



North Carolina State Government  
*Digital Commons + Innovation*

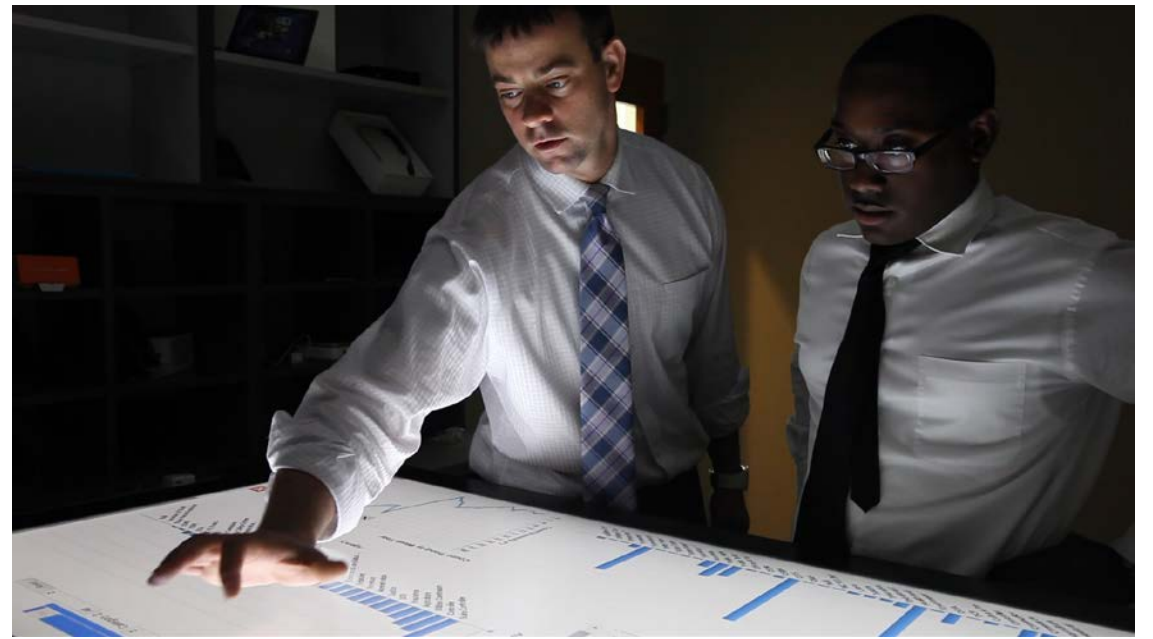




iCenter



To create a working laboratory where we collaborate and solve challenges by connecting people and technology to transform the way government delivers services.





Educational  
Institutions



Citizens

State  
Agencies



Business  
Partners





4,500 +

Device Tests



7.5M+

Value of Tests



48

National Members



3

National Awards

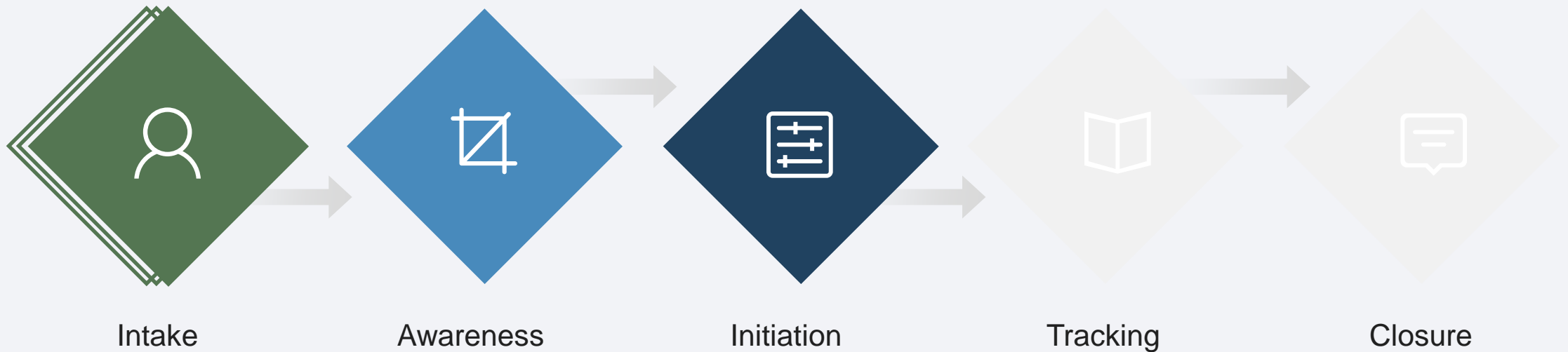
There's a better way to do it... find it.  
- Thomas Edison






## ▶ Innovation Center Process

Easier to collect, share and implement proof of concepts





**NC** iCenter Community

WELCOME IDEAS

1 OF 1

**INCREASING EFFICIENCY IN THE PROCUREMENT PROCESS**

## Increasing Efficiency in the Procurement Process

[\[ E-Mail \]](#) [\[ E-Mail Author \]](#) [\[ Follow \]](#) [\[ Comment \]](#) [\[ Edit \]](#)

The NC Office of Information Technology would like to improve the efficiency of state purchases of technology equipment.

[procurement](#) [oits](#) [efficiency](#)

[\[ Edit tags \]](#)

Submitted by **You** 19 hours ago

Idea No. 1

Idea Details    Comments [0]

Let's put our ideas to work.

Search Ideas

Submit New Idea

**ALL STAGES**  
1 IDEA

**IDEATE**  
1 IDEA

**Usage statistics** [-]

**1 Ideas Posted**  
0 Comments 1 Votes  
1 Users

[View the Leaderboard](#)

**Campaigns**

Increasing Efficiency in the Procurement Process

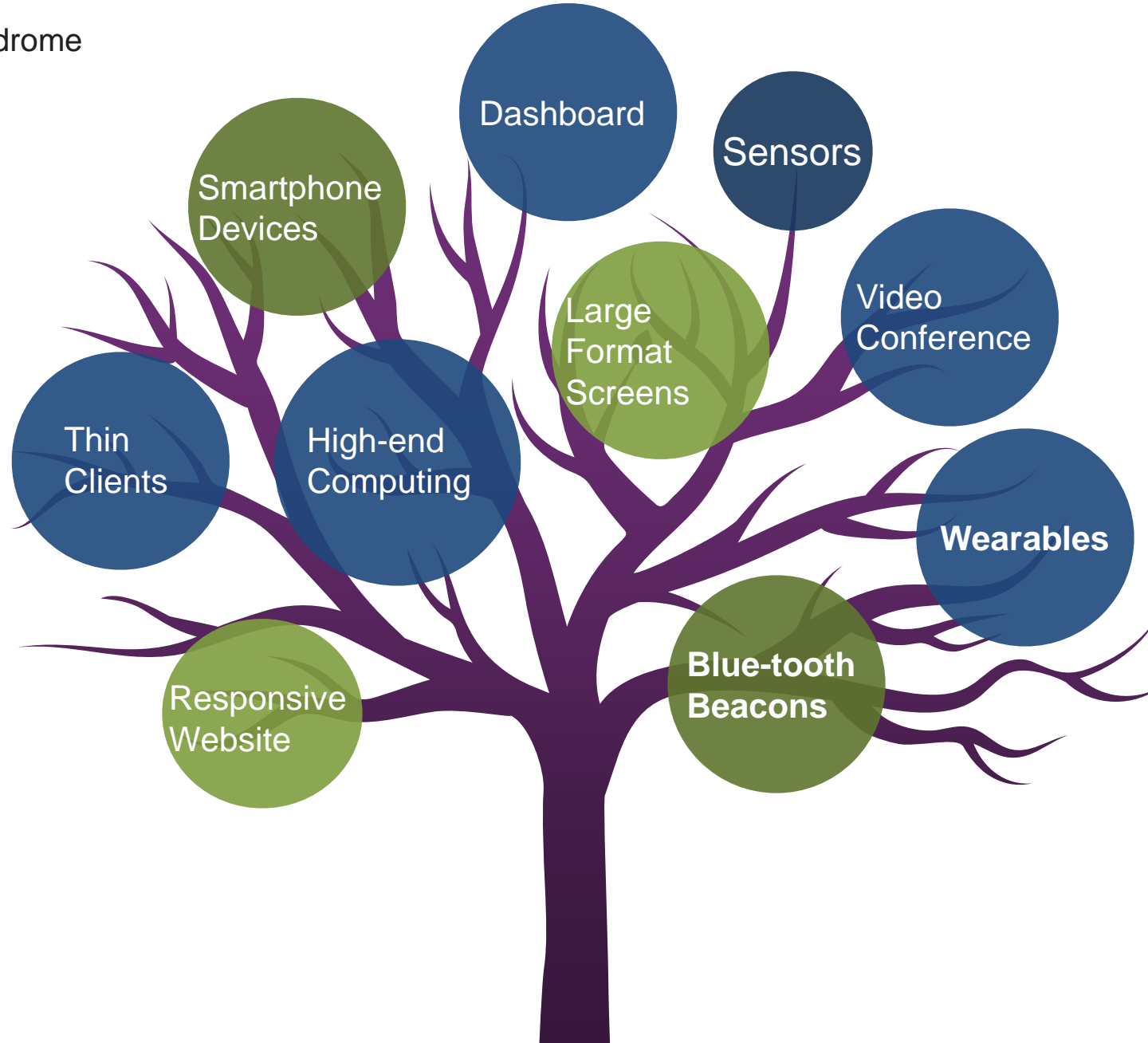
[\[ Manage Campaigns \]](#)





# What we see...

## The Shiny Screen Syndrome



Business Analyst/Technologist



Technologist/Enterprise Architect



Storage

Development Environment

Compute Processing

Web Framework

Software Platform

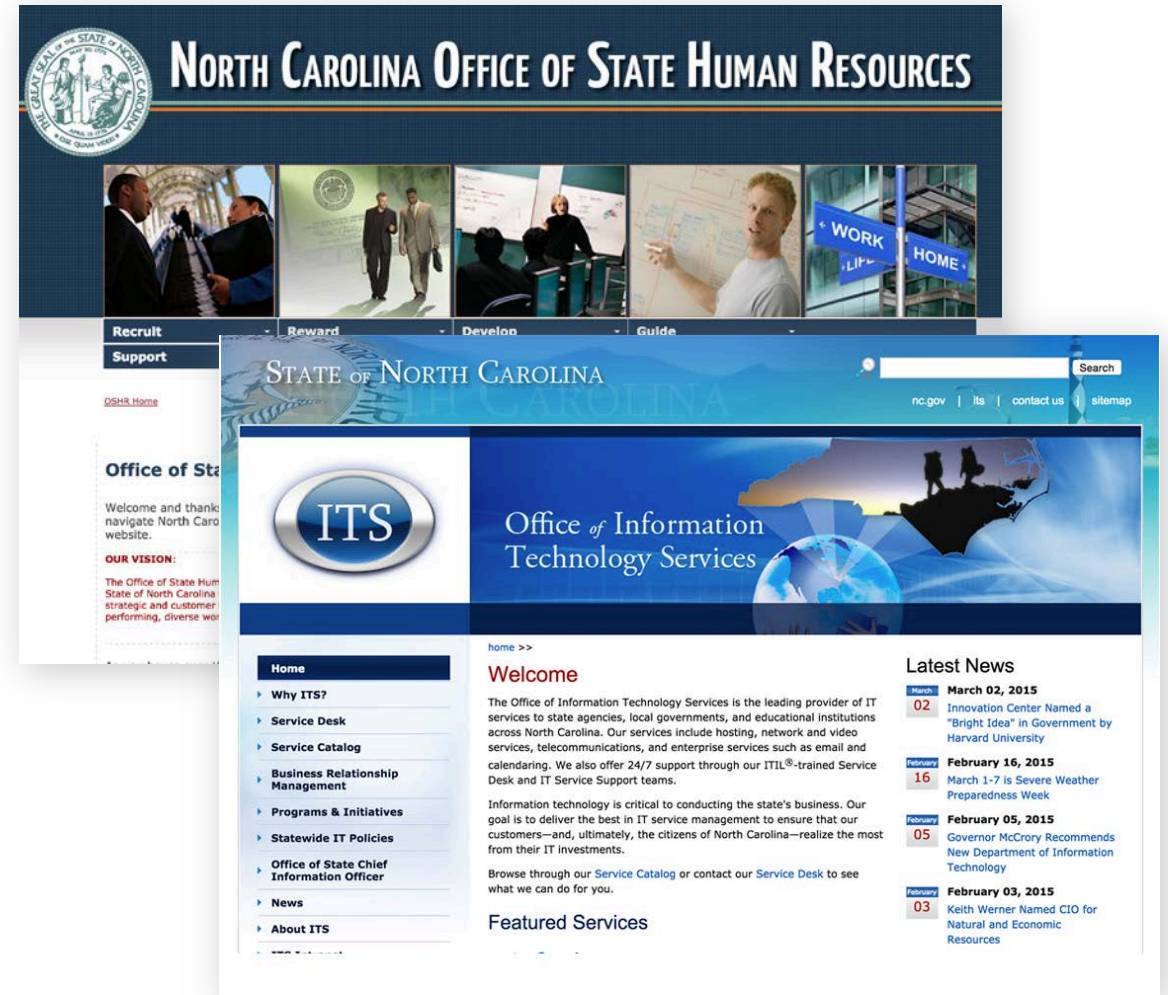
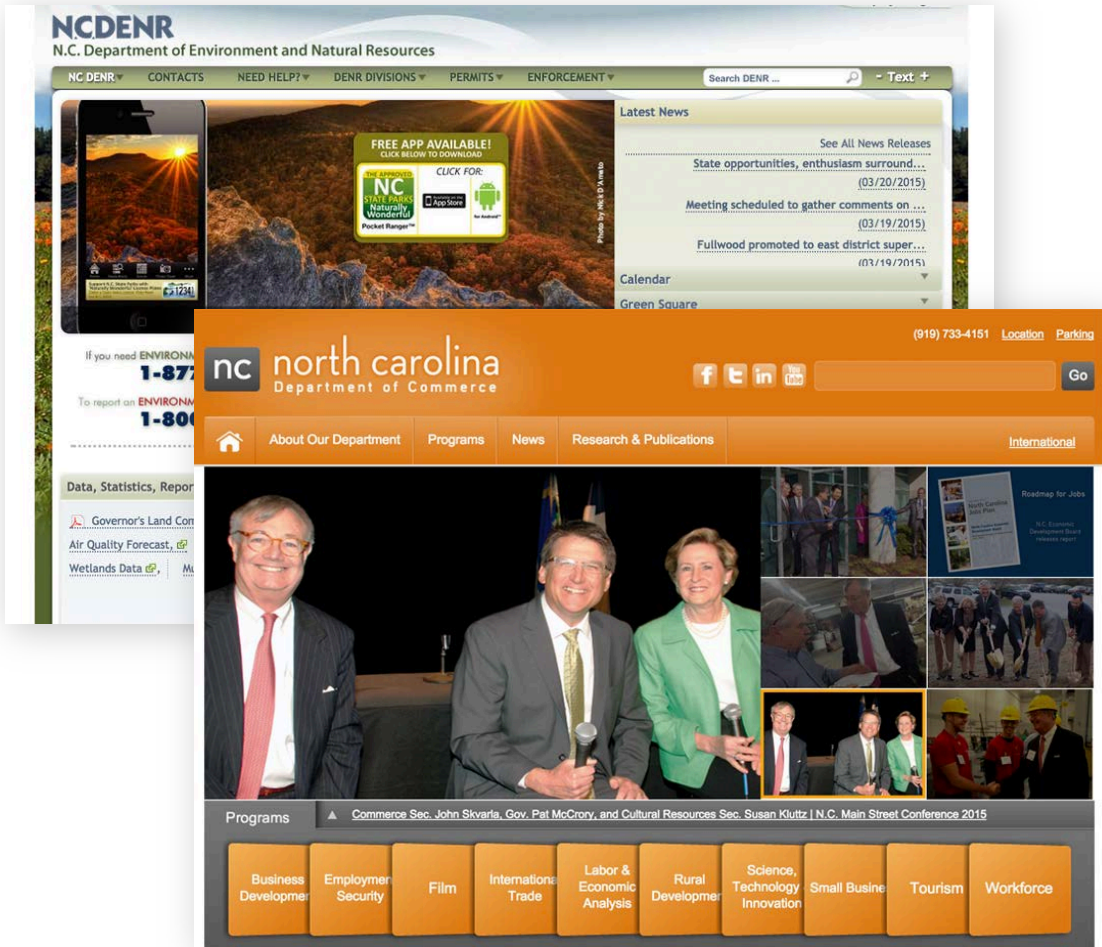
Security

“Interacting with government should be as easy as checking the latest scores on the internet or even shopping online.”

*Governor Pat McCrory*







Inconsistent digital experiences + Brand confusion + Various platforms + Not optimized for mobile  
 No standards + Lack of community and collaboration + Content managed by IT



---

None of the above

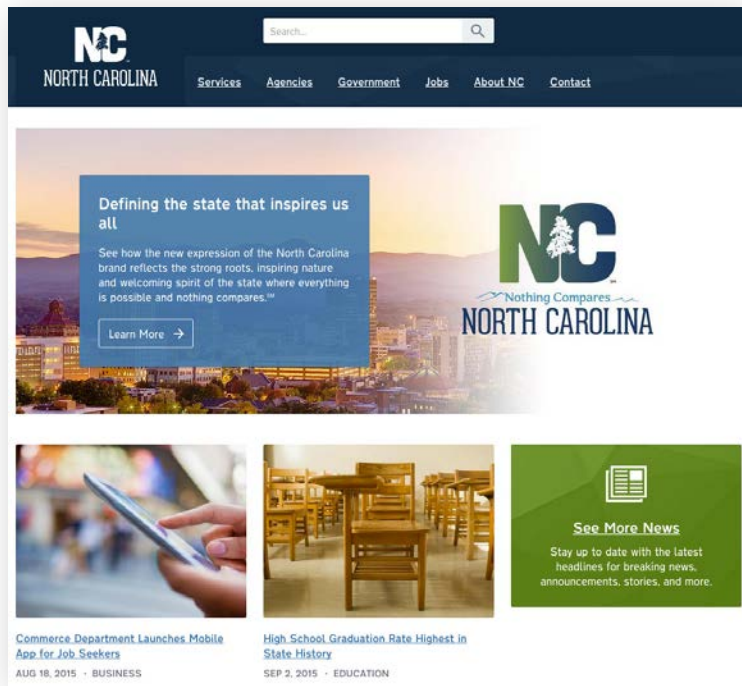
Inconsistent digital experiences + Brand confusion + Various platforms + Not optimized for mobile  
No standards + Lack of community and collaboration + Content managed by IT

# *Solution*

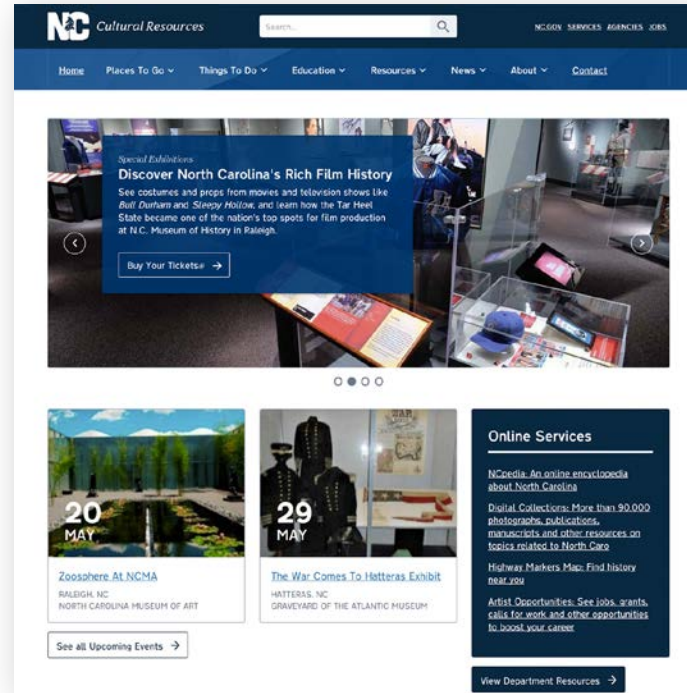




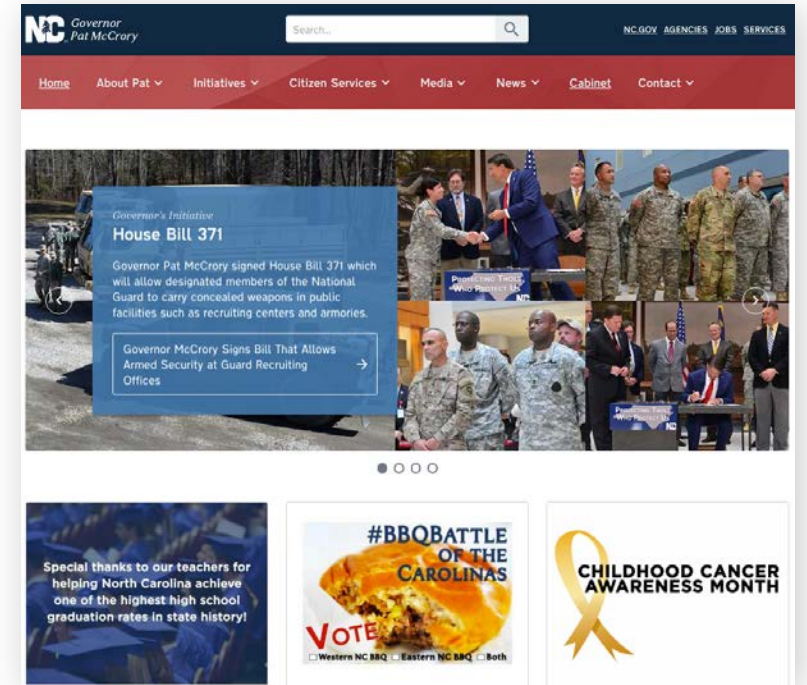
# Digital Commons: Creating a Unified Experience



NC.Gov

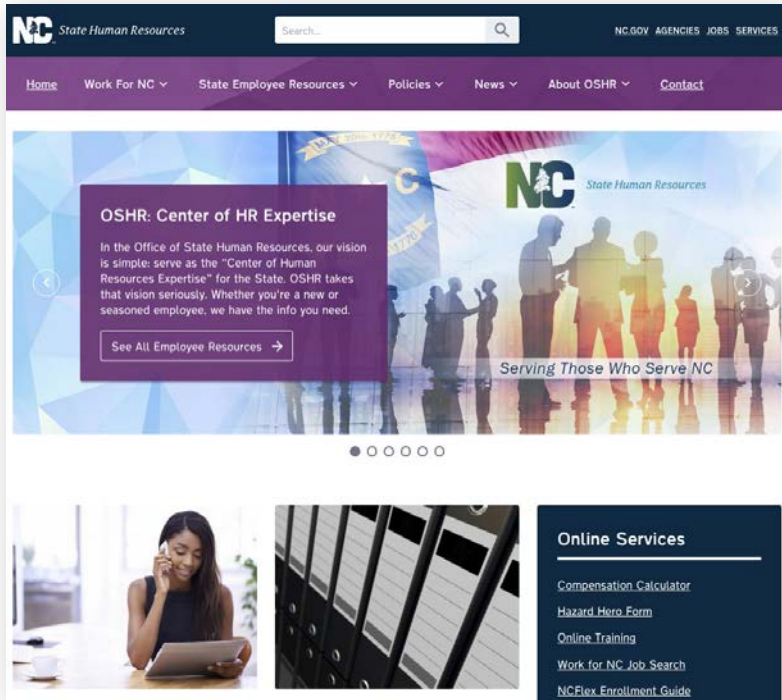


Cultural Resources



Governor's Office

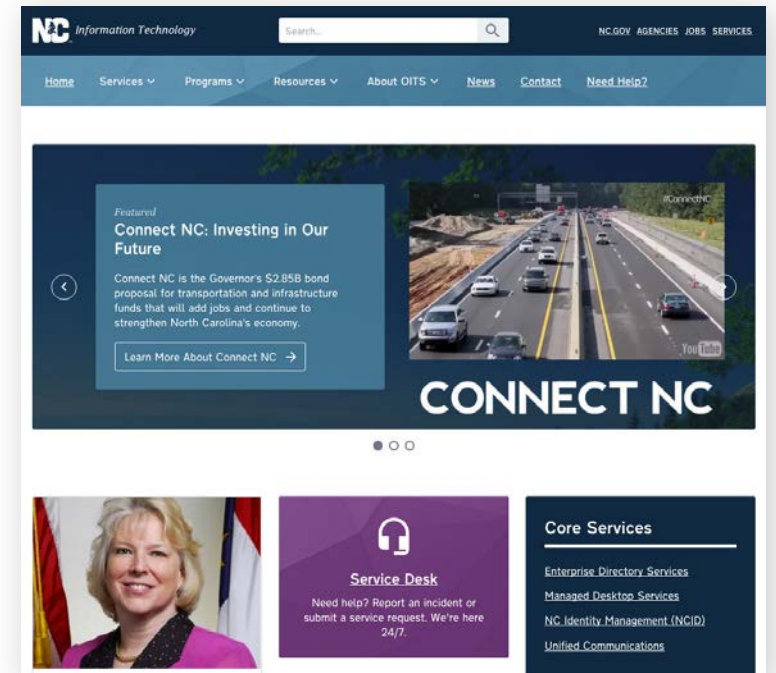
# Digital Commons: Creating a Unified Experience



State Human Resources



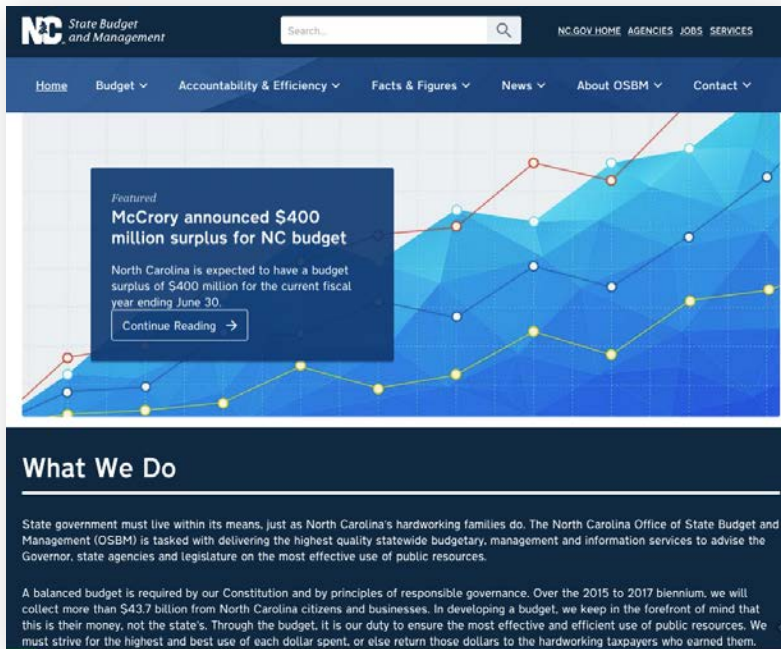
Health & Human Services



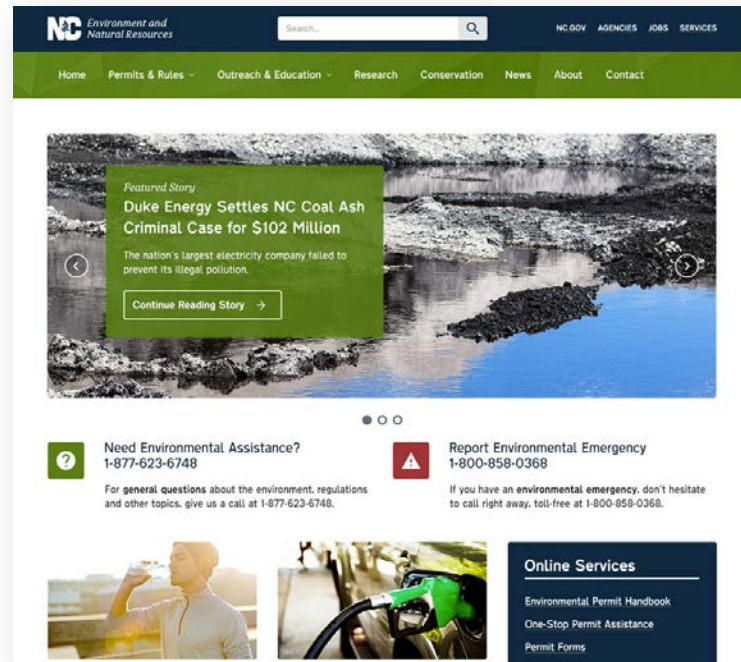
Information Technology



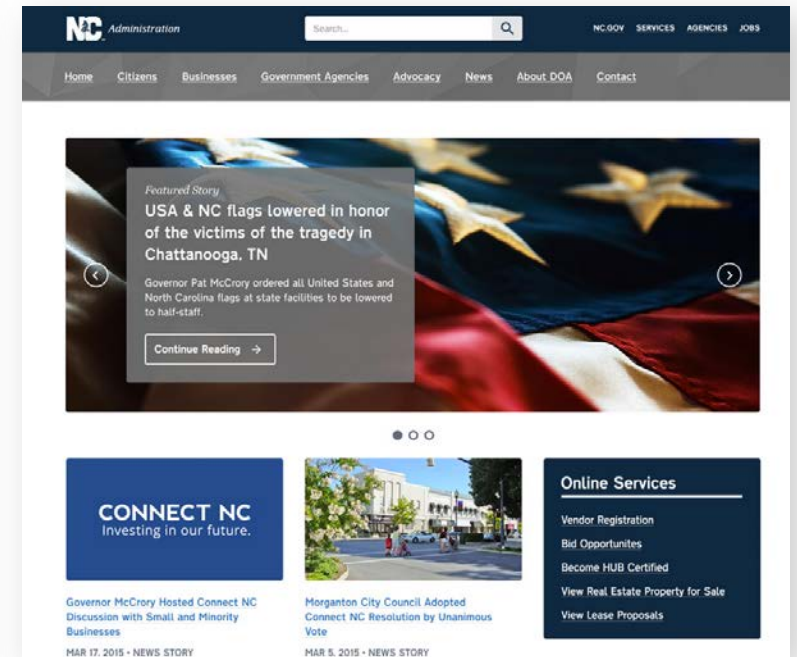
# Digital Commons: Creating a Unified Experience



State Budget & Management



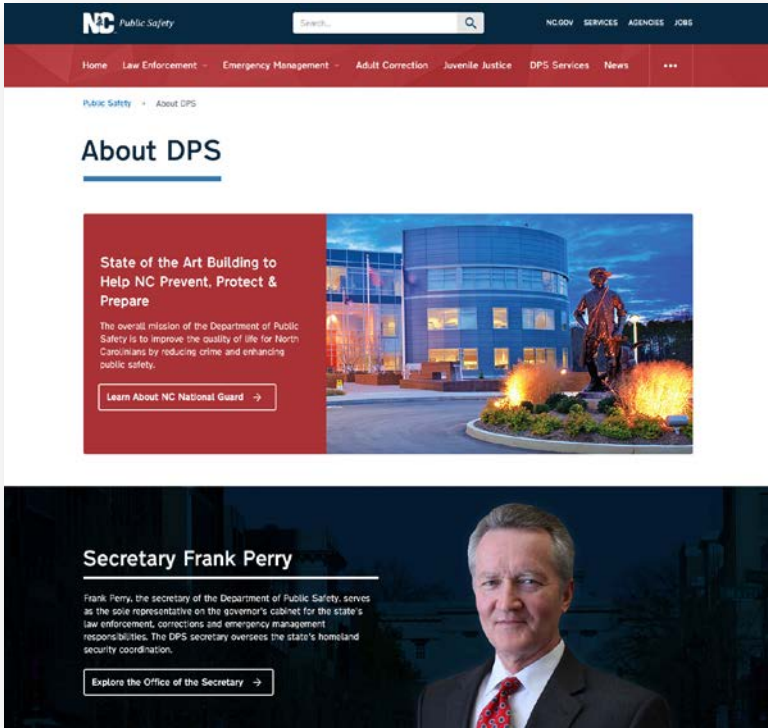
Department of Environment & Natural Resources  
(ETA: NOV)



Department of Administration  
(ETA: NOV)



# Digital Commons: Creating a Unified Experience



Department of Public Safety  
(ETA: NOV)



Commerce - TBD



Revenue - TBD

# Digital Commons: Creating a Unified Experience



# Brand Unification



### Recent Tweets

-  **NCDNCR** @ncculture 5h  
Science suggests visiting an #aquarium or #park to lower stress: wapo.st/1P9WApX #NationalStressAwarenessDay pic.twitter.com/ObHin76pLO  
Show Photo
-  **NCDNCR** @ncculture 8h  
The original @hornets played their first game #OnThisDay in 1988: bit.ly/1P9cVeg #CLT #NBA pic.twitter.com/7FBJpuWexO  
Show Photo
-  **NCDNCR** @ncculture 21h  
"All in the Family" and "The Jeffersons" cast member Michael Evans was born in #Salisbury #OnThisDay in 1949. Hit tv! NO 16M!!

# *Platform & Tech*



Local, State, Federal Gov Sites   Accessible   Customizable   Mobile-Optimized   Community   Workflow   Much More...



# Shifting Our Infrastructure

The screenshot displays the OpenShift Online interface. At the top, the 'OPENSIFT ONLINE' logo is on the left, and 'Upgrade Plan' and 'bhyton' are on the right. Below the logo, there are navigation tabs for 'Applications', 'Settings', and 'Help'. The main content area shows an application overview for 'Started 2' with a refresh icon. A summary bar indicates the application was 'Created 2 months ago in domain ncits and the aws-us-east-1 region'. The 'Cartridges' section lists four components: PHP 5.4 (Scales: 1-25, Status: Started, Gears: 1 ncstate-large, Storage: 1 GB), Jenkins Client (with a 'configure' link), Web Load Balancer (with an external link icon), and Cron 1.4. Below this, a MySQL 5.5 cartridge is shown with Status: Started, Gears: 1 ncstate-large, and Storage: 1 GB. The 'Source Code' section notes that an SSH public key must be added. The 'Remote Access' section states it requires a public key. The 'Members from domain ncits' list includes bhyton (Can administer), brenk@phase2technology... (Can edit), carlos.valdivia@nc.gov (Can edit), chris.johnson.its (Can edit), dsasser.its (Can edit), jcmartinez.its (Owner), jcmartinez@goingdrupal.c... (Can edit), and rbatesp2 (Can edit). A 'Delete this application...' button is located at the bottom right. The 'Tools and Support' section offers to 'Add phpMyAdmin 4.0'. At the bottom, there is a link to the 'Marketplace' and a note to see the list of cartridges that can be added.

OPENSIFT ONLINE

Applications Settings Help

Upgrade Plan bhyton

OpenShift Hub

Started 2

Created 2 months ago in domain [ncits](#) and the [aws-us-east-1](#) region

### Cartridges

Cartridge	Scales	Status	Gears	Storage
PHP 5.4	1 - 25	Started	1 <a href="#">ncstate-large</a>	1 GB
Jenkins Client				<a href="#">configure</a>
Web Load Balancer				<a href="#">external link</a>
Cron 1.4				

Cartridge	Status	Gears	Storage
MySQL 5.5	Started	1 <a href="#">ncstate-large</a>	1 GB

### Source Code

You must [add an SSH public key to your account](#) before you can upload code or remotely access your application.

### Remote Access

Requires a [public key](#).

### Members from domain [ncits](#)

Member	Role
bhyton	Can administer
brenk@phase2technology...	Can edit
carlos.valdivia@nc.gov	Can edit
chris.johnson.its	Can edit
dsasser.its	Can edit
jcmartinez.its	Owner
jcmartinez@goingdrupal.c...	Can edit
rbatesp2	Can edit

Delete this application...

### Tools and Support

[Add phpMyAdmin 4.0](#)

Browse the [Marketplace](#), or see the [list of cartridges you can add](#)

# *Process*



# Working Groups



**SCIO site**

**Bio & Demo**  
 Bill Bloung  
 Bo  
 \$60K/TV/Printer  
 Raleigh  
 Married to the go  
 New to town  
 Learning about NC  
 3 state govt  
 covers variety of topics  
**Goals**  
 Find right contact Name, phone & email for media contact  
 Find press release or documents  
 Get info fast get concise info. No IT jargon  
 Meet deadline  
 Get all info he needs

**Emotion/Behav**  
 Is in a hurry! deadline  
 A few hours ahead  
 New to topic/usage  
 Starts mines for background  
 Persistent  
 Wants cooperation  
 help meeting his  
 confused by acronyms - what is SCIO? what is SCIO?

**Solutions**  
 Quick response  
 No IT speak  
 Provide info you do have  
 quickly set expectations if more time required  
 Be open & transparent  
 sensitive to deadlines  
 Provide links to his topic post talking points  
 Easy to search  
 Public does online & well organized.

**Bio/Demo**  
 Victor Vendor  
 Male married  
 V/ids.  
 SALES rep  
 company could be located anywhere.  
**Goals**  
 get competitors pricing info  
 Learn why he didn't get the contract

**Emotion/Behav**  
 Ticked didn't get a contract he bid on.

**Solutions**  
 provide procurement docs that can be publicly released  
 make them available online & easily accessible  
 easy to search for  
 Post relevant links & Make web a destination

**Bio ('Old Cool')**  
 Age: 35-60  
 Busy Professional  
 Educated  
 Experienced  
 People-oriented  
 (colleague - network)

**EMOTIONS**  
 'FORWARDED' APPROACH  
 Consistency

**EPMO**

**Goals**  
 Supply customer Agency PM's  
 SCIO  
 Provide oversight governance re SCIO on IT projects

**Solutions**  
 Provide guidance & advice to Agency PM's  
 Provide knowledge-base of tools/resources & how to use them

**Bio ('Customer Guide')**  
 Age: 50-60  
 Experienced  
 IT-oriented

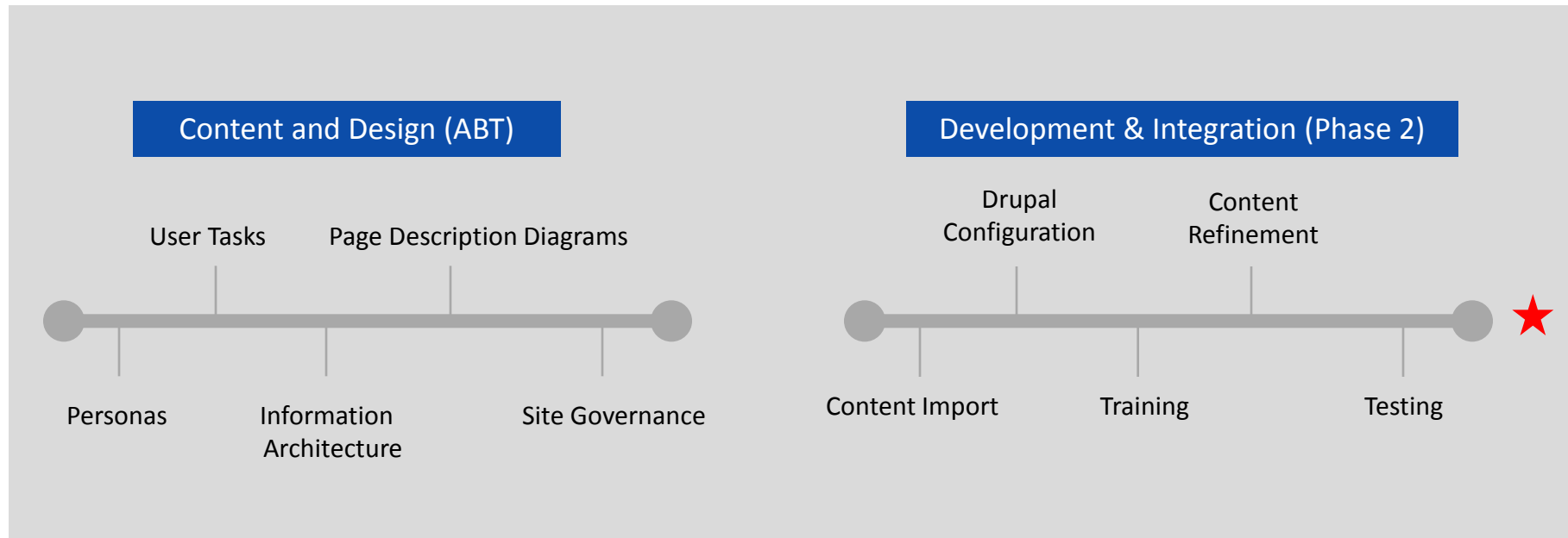
**EMOTIONS**  
 Wide Curve  
 Stress level: High

**USERS/CUSTOMER**

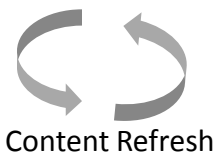
**Goals**  
 Customer Projects on-time, on budget

**Solutions**

# Deep Dive to Launch



Stakeholder Interviews









Contact

About NC

Government

Jobs

Agencies

Services +  
~~Info~~

State Employee Directory

About North Carolina  
Data + Statistics

Open Government  
Public Records

Jobs/  
Employment  
Info + Resources for State Employees, Employers

Agency Directory  
w/ Social Media

Business  
Doing Business in NC

Safety Net Services

MAP

State Brand  
4/17/2010

Your Government  
3 brochures, Organizational Structure

Business Licenses + Permits

Agency Directory

Doing Business in NC

Agriculture + Environment  
Website, Permitting, Data Apps

Moving to North Carolina

Stats + Data

Business Licenses + Permits

Agency Directory

Doing Business in NC

Education

Media Gallery

Agg. Agency News

Business Licenses + Permits

Agency Directory

Doing Business in NC

Economic Development + Jobs

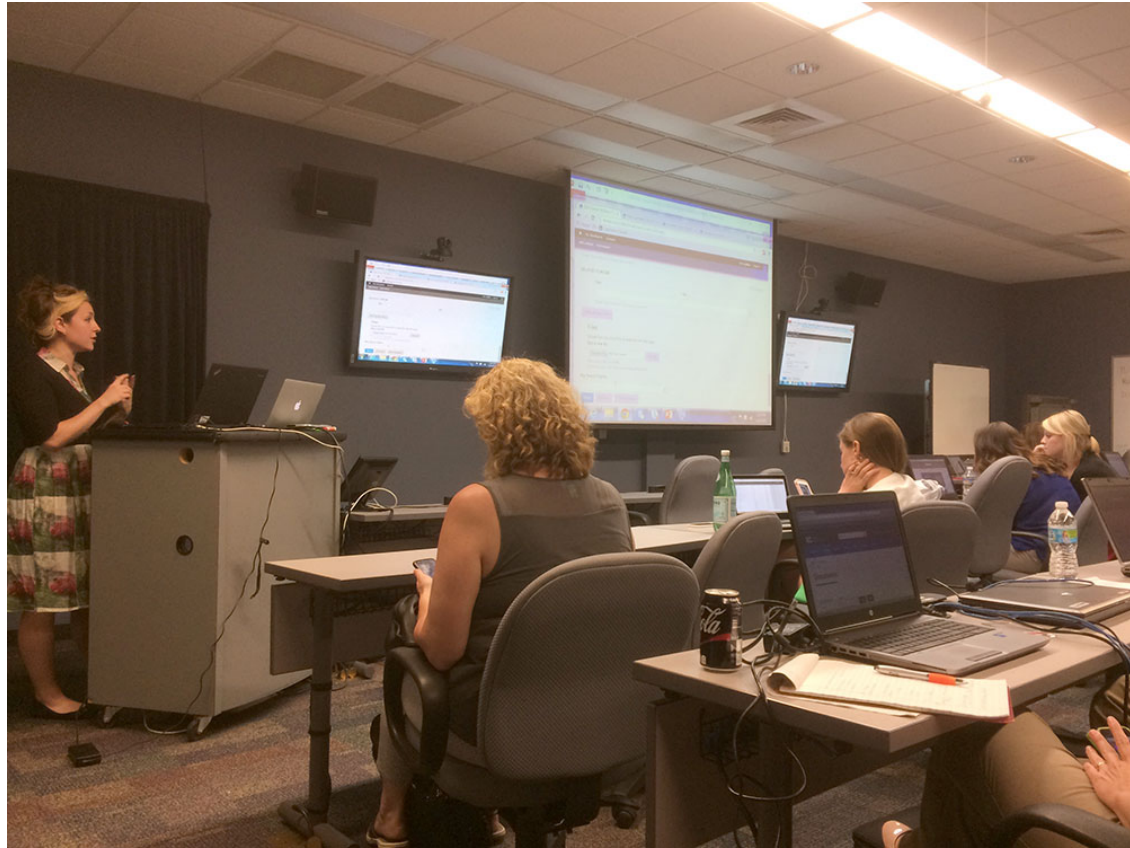
nc.gov footer

# *Results*





# *Shifting Web Communications to Comm Teams*



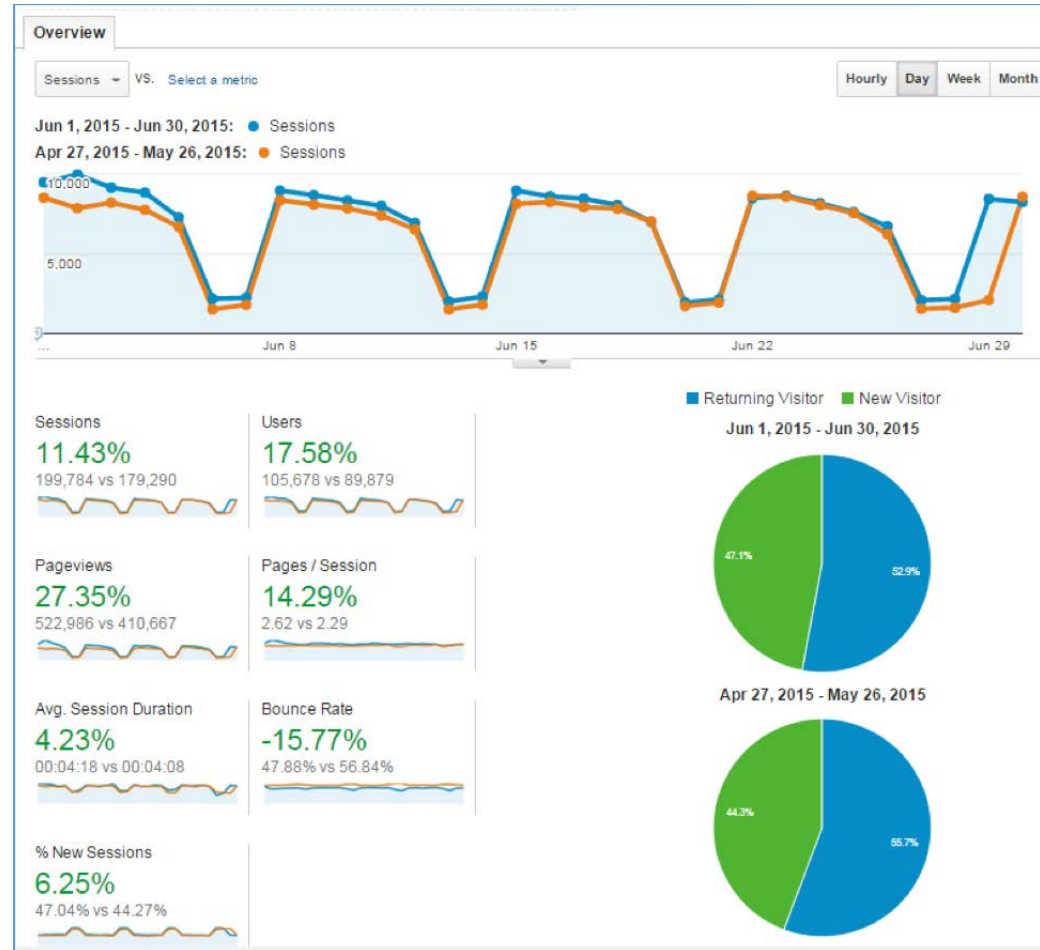


# Analytics

## NC.Gov Pre-and-Post Launch

- 11% more sessions
- 27% more page views
- 17% more users
- Bounce rate decreased 15%
- New users up 3%

June 1-30, 2015 | April 27- May 26, 2015

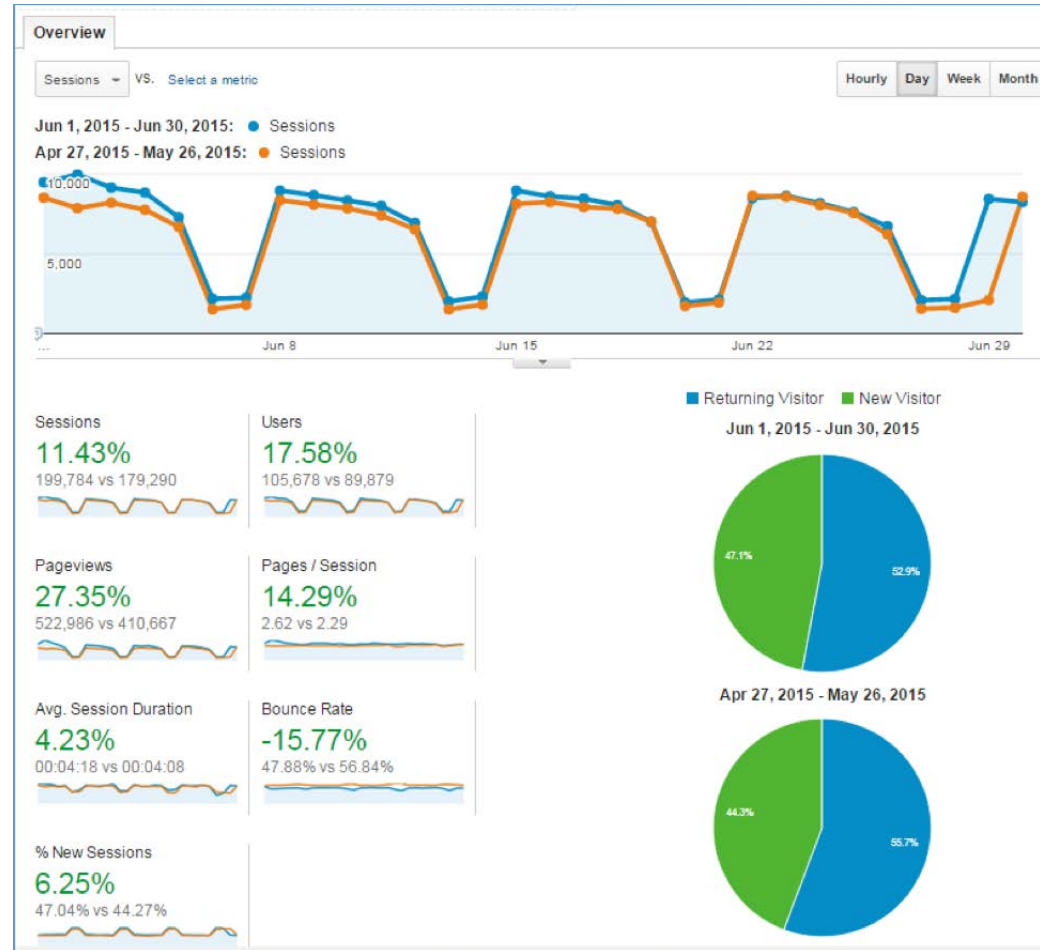


# Analytics

## Governor's Office Pre-and-Post Launch

- 11% more sessions
- 27% more page views
- 17% more users
- Bounce rate decreased 15%
- New users up 3%

June 1-30, 2015 | April 27- May 26, 2015



# Community





# Collaboration

**Digital Services**  
● bhylton

CHANNELS  
# customer-support  
# digital-commons  
# general  
Create a channel...

DIRECT MESSAGES  
♥ slackbot  
○ acperry  
○ cdwarren  
○ chriscompton  
○ dimplekatira  
○ gcvalldivia  
○ j.zhao  
○ john.attamack  
○ lois  
○ mary-alice.warren  
○ mikelotz  
+1 More...

PRIVATE GROUPS  
developer-candidate  
its

**#digital-commons** 11 | Search

Maekes sense to me

**cdwarren** 3:33 PM  
It's up.

**bhylton** 5:05 PM  
OSHR vanity URLs to test...

5:05 ★ # Redirects for vanity URLs

- 149.168.87.21 [www.MilesforWellness.nc.gov](http://www.MilesforWellness.nc.gov)
- 149.168.87.21 [MilesforWellness.nc.gov](http://MilesforWellness.nc.gov)
- 149.168.87.21 [www.nctemporarysolutions.com](http://www.nctemporarysolutions.com)
- 149.168.87.21 [nctemporarysolutions.com](http://nctemporarysolutions.com)
- 149.168.87.21 [www.hazards.nc.gov](http://www.hazards.nc.gov)
- 149.168.87.21 [hazards.nc.gov](http://hazards.nc.gov)
- 149.168.87.21 [www.ncvip.nc.gov](http://www.ncvip.nc.gov)
- 149.168.87.21 [ncvip.nc.gov](http://ncvip.nc.gov)
- 149.168.87.21 [www.wellness.nc.gov](http://www.wellness.nc.gov)
- 149.168.87.21 [wellness.nc.gov](http://wellness.nc.gov)
- 149.168.87.21 [www.WellnessExpo.nc.gov](http://www.WellnessExpo.nc.gov)
- 149.168.87.21 [WellnessExpo.nc.gov](http://WellnessExpo.nc.gov)
- 149.168.87.21 [www.ncflex.org](http://www.ncflex.org)
- 149.168.87.21 [ncflex.org](http://ncflex.org)

Live

**lois** 5:07 PM  
[ncvip.nc.gov](http://ncvip.nc.gov) - redirect loop  
[WellnessExpo.nc.gov](http://WellnessExpo.nc.gov) access denied  
the rest look good

Verizon LTE 9:26 PM

**#customer-support**

**Uptime Robot** BOT 6:55 AM  
Monitor is UP: OSP Jobs site (<http://workfornc.gov/>). It was down for 26 hours, 26 minutes and 12 seconds.

**bhylton** 8:45 AM  
WorkForNC still offline. David Bank has restarted server, @chriscompton restarted Apache and database. Chris and I just talked and we're going to have the domain point to existing OSHR jobs page.

**lois** 8:50 AM  
will do on [NC.gov](http://NC.gov) as well

**chriscompton** 7:15 PM  
NetBackup engaged to restore web server to a point before Noon Saturday. They said 'Linux team should do that'. I said. "Wrong page"

Message



# Collaboration

**Digital Services** ▾  
● bhylton

CHANNELS +

- # customer-support
- # digital-commons
- # general
- Create a channel...

DIRECT MESSAGES +

- ♥ slackbot
- acperry
- cdwarren
- chriscompton
- dimplekatira
- gvaldivia
- j.zhao
- john.attamack
- lois
- mary-alice.warren
- mikelotz
- +1 More...

PRIVATE GROUPS +

- developer-candidate
- its
- lbd
- New private group...

## #digital-commons ▾

11 (i) hours (x) (@) (★)

**lois** 2:29 PM  
OSHR going live today at 5

**bhylton** 2:52 PM ★  
<https://www.youtube.com/watch?v=nNs0gMq8CTU>

× YouTube  
**ITNCgov**  
**Intern with State IT** ▾



**lois** 2:53 PM  
great! how is it going to be used?

**bhylton** 2:55 PM  
Probably a couple of ways. The call-to-action on YouTube points to DOA intern program. We use this video on social media, ITS site, etc. to encourage participation in that program and particularly for IT work

**@cdwarren:** MaryAlice suggested putting it on <http://it.nc.gov/about-oits/working-for-oits>

Careers Why Work at OITS? The Office of Information Technology Services (OITS) is a great place to work. We use the Merit Based Recruitment and Selection Plan to fill positions subject to the State Personnel Act with highly qualified individuals. Benefits of working here include flexible

# Collaboration

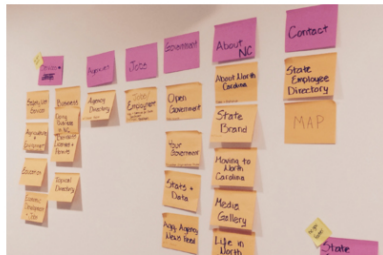


View Edit Track

## Creating a 21st century web and digital presence for North Carolina. Together.

Lorem ipsum dolor sit amet, eu sint malis quo. Atqui omnium no ius. Eam eu mucius principes. No altera alienum per, eius reprimique usu ut, ne sea stet aliquip molestie. At novum facete sea. Vis ad diam appetere. Ex vix nibh quodsi dignissim, ea decore euripidis delicatissimi vis, mel eu laudem scriptorem.

Brute legere abhorreant eam at, nisi consectetur cum ex. Eos in recusabo omittantur, mei te diceret salutatus. Eu aperiam tacimates sea. Pri solum scaevola



### Welcome to the NC Digital Community Site

Welcome to the NC Digital Community Site  
By: bhylton  
Post date: 06/22/2015 - 12:18  
Tags:

### New forum topics

- [Replacing Files](#)

[More](#)


## Forums

### New forum topics

- [Replacing Files](#)

[More](#)

View Forums [Active topics](#) [Unanswered topics](#) [New & updated topics](#)

Forum	Topics	Posts	Last post
 <a href="#">General discussion</a>	1	1	<a href="#">Replacing Files</a> by <a href="#">bhylton</a> 10/30/2015 - 12:23



New posts



No new posts

- Forum Tools -

**What's Going On?**

Currently active users: 1

[bhylton](#)

**Statistics**

Topics: 1, Posts: 1, Users: 7

Welcome to our latest members: [digital-admin](#), [lnilsen](#), [bhylton](#), [Admin](#), [gcvaldivia](#)

# Feedback

“We’ve been getting a good deal of positive feedback on our new website, and in response to that feedback many of our divisions are eager to move to the new platform.”

“Frequent visitor to the old site. While the new one looks nice, it seems very busy and much more difficult to find information.

“Just wanted to follow-up with a note regarding the roll-out of the new websites across the state. ( e.g. nc.gov, governor.nc.gov, it.nc.gov, ncdcr.gov)

Absolutely Excellent!

I can imagine the Digital Commons project has been an absolute nightmare on the backend, but what we see as a result of all the work put in is pure gold. It is great to see information so well organized and accessible and across all my devices.”


# Visibility



**ALL THINGS OPEN<sup>®</sup>**

OCTOBER 19TH & 20TH 2015  
RALEIGH CONVENTION CENTER  
RALEIGH, NC

**A CONFERENCE EXPLORING OPEN  
SOURCE, OPEN TECH AND THE OPEN WEB  
IN THE ENTERPRISE.**



**gt** government technology  
Solutions for state and local government.

MAGAZINE / SUBSCRIBE / NEWSLETTERS / NEWS / EVENTS / WEBINARS / PAPERS / AI

BY COLIN WOOD / JUNE 17, 2015

**NC**  
NORTH CAROLINA

Services Agencies Government Jobs About NC Contact

Defining the state that inspires us all

See how the new expression of the North Carolina brand reflects the strong roots, inspiring nature and welcoming spirit of the state where everything is possible and nothing compares.<sup>™</sup>

Learn More →



# Lessons Learned

## **Communication**

Make sure agencies (or colleges, departments, etc) have decent understanding of process, resources needed, and paradigm shift.

## **Flexibility**

Be prepared to change migration and redesign process. Ask yourself “what shifts need to happen?” throughout.

## **Empathy**

Don't just consider your end-users but also your colleagues. Change is hard.

## **Vendor Management**

Don't assume vendor partners are communicating effectively with Your colleagues and customers.

## **Stakeholders**

Include the right stakeholders but be careful of being so inclusive that you can't get things done.

## **Accommodate (to a point).**

Watch timeline slips due to accommodating extra features and requests.

## **Security**

Stay diligent while trying to innovate.

## **Remember Business Goals**

- Improving customer service
- Increasing efficiency
- Cutting down costs

# *Students & Interns*



**Intern with IT**



*Information Technology*

*Thank You!*



**Billy Hylton**

[billy.hylton@nc.gov](mailto:billy.hylton@nc.gov)

[twitter.com/publicrealm](https://twitter.com/publicrealm)

[linkedin.com/in/billyhylton](https://www.linkedin.com/in/billyhylton)