

Presentation to SITAC Committee Meeting

June 21, 2012

Dakota Carrier Network Boardroom



Welcome/Opening Comments

Lisa Feldner, CIO



Enterprise Architecture Activities

Jeff Quast
EA Program Administrator,
ITD Enterprise Services

EA Study Groups

- Multi-Factor Authentication (MFA)
 - Security Domain Team and agency representatives continue to evaluate solutions and formulate strategies
 - Goal was to identify an Enterprise Solution and minimize the number of unique solutions
 - Proving to be a difficult process and complex topic
 - BND and AG's Office likely to proceed with projects, which will shape future solutions
 - BND looking at large all-encompassing solution
 - AG's Office looking at application-level solution

EA Requests for Exemption

- DOT – Web Banner for Mobile Application
 - DOT is developing a mobile version of its Travel Information Map
 - The standard ND Portal Banner is too large and takes up too much of the limited screen real estate on a smartphone
 - DOT will use a smaller, text-only banner
 - ARB approved the request on 6-13-12, thru the end-of-life of the application or until the standard is updated
 - EA will update this and other standards to adapt them to mobile applications

EA Present and Upcoming Initiatives

- Multi-Factor Authentication (ongoing)
- Enterprise Architecture 2.0 Model (ongoing)
- Mobile, Mobile, Mobile!
 - Mobile Device Management
 - Mobile Application Development
 - EA Standards and guidelines need updating to address Mobile

Enterprise Architecture

Questions?





Agency Project Reports

Mark Molesworth
Project Management,
ITD Enterprise Services

Secretary of State

SOS DPS

Closeout Variance Report

Causal Factors

- The vendor did not properly estimate the complexity of the project
- The appropriation of funds did not match the estimated cost for the project

Lessons Learned

- It is imperative at the beginning of the project to plan for the key agency staff members who will be involved in every step
- It is also important to determine what the proper number would be for staff member involvement in the project because it is possible to have too many involved
- Backfill of staff must be pre-planned

Recovery Strategy

- The project has been closed
- A new project is underway
- ITD gathered the requirements from us
- ITD is designing the application
- ITD is building the application

Department of Health

DSMS

Closeout Variance Report

Department of Human Services

5010

Closeout Variance Report



Social Media ROI

Sandy McMerty
Sr. Communications and
Emerging Technologies Manager,
ND Commerce Department



SOCIAL MEDIA

Some Rules of Thumb
for Government.



SITAC
June 21, 2012

FINDING SUCCESS

... with social media

- Why, The Basics & The Big 3
- 5 Ways Commerce Uses Social Media
... without losing our minds
- Proving Success



TAKING ON SOCIAL MEDIA

... why did we do it



THE LAST JUDGEMENT - PART 9

- Image and reputation
- Spread positive messages
- Direct traffic to our websites
- Grow and engage our audience

TRADITIONAL VS. SOCIAL

traditional marketing

monologue

GETTING attention

broadcasting

interruption-based

days+

social marketing

dialogue

GIVING attention

narrowcasting

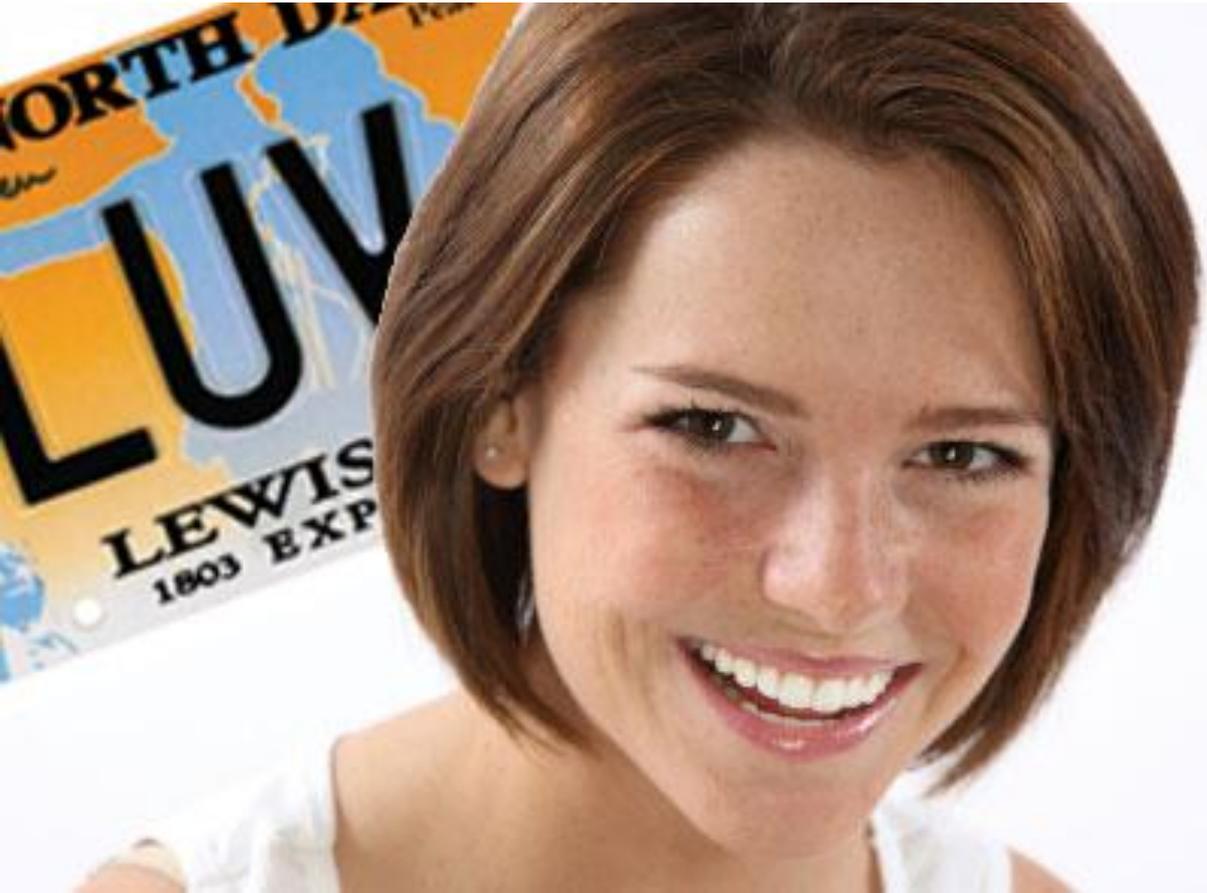
permission-based

minutes



IT'S LIKE DATING

... so, tell me a little about YOU.



**NORTH DAKOTA
AMBASSADORS**

North Dakota
DEPARTMENT OF COMMERCE

THE BIG 3

... in social media

Linked in[®]

facebook[®]

twitter



... and more.



DESTINATION SITES



5 WAYS TO USE SOCIAL MEDIA

ASK

... ideas, opinions.



And listen!

facebook®

Content

- Post things that encourage “pass on” and opportunities for interaction.
- Create a network to practice R&D.
- Use Photos & Video

The image shows a screenshot of a Facebook page for "North Dakota Ambassadors - Experience ND". The page header includes the Facebook logo, a search bar, and navigation tabs for "Timeline", "Now", and "Highlights". The profile picture is a woman's face, and the cover photo features purple flowers with the text "North Dakota love it. live it." and "4,755 likes · 259 talking about this".

The main content area displays a post from "North Dakota Ambassadors - Experience ND" dated June 15. The post text reads: "What's that in the distance North Dakota fans? Should help you decide this where in ND moment." Below the text is a large photo of a blue sky with white clouds. The post has 41 likes and 17 comments.

Below the main post, there is a section for "Write a comment..." with 197 people reached and 4% engagement. A "Promote" button is visible.

The next post is a link shared by "North Dakota Ambassadors - Experience ND" on June 14. The link is titled "Nifty story on the Bakken oil development from Popular Mechanics." and includes a thumbnail image of an oil pumpjack. The article title is "Oil Boom: North Dakota is the Next Hub of U.S. Energy" with a link to "ow.ly". The article text states: "The austere North Dakota prairie is the unlikely center of one of the biggest oil booms in decades. But will drilling here and in other domestic oil". This post has 25 likes.

Below the link post, there are two more posts:

- A post by "Ron Mortinson" dated June 14 at 2:50pm, with the text "Excellent Story and well written!".
- A post by "Scott Swartz" dated June 14 at 3:40pm, with the text "Nifty? I'm all for energy independence, but just ask the residents of Pennsylvania and Texas and other states how well these 'refined' fracking processes have worked out for them. After the oil companies have sucked out their billions in bu... See More".

At the bottom, there is a post by "Russell Schival" dated June 14 at 3:59pm, with the text "A bit out of date on their info.".

The bottom of the screenshot shows a "Write a comment..." box and a reach of 1,669 people reached with 32% engagement.

5 WAYS TO USE SOCIAL MEDIA

SHARE

... it's nice.

PHILOSOPHY OF 3RDS

- All Business
- Personal
- What the ?\$%#

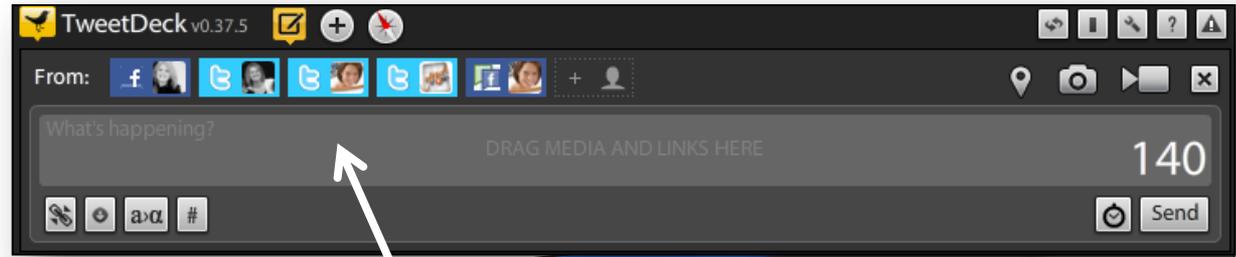
BE AUTHENTIC.



CHEAT
... be a staff
of many.

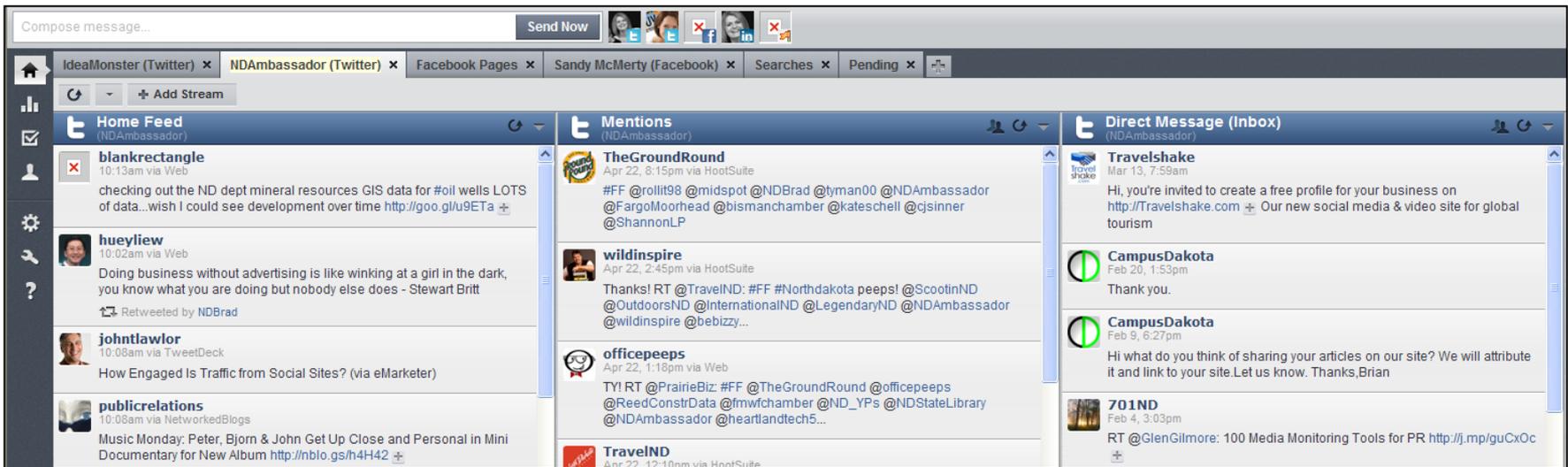


twitter



Cheat – Aggregators

- Manage multiple accounts from desktop, web, mobile
- Track links (bit.ly, owl.ly)
- Schedule postings



5 WAYS TO USE SOCIAL MEDIA

ENGAGE

... and do something.



FEEDBACK FEEDS IDEAS

Compliments
+ Criticism

= Opportunities



Great Feedback Tool

The image shows a screenshot of a Twitter profile for North Dakota Tourism (@NorthDakota) and a tweet thread. The profile page includes the Twitter logo, the handle @NorthDakota, and a Facebook link /TravelIND. The profile banner features the text "North Dakota LEGENDARY" and a list of social media links: NDTourism.com, facebook.com/TravelIND, flickr.com/groups/northdakota, youtube.com/legendarynd, and legendarynd.wordpress.com. The tweet thread shows a tweet from North Dakota Tourism (@NorthDakota) dated 18 Jun, mentioning @sarahnasello and @Allie1DRichter, and a reply from Sarah Nasello (@sarahnasello) dated 20h, thanking the account for a recommendation. A retweet from FamilyWellnessFargo is also visible.

Home Connect Discover

Enter an @name or full name

North Dakota Tourism @NorthDakota 18 Jun
@sarahnasello @Allie1DRichter The Ronald Reagan Minute Man Missile Site is a great stop in Cooperstown. [ow.ly/bETAE](#)
Expand

Sarah Nasello @sarahnasello 20h
@NorthDakota Great recommendation - Thank you! The tour was fascinating and watching our son run & play @Nov 33 missile silo was powerful.
Hide conversation Reply Retweet Favorite
6:54 PM - 18 Jun 12 via Twitter for Android - Details

North Dakota Tourism @NorthDakota 6h
@sarahnasello @Nov Fantastic! Looking forward to the next post!
Expand

FamilyWellnessFargo retweeted you 23h
18 Jun: Wanna Race? The Pipestem XTERRA #Triathlon is this weeken...

North Dakota Tourism @NorthDakota 9 Feb
@RoadTripsFeedMe may enjoy #Geocaching at Icelandic State Park in #NorthDakota! [bit.ly/yOuQKJ](#)

Julie Henning @RoadTripsFeedMe
@northdakota Thanks for the geocaching link - would you DM me your email address? Thank you!
Hide conversation
6:27 PM - 9 Feb 12 via HootSuite - Details
Reply Retweet Favorite

5 WAYS TO USE SOCIAL MEDIA

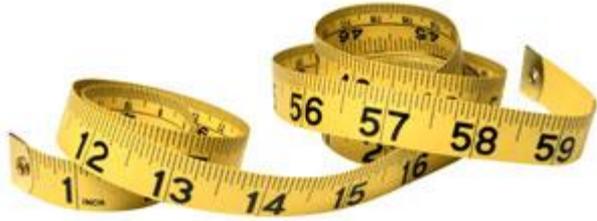
HOPE

... is not a strategy.

Strategy, then start with 3 e-z steps:
1) listen 2) engage 3) measure

What's the cost of doing nothing?





RESULTS

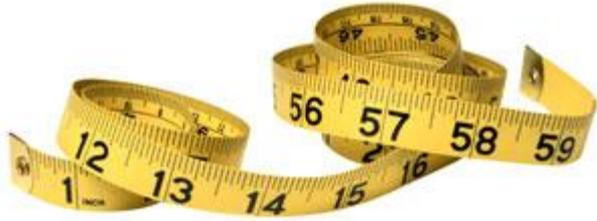
facebook referrals

- 917 from ads
- 412 from posts



web site

- 5,700 unique visitors
- 258% increase in page views over 1st event

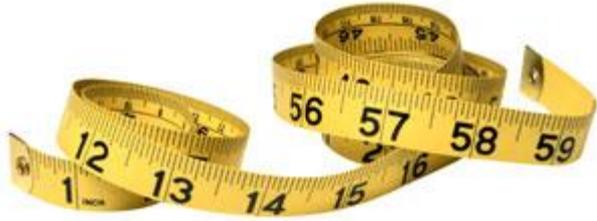


RESULTS



e-newsletter

- Sent to 1739
- 46% (811 of 1739) read
- **5913** total reads
 - 730% return on message
 - **facebook** in top 5 referrers



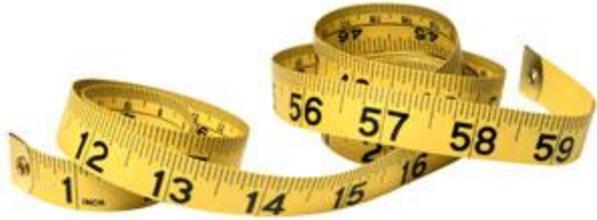
SIMPLY MEASURE

shorten a URL

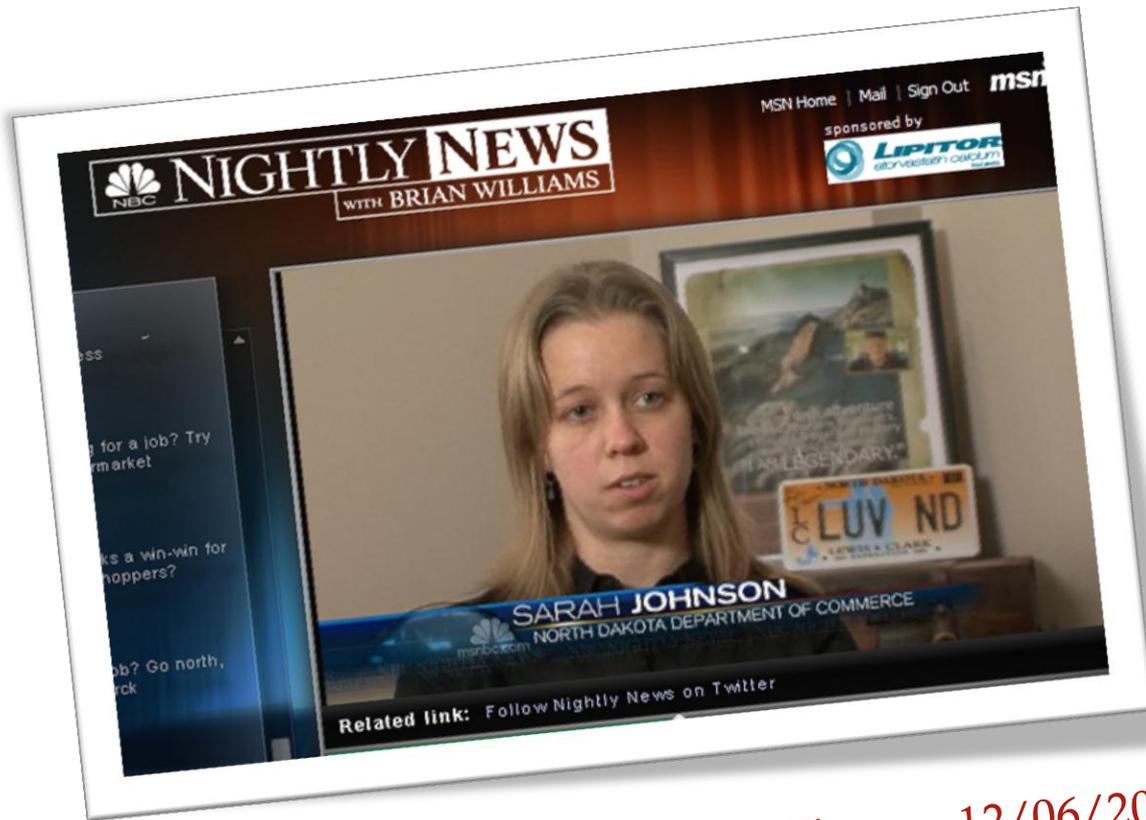
- measure your ROI

The screenshot displays the Bitly dashboard with a search bar at the top left and navigation tabs for 'Shorten & Share', 'Analyze', and 'Public Timeline'. A large central box prompts the user to 'Shorten your links and share from here'. On the right, a promotional banner for 'bitly mobile' features a cartoon fish character and a smartphone. Below the main area, a 'Link & Bundle History' section shows a bar chart for '93 clicks this week' and a table of links.

Clicks	Links	Info Plus	Date	Options
157 out of 187	The lessons behind the North Dakota miracle NewsOK.com <i>bit.ly/vCRBAi - Copy</i>	Info Plus	December 30	Options
4 out of 154	New rules for N.D. teen drivers take effect Jan. 1 Grand ... <i>bit.ly/v19c8s - Copy</i>	Info Page+	December 29	Options
317 out of 317	http://www.nytimes.com/2011/12/28/us/in-north-dakota-a-grea... <i>nyti.ms/vaMf0f - Copy</i>	Info Page+	December 28	Options



RESULTS

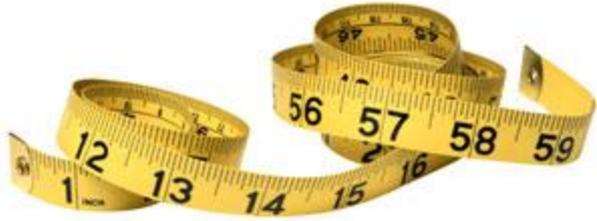


link tracking - bit.ly

- 155 using bit.ly link to view
- 244 contacts in December
- 43 direct mentions of the spot

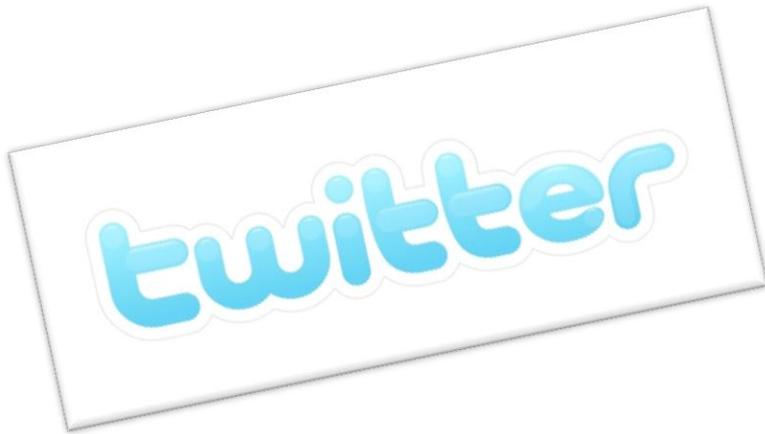
NBC Nightly News with Brian Williams – 12/06/2009





RESULTS

WSJ. Feb 26, 2010
“North Dakota Oil Industry Boom”



TweetReach

- 16 retweets
- 3,890 total impressions

Wall Street Journal

- TweetReach – “Oil Industry Booms”
- 50 tweet max measure
- 50,000+ total impressions

WHAT MATTERS

... isn't always the
BIG thing.



MEASURE R.O.I
return on influence

REMEMBER

... your mileage may vary.

FIND WHAT WORKS
best for you



PRACTICE R&D

... and rip off and duplicate GOOD stuff.



www.facebook.com/ndambassador
www.twitter.com/ndambassador
www.linkedin.com – search groups:
North Dakota Ambassadors
www.youtube.com/experiencend



Sandy McMerty
Sr. Communications &
Emerging Technologies Manager
ND Department of Commerce
smcmerty@nd.gov



www.facebook.com/sandymcmerty
www.twitter.com/ideamonster
www.linkedin.com – search people
Sandy McMerty



Data Center Updates

L. Dean Glatt, Director
Computer Systems

Data Center Renovation



Facilities Management and ITD

High Availability Design to the Data Center

Problems Identified

Single electrical path to critical infrastructure

- Single points of failure to Data Center
- No redundancy for power to emergency lighting, fire pumps and elevators in Capitol building

Cooling in Data Center was at maximum load

- Servicing one of three cooling units caused the data center temperatures to reach a critical level.



Project Scope

- Remove known single points of failure such as the issue that caused the January, 2011 outage.
- Modernize electrical and mechanical (cooling) systems for the Judicial Wing and the ITD Data Center.
- Life Safety Design for Capitol Building
- Enhance Data Center reaching elements of a Tier III design.



Data Center Classifications

<u>Tier level</u>	<u>Requirements</u>
<i>Tier 1</i>	<ol style="list-style-type: none">1) A single, non-<u>redundant</u> distribution path serving IT equipment.2) Non-redundant capacity components.
<i>Tier 2</i>	<ol style="list-style-type: none">1) All Tier 1 requirements.2) Redundant capacity components.
<i>Tier 3</i>	<ol style="list-style-type: none">1) All Tier 1 and 2 requirements.2) Multiple independent distribution paths serving IT equipment. Generally, only one distribution path serves equipment at any given time.3) All IT equipment is dual-powered and fully compatible within the topology of a site's architecture.
<i>Tier 4</i>	<ol style="list-style-type: none">1) All Tier 1, 2 and 3 requirements.2) The facility is fully fault-tolerant, through electrical, storage and distribution networks.3) All cooling equipment is independently dual-powered, including <u>HVAC</u> systems.

Where are we?



Phase I (Completed January 2012)

Install Secondary Power Source / Upgrade Cooling System

- Facility Management and ITD partnership
- Deployed with limited disruptions in service to agencies

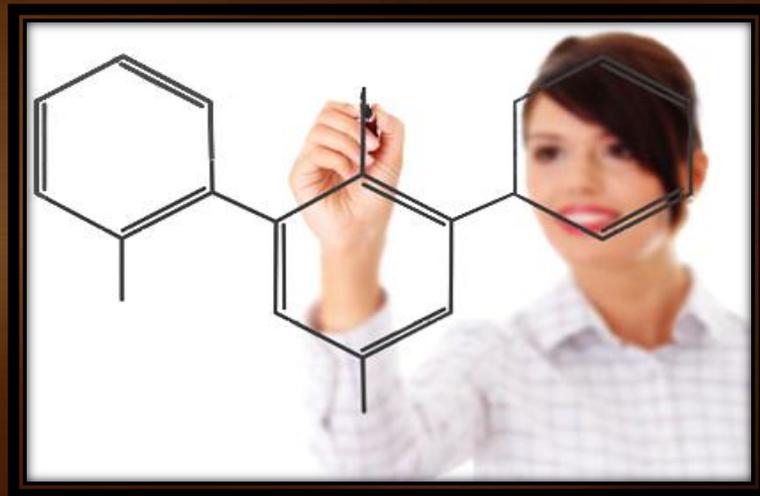


Project Milestones

- Rectify the problem that caused the January, 2011 power outage
- Create secondary generator and UPS (battery) system
- Add redundant emergency lighting system in Capitol building
- Upgrade the cooling capacity in the Data Center to allow system maintenance to happen without high temp problem.

Phase II (Completed May 2012)

- Data Center Redesign
 - Create fully redundant secondary path to critical systems in the data center.
 - All future systems require secondary power supply capability to take advantage of secondary path.



Project Summary

Project accomplished all of it's intended objectives



OMB / Legislature for funding the project
Facilities Management staff



Adobe LiveCycle Extensions

Dan Sipes
Director of Administrative Services,
ITD

Adobe LiveCycle Extensions

- **Negotiated an enterprise contract with Adobe for Adobe Reader extensions covering:**
 - North Dakota State Government Agencies
 - North Dakota Political Subdivisions
 - North Dakota K-12 Schools
- **Special thanks to the eight anchor agencies for assisting in this effort**
- **Main functionality is the “license” to take Adobe fillable pdf documents and allow users of the document to save data they enter in the document.**



Proposed Legislation for Executive Order

Lisa Feldner, CIO





Future Topics/Closing Comments

Lisa Feldner, CIO



THANK YOU