

Title of Nomination: Nebrask@ Online for Business

Project/System Manager: Steven Schafer

Title: Chief Information Officer

Agency: State of Nebraska

Department:

Address: 521 South 14th Street, Suite 200 -

City: Lincoln

State: NE

Zip: 68506-2707

Phone: 402.471.4385

Fax: 402.471-4608

Email: slschafe@notes.state.ne.us

CATEGORY: Digital_Government_G_to_B

Person Nominating (if different):

Title:

Address:

City:

State: AL

Zip:

Phone:

Fax:

Email:

**National Association of State Chief Information Officers
2003 NASCIO Recognition Awards**

Category: Digital Government: Government to Business (G to B)

Application Nominated: Nebrask@ Online for Business

Project Description: Launched in May, 2002, Nebrask@ Online for Business is a sub-portal of the State of Nebraska's main web portal, Nebrask@ Online. The sub-portal provides one-stop access to information, forms and services from Nebraska's state agencies, boards and commissions. A database of forms information provides details and online access to nearly 1,200 state government forms used by all types of business entities. The forms available include permit forms, reporting forms, compliance reports, license applications, and registration forms. The database can be searched by keyword, by agency, or by business type. Results are provided across agency lines, so there is no need for the user to be an expert or even familiar with a specific agency's operations or organization. For those forms available from the agency online, a direct link to the form is provided. Details, including agency contact person, telephone number and e-mail address are provided so the user can make direct contact with the agency employee responsible for each form. The site contains a customizing feature called "My Portfolio" which allows the user to create a password-protected area to store forms information and links to the online services the user has identified as important and are used frequently. The site also provides links to a wide variety of information and resources to assist businesses of all types.

There were several challenges that had to be met in order to bring the project to fruition. The primary challenge was the initial population and ongoing maintenance of the forms inventory database. This required cooperation and assistance from a large number of state agencies. Ongoing maintenance is accomplished by a regular e-mail push to designated contacts for each form, requesting input or any changes or updates. A second challenge is marketing the availability of the service to business users. Information on the sub-portal has been disseminated through a number of organizational partners including the Nebraska Chamber of Commerce. Presentations are made on a regular basis to local chambers of commerce and interested organizations.

Future plans for the sub-portal include an ongoing effort to automate forms that are not currently available online. Current emphasis is being placed on those forms with higher annual usage volumes, but the long-term objective is one-hundred percent automation. Additional improvements include enhanced search capacity for Nebraska Rules and Regulations, and the ability to track proposed rules or regulations as they move through the system.

Improvement of Government Operation: Businesses must deal with multiple requirements from multiple government agencies in order to do business in Nebraska. Unless business personnel are familiar with the variety and complexity of agency responsibilities and organization, it can be a daunting proposition to find the correct forms and other information necessary to comply with government requirements and regulations. In addition, there is a wealth of information resources available from various public websites such as assistance in starting a business, legislative and regulatory information, compliance issues, and more. Nebrask@ Online for Business is an initiative to provide business with a one-stop access to all these resources.

The overarching goal of Nebrask@ Online for Business is to improve customer service from government to business by establishing a one-stop shop for business-related information and services. By providing this type of access to forms and services provided by state government agencies in dealing with business, the need for users to be familiar with government organization and agency responsibilities is eliminated. Users can customize the site using the "My Portfolio" feature, creating a password-protected area to store forms and services information and links for

future use or reference. The site also provides direct access to forms and online services; including contact information for agency staff should questions arise. From an organizational standpoint, Nebrask@ Online for Business continues progress toward improved customer service and high efficiency for government agencies.

Benefits Realized: The most significant benefit to users is the one-stop shop concept which allows them centralized easy access to the appropriate government forms and information. The site architecture is intuitive to allow users who are unfamiliar with government agency organization to easily and quickly find the proper forms or information without requiring them to perform time consuming random inquiries and searches. Because of the intuitive approach to navigation, it isn't even necessary that users know which agency provides the forms or information they are seeking.

Government agencies' benefits are seen by improved customer satisfaction, employee efficiencies, more accurate information as form are consistently updated, and less time spent by state employees providing information that can easily found over the Web.

Return on Investment: Portal traffic is the primary measure of effectiveness. Since its launch, Nebrask@ Online for Business has received more than 1.4 million hits, representing approximately 140,000 user sessions. Traffic continues to grow.