
Digital Government
Gartner Group 2017

Agenda

- Objectives
- *Dual Path Approach*
- *Current Activities*
- *Next Steps*

Objectives

- Improve citizen services through Digital Government transformation
  - <u>Citizen</u> focused web site design and information architecture
  - <u>Business</u> friendly compliance processes
  - Mobile and web applications that serve

- Strengthen the NH brand
  - Harmonize branding
  - *Design with citizens and businesses in mind*

Two Convergent Paths

- ## Short Term - Tactical
  - Focus on quick wins
  - First steps branding and design harmonization
  - Deliver new look and feel to front ends of (nh.gov, Secretary of State site, governor's site, legislative site)
  - Citizen and business focused application improvement(s)

- ## *Forward Looking - Strategic*
  - Completely restructure web delivery mechanisms and the funding structures that support them
  - *Implement Branding and design governance structures*

Current Activities

- Recruiting project manager to drive the initiative

- *Moving forward with a short term redesign initiative*

- *Kicking off a solicitation process to outsource hosting, content management, design services*

- *Forming the top level governance structure*

Next Steps

- Onboard a project management resource as soon as possible

- Lock in on design and scope for short term initiatives

- Form project team and begin delivering

- Implement an executive level entity to vet top level branding, design, and strategic decisions

- Clarify the mission of the entity (agency, branch) based advisory committee