The Future of Georgia's Web Platform

Kendra Skeene

Digital Services
GEORGIA

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Director of Product,
Digital Services Georgia

@kskeene

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GEORGIA

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The Future of ~~Georgia's~~ Your ~~Web Platform~~ Digital information

Digital Services
GEORGIA

Agenda

- Challenges to providing government services
- Our Digital Platform Goals
- Where you fit in

Challenges to Providing Government Services

Digital Services
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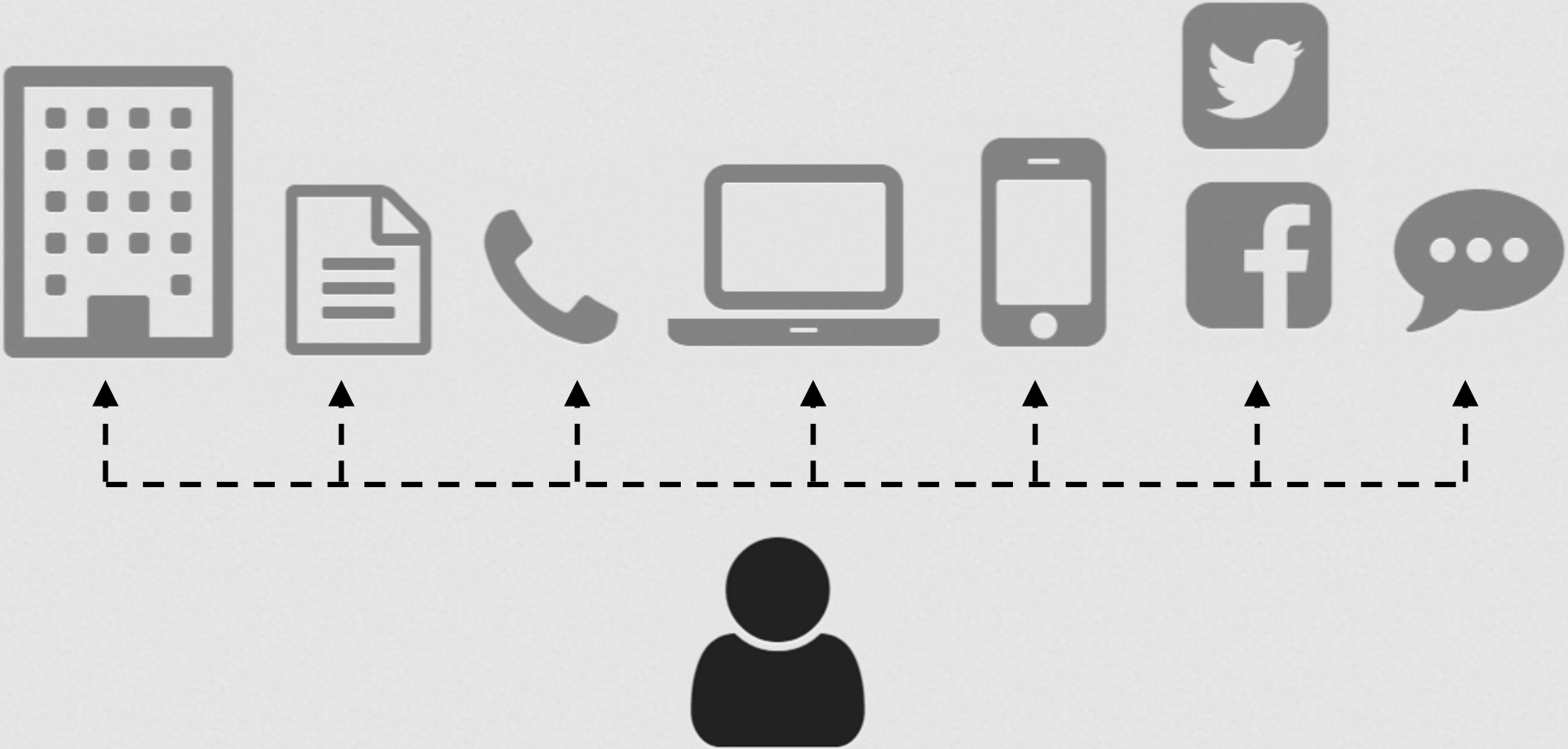
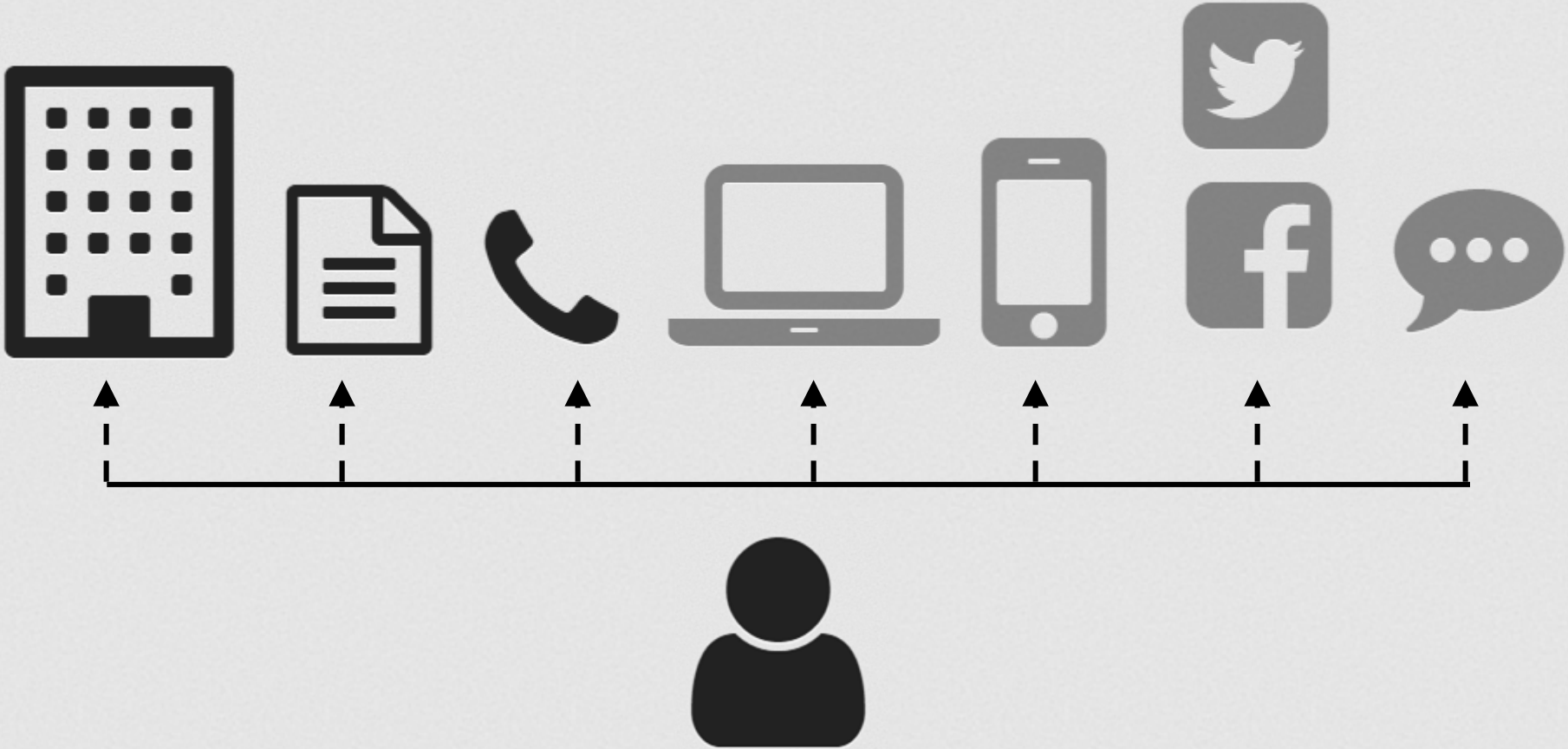
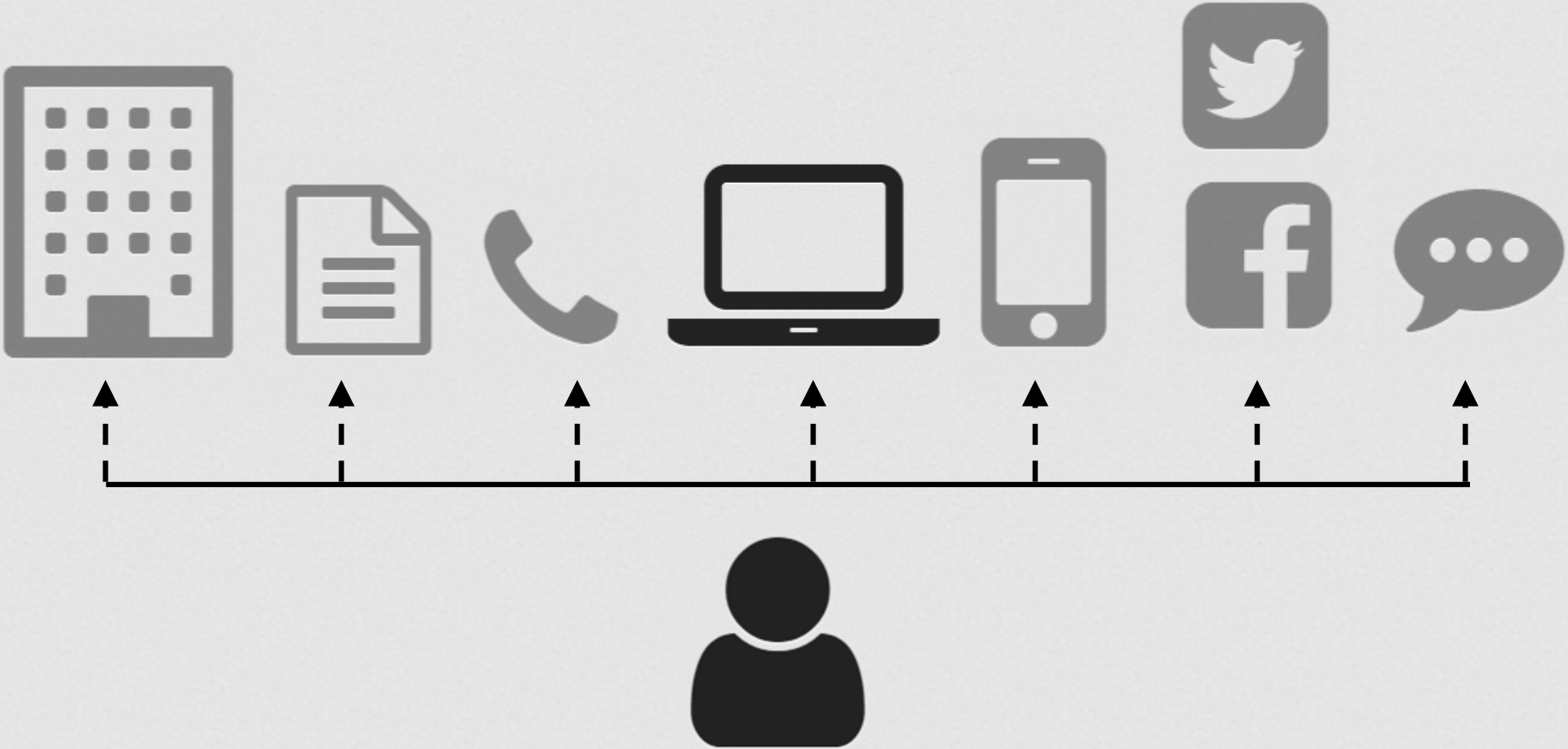
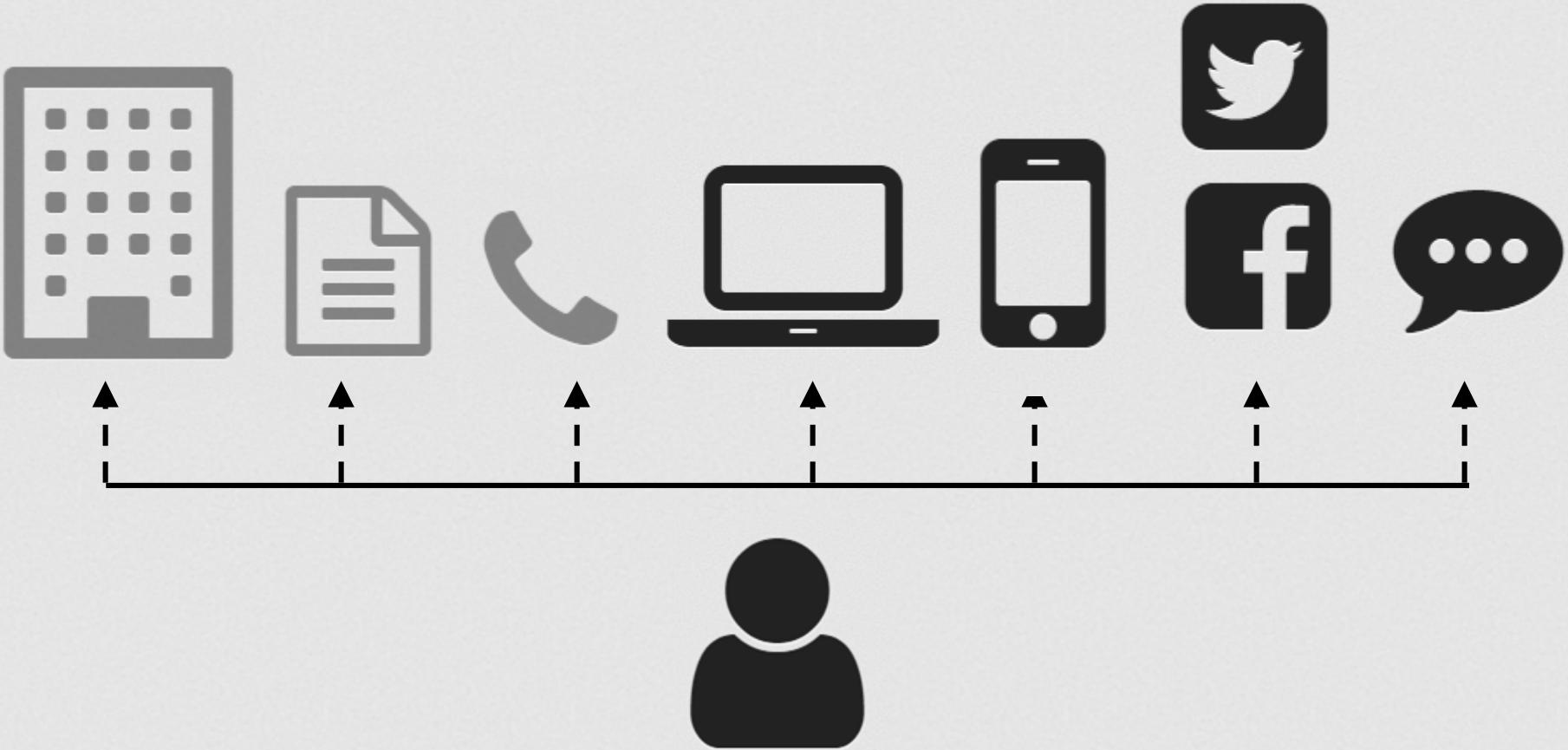
1. Challenge to Providing Government Services

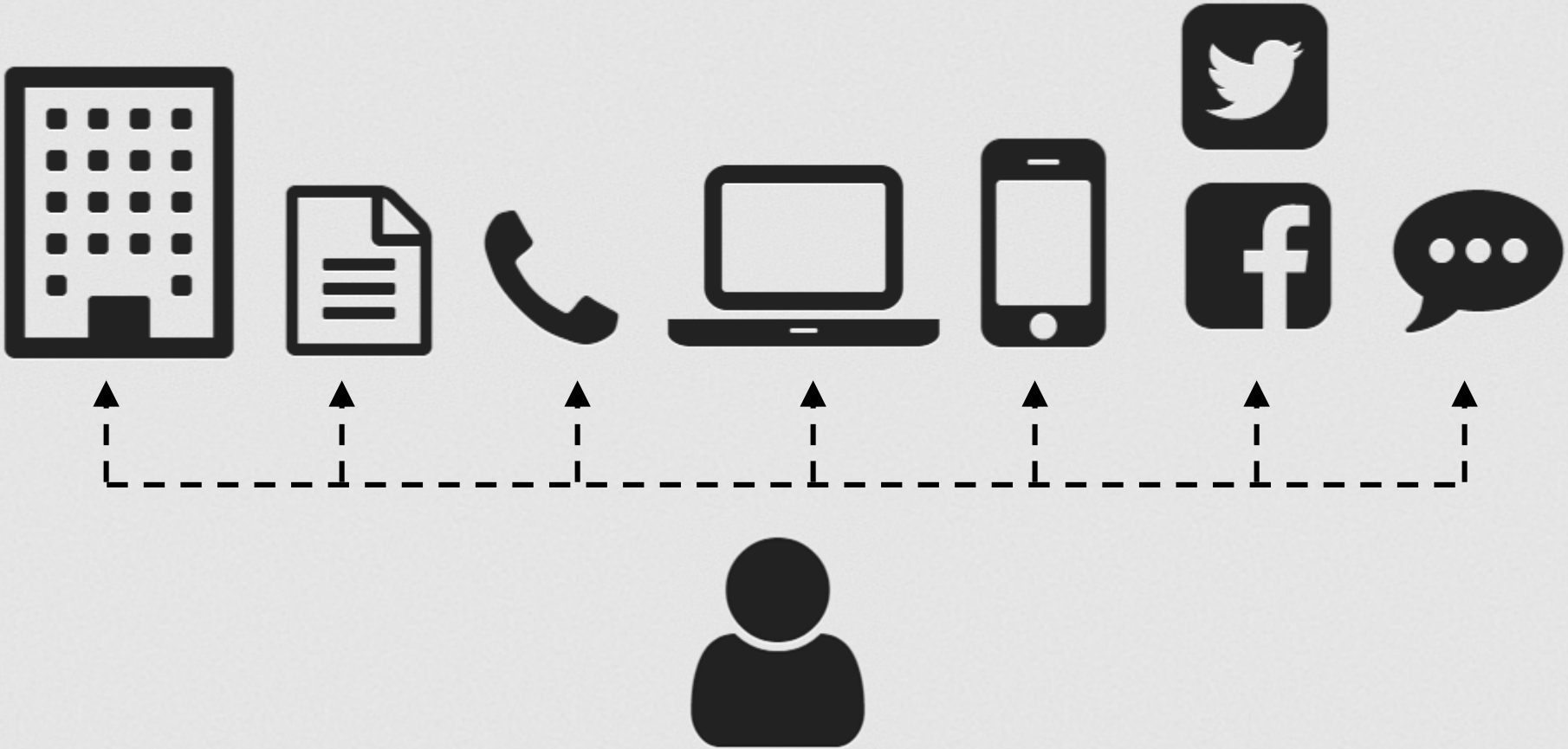
Citizen Connectivity (Channel fatigue)











20%

of Georgia households go without the internet.

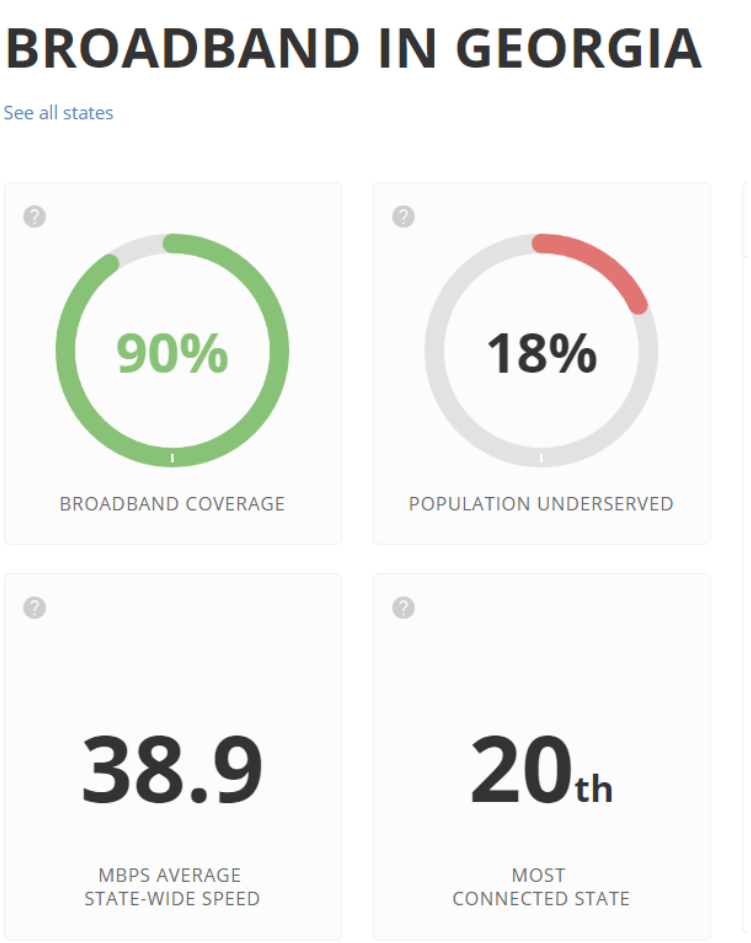
Source: http://www.governing.com/gov-data/city-internet-connection-household-adoption-rates-data.html

OLDER, LESS EDUCATED, AND POORER AMERICANS ARE MUCH LESS LIKELY TO BE ONLINE

- ✓ Not interested
- ✓ Too expensive
- ✓ Too frustrating

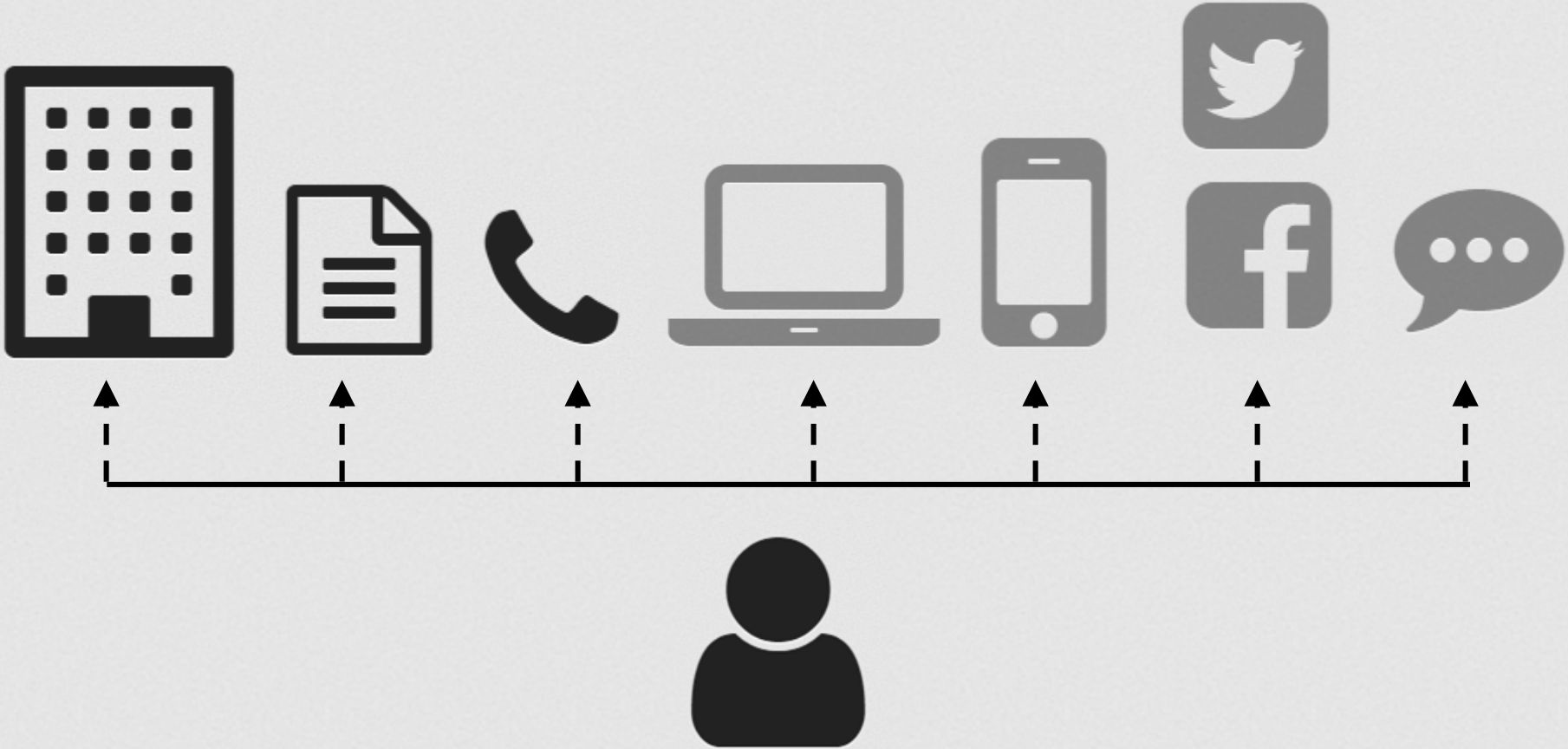
Source: https://www.theverge.com/2013/8/26/4660008/pew-study-finds-30-percent-americans-have-no-home-broadband

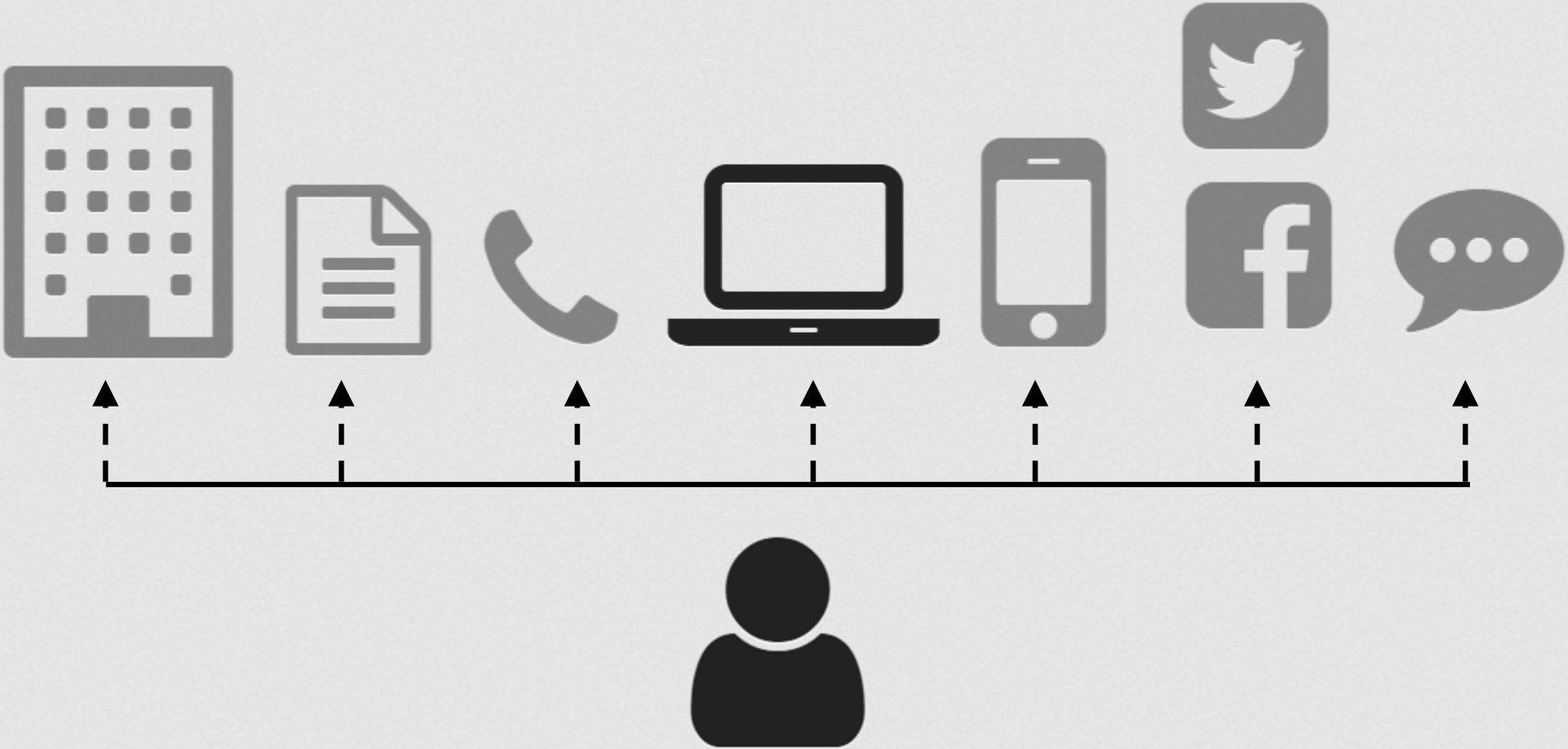
Access to internet service

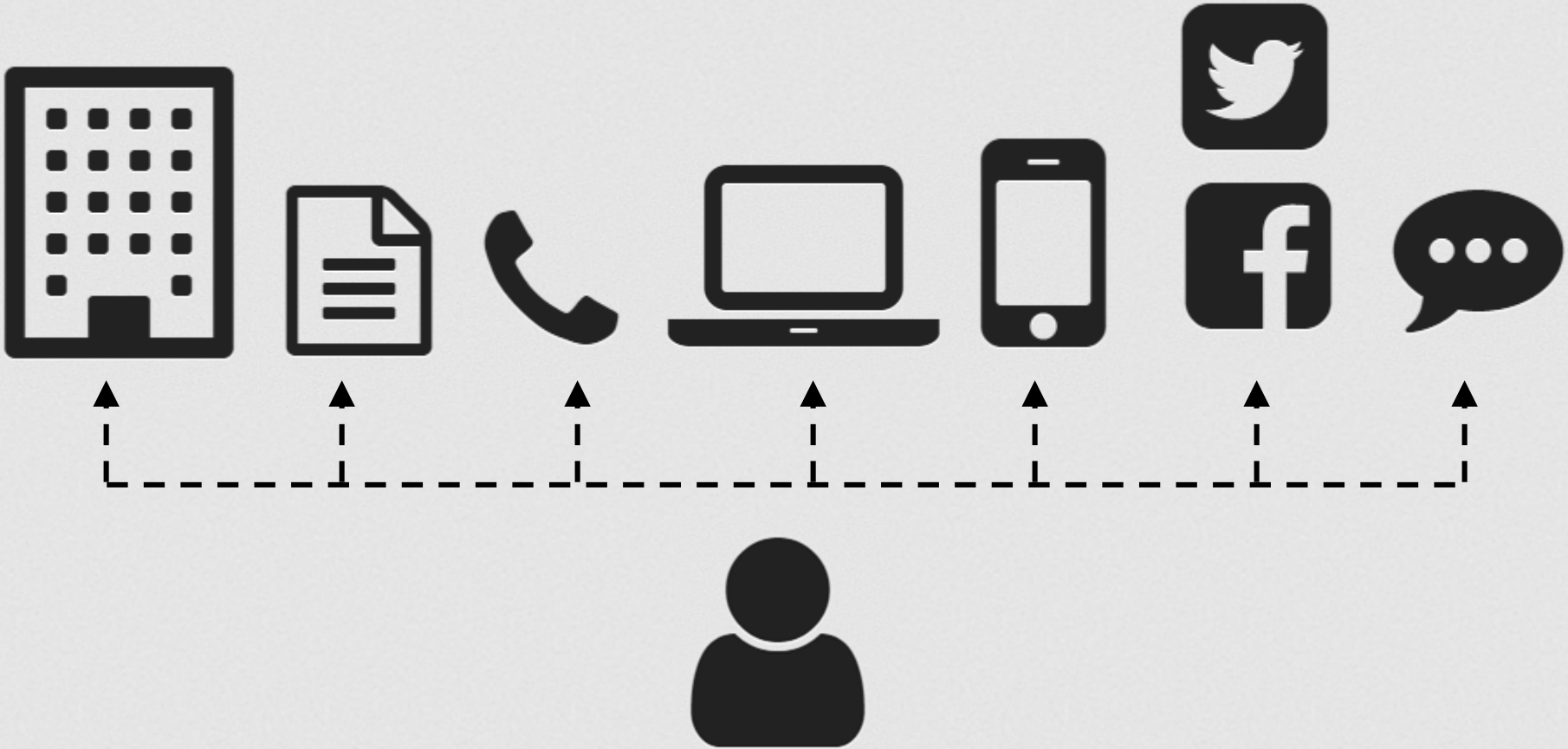


https://broadbandnow.com/Georgia

Access to internet service ≠ Internet in the home

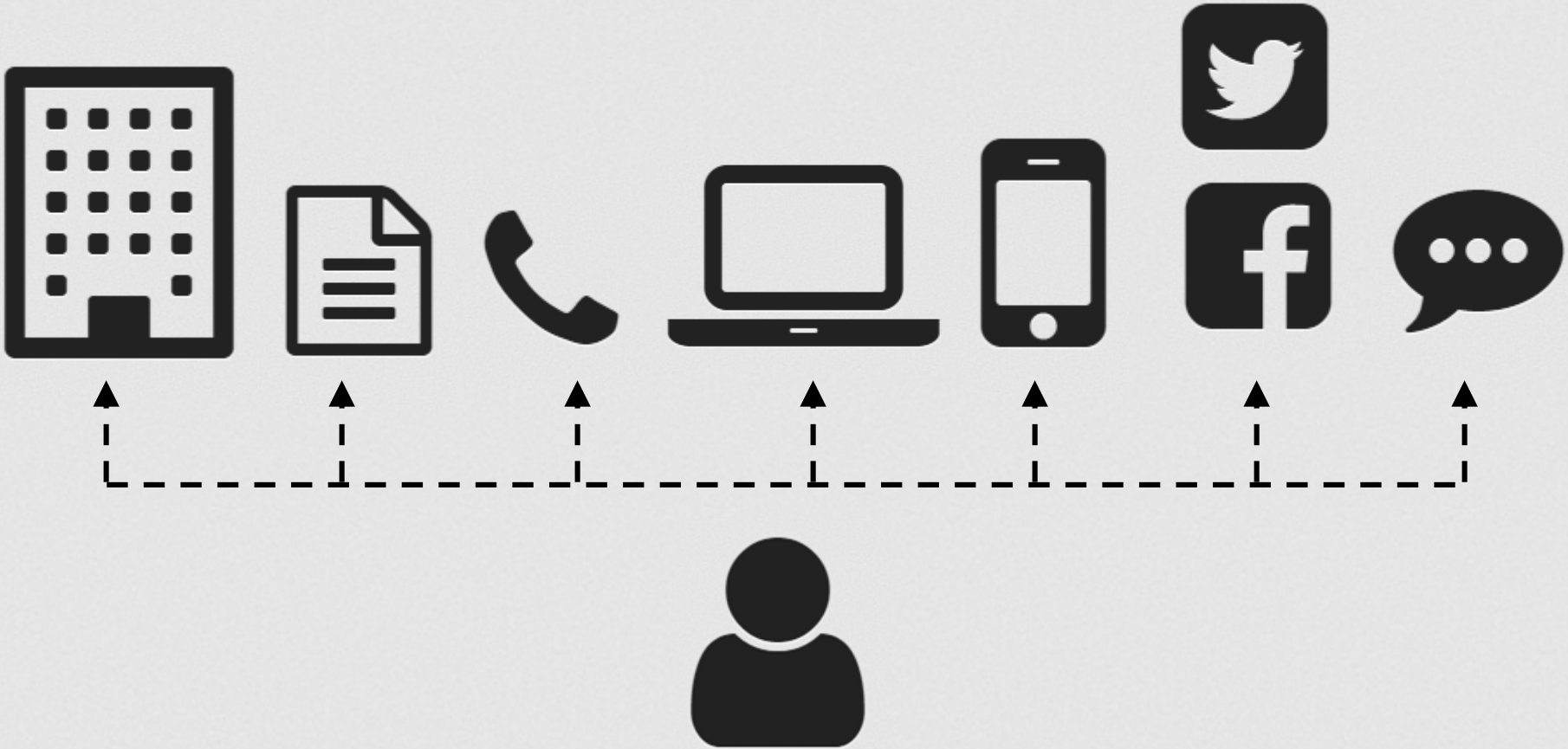


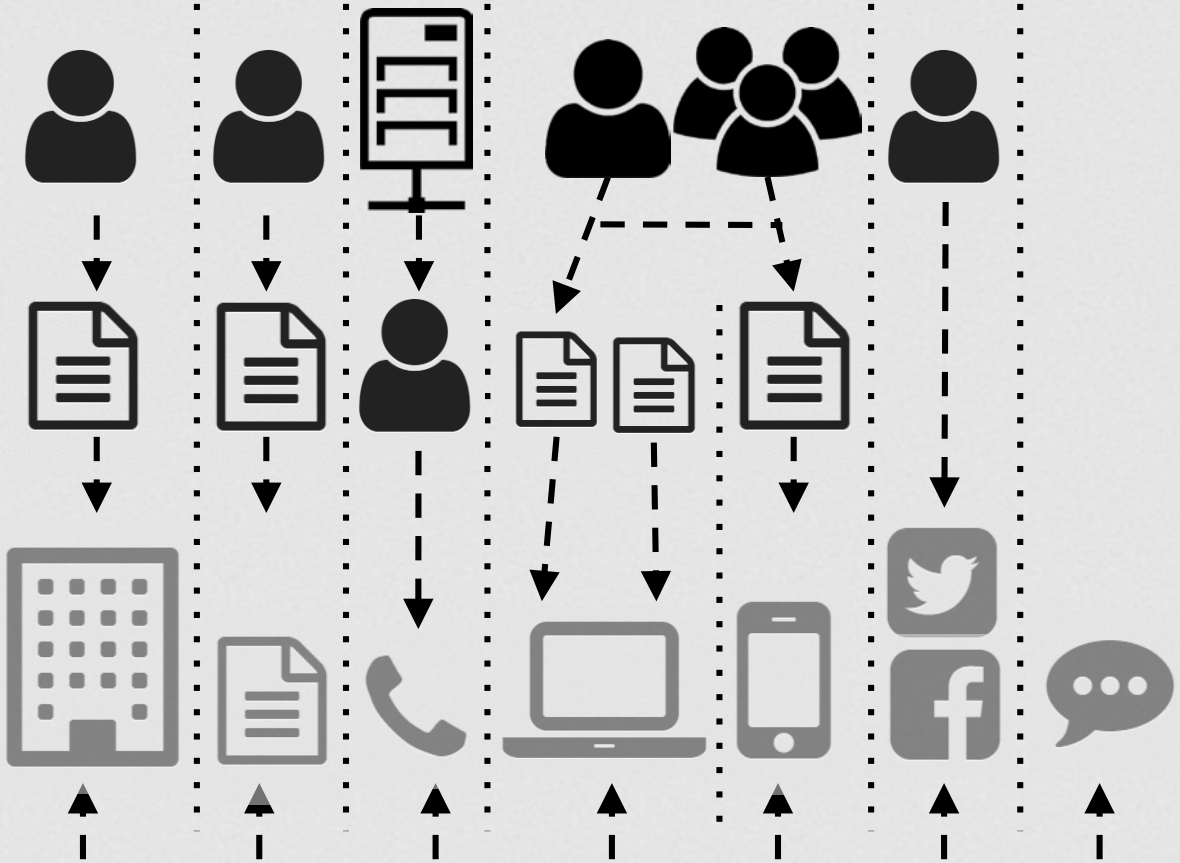


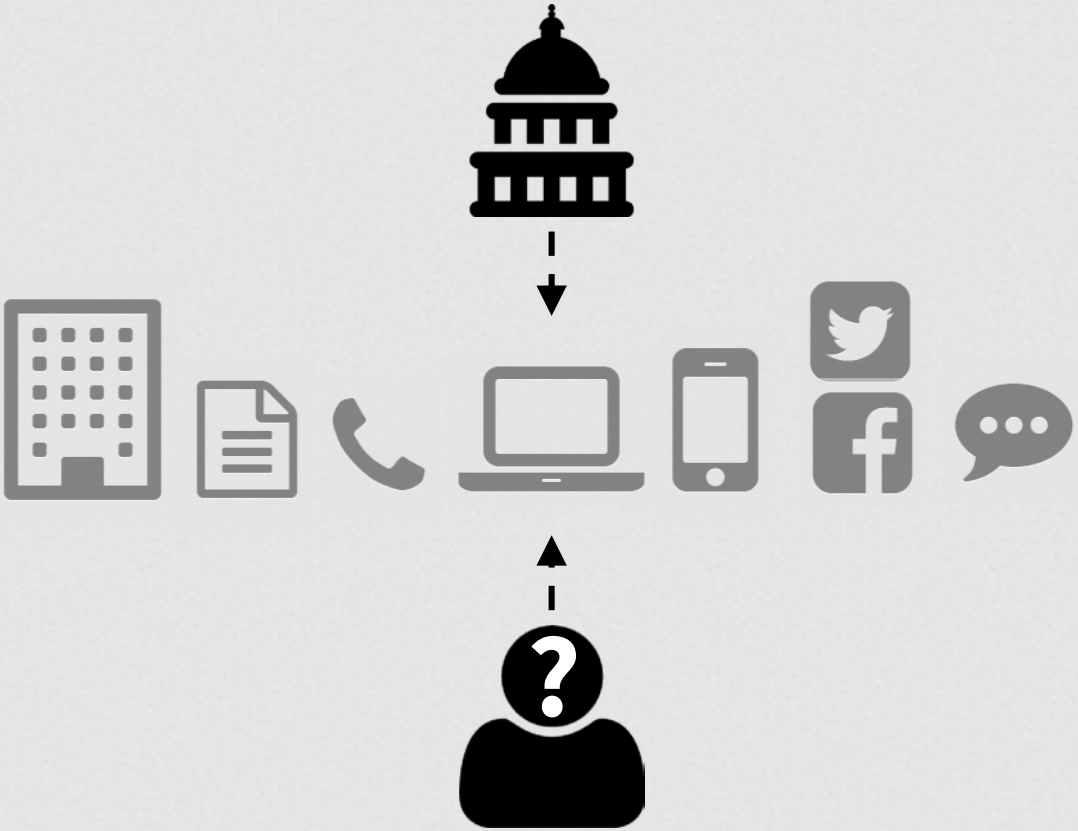


2. Challenge to Providing Government Services

Information lives in silos







3. Challenge to Providing Government Services

Citizen Needs ≠ Agency Goals

Citizen Trust

- Trusted:
  - **State seal** more than those with their own logo
  - Common, **consistent design** between Georgia websites
- Did Not Trust:
  - Sites with a lot of **outdated graphics** or banners
  - Sites with **NO graphics**
  - Sites that are **overly “polished” or flashy**

Citizen Wayfinding

- Citizens **don't understand divisions** in government
  - Different agencies / divisions
  - Difference between local, state, and federal
- Citizens **start** with Google
  - They give up if the first state site they come to doesn't have **all** the information they need.
  - Citizens need **more continuity** between Georgia sites.

WE ARE
GEORGIA
GOV

Citizens Needs

Agency Goals

Citizens Needs

Get answers **without learning** government silos.

≠

Agency Goals

Stand out as a unique identity

Citizens Needs		Agency Goals
Get answers **without learning** government silos	≠	**Stand out** as a unique identity
Get all their questions answered in **one place**.	≠	Break information into **subsites**

Citizens Needs		Agency Goals
Get answers **without learning** government silos	≠	**Stand out** as a unique identity
Get all their questions answered in **one place**.	≠	Break information into **subsites**
Get on with their **lives**	≠	Increase **pageviews**

Citizens Needs		Agency Goals
Get answers **without learning** government silos	≠	**Stand out** as a unique identity
Get all their questions answered in **one place**.	≠	Break information into **subsites**
Get on with their **lives**	≠	Increase **pageviews**
Stop thinking about government.	≠	Increase citizen **engagement**

Citizens Needs		Agency Goals
Get answers **without learning** government silos	≠	**Stand out** as a unique identity
Get all their questions answered in **one place**.	≠	Break information into **subsites**
Get on with their **lives**	≠	Increase **pageviews**
Stop thinking about government.	≠	Increase citizen **engagement**

Recap: Challenges

1. **Citizens** are looking for information and services in different **channels**
2. **Agencies** store that information and services in **different silos,** that can become **outdated.**
3. Citizen Needs **often don’t match** Agency Goals.

Digital Platform Goals

1. Digital Platform **Goals**

Ease digital frustration and the silo effect for agencies, while reducing friction for citizens.

Goal: Meet Content Manager Needs

- Robust file management
- Flexible layouts
- Search weighting
- More workflow options and user roles
- Improvements in Webforms
- Reporting (e.g. spell checks, broken link checks)

Digital Platform Goals

For Citizens

For Content Managers

Digital Platform Goals

For Citizens

Common **Branding**
(across sites & channels)

For Content Managers

Custom designs for
agency brands

Digital Platform Goals

For Citizens

Common **Branding**
(across sites & channels)

Service-centered

For Content Managers

Custom designs for
agency brands

Increase **flexibility** of layouts

Digital Platform Goals

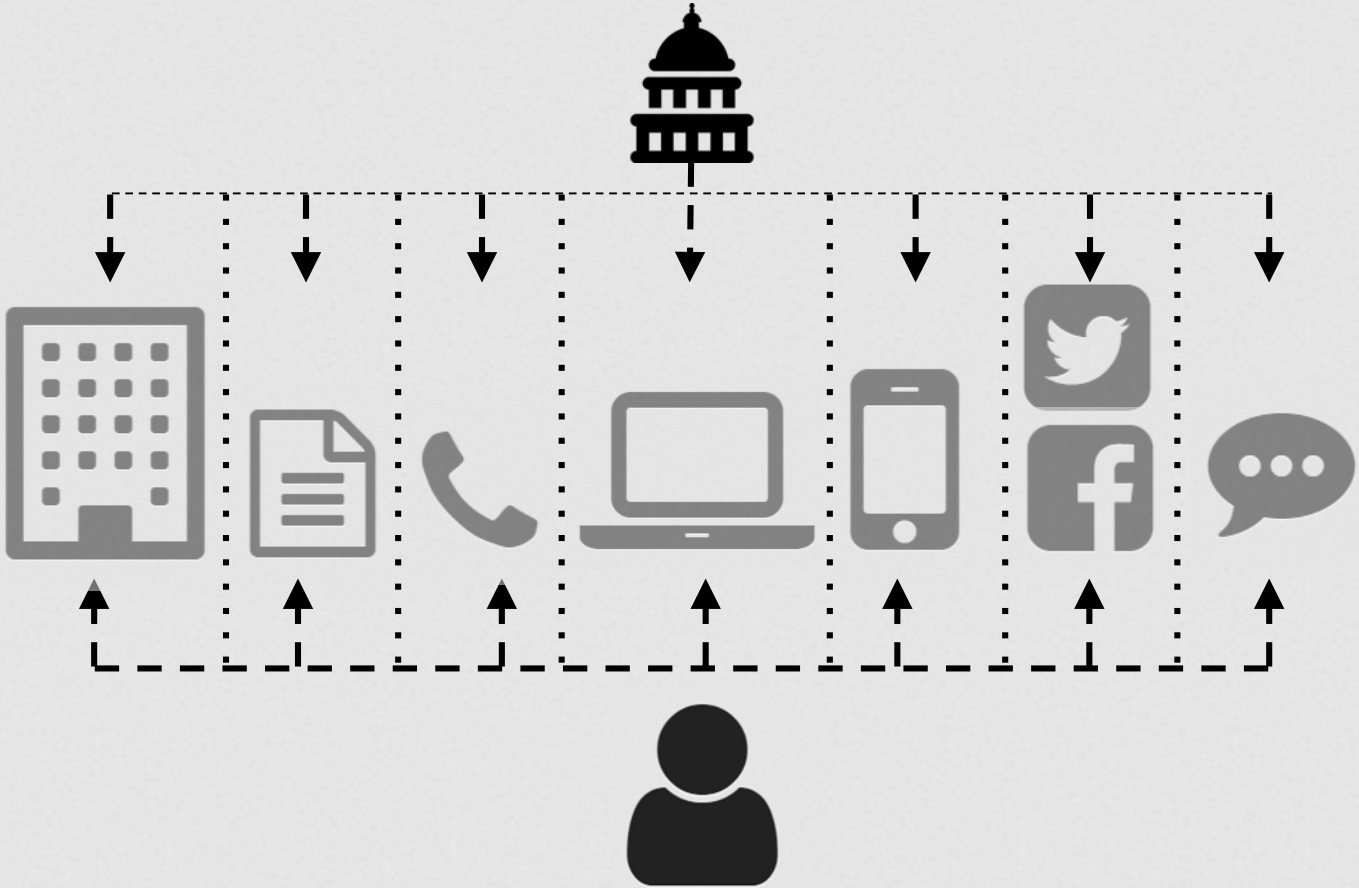
For Citizens	For Content Managers
Common **Branding** (across sites & channels)	**Custom designs** for agency brands
Service-centered	Increase **flexibility** of layouts
Increase **searchability** *between* sites	Improve management and **organization** of content and files

Digital Platform Goals

For Citizens	For Content Managers
Common **Branding** (across sites & channels)	**Custom designs** for agency brands
Service-centered	Increase **flexibility** of layouts
Increase **searchability** *between* sites	Improve management and **organization** of content and files
Improve **connections** between channels	Intuitive, **streamlined** interface

2. Digital Platform **Goals**

Build towards a
single source of truth



3. Digital Platform **Goals**

Collaborate more with our Agency Partners.

Get our Agency Partners to collaborate more with each other.

Digital Services Center of Excellence

- Working groups to write **new digital standards** and policies.
- **Beta testers** for the new platform build.
- **Pilot projects** for new solutions.

Recap: Goals

1. Ease digital **frustration** and the **silo** effect for agencies, while **reducing friction for citizens.**
2. Build towards a **single source of truth**.
3. **Collaborate more** with our agency partners.

What does that mean for me

What does that mean for me RIGHT NOW?

Planning for the Future

What you need to know **now**.

We **won't** migrate *all* content.

Planning for the Future

What you need to know **now**.

We **won't** migrate *all* content.

We **will** migrate *good* content.

Don't think *pages*.

Think **chunks** of information.

fruit
growers
express

NATIONAL FRUIT CO. INC.
FOREIGN & DOMESTIC FRUITS
921 LA. AVE.
WASH. D.C.
PHONE
MAIN 406

In the 1950s, **30%** of a
product's price was shipping costs.

Standards Changed Everything

From truck...

To ship...

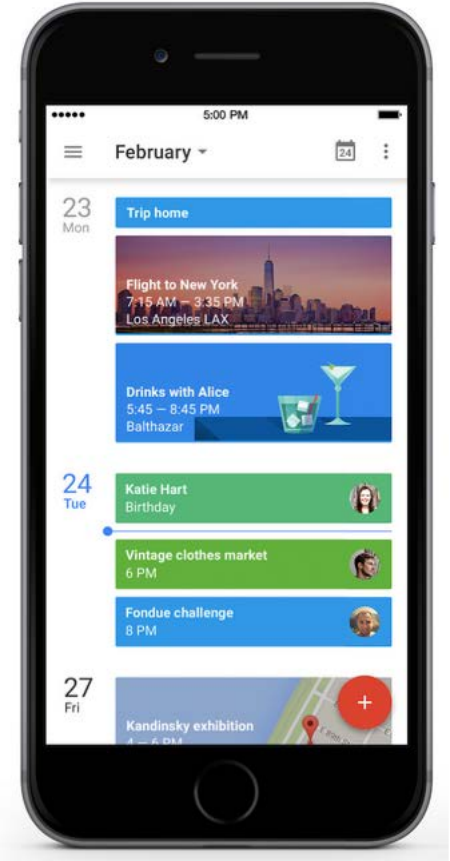
To train...

To store...

COR-TEN STEEL
CONTAINER
PREMIUM BANANAS
Dole
BANANAS
UTC
BANANES DE PREMIÈRE QUALITÉ

Before containers, **30%** of a product's price was shipping costs.

Before containers, **30%** of a product's price was shipping costs.
Now it's less than **1%**.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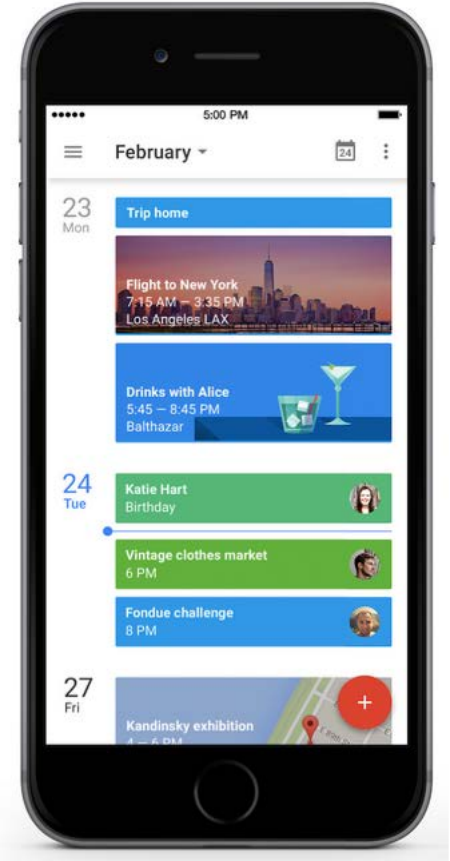
February
23
Mon
Trip home
Flight to New York
7:15 AM – 3:35 PM
Los Angeles LAX
Drinks with Alice
5:45 – 8:45 PM
Balthazar
24
Tue
Katie Hart
Birthday
Vintage clothes market
6 PM
Fondue challenge
8 PM
27
Fri
Kandinsky exhibition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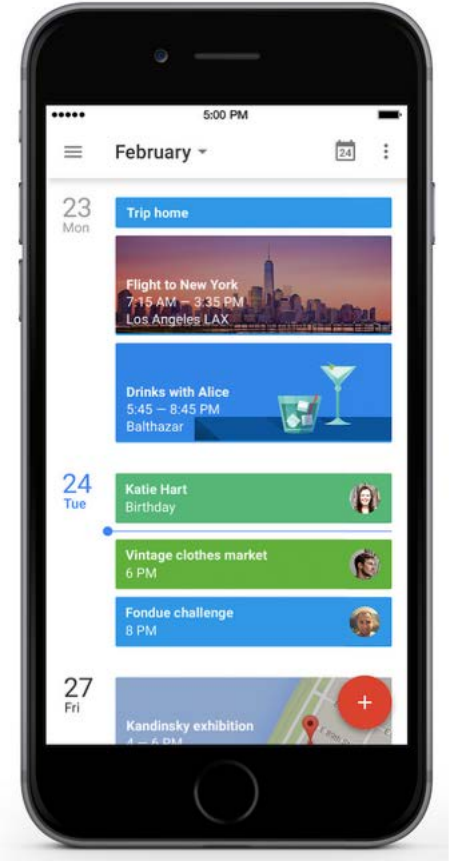
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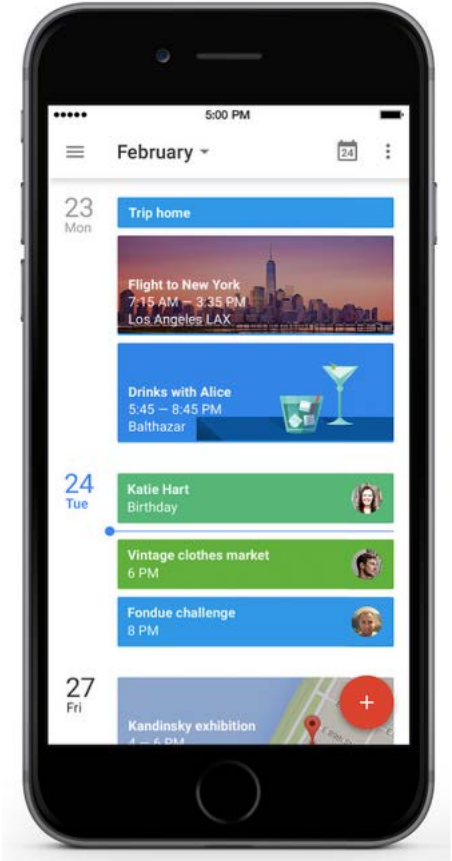
Il Babbà
2 Via Dante Alighieri,
Vetralla, VT, IT
Dismiss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amazon

KING ABDULLAH PORT
KING ABDULLAH PORT
msc
msc
009

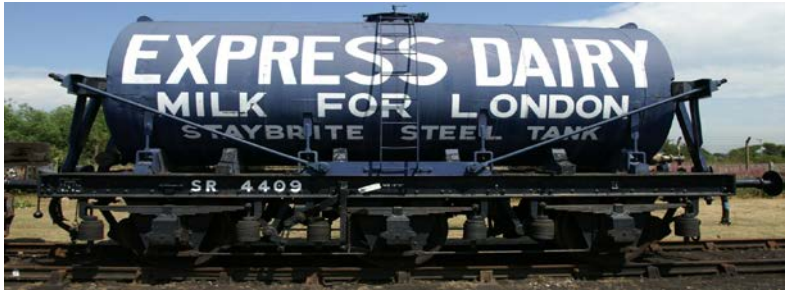
Structured content

is easier to ship.

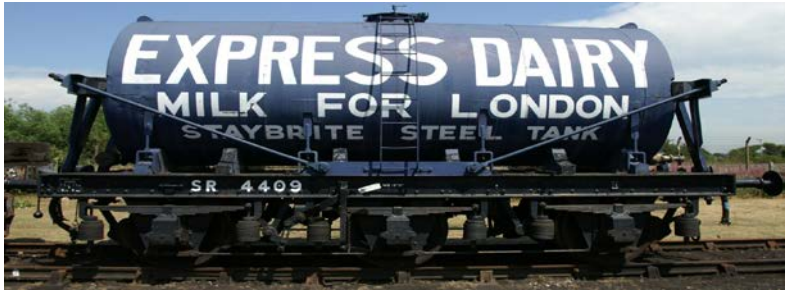
Content Types give you the right **container** for your **content**

The right **container** for your **content**

The right **container** for your **content**



The right **container** for your **content**



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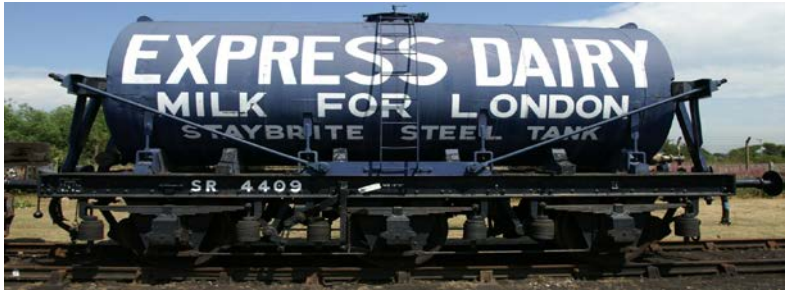
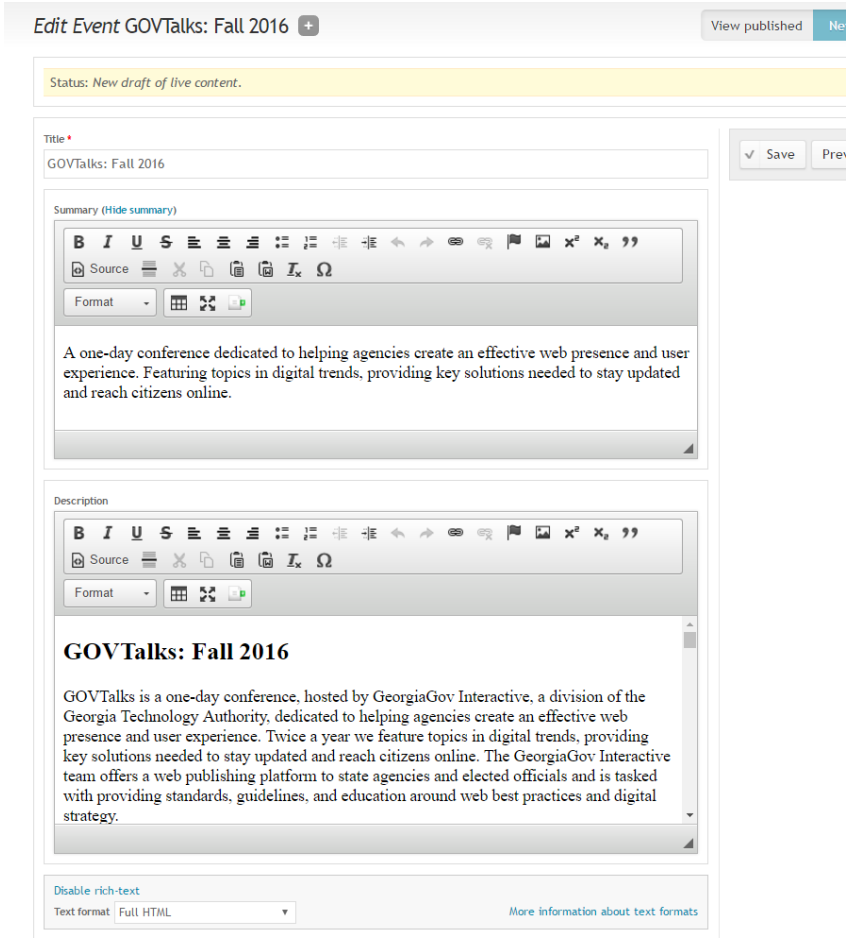


The right **container** for your **content**

Events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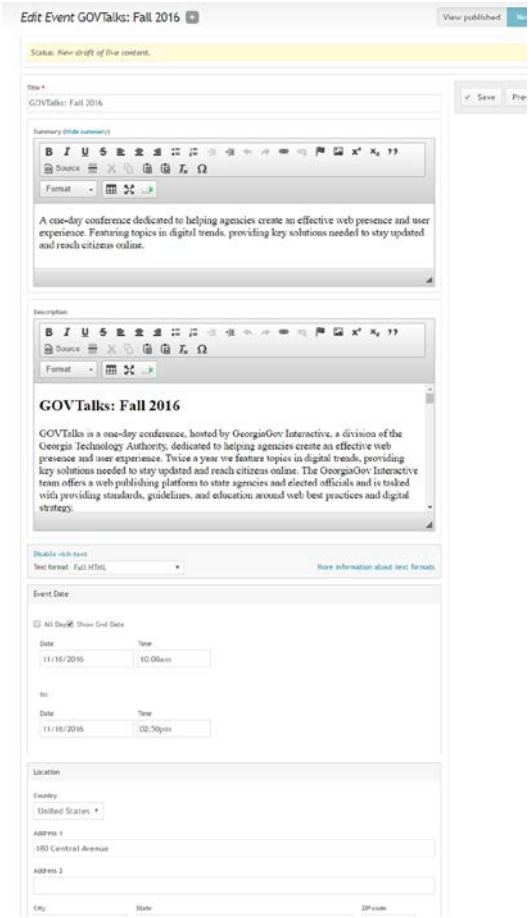
View published
Status: New draft of live content.
Title *
GOVTalks: Fall 2016
Save
Summary (Hide summary)
Source
Format
A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.
Description
Source
Format
GOVTalks: Fall 2016
GOVTalks is a one-day conference, hosted by GeorgiaGov Interactive, a division of the Georgia Technology Authority, dedicated to helping agencies create an effective web presence and user experience. Twice a year we feature topics in digital trends, providing key solutions needed to stay updated and reach citizens online. The GeorgiaGov Interactive team offers a web publishing platform to state agencies and elected officials and is tasked with providing standards, guidelines, and education around web best practices and digital strategy.
Disable rich-text
Text format Full HTML
More information about text formats

Events



Events Schedule

NOV 2 — **Webinar: Expand on Locations**
November 2, 2016

Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the Editors Training Class.

Read Event Details...

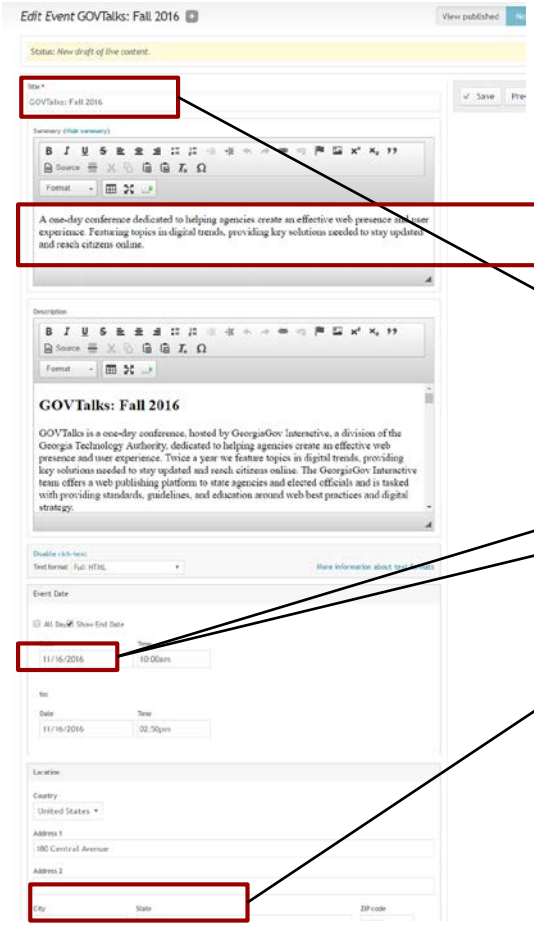
NOV 16 — **GOVTalks: Fall 2016**
November 16, 2016
Atlanta, GA

A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.

Read Event Details...

DEC 13 — **Drupal Editors Training**
December 13, 2016
Atlanta, GA

Events



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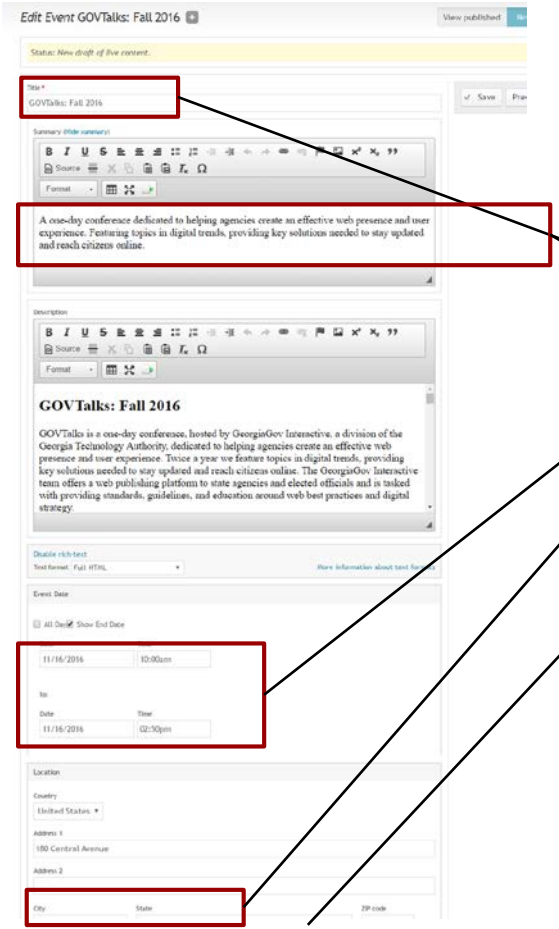
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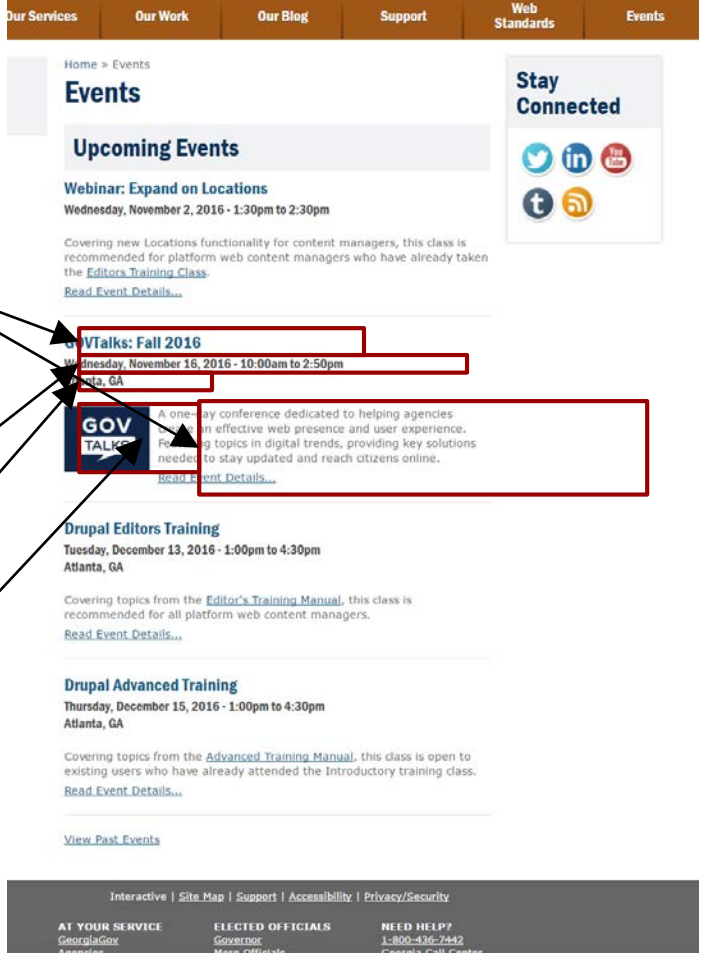
Our Services
Our Work
Our Blog
Support
Web Standards
Events
Home » Events
Events
Upcoming Events
Webinar: Expand on Locations
Wednesday, November 2, 2016 - 1:30pm to 2:30pm
Covering new Locations functionality for content managers, this class is recommended for platform web content managers who have already taken the Editors Training Class.
Read Event Details...
Stay Connected
GOVTalks: Fall 2016
Wednesday, November 16, 2016 - 10:00am to 2:50pm
Atlanta, GA
A one-day conference dedicated to helping agencies create an effective web presence and user experience. Featuring topics in digital trends, providing key solutions needed to stay updated and reach citizens online.
Read Event Details...
Drupal Editors Training
Tuesday, December 13, 2016 - 1:00pm to 4:30pm
Atlanta, GA
Covering topics from the Editor's Training Manual, this class is recommended for all platform web content managers.
Read Event Details...
Drupal Advanced Training
Thursday, December 15, 2016 - 1:00pm to 4:30pm
Atlanta, GA
Covering topics from the Advanced Training Manual, this class is open to existing users who have already attended the Introductory training class.
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GeorgiaGov
ELECTED OFFICIALS
Governor
NEED HELP?
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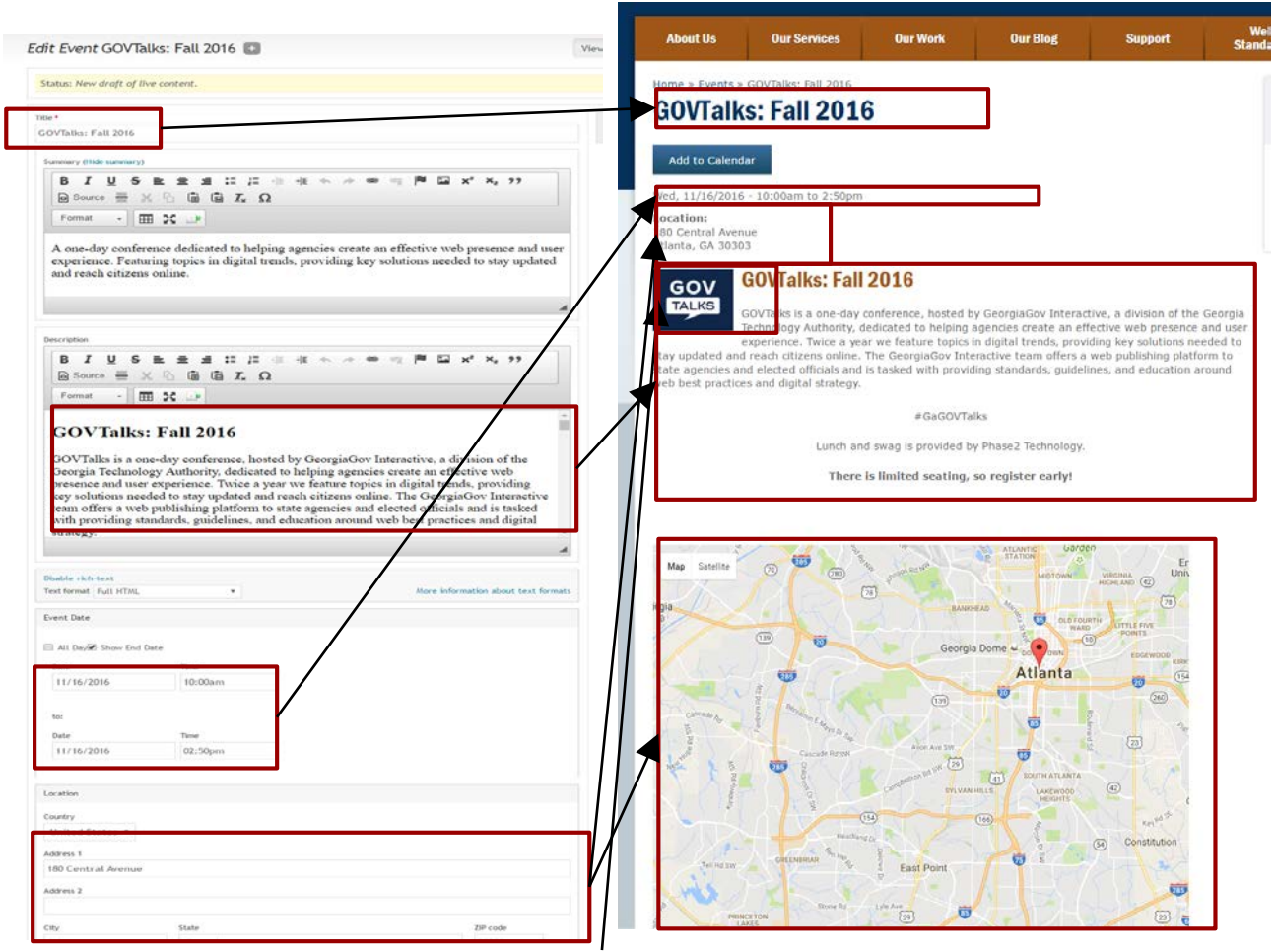
Events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Event Date
11/16/2016
10:00am
11/16/2016
02:50pm
Location
180 Central Avenue
About Us
Our Services
Our Work
Our Blog
Support
GOVTalks: Fall 2016
Add to Calendar
Wed, 11/16/2016 - 10:00am to 2:50pm
Location:
180 Central Avenue
Atlanta, GA 30303
GOVTalks: Fall 2016
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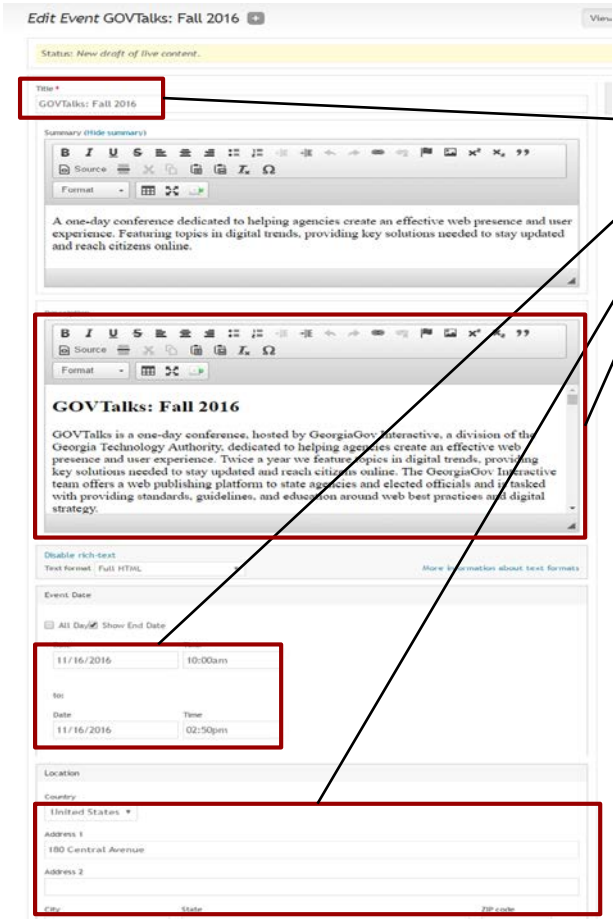
#GaGOVTalks
Lunch and swag is provided by Phase2 Technology.
There is limited seating, so register early!
Map
Satellite
Georgia Dome
Atlanta
East Point
Constitution

Events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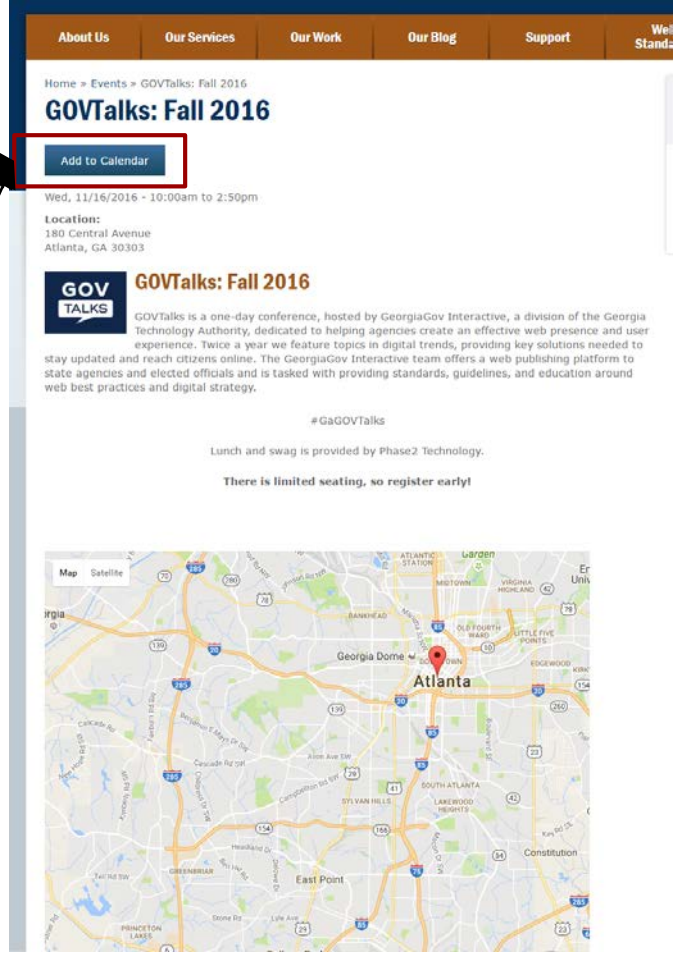
Text format Full HTML
More information about text formats
Event Date
All Day
Show End Date
11/16/2016
10:00am
to:
Date
Time
11/16/2016
02:50pm
Location
Country
United States
Address 1
180 Central Avenue
Address 2
City
State
ZIP code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GOVTalks: Fall 2016
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Applying for and Renewing Professional Licenses
The Secretary of State guides you through the process of registering for a professional license. While you can submit a paper application, applying online is both speedy and safe.
What You Should Know:
Read about the licensing requirements for professions such as accountants, registered nurses, and veterinarians.
After your initial application, you'll need to renew your license every 2 years. Find out when your current license expires.
Physicians, lawyers, insurance agents, pesticide applicators, and real estate agents are not licensed by the Secretary of State but rather with the state boards that directly oversee those professions.
Follow the latest news on professional licensing boards.
FAQs:
I've just moved from another state where I held a professional license. Can I practice here?
Your out-of-state license does not qualify you to work in Georgia. However, if the standards for getting a license in your old home state are roughly equal to or
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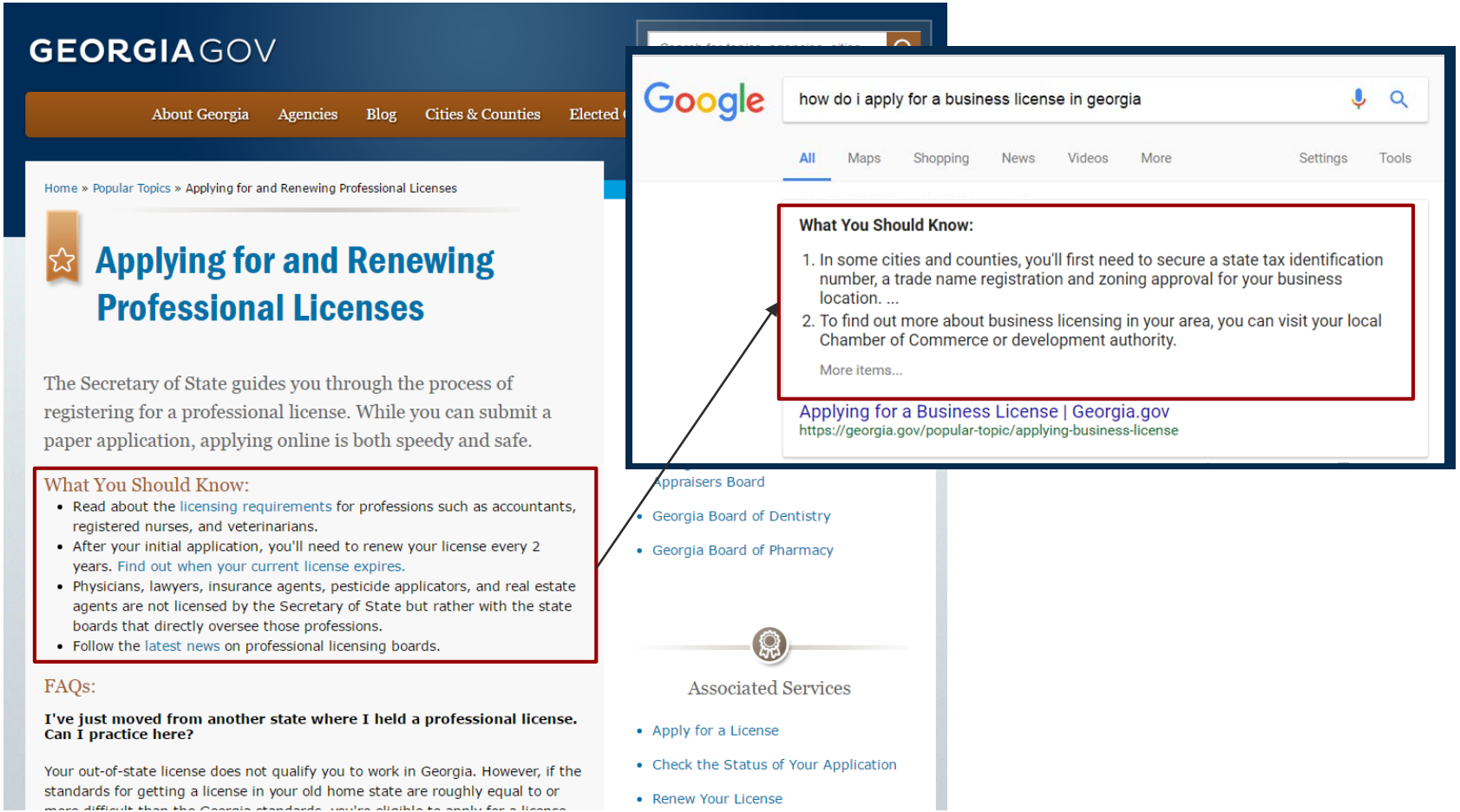
Georgia Department of Agriculture
Office of Insurance and Safety Fire Commissioner
Georgia Real Estate Commission & Appraisers Board
Georgia Board of Dentistry
Georgia Board of Pharmacy
Associated Services
Apply for a License
Check the Status of Your Application
Renew Your License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Check the Status of Your Application
Renew Your License
Google
how do i apply for a business license in georgia
All
Maps
Shopping
News
Videos
More
Settings
Tools
What You Should Know:
1. In some cities and counties, you'll first need to secure a state tax identification number, a trade name registration and zoning approval for your business location. ...
2. To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.
More items...
Applying for a Business License | Georgia.gov
https://georgia.gov/popular-topic/applying-business-license

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Home » Popular Topics » Applying for and Renewing Professional Licenses

Applying for and Renewing Professional Licenses

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how do i apply for a business license in georgia

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What You Should Know:

1. In some cities and counties, you'll first need to secure a state tax identification number, a trade name registration and zoning approval for your business location. ...
2. To find out more about business licensing in your area, you can visit your local Chamber of Commerce or development authority.

More items...

Applying for a Business License | Georgia.gov
https://georgia.gov/popular-topic/applying-business-license

- Appraisers Board
- Georgia Board of Dentistry
- Georgia Board of Pharmacy

Associated Services

- Apply for a License
- Check the Status of Your Appli
- Renew Your License

Planning for the Future

What you need to know **now**.

1. If you care about it, chunk it
2. Structure your Files
3. If you don’t need it, delete it

1. Planning for the Future

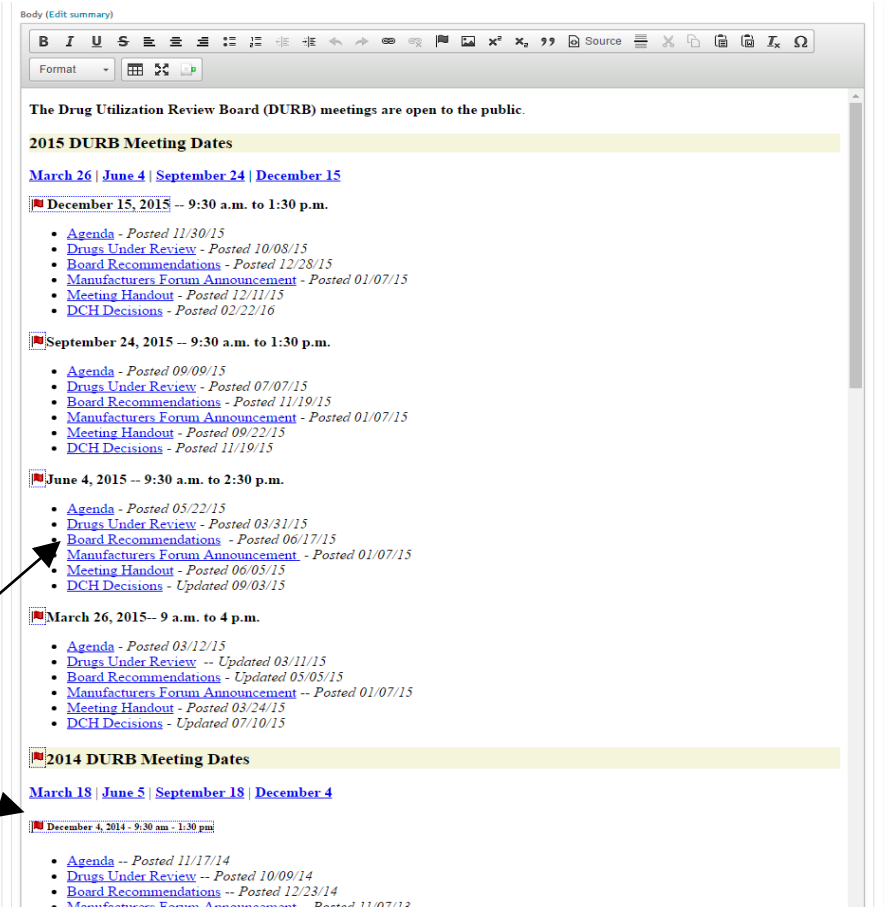
If you **care** about it,
chunk it.

Site Pages

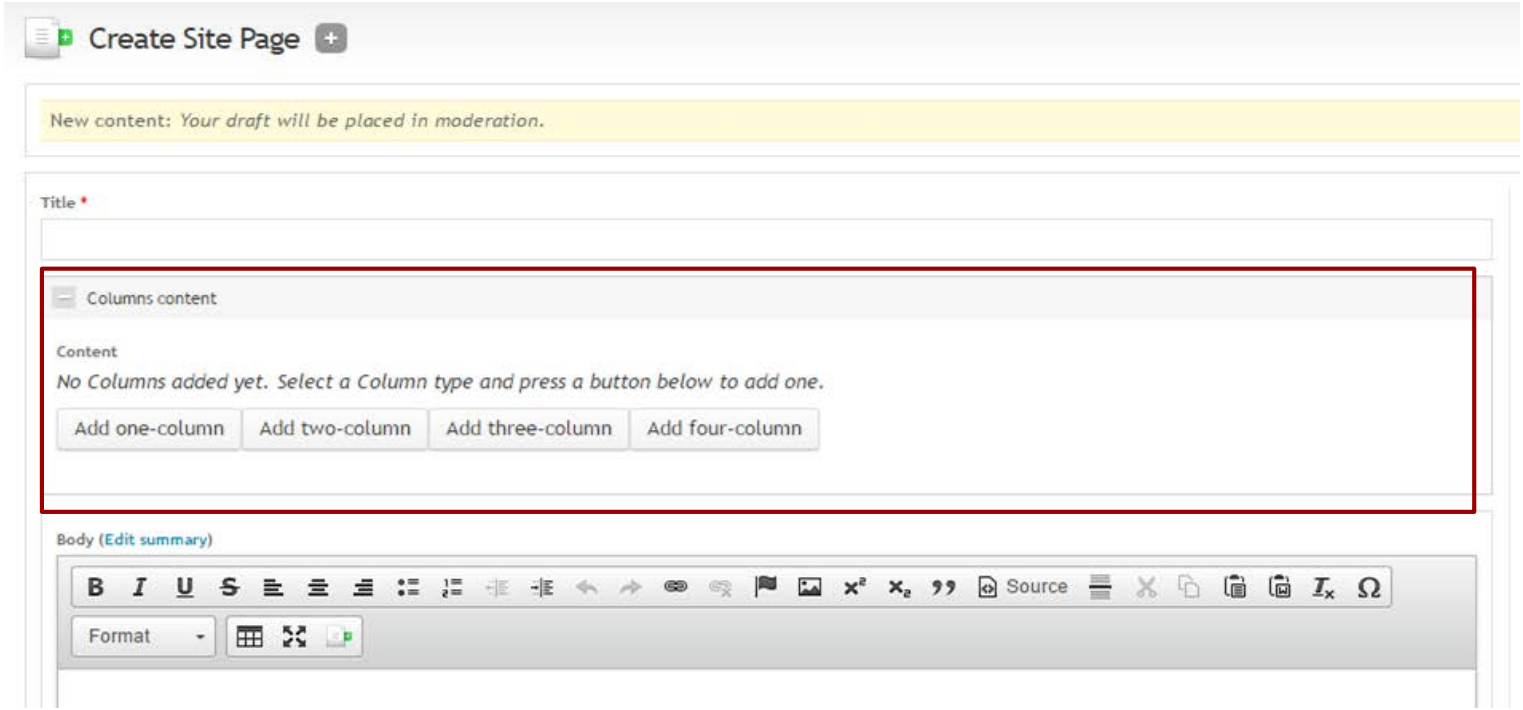
- **Title**
- Summary
- Body
- Structured Image
- Related Links
- Related Files
- Synonyms

Site Pages

- **Title**
- ~~Summary~~
- **Body**
- ~~Structured Image~~
- Related Links **?**
- Related Files **?**
- ~~Synonyms~~



If you **care** about it, **chunk** it



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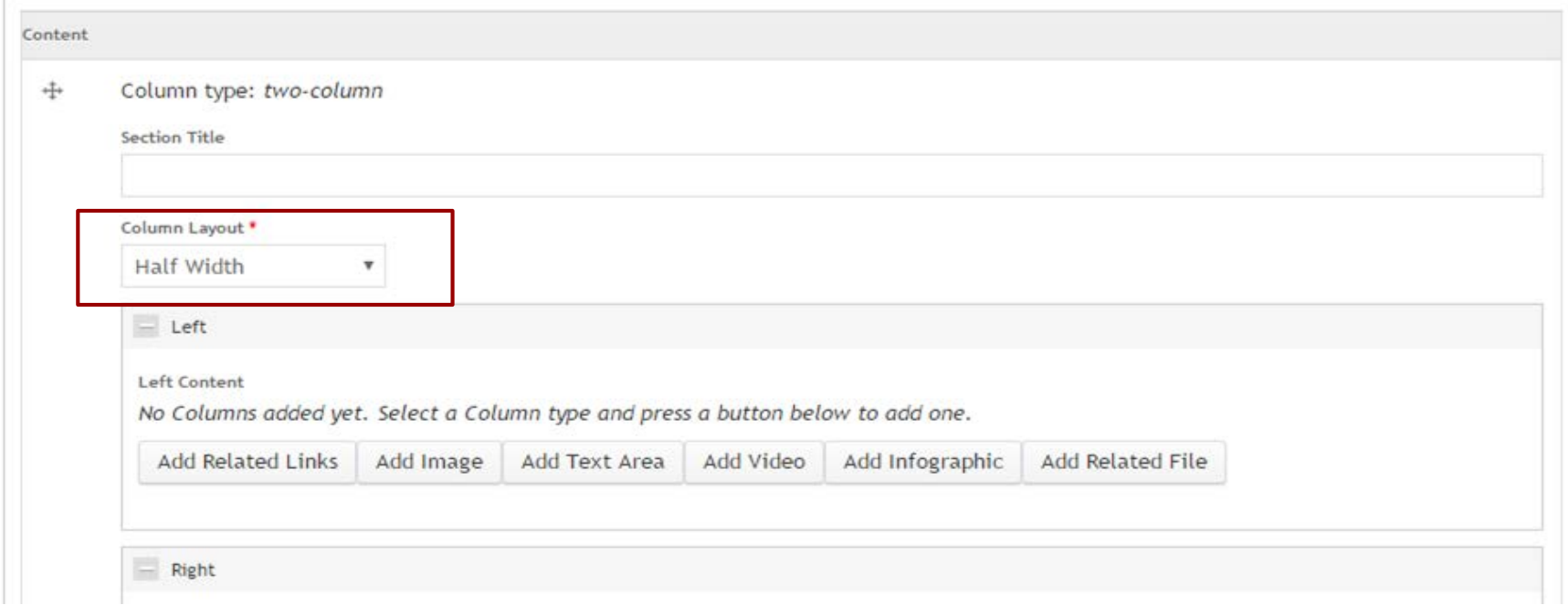

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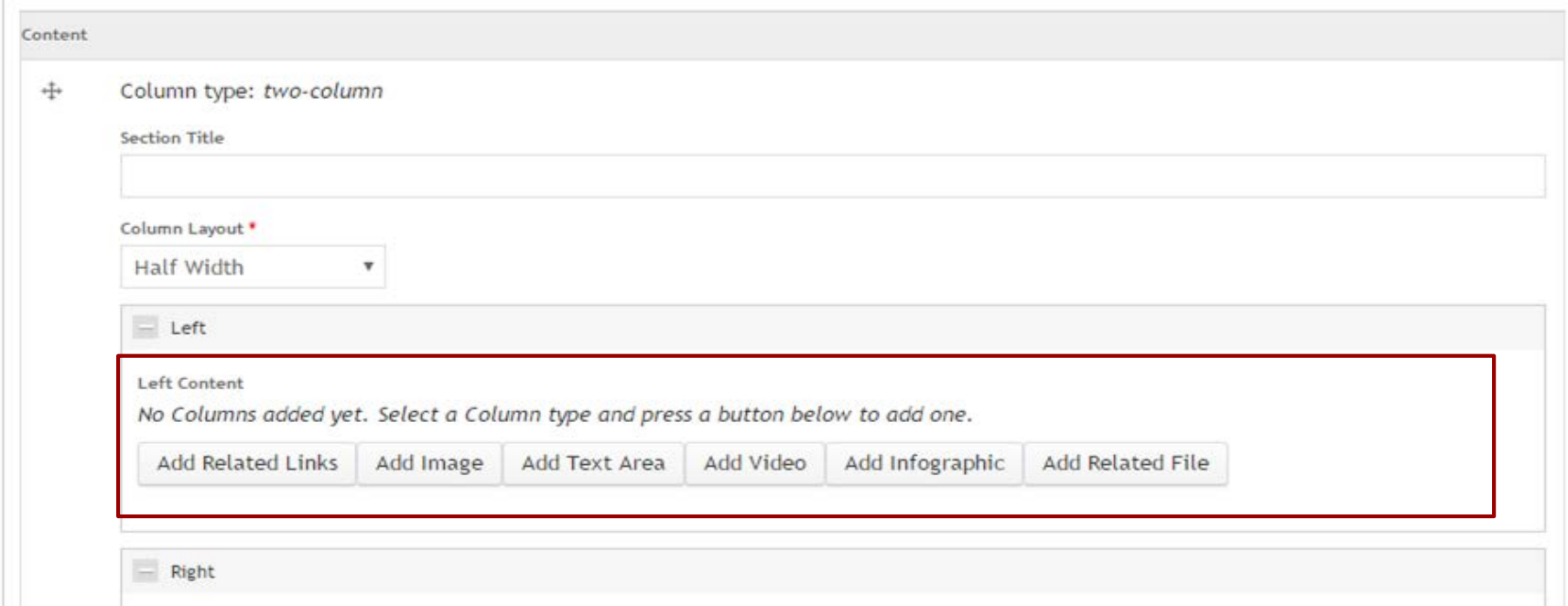

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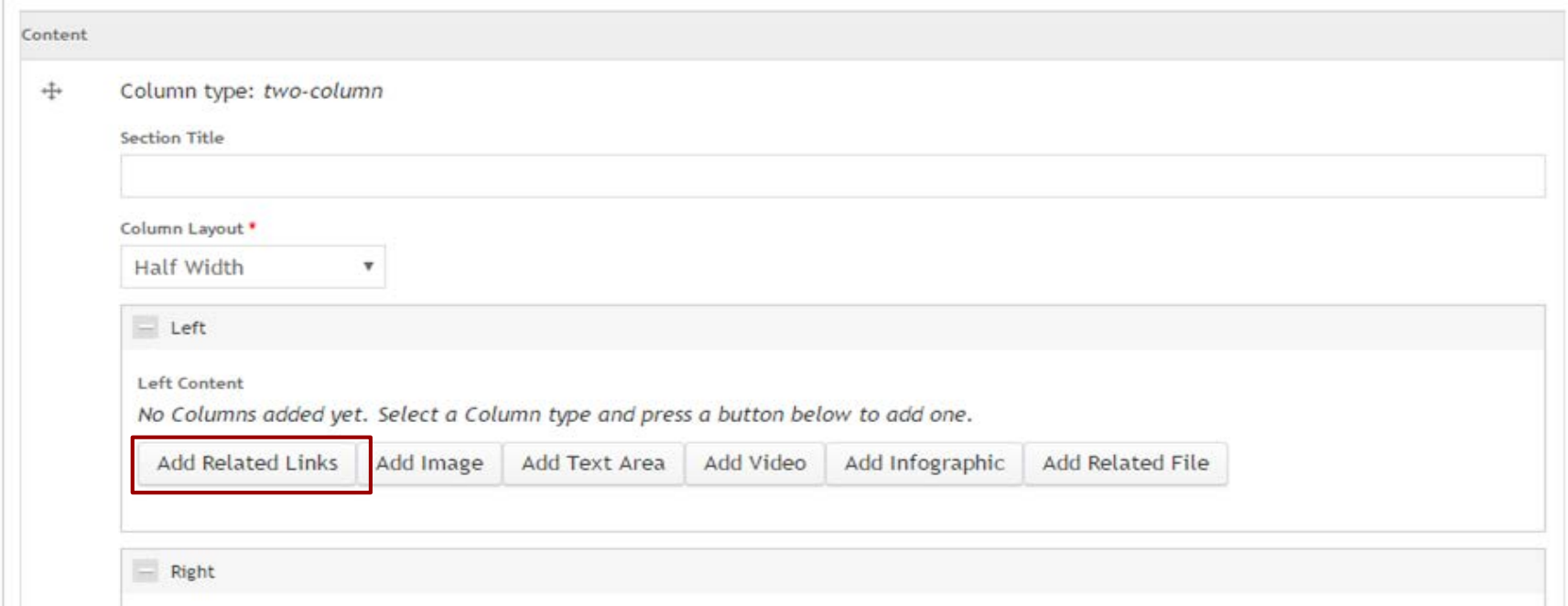

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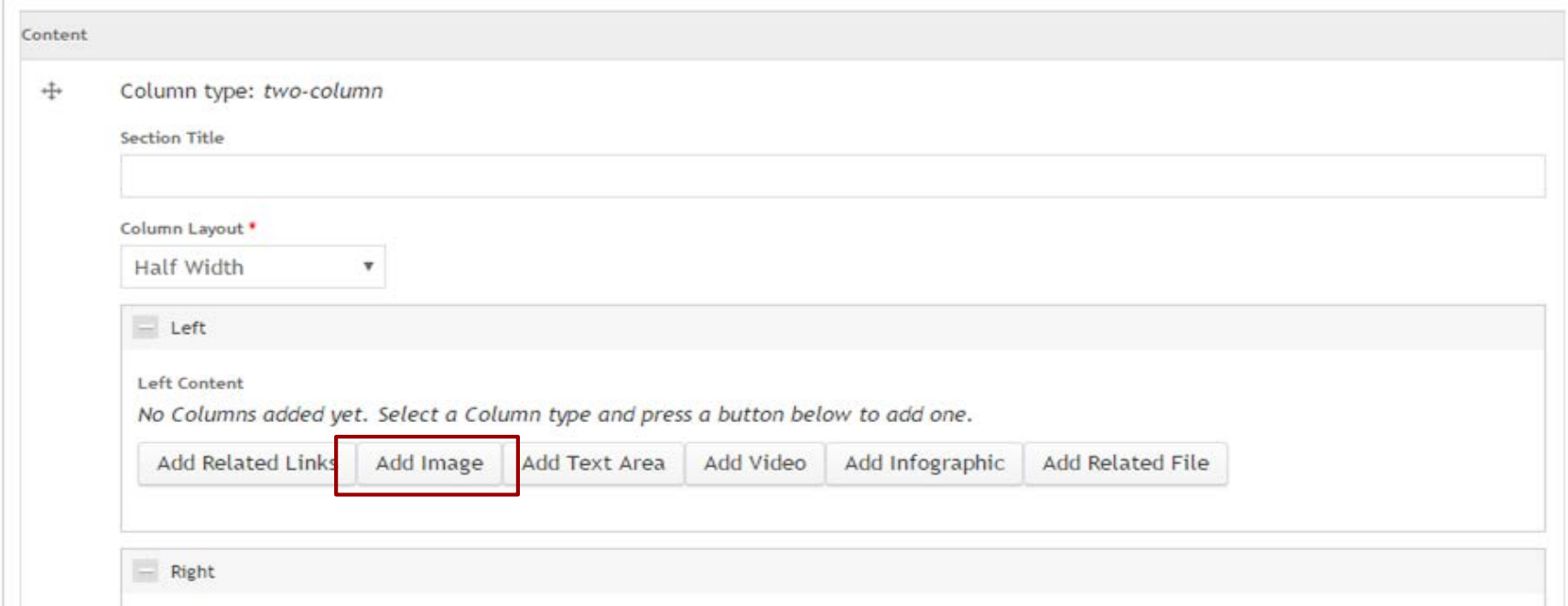

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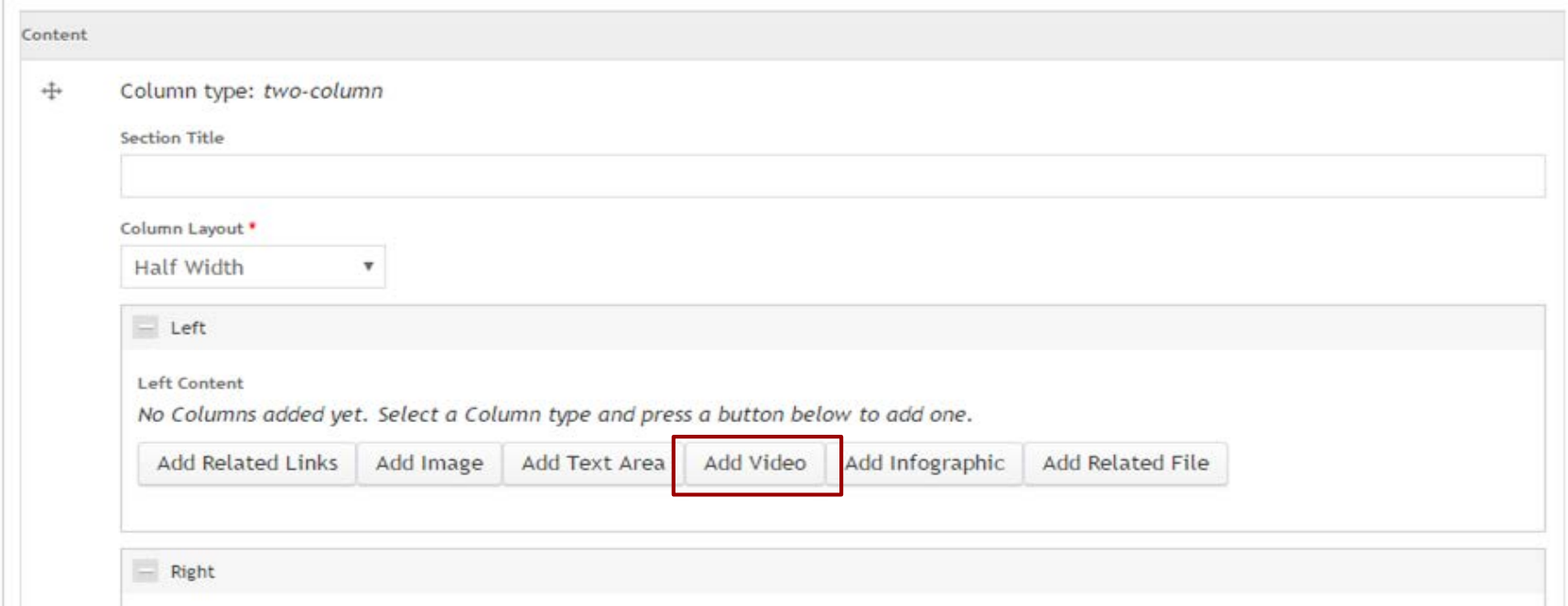

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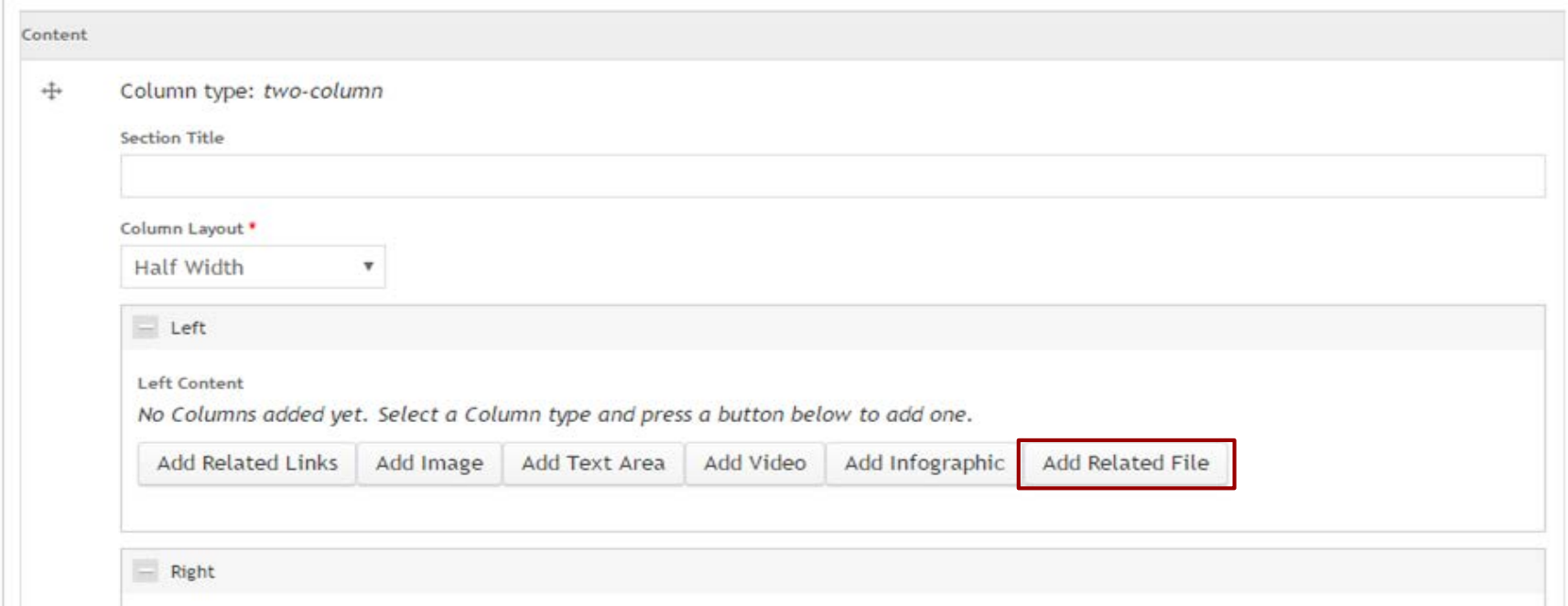
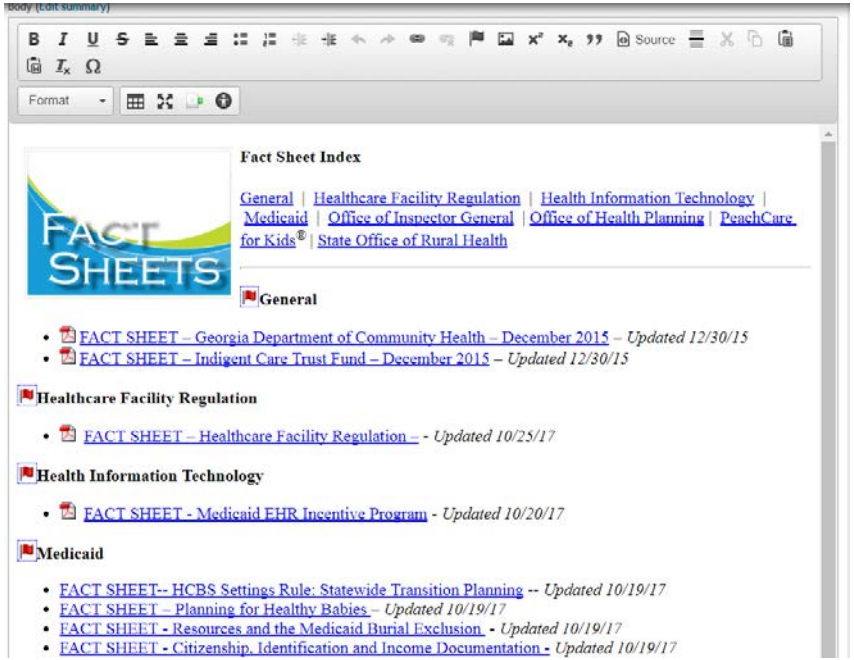


2. Planning for the Future

Structure the **files** you want to **keep**.

Unstructured Files



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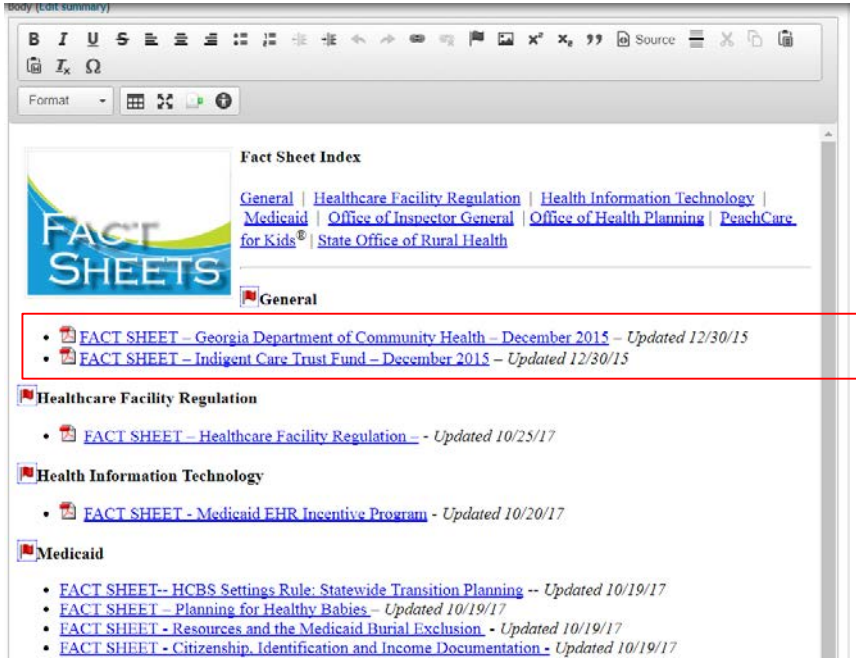
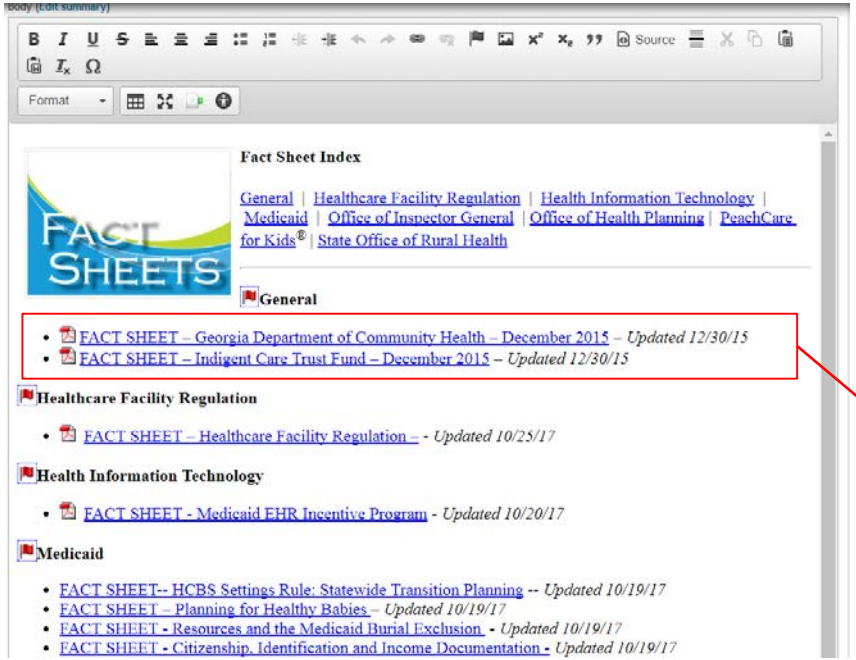
Published Page

Unstructured Files



Files linked from unstructured body field.

Before (Unstructured)



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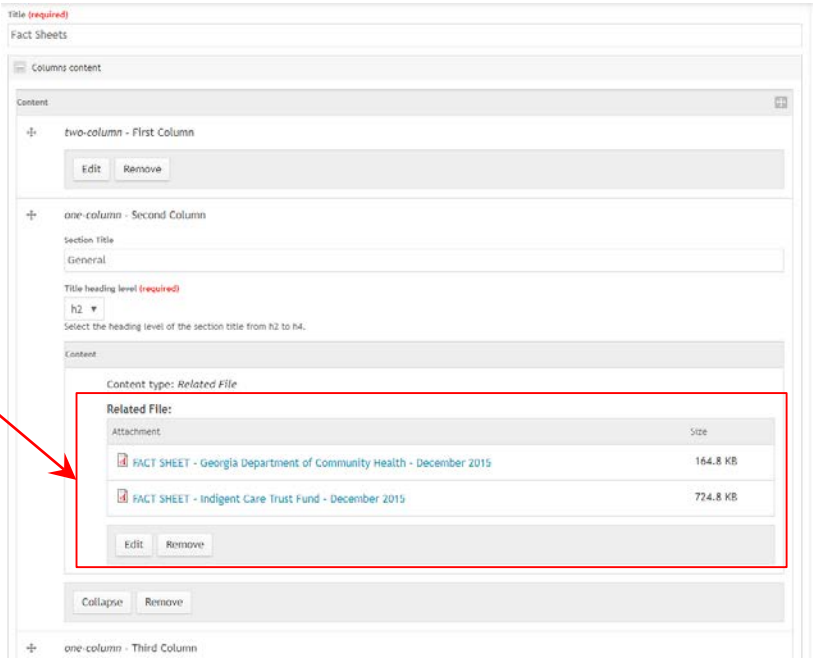

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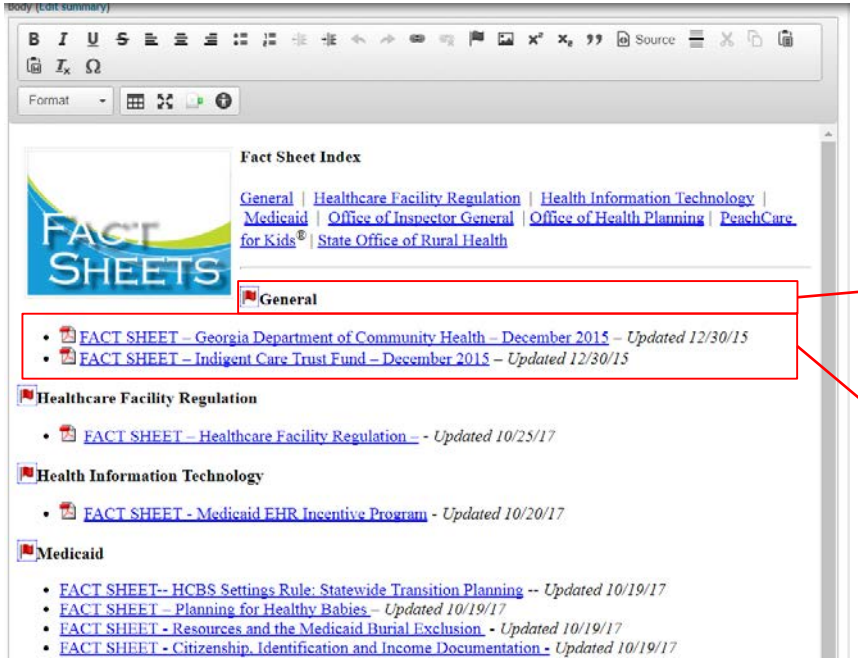

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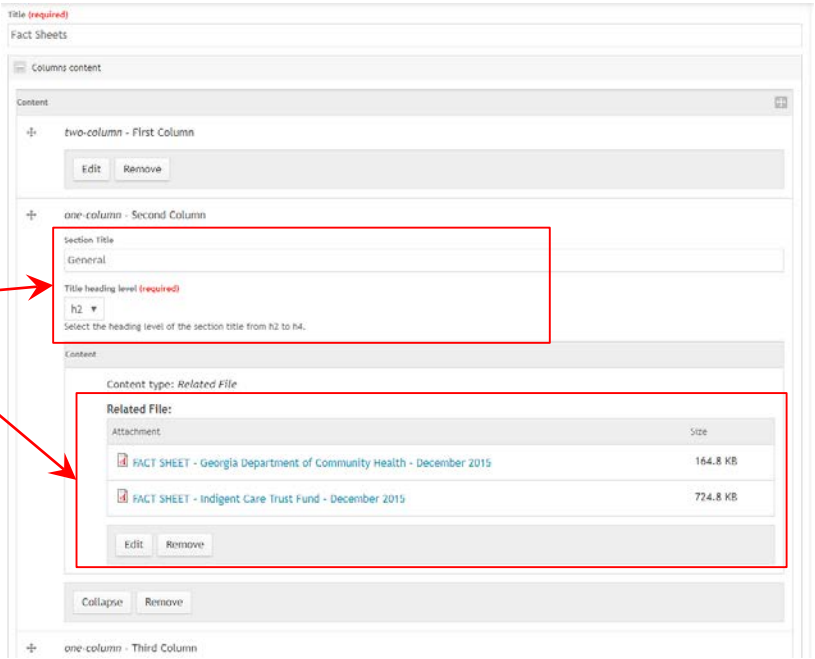

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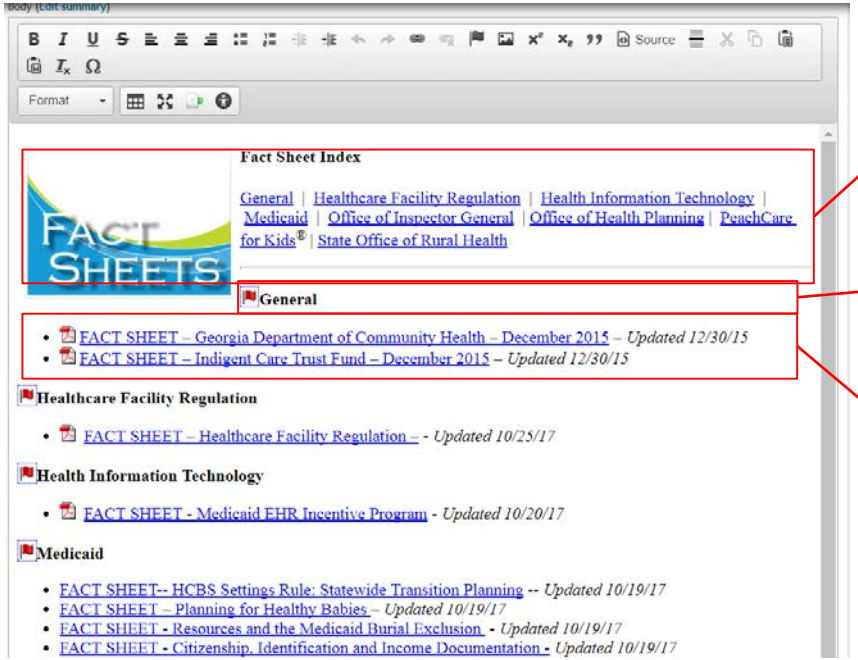

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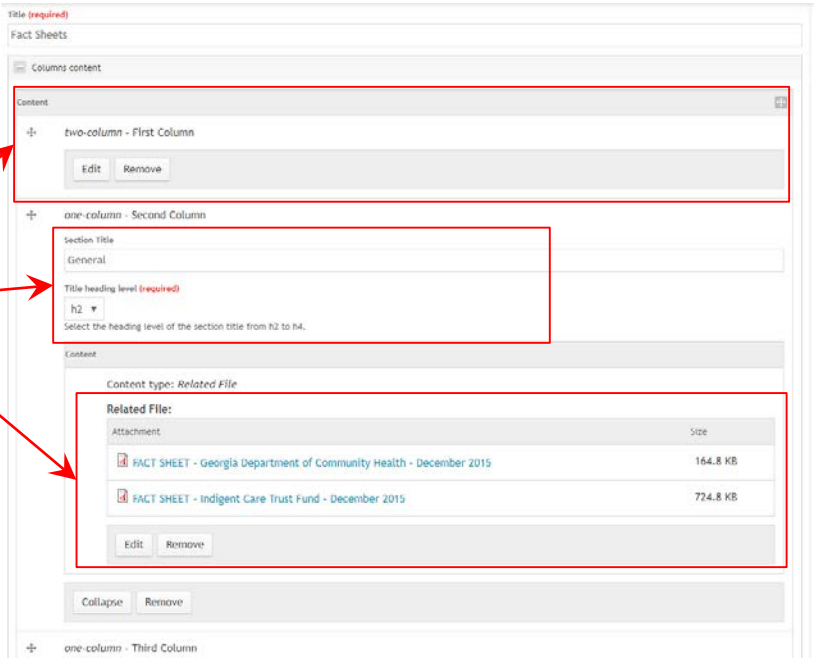

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Fact Sheet Index

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FACT SHEET – Georgia Department of Community Health – December 2015 (164.8 KB)

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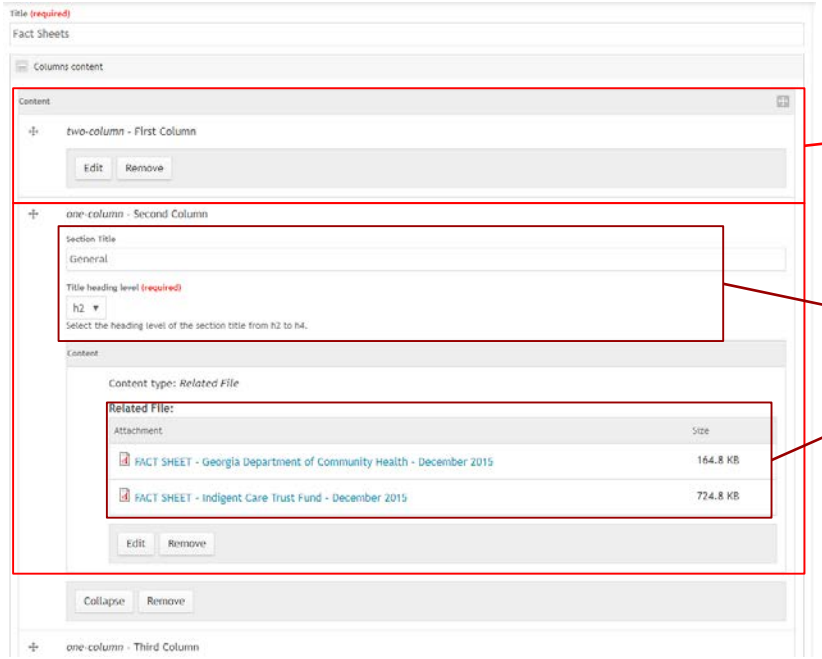
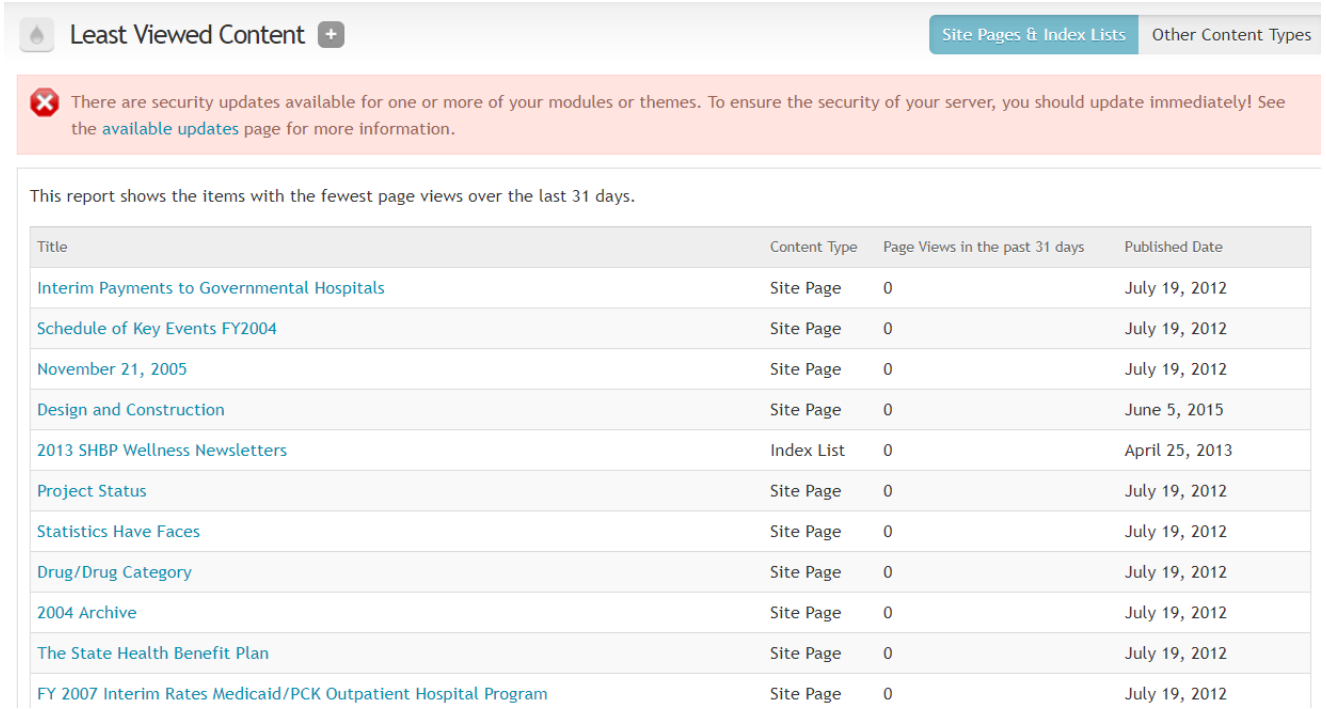
Structure Your Files



3. Planning for the Future

If you **don't need** it,
delete it.

Site Reports > Least Viewed



Bonus:

4. Planning for your Future

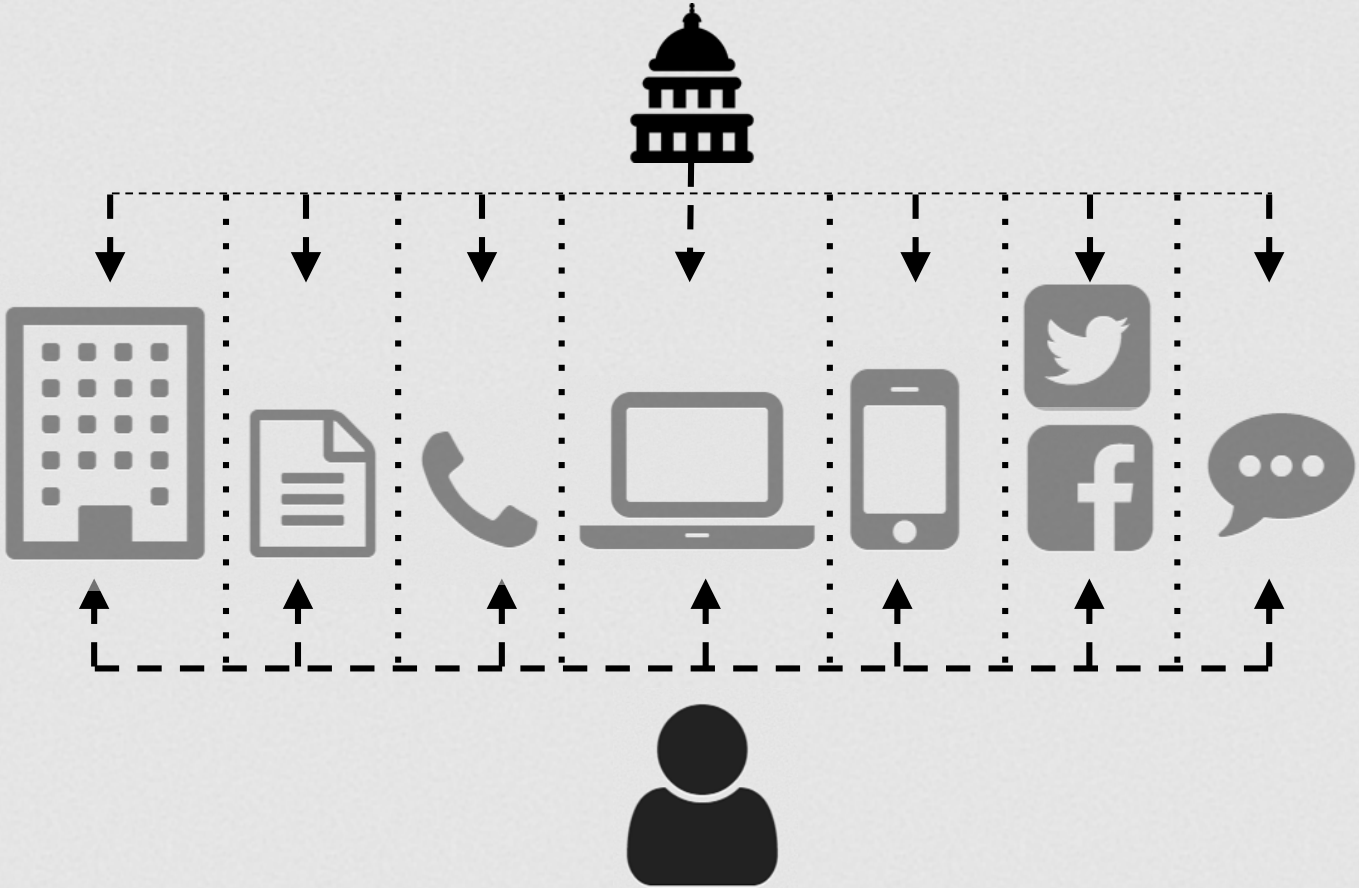
Level Up!

Content Strategy Certification

- Develop **Personas**
- Map the **Customer's Journey**
- **Write** for the Web
- Analyze **Analytics**
- Create **Accessible Content**
- Perform **Content Audits**

Recap: What you can do NOW

1. If you **care** about it, **chunk it**.
2. **Structure the files** you want to keep.
3. If you don't need it, **delete it**.
4. Sign up for our **Content Strategist Training**



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