

N O R T H
Dakota

Be Legendary.™



SOCIAL MEDIA USERS GROUP

10-29-18 | 9:30 – 11:00 | Brynhild-Haugland

AGENDA

- General Updates
- Branding
- Reinvention
- Open Spaces





GRATITUDE



EMPOWER PEOPLE
IMPROVE LIVES
INSPIRE SUCCESS



GENERAL UPDATES

GOOGLE CUSTOM SEARCH ENGINE



View Settings

Site Search Settings

Site search Tracking ? optional



Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL ?

Search Term	Total Unique Searches	% Total Unique Searches
1. email	12	2.41%
2. webmail	12	2.41%
3. Email	9	1.81%
4. password	9	1.81%
5. change password	8	1.61%
6. skype	5	1.00%
7. cisco	4	0.80%
8. office 365	4	0.80%
9. annual report	3	0.60%
10. Avaya	3	0.60%

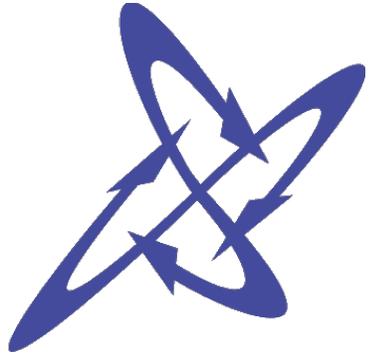
EMAIL MARKETING SOLUTIONS



MailChimp



GRANICUS



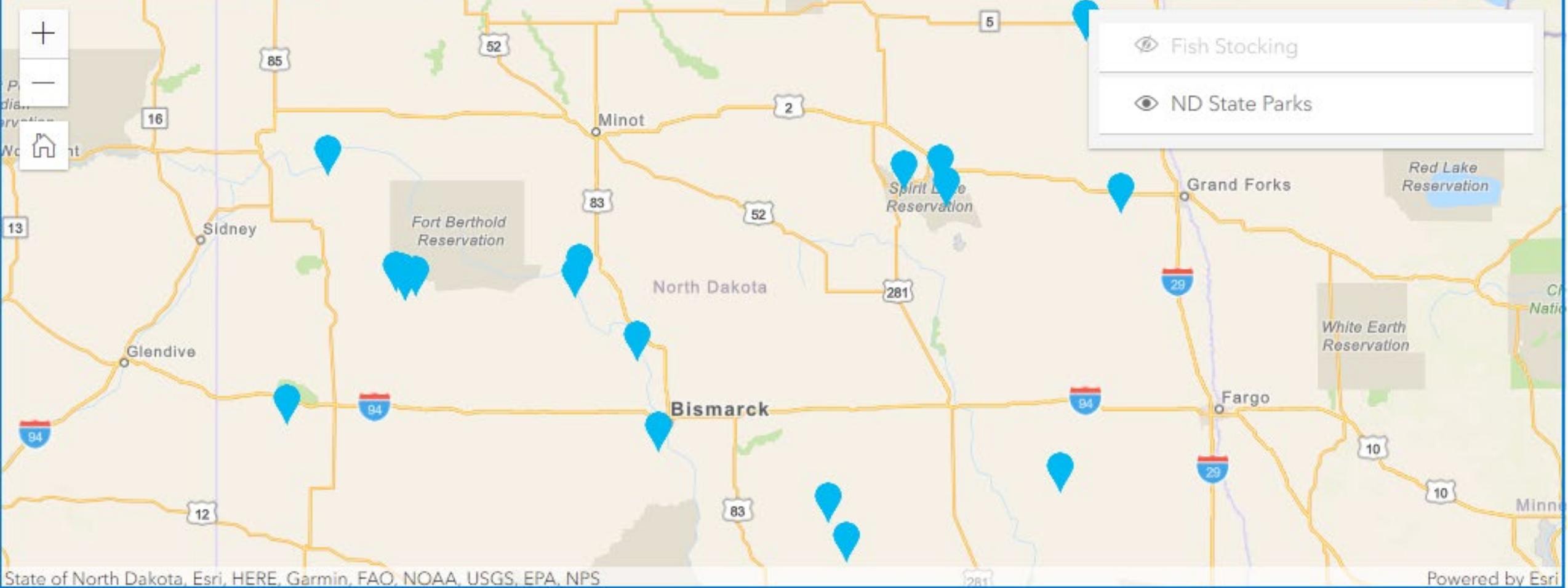
LISTSERV
MAESTRO



Constant
Contact[®]



Marketo[®]



State of North Dakota, Esri, HERE, Garmin, FAO, NOAA, USGS, EPA, NPS

Powered by Esri

- | Recreation | Activities | Lodging | Animals |
|--------------------------------------|---|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> Biking (3) | <input type="checkbox"/> Visitor Center (2) | <input type="checkbox"/> Camping (5) | <input type="checkbox"/> Beaver (4) |
| <input type="checkbox"/> Boating (2) | <input type="checkbox"/> Fishing (2) | <input type="checkbox"/> Cabins (1) | <input type="checkbox"/> Bear (2) |
| <input type="checkbox"/> Marina (1) | <input type="checkbox"/> Horses (3) | <input type="checkbox"/> Yurts (1) | <input type="checkbox"/> Eagles (2) |

Clear Results: 20

DIGITAL ASSET MANAGEMENT

- Vendor Selected
- \$1,400 one time + \$220/mo
- Dedicated agency space
- Store, organize, and share assets

AssetBank 

(to purchase)



BRANDING

BRAND DISCUSSION TOPICS

■ Why refresh?

- 167 Websites, 96 social channels, 50+ “brands”
- 2001 launch. 2013 refresh. 2018 refresh.
- State purpose, values and cultural aspirations
- Citizen focused, unified brand and story drives reach across audiences (pre-CX)
- Differentiated story to build citizen pride and supports retention
- Consistency with a strong brand promise supports recruitment of workforce

■ What does adoption look like?

- Engagement
- Cost
- Timeline

■ Where do I get what I need?

<https://www.ndtourism.com/northdakota/belegendarylogo>

■ What's available?

- Brand guidelines and FAQ
- Email signatures
- Social icons
- PowerPoint template

■ What's coming soon?

- Evidence/Fact sheet template
- Stationary, business cards, signage
- Social Media Guide
- Web Style Guide
- Additional artifacts as needed



***BE* LEGENDARY**

SMALL CHANGE, BIG IMPACT

North Dakota is much more than its rich legends. Its people and businesses are *making* history here. All have the potential to create their own story, make their mark, and leave a legacy. The promise extends beyond North Dakota's own legendary past. More inspiring than the stories that have long been told are the ones being written today.

What ***BE* LEGENDARY** conveys

By making “Legendary” active, the promise is suddenly expansive. It's no longer a static state of being, or a historical point in time. It's about a renewed spirit prompted by the unprecedented possibility that lies within the state. For the people that live here and for those who visit. From century farms to tech startups.

“Be legendary” is a positive and inspirational call to action...for future residents and visitors, businesses and our citizens.

BRAND PILLARS

Boundless Opportunity

*Fueled by technology,
innovation,
and endless ingenuity.*

*Make a great life and a big
difference.*

Unparalleled Experiences

*Inspired by authentic adventure
and the prospect to live a life less
ordinary.*

*It's for those who want to live
extraordinary lives without
paying an enormous price.*

Incomparable People

*Driven by a resilient, self-
sufficient, enterprising spirit.*

*To be North Dakotan doesn't
mean you were born here. It
means you were born to be
here.*

NORTH
Dakota[®]

Be Legendary.





NORTH
Dakota

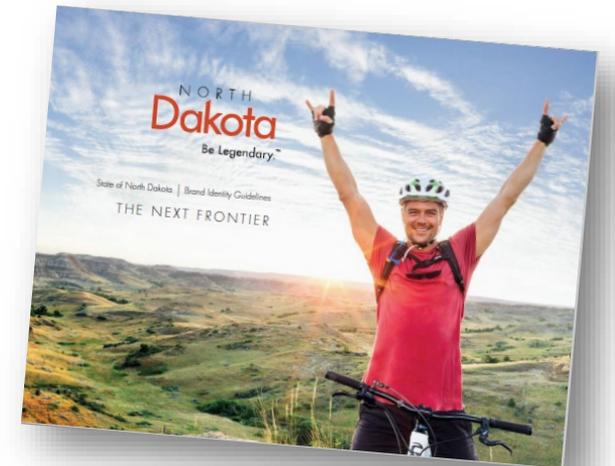
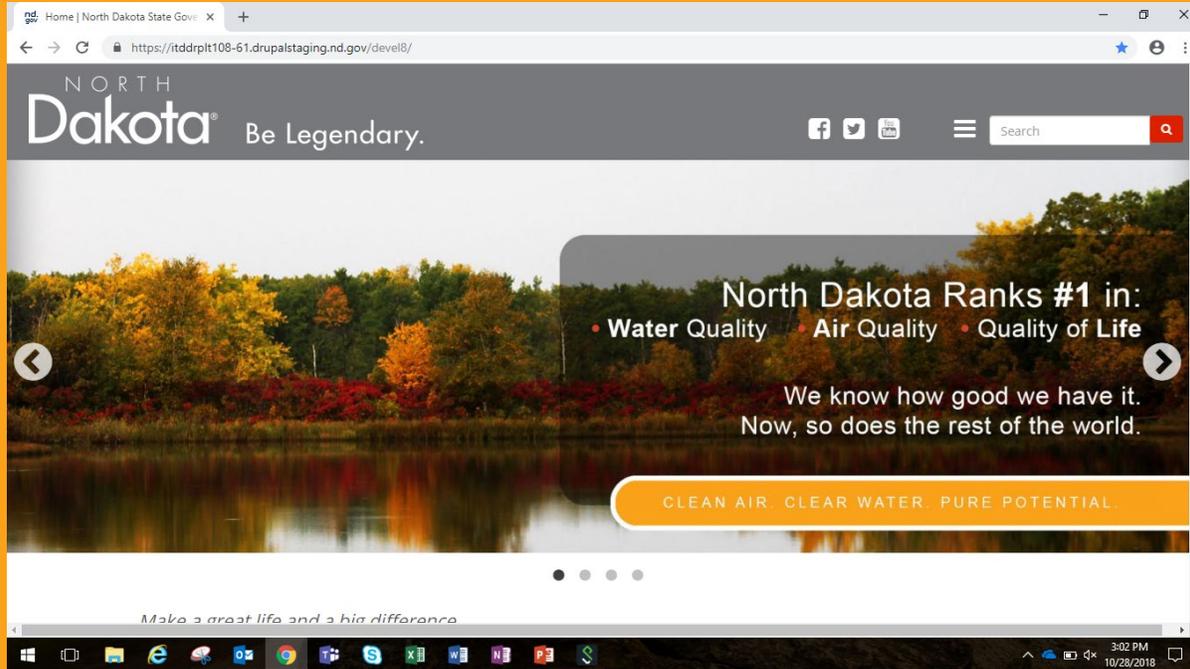
Be Legendary.

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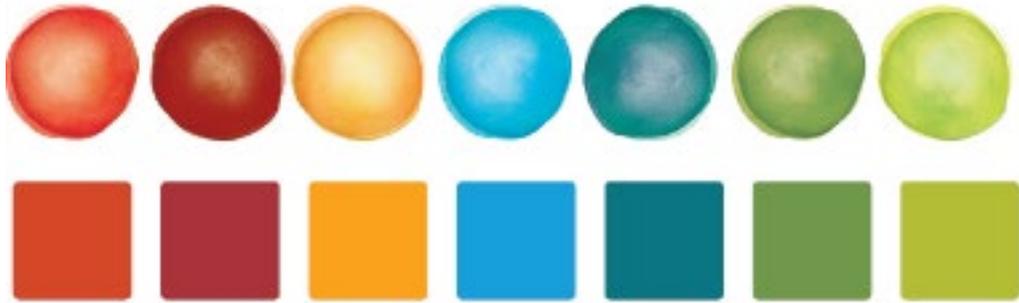
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EVOLUTION NOT REVOLUTION

- Press
- Digital
- Office supplies
- New marketing materials
- Foundational elements



BRAND IDENTITY



- Refresh “North Dakota Legendary” to actionable “North Dakota – Be Legendary”
- People and opportunity rich photography in horizontal format to align with the big opportunities and unlimited possibilities
- The refreshed color palette supports the celebration of four seasons, and modernizes the former jewel tones allowing for an evolutionary change

CONSISTENT AGENCY LOCKUPS

NORTH
Dakota | Commerce
Be Legendary.

NORTH
Dakota | Transportation
Be Legendary.

NORTH
Dakota | Corrections and Rehabilitation
Be Legendary.

NORTH
Dakota | Labor and Human Rights
Be Legendary.

Qualify for Stylist Element
(Uniform or revenue generating)

NORTH
Dakota | Highway Patrol
Be Legendary.

NORTH
Dakota | Parks and Recreation
Be Legendary.

NORTH
Dakota | Game and Fish
Be Legendary.

MULTIPLE AGENCY LOCKUPS

NO STYLIST ELEMENTS

Option 1:

N O R T H
Dakota Be Legendary.™

Game and Fish | Transportation | Commerce | Parks and Recreation

Option 2: Vertical or Horizontal logo on cover and reference to the included agencies on inside or back page as appropriate

N O R T H
Dakota
Be Legendary.™

BRAND HIERARCHY

- Brand – State of North Dakota
- Logo – Typographical representation
- Tagline – Supports the brand story (differentiator)
- Lock-up – logo with specific entities (ie. Commerce)
- Mark – specific identity for a sub-brand/product/offering
- Emblem – specific identity typically associated with enforcement or regulatory compliance
- Campaign – specific audience marketing materials

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ACCESSING MATERIALS

- Roll out of brand refresh
- Logos and other resources
<https://www.ndtourism.com/northdakotabelegendarylogo>



REINVENTION

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Empower state government to work as one to deliver world-class experiences for North Dakota citizens and businesses.

“Anything being done simply because ‘that’s the way we have always done it’ should be and must be rigorously and respectfully questioned. And no matter what, we must have the courage to admit that we can always do better.”

*Doug Burgum
Governor, State of North Dakota*

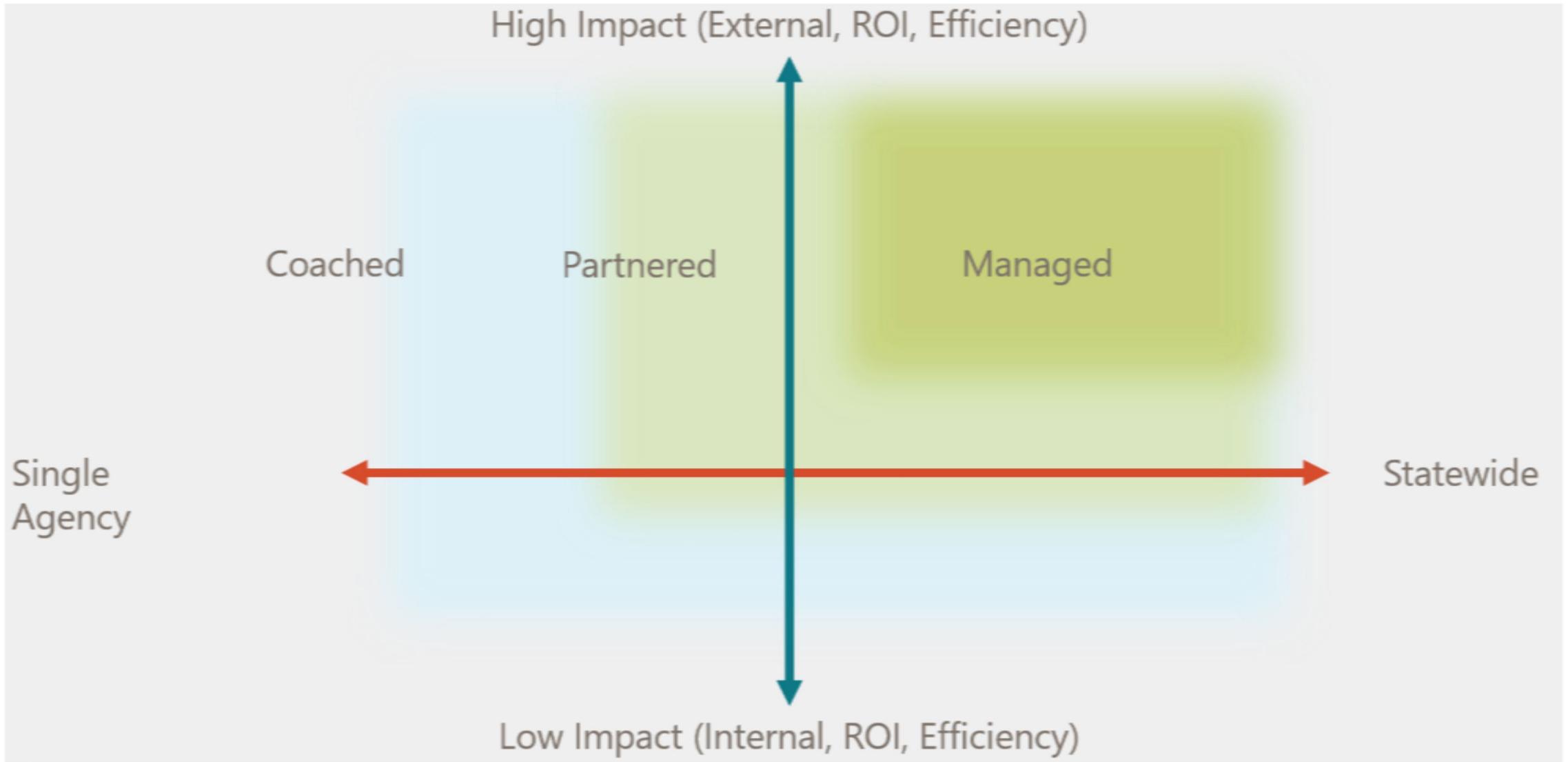
REINVENTION TENETS

Citizen, not government centered: We help ND government to create digital services that meet the expectations of the modern consumer

Data-based decisions: We help state government make changes that have a measurable impact on citizen experience, process effectiveness and/or quality of service delivery

Reinvention everywhere: We acknowledge, support and uplift existing efforts to improve processes or services

REINVENTION APPROACH



Empower state government to work as one to deliver world-class experiences for North Dakota citizens and businesses.

WHAT WE DO

Facilitate process improvement

Act as a catalyst for innovation, change and consideration of digital approaches for citizen experience

Optimize value and success of IT investments

HOW WE DO IT

Opening minds

Building relationships and increasing trust

Educating

Taking risks

Facilitating change using creative, analytic and strategic thinking

VALUE WE BRING

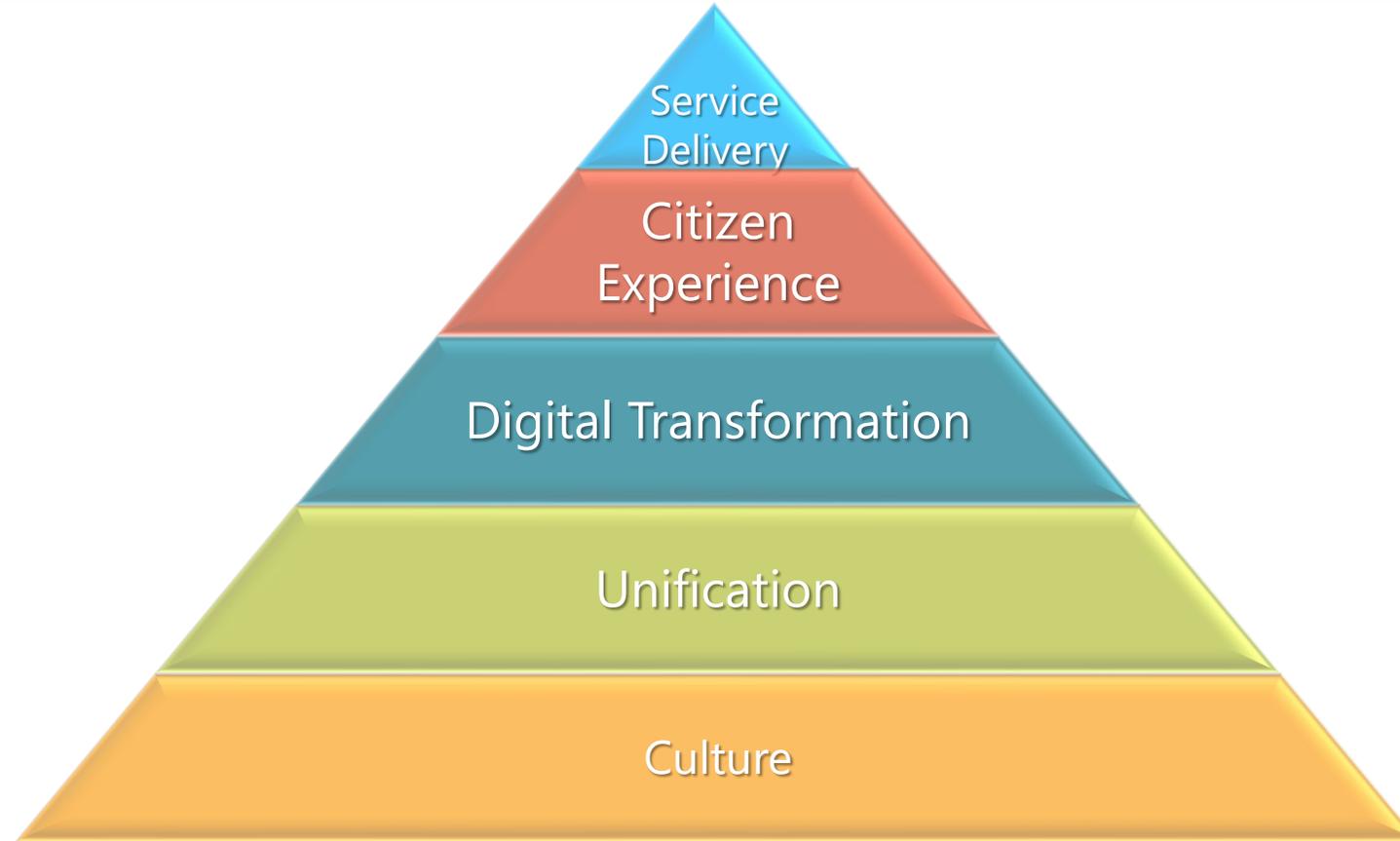
Better citizen experience

Higher quality services

Improved efficiency

More knowledge & insights

VECTORS OF REINVENTION



What do we want citizens to do?



CULTURE

Goal: Create and support a culture of citizen centricity, process improvement and systems thinking across Team ND.

Proposed Programs:

- Process Improvement Training & Consulting
- Change Management Training & Consulting
- Citizen First Thinking
- Ideation & Employee Engagement Program
- Communication Program



UNIFICATION

Goal: Work as one across agencies to deliver efficient and effective services.

Proposed Programs:

- Consider new approaches in procurement – (cross-agency procurement, InnovateOK model)
- Managed print/mail
- Cross Agency Role/Skill Affinity Groups



DIGITAL TRANSFORMATION

Goal: Ensure the robust technical platforms necessary for transformation of services are in place.

Proposed Partnerships and Programs:

- Unified Data
- Identity Management
- Citizen Relationship Management
- Transparency



CITIZEN EXPERIENCE

Goal: Anticipate citizen needs and provide a consistent end-to-end experience in working with state government

Proposed Programs

- Citizen Experience – Digital/Mobile/Personalized
- North Dakota Gateway
- Citizen & Business Feedback Groups



DRAFT

Great State of North Dakota - Working Document

SERVICE DELIVERY

Goal: Through technology-enabled process improvement, elevate the accessibility, quality, and speed of delivery for critical services.

Proposed Focus Areas Year 1:

- ND gateway (business side)
- Connecting and streamlining key programs serving children and their families
- Other prioritized use-cases as proposed by agencies that meet intent for reinvention



LONG TERM VISION: ONE ME, ONE ND

Children

Am I eligible for WIC?

Is my childcare provider a good one?

Can I get all my immunization records in one place?

My daughter is ready to take her drivers' road test.

Work or Business

I am starting my own business. Where do I start?

I was injured at work.

My husband just lost his job.

I need to get a background check for work.

Civic Involvement

How do I get involved in our city government?

I want to volunteer for the parks.

How are my tax dollars spent?

How can I share an idea I have?

Household

I got a speeding ticket.

I need to register our new boat.

Time to pay taxes!

I need to get a copy of my son's birth certificate.



UX TOOLSETS



Optimal Workshop



Frontify[®]



Coming soon!

Visual
Website
Optimizer



UsabilityHub

Coming soon!

User Testing[®]



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