



IT Shared  
Service

# Social Media Users Group

7-26-18 | 10:00 – 11:30 | Brynhild-Haugland



# Agenda

General Updates	10:00 – 10:10
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Interactive Map App	10:10 – 10:30
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Search Appliance Migration	10:30 – 10:40
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BREAK	10:40 – 10:50
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Digital Asset Management	10:50 – 11:10
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State Website Platform	11:10 – 11:30
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# General Updates

# General Updates

- Chief Reinvention Officer Hired – Julie Cabinaw
- CxH
  - Website Platform + ?
- Cx Ambassador
  - Forrester’s CX Cast
  - *The Design of Everyday Things* by Donald A. Norman
  - “The Basics of User Experience Design” by Interaction Design Foundation
  - “Embracing Agile” by HBR
- Email Marketing Tools



# Interactive Map App

# Interactive Map App

- Uses existing cloud-based tools
- Business user ability to update map
- Leverages shared ND GIS data





Home / Groups

## Groups



### Attorney General

The Attorney General is the chief legal counsel and advisor to state government.

1 datasets



### Department of Agriculture

The Department of Agriculture promotes a healthy economic, environmental and social climate for agriculture and the rural community.

1 datasets



### Department of Emergency Services

The Department of Emergency Services conducts safety and security planning, coordination, communications, and operations.

15 datasets



### Department of Health



### Department of Mineral Resources



NORTH DAKOTA DEPARTMENT OF PUBLIC INSTRUCTION

### Department of Public Instruction

# Find a California State Park

BY NAME

BY FEATURE

BY REGION

BY CITY

BY COUNTY

## By Name

BY THE FIRST LETTER OF THE PARK'S NAME

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Show All

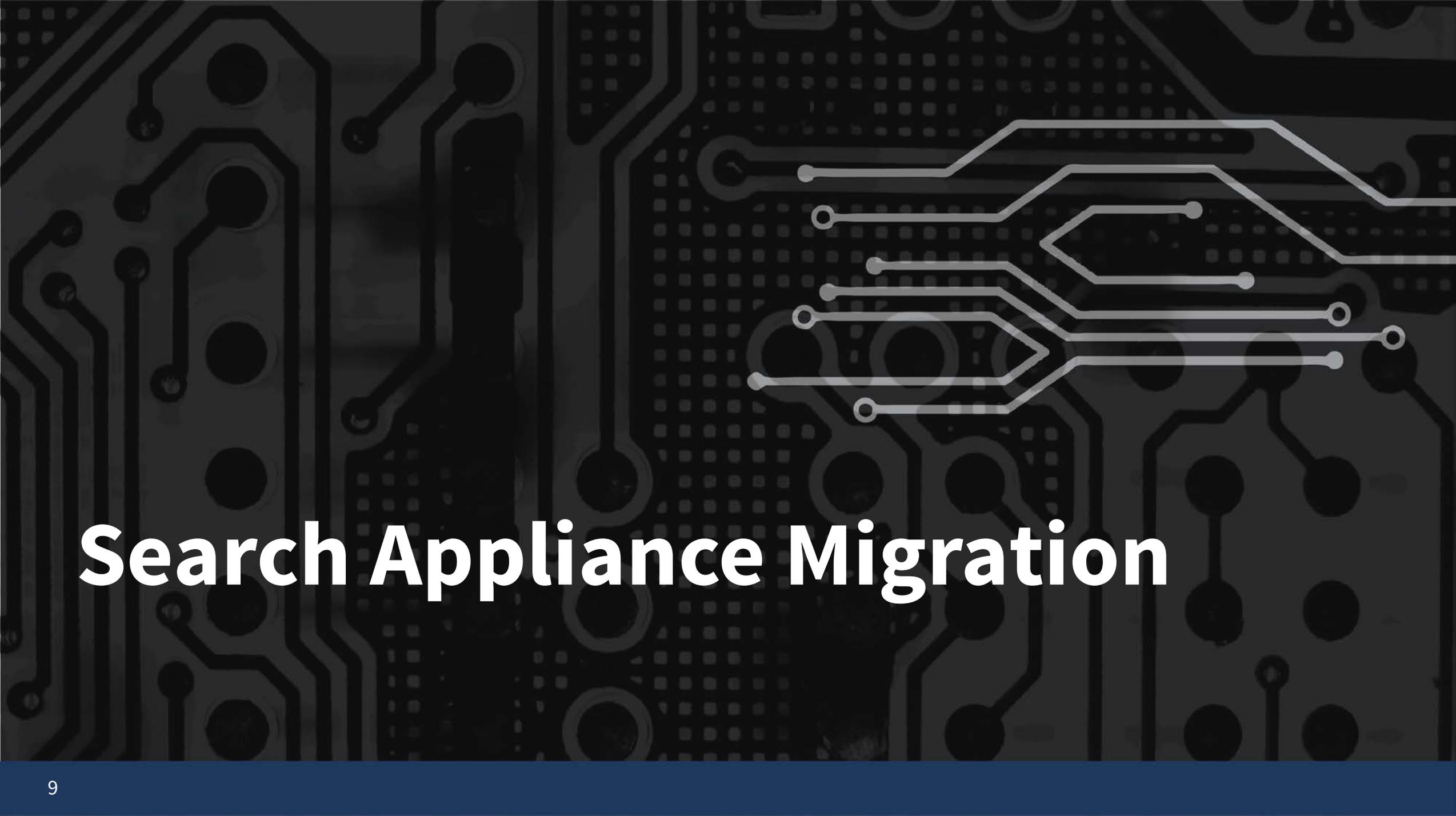
- ▶ MacKerricher State Park
- ▶ Mailliard Redwoods State Natural Reserve
- ▶ Malakoff Diggins State Historic Park
- ▶ Malibu Creek State Park
- ▶ Malibu Lagoon State Beach
- ▶ Manchester State Park
- ▶ Mandalay State Beach

Only show Parks within 25 Miles of my location

Map

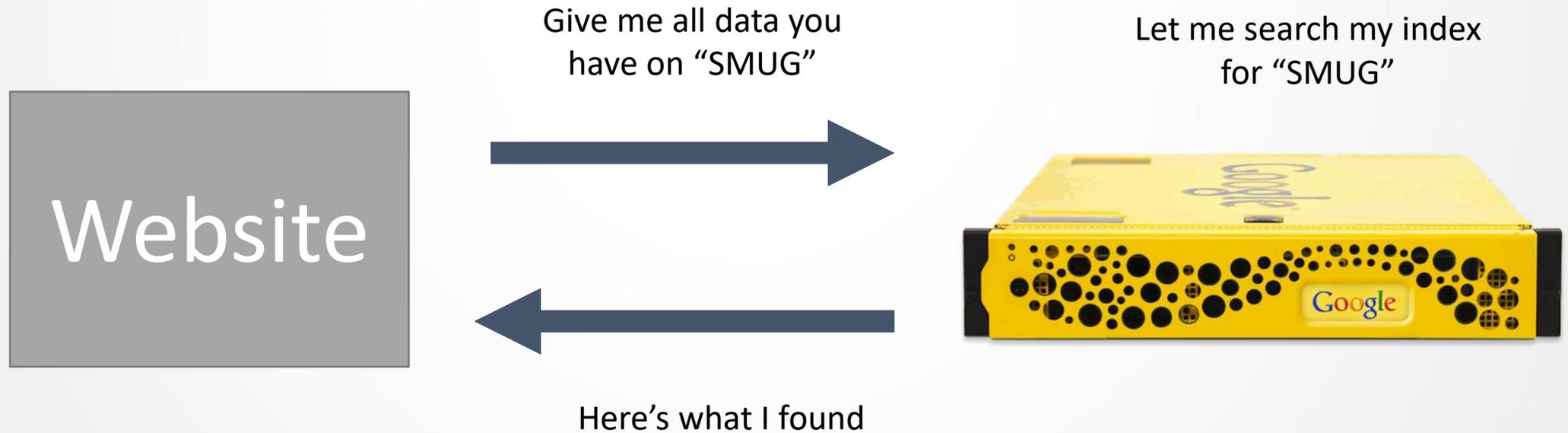
Satellite



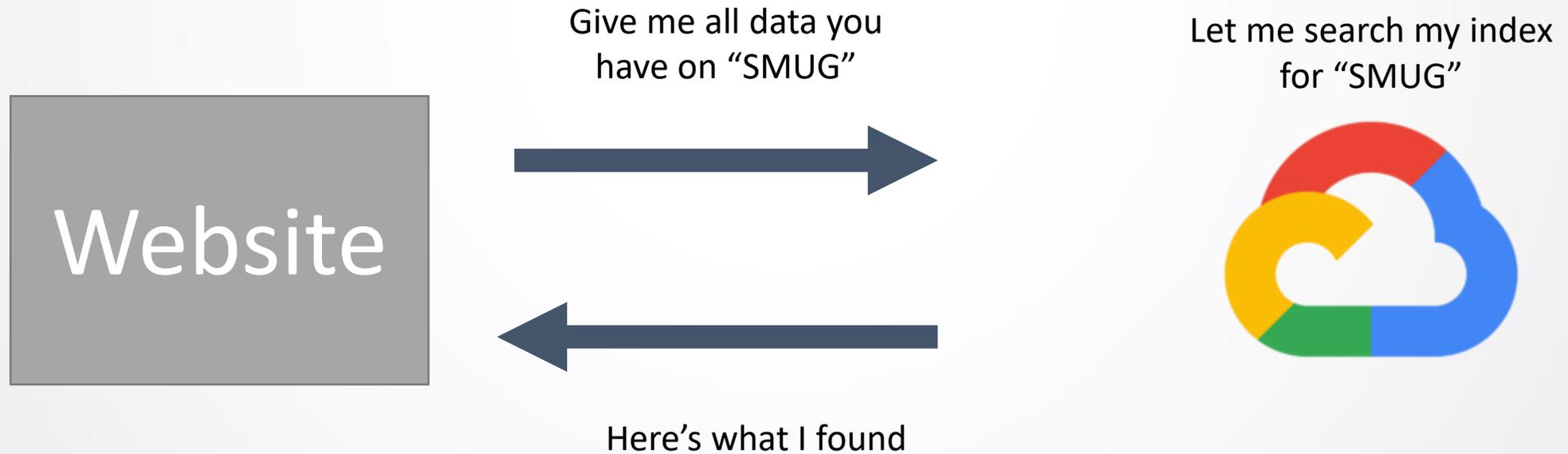
The background of the slide is a dark grey circuit board pattern. A prominent feature is a set of glowing white traces that form a stylized arrow pointing to the right, located in the upper right quadrant of the image. The traces are composed of several parallel lines that converge and then diverge, creating a sense of motion and direction.

# Search Appliance Migration

# How Search Works



# How Search Works



# Search Appliance Migration

- Google Search Appliance End of Life
- Migrating to Google Custom Search Engine
  - How it works
  - API to remove ads
- Changes
  - Crawl control
  - Optimization (synonyms, promotions, analytics)
- Vendor/Agency created sites
- More info: [nd.gov/itd/initiatives](https://nd.gov/itd/initiatives)

**10 MINUTE BREAK**

The background of the slide is a dark grey circuit board pattern. In the upper right quadrant, there are several glowing white lines that resemble circuit traces or data paths, extending from the right edge towards the center. The overall aesthetic is high-tech and digital.

# Digital Asset Management

Take  
**control**  
of your  
**digital assets**

# Common Features

- Store all asset types
- Search/Organize by metadata
- Create collections
- Convert files (resize, extension)
- Share publicly (expiry)
- Versioning
- Granular permissions
- API

# Digital Asset Management

- Why now?
- Why enterprise?
  - Cost sharing
  - Common knowledge
  - Integration/security overhead
  - Asset sharing
  - Public user experience

The background of the slide is a dark grey, almost black, circuit board pattern. It features various traces, pads, and circular components. Overlaid on this pattern are several glowing white lines that form a stylized, branching structure, resembling a network or a data flow diagram. These lines are most prominent in the upper right quadrant of the slide.

# State Website Platform

# State Website Platform

## Recently Launched

- DOCR
- DFI
- Behavioral Health
- Speaks volumes
- NDHP
- NDVision Services

## Creating Content

- DPI
- RelayND
- ND GIS
- NDHIN
- NDHIT
- RIO

## In Development

- WSI
- Parks and Rec
- Insurance Dept.

# Progress

- Iterative
- Release Cycle
- Limitations (basic user vs designer)
- Cost Sharing
- Supporting Services
  - Livechat
  - Event Management
  - Email Marketing

# Release 2.6

- Content Workflow
  - Not including email notifications
- News/Events Categories
- Non-Clickable Nav Items
- Paragraph Preview
- New Table Classes



Search

- HOME
- PHOTO GALLERY
- ONLINE EDUCATION
- EVENTS
- NEWS
- FAQS

This is a test alert banner for the fictional "Office of Creativity"



**ELEMENTS OF PHOTOGRAPHY REGISTRATION OPEN**  
 No prerequisites required, open to participants ages 8+  
[Register Here](#)

View Edit

# Future Enhancements

- Hide left-hand nav
- Full width pages (fluid design)
- Mega menu
- Page-level feedback
- ?

# Discussion



**THANK YOU**