Innovation for the Benefit of Citizens:

accessIndiana
linking Hoosiers to government
Presented by:

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What is accessIndiana?

- Official Web portal for the state of Indiana
- Every agency, every branch represented
- State government available to citizens 24/7
- Public – private partnership model
accessIndiana Funding Model

Primary funding for the portal comes from the assessment of modest convenience fees to end-users for a select set of services. Those convenience fees pay for the development, hosting, maintenance and marketing of accessIndiana portal services.
Critical Success Factors

- Commitment to Partnership
- Continuous Communication
- Trust and Team Work
Commitment to Partnership

• Definition of partnership
  – Must have a common definition
  – Must include “win-win”

• Similar to a marriage
  – Must agree “better together than apart”
  – Shared risk and reward

…Interdependency
Commitment to Partnership

What We Did Right

- Committed to Law
  - Indiana Code 5-21
  - Operates under the authority of the Intelenet Commission
  - Governed by the Enhanced Data Access Review Committee (EDARC)
  - Defined “gateway” (now “portal”)
  - Continue to change legislation
Commitment to Partnership

What We Did Right

• Shared goals and vision at strategic level
  – EDARC
  – eTeam
Commitment to Partnership

Lessons Learned

• Commitment at all levels
• Cultural change at all levels
• Examples:
  – *Everything You Ever Needed to Know About accessIndiana But Didn’t Know Who to Ask*
  – Governor’s Tech Group
Continuous Communication

• Develop the message
  – Internal and external

• Use all communication mechanisms
  – One-to-one
  – Large group
  – Print

• Repetition
Continuous Communication

Things We Did Well

• Provided human interface
  – Project managers assigned to specific agencies

• Listened to “folks in the field” and adapted
  – Revisiting goals
  – Continuous evolution
  – Contractual terms and conditions
Continuous Communication

Things We Did Well

- Targeted potential customers with dedicated marketing resources
  - Industry tradeshows
  - Press releases
  - Industry publications
Continuous Communication

Lessons Learned

• Identify champions to communicate message

• Toot your own horn
  – Sharing success builds credibility
Trust and Team Work

- Challenge each other
- Trust your gut
- Choose the right people on both sides who work well together
Things We Did Well

• Recognized not just choosing a vendor - choosing a partner
• Involved partners at the strategic level
Trust and Team Work

Lessons Learned

• Building trust and team work is an ongoing effort

• Must happen at every level
“Trust and teamwork are not going to happen day one. You have to build trust, earn respect, and grow the team over time.”
Where We Go From Here

• Continuous evolution of eGovernment
• Essentially starting over