



Year End Report 2023

Digital Services & Solutions partners with state agencies and elected officials to deliver information and services to constituents. Our products, training, consulting, and governance put users' needs first to provide the best possible experience. In 2023, the scope of our work expanded to include overall product strategy for GTA, as well as building foundational policies for the governance of artificial intelligence technologies in Georgia.

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- GovHub
- Artificial Intelligence
- Product Management

Georgia Technology Authority
Digital Services and Solutions
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gta

Part 1 of 3

Digital Services
& Solutions

GovHub

GovHub

Built for Georgia

We continued to expand the GovHub footprint in 2023, onboarding new agencies and releasing the most significant redesign to the platform in four years. GovHub, Georgia's digital publishing platform, powers 80+ sites and is more secure and user-focused than ever.

GTA manages the state's flagship website, Georgia.gov, which showcases GovHub's capabilities and provides a starting point for Georgians on their quest for services and information. Users initiated more than 11 million sessions on Georgia.gov in 2023, which represents a slight decline from the past few years where high profile elections and Covid-19 drove extraordinary traffic.

Our state agency partners, whether GovHub subscribers or not, are supported with tools and training that results in improved digital practices, which contributes to better efficiency and trust in government services. The Georgia Analytics Program offers a data-rich dashboard that allows state agencies to measure their website's performance in mission-critical categories such as SEO, content quality, and accessibility.

GOVHUB PROJECTS

“The redesigned and restructured content has already started providing excellent customer service, saving time and effort for countless citizens of Georgia.”

Rao Manekar
Web Services Manager
Georgia Department of Corrections

- We implemented multi-factor authentication on all GovHub user accounts to increase the security of state information.
- The Georgia Department of Corrections launched their new site on GovHub and significantly shifted their content focus from agency information to user-centric services.
- The Georgia All-Payer Claims Database also launched on GovHub, offering a collection of healthcare claims data for both public and private insurance plans in Georgia and serving as a central source of healthcare information.
- We upgraded to Drupal 10, updating 175 Drupal modules and 3 themes to ensure compatibility and continuous operational availability.
- The web application firewall on GovHub continued to thwart attacks and ensure that sites stayed online, blocking as many as 10 million malicious requests per month.

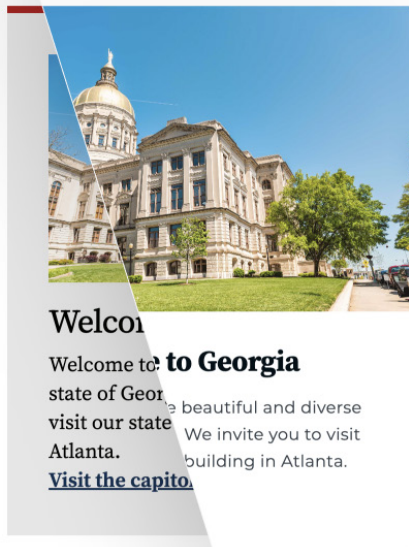
RELATED SERVICES

“GOV Talks was really eye-opening, and I am excited to see what benefits AI will bring our agency in the near future.”

Bryce Rawson
Special Assistant to the Commissioner
Office of Commissioner of Insurance and
Safety Fire

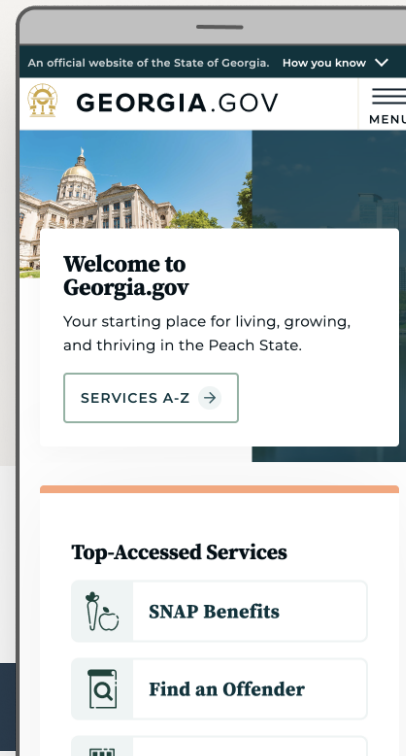
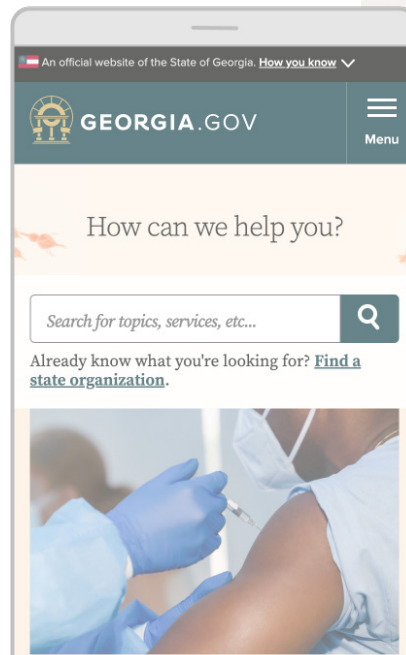
- To help our state partners build trust with their digital presence and ensure a seamless user experience, we developed and launched the Orchard Design System. It offers accessibility-compliant code and styles matching GovHub sites that can be easily used in other agency sites and applications.
- Seventy-seven state agencies participating the Georgia Analytics Program continued to meet or exceed the state benchmark scores for content quality, accessibility, and SEO.
- Our Support Desk assisted 60 state organizations with 846 issues, providing high-quality customer service with a 4.9 out of 5 stars feedback rating.
- Our annual GOV Talks event welcomed 80 attendees representing more than 50 state organizations. It served as an opening to a conversation on the opportunities of artificial intelligence in state government.
- We provided training courses to 108 content editors through our Learning Management System on topics such as how to use GovHub or Siteimprove, how to measure KPIs, and how to use new product features.

BLOOM DESIGN REFRESH



Modernizing the Design:

We released the Bloom design theme across 81 GovHub sites this year. This required designing, developing, testing, and refining site features that come together to create the new look and feel.



ORCHARD DESIGN SYSTEM

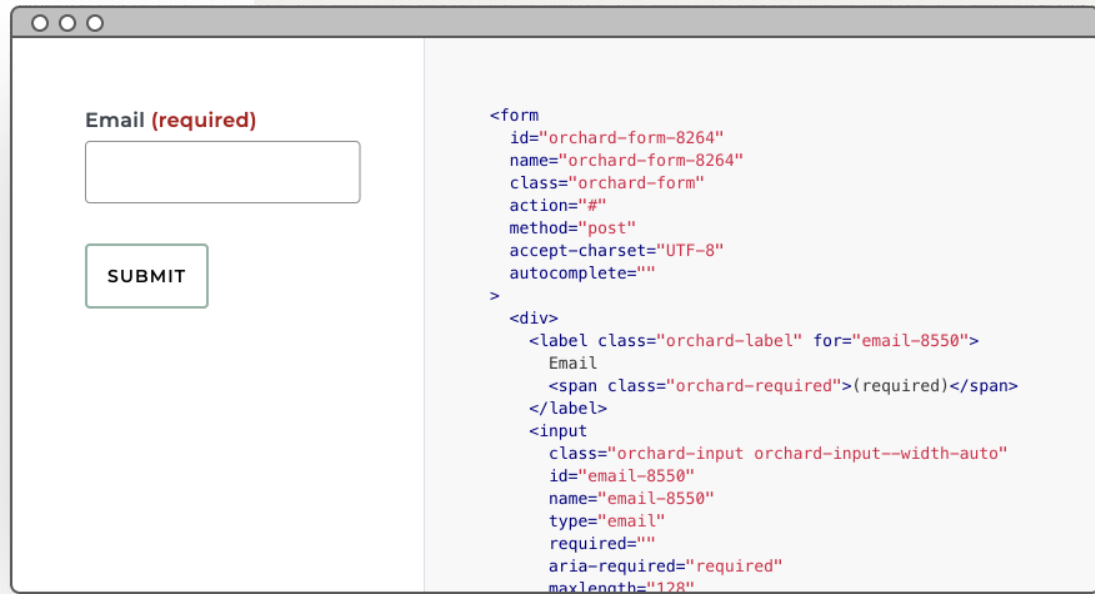
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Copy

Building a Seamless User Experience:

The design system ensures a consistent and engaging user experience across various digital platforms.

Offering patterns, styles, and usage guidelines, it helps state organizations maintain a unified brand that can increase the public trust.



Artificial Intelligence

Artificial Intelligence

Ensuring Responsible Use of AI

The most talked about emerging technology of 2023 was generative AI and the myriad ways it will impact and augment the work of state government. We established a cross-agency task force, led by the Chief Digital and AI Officer, to champion responsible and ethical deployment of AI in government operations, providing policy formulation and ensuring transparency, fairness, and accountability.

By December 2023, we published foundational AI policies and standards, and have begun full-scale efforts to audit AI usage across state government and establish a Center of Excellence to collaborate with peers on AI management and oversight.

To champion responsible and ethical deployment of AI in state government operations, the new AI program will provide oversight on AI policy formulation and implementation, ensuring transparency, fairness, and accountability.

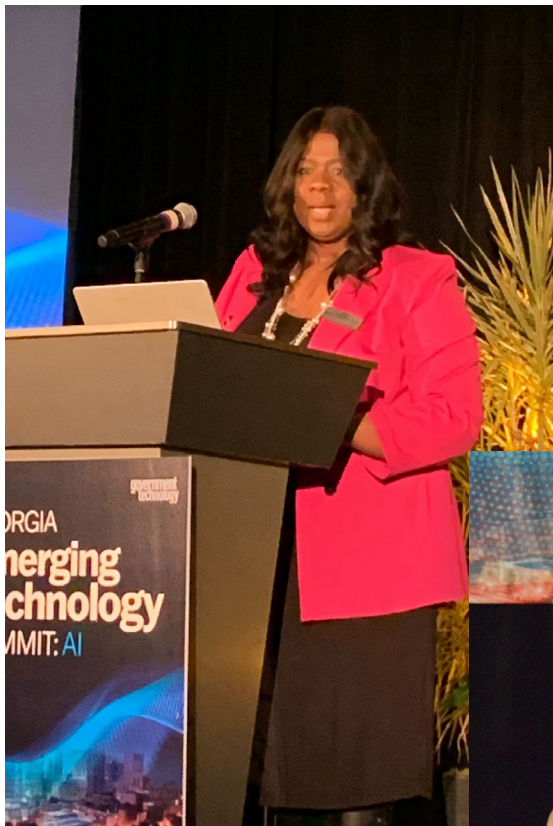
ARTIFICIAL INTELLIGENCE

“...[your team’s] hard work has made GA a better place... Y’all have always been a pleasure to deal with.”

Sean Martin
Senior Systems Analyst
Georgia Bureau of Investigations

- GTA named a new Chief AI Officer to champion responsible and ethical deployment of AI in state government operations.
- Newly enterprise policy and standards address the use of artificial intelligence tools in government operations, especially as it pertains to using sensitive data and state information within these tools.
- Five guiding principles govern the design, implementation, and utilization of automated systems. These principles are intended to guide state agencies as they integrate protective measures into their policies and operational procedures.
- Foundations are in place to prepare for a full-scale effort, including building a statewide registry of AI usage and developing a new Center of Excellence for AI.

AI SUMMIT



Moving from Potential to Policy:

A day-long summit on AI brought together leaders in the public and private sector to explore of the current state and future trajectory of this emerging technology. Attendees represented more than 70 state and local organizations, 6 states, 8 cities, and 5 universities.



Product Management

Product Management

Understanding the Product Landscape

Upon absorbing product management for GTA, we conducted a sweeping review of every product and service offered by GTA in an effort to plot roadmaps for each legacy and future endeavor. We also created a product ordering template that can be used by customer service managers to standardize requests by agencies.


PRODUCT MANAGEMENT PROJECTS

“Teamwork makes the dream work! A huge kudos to you and your team for making it happen.”

Shawna Mercer
Director of Communications
Georgia Department of Labor

- An enterprise product landscape was created to have a clear understanding of all the services and products that GTA offers.
- Product profiles assist internal team members and customers alike with a full view on where the product stands currently, why it is being offered, and how it is being delivered.
- To move forward responsibly and guide us in strategic planning, we have charted roadmaps for the next six months for relevant products under the Unisys and AT&T contract, and for in-house products built by GTA DevOps.
- The PRICE Model is being implemented to strategically prioritize and categorize all enterprise products.
- We offered training to upskill state organizations on cloud services. Through our partner Technical College System of Georgia, 20 students attended semester-long courses on cloud operations and development. Our partnership with AWS saw 185 students taking 10 multi-day classes to learn cloud essentials.

PRODUCT MANAGEMENT MARKETING



gta
GEORGIA
CLOUD

Move your applications and storage to the cloud

Upgrade your applications and infrastructure. Join Georgia's Amazon Web Services enterprise cloud offering to enjoy discounted pricing, fast onboarding, and free training.

- Enterprise discounts
- Uses existing contracts
- Pay for what you use

In-depth training and support:

- Lunch and learns and office hours w/ AWS and GTA
- TCSG Cloud Academy
- AWS classroom training
- AWS on-demand training



Product Portfolios:

“Ready for Use” documentation helps GTA make sound business decisions for all products and services. This includes historical artifacts, sales and marketing materials, and financial information.

