



# **Innovation for the Benefit of Citizens:**

***accessIndiana***

linking hoosiers to government

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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

# Trust and Team Work

## ..... *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

# Questions and Answers

***Thank You!***