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**inside Washington
NASCIO 2003**

Digital Government: Government to Government Category

Executive Summary

Washington State's Intranet, *Inside Washington*[™], is a rich aggregation of technical information, resources and links, a single place where employees and agencies can interface inside government.

The employee portal, which first went live in December 1999, was designed for internal, government-to-government use. In an effort to develop the great promise and potential of this site to connect state employees in meaningful and dynamic ways, the portal was totally redesigned in 2002 with several new features added.

The redesign project included a "best practices" review of other major Intranet sites, a survey of Washington state government employees, and input from representatives from the 12 state agencies that support government operations.

The new design is efficient, compact and highly targeted toward a state employee audience. Prominent features include search, an extensive employee directory, a handy set of "quick links" and a prominent place for state agencies to promote special services.

A. A description of the project, including length of time in operation.

At the outset, the team was considering a simple update of the existing design. Project lead, Brian Dirks says, "In the end, it was decided that this would be repaving with cobblestone. We decided to build a new expressway and give *Inside Washington* the new life and breath it needs."

In a series of patiently executed phases, the team moved from market research and analysis through content compilation and test site construction. The project team began with a thorough outside review and consolidation of best practices from large intranet sites. Next step: close consultation with central service agencies -- the departments of Personnel, Printing, Retirement Systems, Information Services, Health Care Authority, State Library, the Office of Financial Management and the Office of the State Treasurer -- which resulted in a series of data-packed worksheets that unfolded critical content and links. With their arms around market analysis and essential content, the team went to work on a test site that delivers on an ambitious set of project objectives.

A new set of tabs was devised to cover the landscape of state employee needs - everything from benefit and retirement information to information about recognition, quality and performance. Quick links are to the state library's "Ask a Librarian" service to General Administration's "Find a Meeting Room" to the statewide employee look-up feature.

The redesigned site has been in operation since December 2002.

b.) Significance to the improvement of operation of government.

1. Compact, "dashboard" approach allows for quick eye scan and broad categorization unfolding a comprehensive set of services specific to state employees. The format allows for growth and flexibility.
2. New eye-catching design is colorful and appealing and points to content housed by partner agencies without the requirement that they build or design new pages.
3. Redesigned site offers a prominent search tool specific to *Inside Washington* based upon the strengths of Ask George™, the centerpiece search tool of the state's Web portal, Access Washington.
4. Handy quick links to useful resources are intended to draw users in and keep them coming back.

C. Benefits realized by service recipients, taxpayers, agency or state.

The site encourages interagency exchange and collaboration. With its new look, *Inside Washington* makes it easy for employees to see the "big picture" of state government and public service. New, interactive features are designed to invite employee participation and recognition.

A new Welcome Page provides a way to highlight information and promote special features or services. This page provides agencies intranet real estate for special promotions.

D. Return on investment, short-term/long-term payback (include summary calculation). Projects must exhibit measurable operational benefit.

The portal is currently accessible to about 60,000 state employees on an internal network. Many state agency Intranet sites contain links to *Inside Washington*. While much of the information contained on Inside Washington is also on the Internet, in no place is such a compact assortment of the critical tools and services that employees need for their workspace.

Having a handy assortment of links and a robust search tool saves time and money across the state agency population user base.

Inside Washington

Http://inside.wa.go

The screenshot shows a Microsoft Internet Explorer browser window displaying the 'Inside Washington - The Washington State Intranet' website. The browser's address bar shows 'http://inside.wa.gov'. The website header includes the date 'Friday, May 16' and a navigation menu with categories like Training, Benefits, Get Around, Career Zone, Rules & Ethics, and Employee Matters. Below this is a secondary menu with E-SERVICES, ORDER & BUY, TECHNOLOGY, SECURITY, FACILITIES, FISCAL/BUDGET, and REFERENCE. The main content area features a search bar, a 'the state intranet' logo, and a featured article titled 'Experience Fulfillment' from the Washington State Department of Printing. To the right, there is a 'State Employee News' section with several news items and a 'QUICK LINKS' section with various utility links. The footer contains copyright information for 2003. The Windows taskbar at the bottom shows the Start button, several open application windows, and the system tray with the time '2:48 PM'.