

# 2025 NASCIO STATE IT RECOGNITION AWARDS

**Project Title:** my.mo.gov – Missouri’s Citizen Portal

**State:** Missouri

**Agency/Division:** Office of Administration, Information Technology Services Division

**Award Category:**  
Digital Experience: Enterprise Solutions

**Project Dates:**  
November 2022 – September 2024

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## Executive Summary

Early in Governor Mike Parson's administration as the 57<sup>th</sup> Governor for the State of Missouri, an emphasis was put on "Missouri Better Government". The Governor challenged State employees to "meet Missouri citizen's expectations so that we are good as any organization." There was an expectation that that Missouri state government become more transparent, more citizen friendly, more efficient, more focused, and more accountable. In response to this directive, the Information Technology Services Division at the State of Missouri put forth a proposal, and was appropriated \$126 million dollars, to carry out Missouri's Digital Government Transformation. A major pillar of that transformation was to create a unified Citizen Portal. This is where our [my.mo.gov](https://my.mo.gov) journey began.



# Missouri's Citizen Portal

## Maintaining a Digital State

### Missouri's Citizen Portal is Live!

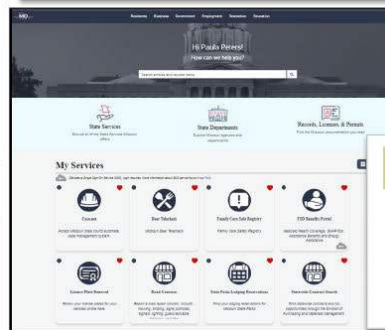
Missouri's citizen portal is a customer-centric experience where residents have the ability to interact with, manage, and receive state services seamlessly through a single source: [my.mo.gov](https://my.mo.gov). The portal provides a convenient way for citizens to connect with government services with ease of use regardless of agency. Residents can access services anytime, from anywhere, and on multiple devices, eliminating the need for visiting government offices or submitting paperwork through mail or email.

#### CURRENT PORTAL STATISTICS

- Over 275,000 registered citizens
- Over 600 online services
- Average 7,000 visits per day from registered citizens

### Portal Features Include —

- Secure two-factor single sign-on tailored to the user.
- Modern view with convenient and personalized navigation.
- Search capabilities to help users find services with ease.
- Personalization capabilities to allow users to "favorite" their commonly used services.



### Additional Features In Development —

- Electronic Notifications
- Document Upload
- Demographic Information Change
- Feedback, complaint, and suggestion submissions
- Progress trackers

## Project Description

### IDEA

#### What problem or opportunity does the project address?

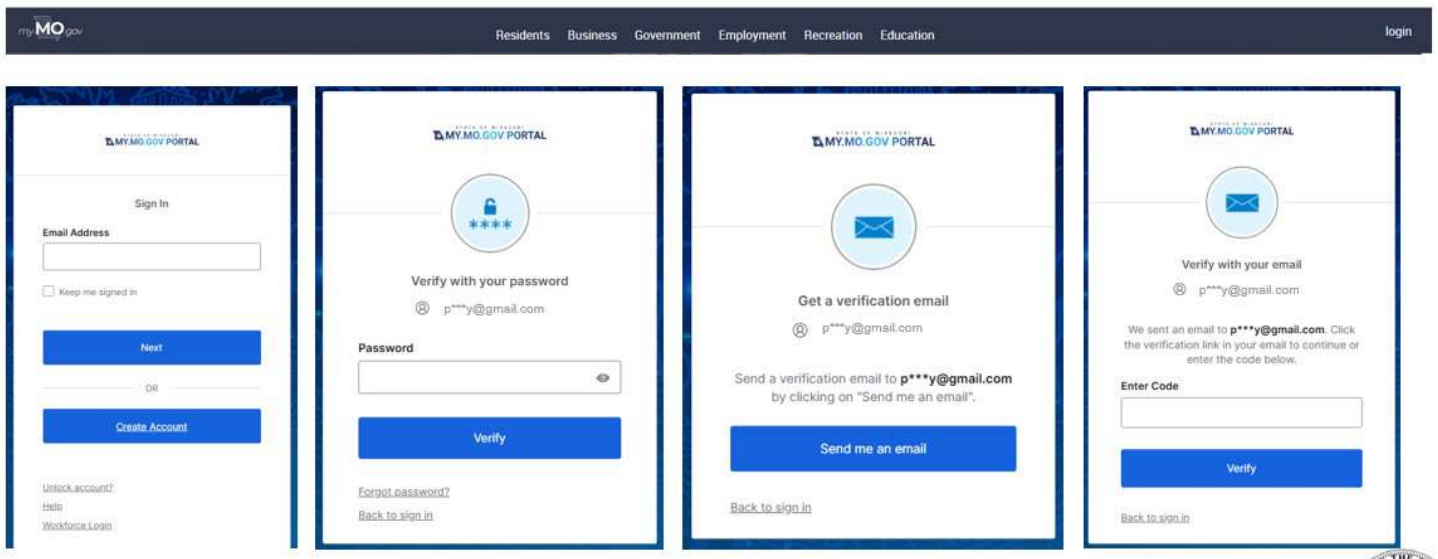
One of Governor Mike Parson's priorities put an emphasis on "Missouri Better Government". The pandemic made all of us very aware that our citizens expected government to come to them, not them to have to go to government for services. At that time, most citizens had to go to offices for services. Citizens had to use different department websites to access information. Citizens had to submit the same information over and over. Citizens had to wait for items to be mailed to them. BUT - They expected to be able to interact with state government like they interact with places like Amazon or Domino's Pizza. They also told us that they did not care about our various Departments, Agencies and Offices. They just wanted to do their business quickly and efficiently with as little hassle as possible.

## Why does it matter?

Urgency for digital government services had increased exponentially due, in part, to the challenges wrought by the pandemic as technology became essential to remote working, distance learning, maintaining economies, and keeping governments running. Combating the COVID-19 challenges accelerated our opportunity to transform government and to make it more customer centric.

## What makes it different?

Missouri's Citizen Portal is different than other portals because of the technology that is behind what appears to be a "simple" portal. We are using single sign on with identity verification in the background to make sure that the people accessing the services are who they say they are.



## What makes it universal?

The NASCIO 2024 State CIO Priorities lists DIGITAL GOVERNMENT / DIGITAL SERVICES as one of its top priorities. This same priority is true in Missouri. Also making the top 10 was identity and access management and accessibility. These were all important factors when Missouri was designing the citizen portal. Those factors make this portal able to be copied by other states if desired. Missouri is aware of at least one other State that is using the my.mo.gov portal as a roadmap for their own citizen portal. We do consider imitation to be the best form of flattery.

## IMPLEMENTATION

### What was the Roadmap?

When the Information Technology Services Division put forth a proposal and was appropriated \$126 million to carry out Missouri's Digital Government Transformation, a major pillar of that transformation was a Citizen Portal. Missouri did not desire to move forward with a citizen portal in the same way we had previously put

together our web pages, department by department. We wanted to know what Missourians expected. The approach to the project was to include:

- all interactions with various departments to achieve their objectives. Many processes involve interactions with multiple departments, divisions, agencies, etc.
- identification of departments, regions, and people responsible for the delivery of the citizen experience at each touchpoint
- linkages between touchpoints
- emotions elicited and desired in the customer at each touchpoint
- importance ratings for each touchpoint, this can include looking at the internal perception of importance compared to citizen measures
- performance of the State/department at each touchpoint

Below is the Mission and Values developed for our entire Digital Transformation project. This was our roadmap to keep us on track to deliver what we promised.

**MISSION** Deliver an easy and seamless experience across all state government services

*In order to simplify the experience so that it's easy for citizens no matter what agency they're interacting with, we must deliver on the following promises*

**We promise to...**

- 1 "Make it easy"**  
We will minimize the effort required and make it hassle-free
- 2 "Ensure satisfaction"**  
We will make sure you finish your interaction with what you need
- 3 "Earn your confidence"**  
We will demonstrate why we are reliable in every interaction
- 4 "Be Consistent"**  
You will have the same experience across all departments and agencies

**When interacting with our citizens, we must ...**

- Keep an eye on quality
- Deliver the stellar experiences across agencies
- Make it easy
- Demonstrate and offer knowledge
- Build confidence
- Be different

**This means...**

- We work hard to deliver quality results
- We work to resolve even if not our problem
- We carry the burden for citizens
- We stay up to date on people, process, technology
- We give reason to have confidence in the state
- We think, act, and operate differently

**OUR VALUES** Accurate | Consistent | Easy | Knowledgeable | Confident

### Who was involved?

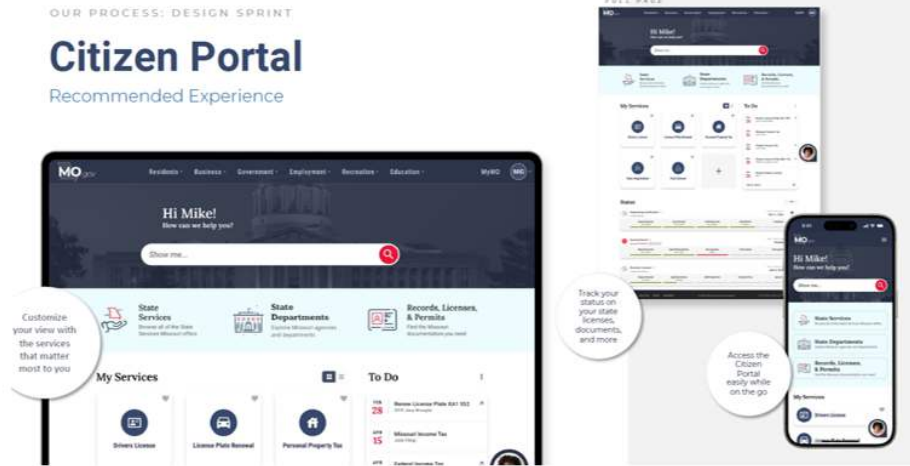
The concept was originally developed by Information Technology Services Division Leadership and then presented to the Office of Administration Commissioner's Office. Then together we started discussing the project with the Governor's Office, Cabinet leaders, and several key legislators to gather support for the project. We prepared numerous written and verbal communications to help key leaders understand the vision and what we wanted to accomplish. We were appropriated the funding starting in July 2022. We started obtaining the necessary software and services needed to carry out the portal project and it went live with a soft launch in September 2024.



# Missouri Citizen Portal - How Did We Get Here?

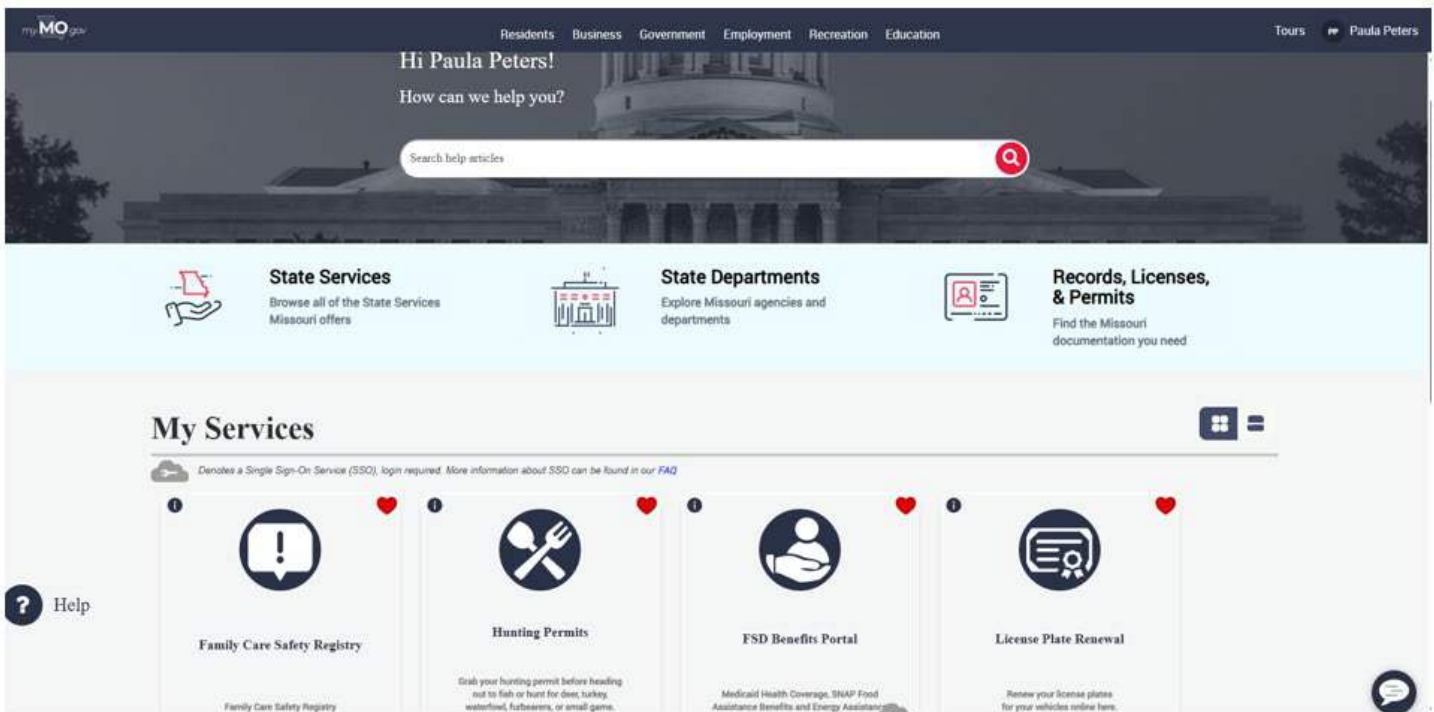
We surveyed over 10,000 Missouri Citizens and asked focus groups what they want in a Citizen Portal. There were several very constant themes.

- Customize their views with the services that matter most to them.
- Ability to track their status on state licenses, documents, and more.
- They wanted to be able to access the Citizen Portal easily while on the go.
- The portal currently contains over 650 online state services.



## How did you do it?

The time involvement of State team members was extensive but not tracked in all areas. ITSD hired a portal manager and team members to work along with contracted resources. ITSD also hired a project manager for the single sign-on and identity and access management portion of the project and we hired a project manager to oversee the citizen journey mapping portion of the project. All of these work streams were done in parallel so that the project could move faster to completion. Okta was used for authentication and single sign on. Lexis Nexis was used for identity verification. ServiceNow was used for the main portal infrastructure and Andrew Reise consulting was used for citizen journey mapping. Services were acquired from various consulting firms.

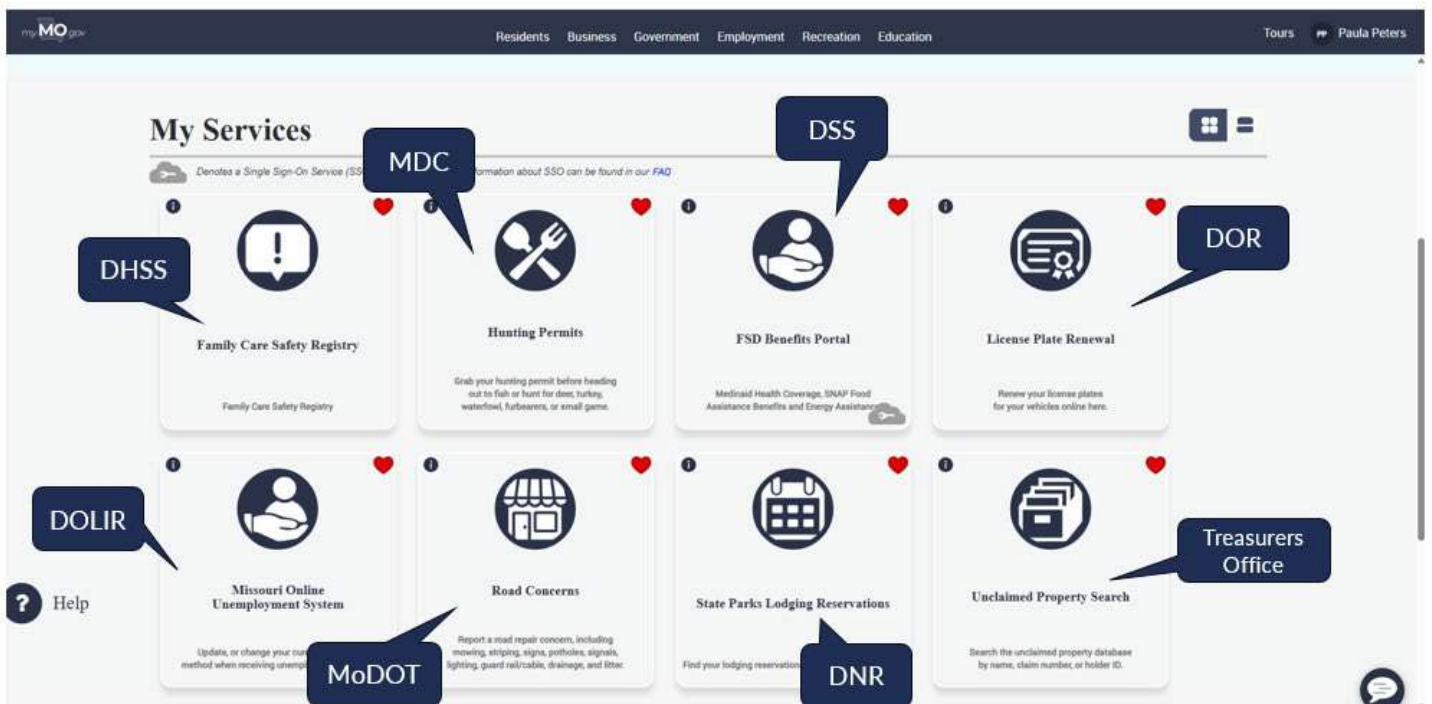


# IMPACT

## What did the project make better?

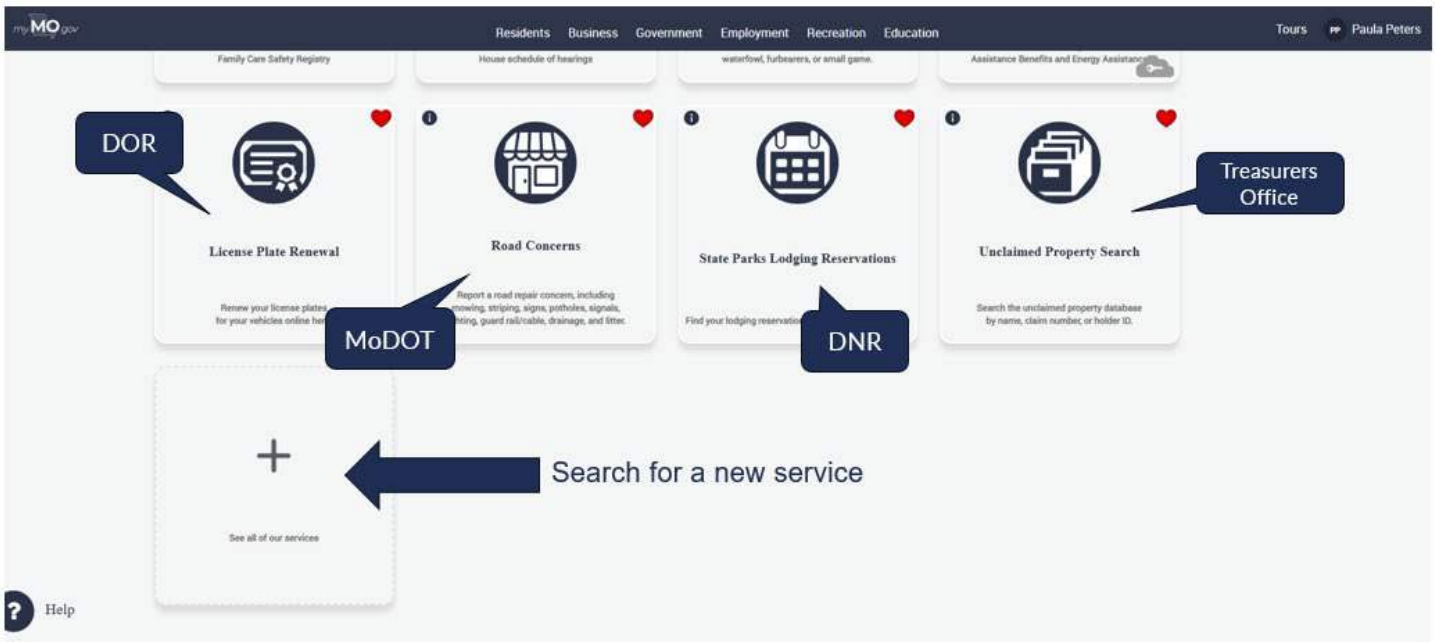
The experience for state citizens is so dynamic they have everything at their fingertips to “chart their own path.” Our citizens no longer must use static web pages that are developed by each department with different designs and ways of organizing data. A citizen no longer needs to try to find the information on those web pages or call or visit a state office for help in completing their task. They can get to over 650 services by visiting my.mo.gov. They can access these services by using a simple, yet powerful, search for the service they wish to access. They don’t have to know the agency the service is issued from. They don’t have to know the url. They can just get to the services all in one spot. If they chose to create an account and login, then they can customize their screen so that the services they want to use the most are on their personalized homepage.

Many services now have single-sign-on, so the citizen does not need to login again to access the service. More single sign on opportunities are being added all of the time as more applications are being modernized. Usage of the portal is gaining momentum. Missouri has not yet publicly advertised the portal yet have over 275,000 registered citizens with over 7000 visits a day. We expect this number to increase exponentially once we begin advertising the portal.



## How do you know?

Perhaps the biggest impact the portal has created is the desire for our city and county governments to add their services to the portal. Since we purchased enough licenses for every citizen in Missouri, we are able to start bringing in services of local government. We have our first city currently going live on the portal. The citizens of the City of Columbia, Missouri will now be able to access their city services on the same portal, using the same log in and have the same unified experience as they do with state services. In our Digital Government Summit this year, we announced that we would work with any city or county government in Missouri to add their online services to the my.mo.gov portal if they wanted to participate. This is very exciting for us in Missouri because why should the portal only allow state services, our citizens have spoken, and they want all of GOVERNMENT in one place. Just like they did not care about our various state agencies, they don’t really care if it is state, county or city government.



### What now?

We have the phased roadmap, and we are in the process of carrying out the initiatives on the roadmap. We are incorporating single sign on for systems into the portal as defined on our roadmap. We have implanted a citizen feedback mechanism so that we get continued information about what our citizens expect from their portal. This project gave us a strong foundation to build on and we could not be more excited to for what is to come for Missouri!

“It is almost like the website was created for someone like me because it speaks right to my needs and helps me find my needle in the haystack.”

- Missouri Citizen Grace