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
View Settings

Site Search Settings

Site search Tracking [on] [off] ? optional

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

q,query,s,search,term

Strip query parameters out of URL [on] [off] ?

<table>
<thead>
<tr>
<th>Search Term</th>
<th>Total Unique Searches</th>
<th>% Total Unique Searches</th>
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</tr>
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</table>
EMAIL MARKETING SOLUTIONS

- Listserv Maestro
- MailChimp
- Constant Contact
- Granicus
- Marketo
DIGITAL ASSET MANAGEMENT

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

- Why refresh?
  - 167 Websites, 96 social channels, 50+ “brands”
  - 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.
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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:

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
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
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

- High Impact (External, ROI, Efficiency)
- Coached
- Partnered
- Managed
- Single Agency
- Statewide

Low Impact (Internal, ROI, Efficiency)
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?

- Awareness
- Interest
- Desire
- Action
- Referral
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
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
I am starting my own business. Where do I start?

Can I get all my immunization records in one place? My daughter is ready to take her drivers’ road test.

I need to register our new boat. My husband just lost his job. I need to get a background check for work.

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?

I got a speeding ticket. Time to pay taxes!

I need to get a copy of my son’s birth certificate. Am I eligible for WIC? Is my childcare provider a good one?

LONG TERM VISION: ONE ME, ONE ND
UX TOOLSETS

Optimal Workshop

UsabilityHub

UserTesting

Visual Website Optimizer

Coming soon!
DISCUSSION