NEBRASKA STATE RECORDS BOARD
MEETING: January 28, 2009

The Executive Building, Lower Level
501 South 14th Street
Lincoln, NE
January 28, 2009
9:00 A.M.

AFFIDAVIT OF PUBLICATION

State of Nebraska } ss.
LANCASTER COUNTY,

NOTICE OF PUBLIC MEETING
Notice is hereby given of a public meeting of the Nebraska State Records Board on Wednesday, January 28, 2009 at 9:00 AM in The Executive Building, 521 South 14th Street (Lower Level), Lincoln, Nebraska. The agenda, which is kept continually current, will include public hearings on Addendum Twelve to the Interagency Agreement Between Office of the Secretary of State and Nebraska State Records Board and Addendum Six to the Interagency Agreement Between Nebraska Department of Health and Human Services Finance and Support and Nebraska State Records Board, and the Interagency Agreement Between the Nebraska Department of Motor Vehicles and the Nebraska State Records Board. The agenda is available at the Office of the Secretary of State for public inspection during regular business hours.
#5441728 1t Jan. 1

The undersigned, being first duly sworn, deposes and says that she/he is a Clerk of the Lincoln Journal Star, legal newspaper printed, published and having a general circulation in the County of Lancaster and State of Nebraska, and that the attached printed notice was published in said newspaper ___One___ successive time(s) the first insertion having been on the __1__ day of ___January___ A.D., 20_09_ and thereafter on _____, 20____ and that said newspaper is the legal newspaper under the statutes of the State of Nebraska. The above facts are within my personal knowledge and are further verified by my personal inspection of each notice in each of said issues._____

Subscribed in my presence and sworn to before me this _____ day of _____, 20____ _____ Notary Public

Printer's Fee, $_____

GENERAL NOTARY State of Nebraska
JULANA NORDMEYER
My Comm. Exp. Jan. 28, 2012

5441728

NEBRASKA STATE RECORDS BOARD AGENDA
The Executive Building, Lower Level
501 South 14th Street
Lincoln, NE
January 28, 2009 – 9:00 A.M.

1. CALL TO ORDER, ROLL CALL

2. ANNOUNCEMENT OF NEBRASKA OPEN MEETING ACT
   The Act and reproducible written materials to be discussed at the open meeting are located in the back of the meeting room. A copy of the Open Meetings Act is also located in the back of the meeting room.

3. NOTICE OF HEARING
   Public notice of the meeting was given by posting notice in the Lincoln Journal Star on January 1, 2009 and on the State of Nebraska's online Public Meeting Calendar. A current copy of The agenda is located in the Secretary of State's office, listing the date, time and location of the meeting.

4. ADOPTION OF AGENDA
   a. **Action Item:** Approval of Agenda

5. APPROVAL OF MINUTES
   a. **Action Item:** Approval of November 18, 2008 meeting minutes

6. PUBLIC COMMENT

7. CHAIRMAN'S REPORT

   a. ADDENDA
   1. Addendum Six to the Interagency Agreement between the Department of Health & Human Services Finance and Support and the NE State Records Board,
   2. Interagency Agreement between the Department of Motor Vehicles and the Nebraska State Records Board – Drivers License renewal Application.
   3. Addendum Twelve to the Interagency Agreement between the Office of the Secretary of State and the NE State Records Board. **Signed on January 16, 2009.**
   4. Addendum Eight to the Interagency Agreement between the Nebraska Supreme Court and the Nebraska State Records Board. **Signed on January 16, 2009.**

8. NETWORK MANAGER RFP DRAFTING SUBCOMMITTEE (**CLOSED SESSION**)

9. NETWORK MANAGER
   a. **Action Item:** Vote to release RFP for Network Manager

10. FINANCES REVIEW SUBCOMMITTEE
    a. **Action Item:** NI Pricewaterhouse Annual Audit Report

11. GENERAL COUNSEL'S REPORT
     a.   **Action Item:** Extension of Contract for Independent Contractor Greg Lemon
     b. **Action Item:** Electronic Content Management System (ECMS) Resolution of Support
     c. Update on Attorney General's Opinion Request.

12. EXECUTIVE DIRECTOR'S REPORT
     a. State/Local Grant Status Report
     b**. Action item:** Nebraska Geospatial Data Sharing & Web Services Network Grant – Second
        Extension Request
     c. Reinvested Revenue Report
     d. **Action item:** NSRB - Cash Fund Balance
     e. Post Project Report - City of Bellevue – Information Accessibility Project Local Agency Grant

13. NEBRASKA.GOV REPORTS
     a. State of the Portal
     b. General Manager's Report
     c. Business Plan 2009
     d. **Action Item:** Project Priority Report

14. DATE FOR NEXT MEETING

     Wednesday, May 27, 2009
     9:00 A.M.
     Room 1507, State Capitol, Lincoln, NE

15. ADJOURNMENT
     a. **Action Item:** Move to adjourn

Prepared 01/22/2009

NEBRASKA STATE RECORDS BOARD

MINUTES

Meeting of November 18, 2008

Agenda Item 1. SWEARING IN NEW BOARD MEMBERS. Chairman Gale swore in two new Board members, Ms. Julie Beno and Mr. Ryne Seaman. Ms. Beno represents Libraries and replaces Ms. Laureen Riedesel. Julie is the Public Services Manager for Lincoln City Libraries. Mr. Ryne Seaman represents the Banking Industry and replaces Mr. Jerry Catlett. Ryne is the President of the Cattle National Bank & Trust in Seward, NE. Both terms began August 6, 2008

Agenda Item 2. CALL TO ORDER, ROLL CALL. The meeting was called to order by Chairman John A. Gale at 9:10 A.M. on November 18, 2008, in Room 1507 of the State Capitol, Lincoln, Nebraska.

A Roll Call was taken. The following Board members were present:

John A. Gale, Secretary of State, State Records Administrator and Chairman;
Leslie S. Donley, representing the Attorney General;
Michael D. Foley, Auditor of Public Accounts;
Perry Pirsch, representing the State Treasurer;
Ryne D. Seaman, representing the Banking Industry;
John P. Curry, representing the Insurance Industry;
Julie A. Beno, representing Libraries;
Timothy L. Loewenstein, Representing the General Public

Absent:

Brenda L. Decker, appearing later, representing the Director of Administrative Services (;
Thomas D. Freimuth, appearing later, representing the Legal Profession;

Excused:

Lauren L. Hill, representing the Governor;
Michael P. Edgecombe, representing the Media

Staff in attendance:

Josh Daws, IT Officer;
Kacey Nelkin Pedersen, Recording Clerk;
Ron Moravec, Legal Counsel;
Cathy Danahy, Executive Director

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Agenda Item 3. ANNOUNCEMENT OF NEBRASKA OPEN MEETING ACT. Chairman Gale announced that in accordance with the Nebraska Open Meetings Act, reproducible written materials to be discussed at the open meeting are located in the back of the meeting room. Also, a copy of the Nebraska Open Meetings Act is located in the back of the meeting room.

Agenda Item 4. NOTICE OF HEARING. Chairman Gale announced public notice of the meeting was given by posting notice in the Lincoln Journal Star newspaper on October 17, 2008 and the state's website public meeting calendar. A copy of the Notice and Affidavit of Publication by the printer is included in the Board records. A current copy of the agenda has been kept in the Secretary of State's office listing the date, time and location of the meeting

Agenda Item 5. ADOPTION OF AGENDA. Mr. Foley moved to adopt the agenda; motion seconded by Mr. Loewenstein.

Voting For:	Beno	Curry	Donley	Foley	Gale
	Loewenstein	Pirsch	Seaman		
Voting Against:	None				
Absent:	Decker	Edgecombe	Freimuth	Hill	

The motion carried.

Mr. Freimuth arrived at 9:15 A.M.

Agenda Item 6. APPROVAL OF MINUTES. Mr. Foley moved to approve the August 5, 2008 meeting minutes; motion seconded by Ms. Donley.

Voting For:	Donley	Foley	Freimuth	Gale
	Loewenstein	Pirsch		
Voting Against:	None			
Abstaining:	Beno	Curry	Seaman	
Absent:	Decker	Edgecombe	Hill	

The motion carried.

Agenda Item 7. PUBLIC COMMENT. Chairman Gale asked the members of the audience if anyone wished to come forward to provide public comment on any of the agenda items. No audience member indicated a desire to come forward.

Agenda Item 8. a., b. and c. GRANT REPORTS. Ms. Danahy indicated three grant reports were received in the first quarter; one report from the Nebraska Liquor Control Commission – Online Excise Tax Reporting & Payment System and a report from the Nebraska Accountability & Disclosure Commission - Online Campaign Statement Filings. Both grants projects are complete. An update report was received by the Nebraska Supreme Court – Automation for the NE State Library project. This project is due for completion in March, 2009.

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Agenda Item 9. GRANT APPLICATIONS

Agenda Item 9. a. State Agency Grant *University of Nebraska – Lincoln, Nebraska Public Documents Digitization Project, Phase 2.* Ms. Danahy introduced State Agency Grant University of Nebraska – Lincoln, Nebraska Public Documents Digitization Project, Phase 2 in the amount of $25,000 for converting microfilmed images to digital images for the purpose of public online access. This grant is the second request for this type of grant - Public Documents Digitization. The first grant in the amount of $23,000 was requested and approved in September of 2005. Ms. Katherine Walter, Co-Director, Center for Digital Research in the Humanities and Professor and Chair, Digital Initiative & Special Collections, University of NE, Lincoln, NE; Ms. Beth Goble, NE Library Commission and Ms. Andrea Faling, NE State Historical Society all testified and answered questions from the Board.

   Ms. Decker arrived at 9:35 A.M..

        After discussion, Mr. Loewenstein moved to approve the grant; seconded by Mr. Foley.

Voting For:	Beno	Curry	Decker	Donley	Foley
	Freimuth	Gale	Loewenstein	Pirsch	Seaman
Voting Against:	None				
Absent:	Edgecombe	Hill			

        The motion carried.

Agenda Item 9. b. State Agency Grant – *Volunteer Service Commission, ServeNebraska – Trainer/Trainee Online Database Search.* Ms. Danahy introduced State Agency Grant – Volunteer Service Commission, ServeNebraska – Trainer/Trainee Online Database Search in the amount of $25,000. Mr. Greg Donovan, Program Officer – ServeNebraska – NE Volunteer Service Commission, Ms. Jennifer Rasmussen, Nebraska.gov, and Mr. Brent Hoffman, Nebraska.gov testified and answered questions from the Board. Mr. Loewenstein expressed concern the project estimation may be too high. Mr. Hoffman assured the Board if the cost is lower than $25,000 the remaining money allotted to the project would not be used. He said if the project went over the estimated amount, Nebraska.gov would absorb the costs. After further discussion, Ms. Decker moved to approve the grant; seconded by Ms.Donley. Mr. Loewenstein proposed a friendly amendment to Ms. Decker and Ms. Donley. He requested they consider adjusting the grant to $12,500. Ms. Decker said she would; Ms. Donley said she was not inclined to change her second. Chairman Gale suggested the Board vote and if it does not pass, a second motion would be considered.

Voting For:	Beno	Decker	Donley	Freimuth	Gale
	Pirsch	Seaman			
Voting Against:	Curry	Foley	Loewenstein		
Absent:	Edgecombe	Hill			

        The motion carried.

Agenda Item 9. c. **State Agency Grant –** *Department of Health and Human Services/Lincoln-Lancaster County Health Department – WorkWell Health Appraisal Survey and Administration.* Ms. Danahy introduced State Agency Grant – Department of Health and Human Services/Lincoln-Lancaster County Health Department – WorkWell Health Appraisal Survey and Administration in the amount of $25,000. Mr. Dan Cillessen, Administrator – Public Health Promotion, NE Dept HHS and Ms. Lisa Henning, WorkWell, Inc. testified and answered questions from the Board. After discussion, Mr. Foley moved to deny the grant; seconded by Mr.Curry.

Voting For:	Curry	Foley	Loewenstein	Decker
	Freimuth	Gale	Seaman	

Voting Against:	Beno	Donley	Pirsch

Absent:	Edgecombe	Hill

The motion carried.

Chairman Gale declared a recess at 10:55 A. M.

Chairman Gale reconvened the meeting at 11:15 A.M.

Chairman Gale announced he was going to rearrange the agenda unless there where an objection. He said Auditor Foley and Perry Pirsch, representing the Treasurer, both need to leave at 11:30 A.M. He said the Board would return to item 10, the closed session discussion as well as item 11. The Chairman's report can be done in their absence down through 11. c. He said once Bev Neth, Director of the Department of Motor Vehicles has arrived at the meeting, the Board would go to item 11.c. The Chairman moved to Item 12 for Auditor Foley's response.

Agenda Item 12. FINANCES REVIEW SUBCOMMITTEE. Mr. Foley, Chair of the Finances Review Subcommittee reported on the NI Pricewaterhouse Annual Audit Report. He indicated his staff is reviewing the audit and he hopes to convene his Subcommittee soon and have a report for the Board at the next Board meeting on January 28, 2009.

Agenda Item 11. CHAIRMAN'S REPORT

11. a. SIGNED ADDENDA. Chairman Gale reported the following addenda were signed by him: (1) Addendum One to the Interagency Agreement between the Nebraska Brand Committee and the NE State Records Board was signed on August 29, 2008. (2) Addendum Two the Interagency Agreement between the Nebraska State Foster Care Review Board and the NE State Records Board on August 21, 2008. (3) Addendum One to the Interagency Agreement between the Nebraska Commission on Public Advocacy and the NE State Records Board on August 28, 2008. Done (4) Addendum Seven to the Interagency Agreement between the Nebraska Supreme Court and the NE State Records Board on August 6, 2008. Mr. Hoffman explained the addenda. He indicated all addenda were for web services with the exception of Addendum Seven to the Interagency Agreement between the Nebraska Supreme Court. The Supreme Court is independent of the State Records Board.

11. c. AGREEMENTS

11. c. 1. and 2. Interagency Agreement Between the Nebraska Department of Motor Vehicles And the Nebraska State Records Board – International Registration Plan (IRP) and the Interagency Agreement Between the Nebraska Department of Motor Vehicles and the Nebraska State Records Board – Motor Vehicle Registration Renewal Payment Application (MVR).

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Chairman Gale introduced the Interagency Agreement Between the Nebraska Department of Motor Vehicles and the Nebraska State Records Board – International Registration Plan (IRP) and the Interagency Agreement Between the Nebraska Department of Motor Vehicles and the Nebraska State Records Board – Motor Vehicle Registration Renewal Payment Application (MVR). Mr. Hoffman and Ms. Bev Neth, Director, NE Department of Motor Vehicles explained the agreements. Ms. Decker moved to approve the agreements; seconded by Ms. Beno.

Voting For:	Beno	Curry	Foley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			
Abstaining:	Pirsch			
Absent:	Donley	Edgecombe	Hill	

The motion carried.

11. c. 3. Interagency Agreement Between the Nebraska State Fire Marshal and the Nebraska State Records Board. Chairman Gale introduced the Interagency Agreement Between the Nebraska State Fire Marshal and the Nebraska State Records Board. Mr. Hoffman will explain the agreement. Mr. Loewenstein moved to approve the agreement and authorize Chairman Gale to sign the addendum; seconded by Ms. Decker.

Voting For:	Beno	Curry	Foley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			
Abstaining:	Donley	Pirsch		
Absent:	Edgecombe	Hill		

The motion carried.

Mr. Foley and Mr. Pirsch left the meeting.

11. b. 1. Addendum Eleven to the Interagency Agreement between the Nebraska Office of the Secretary of State and the NE State Records Board. Chairman Gale introduced Addendum Eleven to the Interagency Agreement between the Nebraska Office of the Secretary of State and the NE State Records Board. Mr. Hoffman explained the addendum. Mr. Freimuth motioned to approve the addendum and authorize Chairman Gale to sign the addendum; seconded by Mr. Loewenstein.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			

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Absent:	Edgecombe	Foley	Hill	Pirsch

The motion carried.

Agenda Item 13. GENERAL COUNSEL'S REPORT

13. a.   State/Local Grant Status, Reinvested Revenue and Cash Fund Balance Corrected Reports.   Mr. Moravec introduced the corrected reports from the 4th Quarter (06/30/2008) for the State/Local Grant Status, Reinvested Revenue and Cash Fund Balance. Ms. Donley moved to approve the amended Cash Fund Balance Report as of June 30, 2008; seconded by Mr. Seaman.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman

Voting Against:	None

Absent:	Edgecombe	Foley	Hill	Pirsch

The motion carried.

13. b. c. and d.   State/Local Grant Status, Reinvested Revenue and Cash Fund Balance Reports.   Mr. Moravec introduced the first quarter State/Local Grant Status, Reinvested Revenue and Cash Fund Balance Reports as of September 30, 2008. Ms. Donley motioned to approve the Cash Fund Balance Report; seconded by Mr. Loewenstein.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman

Voting Against:	None

Absent:	Edgecombe	Foley	Hill	Pirsch

The motion carried.

Agenda Item 14. NEBRASKA.GOV REPORTS

14. a. General Manager's Report. Mr. Brent Hoffman presented the General Manager's report. He noted the receipt of the State Treasurer's waiver of remittance requirements provided under Neb. Rev. Stat. § 84-710 dated November 17, 2008. A copy of the waiver was also received by the Board. Mr. Hoffman explained the revenue/transaction funding model.   He indicated this model provides the opportunity for any number of applications to be provided online as more and more transactions do not require a wet signature. This transaction funding model will help tip the scales back to balance. Mr. Curry asked Mr. Hoffman how the Board can help grow the revenue stream.   Mr. Hoffman responded by requesting the continuance for the Board's pioneering vision and spirit and to continue with the current trends. Chairman Gale said NIC should have helped with the VISA issue, that their lack of assistance slowed income production.

14. b. Project Priority Report. Mr. Hoffman presented on the Project Priority Report. Mr. Curry moved to approve the Project Priority Report; seconded by Mr. Freimuth.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			
Absent:	Edgecombe	Foley	Hill	Pirsch

The motion carried.

Chairman Gale called a recess at 12:45 P.M.

Chairman Gale reconvened the meeting at 12:55 P.M.

Agenda Item 10. RFP DRAFTING SUBCOMMITTEE. Ms. Donley moved that the Board go into closed session for the purpose of receiving legal advice regarding a preliminary draft of the Request for Proposal for the Network Manager to manage the Nebraska.gov Network and for the protection of the public interest; seconded by Ms. Decker.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			
Absent:	Edgecombe	Foley	Hill	Pirsch

The motion carried.

Chairman Gale moved the Board into closed session at 12:57 P.M. seeing a vote of eight in favor and none against, for the limited purpose of receiving legal advice regarding a preliminary draft of the Request for Proposal for the Network Manager to manage the Nebraska.gov Network and for the protection of the public interest.

Ms. Donley moved to adjourn the Board from the closed session and reconvene the State Records Board in open session; seconded by Ms. Decker.

Voting For:	Beno	Curry	Donley	Loewenstein
	Decker	Freimuth	Gale	Seaman
Voting Against:	None			
Absent:	Edgecombe	Foley	Hill	Pirsch

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The motion carried.

Chairman Gale reconvened the State Records Board in open session at 1:37 P.M.

Agenda Item 15. DATE FOR NEXT MEETING. Chairman Gale indicated there would be no need for a special meeting of the Board on December 16, 2008. He announced the date of the next Records Board meeting will be January 28, 2009.

Agenda Item 16. ADJOURNMENT. Mr. Loewenstein moved to adjourn the meeting; seconded by Mr. Freimuth. All members signified by saying "aye". Chairman Gale declared the meeting adjourned at 1:40 P.M.
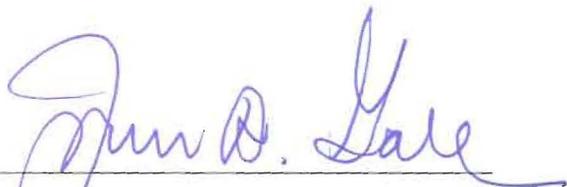
John A. Gale
Secretary of State
State Records Administrator
Chairman, State Records Board

Addendum Twelve
to the
Interagency Agreement Between
Office of the Secretary of State
and
Nebraska State Records Board

This Addendum Twelve to the Interagency Agreement between the Secretary of State (SOS) and the Nebraska State Records Board (NSRB) sets forth certain services to be provided by Nebraska.gov (operated under the auspices and authority of the Nebraska State Records Board), the prices to be charged for such Nebraska.gov services, and how the revenue from such Nebraska.gov services is to be divided between SOS and Nebraska.gov.

This Addendum Twelve covers services described below. It is contemplated that additional future addenda will cover other services, which are currently provided by the Secretary of State. To the extent this addendum is in conflict with any prior addenda, this addendum controls and supersedes the prior addenda.

Project Effective Financing Statement Original Filings

Price: This application will be funded through a transactional revenue model. Fee is based on each individual filing. Pricing is as follows:

Filing Type	End User Fee	SOS Received	Nebraska.gov Received
Effective Financing Statement Original Filings	$8.00	$6.50	$1.50

Terms: Nebraska.gov will process the total of all transactions through the state selected credit card merchant. The revenue received pursuant to this addendum shall be deposited by the Network Manager in the State Records Board Cash Fund pursuant to the provisions of the contract between NSRB and Nebraska Interactive, LLC., and any addenda thereto, and shall be distributed back to SOS and NI as provided above.

By: _____   Date: January 14, 2009
Authorized Officer
Office of the Secretary of State

By: _____   Date: _____
Authorized Officer
Nebraska State Records Board

Addendum Eight
to the
Interagency Agreement Between
Nebraska Supreme Court
and
Nebraska State Records Board

This Addendum Eight to the Interagency Agreement between the Nebraska Supreme Court (NSC) and the Nebraska State Records Board (NSRB) overrides and replaces the original Addendum Six which sets forth certain services to be provided by Nebraska.gov (operated under the auspices and authority of the Nebraska State Records Board), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services. This addendum to be executed January 1, 2009.

Project: Access to court data records held in JUSTICE database

Price Structure: **

Records access method	End User Fee	NSC Received	Nebraska.gov Received
Interactive – per record	$1.00	$.50	$.50
Unlimited Monthly Access	$300	$150	$150

***Free unlimited access will be made available only with the express written permission of the Data owner*

Terms: All revenue received pursuant to this addendum shall be deposited by the Network Manager into the State Records Board Cash Fund pursuant to the provisions of the contract between NSRB and on behalf of NSC. Nebraska.gov will submit an invoice for the total amount of the Nebraska.gov Portal Fees collected at the close of each month. Terms of payment shall be net 45 days.

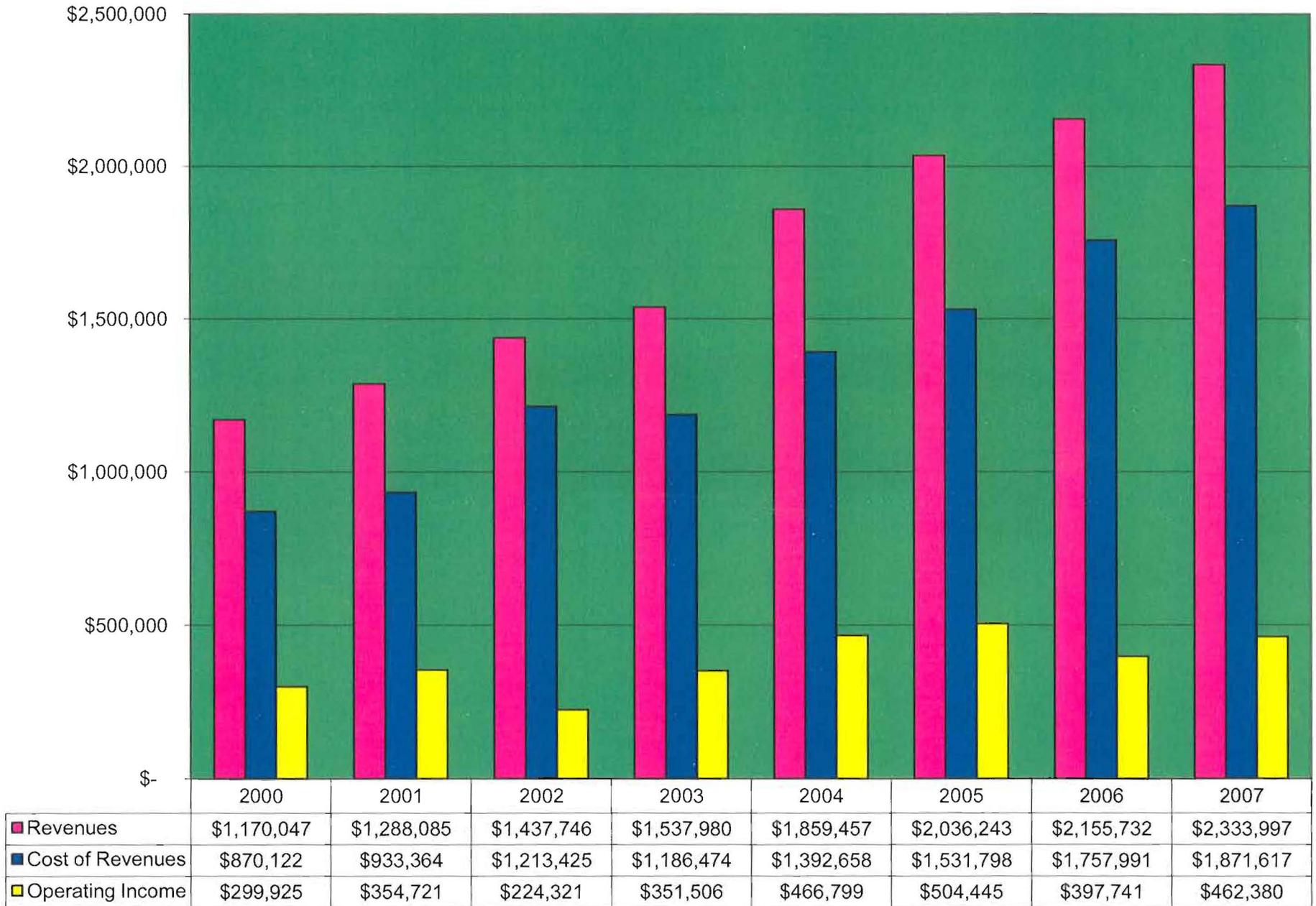By: _____   Date: 1-14-09
Authorized Officer
Nebraska Supreme Court

By: _____   Date: 1/16/09
Authorized Officer
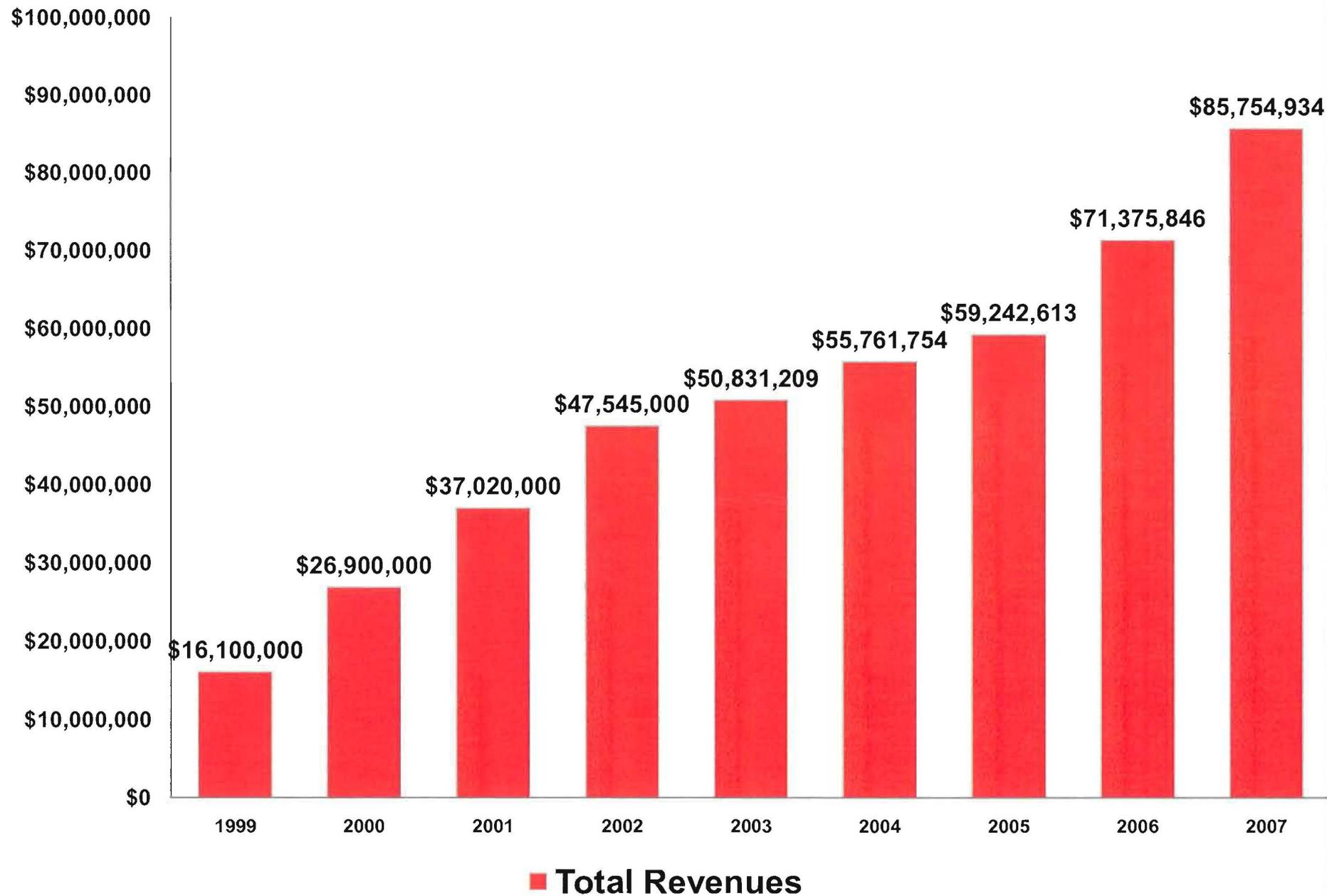Nebraska State Records Board

Nebraska State Government Web Site

	2000	2001	2002	2003	2004	2005	2006	2007
Revenues	$1,170,047	$1,288,085	$1,437,746	$1,537,980	$1,859,457	$2,036,243	$2,155,732	$2,333,997
Cost of Revenues	$870,122	$933,364	$1,213,425	$1,186,474	$1,392,658	$1,531,798	$1,757,991	$1,871,617
Operating Income	$299,925	$354,721	$224,321	$351,506	$466,799	$504,445	$397,741	$462,380

**General & Administrative Expenses
Paid by Nebraska Interactive to NIC Inc. (parent)**

Year	Amount
2002	$250,776
2003	$214,956
2004	$272,538
2005	$320,820
2006	$367,000
2007	$485,000

Nebraska Interactive -- Cash on Hand

Year	Cash on Hand
2000	$748,402
2001	$584,919
2002	$376,691
2003	$190,579
2004	$319,981
2005	$673,608
2006	$509,875
2007	$959,159
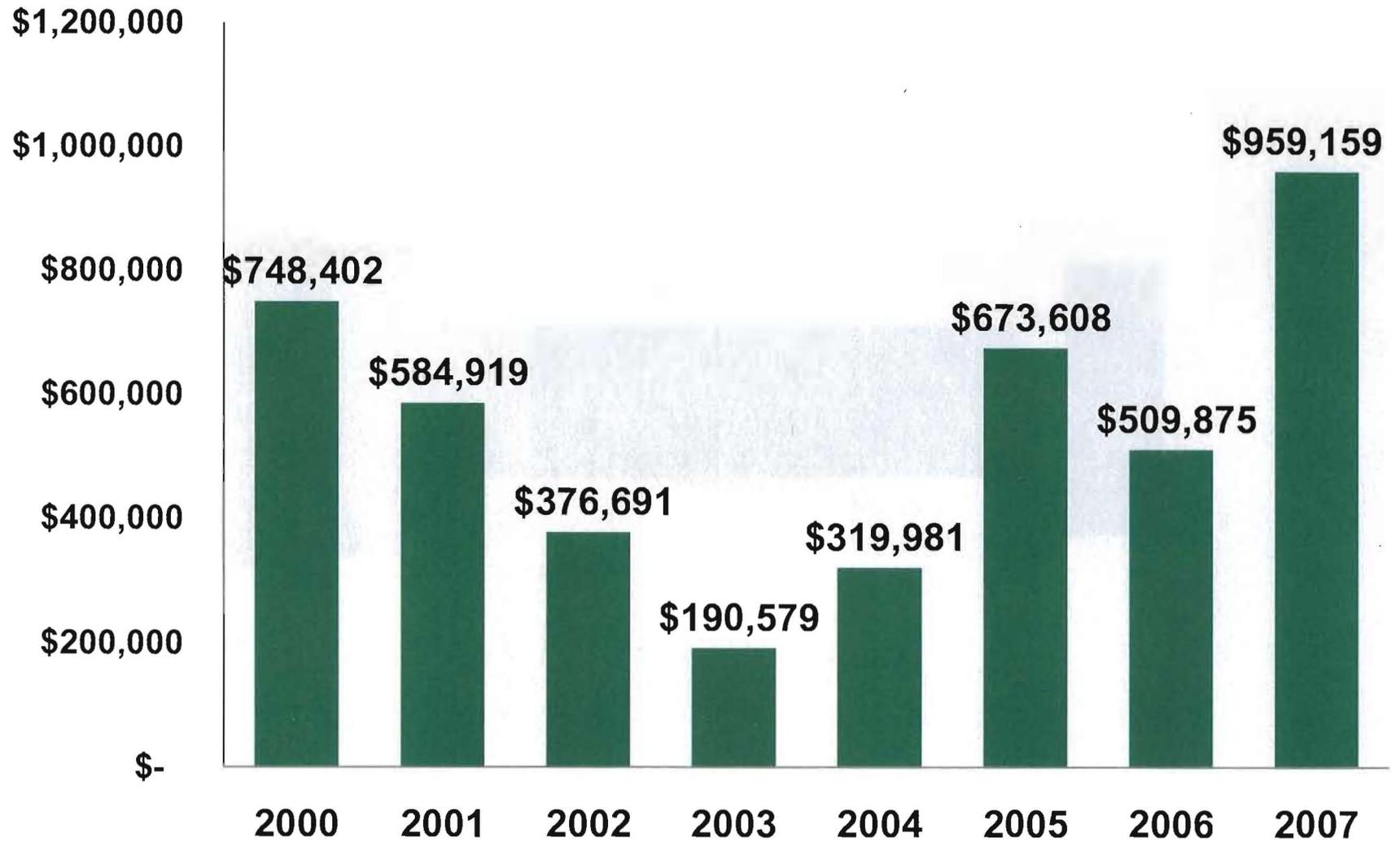
NIC Inc. (Parent Company)
Total Revenues

Year	Total Revenues
1999	$16,100,000
2000	$26,900,000
2001	$37,020,000
2002	$47,545,000
2003	$50,831,209
2004	$55,761,754
2005	$59,242,613
2006	$71,375,846
2007	$85,754,934

■ Total Revenues

NEBRASKA STATE RECORDS BOARD

RESOLUTION

Whereas, the Secretary of State, as State Records Administrator, is directed to provide the proper care of state and local agency records, including those of an electronic nature, and has authority to establish and administer a records management program which will apply efficient and economical methods to the creation, utilization, maintenance, retention, selection and preservation of essential state and local records, including the disposition of those records, and

Whereas, the Office of Chief Information Officer has introduced the Nebraska Unified Collaboration Project which provides the ability to communicate and collaborate in a more efficient manner throughout all of state government, but did not include a robust Electronic Content Management System (ECMS) and,

Whereas, all State Agencies are required to manage their records regardless of form or format according to the State Records Management Act, the implementation of this ECMS, beginning with email records, will provide a centralized system with the ability to retain, index, manage and dispose of electronic records according to agency adopted records retention schedules and,

Whereas, the creation of an ECMS becomes imperative with the Federal Government and State of Nebraska's adoption of the new Rules of Civil Procedure regarding Nebraska's rules of discovery for electronically stored information requests and meeting the requirements of records retention and the preservation of records of historical value, and

Whereas, State Agencies will continue to forfeit the benefits of efficient business processes and remain at risk for legal discovery issues and compliance with State of Nebraska records retention laws, if this proposal is not approved and implemented, and

Whereas, in submitting his most recent biennial budget the Secretary of State as the State Records Administrator included an Information Technology request for an ECMS. The ECMS project was submitted to and reviewed by the State Government Council of the Nebraska Information Technology Council (NITC), the NITC Technical Panel and the full NITC in November, 2008. In the Report to the Governor and Legislature on November 14, 2008 (Recommendations on Technology Investments for the FY2009-2011 Biennium), the project was judged by the NITC to be of "high strategic importance to the Agency and/or State".

NOW THEREFORE BE IT RESOLVED, that the Nebraska State Records Board, serving as advisor to the Administrator, by motion duly made and passed, does this 28th day of January, 2009 endorse and support the Administrator in his efforts to obtain Legislative funding for establishment of the ECMS system program.

State/Local Grant Project Status Report - 12/31/2008

Agency Name	Project Description	Date Grant Awarded	Original Grant Amount	Grant Balance Remaining	Balance Status	Stated Completion Date	Date of Last Payment
DAS Personnel	Online Job Application NIS Connectivity	11/23/2004	$25,000	$0		4/08 extended to September, 2007 11/07 extended to January, 2009	Application Withdrawn 11/17/2008
Real Estate Appraiser Board	Redesign of Website & Appraiser Database	4/18/2006	$25,000	$69	Not used	6/07 extended to September, 2007	Completed November, 2008
University of Nebraska Bd. of Regents	e-Government Training	1/16/2007	$24,541	$11,016	Not used	12/07 extended to July, 2008	Completed October, 2008
Accountability and Disclosure Commission	On-line Campaign Statement Filings	8/1/2007	$25,000	$0		3/2008 extended to June, 2008	Completed September, 2008
DAS-CIO	Nebraska Geospatial Data Sharing & Web Services Network	8/1/2007	$25,000	$25,000		Extended to February, 2009	
Supreme Court	Automation for Nebraska State Library	8/1/2007	$24,475	$8,664		March, 2009	August, 2008
Nebraska Liquor Control Commission	Online Excise Tax Reporting & Payment System	11/14/2007	$25,000	$0		October, 2008	Completed July, 2008
Historical Society	Digital Archives & Records Center Implementation Study	4/29/2008	$25,000	$6,413		December, 2008	December, 2008
Nemaha County Assessor	Digitizing maps/records and enhanced web page	4/29/2008	$25,000	$6,861		March, 2009	August, 2008
University Of Nebraska Lincoln	NE Public Documents Digitization Poject, Phase 2	11/18/2008	$25,000	$25,000		December, 2009	
NE Volunteer Service Commission	Trainer/Trainee Online Database Search	11/18/2008	$25,000	$25,000		August, 2009	
TOTALS			**$274,016**	**$108,023**			

State/Local Grant Project Status Report - 12/31/2008

DOLLARS AWARDED:			FY09: $50,000				
DOLLARS LEFT TO AWARD:			FY09: $200,000				
GRANT BALANCE CARRIED OVER FROM PRIOR YEARS:			FY08: $114,629				
1/22/2009 9:27							

Project Status Form

General Information			
Project Name			Date
Nebraska Geospatial Data Sharing and Web Services Network			1/26/2009
Sponsoring Agency			
Office of the CIO, Dept. of Administrative Services			

Contact	Phone	Email	Employer
Steve Henderson	402-471-4861	Steve.Henderson@nebraska.gov	OCIO/DAS
Project Coordinator	Phone	Email	Employer
Larry Zink	402-471-3206	Larry.Zink@nebraska.gov	OCIO/DAS
Project Manager	Phone	Email	Employer
Dan Pfeffer	402-472-7066	dpfeffer2@unlnotes.unl.edu	UNL-CALMIT

Key Questions		Explanation (if Yes)
1. Has the project scope of work changed?	☐ Yes ☒ No	
2. Will upcoming target dates be missed?	☒ Yes ☐ No	Initial project timeline has been delayed by a little over a year due to the difficulty of hiring a Technical Project Manager. A Technical Project Manager was finally hired on 12-15-08
3. Does the project team have resource constraints?	☒ Yes ☐ No	At the time of the project 's initiation there was an acknowledged gap of approx. $85,000 in solidly committed funding out of an approximately $300,000 2-yr budget. $25,000 of that gap is expected to be covered by a potential second $25,000 grant for the State Records Board. Another $60,000 was proposed in the original project proposal to be contributed to the project from several other participating state agencies. Several agencies have indicated support for the project, but no specific $$ commitments have been made at this time. The project was delayed for a year from its initial estimated start date and there is now a risk of losing some of the NITC Government Technology Collaboration Funds allocated to the project due to a 2008 Legislative decision to re-allocate resources remaining in that Fund, as of July 2009, to the Nebraska Wireless Interoperable Network. Discussions are currently underway for how we best work with this constraint.

4. Are there problems or concerns that require stakeholder or top management attention?	☒ Yes ☐ No	At this point, the primary area of concern for stakeholders and top management's attention is the potential funding shortfalls outlined in the section above. We now finally have a Technical Project Manager hired and the project implementation is underway.

Project Tasks

Tasks – Year One – *Grant Proposal Tasks currently under review*	Task Not Started	Task in Progress	Task Completed
Indentify/hire a Project Manager and technical support staff			x
Identify other project staff and obtain commitments of time/resources via MOAs with collaborating agencies		x	
Conduct systematic review of existing state and federal prototypes (services, navigation, administration, institutional structure, funding)		x	
Conduct detailed user needs assessment		x	
Identify datasets currently available from local, state, regional and federal agencies and establish custodians for each		x	
Initial development of standards (e.g., data exchange, network, documentation)		x	
Initial assessment of security needs	x		
Identify requirements for hardware and software		x	
Acquire hardware and software needed for Phase 1		x	
Develop initial proposal for overall Project Architecture		x	
Initiate data sharing agreements process	x		
Initiate agreements with USGS (The National Map) and FGDC	x		
In consultation with Project Advisory Committee, identify one or two initial application demo foci for Phase I		x	
Identify minimum subset of datasets and services to be incorporated into initial phase	x		
Insure targeted datasets are documented with FGDC-compliant metadata	x		
Work with OCIO to establish network for data exchange	x		
Work with OCIO to build and populate repository storage as necessary for Phase 1 implementation	x		
Build and populate Phase 1 web site for data exchange with goal of ultimately incorporating the functionality and/or characteristics endorsed by the Project Advisory Committee and ultimately capable of incorporating secure data exchange	x		
Hold workshops for users – training and system assessment	x		
Initial specification of administrative model and staffing needs	x		
Conduct initial requirements analysis for operations and maintenance	x		
Prepare a report detailing lessons learned, standards adopted, and needs to be addressed during the next project phases	x		

Tasks – Year Two – *Grant Proposal Tasks currently under review*	Task Not Started	Task in Progress	Task Completed
Conduct performance analysis of Phase 1 accomplishments/prototype portal (user's assessment)	x		
Enhance automated data access with additional non-sensitive data (e.g., aerial and satellite imagery, dynamic data such as climate and drought	x		

data)

Refine requirements for operations and maintenance and acquisition of initial dedicated technical staff resources	x	
Refine, implement and document processes for moving data between participating agencies	x	
Refine and document standards development	x	
Refine, implement and document prototype security processes and protocols	x	
Refine and document administrative model and needs (long term funding plan)	x	
Refine, implement and document data-sharing agreement protocols	x	
Refine and document requirements for operations and maintenance	x	
Initiate sharing of web-mapping services and base geospatial information from the open public access/view component of the project with GOS and The National Map.	x	
Hold workshops for users – training and system assessment	x	
Prepare a report detailing needs to be addressed during the next project phases	x	

Project Metrics		
Measure	Numbers	Percent Complete
Tasks Complete	[1 of 34]	[3%]
Tasks in Progress	[9 of 34]	[26%]
Tasks not Started	[24 of 34]	[71%]
Time spent *assuming timeline started when Proj. Mgr. hired	[4 of 104 weeks]	[4%]
Time remaining	[100 of 104 weeks]	[96%]
[Project Specific Measure]		

Summary Project Status

Based on the color legend below, indicate green, yellow, or red for the reporting periods of each item. Any item classified as red or yellow requires an explanation in the comment boxes that follow this section. Additional priority items can be added to the list for status reporting.

Select one color in each of the Reporting Period columns to indicate your best assessment of:	Last Reporting Period [MM/DD/YYYY]			This Reporting Period [MM/DD/YYYY]		
1. Overall Project Status	☐ Red	☐ Yellow	☐ Green	☐ Red	☒ Yellow	☐ Green
2. Schedule	☐ Red	☐ Yellow	☐ Green	☐ Red	☒ Yellow	☐ Green
3. Budget (capital, overall project hours)	☐ Red	☐ Yellow	☐ Green	☒ Red	☐ Yellow	☐ Green
4. Scope	☐ Red	☐ Yellow	☐ Green	☐ Red	☐ Yellow	☒ Green
5. Quality	☐ Red	☐ Yellow	☐ Green	☐ Red	☒ Yellow	☐ Green
	☐ Red	☐ Yellow	☐ Green	☐ Red	☐ Yellow	☐ Green

Color Legend

	Red	**Project has significant risk to baseline cost, schedule, or project deliverables.** **Current status requires immediate escalation and management involvement.** "Probable that item will **NOT** meet dates with acceptable quality without changes to schedule, resources, and/or scope".
	Yellow	**Project has a current or potential risk to baseline cost, schedule, or project deliverables.** **Project Manager will manage risks based on risk mitigation planning.** "Good probability item will meet dates and acceptable quality. Schedule, resource, or scope changes may be needed".
	Green	**Project has no significant risk to baseline cost, schedule, or project deliverables.** "Strong probability project will meet dates and acceptable quality".

Product and/or Service Performance

Performance Standard	Meets	Exceeds	Below	Explanation
Build and populate Year/Phase 1 web site for data exchange incorporating the following functionality and/or characteristics				In the development phase
Share/distribute data Offering services/applications for those without technical knowledge instead of just raw data				In the development phase
Ability to download spatial, tabular, & metadata				In the development phase
Share existing partner agency map services and develop new services				In the development phase
Provide secure registration for map services				In the development phase
Development and provide a range of common web services				In the development phase

View & access data via: Map based				In the development phase
Text/menu based				In the development phase
Browse data by categories				In the development phase
All available data to be documented with metadata				In the development phase

Milestones Planned and Accomplished			
Milestone	Original Date	Revised Date	Actual Date
Hire Project Manger	12-2008		12-2009

Milestones Planned and Not Accomplished
For each item listed, provide a corresponding explanation of the effect of this missed item on other target dates and provide the plan to recover from this missed item.

Milestone	Original Date	Revised Date	Effect on Other Dates/Plan

Milestones Planned for Next Period		
Milestone	Original Date	Revised Date
Formalize Project Partners Committee	3/4/2009	
Review and revise project tasks, timelines and responsibilities based on input from new Project Manager and Project Partners Committee	3/4/2009	
Develop listing of required standards for project (e.g., data exchange, network, documentation)	4/1/2009	
Identify requirements for hardware and software	3/4/2009	
Develop initial proposal for overall Project Architecture	4/1/2009	
Initiate data sharing agreements process	3/4/2009	
Establish network for data exchange	3/4/2009	
Develop agreement with ESRI for on-site training and consulting	3/4/2009	
Develop a listing of planned web and map services for pilot project	3/4/2009	
Conduct on-site ESRI training and installation of portal software	5/6/2009	

Decision Points

For each item listed, provide a corresponding explanation of the effect of this item on other target dates, scope or cost and provide the responsible parties name. The responsible party will ensure the decision is made and carried out.

Decision Point	Decision Due Date	Deciders Name or Names	Decisions Effect on Project
Decision to contract for on-site ESRI training and consulting	3/4/2009	OCIO and UNL CALMIT	Would provide a upstart on project implementation and encourage partners participation by providing training
Adoption of Initial formal Project Partners Committee	3/4/2009	Nebr GIS Council	Provide formal partnership advisory committee to oversee and provide interagency direction to project implementation
Resolution/allocation of NITC Government Technology Collaborative Funds potentially threatened due to June 2009 reallocation	4/1/2009	OCIO and DAS Budget	Funding decision that will potentially have a significant impact on project implementation steps and sequence
Adoption of initial plan for overall Project Architecture	5/13/2009	Nebr GIS Council and OCIO	Provides broad background blueprint for project's future hardware, software, data, etc. decisions

Project Issues				
Description	Impact on Project - (H,M,L)	Date Resolution is Needed	Issue Resolution Assigned to	Date Resolved
How best to resolve the issue of the potential loss of some of the NITC grant funds originally allocated to this project due to the Legislature reallocated any remaining funds as of July 1, 2009 to the state radio project	H	3/4/2009	Steve Henderson	
Commitment by the State Records Board to fund a previously discussed second $25,000 grant for the project	H	4/2009	Steve Henderson and Larry Zink	

Footnote: **High, Medium, Low Impact.**

High- "project killer" major impact on project time, scope, cost. Issue must be resolved! - **Medium-** impact will moderately effect project time, scope, cost. - **Low-** Issue will not impact project delivery

Comparison of Budgeted to Actual Expenditures
Use a chart like the following to show actual expenditures compared to planned levels. Break the costs into other categories as appropriate.

Cost and Budget Figures for 2-year period, actual costs only reported when billed and paid by OCIO

Budget Item	Actual Costs to Date	Estimate to Complete	Total Estimated Costs	Total Planned Budget
Salaries and Benefits *(moved to contractual with UNL-CALMIT)				$207,360
Supplies *(moved to contractual with UNL-CALMIT)				$2,000
Computer Support and Services *(moved to UNL-CALMIT contractual)				$6,300
Travel *(moved to contractual with UNL-CALMIT)				$8,000
Communications *(moved to contractual with UNL-CALMIT)				$2,000
Indirect Costs (UNL) *(moved to contractual with UNL-CALMIT)				$22,566
Contract Services (UNL-CALMIT planning and recruiting costs)	$5,336		$5,336	
Contract Services (UNL-CALMIT Prj. Mgr. and Prpl Invest. & ben.)		$209,920	$209,920	
Contract Services (UNL-CALMIT Other related expenditures)		$50,950	$50,950	
Hardware & Software		$37,000	$37,000	$43,000
Training * (considering on-site training and consulting from ESRI, not an initial budgeted expense)		$26,000	$26,000	
OCIO SQL Server and Technical Support Costs		$12,000	$12,000	$12,000
Total Costs	$5,336	$335,870	** $341,206	$303,266

** The $37,940 difference between the original planned budget and the current total estimated costs is related to adding $26,000 for onsite training and consulting; $2,500 increase in salaries/benefits; $3,900 increase computer support costs; $1,100 indirect costs increase; $5,336 for increased recruitment costs and a $1,000 decrease in projected cost for supplies.

Risks Management				
Major Risk Events		High Medium Low	Risk Mitigation	Mitigation Responsible Party
see below				

The section below outlines the anticipated risk factors that were identified as part of the initial project planning. The following "Risk Factors Matrix" identifies risks considered in the following categories. Risk assessment for an IT project is about more than technology. Often the most risky items relate to change or leadership.

- Strategic
- Leadership
- Management
- Financial
- User Participation/Considerations
- Project Participants
- Technology

The risk factors were assessed and ranked according to whether the risk of failure associated with each particular factor is High, Medium, or Low. Mitigation strategies were determined for all risk factors determined to be High or Medium.

Risk Factors	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors - Strategic					
State Mission and Goals	Project does not support or relate to any state missions or goals.	Project will indirectly impact state goals or mission.	Project directly supports state goals or mission.	L	
Key Agency Mission and Goals	Project does not support or relate to any agency missions or goals.	Project will indirectly impact agency goals or mission.	Project directly supports agency goals or mission.	L	
Process Impact	Project will directly alter the business process.	Project will alter parts or have a slight effect on the business processes	Project will have little or no effect on the business process	M	Each agency will have the flexibility to determine the level of involvement relative to their business processes
Cultural Impact	Reluctance to change Multiple, varying expectations	Slow but steady acceptance	Readily accepted	L	

Risk Factors	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors - Leadership					
Budget Office Executive Management Support	No support for project or major unresolved issues.	Budget Office somewhat supportive of the project.	Strong support of the project in expressed by a commitment of resources.	M	Project Team will work to demonstrate and build support for project of 2-yr period
Performance Objectives	No established performance requirements or requirements that are ill-defined and not measurable.	Some performance questions or uncertainty of performance measures.	Verifiable performance, reasonable requirements, and measures clearly defined.	L	
Commitment to Project	Project has little or no support from state leadership	Some support for project expressed but it may be temporary	State leadership strongly committed to success of project.	L	

Risk Factor	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors - Management					
Detailed Project Plan	Project plan is non-existent.	Project plan is partially completed	Project plan is in place	M	Prelim.project plan will be updated as dedicated technical leadership resources become available
Project Schedule	Arbitrary and dictated	Planned using external factors	Planned based on scope and resources	M	Plan schedule subject to securing resources for tech. lead. Will be adjusted relative to success in that area
Experience with Similar Projects	No experience with projects of this type.	Moderate experience or experience with different type projects.	Very experienced with similar projects.	M	OCIO experience with interagency IT project implementation, UNL has GIS experience, Experience will be a key factor in hiring decisions for tech. lead
Project Estimation	No real basis for estimates. Little or no verification.	Estimates based on established techniques. Little or no verification.	Estimates based on established techniques and verifiable.	M	Estimates based on established techniques but will be reviewed when technical lead becomes available
Monitoring/ QA Process	No process established or process is ignored.	Process established, not well followed, or is ineffective.	Process well-established, procedures followed, and highly effective.	L	
Change Management Process	No defined process.	Defined, but loosely followed.	Defined and followed.	M	Will be defined when technical lead personnel available

Risk Factor	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors – Management (cont)					
Project Size and Scope	Rapidly changing size or scope, requirements not defined.	Requirements defined and agreed to but changes to scope expected.	Requirements well established and expected to remain stable.	M	Minimum project objectives will achieved, additional scope to be adjusted relative to resource availability
Deliverable Requirements Defined	No requirements defined for deliverables or unreasonable requirements.	Some deliverable requirements remain to be defined or are vague and immeasurable.	All deliverable requirements defined, reasonable, and measurable.	L	
Time Allocated for Development	Significant time constraints on project	Moderate time constraints on project	Adequate time is allocated to development.	L	

Risk Factor	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors - Financial					
Funding Sources and Constraints	Budget allocation in doubt or subject to change without notice.	Some questionable allocations or doubts about availability.	Funds allocated without constraints.	M	Grants funds still being sought, project will not proceed until secured
Cost Controls	Cost control system lacking or nonexistent.	Cost control system in place but weak in some areas.	Cost controls established, in place, and effective.	M	Preliminary budget items, personnel and hardware, may need to be adjusted relative to market
Economic Justification/Cost Effectiveness	Not justified or cost-effective.	Justification questionable or cost-effectiveness not completely established.	Completely justified and cost-effectiveness proven.	L	
Budget Size	Insufficient budget available to complete project as defined.	Questions remain concerning budget.	Sufficient funds available to complete project as currently defined.	M	Grants funds still being sought, project will not proceed until secured

Risk Factor	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors – User Participation/Considerations					
User Training Requirements	Training requirements have not been defined or have not been addressed.	User training needs have been considered but training or training plan is in development.	User training needs considered, training plan in place and in process.	L	
User Acceptance	State/court participants have not accepted any of the concepts or design details of the system.	State/court participants have accepted most of the concepts and details of the system and process is in place for user feedback.	State/court participants have accepted all concepts and details of the system and process in place for user feedback.	M	High degree of acceptance of key partners and plans in place for training and orientation
Involvement of Users	Minimal or no user involvement expected on development team.	Users on project team play minor roles or expected to have only moderate impact on system.	User staff highly involved with project team, provide significant input and have significant ownership of system.	L	

Risk Factors	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors – Project Participants					
Experience of Staff	Staff has little or no experience with projects of this type and lacks experience with hardware or software.	Project staff has some experience with projects of this type, but lacks experience with hardware or software.	Project staff is highly experienced with projects of this type, and has experience with hardware and/or software.	M	Key agency personnel very familiar with GIS, needed online GIS server skills will be contracted for with grant funds
Availability of and Experience with Productivity Tools	Productivity tools not being used or considered.	Productivity tools available but not being used to full potential, or in process of being implemented and training needed.	Productivity tools being used and staff are trained in use of tools.	M	Training will be needed for agency personnel on use of online GIS server software, technical lead being hired with this skill set
Commitment of Staff	Project staff has little or no commitment to the success of this project.	Project staff states commitments to project, but indications are that commitment is not genuine.	Project staff is highly committed to success of project.	L	
Expertise with Hardware	New hardware, little experience, different technology.	Technology similar to existing systems, and some in-house experience.	Mature technology, current in-house experience, and high experience ratio.	L	
Expertise with Software	New software and no experience with software or similar products.	Some experience with software or similar product.	High experience ratio with software or similar systems.	M	Technical lead being hired with grant funds to lead online GIS server implementation
Availability of Users	Users not available for requested functions, e.g., testing, meetings.	Limited availability of users	Full user involvement in requested functions.	L	
Project Manager	Little or no PM experience.	Managing multiple projects.	Experienced and dedicated to project.	M	Technical lead/Project Mgr being hired with grant funds to lead online GIS server implementation
Resource Allocation	No resources assigned. Not recognized as a priority project.	Resources assigned to multiple projects. Multiple priorities.	Dedicated resources	M	Dedicated resources be sought with grant requests and state agency contributions
Staff Turnover	Little or no notice. Little or no documentation.	Some notice. Some documentation.	No loss of staff.	M	Will be a consideration when tech. lead hired, major reason for seeking two-year funding

Risk Factors	High Risk	Medium Risk	Low Risk	Rating H,M,L	Risk Mitigation Strategies
Risk Factors - Technology					
Analysis of Alternatives	Analysis of alternatives not completed, not all alternatives considered, and/or assumptions faulty.	Analysis of alternatives completed, some assumptions questionable, and alternatives not fully considered.	Analysis of alternatives completed, alternatives and options considered, and assumptions verifiable.	L	
Complexity of Requirements	Project is very complex with multiple requirements from many different users; requirements are complex and hard to define.	Project is fairly complex with some requirements more easily defined; several user groups will be aiding in the design.	Requirements are few and easily defined.	M	Need for flexibility built into project design, project partners to be actively involved in implementation, project's 2-yr timeline includes consideration of these factors
System Integration/ Interfaces	Extensive integration of systems or exchange of information or interfaces is a major part of project.	Some integration or interfaces required and/or of some importance to project.	Little or no integration or interfaces required.	H	Need for flexibility and adjustments built into project design and 2-yr timeline, project partners to be actively involved in implementation, software designed to facilitate integration
Fit with Existing Environment	Introduces new technologies to the environment.	Limited use of new technologies.	Uses proven technology that integrates well.	M	ArcGIS Server technology new to OCIO environment, Tech. lead will assist with integration
Maturity of Solution	Leading edge (in operation less than one year) or aged technology (over 5 years old).	State-of-the-art (in operation from 1-3 years).	Mature technology established and proven (in operation 3-5 years).	M	New version of ArcGIS Server, but ESRI tech support will assist
Security	Security requirements not defined.	Some security requirements defined, but complex to implement.	All security requirements defined, and simple to implement.	M	Use of data requiring security will only be introduced into the system after it matures
Platform	Completely foreign platform	Some platform unique code	Familiar platform	M	Familiarity with SQL Server, but ArcGIS Server 9.2 will be new and skills of GIS tech lead will be needed
Accessibility	Previously undefined accessibility requirements.		Accessibility requirements known and within current guidelines.	M	These issues are not yet defined and will need further study

Other Comments:

Project Background. On 7-1-2007, the State Records Board approved a grant request from the OCIO for $25,000 for a Nebraska Geospatial Data Sharing and Web Services project. The original grant request also included a request for an additional grant for $25,000 for the same project. At the time of approval, Records Board indicated that it would revisit the request for an additional $25,000.00 in one year, provided the CIO demonstrates satisfactory development of the project and sustainability of the project. On 7-30-2008, State Records Board Chair John Gale authorized a six-months extension to the project due to the project delays related to the difficulty of hiring a project manager.

8/2008 extended to 2/2009
Second Extension

Nebraska State
Records Board
440 So. 8th, Suite 210
Lincoln, NE 68508

John Gale
Chairman
(402) 471-2745

APPLICATION FOR STATE RECORDS BOARD GRANT
TO IMPROVE ACCESS TO PUBLIC INFORMATION
(State Agency Grant Application)

State Agencies desiring grants from the Nebraska State Records Board for projects to improve access to state government information should complete this application and follow any procedures outlined in this application and any accompanying materials.

I. Grant Summary

1. Name of agency applying for grant: Office of the CIO. Dept. of Administrative Services

2. Title of project: Nebraska Geospatial Data Sharing and Web Services Network

3. Brief Description of Project

This proposal is for partial startup funding of a two-year project to establish a collaborative, intergovernmental Geospatial Data Sharing and Web Services portal for Nebraska. GIS/geospatial data is data that contains information about the physical location (street address, latitude/longitude, etc.) of data elements. This type of data is used for a wide variety of governmental applications, and can be mapped and/or integrated with other data based on common or proximate locations.

This geospatial data portal will help users to find existing data, and arrange for interactive data access and exchange between state, local, federal agencies, the private sector and the general public. The project will also utilize the latest online GIS (Geographic Information System) technologies to provide a foundation upon which public agencies can build their own agency-specific online public information mapping and geo-analytical applications using data drawn from multiple agencies. The project will not duplicate existing agency online efforts, but will instead provide interactive links to those existing services. Where agencies do not currently provide online data access or online mapping services, the project will provide those agencies with the opportunity to make their data available through the data-sharing network. *approved 8/1/2007*

3. Grant request amount: $25,000 for two years ($50,000 total)

4. Will there be a fee for accessing records associated with this project? No

5. If yes, provide any statutory reference or authorization for the fee _____

II. Grant Detail

1. Please describe the project in detail (you may attach this description)

This project will develop a Nebraska enterprise-level geospatial web portal, with Internet mapping and data services capabilities, to serve the users of Nebraska related GIS/geospatial data and enable those users to efficiently and reliably find, access, display, and build public information applications utilizing the geospatial data maintained by a wide variety of state, local and federal agencies. Among the characteristic to be built into the design of the portal are the following.

Distributed System. The project will create a distributed system which will allow public agencies the option of either copying data to and serving data from an enterprise-level data repository or allow agencies to arrange for online linkages, through the geospatial portal, to their existing online data and/or mapping services.

System Designed for Range of User Needs. The project will develop a system, which will over time seek to address a wide range of expected user needs including both secure and non-secure data access. A system designed to provide both user-friendly front-ends with limited geo-analytic tool availability for non-sophisticated GIS users and also provide agencies with access to and support for a wide-range of geo-analytic tools upon which the more GIS sophisticated agencies can develop customized applications.

Online or Desktop Use. The system will allow users to find, access, and download available geospatial data onto their desktop. The system will allow users to display and conduct geospatial analysis online using data from multiple sources and/or the system will allow users to perform geospatial analysis on their desktop while accessing desired datasets via the network.

Compatibility with Existing Infrastructure. The GIS component of the proposed system will be based on the ESRI product, ArcGIS Server 9.2 and the system's database management functionality around SQL Server software available thru the Office of the CIO. These two popular OTS software packages will insure a high degree of compatibility with existing infrastructure, database formats, and the knowledge base of agency technical staff. To further enhance compatibility, efforts will be made to also comply with Open GIS standards where practical.

Collaborative Development Model. Initial development will be a collaborative effort based primarily in the Office of the CIO and the University of Nebraska Center for Advanced Land Management and Information Technology (CALMIT), with active partnerships and collaboration from several state and local agencies. The Office of the CIO will provide the formal institutional home and oversight for the project and will enter into an interagency agreement with UNL-CALMIT to provide technical support services for the project. The Office of the CIO will bring to this project its supportive relationships with the Nebraska GIS Steering Committee and the NITC State Government Council, its project management capabilities, its SQL Server capabilities, its flexible organizational capabilities for IT project management, and its experience in implementing interagency IT project. UNL-CALMIT will bring to this project its in-house GIS expertise, its organizational flexibility in hiring needed GIS technical support and management, and its access to a professional and student community exposed to the latest innovations in GIS technology. It is proposed that an intergovernmental advisory committee will be convened by the Nebraska GIS Steering Committee to provide on-going technical and policy guidance for the development and maintenance of this enterprise-level service.

Data Sharing Arrangements. Facilitating data-sharing is at the heart of this proposal. To further facilitate data-sharing, participating agencies will be encouraged and assisted in the development of formal metadata. Metadata is data about data and serves to document, in a formal way, public datasets so that they can be reliably, and correctly, used by others who were not the original data producer. Efforts will also be made to arrange for written data-sharing agreements so that the conditions under which data can be shared and used will be outlined in advance.

Approved August 1, 2007

Due for Completion 08/2008

First request for extension requested in 07/2008 and granted to extend to 02/2009.

Reinvested Revenue Grant Status Report
as of 12/31/2008

Project Description	Date Awarded	Original Amount	Grant Amount Remaining	Date of Last Activity
One-Stop Business Registration	7/20/2006	$42,500	$0	Completed November, 2008
Google Search Engine II	8/1/2007	$25,000	$9,657	October, 2008
TOTALS		**$67,500**	**$9,657**	

NSRB - CASH FUND BALANCE
State Records Board - Revenues & Expenditures
FY 08-09

		Oct, 08	Nov, 08	Dec, 08			
Revenues:							
Sale of Service		$483,483.25	$507,735.53	$417,701.65			
General Business Fees		$127.23	$98.22	$62.52			
Driver Records		$1,570.00	$1,280.00	$3,145.00			
Investment Income		$3,288.27	$2,677.53	$2,820.21			
Total		**$488,468.75**	**$511,791.28**	**$423,729.38**			
Expenditures:							
State Agency Payment		$310,993.89	$330,458.22	$266,522.35			
NIC/Other Contractual Services		$162,743.82	$165,156.20	$137,609.88			
Personal Services		$1,080.15	$1,080.15	$1,080.13			
Misc. Expense		$8,416.73	$20,010.70	$4,010.81			
Total		**$483,234.59**	**$516,705.27**	**$409,223.17**			
Profit (Loss)		$5,234.16	($4,913.99)	$14,506.21			
Fund Balance:		**$831,313.68**	**$826,399.69**	**$840,905.90**			
Grant Encumbrances:				$108,022.90			
Reinvested Revenue:				$9,657.00			
Unencumbered Funds:				$723,226.00			

MEMO TO: Nebraska State Records Board

FROM: Randy Critzer

DATE: 20 January 2009

SUBJECT: Information Accessibility Project

The following is a brief status report concerning the Nebraska State
Records Boards grant awarded to the City of Bellevue.

Bellevue's Information Accessibility project is currently ongoing.
Seasonal help have completed approximately 60% of engineering drawings
and none of our plats & re-plats. I estimate several more months before
the work is completed.

I have begun indexing the completed files for ease of use. For this
task we have purchased the Extensis indexing software package that
provides a searchable library usable either online or CD that other
City offices can use at their desks via a free viewer. In addition, I
have made arrangements with Sarpy County to host our drawings and plats
on their server. Their website currently contains County drawings and
plans so would incur no added expense by adding our data. This will
also meet the metadata standards as required by the Board.

I have also been adding data from the scanned files to the Bellevue's
GIS as it is completed. This not only provides a complete database of
City infrastructure but also satisfies an EPA mandate concerning storm
water related issues.

Though we haven't completed the project it has already proven a huge
asset. Searching through the massive amounts of data that has already
been indexed is much quicker and we are able to respond to County,
State and public requests for information in a timelier manner.

In closing I would like to thank you for your support. This project has
been needed for many years and thanks to you we were finally on the way
to accomplishing it.

Respectfully,

Randolph F Critzer
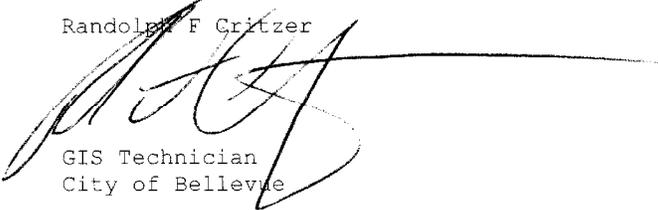
GIS Technician
City of Bellevue

NEBRASKA . GOV

2008 STATE OF THE PORTAL

Presented by

Brent Hoffman
General Manager

GENDA

- Portal Facts
- Current Staff
- Current Services Provided
- The Daily Business
- Customer Service
- Items for Future Review

ORTAL FACTS

( ) Indicates 2007

tal number of active applications:	184	(168)
New in 2008:	16	(14)
Number of fee-generating applications:	61	(55)
Number of free applications:	123	(113)
tal number of Web sites hosted:	172	(167)
New in 2008:	5	(9)
tal number of active subscriber accounts:	3,585	(2,919)
New in 2008:	666	(473)
tal number of active subscriber log-ins:	17,309	(9,043)
New in 2008:	8,266	(961)

EBRASKA.GOV STAFF

urrent staff: **14 (13)**

Marketing & Operations:
  + 1 General Manager
  + 1 Director of Marketing & Portal Operations
  + 1 Business Development Analyst
  + 2 Project Managers
  + 1 Customer Support
  + 1 Office Administrator
Creative Services:
  + 2 Creative Services
Development:
  + 1 Director of Development
  + 1 Senior Software Developer
  + 3 Software Developers

URRENT SERVICES OFFERED BY NEBRASKA.GOV

Project management

+ establish & maintain partner relationships
+ management of projects
+ artifact gathering
+ maintain communication
+ establish meeting schedules for projects
+ create partner contracts, participate in audits
+ State committee participation
+ application testing

Business development

+ create marketing materials & news releases
+ media & PIO relations
+ attend conferences, meetings, & summits promoting services
+ track adoption
+ prepare award submittals
+ conduct focus groups
+ editing of portal and portal services content
+ create & monitor surveys
+ State committee participation

URRENT SERVICES OFFERED BY NEBRASKA.GOV

Development & System administration

+ design and develop Web-based applications
+ provide ongoing technical support & maintenance to Nebraska.gov-created applications
+ change management
+ host Web sites
+ ensure security policies are adhered to
+ create, maintain, & test disaster recovery processes
+ process billing
+ participate in financial and security audits
+ State committee participation
+ application testing

URRENT SERVICES OFFERED BY NEBRASKA.GOV

Creative services

+ design Web sites
+ create site and application architecture
+ ensure usability and accessibility standards implemented
+ design prototype and demo of applications
+ conduct user testing & focus groups
+ maintenance of service demos, portal, and portal enhancements
+ Web site maintenance training
+ site advising
+ State committee participation
+ application testing

URRENT SERVICES OFFERED BY NEBRASKA.GOV

Account management
+ create accounts
+ provide account management
+ provide customer support
+ process billing, chargebacks and refunds
+ participate in audits
+ manage contracts

Customer Service
+ respond to phone, e-mail, & LiveChat requests
+ establish & manage e-mail distribution lists
+ provide technical & user support for Nebraska.gov-developed applications
+ account & billing support
+ application testing

RESOURCE ALLOCATION

AUDITS

ch year the Nebraska.gov portal participates in audits that ensure the various requirements of the portal are being met. Such audits include:

+ NSRB contractual audit
+ NIC Contract audit
+ CyberTrust quarterly audit
+ NIC security quarterly audit
+ Price Waterhouse Cooper Sarbanes Oxley audit
+ Monthly PCI/DSS security scans
+ Quarterly PCI/DSS security scans

MAINTENANCE

Each area of the staff, i.e., customer support, project management, creative services, and development play a role in maintenance. Tasks associated with maintenance include:

+ Issues
+ Project Change Requests
    × Application changes
    × Database changes
    × System changes
    × Network changes
    × Security changes
+ Rewrites
+ Software upgrades and updates
+ Hardware upgrades and updates
+ Database updates
+ Security scans and patches
+ Help Center training

ISSUES

Issues are entered into our incident tracking tool.

These require attention by a developer or creative designer.

These are a 'fix' to a problem, not a major change or enhancement.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2006	64	146	144	145	129	82	68	60	29	37	49	23
2007	36	45	46	36	46	35	33	32	37	49	48	22
2008	47	36	22	10	19	21	21	18	92*	130*	75*	25*

*The increase in September is due to our additional customer service representative, and researching our approach to logging.

CHANGES

Changes occur when the production environment must be changed. This includes but is not limited to; applications, databases, network and security

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Totals
2006	37	87	143	109	94	64	58	65	37	37	22	26	779
2007	35	31	23	25	24	13	18	20	16	26	16	8	255
2008	14	20	28	29	19	27	15	8	33	17	7	12	229

MAINTENANCE ACTIVITY

The following compilation of maintenance does not include customer support, security scans, and meetings that are required as part of the maintenance with each project.

Type of Maintenance	2008	2007
Issue Tracking	516 bh2	465
Application Changes	212	232
System Changes	11	10
Network changes	1	9
Security Changes	0	3
Database Changes	5	8
Total	745	727

bh2   his number was diffrent than your original?
brent hoffman, 1/26/2009

PARTNERS & SERVICES

Partners with the greatest number of services and
correlating non-DMV revenue

* After State Revenues and NSRB share

Partner	Total Services	Fee	Free	Gross Revenue
(NREC) Real Estate Commission	30	16	14	$1599
(SOS) Secretary of State	27	22	5	$266,867
(DMV) Department of Motor Vehicles	16	11	5	$51,150
(NDOR) Department of Revenue	14	9	5	$46,645

MAINTENANCE STATISTICS

artners having the greatest number of reported issues

	2008
(SOS) Secretary of State	68
(DMV) Motor Vehicles	45
Courts	44
(NADC) Nebraska Accountability and Disclosure Commission	25
(SED) Electrical Division	23

plications having the greatest number of reported issues

	2008
(SOS) Rules and Regulations	40
(DMV) CDL third party testing	21
(Courts) Justice	18
(SFMO) Firework	16
(DNR) Water Well	

PROJECT RESOURCE ALLOCATION

	Hours	Cost Avoidance
(DMV) Department of Motor Vehicles	1792	$134,400
(SOS) Secretary of State	1035	$77,625
Courts	838	$62,850
(NBPA) Board of Public Accountancy	453	$33,975
(NADC) Accountancy and Disclosure Commission	421	$31,575
Total cost avoided for 2008		$340,425

Partners receiving the greatest resources for new projects & current application enhancements

	Hours	Cost Avoidance
(DMV) Motor Vehicle Renewals	1077	$80,775
(AOC) Court document eFiling	721	$54,075
(SOS) LLC/LLP Reporting	710	$53,250
(SOS) EFS Continuations and Terminations	248	$18,375
(DMV) IFTA Motor Carrier Payment System	211	$15,825

New projects receiving the greatest resources

*Hourly rate is based on $75.00

SERVICES

Top Five Non-DMV Revenue-Generating Services

* After State revenues and NSRB share

Application	Gross Revenue
Court Records Searches (Court Record Searches)	$483,926 2007 $462,069
UCC Search-inter (UCC Search-inter)	$74,822 2007 $118,595
Vehicle Titles, Liens and Registrations (Vehicle Titles, Liens and Registrations)	$59,341 2007 $67,022
HHSS - Health Practitioner Lists (UCC fillings-inter)	$40,325 2007 $56,944
DMV Reinstatements (UCC search-batch)	$39,625 2007 $42,289

1/28/2009

2008 CUSTOMER SERVICE

2008 POST PROJECT SURVEY RESULTS

Nebraska.gov implemented a Post Project Survey beginning in September 0f 2007. In 2008 there were 17 submissions of this survey. (up 7 users from 2007)

Project Role

Agency   Agency   Tester   Other: IT
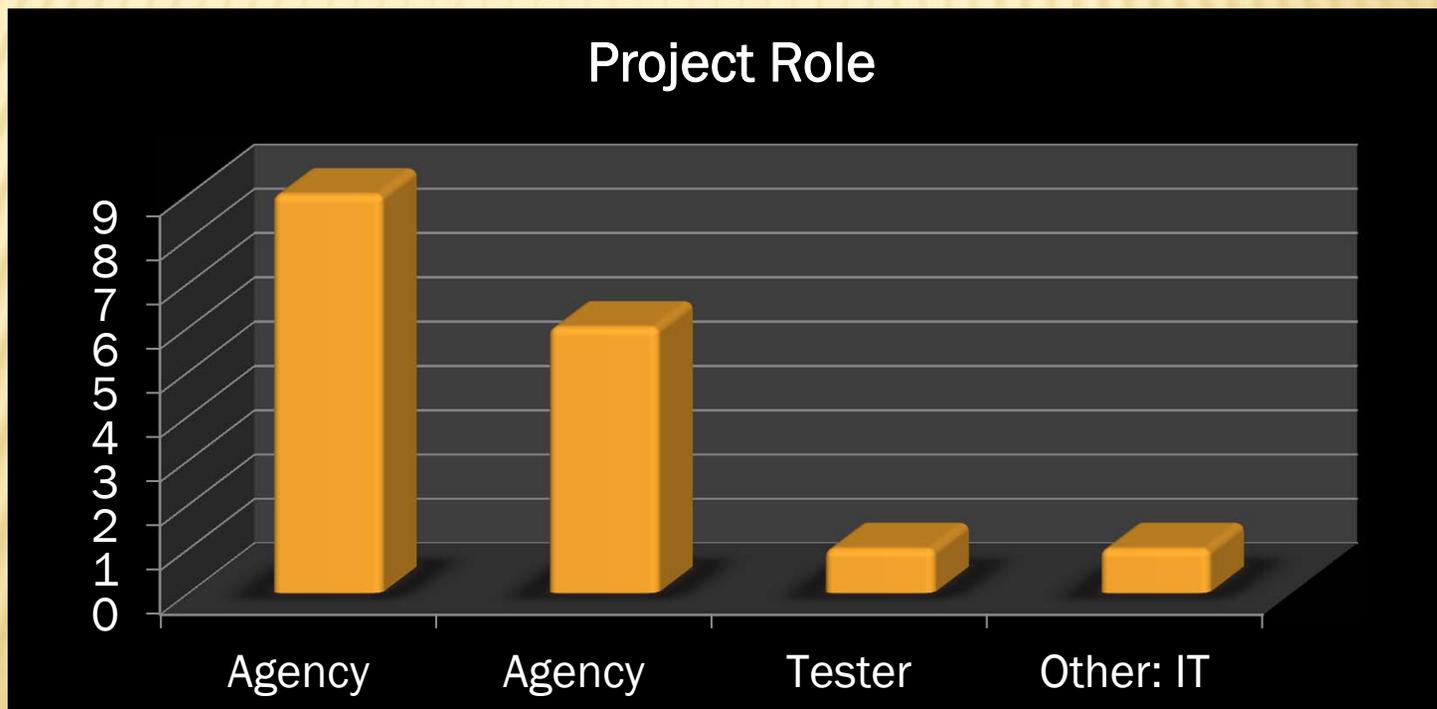
(y-axis: 0 1 2 3 4 5 6 7 8 9)

2008 POST PROJECT SURVEY RESULTS
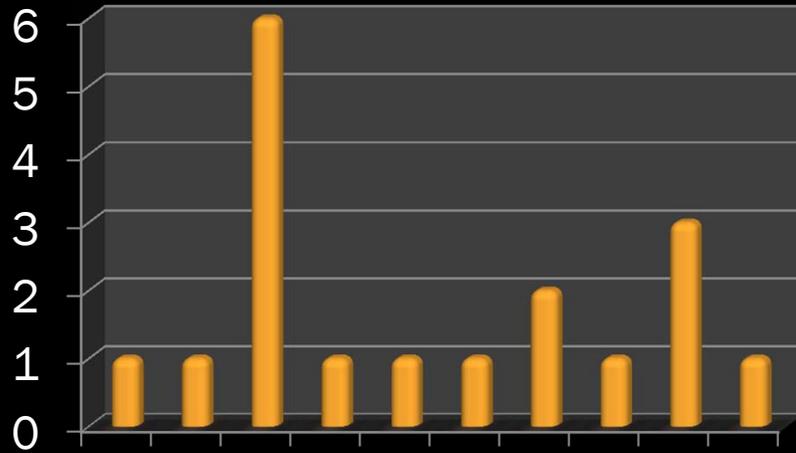
2008 POST PROJECT SURVEY RESULTS

eated respectfully

Nebraska.gov staff

Treated Respectfully?

20	
15	
10	
5	
0	
Excellent	Good

Understood Project Process?

15
10
5
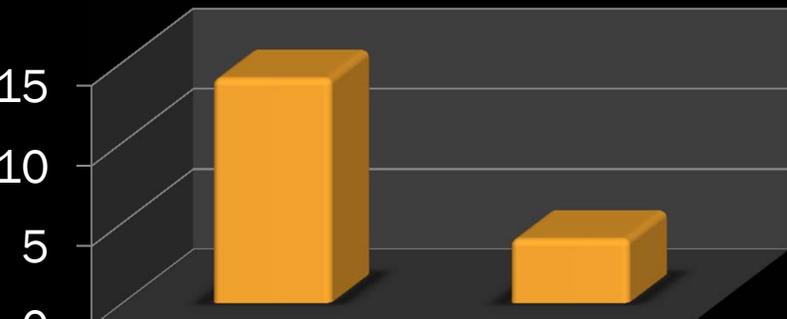
Understood project process

2008 POST PROJECT SURVEY RESULTS

As involved in the process as wanted to be

Involved in the process as you wanted to be?
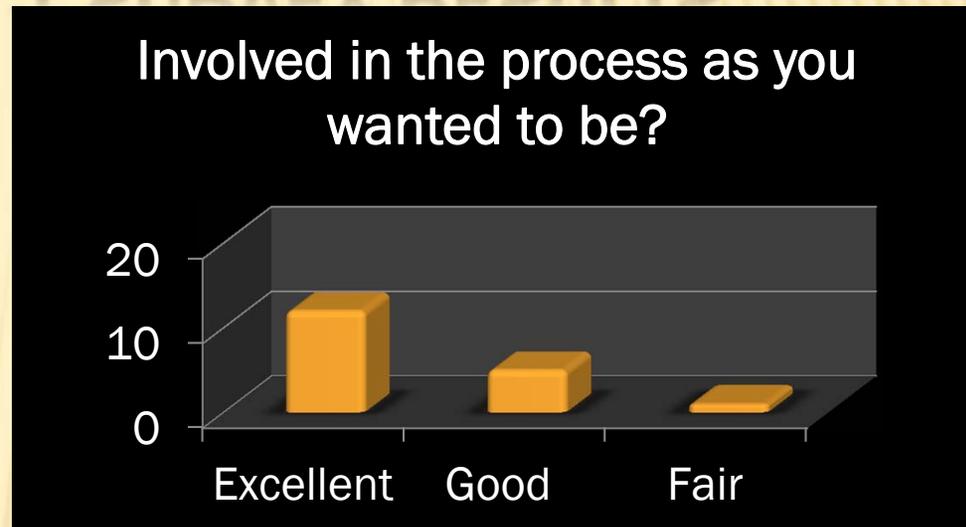
How did you learn about Nebraska.gov?
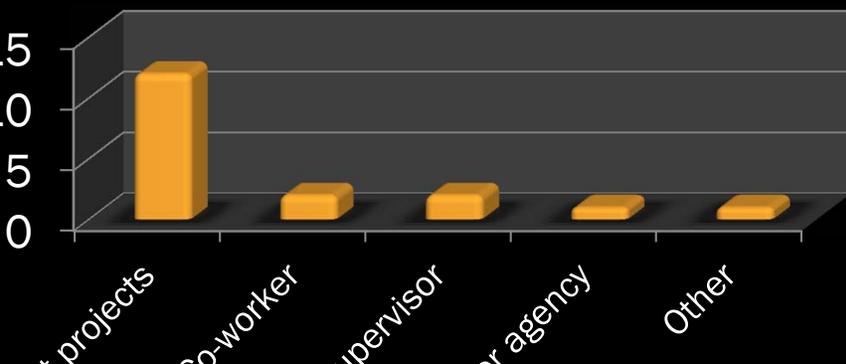
How did you learn about Nebraska.gov?

2008 POST PROJECT SURVEY RESULTS

Quality of customer service received

Quality of customer service?

15

10

5

0

Excellent   Good

Commitment to project timelines?

15

10

5
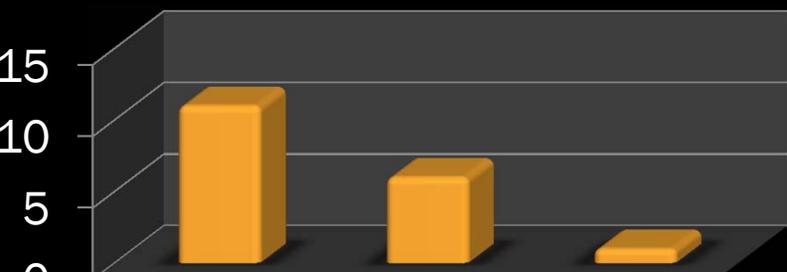
Nebraska.gov met commitments to project timelines

2008 POST PROJECT SURVEY RESULTS

Quality of the product

Quality of product?

Excellent   Good

Timeliness of Nebraska.gov staff response to requests/messages?

20

Timely responses of Nebraska.gov staff to requests/messages

2008 POST PROJECT SURVEY RESULTS

What were your impressions of Nebraksa.gov before working with us?

Impression of Nebraska.gov before working with us?
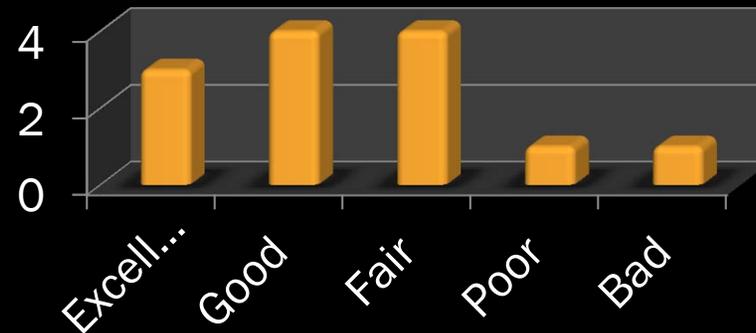
Impression of Nebraska.gov after working with us?

What were your impressions of Nebraska.gov after working with us?
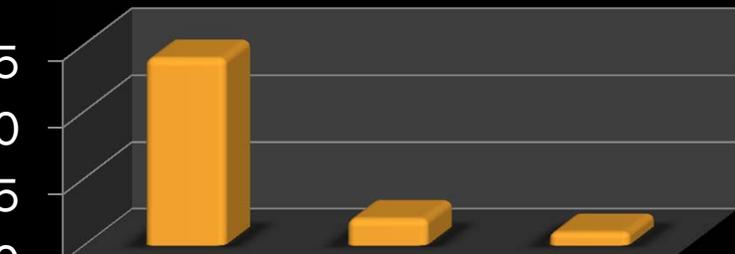
2008 POST PROJECT SURVEY RESULTS

How did you learn about Nebraska.gov?
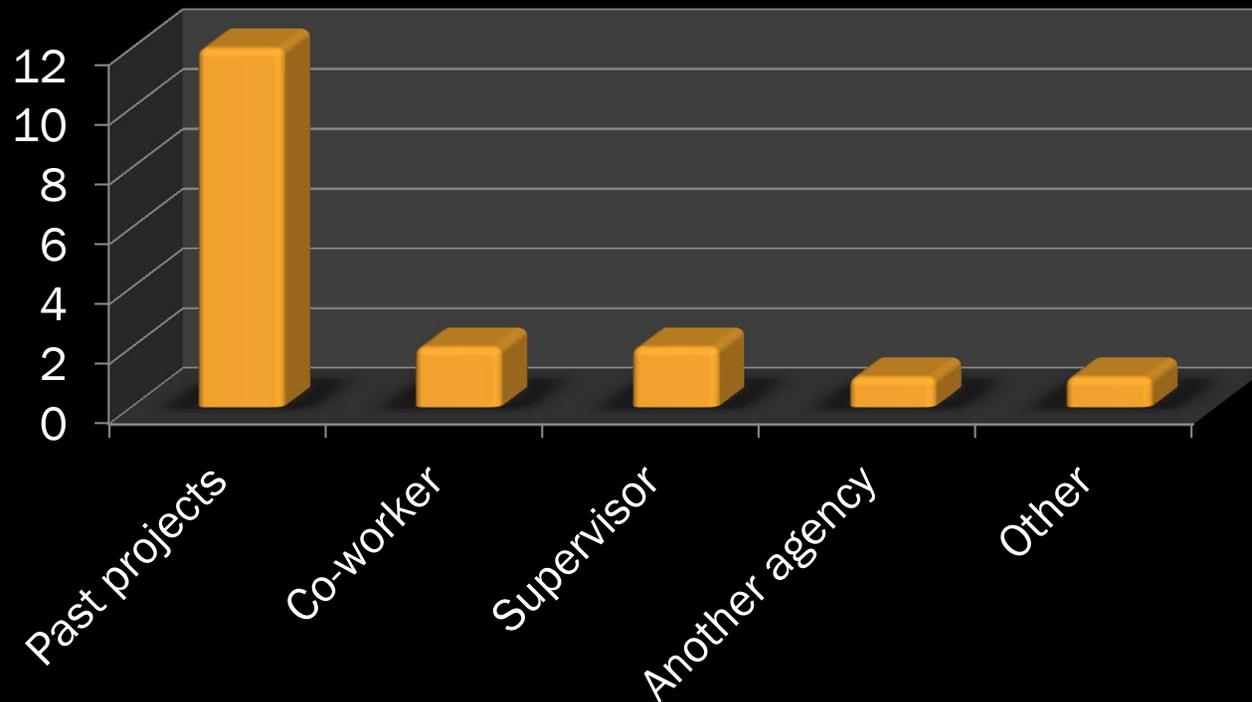
008 POST PROJECT SURVEY COMMENTS

Why would you work with Nebraska.gov again?

"Jennifer and Dave were wonderful to work with on this project. Even though our timelines were very tight and we were all doing some new things in this project. It all came together at the end. Great effort on Nebraska.gov's part. Thank you…"

"Service was prompt and thorough."

"We feel we have a great working relationship and a great bunch of people to work with. Even when you are busy you take the time to find out our needs and take care of them promptly."

"Highly professional approach and product development."

"Very Professional, great ideas, an excellent communication with us."

"Jennifer and crew were very responsive to questions and the needs of the courts and the Administrator's Office regarding the e-filing project. We were able to get it up and running within two weeks of the anticipated start date. It went very well."

008 POST PROJECT SURVEY COMMENTS

dditional Comments

"Develop more concept models for clients to choose from during the layout phase of a project."

"I can not think of any areas to improve, keep up the good work."

"You can't do it much better!!"

EMS TO DISCUSS AT FUTURE BOARD MEETINGS

How we can leverage our Board to work with new partners and/or new opportunities with existing partners.

Evaluate revenue projects which continue to support the need for portal expansion as well as maintenance.

Additional ways to streamline our internal business processes to continue to find efficiencies.

Re-evaluate the current services the portal provides to see if some are out-dated or unused.

AKE AWAYS

Nebraska.gov has a great deal of opportunity to grow services available on the portal.

Our partners continue to have growing and complex needs.

Nebraska.gov staff is committed to providing excellent service and meeting the needs of our partners in the most efficient manner possible.

General Manager's Report

October 2008 – December 2008

NEBRASKA.GOV

Brent Hoffman, General Manager
nebraska.gov
301 S 13th Street, Suite 301
Phone: 402-471-6582
FAX: 402-471-7817
Email: bhoffman@nicusa.com

Executive Summary

When you get to the end of a business year, it is tempting to just look at the numbers in order to gauge your success. And Nebraska.gov December 2008 financials did indeed reflect the portal's accomplishments. YTD state gross revenues were $5,840,392.00 up 9.58% from YTD 2007. Agency YTD revenues were $2,919,107.00 up 3% from 2007. NSRB end of year share was $156,633 with growth of 6% from 2007. (2007 was $146,962) However the numbers are just a sum of a year's worth of individual achievements. On behalf of everyone at the portal, I would like to thank the Board for being instrumental in all that Nebraska.gov has achieved during 2008. Here is your fourth quarter summary.

Closing out a business year is always a hectic time, and things get even more exciting when you are launching one of the most highly anticipated services ever for the citizens of Nebraska. In December Governor Heineman announced the availability of online Motor Vehicle Renewals and the response was instantaneous. Within just the last two weeks of the year hundreds of people had taken advantage of the opportunity to renew online. Much credit goes to the Board, for helping to make this important milestone for the DMV become a reality.

Here's what we look forward to in 2009. Limited Liability Companies and Limited Liability Partnerships will be the first entities to be able to file reports online with the Secretary of State Corporations Division. The ground broken with this new service is already set to lead to many more for the State Corporations Office. Then; for the Department of Motor Vehicles, we are prototyping and designing online Driver's License Renewals, and International Registration Plan online payments in order to make them available during the first half of the new year.

You will notice in the technical updates, that Nebraska.gov is working with NIC for a major hardware and software migration at its data center during the next year. The portal is proud that it continues to be on the leading edge of technological security and reliability.

I would like to take this opportunity to highlight the staff I have working for me, and the relationships they have built with our partners. It is no secret that I could not report on such a great year without such a hard working and dedicated staff.   They were told that they would have a difficult working year and they exceeded my expectations on every level. It was through them implementing the vision of "W.A.N.T." Willing, Accountable, Necessary and Trust into our partners that we have made such great strides. I have no doubt they will continue this level of enthusiasm in 2009.

General Manager,

Brent Hoffman

Financial Reports

December 2008 Financial Report

	Month Ended 12/31/2008	Month Ended 12/31/2007	Year to Date 12/31/2008	Year to Date 12/31/2007
State of Nebraska Gross Revenue	$541,181.00	$469,274.00	$5,840,392.00	$5,280,920.00
10% NSRB Partner Share	$12,846.00*	$13,215.00	$147,825.00*	$146,962.00
Agency Share	$253,712.00	$239,731.00	$2,919,107.00	$2,825,949.00
COR Other (Communication Costs)	$699.00	$0.00	$10,298.00	$10,513.00
Total Cost of Revenue	$310,602.00	$279,976.00	$3,559,121.00	$3,138,828.00
Nebraska Interactive Gross Revenue	$230,579.00	$189,298.00	$2,281,271.00	$2,142,092.00
Nebraska Interactive Operating Expenses	$158,000.00	$143,680.00	$1,897,668.00	$1,655,775.00
Nebraska Interactive Operating Income	$72,579.00	$45,618.00	$383,603.00	$486,317.00
Nebraska Interactive Other Income (Expense)	$942.00	$2,699.00	$16,165.00	$38,455.00
Nebraska Interactive Net Pre-Tax Income	$73,521.00	$48,317.00	$399,768.00	$524,772.00
Nebraska Interactive Provision for Income Tax	$29,554.00	$19,366.00	$160,313.00	$210,326.00
Nebraska Interactive Net After-Tax Income	$43,967.00	$28,951.00	$239,455.00	$314,446.00

* In the month ended December and Year to Date, $1,317.68 and $8,808.52 of NSRB revenue are not included in the totals because those amounts are directly deposited to the NSRB account, and are not invoiced. Services in which apply to these totals are (DMV Reinstatements, Specialty Plates, IFTA and Motor Vehicle Renewals)

December 2008 YTD Revenue Contribution Report

Revenue Contribution		12/31/2007	12/31/2008
Dept. of Motor Vehicles (Batch Drivers Records)		24.14%	15.49%
Interactive & Other Services		37.48%	30.99%
Secretary of State Services (Interactive/Batch)		20.19%	20.16%
Other (Subscriptions, Special Projects, etc.)		18.19%	33.36%

Agreement Requests

Nebraska Secretary of State Addendum Twelve

Project: Effective Financing Statements Original Filings

Nebraska.gov respectfully submits this addendum to the original interagency agreement between the Office of the Secretary of State and the Nebraska State Records Board. This addendum outlines fees to be charged for online filings of original Effective Financing Statements.

Nebraska Supreme Court Addendum Eight

Project: Unlimited Monthly Access to JUSTICE searches

*Signed by John Gale

Nebraska.gov respectfully submits this signed addendum to the original interagency agreement between the Nebraska Supreme Court and the Nebraska State Records Board. This addendum overrides and replaces the original Addendum Six which outlined fees to be charged for Interactive single record access and unlimited monthly access.

Network Report

NETWORK

Downtime Report for Nebraska.gov servers:

October:

Uptime: 99.993%
Avg. response time: 0.46 s

November:

Uptime: 99.802%
Avg. response time: 0.334 s

December:

Uptime: 100%
Avg. response time: 0.412 s

NEBRASKA . GOV

Database Downtime Report

Incident –November 9, 2008 we had a scheduled maintenance window to upgrade a NFS server. Because of complications, the scheduled maintenance took a few hours longer than anticipated

Impact – From 2:30 to approx 4:00pm our services and applications were down.

Resolution – The NFS server change was rolled back and the update was rescheduled for another time.

Hot Topics

New Applications

Department of Motor Vehicles – Online Motor Vehicle License Renewal

Launch date: 12/15/2008

This is the newest application in the DMV suite of online services. Citizens and businesses with vehicles licensed in the State of Nebraska can now renew their registrations online. This includes licensing on motorcycles, trailers, boats, fleet vehicles, and your car truck or SUV.   The launch of this application coincides with the roll out of a new branding for the agency's online services, "Click" DMV.

The web address for this application is:
https://www.clickdmv.ne.gov/regrenew/

Updated Applications

Office of the CIO – Business One Stop Account Registration

In 2007 a group of individuals representing many different state agencies worked together to create a centralized repository of information for those interested in forming a Nebraska Business. Now one year later, Phase II of the project has been completed, and the Business One Stop is a step closer to the State's ultimate goal of having it become a central filing center as well.

In coordination with the Office of the CIO, and the Secretary of State's Business Division, who will have the first online applications to operate off of the Business One Stop profiles, users now have the option to create a basic account. They can use this account to save their business start up checklist, and to file online. Nebraska.gov will continue to work on expanding Business One Stop with any agency that is interested in integrating online business forms*.*

Launched Web sites / Re-designs

Department of Motor Vehicles– new website was launched on 12/15/2008
https://www.clickdmv.ne.gov/

BillTracker– new website was launched on 12/15/2008

http://www.nebraska.gov/billtracker/

Operational Issues and Highlights

- Natalie Bacon has taken on the position of Business Development Manager with the departure of Abby Anderson.

- Jessica Zywiec, former full-time customer service representative for the portal is now the newest Project Manager. Jessica was in the customer support position for 5 months before her promotion to Project Management. Jessica is from Fullerton, NE and has a degree in Human Resource and Sociology from Hastings College.

- Kara Lang has joined Nebraska.gov to fill the customer support position.

- TPE 2.0, an upgraded version of the Nebraska.gov payment engine was integrated starting with the Motor Vehicle Renewal application. New features include higher security and SAS 70 compliance. Additionally this new tool includes auto disbursement capability, and will have a future ability to deliver reporting via email for partners.

Technical Update

- Ongoing: Upgrading the entire current production environment that Nebraska Interactive runs state applications on. This will include three new virtual web servers, java servers, app servers, and ZOPE servers. The new servers will run on Linux, a change from the current Sun Solaris system. A new database server for mySQL and Oracle which will be upgraded to the latest versions. Estimated completion will be mid-2009.
- Launch of upgraded payment processor.

For further details or additional information, please contact:

Bruce Rice, Director of Development
Nebraska.gov
402.471.7813
bruce@nicusa.com

Marketing Highlights

In the Press

Governor's Press Conference- Motor Vehicle Registration Renewals/Click DMV

On December 22, 2008, a press conference was held with Governor Heinemann, Beverly Neth, the Director of the Department of Motor Vehicles, and John Ewing, the Douglas County Treasurer. The press conference was held to announce the new online service created to allow people to renew their motor vehicle registrations online.

The press conference was well attended, with media coverage including television and print. Many outlets posted information on their websites shortly after the press conference.

The Lincoln Journal Star had a front page article, above the fold, featuring the new application. The Omaha World Herald also had a feature for the new service.

KETV, KMTV, KOLN, WOWT were among the television media that featured the online renewal program.

Various media outlets across the state have reported on the new system.

Marketing through the Portal

2009 Partner Event

Plans are underway for the 2009 Partner Event. This event is meant to raise awareness of Nebraska.gov and provide information for the new opportunities that are available.

2009 Nebraska Spirit Art Contest

The planning has started for the 2009 Nebraska Spirit Art Contest. Dates are being arranged and will be announced in January 2009.

Driving Adoption

Real Estate License Renewals

In October 2007, there were only 45 renewals completed online. In October 2008, the online renewal service was featured on the homepage of Nebraska.gov as a featured service. The service increased to a total of 74 online renewals for 2008.

Nebraska.gov will continue to highlight services on the homepage during certain months to help increase adoption for our state agencies and for the State of Nebraska.

E-Filing
Co-presented with representatives from the Administrative Office of the Courts at the Nebraska Bar Association meeting at the Omaha Qwest Center on October 22nd. Attendees were given demonstrations and materials on JUSTICE searches as well as Court Document eFiling.

Marketing Plans

NACO
The Nebraska Association of County Officials held a meeting at the Cornhusker hotel. This is an opportunity to meet and acquaint people with Nebraska.gov and the services we provide.

Click DMV
The Department of Motor Vehicles has branded a new website called Click DMV. This site features all of the online services offered by the DMV. As new online services are made available, the site will expand to include those services.

Press Packets
Nebraska.gov prepared press packets for the media that attended the press conference for the new Motor Vehicle Registration Renewal program. All 93 Nebraska County Treasurers were mailed a press packet that included printed and electronic marketing materials. Each press packet contained the official press release issued by the Governor's office, frequently asked questions, statistics showing how many vehicles are eligible for online renewal, and media contact information.

Event Sponsorships and Participation

NACO Conference
Co-Presented with DMV
The Department of Motor Vehicles and Nebraska.gov presented the new online motor vehicle registration renewal program to the County Treasurers attending the NACO conference. A demonstration of the application was given, along with the necessary reports needed to complete daily business.

Instructional packets were created and distributed at the conference. This gave everyone a step by step guide through the process for the customer and the staff in the counties.

Nebraska.gov Booth
Nebraska.gov had a booth at the conference. Marketing materials were created specifically for the event, showcasing the services that are available. The project management staff was on hand to introduce people to Nebraska.gov, answer any questions and promote our programs.

Building Relationships/Networking

Web Masters Meeting
We were invited to present at the Web Master's meeting. We re-introduced Nebraska.gov, and what the Network Manager does for the State of Nebraska, and we discussed the up-coming partner event with the members and asked for their feedback and ideas.

Lincoln Chamber of Commerce
In December, we attended the Community Consensus Meeting presented by the Lincoln Chamber of Commerce. It was an opportunity to meet with other community leaders to brainstorm to identify priorities for the next Legislative session.

Every month, the Chamber hosts a Business After Hours event. This gives us the chance to meet and visit with people in the community.

On December 5, 2008, the Chamber hosted a luncheon with Senator Ben Nelson. This luncheon provided the opportunity to meet with other community leaders. We were given an update on the events and items he faces in the coming year.

Nebraska.gov Monthly Newsletters
Every month, Nebraska.gov issues a newsletter featuring such items as recently launched applications, adoption rates for existing programs, and future projects.

For further details or additional information, please contact:

Carmen Easley, Director of Marketing
Nebraska.gov
402.471.2154
carmen@nicusa.com

Future Projects

Department of Motor Vehicles – Driver's License Renewals

- *Anticipated launch date: June 2009*

Supreme Court, Office of Dispute Resolution – Parenting Act Mediator Approval form

- *Anticipated launch date: December 2009*

Business One Stop Phase II

  -Anticipated launch date: January 2009

Secretary of State– LLC Biennial/LLP Annual Reporting

  -Anticipated launch date: January 2009

2009 BUSINESS PLAN
Submitted to the Nebraska State Records Board

Presented by:

Brent Hoffman,
General Manager

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Suite 301
Lincoln, NE 68508

Telephone: (402) 471-6582
Fax: (402) 471-7817
E-mail: bhoffman@nicusa.com

Executive Summary

The governing board of the Nebraska.gov portal is the Nebraska State Records Board (NSRB). Nebraska Interactive, LLC (NI) operates the portal with a focus on improving its consumer usability, and providing the state with solid technical infrastructure and application development services in order to continually expand its eGovernment offerings. The board and NI work in close partnership to build portal services and develop strategies for future success.

Nebraska Interactive is committed to supporting our partners, and delivering a reasonable and consistent growth. We do this by maintaining sufficient staffing levels, working closely with agencies and elected officials on marketing efforts, and continually raising the bar on security and data management reliability.

My desire to deliver services in an environment of trust is the foundation of my commitment to the long term success of the Nebraska Portal. We depend on the confidence of our partners every day in order to continue to build our reputation as the premier provider of business processing for the state. We create this trust through building proven applications and delivering results with accuracy. Our responsiveness and commitment to aggressively expanding the network in collaboration with key state partners will also play a large role in 2009.

For our single application non-DMV growth initiatives, the portal is targeting large consumer groups who interact with government on a regular basis. We are a largely rural state, with the centers of government mainly located in the far eastern portion. Web-based services are in high demand in order to bridge the gap between the east, central and panhandle portions of Nebraska. In addition, the portal will be looking at delivering services to the user instead of being a place for the user to go for services. Finding ways to utilize Web 2.0 theories and philosophies to reach users on technologies of choice such as face book could also be a key to expanding growth.

It is essential NI continues to solidify relationships with our state partners and grow revenue for state agencies in 2009 and beyond. Continuing our vision of creating "WANT" in everything we do.

2007-2008 Portal Metric in Review			
Metric	**2008**	**2007**	**% Change**
Hits/Site Accesses	66,372,513	48,565,235	26.83%
Unique hosts served	4,845,484	4,160,873	14.13%
# of subscribers	3,585	3,441	4.02%
# of content pages supported through the portal	55,511	64,939	-16.98%
# of transactions (including DMV batch and free)	9,882,735	8,498,809	14.00%
# revenue-generating applications	61	55	9.84%
# non-revenue-generating applications	123	113	8.13%
# new services launched	16	24	-50.00%
Total # applications supported by the portal	184	168	8.70%
# of state applications	184	168	8.70%

The *Nebraska.gov* **Vision**

Nebraska.gov continuing to create **"W.A.N.T."** to improve and increase services, efficiencies and revenues

Nebraska.gov's 2008 Vision was to create "W.A.N.T." By being **W**illing, **A**ccountable, **N**ecessary and **T**rustworthy to our partners and the citizens and businesses of Nebraska. Because we truly saw big strides in our team efforts and operations with this vision, in 2009 we will continue our "W.A.N.T" crusade.

In planning for our 2009 business year, Nebraska.gov has identified four major objectives. Tracking existing services on a monthly basis and continuing research on market potential for new applications is our business and we continue to grow upon our past successes.

Objective #1

> Secure and increase current NSRB revenue streams by creating new fee sharing applications with an initial goal of 30% adoption for each service.

Continuing to launch innovating and exciting applications in 2009 is at the top of our list of priorities. Working closely with key partners to ensure their needs and that of their constituents are taken care of remain is our daily business.

1. Drivers License Renewals and Duplicates- This new online service has a market potential of approximately 12,000 renewals and duplicates a month. Nebraska.gov will work closely with the DMV to determine a pricing model that will maximize adoption.

2. EFS Original Filings – This will be the newest in the online suite of services provided by the Secretary of State's UCC Division.

3. International Registration Plan (IRP) – This application will allow motor carriers from all over the US to register with the Nebraska DMV.

4. Limited Criminal History Searches – Nebraska.gov will work with the Nebraska State Patrol to allow constituents to submit requests for criminal history reports.

5. LLC/LLP Reports – These are the first online corporation filings for the Secretary of State business division launching in January 2009. The market potential for this application is approximately 30,000 per year.

Objective #2

Focus on push technologies and opportunities to leverage Web 2.0

Citizens and business owners are becoming more sophisticated all the time in their understanding of and implementation of technology in their day-to-day lives. Expectations have now been raised to the level that just having something online is not enough. Users no longer want to have to go after information; they prefer that it be delivered to them, in a format that they specify.

1. Health Profession License Monitoring – A new subscription service will allow health facilities to sign up to be notified of any changes in the status of their employees' licenses.

2. Payment engine reports delivered – One of the upgrades to the Nebraska.gov payment engine (TPE) will mean that agency representatives responsible for reconciling online payments can choose to have their reports emailed to them daily, weekly, or monthly rather than having to access TPE and compile them manually.

Objective #3

Increase user adoption for newly launched applications by 30%

When new applications become more tenured, tracking monthly productivity and transaction history vs market potential shows where opportunity still lies within these services. Nebraska.gov consistently reviews our applications to make sure we are reaching our full potential of citizen awareness.

1. EFS Continuations and Terminations – Nebraska.gov and the office of the Secretary of State have identified a market potential of approximately 3700. Marketing strategies will be on-going.

2. International Fuel Tax Agreement (IFTA) Quarterly payments are paid by Motor Carriers who transport cargo across the State of Nebraska. Market potential show approximately 6,800 per year

3. Drivers License Reinstatements – Market Potential is about 30,000 per year. Nebraska.gov will work closely with the DMV to evaluate monthly adoption to ensure maximum revenue potential.

4. DMV Online Message Plates – The market shows a potential of about 7500 plates per year. Nebraska.gov will work closely with the DMV to accomplish 2009 goals.

Objective #4

> Leverage new Customer Service Support position to increase
> efficiencies in billing, services and operations.

**Because Nebraska.gov has added a full time customer service
position in the latter part of 2008, we are now able to review and
analyze incoming calls, emails and day to day questions/issues with
online services to increase efficiencies.**

Customer Service Support Goals
- Track Bugs in applications to help find efficient solutions
- Track billing Issues and propose solutions
- Track general questions and provide updated FAQs
- Help create efficiencies in internal operations

Nebraska.gov **Portal Manager — Nebraska Interactive, LLC**

Nebraska Interactive, LLC (NI) is a wholly owned subsidiary of NIC Inc.

Staffing Profile

NI provides dedicated staff with expertise in infrastructure services in a host of platforms,
consulting and application configuration services in a multitude of development
architectures.

To support *Nebraska.gov,* NI is staffed at the management level with a General Manager,
Director of Marketing and Portal Operations and Director of Development. As the work
effort matures and grows with *Nebraska.gov*, NI will work with the State to determine
staffing levels for support positions, including additional Developers, Project Managers and
others.

Currently the NI staff includes one (1) lead software and application developer, one (1)
senior software and application developer, three (3) software and application developers,
two (2) creative design web developer, two (2) project managers, one (1) Business Analyst,
one (1) customer support representative and one (1) administrative assistant/customer
support.

Descriptions of the key personal positions are found below:

General Manager

The General Manager has the overall responsibility to provide strategic leadership and
direction for overall operations related to the e-Government projects. The General Manager
acts as a liaison to the State for NI and oversees the overall progress and implementation of

the projects. The General Manager interfaces directly with the Nebraska State Records Board.

Director of Marketing and Portal Operations

The Director of Marketing and Portal Operations, who reports to the General Manager, is responsible for recommending and executing the market development strategies for specific applications and the overall usability design of the Web site. In conjunction with the General Manager, this individual is responsible for all fiscal operations associated with the applications and for the day-to-day activities. The Director of Marketing and Portal Operations is also responsible for customer service, project management and customer relationship management.

Director of Development

The Director of Development, who reports to the General Manager, is responsible for leading and assisting the Design and Technical Teams in the execution of individual projects. The primary responsibilities of the Director of Development include providing end to end product management of all eGovernment services, developing application and product specifications with state agencies and other customers, leading of designing, coding, and testing of software and network system and supervising, directing and leading of additional software developers.

The *Nebraska.gov* 2009 Technical Architecture

Introduction
Nebraska.gov is hosted out of the NIC Central Data Center (CDC). A detailed description of the CDC hardware and software hosting environment is contained in the following section. This document also details a number of specific technical goals for the portal, strategies to achieve those goals and metrics to determine the degree of success in reaching the goals.

NIC CDC Hosting Environment

Hardware Architecture
The hardware redundancy of the CDC begins with the redundant power, cooling, and internet connectivity provided by the AT&T data enter facility. Key features of the AT&T redundancy include:

- battery backup power for a minimum of 15 minutes
- N+1 redundant generators with 3 days of on site fuel storage
- Dual OC-48 internet connections entering from opposite sides of the building
- Redundant power and network switching, delivering two independent power and network connections to each customer rack.

Security features of the facility include 24x7x365 on-premise security officers, video surveillance, card key access and a "Man Trap'' with biometric palm scan and pin code.

The NIC CDC server architecture uses load balancing and clustering to achieve a high degree of fault tolerance and maximize overall availability. The following is a summary of the current hardware architecture:

- 2 load balanced firewalls
- 2 clustered (automatic fail over) hardware load balancers (with SSL accelerators)
- 3 load balanced static content web servers
- 3 load balanced application servers
- 2 clustered (automatic fail over) database servers
- 2 clustered (automatic fail over) storage servers connected to mirrored drive arrays
- Redundant network switches
- 2 load balanced ftp servers
- 2 load balanced LDAP servers
- EMC SAN and switching fabric
- 2 Fault tolerant name servers
- Virtual environments via VMWare and Solaris zones and containers

The NIC CDC also currently includes a completely separate development environment.

Software Architecture

The following industry standard software components are used to provide the web and application hosting services:
1. Apache web server – static content, CGI applications, PHP applications
2. Resin – Java servlet application container
3. Oracle 9i database
4. Mysql 4.x database
5. Veritas storage, backup, and clustering software
6. Nagios network/application monitoring software

Nebraska.gov Technical Plan

For 2008 Nebraska.gov has defined the following technical goals for the portal:

Goal: Broaden the skill set of our development

Broaden the skill set of our development staff to include Java application development. A number of other NIC portals develop some or all of their applications in Java. In order to enable Nebraska.gov to leverage these components and applications we need to expand the skill set of our development staff.

Strategies:

1. Books and on line tutorials to educate our developers.
2. Develop internal tools and libraries to help facilitate the use of java within our own environment.
3. Identifying and scheduling projects so a few key developers will have the ability to learn and use Java.
4. Once experience is gained by some of the developers have them help train the remaining developers.

Goal: Use more common/standard development methodology

Introduce and use a common framework(s) and associated libraries. The benefits will include quicker development time, simplify maintenance, and will be able to hire employees already familiar with the tools. In order to enable Nebraska.gov to leverage these components and applications we need to expand the skill set of our development staff.

Strategies:

1. Identify common framework(s) that will best fit our needs.
2. Books and on line tutorials to educate our developers.
3. Identifying and scheduling projects so each developer will be able to develop using the framework.

Goal: Increase Automation of server processes

Identify and automate manual processes wherever possible and practical. Our development staff is often distracted and interrupted from their application development efforts by simple support requests for existing production applications. Simple maintenance activities like updating a database and managing usernames/passwords can add up to a substantial amount of work when they're being done for dozens of applications.

Strategies:

- Identify opportunities for automation. By creating formal processes for handling these kinds of support requests, we hope to get a better understanding of frequency and amount of work involved in fulfilling these requests. From this information we will be able to identify and prioritize automation projects.
- Include automation analysis in the planning phase for new projects. This will reduce the support required for new applications by identifying and implementing automation components as part of the initial project development.

NIC Ashburn CDC Logical Network Architecture
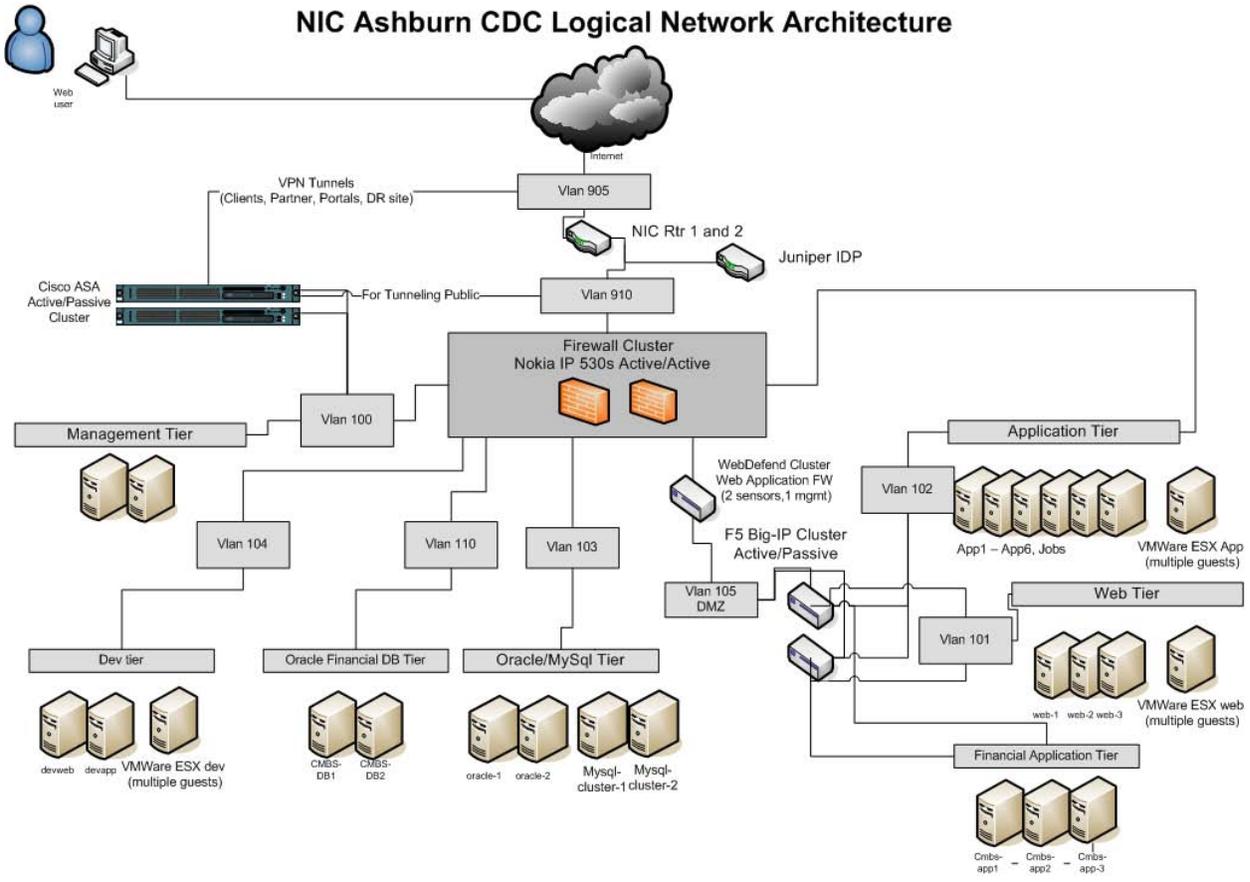
Nebraska.gov **Services**

Expertise in eGovernment
Nebraska.gov offers state and local government entities the expertise to automate routine, time-consuming tasks into interactive web-enabled applications. The applications are intended for use by citizens, businesses, to save taxpayer dollars as well as streamlining government processes.

Services provided through the Network Manager include:

Project Management
NI works in cooperation with state and local governments to identify services that, when Web-enabled, can provide maximum benefit to agencies and their constituents. Project opportunities may be initiated by agency request, by customer demand or by inspiration from a successful service being provided by other eGovernment portals including, but not limited to the 20 other NIC managed sister state portals. Opportunities are analyzed to determine potential benefits to the agency and its customers as well as technical feasibility. Once identified, services are prioritized and added to the development queue. Generally, there are at least twelve new Web services in various stages of development. Effective

project management ensures that all phases of the application development life cycle – project definition, project planning, project execution and project closeout – are performed successfully and on schedule.

Web Application Development
NI has a team of dedicated, talented Web application developers experienced in eGovernment. Rapid, effective development and deployment is critical to the partnership's operations and financial model. Resource and cost overruns are not covered by the taxpayer and the Network Manager earns nothing until taxpayers derive real benefit from a working application. This provides stable ground for a partnership whose highest priority is being responsive to agency needs while maximally pleasing citizens and businesses.

Web Site and Application Maintenance
A significant portion of the NI technical team's effort is devoted to ongoing maintenance of the Nebraska.gov Web site, state agency web sites and individual applications. This includes modifications to existing services at an agency's request or made necessary by changes in back-end systems; upgrades of applications to improve performance; and updates to the Web site.

Web Site and Application Hosting
NI has invested in an infrastructure that provides maximum "up-time" for Nebraska.gov services. Dedicated servers host state Web applications that interface with back-end systems. A secure socket layer (SSL) server is also utilized to encrypt private information such as customer credit card transactions. NI, in cooperation with the NIC Technical Solutions team, continues to actively seek ways to improve overall reliability and operability to support the growing needs of the state of Nebraska.

Marketing
Even the best Web applications are useless if no one knows about them, which is why marketing is a key component to the success of each of Nebraska.gov's online services. NI utilizes a variety of marketing strategies to drive adoption of Web services. Most marketing efforts are geared to business users, who realize significant savings in time and money by conducting state business via the Web. The Network Manager delivers the Nebraska.gov message to businesses through trade shows, direct mailings and some trade publication advertising. In addition, NI consults with state agencies to provide promotional materials, branding and information to help agency staff promote their own Web services.

Training
Training is also an effective marketing tool that is utilized by NI staff for agencies to become more familiar with Nebraska.gov services. This occurs not only during Web application development, but is an ongoing effort as agency staff turnover and Nebraska.gov services evolve. Customer training, through trade group and agency-sponsored seminars, is also conducted to help users gain a comfort level with "self-service" via the Web.

Customer Service
An effective Help Desk is vital to the operation of the state portal. When a customer encounters a question while using a state service, assistance is only a phone call, email or online chat away. NI's customer service representatives are well versed in all Nebraska.gov services and are able to assist customers knowledgeably and quickly. When necessary, customers may be referred to an application developer or Project Manager to resolve more complex questions.

Account Management

Because Nebrask.gov is a self-funded portal, several of its services involve the collection of money from customers. Money collected is a combination of agency statutory fees and enhanced access fees. Statutory fees collected through Nebraska.gov subscriber accounts are remitted to the NSRB on a monthly basis, along with a report detailing transaction activity. Accounts are billed by NI monthly for any services used and NI assumes the burden of collection. Regardless of customer collection status, state funds are always remitted to the NSRB as scheduled. To enable credit card transactions, NI utilizes authentication and fund-capturing services, maintains a merchant account with the state credit card vendor and covers all banking fees. Statutory fees collected via credit card transactions are remitted immediately to the agency.

Nebraska.gov's *2009 Marketing Plan*

2009 Nebraska.gov Marketing Theme: **Making the Connection**

We call our focus 'Making the Connection' because we will be using our marketing resources to connect in three major areas: 1) Our agency partners, our Board, and the community at large to create a familiarity with what the portal mission is, and what we've accomplished.. 2) Local government, as we gain our first foothold into county courts, and with county treasurers by way of new applications. 3) Our users, to whom we will be looking to tell us what new services they need, and to help them identify current services they may not know about, and have not yet been able to take advantage of.

Connecting with our Partners

Our marketing efforts related to raising awareness of Nebraska Interactive involve reaching out in as many ways as possible to our Board, and the agencies of the State. We will accomplish this each time we create a new application at an agency's request, by providing pre-project informational packets and post-project surveys. We want our partners to feel they are being given the tools and support that they need, as well as letting them know that their feedback is valued. Media tracking reports on press releases will also be distributed, not only to the relevant agency contacts, but also to each member of the Board, letting them know that NI is helping to spread the word nationally, and internationally about the work being done in Nebraska. Monthly newsletters will help keep the Board members up-to-date on not only the new services being created by the portal, but also adoption statistics on existing services, information on any new technologies being used, staff changes/highlights, and positive feedback that has been received. Our business analyst will be actively working with all the state PIO's to ensure that the portal is used to highlight their relevant seasonal/new services; and to collaborate with them on any press releases and or press conferences. Project managers provide twice monthly reports to agencies' directors, and points of contact, currently involved in any sort of work with NI (new applications, enhancements, re-launches) in order that every interested party is provided with accurate and timely information regarding the status of a project. Finally, one of the most important resources we will be leveraging in 2009 will be our new full-time customer service specialist who will facilitate user and partner requests. Having an individual who is 100% focused on resolving bug fixes, being a reliable contact for an agency who needs to

forward a user question, and assist in putting users together with the partner who can best help them can only increase the level of confidence the state has in its network manager.

New Applications and Connecting with Local Government

Our work in 2008 on Efiling, and Motor Vehicle Renewals has provided us with a connection to county government that did not exist before. This will be the key to opening up whole new worlds of opportunity for NI.

Online court document filing, which began in April of 2008, was a way for us to introduce ourselves directly to each county and district court clerk as they were rolled into the system. These individuals are now acquainted with the quality of our application development as well as the responsiveness of our staff, and the reliability of our payment process. In 2009 we will be looking to solidify the existing relationships, as we make even more by continuing to bring new courts online. Our goal is to use this strong position as the best partner to provide an Internet payment option for other fines and fees that must be paid to the court.

We find ourselves with a parallel situation with the work that was accomplished to bring Motor Vehicle Renewals online in fourth quarter 2008. Before this system could go live, every county treasurer in the State of Nebraska needed to be set up to accept ACH transfers from NI, and receive training on the portal payment engine. We are confident that the positive response we have received from the county court contacts will be mirrored by the county treasurers. It will then be a relatively easy task then to step in as the processor of choice any other ancillary payments.

User Outreach and Connecting with the Community

The third and final prong of the marketing strategy for 2009 will be directed at the citizens and businesses that the portal is there to serve. Focusing on both current and potential users' of state and local services is important not only for business retention efforts, but also for securing a new contract. The first of our efforts in this area will involve finding new ways to assess how well we are serving our current customer base. User surveys for applications and direct contact with professional associations by our business analyst will be the two methods we are starting with. We will also use our monthly adoption tracking to identify services that have a large potential for growth and identify ways to increase these numbers. As we make progress in our efforts, the business analyst will report the effects on our revenues monthly to the portal staff, so that everyone is involved and aware of strides we are making.

In particular, we have already identified Liquor License renewals as one current application that is not as successful as it could be with its target audience. We will be working with the Director of the Liquor Control Commission to find ways to raise awareness of the online option for renewal, in addition to looking at the application itself and soliciting input from users on ways it might be enhanced that could make it more approachable. Another service we will focus on is Vehicle Message Plate Ordering. This application was an overwhelming success when it when online in 2008 and has exceeded every expectation for generating revenue. We believe that leveraging the NIC marketing resource, reaching out to the University of Nebraska Athletic department, and co-marketing with the new Motor Vehicle Renewal service will result in even more success in 2009. Lastly, driving adoption of Court Document eFiling will be on-going throughout 2009. As courts are added throughout the state, we will continue to work with each clerk's office to sign up new users for this service. Each office is provided with a flyer to distribute when they are added to the system, and information is also updated online on the Supreme Court Web site. We also already have

plans to present at the annual Nebraska Bar Association meeting, and will look for other opportunities with local Bar Associations.

Association or oversight board meetings, banquets, and trade shows are also events that we will be looking to in 2009 to raise Nebraska Interactive's profile with community leaders. This will help to provide us with new ideas for revenue generating services, and promote our portfolio to new groups of potential customers.

2009 Marketing Goals

Below are some of our key marketing goals to achieve success in 2008.

Goal: Help 2009 new applications achieve adoption rates of at least 30% in their first year.

1. Drivers License Renewals and Duplicates- Initial research shows a market potential of approximately 144,000 filings per year.

2. EFS Original Filings – Initial research shows a market potential of approximately 3700 filings per year. In 2008, we achieved xx% adoption. 30% adoption goal for 2009 would be approximately 1100 filings.

3. International Registration Plan (IRP) – Initial research shows a market potential of approximately 6900 payment per year.

4. Limited Criminal History Searches – Initial research is still underway.

5. LLC/LLP Reports – Nebraska.gov is working with the Secretary of State's office to confirm market potential and a marketing strategy.

Goal: Work closely with Governor's and Secretary of State's press secretaries to promote services through their respective offices.

In 2008, Nebraska.gov had success in working with the Governor's and Secretary of State's press secretaries in promoting a few key services and awards. In 2009, we would like to build on this foundation to continue promoting cutting edge services for the State of Nebraska.

1. Drivers License Renewals
2. Nebraska Spirit Art Contest
3. LLC/LLP

Goal: Connect with Local Government and Increase Awareness and Adoption of Online Services to reach business goals.

The groundwork has been laid in developing relationships with the 93 counties with 2 high profile services launched in 2008. Nebraska.gov will now build upon that foundation to increase adoption and look for new business opportunities.

Goal: Connect with our partner/agencies

Nebraska.gov recognizes that sustained and increasing success comes from building and maintaining a strong and solid foundation with our partners. We have identified strategic areas that will improve shared knowledge to partners about who we are, what we do and why we do it so well.

- Increase Partner Awareness-
  - Continue to promote and update Partner Portal website
  - Hold regularly scheduled partner meetings
  - Distribute Partner Packets- Meet with Agency Directors who we currently work with and Agencies that we do not currently work with and review or define who Nebraska.gov is and what we can do for them.
  - Monitor usage of Partner Portal and any feedback/requests received through it.

Goal: Commit resources to marketing the State of Nebraska's e Government Services

When the citizens of Nebraska learn more about the value of eGovernment services and that new services actually exist online, user adoption will increase and this is beneficial for our state partners and Nebraska.gov.

Applications targeted to increase awareness and adoption through advertisements, press releases, flyers, and possible media:

- Motor Vehicle Renewals
- DMV Reinstatements
- Liquor License Renewals
- Liquor License Tax Payments and Reporting
- LLP/LLC
- Courts E-filing
- DMV Specialty Plates
- Limited Criminal History

Additional objectives in marketing services includes the following:

a) **Develop Agency Co-Marketing Plans:** Collaboration between agencies

and Nebraska.gov is essential when promoting online services. Nebraska.gov will present marketing recommendations to the agencies and then work in collaboration to decide upon the best marketing tactics to adopt. Refer to the executed marketing campaigns detailed above for examples.

b) **Industry Specific Marketing:** There are several industries, such as lawyers, bankers and insurance agents that have found significant value in eGovernment state portal offerings over the years. By marketing specifically to industries that have previously derived value from the state web portal, this will expand local and national public recognition and ultimately increase awareness and adoption rates. Media exposure through press releases, award recognition, association memberships are all tactics already used are intended to be built upon. Direct marketing efforts to specific industries will also prove very beneficial for new and existing online services. This past year, a direct email marketing effort to auto dealers was proven to increase awareness and adoption to the Salesperson Licensing service.

c) **Continue to Build Media Relationships:** News releases and press events have proven to be a valuable method of increasing awareness and adoption rates to online services at many NIC portals as a whole. NIC's relationships with local and national media will continue to be a strong focus to promote the Nebraska.gov and the state's success in its eGovernment portal initiatives. NIC uses a first class business wire online posting report that illustrates which media outlets have picked up our press releases.

Goal: To increase efficiencies in the day to day operations of the State

When the state's operations become more efficient, the state saves money and can focus their budget on new avenues.

Nebraska.gov will:

- Utilize cost avoidance calculations to assist agencies in the benefits of online services.

- Measurement: Working with partners to gather current costs of paper transactions, will assist agencies to find realized savings.

The marketing scheduled is intended to be a *guide* for potential marketing activities in 2009. The goal of our marketing schedule is to help augment our mission and goals as outlined above and in the Business and Marketing Plan. Through increased marketing efforts as pointed out in the marketing schedule, these activities will help expose Nebraska.gov's commitment to launching effective, efficient e-government services to the citizens and businesses of Nebraska.

Marketing Effort	Key Marketing Tasks
January	
Accenture Awards	Submit Award nominations
2009 Legislative Caucus & Annual Meeting	Business Developer to attend Sponsored by the Nebraska Chamber of Commerce & Industry
Bill Tracker Marketing	Press Release
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
2009 Nebraska Spirit Art Contest sponsored by the Secretary of State	Send out email reminders to K-5th grade principles/teachers
Legislator Packets	Create and send out Information Packets for all the State Legislators about Nebraska.gov and our services
Online Motor Vehicle Renewals	Newly launched service – Work with DMV and local county treasurers to promote the new service
2009 Partner Event	Organize and prepare for upcoming Partner Event
LLC and LLP reports	Promote and raise awareness for newly launched service
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
February	
E-Gov Awards	Submit Award nominations
2009 Nebraska Spirit Art Contest sponsored by the Secretary of State	Send out email reminders to K-5th grade principles/teachers and send out Press Release through SOS
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
2009 Partner Event	Organize and prepare for upcoming Partner Event
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association

March	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
2009 Nebraska Spirit Art Contest sponsored by the Secretary of State	Contest officially begins this month. Nerbaska.gov to review and select top 25 submissions.
Health License Monitoring	Promote and raise awareness for new service
2009 Partner Event	Organize and prepare for upcoming Partner Event
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
April	
NASCIO Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
2009 Nebraska Spirit Art Contest sponsored by the Secretary of State	Contest continues through May 2. Nerbaska.gov to review and select top 25 submissions.
2009 Partner Event	Facilitate the Nebraska.gov Partner Event
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
May	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
Education Portal	Announce newly redesigned Education portal
2009 Nebraska Spirit Art Contest sponsored by the Secretary of State	All entries must be received and narrowed down to 25 submissions. Nebraska.gov and SOS will select finalist for public voting which begins this month. Press Release will be sent out through SOS office. Finalist artwork to be displayed in the capitol rotunda. Winners will be announced via Press Release sent out through the Secretary of State's office.
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
June	
2009 Nebraska Spirit	Winner's ceremony held in Governor's hearing room. Capitol tour

Art Contest sponsored by the Secretary of State	given and lunch served in the Governor's mansion.
Best of the Web	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
EFS Continuations and Terminations	New Service – Will work with SOS on press release, advertising and promotional ideas
DMV Driver License Renewal	Promote the new application that allows people to renew and get duplicate drivers licenses
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
July	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
August	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
September	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
October	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
Nebraska.gov Online Services	Promote Nebraska.gov services through various marketing initiatives
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association

November	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
NBPA Online License Renewals and Continuing Education	• Direct Marketing Campaigns • Print Materials/Direct mail
SOS Corporation Filings	Create and distribute marketing pieces to promote adoption
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association
December	
E-Gov Awards	Submit Award nominations
NSRB Newsletter	Update Newsletter with previous month's accomplishments and future goals
NACO Conference	Attend the NACO conference to raise awareness of Nebraska.gov. The current applications will be promoted along with alerting people with the future possible applications.
2010 Nebraska Spirit Art Contest	Begin preparations for the 2010 Nebraska Spirit Art Contest
Lincoln Chamber of Commerce Community Consensus Meeting	Attend meeting with Lincoln Chamber of Commerce to help determine consensus items for the upcoming Legislative session
Business After Hours	Attend event sponsored by Lincoln Chamber of Commerce
Lincoln Marketing Association	Attend event sponsored by Lincoln Marketing Association

Promotional Strategies

A marketing campaign will be constructed for each of these services using some or all of the following marketing methods:

- Public Service Announcements
- Billboard
- Trade Shows
- Promotional partnerships with partners
- Radio Actualities
- Give-aways such as pens with Nebraska.gov logos
- "New Services" on the portal homepage
- Portal News Room

- News releases

- Radio Advertising
- Speaking Engagements
- Newspaper – ads, Eagle News to Use section
- Association affiliations
- Print Materials/Direct mail
- Webmaster Resource Center Articles

- State wide calendar of events

- "Featured Sites" on the portal homepage
- Direct Marketing Campaigns
- Cable Government access channels