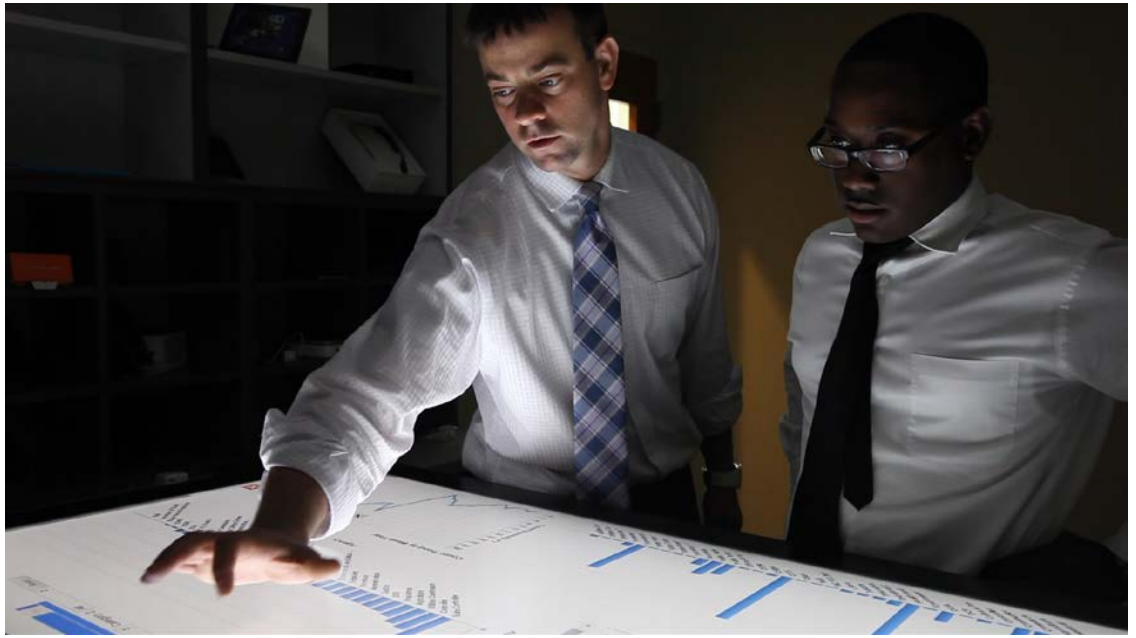
Nothing Compares
NORTH CAROLINA

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

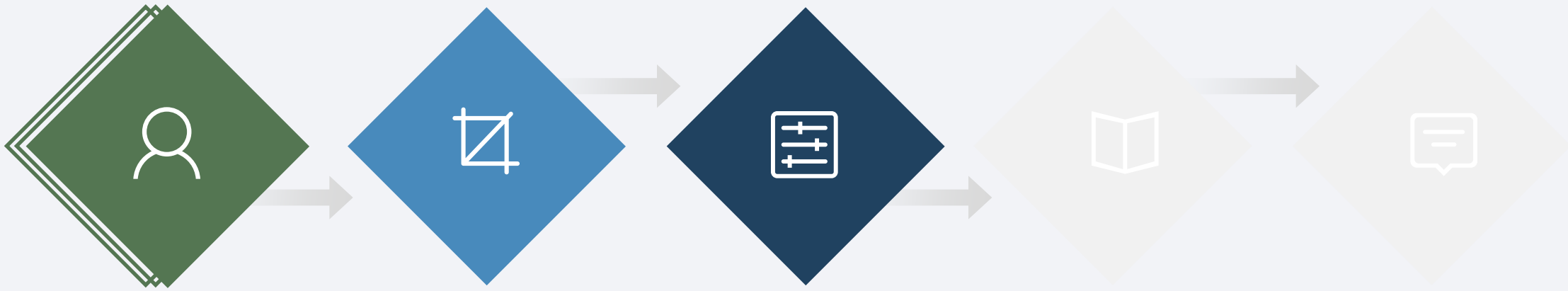
3

National Awards

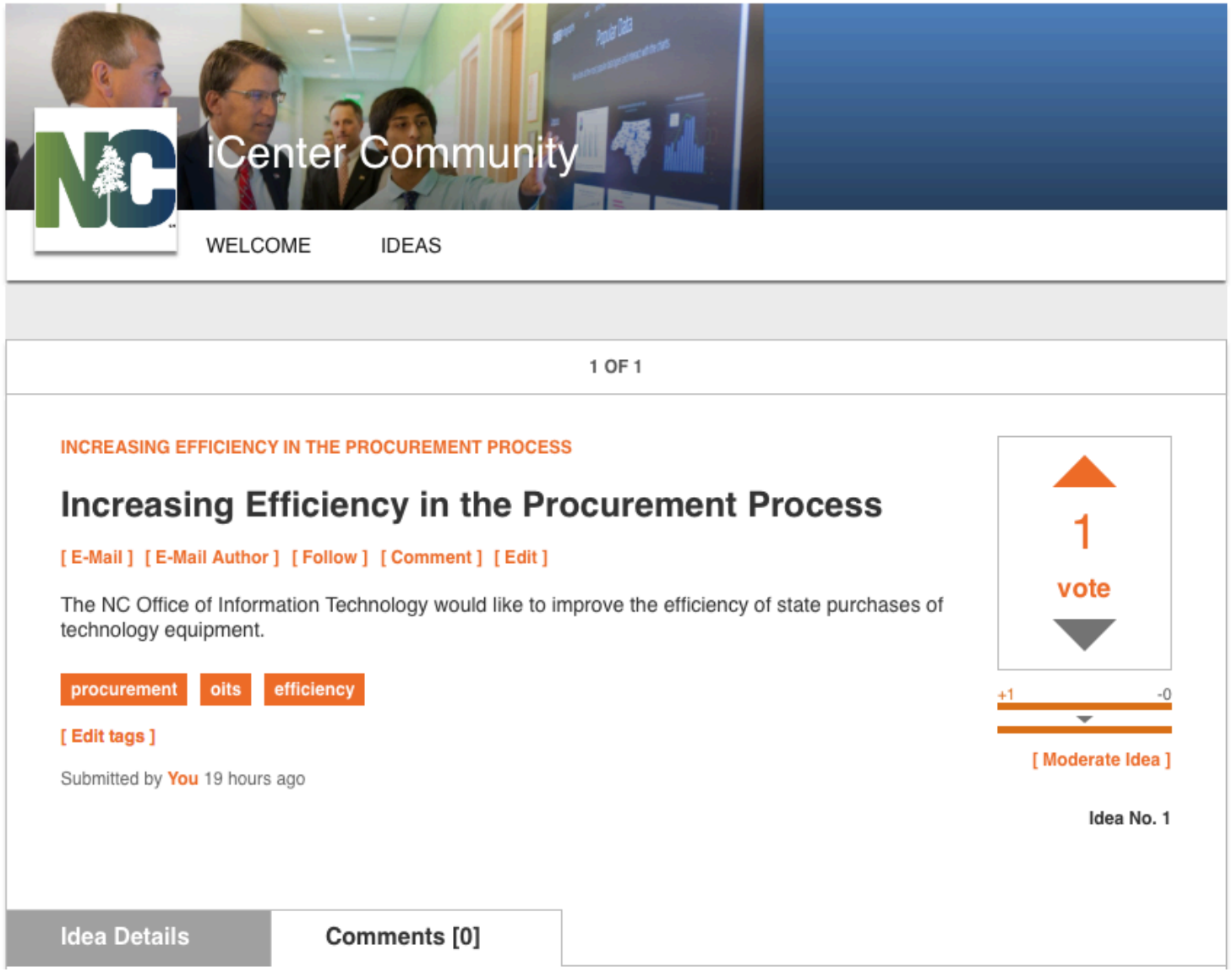
There's a better way to do it... find it.
- Thomas Edison

iCenter

Easier to collect, share and implement proof of concepts

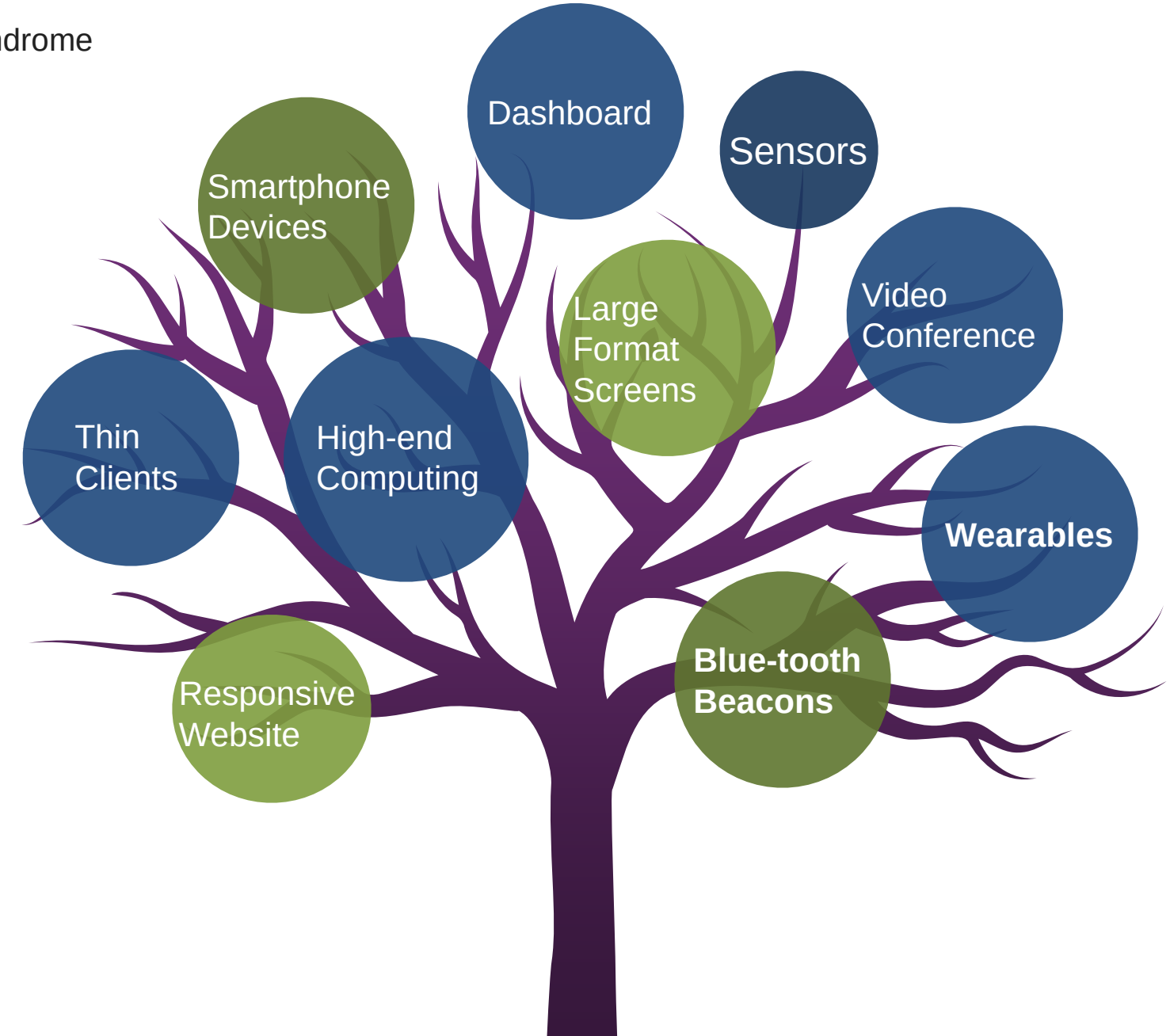


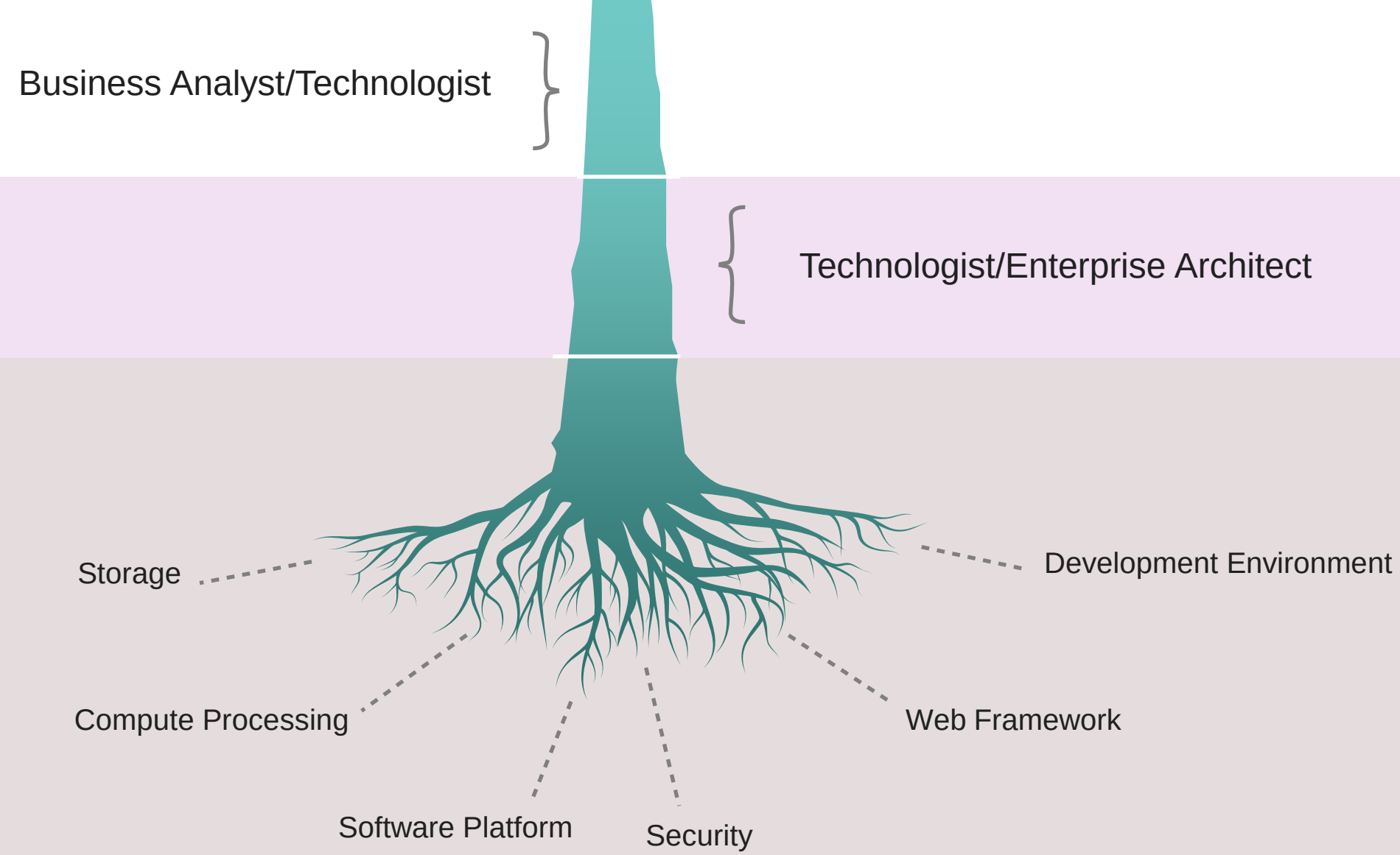
Innovation Ideation



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.”

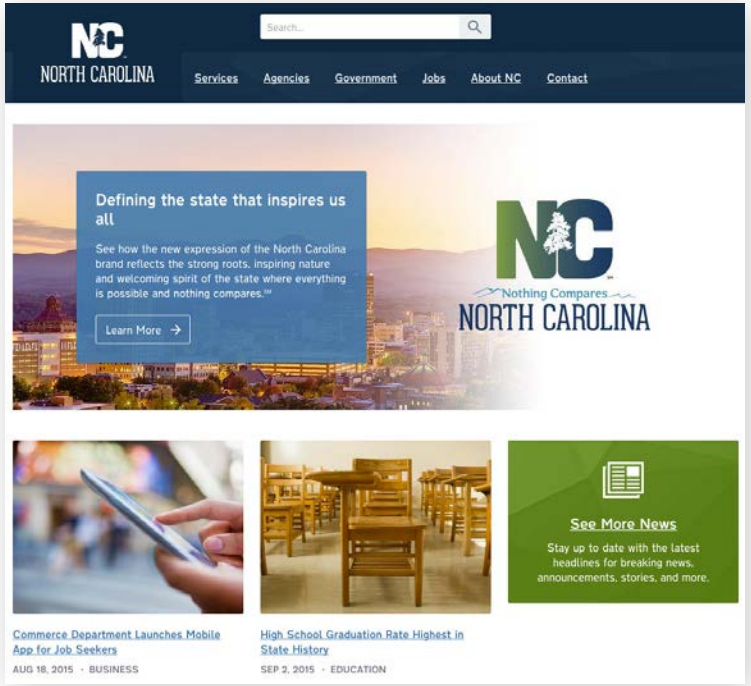
Governor Pat McCrory

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

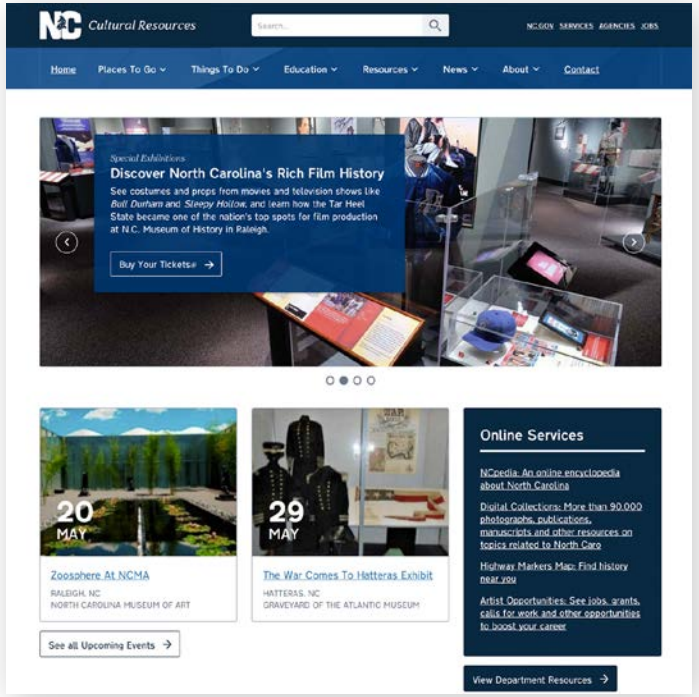
Inconsistent digital experiences + Brand confusion + Various platforms + Not optimized for mobile
No standards + Lack of community and collaboration + Content managed by IT

Solution

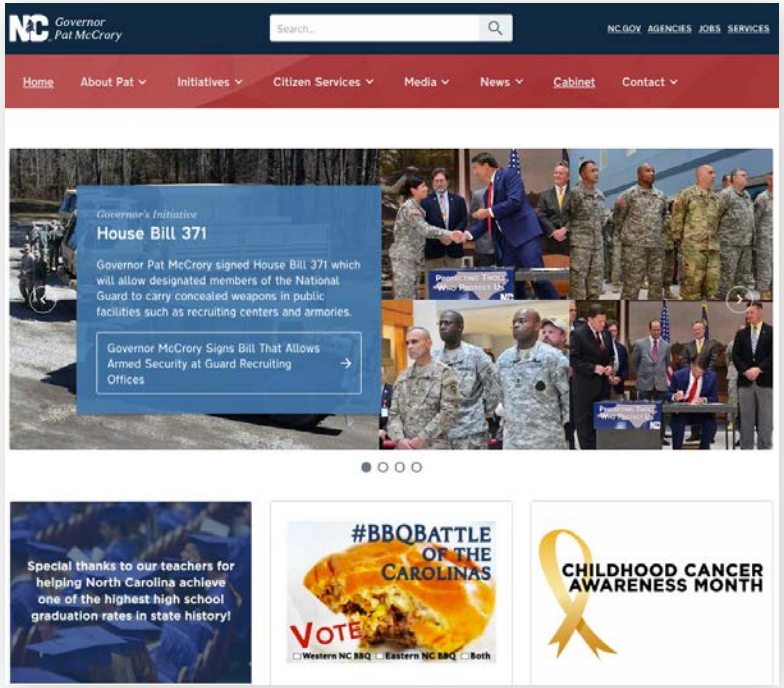
Digital Commons: Creating a Unified Experience



NC.Gov

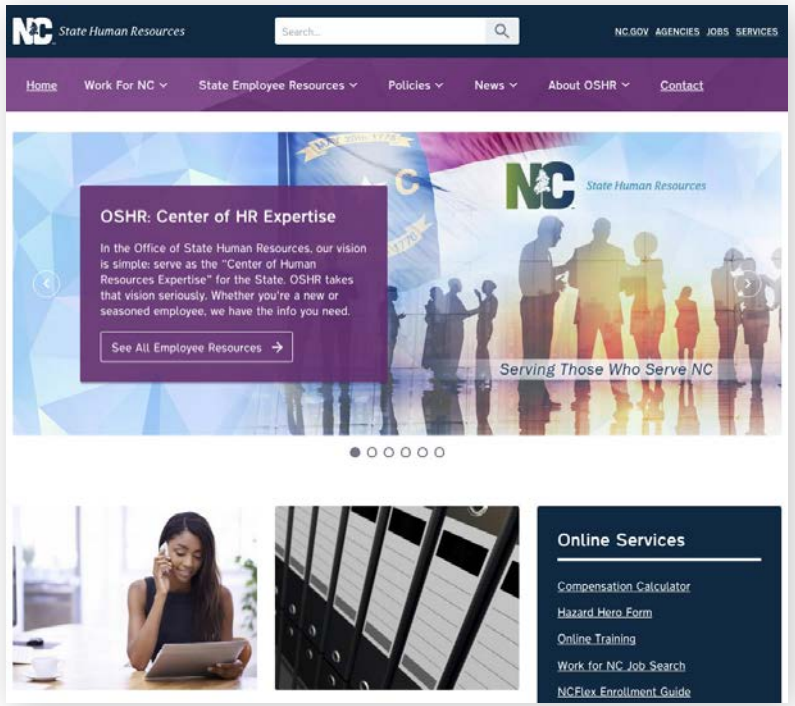


Cultural Resources



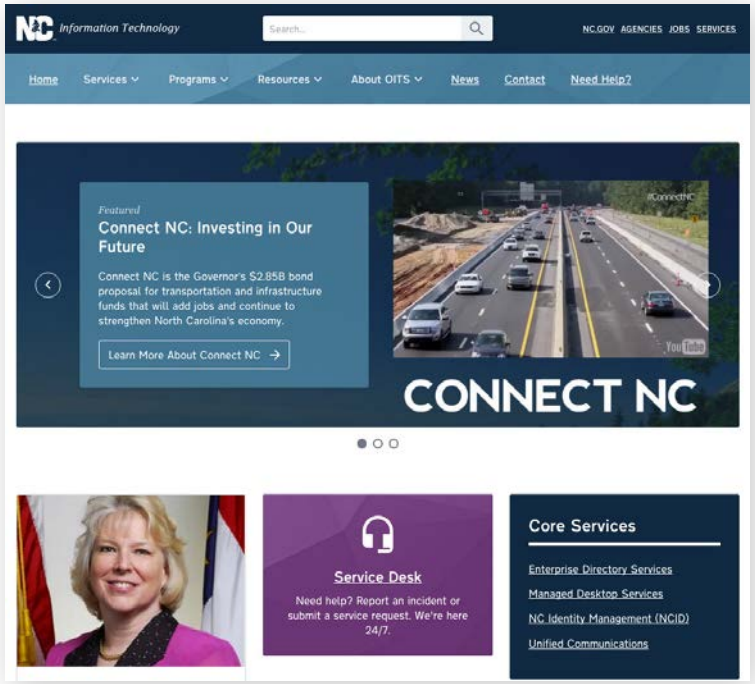
Governor's Office

Digital Commons: Creating a Unified Experience



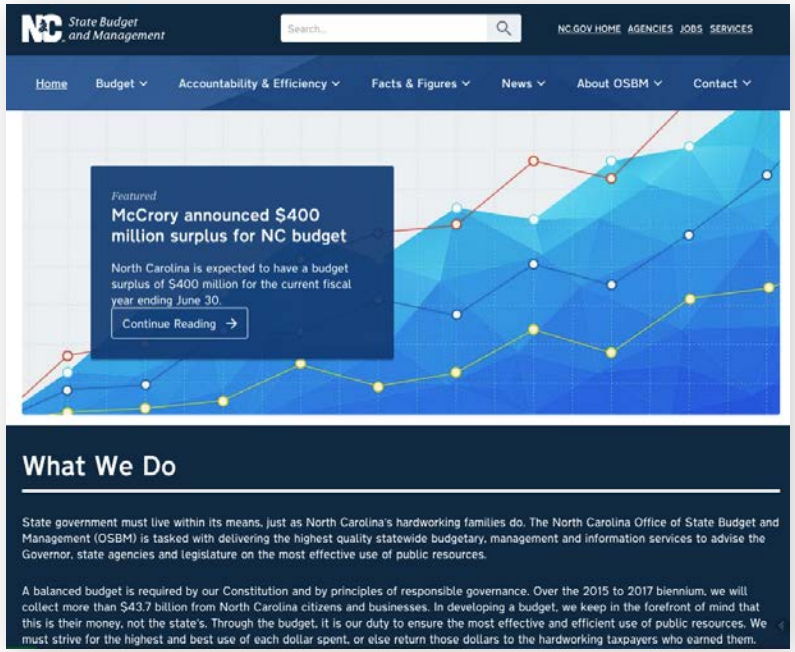
State Human Resources

Health & Human Services

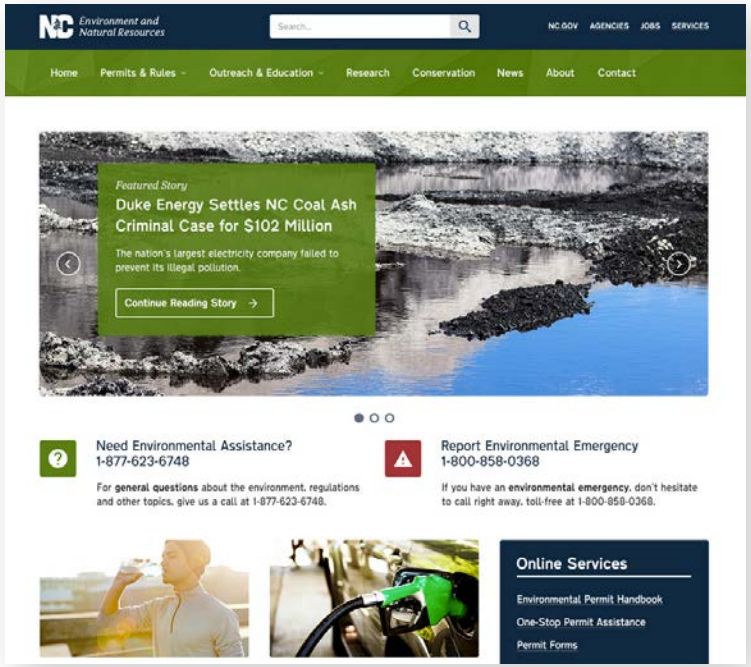


Information Technology

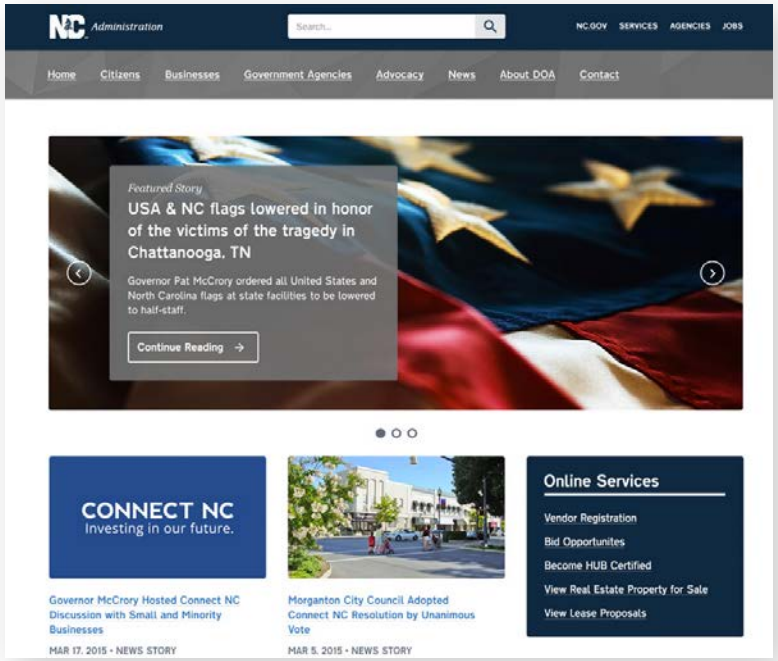
Digital Commons: Creating a Unified Experience



State Budget & Management

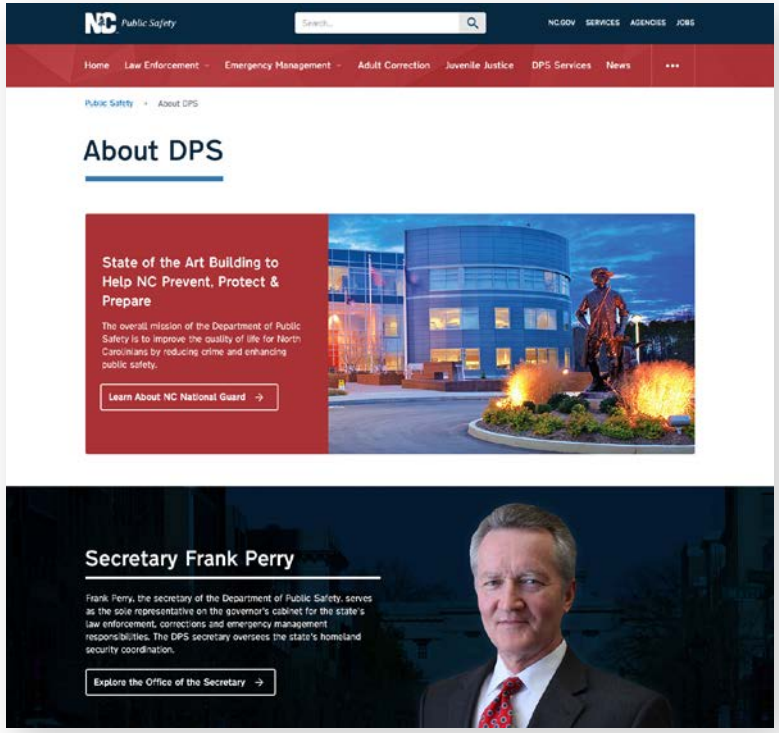


Department of Environment & Natural Resources (ETA: NOV)



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

NC Natural and Cultural Resources

NC Information Technology

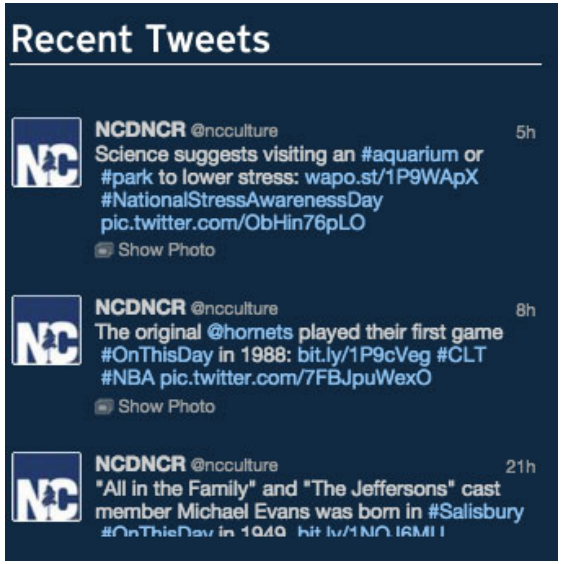
NC State Human Resources

NC Budget and Management

NC SM

Nothing Compares

NORTH CAROLINA



Platform & Tech

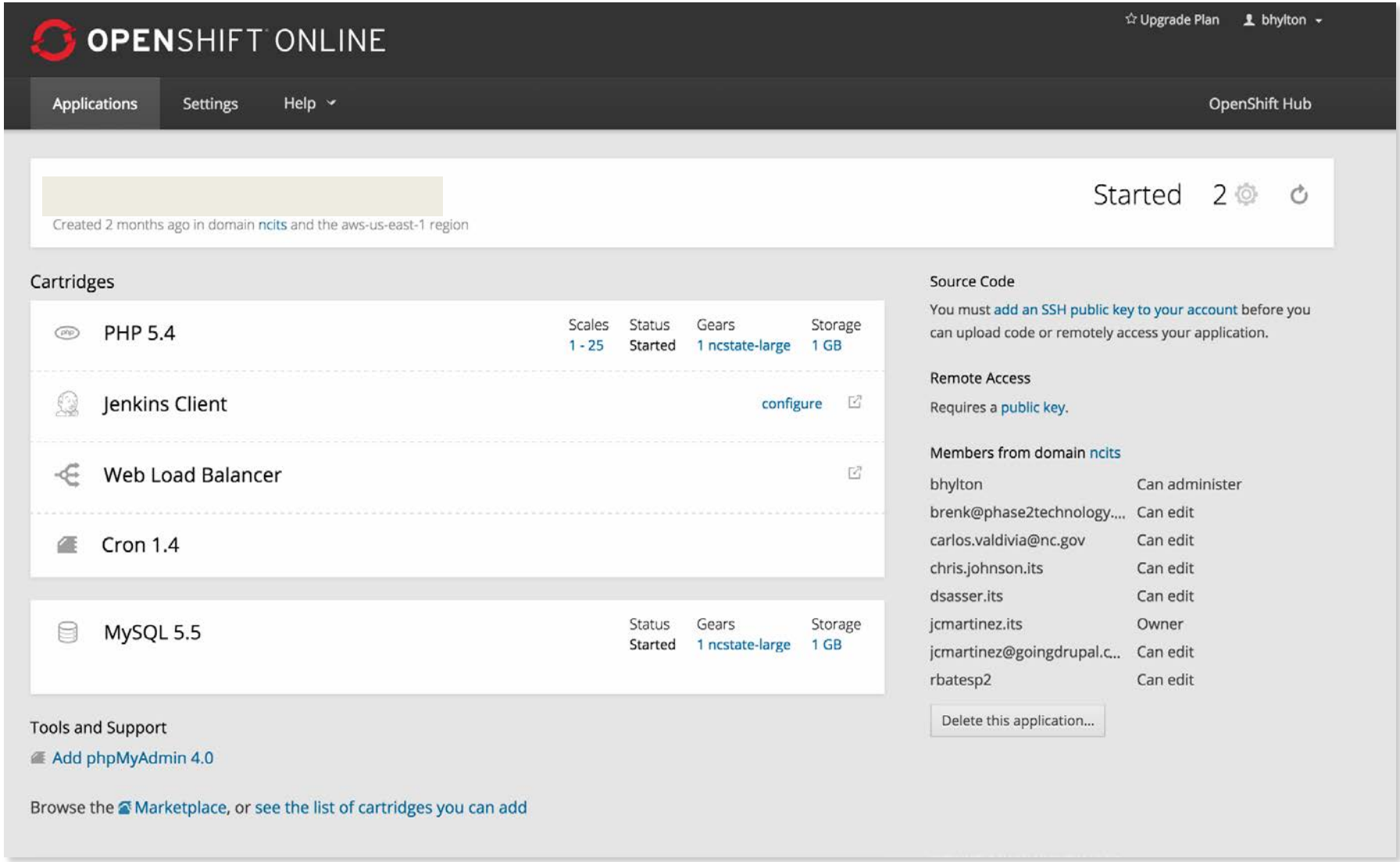
OpenPublic®

OPENSHIFT

amazon web services™

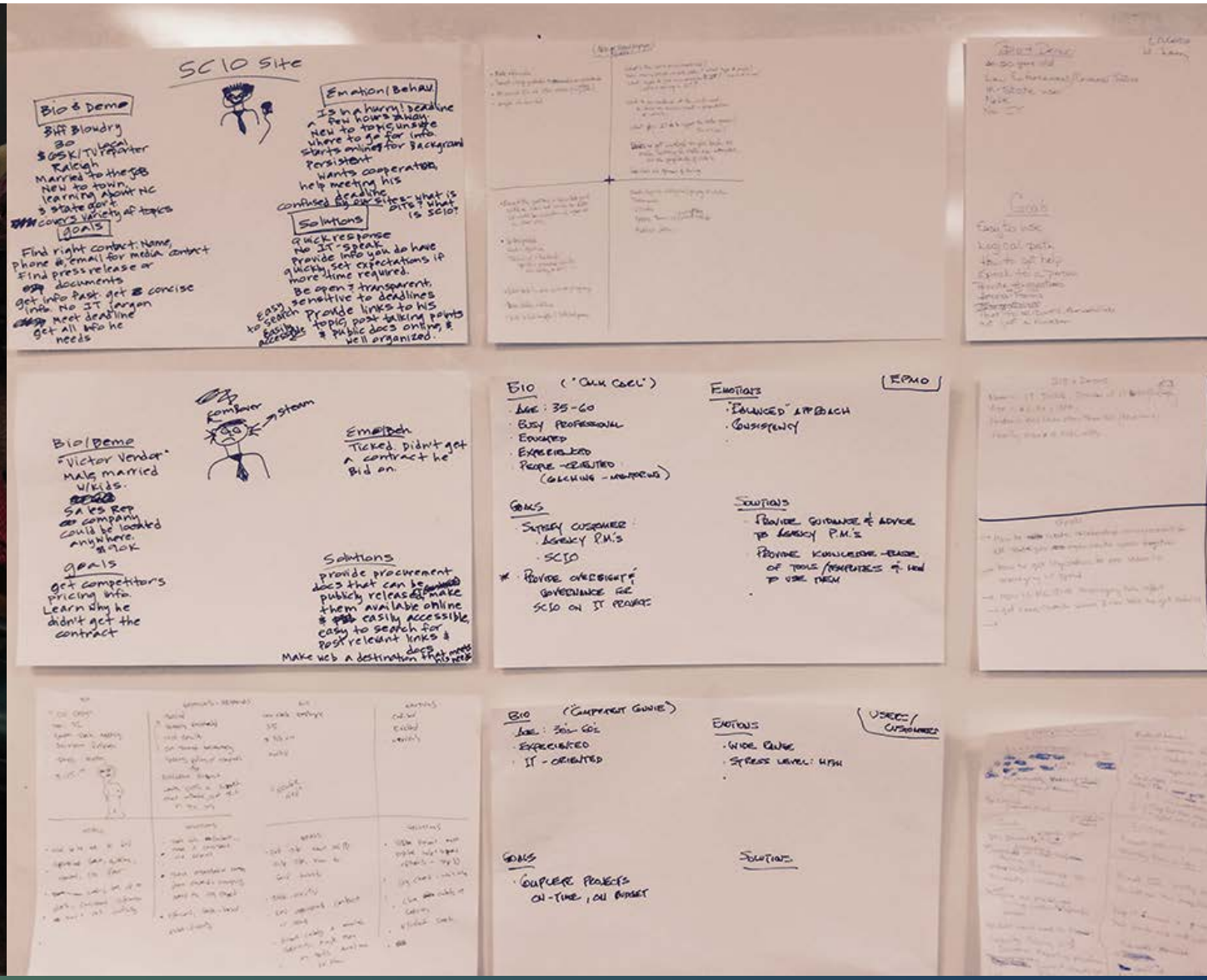
Local, State, Federal Gov Sites Accessible Customizable Mobile-Optimized Community Workflow Much More…

Shifting Our Infrastructure

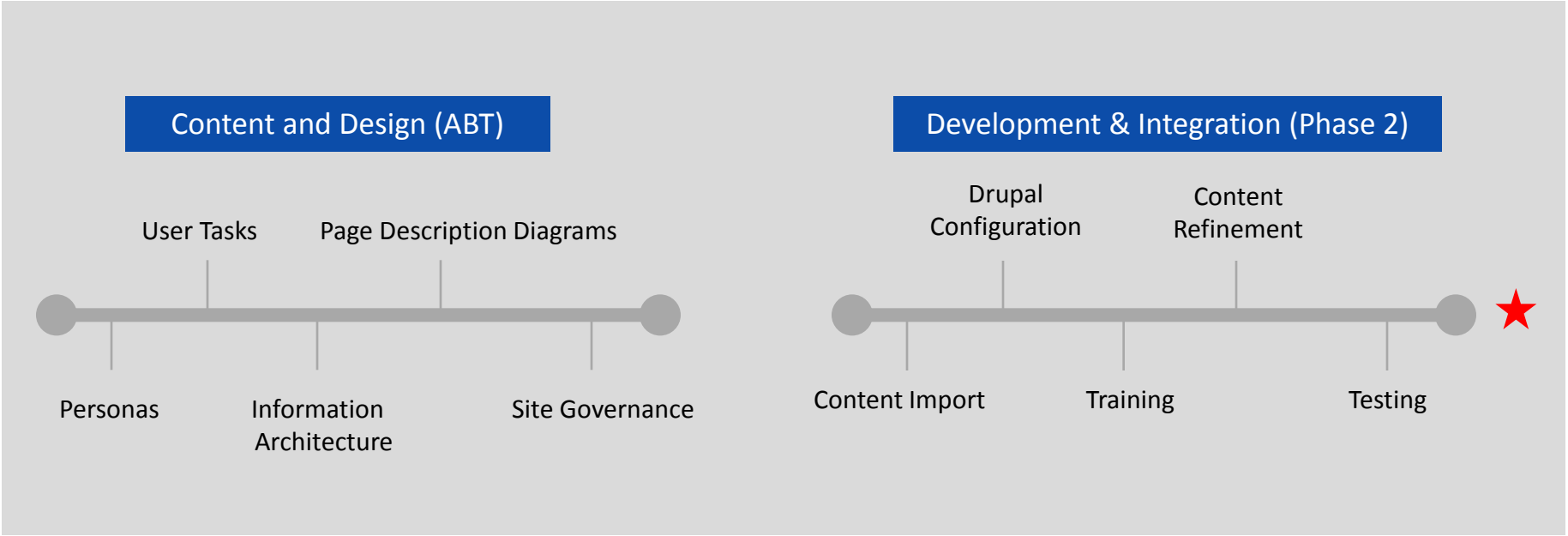


Process

Working Groups



Deep Dive to Launch



Stakeholder Interviews

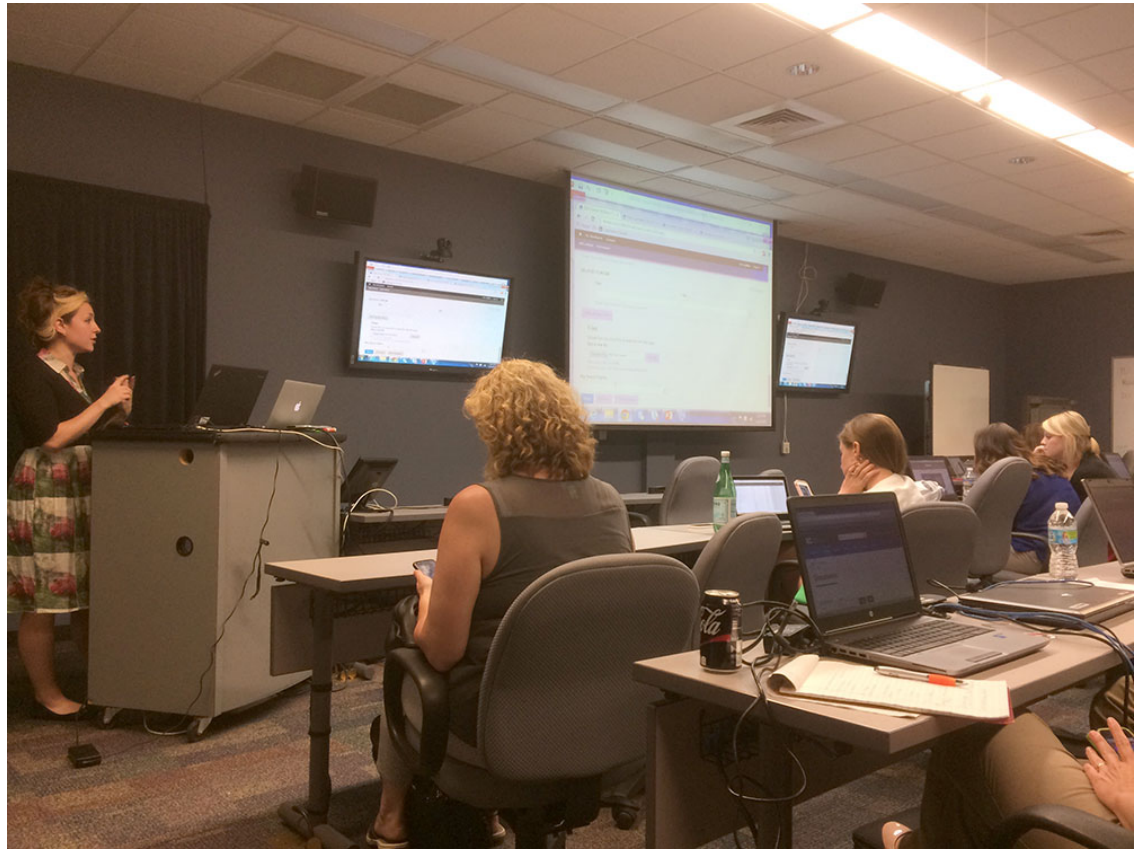
Content Refresh

Alerts
Emergency Info
Service Status
Newsletters
News
Events
Training
Reports
Why
ITS Commitment to Customers
Service Desk
Business Relationship Management
View/Pay My Bill
Services
Portfolio of Applications
Policies
Information Security
Volume Purchasing Initiative

Services +
Agencies
Jobs
Government
About NC
Contact
Safety Net Services
Business
Agency Directory
w/ Social Media
Jobs/ Employment
Open Government
Public records
About North Carolina
Data + Statistics
State Employee Directory
Doing Business in NC
Business Licenses + Permits
Agriculture + Environment
Your Government
State Brand
MAP
Education
Topical Directory
Stats + Data
Moving to North Carolina
Economic Development + Jobs
Agg. Agency
Media Gallery

Results

Shifting Web Communications to Comm Teams

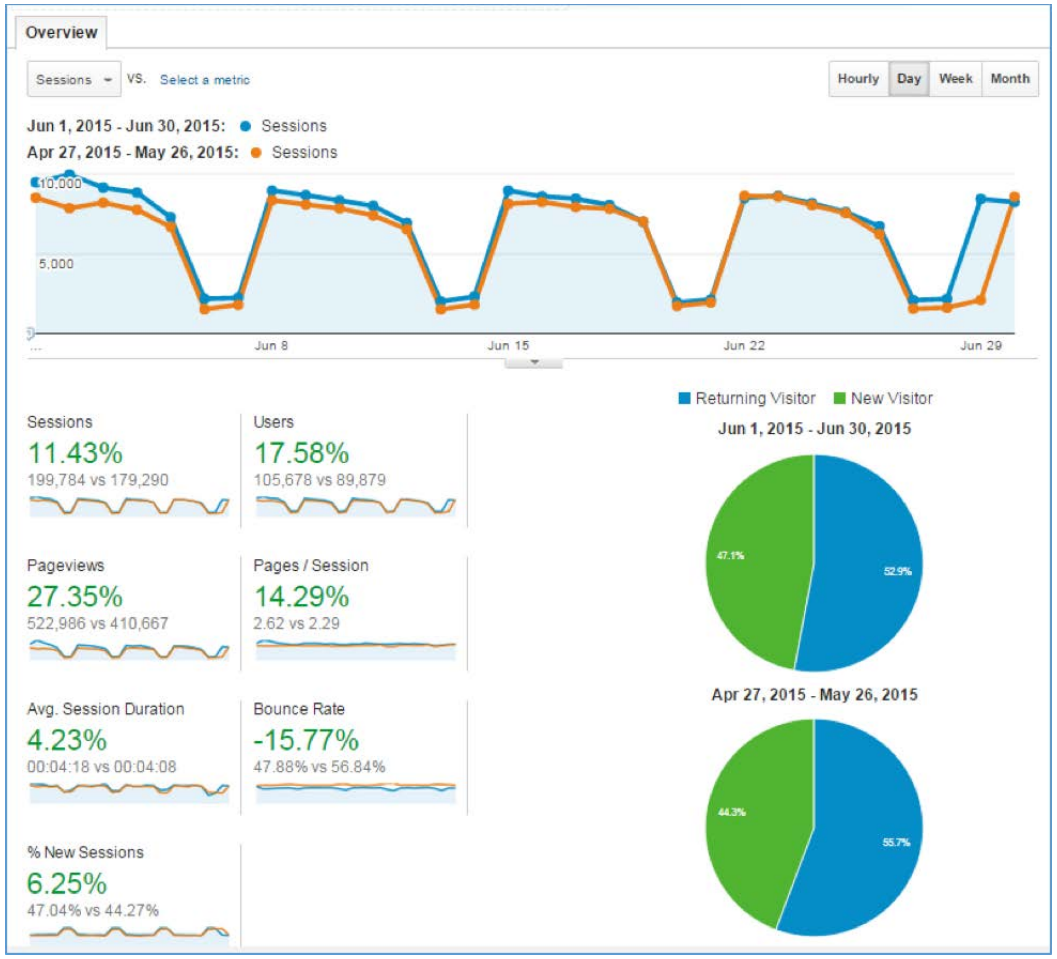


Analytics

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

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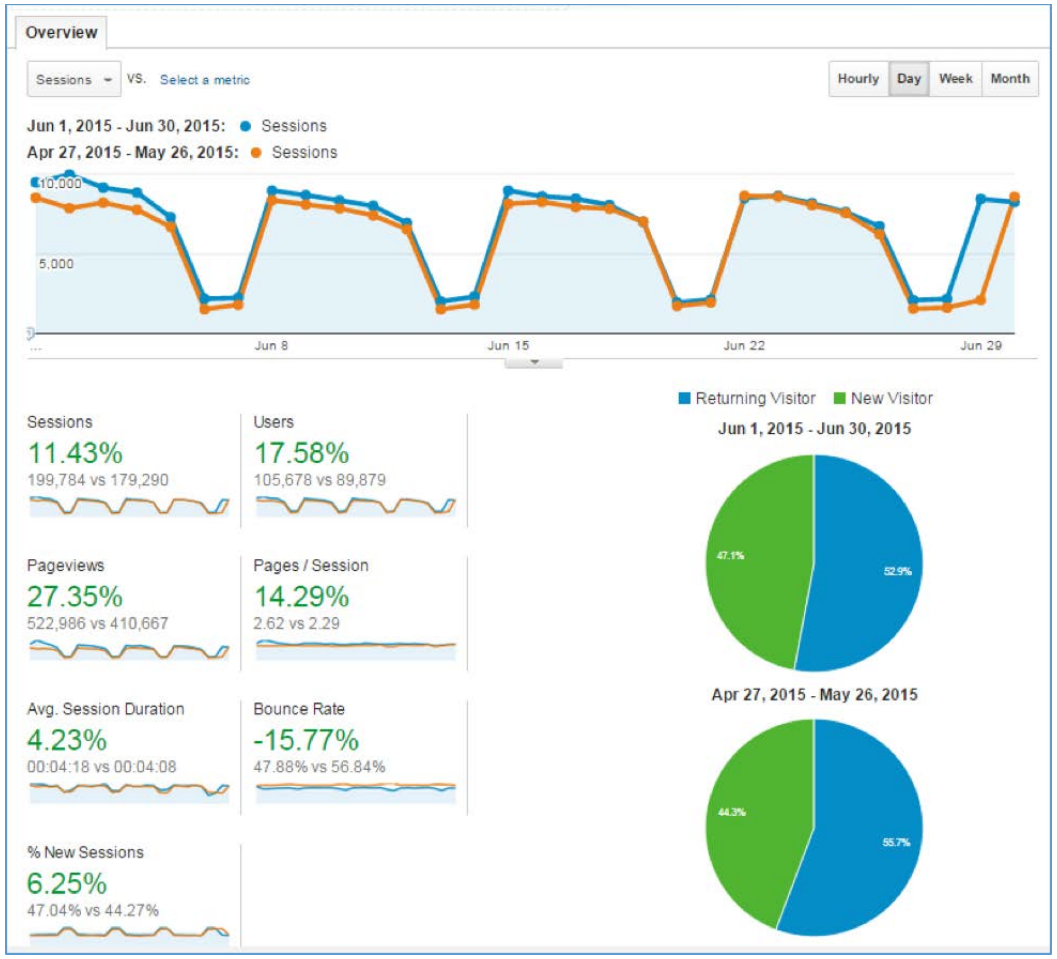
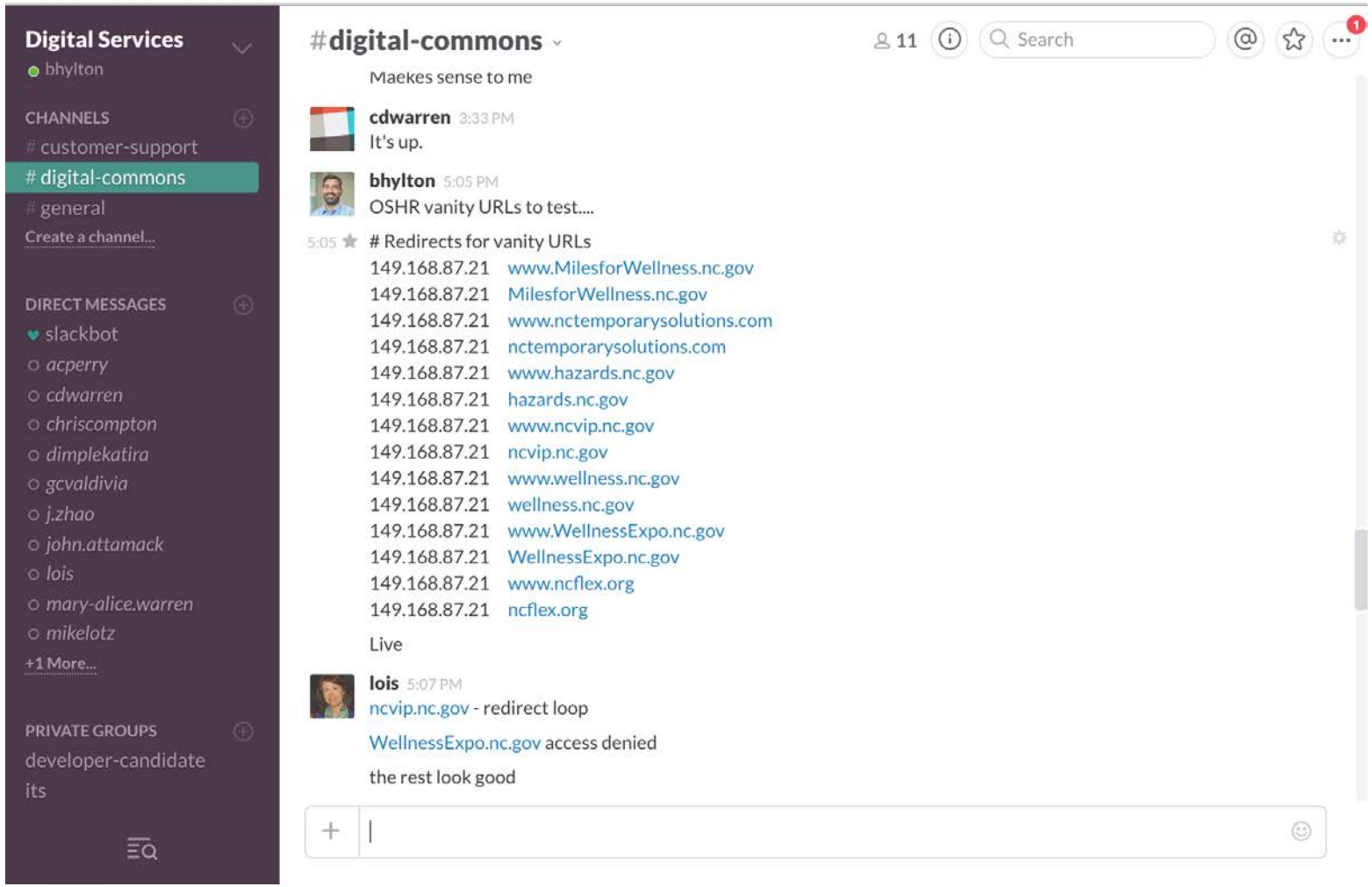
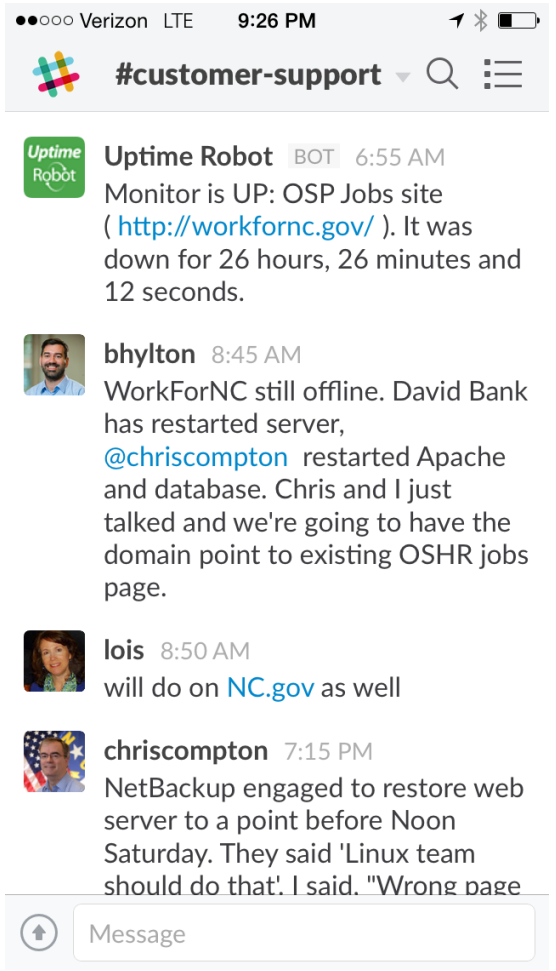


Community

Collaboration





Collaboration

Digital Services
bhylton

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

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

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

#digital-commons 11 hours

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

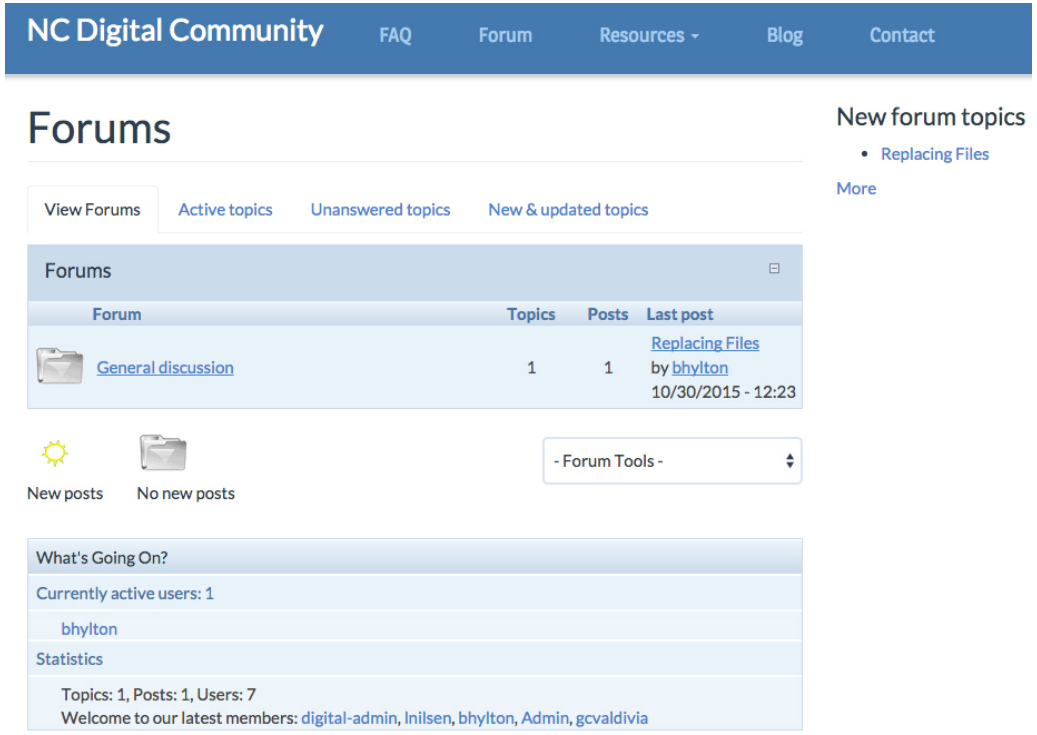
lois 2:53 PM
great! how is it going to be used?

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

Collaboration



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.

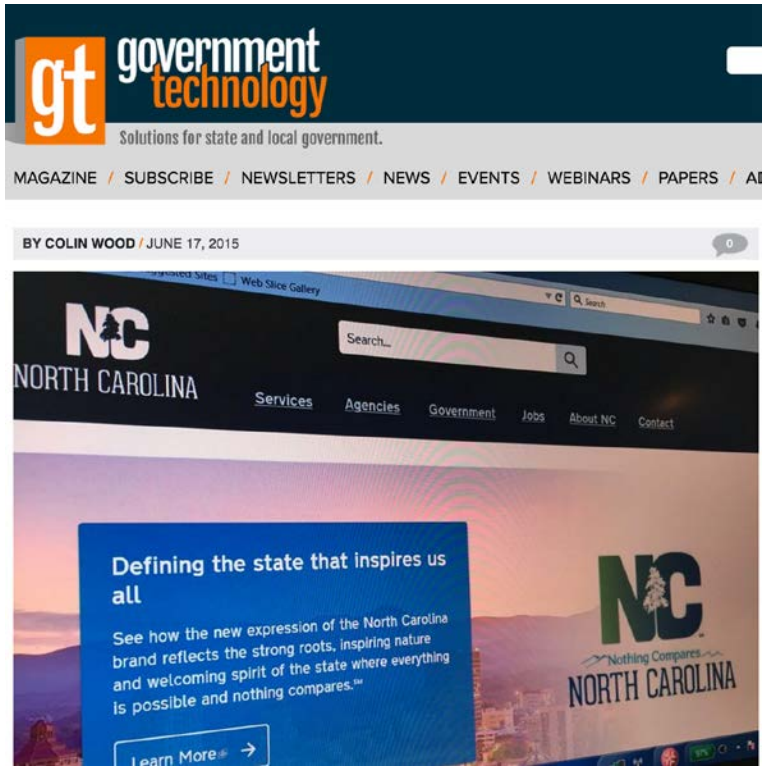
“Just wanted to follow-up with a note regarding the roll-out of the new websites across the state. (e.g. nc.gov, governor.nc.gov, it.nc.gov, ncdcr.gov)

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®
OCTOBER 19TH & 20TH 2015
RALEIGH CONVENTION CENTER
RALEIGH, NC
A CONFERENCE EXPLORING OPEN SOURCE, OPEN TECH AND THE OPEN WEB IN THE ENTERPRISE.
Raleigh


gt government technology
Solutions for state and local government.
MAGAZINE / SUBSCRIBE / NEWSLETTERS / NEWS / EVENTS / WEBINARS / PAPERS
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.℠
Learn More
NC Nothing Compares NORTH CAROLINA

Lessons Learned

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

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

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

Accommodate (to a point).
Watch timeline slips due to accommodating extra features and requests.

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

Security
Stay diligent while trying to innovate.

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

Remember Business Goals
- Improving customer service
- Increasing efficiency
- Cutting down costs

Students & Interns

Thank You!

Billy Hylton

billy.hylton@nc.gov

twitter.com/publicrealm

linkedin.com/in/billyhylton