

**NEBRASKA STATE RECORDS BOARD  
MEETING: December 1, 2010**

Nebraska State Capitol  
Room 1507  
Lincoln, NE  
December 1, 2010  
9:00 A.M.

# AFFIDAVIT OF PUBLICATION

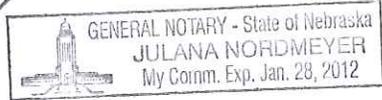
State of Nebraska }  
LANCASTER COUNTY. } ss.

**NOTICE OF PUBLIC MEETING**

Notice is hereby given of a public meeting of the Nebraska State Records Board on Wednesday, December 1, 2010 at 9:00 AM in room 1507 of the State Capitol, Lincoln, Nebraska. The agenda, which is kept continually current, will include public hearings on Addendum 9 to the Interagency agreement between the Nebraska Department of Health and Human Services and the Nebraska State Records Board, Birth Certificate Request Service; Addendum 1 to the interagency agreement between the Nebraska State Patrol and the Nebraska State Records Board, Over the Counter Payments; Addendum 3 to the Interagency agreement between the Nebraska Accountability and Disclosure Commission and the Nebraska State Records Board, NADC Data Export; Addendum 1 to the interagency agreement between the Nebraska Department of Roads and the Nebraska State Records Board, Accident Reports and Images Over the Counter; and Addendum 6 to the Interagency agreement between the Nebraska Liquor Control Commission and the Nebraska State Records Board, Over the Counter Payments System. The agenda is available at the Office of the Secretary of State, Suite 2300 State Capitol, for public inspection during regular business hours.  
#6331952 11 Oct. 29

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 09 day of Oct. A.D., 2010 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.

Abigail Hoag  
Subscribed in my presence and sworn to before me this \_\_\_\_\_ day of Oct, 2010  
Julana Nordmeyer Notary Public  
Printer's Fee, \$ \_\_\_\_\_



6331952

<b>Organization</b>	Nebraska State Records Board
<b>Activity</b>	Meeting
<b>Date of Activity</b>	Wednesday, 12/01/2010
<b>Time of Activity</b>	Meeting starts at 9:00 AM Central
<b>Last Updated</b>	Friday, 09/17/2010
<b>Location</b>	Room 1507, State Capitol, Lincoln, NE
<b>Details</b>	Regular Meeting
<b>Meeting Agenda</b>	<a href="http://">http://</a>
<b>Meeting Materials</b>	<a href="http://">http://</a>
<b>Person to Contact for Additional Information:</b>	
<b>Name</b>	Cathy Danahy
<b>Title</b>	Executive Director
<b>Address</b>	440 South 8th Street Suite 210 Lincoln, NE 68508
<b>Telephone</b>	(402) 471-2745
<b>Fax</b>	(402) 471-2406
<b>E-Mail</b>	<a href="mailto:Cathy.Danahy@Nebraska.gov">Cathy.Danahy@Nebraska.gov</a>
<b>Agency Homepage</b>	<a href="http://">http://</a>

## NEBRASKA STATE RECORDS BOARD AGENDA

Room 1507, State Capitol

Lincoln, NE

December 1, 2010 – 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 posted in the back of the meeting room.
3. NOTICE OF HEARING
4. ADOPTION OF AGENDA
  - a) **Action Item:** Approval of Agenda
5. APPROVAL OF MINUTES
  - a) **Action Item:** Approval of August 25, 2010 meeting minutes
6. PUBLIC COMMENT
7. CHAIRMAN'S REPORT
  - a) DMV BULK SALES DOWNTREND & FUTURE EXPECTATIONS (Bev Neth, Director, Department of Motor Vehicles)
  - b) AGREEMENTS & ADDENDA
    1. **Action Item:** Addendum Six to the Interagency Agreement between the Nebraska Liquor Control Commission and the Nebraska State Records Board – Over the Counter Payment System.
    2. **Action Item:** Addendum Nine to the Interagency Agreement between the Department of Health and Human Services and the Nebraska State Records Board – Birth Certificate Request Services.
    3. **Action Item:** Addendum Five to the Interagency Agreement between the Nebraska Accountability and Disclosure Commission and the Nebraska State Records Board – NADC Data Export.
    4. **Action Item:** Addendum Three to the Interagency Agreement between the Nebraska State Patrol and the Nebraska State Records Board – Over the Counter Payments.
    5. **Action Item:** Addendum One to the Interagency Agreement between the Department of Roads and the Nebraska State Records Board – Over the Counter Payments.
    6. Valley County Treasurer Addendum Two – Over the Counter Payment. **Signed 11/29/2010.**
  - c) NETWORK MANAGER OPERATIONS REVIEW SUBCOMMITTEE REPORT (John Gale, Chair)
  - d) STATE RECORD RETRIEVAL BOARD REPORT ON LEGAL STATUS
8. COUNSEL'S REPORT
  - a) **Action Item:** Interagency Agreement Template (Electronic Government Service Level Agreement)

9. FINANCES REVIEW SUBCOMMITTEE REPORT (Mike Foley – Chair)
  - a) **Action Item:** PricewaterhouseCoopers Audit Report – Nebraska Interactive, LLC  
December 31, 2009 and 2008.
10. ORIENTATION AND POLICIES/GUIDELINES SUBCOMMITTEE REPORT (Julie Beno – Chair)
  - a) Grant Application and Process Review.
11. EXECUTIVE DIRECTOR’S REPORT
  - a) Final Grant Reports
    1. Final Grant Report Arthur County Assessor – GIS System
    2. Final Grant Report Grant County Assessor – GIS System
    3. Final Grant Report Hooker County Assessor – GIS System
    4. Final Grant Report Logan County Assessor – GIS System
    5. Final Grant Report Accountability and Disclosure – Online Campaign Statement Filing
    6. Final Grant Report Board of Barber – Enhancement/Restructuring of Barber Licensing System
    7. Final Grant Report Treasurer – NebraskaSpending.com (Phase III)
  - b) **Action item:** NSRB - Cash Fund
  - c) State/Local Grant Status Report
  - d) **Action Item:** Reserve Grant Funds
12. NEBRASKA.GOV REPORTS
  - a) General Manager’s Report
  - b) **Action Item:** Project Priority Report
  - c) 2011 Business Plan
13. DATE FOR NEXT MEETING

Wednesday, February 2, 2011  
9:00 A.M.  
Nebraska State Education Association  
Conference Room  
605 South 14th Street  
Lincoln, NE 68508-2742
14. ADJOURNMENT
  - a) **Action Item:** Move to adjourn

11/29/2010



## NEBRASKA STATE RECORDS BOARD

### MINUTES

Meeting of August 25, 2010

#### **Agenda Item 1. CALL TO ORDER, ROLL CALL**

The meeting of the Nebraska State Records Board was called to order by Chairman John A. Gale at 9:05 A.M. on August 25, 2010, in Room 1507 of the State Capitol, Lincoln, Nebraska.

Chairman Gale welcomed new members Scott Keene, representing the Insurance Industry and Mike Konz, representing the Media.

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

John A. Gale, Secretary of State, State Records Administrator and Chairman;  
Brenda L. Decker, representing the Governor;  
Michael D. Foley, Auditor of Public Accounts;  
Trent Fellers, representing the State Treasurer;  
Scott Keene, representing the Insurance Industry;  
Thomas D. Freimuth, representing the Legal Profession;  
Julie A. Beno, representing Libraries;  
Timothy L. Loewenstein, representing the General Public;  
Leslie S. Donley, representing the Attorney General;  
Carlos Castillo, Director of Administrative Services;  
Mike Konz, representing the Media

Absent:

Ryne D. Seaman, representing the Banking Industry

Staff in attendance:

Cathy Danahy, Executive Director;  
Kacey Nelkin Pedersen, Recording Clerk;  
Colleen Byelick, Legal Counsel

#### **Agenda Item 2. ANNOUNCEMENT OF NEBRASKA OPEN MEETINGS ACT**

Chairman Gale announced that in accordance with the Nebraska Open Meetings Act, reproducible written materials to be discussed at the open meeting and a copy of the Nebraska Open Meetings Act are located to the right of the public seating area.

#### **Agenda Item 3. NOTICE OF HEARING**

Chairman Gale announced public notice of the meeting was given by posting notice in the Lincoln Journal Star newspaper on July 23, 2010 and on 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, located in the State Capitol Building, Room 2300, Lincoln, NE.

**Agenda Item 4. ADOPTION OF AGENDA**

Mr. Foley moved to adopt the agenda as presented; seconded by Mr. Freimuth.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 5. APPROVAL OF MINUTES**

Chairman Gale asked for a motion to approve the minutes of the May 5, 2010 meeting. Mr. Freimuth moved to approve the minutes; seconded by Mr. Fellers.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Loewenstein			

Not Voting: Keene Konz

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 6. 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 provide public comment.

**Agenda Item 7. CHAIRMAN'S REPORT**

Chairman Gale recommended updates to the State Records Board Subcommittees due to two Board members terms that have expired and two Board members terms beginning and the RFP Network Manager selection process completion. The following Subcommittee appointments, removals and deletions were recommended:

**Finances Review Subcommittee:** Mike Foley (Chair), John Curry (removed), Scott Keene (new appointment), and Ryne Seaman;

**Orientation and Policies/Guidelines Subcommittee:** Mike Edgecombe (removed), Julie Beno, Subcommittee Chair (current member, new Chair);

**RFP Drafting Subcommittee** (eliminate);

**RFP Evaluation Subcommittee** (eliminate);

**Electronic Records/Digital Records Center:** Mike Edgecombe, Subcommittee Chair (removed), Tim Loewenstein, Subcommittee Chair (current member, new Chair), Mike Konz, (new appointment), Brenda Decker, and John Gale;

**Network Manager Operations Review Subcommittee:** John Gale, Subcommittee Chair, Mike Foley, Brenda Decker, and Leslie Donley. No changes were made to this subcommittee.

Mr. Loewenstein moved to approve the recommendations of the replacement of members and the

elimination of the two identified subcommittees; seconded by Ms. Donley.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 7.a. Agreements & Addenda**

**Agenda Item 7.a.1. Addendum Two to the Interagency Agreement between the Nebraska State Patrol and the Nebraska State Records Board – Limited Criminal History Searches.** Mr. Hoffman explained the addendum. After discussion, Mr. Freimuth moved to approve the addendum; seconded by Ms. Beno.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 7.a.2. Addendum Sixteen to the Interagency Agreement between the Office of the Secretary of State and the NE State Records Board – Corporate Electronic Document Delivery.** Mr. Hoffman explained the addendum. Ms. Donley moved to approve the addendum; seconded by Mr. Keene.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 7.b. PricewaterhouseCoopers Audit Report of Nebraska, Interactive, LLC (December 31, 2009 and 2008).** Mr. Foley will convene the Finances Review Subcommittee and report back to the Board at the December 1, 2010 State Records Board meeting.

**Agenda Item 8. EXECUTIVE DIRECTOR'S REPORT**

**Agenda Item 8.a. Douglas County Department of Corrections Final Grant Report**  
Ms. Danahy reported the receipt of the Douglas County grant project completion report.

**Agenda Item 8.b. NSRB - Cash Fund Balance**

Ms. Danahy presented the NSRB Cash Fund Balance report for the 4<sup>th</sup> quarter of FY10. A discussion took place regarding the clarity of the Cash Fund Balance Report. Chairman Gale suggested Mr. Foley may want to convene the Finances Review Subcommittee and meet with the Secretary of State's Budget/Finance Officer, Ms. Suzie Hinzman, to explore and further clarify, if needed, the Cash Fund Balance Report. Mr. Keene suggested having year to date numbers would be valuable. Mr. Foley agreed to convene the Finances Review Subcommittee for this purpose. Ms. Beno moved to accept the Cash Fund Balance Report; seconded by Ms. Decker.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	
Voting Against:	None			
Absent:	Seaman			

The motion carried.

**Agenda Item 8.c. State /Local Grant Status Report**

Ms. Danahy presented the Grant Status Report for the 4<sup>th</sup> quarter of FY10. Mr. Loewenstein began a discussion on GIS grants. Mr. Loewenstein expressed concerned that the vision the Board may have for these grants may not always be met with GIS grants even though the applications appear to meet the criteria. He suggested while the Board is in a period of not granting, it would be a good time to create a subcommittee to review the criteria and add wordage that delivers the Boards' vision to ensure when the Board grants money for GIS systems, grantees are provided with true GIS systems. Chairman Gale agreed the grant process needs to be reviewed and directed Ms. Beno, as Chair of the Orientation and Policies/Guidelines Subcommittee to work with Cathy Danahy. Additionally, Mr. Loewenstein and Chairman Gale volunteered to become members of the subcommittee. Ms. Decker agreed the Technical Review Committee would review what the Orientation and Policies/Guidelines Subcommittee recommend regarding revisions in the grant process and add their recommendations.

**Agenda Item 8.d. May 4, 2010 Portal Outage Report and Response**

Ms. Danahy presented the correspondence between Nebraska.gov and the State Records Board regarding the portal outage in May, 2010. The current contract between the NE State Records Board and Nebraska Interactive, LLC requires an investigation and response by the NSRB (in writing). Mr. Hoffman indicated Nebraska Interactive, Inc. is in the process of entertaining offers for a new processor (company). Mr. Loewenstein moved that the Board recognize the fact that the outage of May 4, 2010 was not caused or under the control of Nebraska Interactive, LLC and relieve them of the penalty consequences of the contract; seconded by Ms. Donley.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Freimuth	Gale	
	Keene	Konz	Loewenstein	
Not Voting:	Foley			
Voting Against:	None			
Absent:	Seaman			

The motion carried.

**Agenda Item 9. NEBRASKA.GOV REPORTS**

**Agenda Item 9.a. General Manager's Report**

Mr. Brent Hoffman, General Manager, Nebraska.gov gave the General Manager's Report.

**Agenda Item 9.b. Project Priority Report**

Mr. Hoffman gave the Project Priority Report. Ms. Decker moved to approve the Project Priority Report; seconded by Ms. Beno.

Voting For:	Beno	Castillo	Decker	Donley
	Fellers	Foley	Freimuth	Gale
	Keene	Konz	Loewenstein	

Voting Against: None

Absent: Seaman

The motion carried.

**Agenda Item 10. DATE FOR NEXT MEETING**

Chairman Gale announced the next NE State Records Board meeting will be held on Wednesday, December 1, 2010 at 9:00 A.M in Room 1507, State Capitol, Lincoln, Nebraska.

**Agenda Item 11. ADJOURNMENT**

Ms. Donley moved to adjourn the meeting. All members present signified by saying "aye". Chairman Gale declared the meeting adjourned at 11:01 A.M.



John A. Gale  
 Secretary of State  
 State Records Administrator  
 Chairman, State Records Board

12/1/10

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Date

## **Summary**

### **Nebraska Liquor Control Commission**

#### **Addendum Six**

**Project:** Over the Counter Payments

This addendum covers all fees related to credit card payments made at the counter. This system also gives the Nebraska Liquor Control Commission the option to accept electronic checks.

**Current Process:**

The Nebraska Liquor Control Commission currently does not allow people to pay for fines, etc. using a credit card or electronic check at the counter.

**Project Overview/Proposal:**

The project would allow for the acceptance of credit card and electronic check payments at the counter for services. The system has already been completed and would need approximately two to three weeks for implementation.

The system allows for the organization to add users and services at their convenience. Nebraska.gov will provide training and support as it is needed by the Nebraska Liquor Control Commission.

**Addendum Six  
to the  
Interagency Agreement Between  
Nebraska Liquor Control Commission  
and  
Nebraska State Records Board**

This Addendum Six to the Interagency Agreement between Nebraska Liquor Control Commission 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** Over the Counter Payments      **Revenue Type:** Instant Access  
**Implementation:** 2010

**Price Structure is subject to a 10% share of portal revenues.**

<b>Service</b>	<b>Liquor Control Commission Fee</b>	<b>Nebraska.gov Portal Fee</b>	<b>NSRB Share</b>
<b>Over the Counter Electronic Check</b>	Full statutory/assessed fee charged by Partner	\$1.75	10% of NI Portal Fee
<b>Over the counter Credit Card</b>	Full statutory/assessed fee charged by Partner	2.49% + \$1.75	10% of NI Portal Fee

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by Nebraska Liquor Control Commission and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska Liquor Control Commission

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

## **Summary**

### **Department of Health and Human Services**

#### **Addendum Nine**

**Project:** Birth Certificate Request Service

This addendum covers the addition of a portal fee to the Birth Certificate application.

**Current Process:**

This is an application that Nebraska.gov has supported without a portal fee since 1998. Users can request a copy of their birth certificate from the DHHS Office of Vital Records, and pay for their certificates using the Nebraska.gov payment engine. Nebraska.gov maintains a back-end service for Vital Records to review and accept or reject these requests.

**Project Overview/Proposal:**

Nebraska.gov respectfully requests that a portal fee be added to this service to support its historical and ongoing support and maintenance. The partner will incur no additional costs.

**Addendum Nine  
to the  
Interagency Agreement Between  
Nebraska Department of Health and Human Services  
Division of Public Health  
and  
Nebraska State Records Board**

This Addendum Nine to the Interagency Agreement between the Nebraska Department of Health and Human Services (DHHS) 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** Birth Certificate Request Service      **Revenue Type:** Interactive  
**Implementation:** Overrides and replaces Addendum One

**Price Structure is subject to a 10% share of portal revenues.**

<b>Record or Service</b>	<b>End user fee</b>	<b>Department of Health and Human Services Share</b>	<b>Nebraska.gov Portal Share</b>	<b>NSRB Margin Share <i>(10% of Nebraska.gov Fee Share)</i></b>
Birth Certificate	\$15.00 per record	\$12.00 per record	\$3.00 per record	10% of Nebraska.gov Fee Share

**Terms:** Nebraska.gov will process the total of all transactions through the State designated merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by DHHS and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Kerry T. Winterer  
Chief Executive Officer  
Department of Health and Human Services

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Ming Qu, Director  
Department of Health and Human Services  
Public Health Support Unit

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

## **Summary**

### **Nebraska Accountability and Disclosure Commission**

#### **Addendum Five**

**Project:** NADC Data Export

This addendum covers the cost of development time it takes to provide a copy of the entire database in the format of a zip file. These requests are made on behalf of NADC.

**Current Process:**

NADC's website currently provides contribution data through their online search. However, requests have been made to NADC on getting an entire export in the format of a zip file.

**Project Overview/Proposal:**

Nebraska.gov will provide a copy of the entire database in the format of a zip file. This process takes an hour of development to complete for each special request. The cost of development time per hour is \$75.00. The requests are forwarded to Nebraska.gov on behalf of NADC.

**Addendum Five  
to the  
Interagency Agreement Between  
Nebraska Accountability and Disclosure Commission  
and  
Nebraska State Records Board**

This Addendum Sixteen to the Interagency Agreement between the NE Accountability and Disclosure Commission 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services. The Office of the Secretary of State has statutory authority to assess and collect the fees described herein.

**Project:** NADC Data Export    **Revenue Type:** Special Request  
**Implementation:** Jan 2012

**Price Structure is subject to a 10% share of portal revenues.**

<b>Record or Service</b>	<b>NADC Fee</b>	<b>Nebraska.gov Fee</b>	<b>NSRB Margin Share <i>(10% of Nebraska.gov Fee Share)</i></b>
NADC data export	N/A	\$75.00	10% of Nebraska.gov Fee Share

**Terms:** Nebraska.gov will process the total of all requests through the Nebraska Interactive bank account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: Frank J. Dabey, Jr.  
Authorized Officer  
NADC

Date: 11/17/10

By: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

Date: \_\_\_\_\_

## **Summary**

### **Nebraska State Patrol**

#### **Addendum Three**

**Project:** Over the Counter Payments

This addendum covers all fees related to credit card payments made at the counter. This system also gives the Nebraska State Patrol the option to accept electronic checks.

**Current Process:**

The current system of making payments for services provided by the Nebraska State Patrol Criminal Investigation Division (CID) does not allow for people to pay using their credit card or electronic check at the counter.

**Project Overview/Proposal:**

The project would allow for the acceptance of credit card and electronic check payments at the counter for services. The system has already been completed and would need approximately two to three weeks for implementation.

The system allows for organization to add users and services at their convenience. Nebraska.gov will provide training and support as it is needed by the State Patrol.

**Addendum Three  
to the  
Interagency Agreement Between  
Nebraska State Patrol  
and  
Nebraska State Records Board**

This Addendum Three to the Interagency Agreement between Nebraska State Patrol 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** Over the Counter Payments                      **Revenue Type:** Instant Access  
**Implementation:** 2010

**Price Structure is subject to a 10% share of portal revenues.**

<b>Service</b>	<b>State Patrol Fee</b>	<b>Nebraska.gov Portal Fee</b>	<b>NSRB Share</b>
<b>Over the Counter Electronic Check</b>	Full statutory/assessed fee charged by Partner	\$1.75	10% of NI Portal Fee
<b>Over the counter Credit Card</b>	Full statutory/assessed fee charged by Partner	2.49% + \$1.75	10% of NI Portal Fee

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by Nebraska State Patrol and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska State Patrol

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

## **Summary**

### **Nebraska Department of Roads**

#### **Addendum One**

**Project:** Over the Counter Payments

This addendum covers all fees related to credit card payments made at the counter. This system also gives the Nebraska Department of Roads the option to accept electronic checks.

**Current Process:**

The Nebraska Department of Roads currently does not allow people to pay for documents, permits, etc. using a credit card or electronic check at the counter.

**Project Overview/Proposal:**

The project would allow for the acceptance of credit card and electronic check payments at the counter for services. The system has already been developed and would need approximately two to three weeks for implementation.

The system allows for the organization to add users and services at their convenience. Nebraska.gov will provide training and support as it is needed by the Department of Roads.

**Addendum One  
to the  
Interagency Agreement Between  
Department of Roads  
and  
Nebraska State Records Board**

This Addendum One to the Interagency Agreement between the Department of Roads 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** Over the Counter Payments      **Revenue Type:** Instant Access  
**Implementation:** 2010

**Price Structure is subject to a 10% share of portal revenues.**

<b>Service</b>	<b>Department of Roads Fee</b>	<b>Nebraska.gov Portal Fee</b>	<b>NSRB Share</b>
<b>Over the Counter Electronic Check</b>	Full statutory/assessed fee charged by Partner	\$1.75	10% of NI Portal Fee
<b>Over the counter Credit Card</b>	Full statutory/assessed fee charged by Partner	2.49% + \$1.75	10% of NI Portal Fee

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by the Department of Roads and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at  
<http://www.nebraska.gov/securitypolicy.html>

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Department of Roads

By: \_\_\_\_\_ Date: \_\_\_\_\_  
Authorized Officer  
Nebraska State Records Board

**Summary**  
**Valley County Treasurer**  
**Addendum Two**

**Project:** Over the Counter Payments

This addendum covers all fees related to credit card payments made at the counter. This system also gives the Valley County Treasurer the option to accept electronic checks.

**Current Process:**

The Valley County Treasurer currently does not allow people to pay fees, taxes, etc. using a credit card or electronic check at the counter.

**Project Overview/Proposal:**

The project would allow for the acceptance of credit card and electronic check payments at the counter for services. The system has already been completed and would need approximately two to three weeks for implementation. The system allows for organization to add users and services at their convenience. Nebraska.gov will provide training and support as it is needed by the Valley County Treasurer.

**Addendum Two  
to the  
Interagency Agreement Between  
Valley County  
and  
Nebraska State Records Board**

This Addendum Two to the Interagency Agreement between Valley County 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), prices to be charged for such Nebraska.gov services, and terms of payment for such Nebraska.gov services.

**Project:** Over the Counter Payments      **Revenue Type:** Instant Access  
**Implementation:** 2010

**Price Structure is subject to a 10% share of portal revenues.**

Service	Valley County Fee	Nebraska.gov Portal Fee	NSRB Share
<b>Over the Counter Electronic Check</b>	Full statutory/assessed fee charged by Partner	\$1.75	10% of NI Portal Fee
<b>Over the counter Credit Card</b>	Full statutory/assessed fee charged by Partner	2.49% + \$1.75	10% of NI Portal Fee

**Terms:** Nebraska.gov will process the total of all transactions through the Nebraska Interactive merchant account. The shared revenue received pursuant to this addendum shall be deposited by Nebraska.gov in the accounts designated by Valley County and the NSRB.

**Security:** A list of Nebraska.gov security provisions maybe found at <http://www.nebraska.gov/securitypolicy.html>

By:  Date: 10/25/10  
 Authorized Officer  
 Valley County **Janet Suminski**  
**COUNTY TREASURER**

By:  Date: 11/29/10  
 Authorized Officer  
 Nebraska State Records Board



STATE RECORD RETRIEVAL BOARD  
 5100 N 27TH ST STE A2-116  
 LINCOLN, NE 68521  
 PHONE: 888-637-2652



**DEED RETRIEVAL SERVICES**

PROPERTY ID NO: 31-15-212-017



CODE: 100410

Your reply is requested:

NOVEMBER 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	<b>10</b>	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

10

177 1 SINGLE-PIECE 91406



Mc Cook, NE 69001-3624



If received after requested date, an additional fee of \$38.00 will be required before processing.

**\*Please detach coupon and mail with your payment\***

**Why do we believe you need a copy of your current Grant Deed and Property Profile?**

Please Respond  
By: 11/10/2010

State Record Retrieval Board recommends that all United States homeowners obtain a copy of their current Grant Deed. This document provides evidence that the property at [REDACTED] was in fact transferred to the individual(s) [REDACTED].

PROPERTY ID NO:  
31-15-212-017

A Property Profile provides a wealth of information useful to understanding a subject property's makeup. This report includes the property address, owner's name, comparable values, and legal description or parcel identification number. This report will return all pertinent property and owner information for the designated property.

Records obtained through public information show a deed was recorded in your name [REDACTED] on 20100922, which indicates your ownership and or interest in the specified property below.

**RED WILLOW COUNTY PUBLIC INFORMATION**

Purchase or Transfer Date: N/A

Foundation: N/A

Doc Number: 55-9D

Sale Amount: GD

Lot Code: C010

Property Zone: 20100922

Land Value ID: 156-85

Pool: N/A

Use Code: 262

Improvements: 24

Square Feet: N/A

Property ID: 31-15-212-017

Legal Property Address: [REDACTED] Mc Cook, NE 69001-3624

To obtain a copy of your Deed and complete Property Profile, please detach and return in the enclosed envelope with your processing fee of \$87.00. You will receive your documents and report within 14 business days.

Upon receipt of your processing fee, your request will be submitted for document preparation and review. If for any reason your request for deed and property profile cannot be obtained, your processing fee will be immediately refunded.

State Record Retrieval is not affiliated with the county in which your deed is filed in, nor affiliated with any government agencies. This offer serves as a solicitation for services and not to be interpreted as a bill due.

This product or service has not been approved, or endorsed by any government agency, and this offer is not being made by an agency of the government. This is not a bill. This is a solicitation; you are under no obligation to pay the amount stated, unless you accept this offer. State Record Retrieval operates in accordance to both Business and Professions Code 17533.6 & Civil Code 1716.



# STATE OF NEBRASKA

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**JOHN A. GALE**  
**SECRETARY OF STATE**

P.O. Box 94608  
State Capitol, Suite 2300  
Lincoln, NE 68509-4608  
Phone 402-471-2554  
Fax 402-471-3237  
[www.sos.state.ne.us](http://www.sos.state.ne.us)

October 27, 2010

State Record Retrieval Board  
5100 N. 27<sup>th</sup> St. Ste A2-116  
Lincoln, NE 68512

To Whom It May Concern:

The Secretary of State is the State Records Administrator and Chair of the Nebraska State Records Board. The 12-member Board consists of the Governor, Attorney General, State Auditor, State Treasurer, and others. It has come to our attention that you are using the name "State Record Retrieval Board" to solicit homeowners to obtain copies of deeds on file with the county and charging \$87 for your services. As you are most likely aware, these deeds can be obtained directly from the county for no fee or a much lower fee.

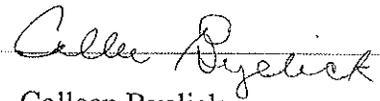
In doing a corporate search on the records of the Secretary of State, no corporation or record was found for "State Record Retrieval Board" or "Deed Retrieval Services." Your letter indicates that you operate in accordance with Business and Professions Code 17533.6 & Civil Code 1716, which both appear to be California state laws. Nebraska law provides that a foreign corporation may not transact business in this state until it obtains a certificate of authority from the Secretary of State and that a foreign corporation shall be liable for a civil penalty of \$500 dollars for each day, up to \$10,000 a year, for transacting business in this state without a certificate of authority (Neb. Rev. Stat. §§ 21-20,169, 21-20, 168). I strongly advise you to **cease** and **desist** any activity in this state that you may be conducting without a certificate of authority.

I also advise you to refrain from using the name "State Record Retrieval Board" as it falsely implies affiliation with the Nebraska State Records Board and may be considered a deceptive trade practice under the Uniform Deceptive Trade Practices Act. The Uniform Deceptive Trade Practices Act sets forth the deceptive trade practices in Nebraska; including causing likelihood of confusion or of misunderstanding as to the source, sponsorship, approval, certification of goods or services, and causing likelihood of confusion or of misunderstanding as to affiliation, connection, or association with, or certification by, another.

Please submit, in writing, a response to the allegation that you are currently or have recently been conducting business in the state of Nebraska without the proper authority.

Please address your correspondence to my attention. I would expect the courtesy of a response on or before November 10, 2010.

Sincerely,

A handwritten signature in cursive script that reads "Colleen Byelick". The signature is written in black ink and is positioned above a horizontal dotted line.

Colleen Byelick  
General Counsel

State Record Retrieval Board  
5100 N 27<sup>th</sup> St Ste A2-116 Lincoln, NE 68512

**RE: DEED RETRIEVAL SERVICES**

Not a Government Agency  
888 637-2652



CODE 38296

State of Nebraska  
Secretary of State  
Colleen Byelick  
PO Box 94608  
State Capitol Suite 2300  
Lincoln, NE 68509-4608

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November 2, 2010

Dear Ms. Byelick,

We are a document retrieval service. We provide a copy of the property grant deed and a complete property profile. Our research has found that 90% of the people that purchase property do not receive a copy of their deeds in their real estate packages. This varies from county to county.

We clearly state on all of our documents that we are NOT a Government agency, and it is mandated in our company that when calls are answered we also CLEARLY state at the BEGINNING of the call that we are not a Government agency as not to create any confusion.

Our purpose is to provide an important service to property owners not to break any state laws.

We strive to provide a needed service to people who may or may not have the time to pursue securing a copy of their deed waiting sometimes months where our turnaround is approximately 7 to 21 business days. This service may be obtained via other avenues which may be less expensive in monetary ways but more expensive in time and frustration working with state agencies. This may be compared with the cost of washing your car yourself or having a professional car wash complete the task.

We have stopped all activity in the state of Nebraska as of the writing of this letter. Any past request for our service pending will be returned to the property owner upon its receipt.

Best Regards,  
State Record Retrieval Board

**Electronic Government Service Level Agreement  
with  
Nebraska <Partner>**

This Agreement is made by and between Nebraska Interactive, LLC, a Nebraska Limited Liability Company (Manager) on behalf of the Nebraska State Records Board (the “NSRB”) and [Partner], a state, county or local government of Nebraska (“Partner”).

This Agreement is subordinate to the State of Nebraska Contract between NSRB and Manager to operate and manage the Nebraska.gov Network (“the Master Contract”) and is subject to all terms and conditions therein.

WHEREAS, Partner is a data providing/collecting entity with which electronic communication is desired; and

WHEREAS, Manager desires to access and/or electronically collect such data in order to develop, maintain, and enhance electronic services to Partner.

NOW, THEREFORE, in consideration of the mutual conditions, covenants, and promises contained in this Agreement, the parties agree as follows:

- 1) **PURPOSE** – The purpose of this Agreement is to grant Manager the access and authority to electronically collect data for the purpose of providing electronic services which may include interface and database development, application development and support, and payment processing hardware and support, and to set forth conditions and responsibilities associated with said electronic services. Any desired services and associated charges or fees will be set forth in an Addendum to this Agreement.
- 2) **INTERFACE AND DATABASE DEVELOPMENT** – Manager will provide a customer friendly interface to successfully update application data and/or accept and complete user Electronic Payments. Manager will establish a database to properly store the payment information and provide appropriate reporting to the Partner offices. Manager will provide online access to the Partner to view transactions for any particular day or cumulative timeframe and their subsequent status via the Internet.
- 3) **APPLICATION SUPPORT**
  - a) Manager agrees to provide support to users who require access to an online service set forth in an Addendum to this Agreement. Such support shall include answering user questions and addressing problems related to screen or report formats, codes, abbreviations, billing policy, error messages, problems and other access concerns.
  - b) It is agreed that the Partner will be responsible for answering all user questions related to the Partner’s business processes, as well as the Partner’s rules and regulations, policies and procedures applicable to an Addendum to this Agreement.
  - c) Manager agrees to participate in any and all meetings that the Partner identifies as necessary in order for Manager to provide a high level of customer support. The Partner

agrees to supply Manager with all information necessary so that Manager can assist user as indicated above.

- d) The Partner agrees to grant access to information necessary for Manager to perform updates or maintenance for electronic access to public records for services set forth in Addendums related to this Agreement.
  - e) The Partner agrees to update and keep Manager informed on substantive changes in the law relating to electronic services provided by Manager.
- 4) SERVICE HARDWARE SUPPORT (if applicable)
- a) Manager shall provide hardware support for payment processing service cards and/or swipe hardware, if such hardware is used by Partner and if it has been obtained through Manager. Such support shall be directed to answering Partner questions and resolving problems related to installation, use of the check/card swipe hardware, codes, abbreviations, and error messages.
  - b) Manager shall repair or replace any defective card swipe hardware furnished through Manager to Partner. If required, replacement card swipe hardware will be shipped to arrive within two business days.
  - c) Manager agrees to participate in all meetings that the Partner identifies as necessary in order for Manager to provide hardware Service support. Partner agrees to supply Manager with all information necessary (within Partner's control) to aid Manager to assist Partner staff users at the Service hardware support level agreed above.
- 5) HARDWARE OWNER – Partner agrees that the card and/or check swipe hardware and all related equipment, supplies, or materials supplied to the Partner under this Agreement are owned by Manager.
- 6) CHANGES IN NETWORK - Both parties will provide thirty (30) days written notice of any planned, material changes in Network operations affecting the Partner's online service, unless otherwise agreed to by both parties. A "material change" is defined as a change that adds to the complexity of an Application or diminishes the services provided. These changes will include, but are not limited to file format changes, changes in data transfer and retrieval procedures, Application coding changes, URL migrations and interface content changes.
- 7) PARTNER FEES – Partner is responsible for correctly calculating any Partner fees and providing those fee calculations to Manager. Manager will not assume liability for Partner Application fee miscalculations that have been approved by the Partner as functionally correct. Also, Manager will not assume liability for Partner fee miscalculations due to system errors not caused by any act or omission on the part of Manager.
- 8) COSTS AND COMPUTER SYSTEMS FOR ELECTRONIC PAYMENT – Manager shall be responsible for all costs in supplying electronic payment reports and payment transaction confirmation numbers to the user. This includes the cost for Manager's interface with the Partner's system in order to provide such electronic payment reports and user payment transaction confirmation number. Such system shall:

- a) Supply the payment confirmation number to the user in an understandable and logical format acceptable to the Partner;
  - b) Supply reports to the Partner in an understandable and logical format; and
  - c) Be tested, reviewed, and approved by the Partner before it is offered to the user.
- 9) ONLINE CARD SECURITY – Manager is responsible for online security consistent with online payment card industry standards, specifically, The Payment Card Industry’s Data Security Standards (“PCI DSS”).
- 10) TECHNOLOGY STANDARD – Contractor agrees to comply with all published Nebraska Information Technology Commission (NITC) standards. NITC standards are available at <http://nitc.ne.gov/standards/>
- 11) CONFIDENTIALITY All materials and information provided by the Partner or acquired by the Manager on behalf of the Partner shall be regarded as confidential information. All materials and information provided by the Partner or acquired by the Manager on behalf of the Partner shall be handled in accordance with Federal and State Law, and ethical standards. The Manager shall treat, and shall require that its agents, employees, affiliates, parent company, and subcontractors treat such materials or information as confidential, as required by Federal and State Law. The Manager shall not be responsible for treatment contrary to State and Federal Law by the State, any agency, members of the public, or others not under the control of Manager.
- 12) AGREEMENT REPRESENTATIVES AND NOTICES - All matters relating to this Agreement shall be directed to the following persons. These designations may be changed following written notice from each party to the other party to this Agreement.

Mailing address:

Phone:

Fax:

Email:

Mailing Address: General Manager/Network Manager  
301 S 13, Suite 301  
Lincoln, NE 68508  
Phone: 402 471 7810  
Fax: 402-471-7817  
Email: [generalmanager@nicusa.com](mailto:generalmanager@nicusa.com)

13) TERMINATION OF CONTRACT -

- a) Either Partner or the Manager shall have the right to terminate this Agreement or any Addendum, for cause, subject to cure, by providing written notice of termination, to the other parties. Such notice shall specify the “for cause” reason, including citation to any specific provision of this Agreement, which gives rise to the notice and shall specify action that can be taken by the other party to avoid termination of the Agreement or any Addendum. A reasonable period of time of not less than sixty (60) days shall be given to cure, unless as otherwise agreed to by the parties.

For purposes of this Agreement, the phrase “for cause” shall mean any material breach by any party to this Agreement of the terms or conditions of this Agreement and any Addendum.

In any instance of material breach by any party to this Agreement, the rights to pursue any and all remedies are available to the parties under the State Contract Claims Act.

- b) At the option of the Manager and with thirty (30) days advance written notice to the Partner and NSRB, the Manager may terminate an Addendum to this Agreement for a particular service if:
  - i) There is insufficient interest in such service as demonstrated by low use and inadequate funding; or
  - ii) There is a continuing failure by the Partner to update and make necessary information available to Manager as required by this agreement.

14) **TERM OF AGREEMENT** - This Agreement shall commence on the date of execution by all parties and shall be co-terminal with the Master Contract and any extensions or renewals thereof, unless earlier terminated in accordance with the terms of this Agreement.

15) **RELATIONSHIP OF PARTIES** - Notwithstanding any other provisions contained herein, it is expressly agreed that Manager is an independent Contractor in the performance of each and every part of this Agreement and not an agent or employee of the NSRB or the Partner.

16) **CHANGES, MODIFICATIONS OR AMENDMENTS** - This Agreement may be changed, modified or amended at any time by an instrument in writing signed by the NSRB, Manager and the Partner.

17) **MARKETING** - Partner may provide reasonable marketing space in its publications (if and/or when such exists) at no charge, to allow promotion of Manager or its services.

18) **EXHIBIT SPACE** - The Partner may provide NSRB or Manager complimentary exhibit space and/or speaker time at any appropriate conventions and/or seminars, which Partner may host (if and/or when such exist).

19) **PAYMENT OF FEES** – Users of payment services set forth in an Addendum to this Agreement will have several payment methods provided by Manager. The following outlines the Agreement for these payment methods.

- a) **Electronic Check Payments**—When Manager is providing payment processing services, Manager will split the fee collected from the user into two transactions: 1. the portal fee

and 2. the Partner fee. Manager will send the Partner fee collected from the user to the designated Partner bank account. Manager will send the portal fee amount to an account designated by Manager. The portal fee to Manager is outlined in any Addendum to this Agreement. Funds will be disbursed to the appropriate Partner bank account within three (3) business days of Manager receiving such funds. Manager shall provide Partner a detailed accounting report (with sensitive identifying information removed) showing all receipts and disbursements described in this section.

- b) Credit Card Payments - When Manager is providing payment processing services, Manager will split the fee collected from the user into two transactions: 1. the portal fee and 2. the Partner amount due. Manager will send the Partner fee collected from the user to the designated Partner bank account. Manager will send the portal fee amount to an account designated by Manager.. The portal fee payable to Manager is outlined in any Addendum to this Agreement. Funds will be disbursed to the appropriate Partner bank account within three (3) business days of Manager receiving such funds. Manager shall provide Partner a detailed accounting report (with sensitive identifying information removed) showing all receipts and disbursements described in this section.
- c) Return/Chargeback - In the event a return/chargeback is received, user may incur an additional \$15.00 charge by Manager for the recovery of the handling and processing of these returns/chargebacks. The amount charged by Manager for the recovery of the handling and processing of these returns/chargebacks is subject to change without notification to the Partner. Manager will provide online access to a report to the Partner detailing all returns/chargebacks and reasons for the returns/chargebacks on each business day.
- a) Refunds --Refunds (funds credited back to the customer) will be initiated by the Partner based on the method provided to the Partner by the Manager. Refunds will be deducted from future Partner disbursements based on the transaction date of the refund.
- b) Credit Card Chargebacks--Manager will be responsible for the initial handling and recovery of all monies associated with chargebacks. In the event the Manager is unable to collect funds within sixty (60) days from receipt of notice, Manager will deduct chargeback from a future Partner disbursement. Partner will then be responsible for any business process needed to recover funds for chargebacks.
- c) Check Returns--Returned checks will be deducted from Partner Disbursement at the time the return is processed. The Partner will be responsible for collection of any returned checks due to insufficient funds, closed accounts, etc.
- d) Fees -Manager will be responsible for all electronic check processing fees, all credit card merchant account fees and chargeback account fees for the Manager merchant ID and for the Partner merchant ID unless otherwise set forth in an Addendum to this Agreement.
- e) Subscription Services – When Manager, is providing subscriber services, such services will be provided in accordance with terms and conditions set forth in the Master Contract Section III, FF –PAYMENT, and any amendments.





# **Nebraska Interactive, LLC**

**Financial Statements**

**December 31, 2009 and 2008**

**Nebraska Interactive, LLC**

**Index**

**December 31, 2009 and 2008**

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**Report of Independent Auditors**

To the Board of Directors of  
Nebraska Interactive, LLC

In our opinion, the accompanying balance sheets and the related statements of income, of changes in member's equity and of cash flows present fairly, in all material respects, the financial position of Nebraska Interactive, LLC (the "Company") at December 31, 2009 and 2008 and the results of its operations and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits of these statements in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

*PricewaterhouseCoopers LLP*

June 18, 2010

**Nebraska Interactive, LLC**  
**Balance Sheets**  
**December 31, 2009 and 2008**

	2009	2008
<b>Assets</b>		
Current assets		
Cash and cash equivalents	\$ 1,020,124	\$ 821,648
Trade accounts receivable, net	874,821	796,788
Prepaid expenses and other current assets	8,565	7,607
Deferred income taxes	13,050	10,434
Total current assets	1,916,560	1,636,477
Property and equipment, net	8,907	15,328
Other assets	3,878	3,878
Deferred income taxes, net	12,734	11,978
Total assets	\$ 1,942,079	\$ 1,667,661
<b>Liabilities and Member's Equity</b>		
Current liabilities		
Accounts payable	\$ 978,950	\$ 545,304
Accrued expenses	51,571	34,814
Total current liabilities	1,030,521	580,118
Other long-term liabilities (Notes 2 and 5)	17,898	20,740
Total liabilities	1,048,419	600,858
Commitments and contingencies (Notes 2 and 6)	-	-
Member's equity		
Member's equity, 100 units outstanding	113,352	113,352
Accumulated earnings	1,792,789	1,635,274
Due from affiliated companies	(1,012,481)	(681,823)
Total member's equity	893,660	1,066,803
Total liabilities and member's equity	\$ 1,942,079	\$ 1,667,661

The accompanying notes are an integral part of these financial statements.

**Nebraska Interactive, LLC**  
**Statements of Income**  
**Years Ended December 31, 2009 and 2008**

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	2009	2008
Revenues	\$ 2,680,976	\$ 2,492,174
Cost of portal revenues (Notes 2, 7 and 8)	<u>2,424,013</u>	<u>2,124,386</u>
Operating income	256,963	367,788
Interest income	<u>1,170</u>	<u>21,706</u>
Income before income taxes	258,133	389,494
Income tax expense (benefit)		
Current	103,990	146,979
Deferred	<u>(3,372)</u>	<u>(1,589)</u>
Net income	<u>\$ 157,515</u>	<u>\$ 244,104</u>

The accompanying notes are an integral part of these financial statements.

**Nebraska Interactive, LLC**  
**Statements of Changes in Member's Equity**  
**Years Ended December 31, 2009 and 2008**

	<u>Member's Equity</u>		<u>Accumulated</u> <u>Earnings</u>	<u>Due From</u> <u>Affiliated</u> <u>Companies</u>	<u>Total</u>
	<u>Units</u>	<u>Amount</u>			
<b>Balances at January 1, 2008</b>	100	\$ 113,352	\$ 1,391,170	\$ (315,108)	\$ 1,189,414
Increase in due from affiliated companies (Note 7)	-	-	-	(366,715)	(366,715)
Net income	-	-	244,104	-	244,104
<b>Balances at December 31, 2008</b>	100	113,352	1,635,274	(681,823)	1,066,803
Increase in due from affiliated companies (Note 7)	-	-	-	(330,658)	(330,658)
Net income	-	-	157,515	-	157,515
<b>Balances at December 31, 2009</b>	100	\$ 113,352	\$ 1,792,789	\$ (1,012,481)	\$ 893,660

The accompanying notes are an integral part of these financial statements.

**Nebraska Interactive, LLC**  
**Statements of Cash Flows**  
**Years Ended December 31, 2009 and 2008**

	2009	2008
<b>Cash flows from operating activities</b>		
Net income	\$ 157,515	\$ 244,104
Adjustments to reconcile net income to net cash provided by operating activities		
Depreciation	7,713	8,182
Deferred income taxes	(3,372)	(1,589)
Changes in operating assets and liabilities		
(Increase) in trade accounts receivable	(78,033)	(97,904)
(Increase) decrease in prepaid expenses and other current assets	(958)	702
Increase in accounts payable	433,646	89,129
Increase in accrued expenses	16,757	6,823
(Decrease) in other long-term liabilities	(2,842)	(10,719)
Net cash provided by operating activities	<u>530,426</u>	<u>238,728</u>
<b>Cash flows from investing activities</b>		
Purchases of property and equipment	(1,292)	(9,524)
Payments to affiliated companies, net	<u>(330,658)</u>	<u>(366,715)</u>
Net cash used in investing activities	<u>(331,950)</u>	<u>(376,239)</u>
Net increase (decrease) in cash and cash equivalents	198,476	(137,511)
Cash and cash equivalents, beginning of year	<u>821,648</u>	<u>959,159</u>
Cash and cash equivalents, end of year	<u>\$ 1,020,124</u>	<u>\$ 821,648</u>

The accompanying notes are an integral part of these financial statements.

# Nebraska Interactive, LLC

## Notes to Financial Statements

### December 31, 2009 and 2008

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#### 1. The Company

Nebraska Interactive, LLC, formerly Nebraska Interactive, Inc. (the "Company"), was incorporated on November 22, 1994 to design, build and operate an Internet-based portal for the state of Nebraska (the "State") that allows businesses and citizens to complete transactions and obtain government information via the Internet. The Company is a wholly-owned subsidiary of NICUSA, Inc. ("NICUSA"). NICUSA is a wholly-owned subsidiary of NIC Inc. ("NIC").

On December 3, 1997, the Company entered into a contract with the Nebraska State Records Board ("NSRB") to develop and operate the State's government portal that provides electronic transactions and expanded access to government information. The contract includes limitations and provisions for the rates the Company can charge and the amount of remuneration to each government agency. The contract was to expire on January 31, 2002. However, in January 2001, the NSRB extended the contract through January 2004. On January 31, 2004, the NSRB became entitled to a perpetual for use only license to the applications developed for no additional compensation to the Company. During February 2010, the Company entered into a new four-year contract with the State, which includes an option for the State to extend the contract for an additional two-year renewal term.

#### 2. Summary of Significant Accounting Policies

##### **Cash and Cash Equivalents**

Cash and cash equivalents primarily include cash on hand in the form of bank deposits and money market funds. Cash held in sweep accounts is invested primarily in U.S. Government money market funds that purchase U.S. agency instruments or direct obligations of the U.S. Treasury or repurchase agreements secured by U.S. agency instruments. For purposes of the balance sheets and statements of cash flows, the Company considers all nonrestricted highly liquid instruments purchased with an original maturity of one month or less to be cash equivalents.

##### **Property and Equipment**

Property and equipment are carried at cost less accumulated depreciation. Depreciation is computed using the straight-line method over the estimated useful lives of the assets. When assets are retired or otherwise disposed of, the cost and related accumulated depreciation are removed from the accounts and any resulting gain or loss is included in the statements of income for the period. The cost of maintenance and repairs is charged to expense as incurred; significant renewals and betterments are capitalized.

The Company periodically evaluates the carrying value of property and equipment to be held and used when events and circumstances warrant such a review. The assets are reviewed in total, since the uses of certain assets are provided free of charge for the State's portal. The carrying value of property and equipment is considered impaired when the anticipated undiscounted cash flows from the assets are less than the carrying value. In that event, a loss is recognized based on the amount by which the carrying value exceeds the fair value of the assets. Fair value is determined primarily using the anticipated cash flows discounted at a rate commensurate with the risk involved. Losses on assets to be disposed of are determined in a similar manner, except that fair values are reduced for the cost to dispose. The Company did not record any provisions for impairment of property and equipment during 2009 or 2008. There is considerable judgment necessary to determine future cash flows and, accordingly, actual results could vary significantly from such fair value estimates.

**Nebraska Interactive, LLC**  
**Notes to Financial Statements**  
**December 31, 2009 and 2008**

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**Revenue Recognition**

The Company recognizes revenue from providing outsourced government portal services (primarily transaction-based fees) net of the transaction fees due to the government when the services are provided. Revenues from application development services provided to the State are recognized as the services are provided at rates agreed to between the parties. For the years ended December 31, 2009 and 2008, gross revenues were \$6,234,584 and \$5,840,393, respectively, and transaction fees paid to the government were \$3,553,608 and \$3,348,219, respectively. The transaction fees that the Company must remit to state agencies for data access and other statutory fees are accrued as accounts payable at the time services are provided and must be remitted regardless of whether the Company ultimately collects fees from its customers. As a result, trade accounts receivable and payable reflect the gross amounts outstanding at the balance sheet dates.

Effective February 1, 2004, in connection with the revenues generated under the contract with the NSRB, the Company pays the NSRB 10% of net transaction revenue for certain existing services. Net transaction revenue is defined in the contract as gross revenues collected by the Company less the payment of agency portions of transaction fees. For the years ended December 31, 2009 and 2008, total payments made to the NSRB under this revenue sharing arrangement totaled approximately \$174,000 and \$148,000, respectively.

**Cost of Portal Revenues**

The Company expenses as incurred the employee costs to develop, operate and maintain the government portal as cost of portal revenues in the statements of income. Cost of portal revenues includes all direct costs associated with operating the State's portal on an outsourced basis including employee compensation (including stock-based compensation), telecommunications, data processing, bank fees, merchant fees required to process credit card and automated clearinghouse transactions, maintenance and all other costs associated with the provision of dedicated client service such as office facilities.

**Stock-based Compensation**

The Company accounts for equity instruments exchanged for employee services pursuant to authoritative accounting guidance for share-based payments. Under the provisions of such guidance, stock-based compensation cost is measured at the grant date, based on the calculated fair value of the award, and is recognized as expense over the employee's requisite service period (generally the vesting period of the grant). The Company estimates compensation cost related to awards not expected to vest.

Eligible employees of the Company participate in NIC's stock option and restricted stock plan and stock purchase plan. For the years ended December 31, 2009 and 2008, the Company recognized approximately \$38,000 and \$35,000, respectively, in stock-based compensation expense, which has been included in cost of portal revenues in the Company's statements of income.

**Income Taxes**

Deferred income taxes are recognized for the tax consequences in future years of differences between the tax basis of assets and liabilities and their financial reporting amounts at each year end based on enacted laws and statutory tax rates applicable to the periods in which differences are expected to affect taxable income. NIC, along with its subsidiaries, files a consolidated federal income tax return. The provision for income taxes is generally allocated to the Company under the separate return allocation method; however, when the Company generates losses or credits, it is given benefit for such losses or credits as they are used by other members of the consolidated group.

# Nebraska Interactive, LLC

## Notes to Financial Statements

### December 31, 2009 and 2008

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The Company accounts for uncertain tax positions in accordance with authoritative accounting guidance for uncertain tax positions. Accordingly, the Company does not recognize a tax benefit for uncertain tax positions unless management's assessment concludes that it is "more likely than not" that the position is sustainable, based on its technical merits. If the recognition threshold is met, the Company recognizes a tax benefit based upon the largest amount of the tax benefit that is greater than 50 percent likely to be realized. The Company recognizes interest and penalties, if any, related to unrecognized tax benefits in income tax expense in the statements of income. See Note 5 for further information regarding the Company's liability for unrecognized tax benefits at the balance sheet dates.

#### **Indemnification**

Under the Company's contract with the State, the Company has agreed to fully indemnify the State against third party claims that the Company's services infringe upon the intellectual property rights of others and against claims arising from the Company's performance or the performance of the Company's subcontractors under the contract. The Company has not experienced such claims. Accordingly, the Company had not accrued any liability on the aforementioned indemnification obligations at the balance sheet dates.

Under the terms of the contract with the State, the Company is bound by a performance bond commitment totaling \$500,000. The Company has never had any defaults resulting in draws on the performance bond.

#### **Use of Estimates**

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

#### **Recent Accounting Pronouncements**

In September 2006, the Financial Accounting Standards Board ("FASB") issued authoritative accounting guidance for fair value measurements, which defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles, and expands disclosures about fair value measurements. This authoritative guidance does not require any new fair value measurements, but provides guidance on how to measure fair value by providing a fair value hierarchy used to classify the source of the information. In February 2008, the FASB issued authoritative guidance which allowed for the delay of the effective date of the authoritative guidance for fair value measurements for one year for all nonfinancial assets and liabilities, except those that are recognized or disclosed at fair value in the financial statements on a recurring basis. The Company adopted the provisions of the guidance for financial assets and liabilities effective January 1, 2008, and for nonfinancial assets and liabilities effective January 1, 2009. The adoption of these provisions did not have an impact on the financial statements of the Company.

In May 2009, the FASB issued authoritative accounting guidance which establishes general standards of accounting for and disclosures of events that occur after the balance sheet date but before financial statements are issued or are available to be issued. Although there is new terminology, the standard is based on the same principles as those that currently exist in the auditing standards. The guidance was adopted by the Company during the year ended December 31, 2009. The Company has performed an evaluation of subsequent events through June 18, 2010.

**Nebraska Interactive, LLC**  
**Notes to Financial Statements**  
**December 31, 2009 and 2008**

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**3. Concentration of Credit Risk**

Financial instruments that potentially subject the Company to significant concentrations of credit risk consist primarily of cash and cash equivalents and accounts receivable. The Company limits its exposure to credit loss by depositing its cash with high credit quality financial institutions and monitoring the financial stability of those institutions. During November 2008, the Federal Deposit Insurance Corporation adopted the Temporary Liquidity Guarantee Program to strengthen investor confidence and encourage liquidity in the banking system by providing full coverage on noninterest bearing deposit transaction accounts, regardless of dollar amount, for participating banks through December 31, 2009. At December 31, 2009, the Company's cash was held entirely in domestic noninterest bearing commercial checking accounts. The Company performs ongoing credit evaluations of its customers and generally requires no collateral to secure accounts receivable. At December 31, 2009, the Company recorded an allowance for doubtful accounts of approximately \$2,700 related to two customers. There was no allowance for doubtful accounts recorded at December 31, 2008. Due to the high credit worthiness of the Company's customers, consisting mainly of data resellers and insurance companies, the Company considers the remaining accounts receivable to be fully collectible. The Company has not experienced any significant credit loss for the periods reported.

The highest volume, most commercially valuable service the Company offers is access to motor vehicle records (referred to as DMV) through the portal. This service accounted for approximately 42% and 45% of the Company's revenue in 2009 and 2008, respectively.

A primary source of revenue is derived from data resellers, who use the portal to access DMV records for sale to the auto insurance industry. For the years ended December 31, 2009 and 2008, the Company derived 28% and 29%, respectively, of its revenues from one data reseller. At December 31, 2009 and 2008, 19% and 21%, respectively, of its accounts receivable were from this same data reseller.

**4. Property and Equipment**

Property and equipment consisted of the following:

	<u>December 31,</u> <u>2009</u>	<u>December 31,</u> <u>2008</u>	<u>Useful Lives</u>
Furniture and fixtures	\$ 25,048	\$ 25,048	8 years
Equipment	68,640	178,611	3-5 years
Purchased software	3,194	4,891	3 years
Leasehold improvements	-	7,014	Lesser of 5 years or term to lease
	<u>96,882</u>	<u>215,564</u>	
Less: Accumulated depreciation	<u>(87,975)</u>	<u>(200,236)</u>	
	<u>\$ 8,907</u>	<u>\$ 15,328</u>	

Depreciation expense for the years ended December 31, 2009 and 2008 was \$7,713 and \$8,182, respectively.

**Nebraska Interactive, LLC**  
**Notes to Financial Statements**  
**December 31, 2009 and 2008**

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**5. Income Taxes**

At December 31, 2009 and 2008, deferred tax assets resulted primarily from differences between book and tax depreciation, stock-based compensation, allowance for doubtful accounts and accrued but unused employee vacation expense. Management believes NIC's consolidated taxable income in the future will more likely than not be sufficient to utilize the Company's net deferred tax asset.

A reconciliation of the beginning and ending amount of the liability for unrecognized tax benefits (included in other long-term liabilities in the balance sheets) for the years ended December 31, 2009 and 2008 is as follows:

	2009	2008
<b>Balances at January 1</b>	\$ 20,740	\$ 31,459
Additions for tax positions of prior years	11	22
Reductions for tax positions of prior years	-	-
Settlements	-	-
Expiration of the statute of limitations	(2,853)	(10,741)
<b>Balances at December 31</b>	<u>\$ 17,898</u>	<u>\$ 20,740</u>

It is expected that the amount of unrecognized tax benefits will change in the next 12 months. However, the Company does not expect the change to have a significant impact on its results of operations or financial condition.

The Company recognizes accrued interest and penalties associated with uncertain tax positions as part of income tax expense in the statements of income. At December 31, 2009 and 2008, accrued interest and penalty amounts were not material.

State income tax returns are generally subject to examination for a period of three to five years after filing of the respective return.

**6. Operating Leases**

The Company leases its office space and certain office equipment under noncancelable operating leases. The future minimum lease payments under all noncancelable operating leases at December 31, 2009 are as follows:

<b>Fiscal Year</b>	
2010	\$ 16,694
2011	7,704
2012	7,704
2013	642
	<u>\$ 32,744</u>

**Nebraska Interactive, LLC**  
**Notes to Financial Statements**  
**December 31, 2009 and 2008**

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Base rent expense for the years ended December 31, 2009 and 2008 was approximately \$65,000 and \$64,000, respectively.

In 2010, the Company extended the current office lease for a four-year term through February 2014 with varying annual rent amounts ranging from approximately \$49,000 to \$54,000. The Company has an option to extend the lease for an additional two-year term with varying annual rent amounts ranging from approximately \$54,000 to \$55,000.

**7. Related Party Transactions**

Amounts due from affiliated companies at December 31, 2009 and 2008 consist primarily of cash that is advanced to affiliates and that is reduced by the payment of taxes and operating expenses paid by the affiliates on behalf of the Company. Management believes that the receivable from affiliates will likely not be settled in the ordinary course of business and, as a result, has classified the receivable from affiliates as contra-equity within member's equity on the balance sheets at December 31, 2009 and 2008.

The Company receives certain general and administrative services from NIC and its affiliates. Such services are performed on a centralized basis, benefit all affiliates and include, among others, executive and operations management, technical consultation, human resource management, information technology, security, legal, accounting support and payroll processing. NIC charges the Company for such services based on an allocation methodology which NIC management believes fairly allocates amounts based on benefits received. In 2009 and 2008, the Company recognized approximately \$747,000 and \$693,000 in expense related to these services, which is included in cost of portal revenues in the statements of income.

**8. Employee Benefit Plans**

The Company, in conjunction with affiliated companies, sponsors a defined contribution 401(k) profit sharing plan. In accordance with the plan, all full-time employees are eligible immediately upon employment. A discretionary match of up to 5% of an employee's salary and a discretionary contribution may be made to the plan as determined by NIC's Board of Directors. Expense related to Company matching contributions totaled approximately \$25,000 and \$15,000 for the years ended December 31, 2009 and 2008, respectively. No discretionary contributions were made for the years ended December 31, 2009 and 2008.

Eligible employees of the Company also participate in NIC's employee stock option and restricted stock plan and stock purchase plan (see Note 2).

**From:** Swanson, Becky  
**Sent:** Wednesday, November 10, 2010 12:30 PM  
**To:** Marshall, Tracy  
**Subject:** RE: Final Report - Arthur County Grant

Thank you very much for awarding Arthur County the grant for our GIS project. Dale Hanna has helped us with this project. I am able to print off maps for each individual parcel and review the land usages. I also feel we have more accurate information about the land parcels as far as uses and the number of acres in the parcel.

The Property Assessment and Taxation Division required assessors to have all soils converted from alpha to numerical. Without the grant and Dale Hanna's help, I could never have met the deadlines. My only resources were maps and dot counting which was not the most accurate. As most counties in Nebraska, Arthur County is facing many budget challenges.

Eventually, we hope to get a county web-site so taxpayers can get parcel information from the internet.

The GIS information has been installed in the past few weeks. I have not had a chance to use the information extensively at this time. I can see it will be very helpful to the taxpayer, individuals looking at properties, abstracters, etc. I am very excited about this new project and I am certain I could not have it in place if it was not for the ability to receive the grant.

Thank you again.

Becky Swanson  
Arthur Co. Assessor

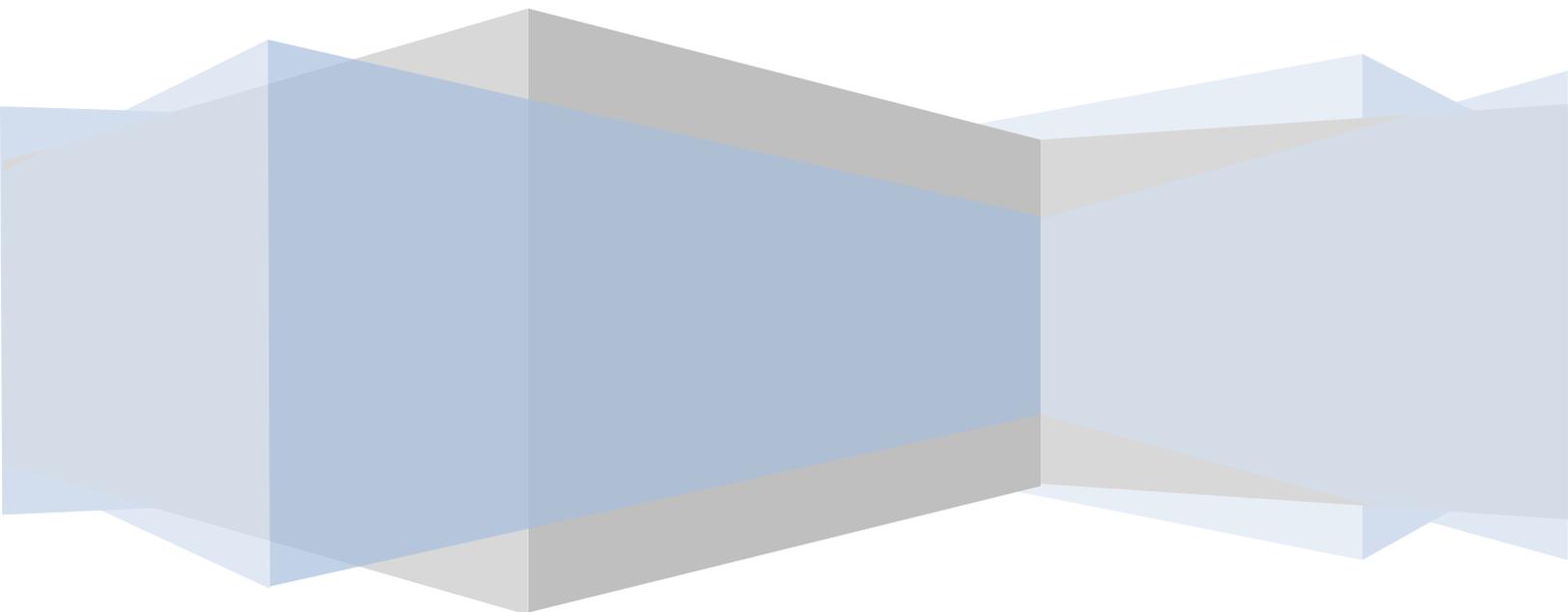
**GIS Western Resources, Inc.  
109 E 2nd Street Suite 2  
North Platte, NE 69101  
(308) 534-1460**

**For complete report (21 pages) contact:  
Cathy Danahy  
Executive Director  
NSRB  
Cathy.Danahy@Nebraska.gov  
Phone: 402-471-2745**

# **Arthur County**

## **Data Extraction Technical Report**

**Current As Of: 11/15/2010**



October 21, 2010

Cathy Danahy  
Deputy Secretary of State for Records Management  
Executive Director - Nebraska State Records Board  
Nebraska Secretary of State's Office  
Records Management Division  
440 South 8th Street, Suite 210  
Lincoln, Nebraska 68508

RE: Grant

Dear Cathy,

This is a follow up letter to let you know that Grant County has now implemented the GIS Land Use and Soil Summary Generator. Dale Hanna from GIS Western Resources was in Grant County this week and transferred the files necessary to complete the process.

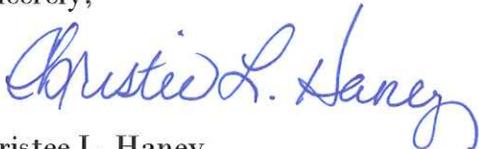
I am really excited to use this software and to invite land owners of Grant County in to view it as well.

I believe Dale Hanna will be sending you a technical report of what all has been transferred to each of the counties for this software.

I have received an invoice from Dale for the cost that I will approve for payment and mail to you.

Thank you for awarding Grant County this grant so that we could make this possible.

Sincerely,



Christee L. Haney  
Deputy Grant County Clerk

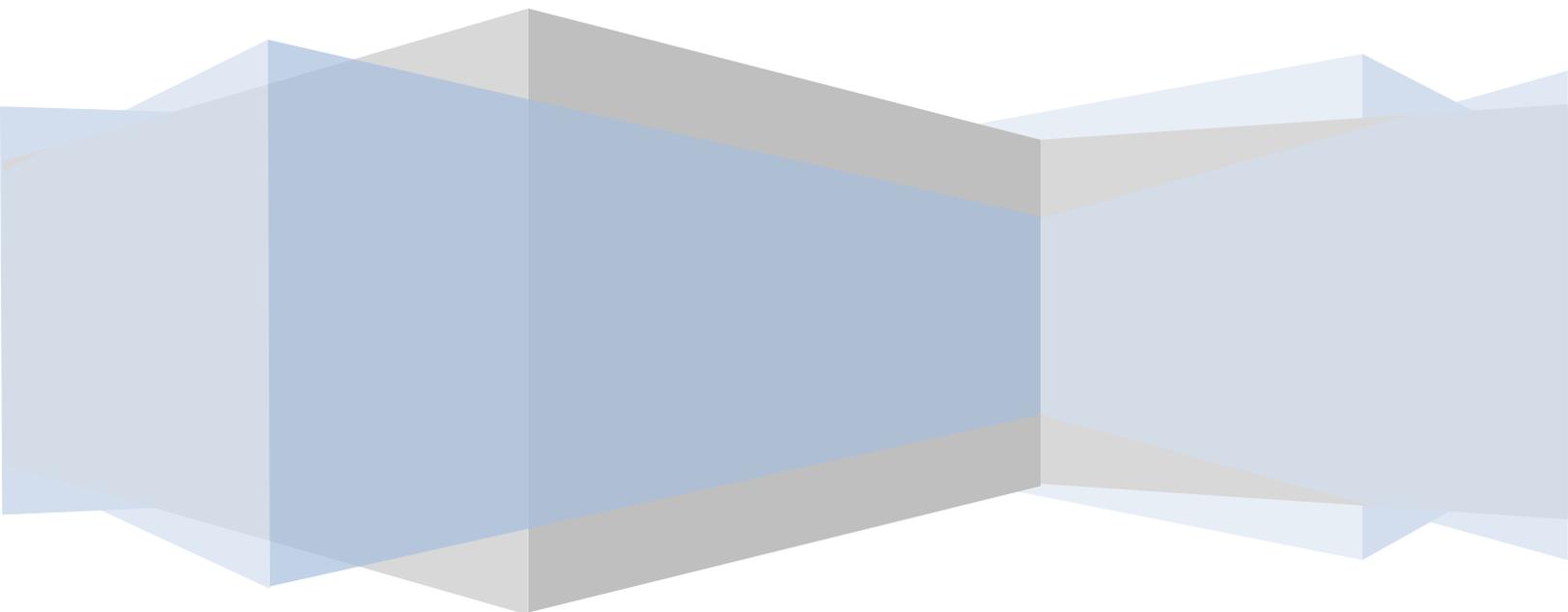
GIS Western Resources, Inc.  
109 E 2nd Street Suite 2  
North Platte, NE 69101  
(308) 534-1460

For complete report (21 pages) contact:  
Cathy Danahy  
Executive Director  
NSRB  
Cathy.Danahy@Nebraska.gov  
Phone: 402-471-2745

# Grant County

## Data Extraction Technical Report

Current As Of: 11/15/2010



# Hooker County

Hooker County Clerk  
P.O. Box 184  
Mullen, Ne 69152

Phone: (308)546-2244  
FAX: (308)546-2490  
email: soscou93@nol.org



Secretary of State  
Cathy Danahy  
Records Management Division  
440 So. 8th St. Suite 210  
Lincoln, NE 68508

Dear Cathy Danahy and State Records Board:

On behalf of Hooker County, I would like to thank you for the grant that allowed us to contract with GIS Western Resources for GIS. This is a tool that we will utilize and at a cost the county would have to finance over a number of years. Years that often have higher priority items budgeted. The product is currently available on my desktop and will be available December at a public terminal in my office. It has several layers, and will have utility for the assessor, the emergency manager, and most of the offices for which I am responsible.

The emergency manager and I will utilize the database with our 911 addressing, and the assessment utility is in the parcel information and the land classification. Zoning in our county is also based on areas and will be referenced with this system. Upper Loup NRD is utilizing the GIS information in their inventory of water utilization and pivots within the county.

The public will be able to utilize the system through GIS Western Resources web presence. The clerk's office intends to have a portable computer available for viewing the information at our counter.

Thanks again, from Hooker County, for this grant that allows us the access to this information and the implementation of this system.

Thanks,

A handwritten signature in black ink, appearing to read "Dave Sullivan".

Dave Sullivan

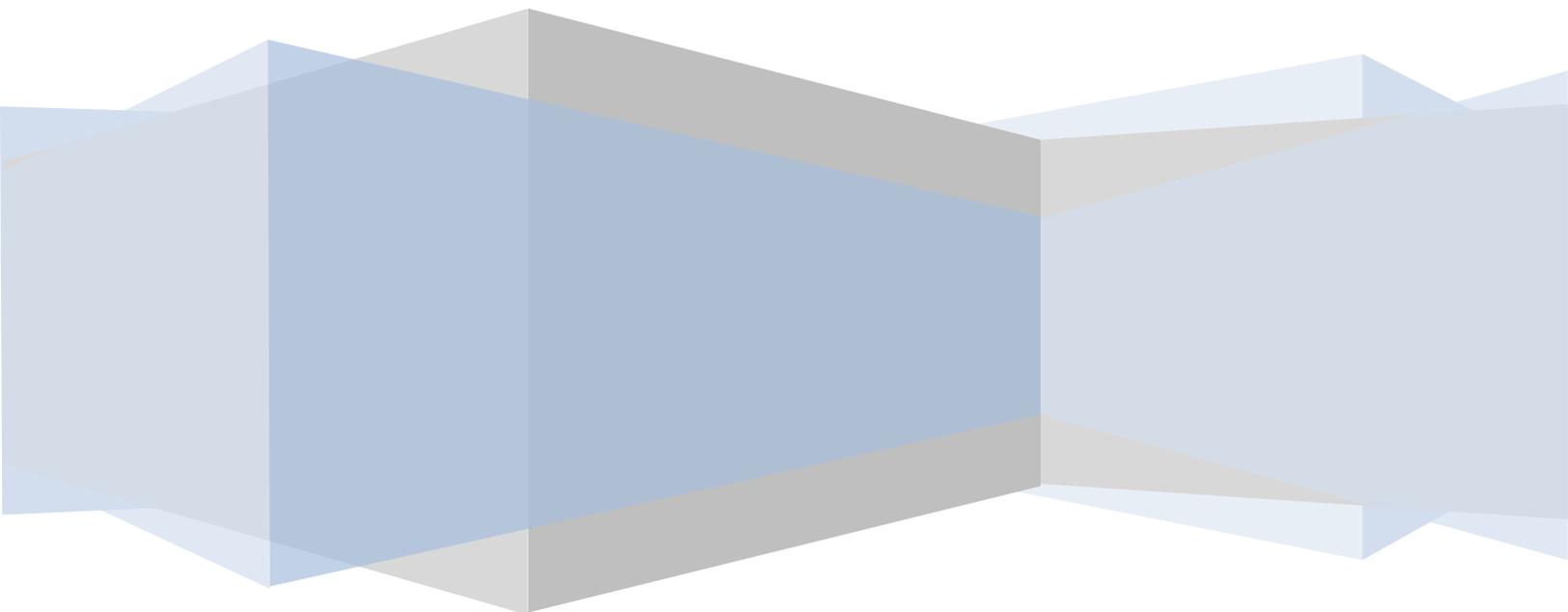
**GIS Western Resources, Inc.  
109 E 2nd Street Suite 2  
North Platte, NE 69101  
(308) 534-1460**

For complete report (21 pages) contact:  
Cathy Danahy  
Executive Director  
NSRB  
Cathy.Danahy@Nebraska.gov  
Phone: 402-471-2745

# **Hooker County**

## **Data Extraction Technical Report**

**Current As Of: 11/15/2010**



**From:** [Logan County Clerk](#)  
**To:**  
**Subject:** Logan County Report  
**Date:** Monday, November 15, 2010 9:21:44 AM

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Logan County would like to thank the Nebraska State Records Board, for the opportunity to receive a Grant for the implementation of a GIS system, without the grant we would not have been able to fund a GIS project.

It has helped our County in converting the soils, accuracy of acres for our parcels, it also gave us a chance to check our land use and I'm looking forward to working with the GIS system because Dale has done a fantastic job of collecting our data and we wouldn't have been able to do it without the Grant funding.

Thank-you again for the Grant there will be no comparison of the GIS system and the process we had prior to this to collect our data, I think the landowners will be supportive the GIS information.

Pat Harvey  
Logan County Assessor

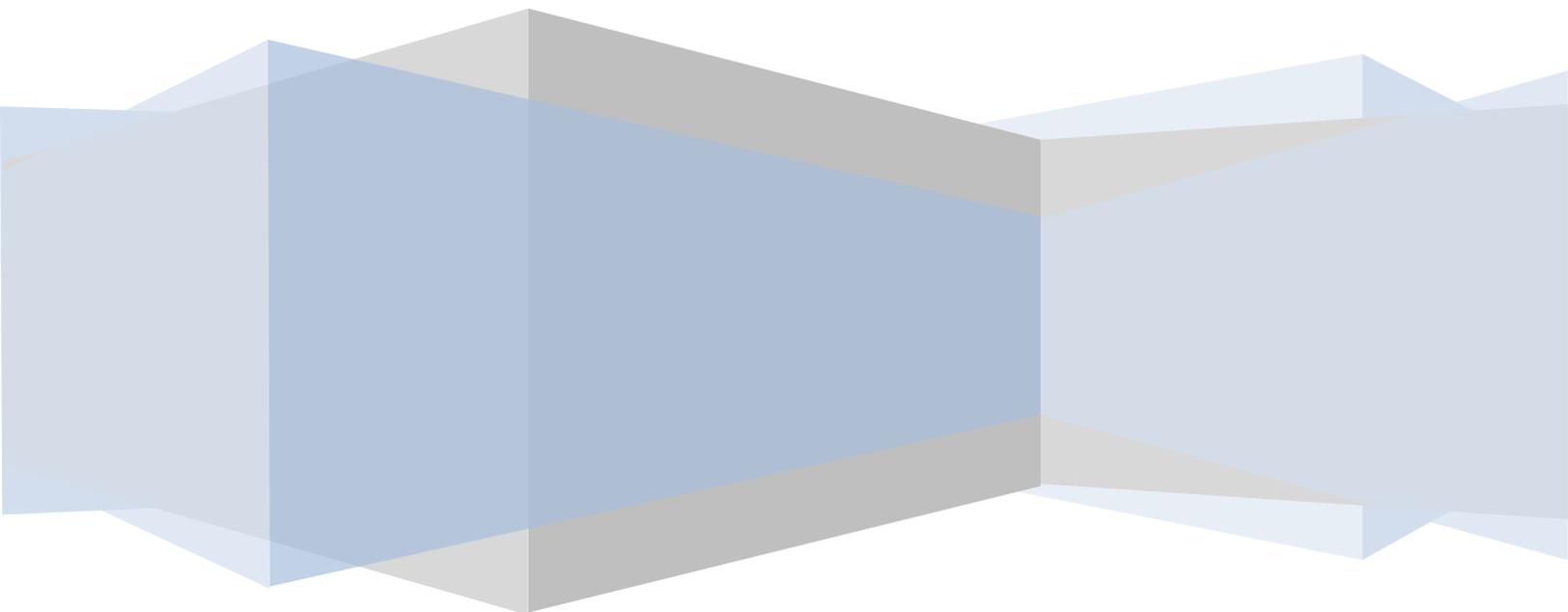
GIS Western Resources, Inc.  
109 E 2nd Street Suite 2  
North Platte, NE 69101  
(308) 534-1460

For complete report (23 pages) contact:  
Cathy Danahy  
Executive Director  
NSRB  
Cathy.Danahy@Nebraska.gov  
Phone: 402-471-2745

# Logan County

## Data Extraction Technical Report

Current As Of: 11/15/2010



# State of Nebraska Accountability and Disclosure Commission

P.O. BOX 95086  
Lincoln, Nebraska 68509  
nadc.nol.org



11th Floor, State Capitol  
Phone (402) 471-2522  
Fax (402) 471-6599

November 12, 2010

Cathy Danahy  
Executive Director  
Secretary of State/Records Management  
440 S. 8<sup>th</sup> St., Suite 210  
Lincoln, Nebraska  
INTEROFFICE

Re: State Records Board Grant

Dear Ms. Danahy:

The Commission's electronic filing project for candidate committees and ballot question committees is now complete. These types of political committees now have the option of filing their campaign statements (Form B-1) electronically. The project has been completed in time for committees to electronically file their post general election campaign statements on January 11<sup>th</sup> and their annual campaign statements on January 31<sup>st</sup>. The project was funded with a grant from the State Records Board.

Previous projects have provided political action committees, or PACs, with the option of filing their Form B-4 Campaign Statements electronically and corporations, unions, industry associations, trade associations, and professional associations with the option of filing their Form B-7 reports of contributions electronically.

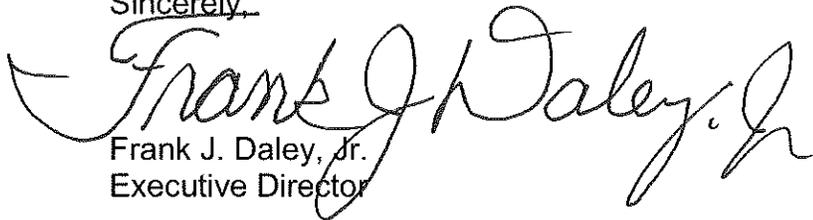
We anticipate that the electronic filing of Form B-1 will result in a significant saving of staff time. Electronically filed data can be placed in the Commission's database immediately. There is no need for manual data entry as there is with paper filings. Electronically filed data is also more readily available to the public. Information placed in the Commission's data base immediately appears on the Commission website. There is no delay due to the need to manually enter the data.

Cathy Danahy  
November 12, 2010  
Page 2

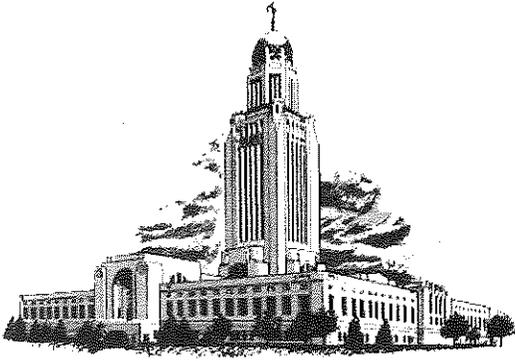
From the standpoint of the Commission, the filers and the public, this project is a success.

Again, we thank the State Records Board for the grant that made this project possible.

Sincerely,

A handwritten signature in cursive script that reads "Frank J. Daley, Jr." The signature is written in black ink and is positioned above the printed name and title.

Frank J. Daley, Jr.  
Executive Director



## STATE of NEBRASKA

Board of Barber Examiners  
Executive Building, 521 S 14th St  
Box 94723  
Lincoln, Nebraska 68509-4723  
Phone: (402) 471-2051  
Fax: (402) 471-2052  
Email: [barbers.board@nebraska.gov](mailto:barbers.board@nebraska.gov)

September 15, 2010

Nebraska State Records Board:

On behalf of our Board members and staff, I wish to express our sincere appreciation for the confidence exhibited in granting the Board of Barber Examiners a grant of \$5000.00, for the purpose of updating our licensing database system. The system was completed on schedule, which enabled us to provide for our first two year licensing period and with minimal glitches. As we are all aware in the words of one Rosanne Roseanna Danna, "it's always something."

Our gratitude to the following individuals who assisted this agency in the project and made it all possible, Chief Information Officer, Brenda Decker, Laurie Schlitt and Caleb Wederquist application developers.

May God Bless and keep you in His care.

Sincerely,

A handwritten signature in cursive script that reads "Ronald J. Pella".

Ronald J. Pella Director

STATE OF NEBRASKA  
State Treasurer



Suite 2005, State Capitol  
Lincoln, NE 68509  
402-471-2455, FAX 402-471-4390

Shane Osborn  
State Treasurer  
shaneosborn@treasurer.org

September 8, 2010

Cathy Danahy  
Executive Director  
Nebraska State Records Board  
Secretary of State's Office  
440 S. 8th St., Suite 210,  
Lincoln, NE 68508-2294

Dear Cathy,

Thank you for your confidence in your vote to grant the Nebraska State Treasurer's Office for the NebraskaSpending.com Phase 3 project. It has been completed and exceeded our expectations in taking pre-existing state government spending information and consolidating it into a single, simple, and easy-to-understand website.

The Web site contains spending information required by Nebraska Revised Statute 84-602.01. The information is compiled from the Comprehensive Annual Financial Report (CAFR) available from the office of the Nebraska State Auditor; budgets available through the Department of Administrative Services (DAS); tax revenue available through the Department of Revenue, and payment information from DAS Accounting.

With the completion of Phase 3, the website features six sections: 1) State Dollars to be Spent; 2) State Dollars Received; 3) All State Contracts; 4) Breakdown of Property Taxes for all 93 Counties; and 5) the Nebraska Operating Investment Pool information on how dollars are being invested; 6) and our newest addition a interactive searchable database of all state government payments.

As we anticipated, our contribution to the project involved general web maintenance and routine updates of spending figures; conceptual ideas for the visual elements of the site; Database Extracts from the NIS system used with the site database; user direction when requested; and data entry.

We would like to thank our partners, who assisted us in making the completion of this project possible: Governor Dave Heineman; DAS Director Carlos Castillo, DAS Accounting, the Nebraska Department of Revenue, DAS Budget Division.

Sincerely,

A handwritten signature in blue ink, appearing to read "S. Osborn".

Shane Osborn, Treasurer  
State of Nebraska

**NSRB - CASH FUND BALANCE**  
**State Records Board - Revenues & Expenditures**

**FY 10-11**

	<u>Jul, 2010</u>	<u>Prior Year Jul, 2009</u>	<u>Aug, 2010</u>	<u>Prior Year Aug, 2009</u>	<u>Sep, 2010</u>	<u>Prior Year Sep, 2009</u>	<u>Oct, 2010</u>	<u>Prior Year Oct, 2009</u>
<b><u>Revenues:</u></b>								
Sale of Service	\$491,338.43	\$517,410.58	\$484,719.09	\$510,796.63	\$495,599.39	\$492,021.09	\$470,156.62	\$491,213.49
General Business Fees	\$389.00	\$167.19	\$68.95	\$128.10	\$55.06	\$186.71	\$126.30	\$808.17
Driver Records	\$1,352.00	\$2,334.00	\$1,459.00	\$1,789.00	\$1,724.00	\$2,576.00	\$1,023.00	\$1,278.01
Investment Income	\$4,463.36	\$2,636.63	\$4,074.66	\$2,672.35	\$4,309.76	\$2,069.86	\$2,572.04	\$2,060.22
<b>Total</b>	<b>\$497,542.79</b>	<b>\$522,548.40</b>	<b>\$490,321.70</b>	<b>\$515,386.08</b>	<b>\$501,688.21</b>	<b>\$479,863.24</b>	<b>\$473,877.96</b>	<b>\$495,359.89</b>
<b><u>Expenditures:</u></b>								
State Agency Payment	\$318,968.88	\$326,216.65	\$314,127.15	\$320,843.43	\$319,283.69	\$309,035.58	\$305,976.47	\$303,513.34
NIC	\$155,503.64	\$176,480.48	\$153,158.32	\$180,457.40	\$159,715.08	\$171,629.86	\$148,367.42	\$149,563.48
Other Contractual Services		\$30,800.00	\$25,000.00	\$30,753.04			\$53,186.00	
Personal Services	\$1,422.66	\$1,224.19	\$894.32	\$1,224.20	\$894.31	\$1,851.39	\$894.33	\$1,915.19
Operating Transfer Out (Note 1)	\$0.00		\$0.00					
Misc. Expense	\$220.05	\$1,256.10	\$208.31	\$47.44	\$372.74	\$363.09	\$3.10	\$279.21
<b>Total</b>	<b>\$476,115.23</b>	<b>\$535,977.42</b>	<b>\$493,388.10</b>	<b>\$533,325.51</b>	<b>\$480,265.82</b>	<b>\$515,025.52</b>	<b>\$508,427.32</b>	<b>\$455,271.22</b>
<b><u>Profit (Loss)</u></b>	<b>\$21,427.56</b>	<b>(\$13,429.02)</b>	<b>(\$3,066.40)</b>	<b>(\$17,939.43)</b>	<b>\$21,422.39</b>	<b>\$13,973.74</b>	<b>(\$34,549.36)</b>	<b>\$40,088.67</b>
<b><u>Fund Balance:</u></b>	<b>\$735,891.51</b>	<b>\$814,165.03</b>	<b>\$732,825.11</b>	<b>\$796,225.60</b>	<b>\$754,247.50</b>	<b>\$810,199.34</b>	<b>\$719,698.14</b>	<b>\$850,288.01</b>

Transfer to General Fund during December, FY2011 (Note 1)

\$118,154.00

Grant Encumbrances

\$130,613.50

Reinvested Revenue

\$0.00

Unencumbered Funds

\$470,930.64

Note 1: Cash Fund Transfers to the General Fund are per LB1, 101st Legislature, First Special Session 2009

# State/Local Grant Project Status Report - 10/31/2010

Agency Name	Project Description	Date Grant Awarded	Original Grant Amount	Grant Balance Remaining	Balance Status	Stated Completion Date	Date of Last Payment
Accountability and Disclosure	Online Campaign Statement Filing II	5/27/2009	\$25,000	\$25,000		January, 2010 12/2009 Extended to March, 2010 5/2010 Extended to October, 2010	
Hamilton County Surveyor	Hamilton County Mapping Update	9/15/2009	\$25,000	\$25,000		December, 2010	
Lincoln County/City of North Platte	Lincoln County/City of North Platte Enhanced Web Service	9/15/2009	\$25,000	\$25,000		June, 2010 7/2010 Extended to December 2010	
Richardson County Assessor	Enhancement of Richardson County Land Record Information Management and Web Access	9/15/2009	\$25,000	\$0		July, 2010	Completed August, 2010
Valley County Assessor	Geographic Information Implementation & Web Access	9/15/2009	\$15,000	\$15,000		December, 2010	
Arthur County Assessor	GIS System	12/2/2009	\$15,612	\$15,612		April, 2010 3/2010 Extended to October, 2010	
Blaine County Assessor	GIS System	12/2/2009	\$13,742	\$1,055		April, 2010 3/2010 Extended to October, 2010	April, 2010
Grant County Assessor	GIS System	12/2/2009	\$20,412	\$0		April, 2010 3/2010 Extended to October, 2010	Completed October, 2010
Hooker County Assessor	GIS System	12/2/2009	\$25,000	\$2,447	Not Used	April, 2010 3/2010 Extended to October, 2010	Completed October, 2010

# State/Local Grant Project Status Report - 10/31/2010

Agency Name	Project Description	Date Grant Awarded	Original Grant Amount	Grant Balance Remaining	Balance Status	Stated Completion Date	Date of Last Payment
Howard County Assessor	GIS Implementation	12/2/2009	\$25,000	\$21,500		December, 2010	May, 2010
Logan County Assessor	GIS System	12/2/2009	\$22,896	\$0		April, 2010 3/2010 Extended to October, 2010	Completed October, 2010
<b>TOTALS</b>			<b>\$237,662</b>	<b>\$130,614</b>			
11/19/2010 12:07							

# General Manager's Report

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July 2010 – October 2010

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NEBRASKA . GOV

Brent Hoffman, General Manager  
*Nebraska.gov*

301 S 13<sup>th</sup> Street, Suite 301

Phone: 402-471-6582

FAX: 402-471-7817

Email: [bhoffman@nicusa.com](mailto:bhoffman@nicusa.com)

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## **NEBRASKA.GOV *Executive Summary***

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With the New Year coming around the corner, Nebraska.gov has been spending the last few months preparing the 2011 business and marketing plans. As part of this process, we look forward to the new projects coming down the pipe-line for 2011. One project currently in the initial phase is Criminal History Search. Nebraska.gov has been working with the State Patrol, Criminal Investigation Division in getting this project off the ground and also identifying and working with other sister states, such as Arkansas on implementations and ideas.

To highlight a few of our accomplishments over this last quarter, Nebraska.gov created a first-of-its kind application for the iPhone and iPad. Created in partnership with the Nebraska Administrative Office of the Courts, the Nebraska Court Calendar app gives the user the ability to search most District and all County Court hearing schedules to find day, time and location information. Hearing schedules are pulled in real times from the court database, providing users with the most accurate information available.

Another achievement to mention, after many months spent planning and developing, is the LiveWell Survey that launched July 20<sup>th</sup>, 2010. This survey was developed in response to a search for a quality, scientifically, sound health risk assessment. It takes approximately 15 minutes to complete, and each employee receives an individual report giving them tips on living a healthier lifestyle, as well as highlighting those areas where they are doing well. This is an instrument that is benchmarked against Centers for Disease Control's data standards and of great value to companies with skyrocketing health care costs.

We continue to stay robust with upgrades and new advances on the technical side and making sure Nebraska has the most current and up-to date equipment and security. Over the year, we have been working on phases of our virtual migration and have already successfully implemented a migration of our websites and applications. As of the 3<sup>rd</sup> quarter, our development and testing environments are now also operating off of virtual servers.

To end this 3<sup>rd</sup> quarter update, financially, we have ended on a positive note. State gross revenues for the month of October were \$507,997. Of that total, the agencies net revenue was \$262,632, the NSRB net revenue was \$17,079, that's up \$5000 from the same month the year prior, and Nebraska.gov net revenue was \$17,269.

The best part about working in the field of technology is that is ever changing. Knowing that what we will continue to have new tools, and challenges tomorrow or next week, or next year is ever exciting. The Nebraska.gov portal continues to build and stay on top of technology advances by proactively looking ahead and implementing the best solutions for our partners. My team and I are committed to continuing working with our partners in finding the best eGovernment solutions for Nebraska.

Sincerely,  
Brent Hoffman  
President, Nebraska Interactive, LLC

## Financial Reports

### October 2010 Financial Report

	Month Ended 10/31/2010	Month Ended 10/31/2009	Year to Date 10/31/2010	Year to Date 10/31/2009
<b>State of Nebraska Gross Revenue</b>	\$507,997	\$570,551	\$5,238,319	\$5,236,335
<b>Revenue Other (Adjustments)</b>	\$53	\$29	\$65	\$449
<b>Total Revenue</b>	\$508,050	\$570,580	\$5,238,384	\$5,236,784
<b>10% NSRB Partner Share</b>	\$17,079	\$12,290	\$173,830	\$124,834
<b>Agency Share</b>	\$262,632	\$289,823	\$2,767,406	\$2,999,783
<b>COR Other (Communication Costs)</b>	\$23,205	\$18,386	\$224,105	\$112,188
<b>Total Cost of Revenue</b>	\$302,916	\$320,500	\$3,165,341	\$3,236,805
<b>Nebraska Interactive Gross Revenue</b>	\$205,135	\$250,080	\$2,073,043	\$1,999,979
<b>Nebraska Interactive Operating Expenses</b>	\$176,311	\$179,365	\$1,752,343	\$1,740,919
<b>Nebraska Interactive Operating Income</b>	\$28,824	\$70,714	\$320,700	\$259,060
<b>Nebraska Interactive Other Income</b>	\$0	\$0	\$0	\$1,170
<b>Nebraska Interactive Net Pre-Tax Income</b>	\$28,824	\$70,714	\$320,700	\$260,230
<b>Nebraska Interactive Provision for Income Tax</b>	\$11,555	\$28,345	\$128,559	\$104,248
<b>Nebraska Interactive Net After-Tax Income</b>	\$17,269	\$42,369	\$192,141	\$155,982

### 2010 Revenue Contribution Report

	2010	2009
<b>Dept. of Motor Vehicles (Drivers Records)</b>	38%	40%
<b>Interactive &amp; Other Services</b>	50%	46%
<b>Secretary of State Services (Interactive/Batch)</b>	11%	10%
<b>Other (Subscriptions, Special Projects, etc.)</b>	1%	4%

**Goal: Working with our partners to launch innovating and exciting applications in 2010 is at the top of our priorities.**

**Wellness Survey**

**Partner:** Department of Health and Human Services  
**Launch date:** July 20th, 2010

The LiveWell Survey was developed in response to a search for a quality, scientifically health risk assessment. The survey takes approximately 15 minutes to complete and each employee receives an individual report giving them tips on where they can improve in leading a healthy lifestyle. City of Lincoln employees were the first group to participate in the newly released survey and nearly 740 surveys have been completed.

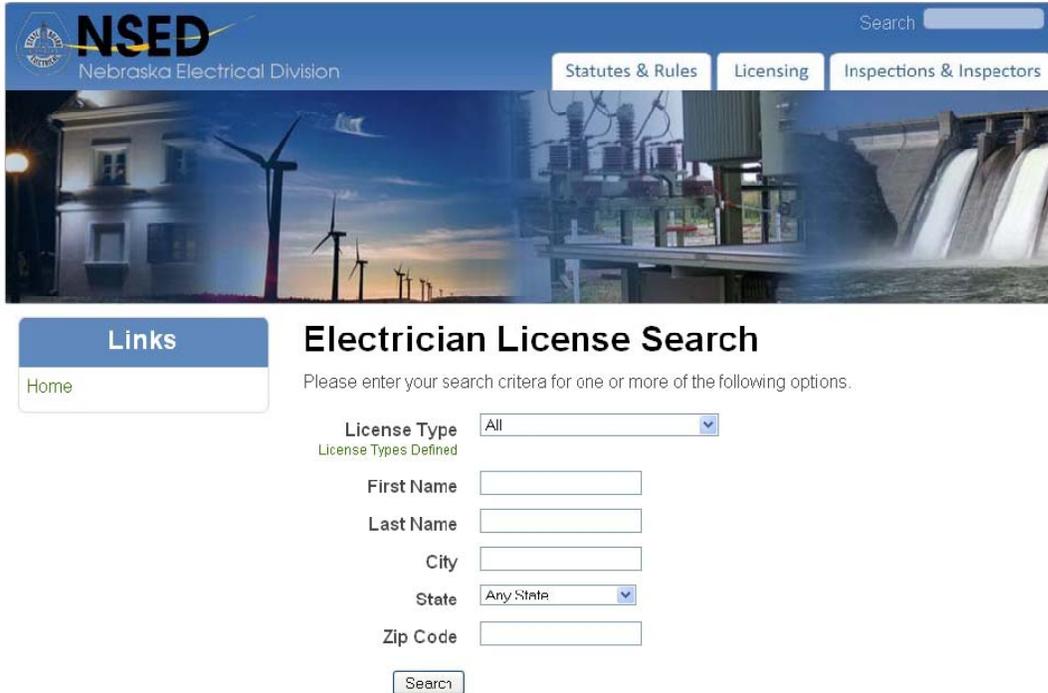


## New Suite of Services

**Partner:** State Electrical Division

**Launch date:** July 26th, 2010

The State Electrical Division has three new services in their suite of online offerings. All three contain licensee information. Public search for licensed electrical contractors, Licensee search for continuing education hours, and Licensee mailing list ordering.



The screenshot shows the NSED website header with the logo and navigation tabs for Statutes & Rules, Licensing, and Inspections & Inspectors. Below the header is a banner image featuring a house, wind turbines, and a dam. A 'Links' sidebar contains a 'Home' link. The main content area is titled 'Electrician License Search' and includes a search form with the following fields:

- License Type: All (dropdown menu)
- License Types Defined: (text)
- First Name: (text input)
- Last Name: (text input)
- City: (text input)
- State: Any State (dropdown menu)
- Zip Code: (text input)
- Search: (button)

Please enter your search criteria for one or more of the following options.

## Secretary of State- Corporation Search

**Partner:** Secretary of State

**Launch date:** June 30<sup>th</sup> 2010

The Secretary of State's Corporation Search service recently received an update. The search is now more user-friendly. One of the new enhancements include the addition of multiple new keyword search options. Those options include:

- **Name Keyword Search**
- **Name Starts with**
- **Name Sounds like**
- **Name Exact Match**
- **Account Number**



Search for Corporation / Entity:

- Name Keyword Search
- Name Starts With
- Name Sounds Like
- Name Exact Match
- Account Number

## Online Measuring Device Registration

Partner: Department of Agriculture

Launch date: July 1<sup>st</sup> 2010

The Nebraska Department of Agriculture has worked with Nebraska.gov to develop a new online service. Now, renewals of Weights and Measures Device Registrations can be completed online.

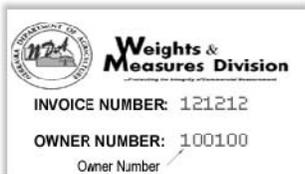
Official Nebraska Government Website

# Nebraska Department of Agriculture

## Measuring Device Registration

Home >>

If you need to make changes to any device information, you may NOT register the location of that device online. Please use the form sent to that location in order to complete your device registration.



INVOICE NUMBER: 121212  
OWNER NUMBER: 100100  
Owner Number

Please provide the Department of Agriculture issued Owner Number assigned to your company and click Submit to proceed with payment.

Note: In addition to the registration fees due, a [portal fee](#) is charged for all online filings.

**Owner Number**

Submit

**Mediator Continuing Education and Biennial Reporting**  
**Partner:** Judicial Branch – Office of Dispute Resolution  
**Launch date:** October 13th 2010

We, The People NEBRASKA JUDICIAL BRANCH

# Parenting Act Mediator Home

Main Page

Mediator Home

[View Approved Application](#) [Update Contact Information](#) [Report CMEs](#) [Complete Biennial Report](#)

You must use the buttons at the bottom of the pages to save your entries, but you may click on the categories above to navigate through the application. This is a secured site.

Welcome, Jennifer Rasmussen | [Log Out](#)

## Mediator Home

Welcome to the profile management system for approved Parenting Act mediators. Those who wish to maintain an active status must use this system to submit continuing mediator education hours (CMEs) and an on-line biennial report indicating completion of required CMEs and Parenting Act mediation activity. Reporting occurs over the course of 2 years, due at the end of each even numbered year. The system will close at the end of each reporting period so that records can be archived upon which time it will re-open on February 1st of the odd numbered year.

For step-by-step instruction on submitting CMEs and a biennial report, please review the [CME & Biennial Reporting Guide](#)

[View CME Requirements](#)

Accessibility - Privacy - Outside Links

**Goal: Drive organic growth through higher adoption of existing revenue generating services**

Driving organic growth through increasing adoption of existing revenue generating applications makes us less dependent on driver's license record revenue. By diversifying and growing organically, we have a stronger foundation.

The applications listed have a market potential of 432,810 new transactions.

1. Secretary of State Corporation Tax Reporting  
Market Potential: 57,000

**1<sup>st</sup> quarter status:** *Application Launched January 4th, 2010. As of March 31st, 7330 reports had been filed online. YTD the online adoption rate is 16.5%. Reporting will remain open until the 3rd week of April.*

**2<sup>nd</sup> quarter status:** *Total reports filed for 2010 online: 8419. Over \$2 million was collected for the SOS Business Division. Overall online adoption was on target to projections at approximately 15%.*

**3rd quarter status:** *Application offline until 2012. Just completed work on Nonprofit Biennial Reports online filing application which is ready for Jan. 2011 launch.*

2. Nebraska eGov Payments  
Market Potential: 10,000

**1<sup>st</sup> quarter status:** *A demonstration of the system was given to the Department of Roads. They are having internal discussions to determine how they want to proceed. Presentations have also been given to Douglas and Sarpy County Treasurers.*

**2nd quarter status:** *Demonstrations were given to Lancaster and Logan County Treasurers, in addition to the State Patrol, Criminal Investigation Division. In June, Logan County was the first to sign up for this system.*

**3rd quarter status:** *Online demonstrations have been given to Blaine, Custer, Valley and Cheyenne county treasurers. Another demonstration was given to the State Patrol, Criminal Investigation Division. The Saunders County treasurer was given a live demonstration of the system as well. Natalie Bacon was invited to present the system during the meeting of the West Central District gathering of the County treasurers. After the meeting in North Platte, Natalie traveled to Ogallala to present the system to the Keith County District Court. As of this time, Valley County Treasurer, McPherson, and Keith County District Court have signed up to use the system.*

3. Department of Motor Vehicles Drivers License Renewals and Duplicates  
Market Potential: 318,000
 

**1<sup>st</sup> quarter status:** *The Department of Motor Vehicles and Nebraska.gov are planning a soft Launch April 15th. The Governor will officially announce this new online service April 26th.*

**2<sup>nd</sup> quarter status:** *This new service was launched on April 15<sup>th</sup>, with a Press Conference held by Governor Heineman on April 26<sup>th</sup>. As of June 2010, over 4000 renewal documents have been issued.*

**3<sup>rd</sup> quarter status:** *There have been over 10,630 renewal documents issued since launch date to September 30th, 2010. Renewal forms are not longer being sent out. Instead, the DMV is sending out postcards that highlight the online service.*
  
4. Department of Corrections- CSI online ordering  
Market Potential: 780
 

**1<sup>st</sup> quarter status:** *This application will go live September 2010. Still in the planning phase.*

**2<sup>nd</sup> quarter status:** *This application has moved to the Development Stage.*

**3<sup>rd</sup> quarter status:** *This application is currently in the testing phase.*
  
5. Department of Health and Human Services Wellness Survey Market Potential: 400
 

**1<sup>st</sup> quarter status:** *Survey is in testing with the partner.*

**2<sup>nd</sup> quarter status:** *Survey is still in testing with the partner. A presentation of the service was made to the President of the National Partnership for Wellness, and to conference attendees at a recent gathering of Wellness Councils in Denver, CO. Anticipated launch for the service is mid-July.*

**3<sup>rd</sup> quarter status:** *Survey launched July 20<sup>th</sup> 2010. A presentation of the service was made to the President of the National Partnership for Wellness, and to conference attendees at a recent gathering of Wellness Councils in Denver, CO. Working with councils in Arizona, West Virginia and Omaha to set up accounts for survey administration.*
  
6. Secretary of State LLC Change of Registered Agent  
Market Potential: 1,000
 

**1<sup>st</sup> quarter status:** *Project is pending some database changes to make the online service validation possible.*

**2<sup>nd</sup> quarter status:** *Data updates are in progress at the Business Division office. January 2011 is still the target date for launch of the application.*

**3rd quarter status:** *Registered Agent record updates are completed, and the new logic for handling RA change/add has been installed in the test desktop application at the SOS Business Division. Nebraska.gov met with Northrop Grumman and has the specifications on the new logic in order to incorporate it into the online application. Work to resume on development in the 4th quarter.*

7. Department of Agriculture Pesticide Applicator Permits  
Market Potential: 28,200

**1<sup>st</sup> quarter status:** *Application launched February 10th, 2010. Partner has discontinued renewal forms and substituted postcards with the instruction to file online. As of March 31st 1321 online permits received.*

**2nd quarter status:** *YTD 2050 permits have been renewed/paid online. There is no specific period for renewal.*

**3rd quarter status:** *YTD 2123 permits have been renewed/paid online. A new NDOA application for the Weights and Measures Division was launched on July 1st. There have been 214 Measuring Device Registrations submitted online, with a total of \$53,000 collected for the partner so far.*

8. State Electrical Division Inspection Requests  
Market Potential: 5,000

**1<sup>st</sup> quarter status:** *Partner has another application currently in development. Concept phase scheduled to begin in second quarter.*

**2nd quarter status:** *Partner is still in testing on prior project. Concept phase for new service will be delayed until after application launch.*

**3rd quarter status:** *SED Electrician License Services suite launched on July 26th. Services include a Continuing Education hours lookup for licensees, a public licensee search and a list ordering function. Inspection Requests will be a 2011 project as the Electrical Division is now going into their biennial license renewal period.*

9. Engineers and Architects Licensure  
Market Potential: 430

**1<sup>st</sup> quarter status:** *This application will go live August 2010. Still in the planning phase.*

**2nd quarter status:** *This application is near the development phase. Waiting for Agency to sign and approve Functional Specifications. New target date may need to be established, due to Agency.*

**3rd quarter status:** *This application is currently in the testing phase.*

10. Electronic Lien Search  
Market Potential: 12,000

**1<sup>st</sup> quarter status:** *This application will go live September 2010. Still in the planning phase.*

**2<sup>nd</sup> quarter status:** *This application is in the Development phase. Target date is still September 2010.*

**3rd quarter status:** *Application launched on October 26<sup>th</sup> 2010.*

**Goal: Leverage NIC states to find application opportunities not currently being offered in Nebraska**

A great benefit Nebraska.gov has at its disposal is our relationship with other NIC states and their ever extending services database. Nebraska.gov will work with the other NIC states to see what valuable services are being deployed and see if they fit into the scope of our partner's online objectives.

### Nebraska eGov Payment Counter Point of Sale Solution (Over-the-Counter)

Nebraska.gov has leveraged the payment solution currently being used in Kansas and Indiana. The Nebraska instance was cloned and ready in a matter of just a few weeks. It is currently available and being marketed to state and local government entities.

NEBRASKA.GOV For general inquiries, call customer support at 402-471-7810 [Help](#)

**Nebraska Gov**  
Payment Counter  
Point-of-Sale Solution

Welcome cashier cashier

Cashier   
Reporting   
Logout

**Organization** Dept. of Roads  
**Location** Highway Safety (HWYSFTY)

Service Name	Amount
Accident Reports	<input type="button" value="Remove"/> \$10.00
	Amount \$10.00
	Service Fee \$1.50
	Total Amount \$11.50

**Services** Accident Reports   
Amount:

Swipe entry mode:   
Credit Card:

## Online Fingerprints

Nebraska.gov has been in talks with the Nebraska State Patrol to bring services online. One future project that was mentioned is a fingerprinting system that was developed in Arkansas. There are other projects that have priority for the agency, yet this has been mentioned in conversation.

## Criminal History Requests

The Arkansas state portal and their partner Arkansas State Police did a web demonstration of both the Criminal History Request and management system, and the Handgun Permit request service to the Nebraska portal and NE State Patrol. State Patrol is proceeding with a project to have Nebraska.gov create a Criminal History Request system for them.

**Goal: Identify new opportunities at the city and county levels of government**

**In 2010, Nebraska.gov will be looking into new territories for online application opportunities.**

**1st quarter status:** *A meeting was held with the Sarpy County Treasurer to discuss ways to create an online payment system when paying property taxes. We are in the beginning stages of discussion with them to determine the best way to proceed.*

*The Over-the-Counter payment system has been presented to Douglas and Sarpy County Treasurers. More county treasurers are in the process of being contacted to gauge interest in the system.*

**2nd quarter status:** *Demonstrations for over-the-counter payment solution were held for Lancaster and Logan County Treasurer's, in addition to the State Patrol, Criminal Investigation division. In June, Logan County was the first to sign up for this in-office opportunity.*

*Nebraska.gov submitted an RFP to the Development Services Center (DSC) in June. The DSC consolidates certain activities and operations of five departments. This opportunity has the potential to build future revenue generating online applications.*

**3rd quarter status:** *County Treasurers continue to be contacted regarding the Over-the-Counter system. Valley County Treasurer has also signed up to use the system in addition to Logan County, the first to sign up. More are being added each week. A presentation was given at the West Central District Treasurer's meeting. Positive response was received from that meeting. Interest is gaining in the system as more people are aware of it.*

**Goal: Implement latest Web technologies and Web 2.0 solutions with partners**

**Nebraska.gov prides itself in being a leader when it comes to cutting edge advancement around the delivery of eGovernment services.**

**Nebraska Real Estate Commission**  
*Site Redesign Launched: July 2010*

The Nebraska Real Estate Commission has a new and improved website. The new site includes Licensee and applicant information search, newsletters, meeting information, and Commission Members. The “What’s New” section highlights the current events for the Commission. There are dozens of online forms available to file with the Commission at this website.



**Grape and Winery Board**  
*Site Redesign Launched: July 2010*

The Grape and Winery Board have a new website. Previously, the board had a page on the Department of Agriculture site. They now have their own website.



## **NCBVI Internship Application - Nebraska Commission for Blind and Visually Impaired** *Application Launched: August 2010*

Nebraska.gov worked with the Commission for Blind and Visually Impaired to develop a small application for their clients to apply for internship positions online. The purpose of this project was to build an application process for the Blind and Visually Impaired clients to gain experience and understand the process of applying for a real job. The Agency works with a handful of companies that offer internship positions for their clients.

## **iPhone and iPad for Nebraska Court Calendar Search** *Launched: September 2010*

Nebraska.gov created a first-of-its-kind application for the iPhone and iPad. The Nebraska Court Calendar search was based off of an online service already provided by Nebraska.gov for the Administrative Office of the Courts. It is available for free download from the iTunes store and allows the user to search Court docket calendars across the state for hearing date, time and location information.



## GovDelivery

*Launched: September 2010*

In partnership with the Office of the CIO, Nebraska.gov now offers its visitors a convenient way to stay current on all the latest information coming out of Nebraska government. Subscription Alerts allow users to sign up for e-mail and wireless updates about specific topics on Nebraska agencies' web sites



## CuteSoft Live Chat

*Launched: October 2010*

Nebraska.gov recently upgraded to a new version of Live Chat, which offers the operator more options in assisting visitors. Such new features include the ability to transfer within departments, join, and monitor chats with other operators who are online.

A screenshot of the Nebraska.gov live chat interface. At the top left, the "NEBRASKA.GOV" logo is displayed. Below it, a message reads: "Thank you for contacting us. In order to serve you better please provide the following information:". The form contains four fields: "Your Name:" with a text input box, "E-Mail:" with a text input box, "Question:" with a larger text area, and "Department:" with a dropdown menu currently showing "Nebraska.gov". At the bottom of the form are two buttons: "Request Chat.." and "Close". To the right of the form is a vertical sidebar with a green speech bubble icon containing a question mark and an exclamation mark, and the text "Supporting Our Citizens & Businesses" below it.

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## The Nebraska.gov 2010 Technical Plan

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For 2010, Nebraska.gov has defined the following technical goals towards leveraging the whole host of services available to the portal. The local technical staff have identified these goals as important and valuable to the Nebraska portal and its agencies and users.

### Goal: Implement Active–Active solution for Electronic Services

This will allow Nebraska.gov increased visibility and reliability by increasing redundancy at the facility level. This is the first steps of a long term goal, requiring coordination with the CDC and the State of Nebraska.

#### 1st quarter status:

*Active-active solutions for TPE (payment engine) and CDB (customer database) are completed. An instance of each is running in both the Texas and Virginia data centers simultaneously, removing the risk involved in a single point of failure.*

*Phase I completion of the migration of all hosted applications and web sites to virtual servers has a target date of May 15th. Testing of all applications and web sites on the virtual servers is in progress.*

*April 18th new Checkpoint firewalls will be installed and the Virginia data center to replace and upgrade the previous firewalls.*

**2nd quarter status:** *Phase I of virtual migration is complete. Implementing steps to update mySQL and complete migration of cron jobs, ZOPE, and DMV point-to-point users to virtual environment.*

**3<sup>rd</sup> quarter status:** *Development and test environments are now operating off of virtual servers. Migration to virtual jobs server partially completed. Point-to-point setup on virtual server for testing. Testing on mySQL upgrade prior to roll out.*

### Goal: Broaden the Development skill set of our development team

We will expand our Java development to include other robust enterprise frameworks such as Apache Struts, by leveraging Java and the tools that have been built around it, everything from libraries, frameworks, debuggers, and IDEs. These changes will have many benefits such as faster development time, more secure code, less bugs on initial launch, and lower training time for new developers already familiar with these technologies.

**1st quarter status:** *Currently there are 3 new applications in development that are programmed using the new Grails framework. This framework is intended to reduce the amount of time needed to develop and debug new applications, as well as to reduce the long-term resources required for maintenance.*

**2nd quarter status:** *Two of our Grail applications are in the Partner testing phase in addition to two more in the development phase.*

**3<sup>rd</sup> quarter status:** *We now have 6 applications built using the Grails framework. It is positively impacting development timelines.*

#### **Goal: Use more common/standard development methodology**

Developing applications to take advantage of AJAX style development to assist in making applications to create a more user friendly interface. This will help draw more repeat customers. As always, we will continue to evaluate and leverage emerging technologies to best fit the needs of Nebraska.

**1st quarter status:** *Nebraska.gov's focus has always been on creating the most user-friendly applications possible. A large part of this is allowing the user to do as much as possible in as few steps as possible on a single page. Technologies such as AJAX and JavaScript are instrumental in accomplishing this.*

*Corporate Biennial Occupation Tax Reports uses JavaScript to allow filers to select a box that will fill in address information for them if it is the same as principal office address, eliminating data entry for the user:*

**2nd quarter status:** *The portal website redesign will be implemented using more AJAX styles to make it more dynamic and customizable by the end user.*

**3<sup>rd</sup> quarter status:** *Majority of the services we are building in the Grails framework incorporate a great amount of AJAX. New applications for Cornhusker State Industries and Federal Surplus property as well as the LiveWell Health appraisal employ these techniques to enhance usability.*

#### **Goal: Evaluate and Leverage emerging technologies**

Implement an alternate environment which utilizes .NET tools and server technologies. Having the ability to provide this environment will provide scalability and depth for Nebraska.gov and State and local agencies.

**1st quarter status:** *Nebraska.gov is working with the Office of the Secretary of State to install a Microsoft .NET server at the Texas data center. This server will be used to run the public facing web presence of the elections system.*

**2nd quarter status:** *Currently still in progress and working with the Secretary of State Office.*

**3<sup>rd</sup> quarter status:** *New Windows Servers are ready at the Texas CDC and VPN to the state CIO's database is setup and tested. SOS Elections Division ran a full test of the new elections reporting system on October 25<sup>th</sup>.*

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## The Nebraska.gov Network Report

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### Uptime Report for Nebraska.gov servers:

#### July:

Uptime: 99.943%

Avg. response time: .593s

#### August:

Uptime: 100%

Avg. response time: .63s

#### September:

Uptime: 99.971%

Avg. response time: .641s

#### October:

Uptime: 99.986%

Avg. response time: .659s

### Network Issues Detail Report

August 3, 2010

Networking Issue: State Network was down. DNS server unavailable.

Impact: Web site was unavailable

Period: 08/03/2010 at 9:54 am to 08/03/2010 at 10:46 am

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## Nebraska.gov 2010 Marketing Goals

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### **Goal: 30% adoption rate for new services**

#### **Marketing for DMV Driver License and State ID Renewals and Duplicates**

A new service for the Department of Motor Vehicles was launched April 15<sup>th</sup>, 2010. Citizens are now able to renew their Driver License or State ID card in addition to obtaining duplicates.

Renewal forms are no longer being sent out. Instead, the DMV is sending out postcards that highlight the online service. Since launch, over 10,630 renewal documents have been issued.

**Goal: Increase awareness of Nebraska.gov services**

**Judicial Branch Marketing**

**Court Case Payments:**

The Administrative Office of the Courts has been working with Nebraska.gov to increase awareness of the online services that are offered. A two-sided information insert on court case ePayments was created that will be included in Court mailings.

Posters have been printed and are being distributed through various courts across the state.



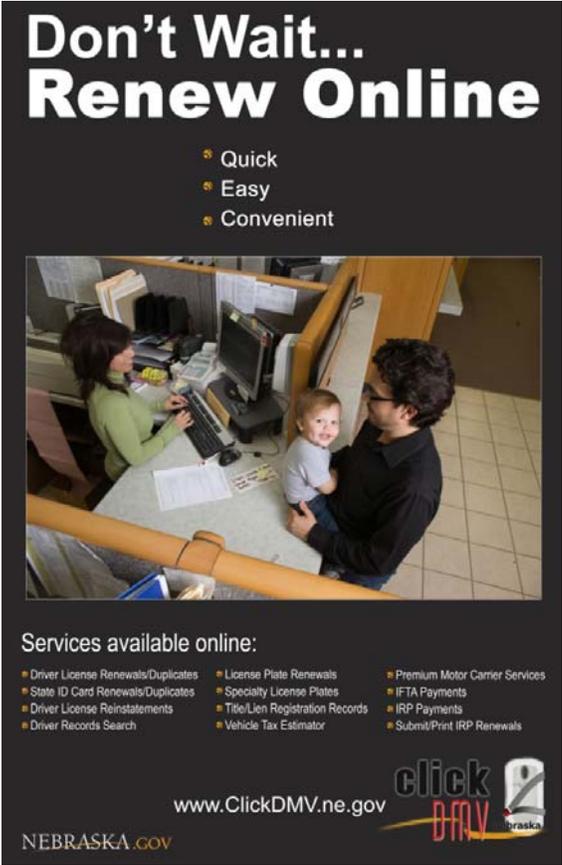
## Court Document eFiling:

A new campaign to recruit more attorneys to eFiling was launched at the annual bar association conference. The incoming president of the NSBA has agreed to act as ambassador for the benefits of electronic filing, and his image is being incorporated into all marketing materials being distributed at the meeting, and to courts across the state.



**DMV Marketing**

Posters were created and personally posted in all of the branch offices of the Douglas County Treasurer. The posters were also mailed to the driver examiner stations across the state.



Metal signs were placed outside of the Lancaster County Treasurer’s office. The goal is to make people aware of the online options prior to entering the building. A large poster was also created for the inside of that office.



In addition, Nebraska.gov is working with Douglas County on placing “Renew Online at [www.ClickDMV.ne.gov](http://www.ClickDMV.ne.gov)” on their mailing envelopes in red color. Douglas County sends notification postcards for license plate renewal in envelopes. To help push adoption the last months of 2010, Douglas County has agreed to have this put on the envelopes. Nebraska.gov will monitor the adoption rates for Douglas County to see the impact of this marketing campaign.

## **Goal: Expand a presence in the community**

### **Annual Partner Event 2010**

The Cornhusker Marriott was the site for the 2010 Partner Event, held the morning of April 21<sup>st</sup>.

Lieutenant Governor Sheehy started the event with his comments. Brenda Decker, Chief Information Officer for the State of Nebraska, followed with a presentation on “Technology and Development- How Nebraska Can Deliver.” Beau Reid, Vice President, Employee Benefits Division of Holmes Murphy, was able to provide perspective from the private sector.

Brent Hoffman concluded the event with his presentation, “Using Technology to Take a Fresh Look at Information.”

The presentations from the event are available for review at <http://www.nebraska.gov/event/2010.html>

### **2010 Nebraska Spirit Art Contest**

The year’s contest received more submissions than the previous year. An online voting site was set up to allow people to vote on the five finalists for each grade, kindergarten through fifth.

There was an award day held on June 4<sup>th</sup>, for the winners and their families. There was a ceremony held at the Capitol with Governor Heineman and Secretary of State Gale. Following the ceremony, there was a tour of the Capitol. A luncheon was held at the Governor’s Residence. The families concluded the day with a trip to the Lincoln Children’s Zoo.

A free screensaver showcasing the winning artwork can be downloaded at [www.nebraska.gov/contest](http://www.nebraska.gov/contest)

**2010 Speaking Opportunities:**

NACO Institute of Excellence: Andrea Davis was invited to present information about the latest in Web 2.0 technologies to the people involved with the NACO Institute of Excellence. There were meetings held in Lincoln and North Platte. The presentation was well received and has generated interest in other Nebraska.gov services.

West Central District Treasurer's Meeting: On September 30, the treasurers in the West Central District gathered for their regional meeting. Natalie Bacon was invited to attend and gave a presentation on the eGovernment payment system. Positive response has been received from this event.

Nebraska State Bar Association Annual Meeting: Jennifer Rasmussen co-presented with a JUSTICE business analyst in a seminar on October 22<sup>nd</sup> at the LaVista Conference Center. The 1 hour session focused on the Court Document eFiling service, but included demonstrations of the Court Case Calendar Search and the JUSTICE case search. Attorneys received continuing legal education credit for the course.

Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
Court document eService	5/20/2010	2/1/2011	Court Administrator, State	Concept	Rasmussen, Jennifer	Free	New Application	On target.
Limited Criminal History Searches	6/29/2010	10/1/2011	Patrol, Nebraska State	Concept	Rasmussen, Jennifer	Transaction	New Application	On target.
Hamilton County- Website Redesign	11/8/2010	1/3/2011	Hamilton County	Concept	Zywiec, Jessica	Free	New Application	On target.
Judicial Branch Self Help Center Website	11/9/2010	1/1/2011	Court Administrator, State	Concept	Rasmussen, Jennifer	Free	N/A	On target.
Corporate document electronic delivery service	5/7/2010	9/30/2010	Secretary of State	Planning	Rasmussen, Jennifer	Transaction	New Application	Planning phase has been extended to ensure application will meet filing office business requirements.
Motor Registration-New Plate Year	1/1/2009	12/1/2010	Motor Vehicles, Department of	Development	Zywiec, Jessica	Transaction	Application Enhancement	On Target. Agency is trying to figure out a way to manipulate the system to test for 2011.
NEMA website redesign	5/7/2010	9/1/2010	Nebraska Emergency Management Agency	Development	Rasmussen, Jennifer	Free	N/A	Agency approved the design 09/15. Templates for new site have been created and content migration is in progress.
LLC Change of Registered Agent or Office	3/9/2009	9/1/2009	Secretary of State	Development	Rasmussen, Jennifer	Transaction	New Application	SOS is reviewing changes in the law.
DMV- Organizational Plates	3/24/2010	12/20/2010	Motor Vehicles, Department of	Testing	Zywiec, Jessica	Transaction	Application Enhancement	On target.
Engineers & Architects- Applications for Licenses	6/24/2009	12/20/2010	Engineers and Architects, Board of	Testing	Zywiec, Jessica	Transaction	New Application	On target.
Cornhusker State Industries (CSI)- App	8/24/2009	12/22/2010	Correctional Services, Department of	Testing	Zywiec, Jessica	Free	New Application	On target.
BPA- CPE Enhancements	9/29/2010	11/30/2010	Public Accountancy, Board of	Testing	Zywiec, Jessica	Free	New Application	On target.
Nonprofit Biennial Reporting	2/1/2010	1/3/2011	Secretary of State	Rollout	Rasmussen, Jennifer	Transaction	New Application	On target.

Green = Launch on target

White = Launched

Red = Launch may be delayed

Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
DNR- Water Well Registration Enhancement	10/19/2009	6/7/2010	Natural Resources, Department of	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	Launched 6/7/2010.
eFiling enhancements for update judgment	11/9/2009	12/14/2009	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 2/2/2010
NLCC Spirits and Wine Enhancement	1/6/2010	3/1/2010	Liquor Control Commission	Maintenance	Zywiec, Jessica	Transaction	Application Enhancement	Launched 3/2/2010
ePayment enhancement - add Juvenile court	1/18/2010	2/22/2010	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 3/2/2010
Corporation searches enhancements to refine search	1/28/2010	4/1/2010	Secretary of State	Maintenance	Rasmussen, Jennifer	Free	Application Enhancement	Launched 06/30/2010.
2010 SED License Renewals	7/28/2010	10/11/2010	Electrical Division, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 10/13/2010
Retail Fireworks application enhancements for December sales	9/3/2010	11/1/2010	Fire Marshal, State	Maintenance	Rasmussen, Jennifer	Transaction	Application Enhancement	Launched 11/01/2010.
Real Estate Commission Web site redesign	10/30/2009	6/1/2010	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Free	N/A	Launched 08/02/2010.
Tax Equalization and Review Committe Web site redesign	1/11/2010	3/31/2010	Tax Equalization & Review Commission	Maintenance	Rasmussen, Jennifer	Free	N/A	Templates delivered to agency 3/1/2010. Launch date to be determined by the agency.
Grape and Winery Web site	3/11/2010	6/30/2010	Agriculture, Department of	Maintenance	Rasmussen, Jennifer	Free	N/A	Launched 06/09/2010.
WorkWell Health Survey and Admin	8/1/2008	11/30/2009	Health & Human Services, Department of	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 07/20/2010
ServeNebraska Trainer/Trainee Search and Data management	8/1/2008	8/1/2009	Service Commission (ServeNebraska)	Maintenance	Rasmussen, Jennifer	Grant/Time and Materials	New Application	Launched 01-26-2010.
Internship Application	2/4/2009	7/13/2010	Blind and Visually Impaired	Maintenance	Zywiec, Jessica	Free	New Application	Launched 7/14/2010
Driver's License Renewal	11/13/2008	4/15/2009	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Transaction	New Application	Launched 4/14/2010. Governor's Press Conference was held 4/26/2010.

Green = Launch on target

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Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
NADC- B-1 Campaign Statement	2/2/2009	10/27/2010	Accountability and Disclosure Commission	Maintenance	Zywiec, Jessica	Grant/Time and Materials	New Application	Launched 10/27/2010
Foreign and Domestic Corporation Biennial Reports	6/24/2009	1/4/2010	Secretary of State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 1/4/2010.
Over the Counter payments	7/1/2009	9/18/2009	State Government	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 09/09/2010.
Corrections- Website Redesign	8/21/2009	3/26/2010	Correctional Services, Department of	Maintenance	Zywiec, Jessica	Free	New Application	New Website went live 3/26/2010.
Mediator Continuing Education Reporting	9/23/2009	5/1/2010	Court Administrator, State	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 10/13/2010.
Electrician License Verification and List Ordering	10/9/2009	2/1/2010	Electrical Division, State	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 07/26/2010.
BPA- License Renewals 2010	8/3/2009	4/26/2010	Public Accountancy, Board of	Maintenance	Zywiec, Jessica	Transaction	New Application	Launched 5/3/2010.
Commerical and Private Applicator Permits	12/18/2009	2/28/2010	Agriculture, Department of	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 2/10/2010
Post Secondary Education Website Redesign	1/14/2010	7/20/2010	Postsecondary Education, Nebraska Coordinating Commission for	Maintenance	Zywiec, Jessica	Free	New Application	CD delivered to Agency on 7/20/10.
Emergency Management Director Search	1/13/2010	9/1/2010	Nebraska Emergency Management Agency	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 07/01/2010.
Foster Care Review Board Redesign	12/29/2009	4/1/2010	Foster Care Review Board	Maintenance	Nielsen, Anna	Free	New Application	Launched 03/18/2010.
DMV- Electronic Lien Search	1/19/2010	10/22/2010	Motor Vehicles, Department of	Maintenance	Zywiec, Jessica	Free	New Application	Launched 10/27/2010.
Measuring Device Registration Form	3/5/2010	7/5/2010	Agriculture, Department of	Maintenance	Rasmussen, Jennifer	Transaction	New Application	Launched 07/01/2010.
NCBVI 2010 Staff Survey	3/9/2010	4/1/2010	Blind and Visually Impaired	Maintenance	Zywiec, Jessica	Free	New Application	Completed 3/24/2010.
Dept of Education Website Redesign	6/22/2010	12/1/2010	Education, Department of	Maintenance	Zywiec, Jessica	Free	New Application	Delivered template on cd to Agency 9/15/10.

Green = Launch on target

White = Launched

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Title	Project Start Date	Target Launch Date	Partner	Project Phase	Owner	Revenue Type	Work scope	Comments
NCDHH- Website Redesign	6/23/2010	12/13/2010	Deaf and Hard Hearing, NE Commission for the	Maintenance	Zywiec, Jessica	Free	New Application	Template delivered to Agency on a Cd 8/31/2010.
NREC licensee password retrieval application	6/1/2010	9/1/2010	Real Estate Commission	Maintenance	Rasmussen, Jennifer	Free	New Application	Launched 09/29/2010.

Green = Launch on target

White = Launched

Red = Launch may be delayed



## **2011 BUSINESS PLAN**

**Submitted to the Nebraska State Records Board**

Presented by:

Brent Hoffman,  
General Manager

Address:           301 S 13<sup>th</sup> St  
                      Suite 301  
                      Lincoln, NE 68508

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

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## NEBRASKA.GOV Executive Summary

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Nebraska.gov has an accomplished portal positively positioned to continue to offer the State of Nebraska the best possible solutions in eGovernment. Our solid results have proven we have the ability to serve the needs of the state and its constituents. We strive to assist in ways that offer the most benefits to the citizens and businesses as well as to our partners. In the ever changing economy with technology and budget cuts, we proactively help our partners identify new and existing opportunities that will provide them the best service at no cost.

For the year of 2011, we are looking to utilize the technology advances with our current services and building a one stop shop for users. What can we start now with existing applications to take the state and it's constituents to the next technological level, is a question we continue to focus on. Instead of customers having to go online to find services, a citizen centric portal would push out notification and awareness via email or mobile.

At the same time we are building and developing services, there is no success unless there is support to back it up. Without a doubt, our strength and core competencies come directly from our staff. They continue delivering high quality services, meeting and often exceeding partner expectations. Because of their dedicated work ethic and their beliefs in making a difference, they have laid down a solid partnership foundation...our partners WANT to work with Nebraska.gov. Our expertise and strengths lie in the following:

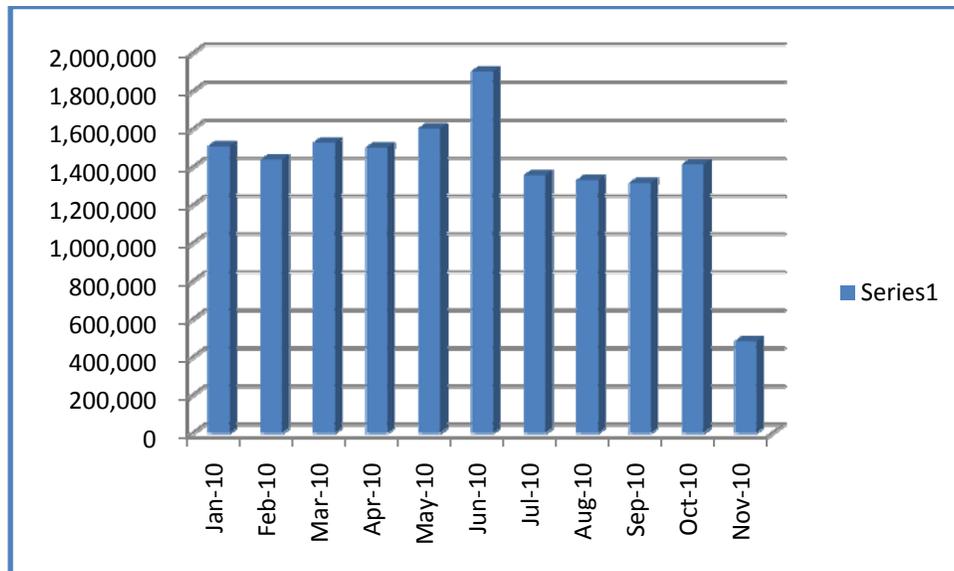
- Responsive, results-oriented solutions for state agencies
- Proven marketing and outreach to drive usage
- State-friendly technology approach
- Tenured, Lincoln-based team
- Flexible and responsive financial models
- Mastery of all dimensions of e-government delivery

Finally, implementation of marketing plans will play a key role in achieving Nebraska.gov revenue goals. In 2011, we will continue to implement aggressive marketing tactics that help our partners achieve optimal efficiencies in their office.

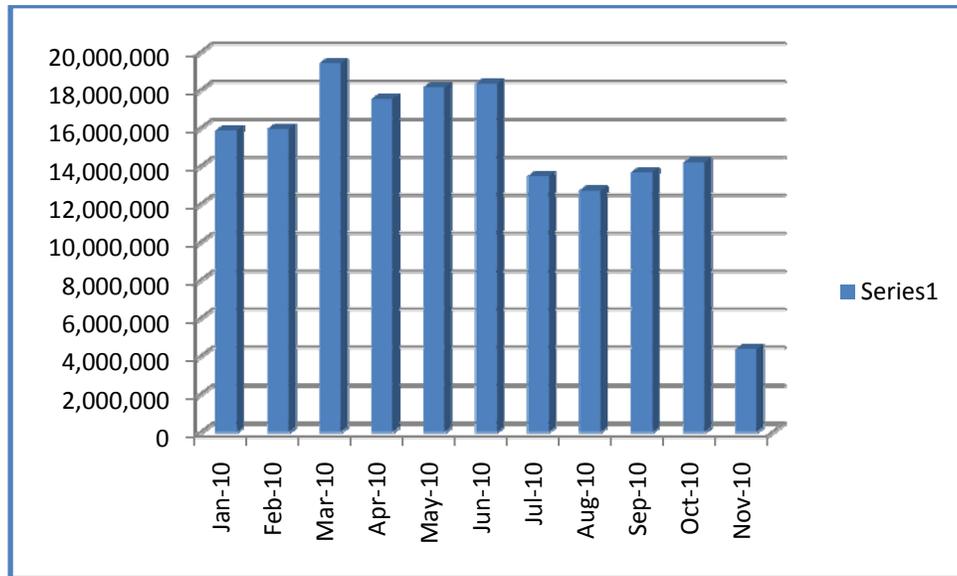
In summary, we look forward to the challenges of 2011 and are very confident about the impact we can continue to make to our partners and the State of Nebraska.

<b>2010 Portal Metric in Review</b>	
<b>Metric</b>	<b>2010</b>
<b># of subscribers</b>	3,736
<b># of web pages supported through the portal</b>	914,787
<b># of PDFs supported through the portal</b>	1,398,755
<b># of transactions (including DMV batch and free)</b>	11,003,718
<b># revenue-generating applications</b>	77
<b># non-revenue-generating applications</b>	158
<b># new services launched</b>	15
<b>Total # applications supported by the portal</b>	235

### NUMBER OF VISITS TO NEBRASKA.GOV IN 2010



### NUMBER OF PAGE VIEWS FOR NEBRASKA.GOV IN 2010



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## The NEBRASKA.GOV Vision

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- **Portal growth – employees**

Nebraska.gov frequently reviews staff size versus the number of internal and external projects that are planned for the year and thereafter. In order to make sure we stay on a virtuous cycle of productivity, we frequently analyze if it is beneficial for our business to add staff. Due to the success over the last few years in making us the number one choice for our partners when it comes to website and application development, and also to our aggressive goals for the future the Nebraska portal looking at ways to adjust and augment our current staff. We want to ensure our employees are in the line of work that they are most successful, while at the same time maintaining a high level of support for our existing and future services. At this time, we are waiting on a few more solid commitments on projects to determine if we will be adding to our staff in 2011.

- **Mobile applications taking payments**

For the coming year, we would like to mobilize our portal payment instance increasing the number of specifically designed mobile applications offered for Nebraska government, with a focus on revenue generating applications. We would also like to introduce a subscriber application, for making payments and conducting searches for certain services. Court Justice searches also provide PDF's of the filed court documents, increasing the number of searches.

- **Citizen centric portal**

A complete portal redesign will be executed in 2011 that will focus on service delivery to citizens, and direct businesses to critical services. Highlights of the new design will include:

- Database driven for dynamic delivery and ease of maintenance
- Alliance with GovDelivery and Stratara to deliver user customized solutions without increasing the portal resources.

- **Cross agency data repositories**

To be able to coordinate a dual agency service is an important achievement and we have the opportunity to do this in Nebraska with the Departments of Revenue and Motor Vehicles. The service would allow citizens to pay the taxes on vehicle purchases at the time and place of their purchase. Currently the citizen must take a Department of Revenue form to the County DMV office to pay and then the DMV must make the deposits back to the State treasury. Streamlining this process for Nebraska and creating efficiencies for two agencies with a single service would be a great win for the portal and for NIC.

- **Court eFiling**

The Nebraska Judiciary is looking to make electronic filing mandatory in the next 3-5 years. The portal will be investing significant resources in expanding and enhancing the current system, so that a fully paperless system can be executed. The result will be 100% adoption of the portal service.

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## NEBRASKA.GOV 2011 GOALS

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In planning for our 2011 business year, Nebraska.gov has identified five major objectives.

### **Goal: Launch innovative services with our State partners**

**Working with our partners to launch new and innovative applications in 2011 is at the top of our priorities.  
Applications targeted to launch in 2011 are:**

**The applications listed are all revenue generating applications:**

1. Department of Roads- Payment Portal  
Targeted Launch: 1<sup>st</sup> quarter 2011  
Market Potential: 2,000  
Target Revenue for 2011: \$3,500
2. State Patrol- Criminal History Searches  
Targeted Launch: 2<sup>nd</sup> quarter 2011  
Market Potential: 30,000  
Target Revenue for 2011: \$4,500
3. SOS- Electronic Document Delivery  
Targeted Launch: 2nd quarter 2011  
Market Potential: 450  
Target Revenue for 2011: \$900
4. DMV- Certified Driving Record Request  
Targeted Launch: 2nd quarter 2011  
Market Potential: 10,000  
Target Revenue for 2011: \$6,000
5. State Electrical Division Inspection Requests  
Targeted Launch: 3rd quarter 2011  
Market Potential: 5000  
Target Revenue for 2011: \$5,000

**Goal: Identify marketing strategies to increase awareness and adoption rates**

**Driving adoption on existing revenue generating applications through marketing efforts with our partners. Utilizing past successful strategies and developing new in order to increase usage.**

1. Court eFiling - Expand upon available electronic filing services with County/District Courts to new services such as Juvenile and Probate case filings. Work with the large collection agencies to help them take advantage of the bulk electronic filing option. In 2010, we processed approximately 48,000 transactions. For 2011, it is our goal to reach over 72,000 transactions through the expansion of new services.
2. Court ePayments – Reach out to the larger collection agencies to ask them to partner with us in raising awareness of the availability of online payments for judgments and garnishments. We will offer to provide inserts for their mailings, and educate their customer service staff. In 2010, we processed approximately 7000 transactions and our goal is to reach 44,000 transactions in the year 2011.
3. Wellness Survey – Coordinate with our DHHS partner at WorkWell to present this survey at national wellness councils, and also provide on-demand webinars. Expand the variety of available marketing materials. While this project was launched in the 4<sup>th</sup> quarter 2010, we are not projecting to have transactions this year. For 2011, it is our goal to reach 300 company subscriptions and have 150,000 employees from those companies take the survey.
4. Over the Counter Payments – Utilize opportunities provided through NACO and Courts' conferences/meetings to present our Nebraska Over the Counter Payment application (eGov Payments). Demonstrate our solution for state agency partners with Nebraska.gov online services currently processing payments through our payment engine (TPE). These partners are already familiar with our financial reporting and disbursement methods, and adding OTC would be a natural and simple implementation for them. Currently we have 5 County Treasurer's, 1 County Court and 1 District Court signed up for this service. Our goal through demonstrating this service is to add 3 new users each month throughout 2011.
5. License Plate Renewals – Continue to work with County Treasurers and the DMV to increase adoption for this service. Douglas County sends the renewal notice postcards in envelopes. Nebraska.gov worked with the Treasurer and their vendor to have text added on the front of all envelopes to alert people to the online option. We will continue to look for new opportunities to raise awareness. Current adoption rate for the year 2010 stands at 3.5%. Through additional marketing efforts, our goal is to increase the usage rate to 10% for the year 2011.

**Goal: Update existing applications to be more efficient for partners, more user-friendly, and increase adoption and revenue**

**Older existing applications can generate new revenue if re-worked, and a portal fee is added.**

1. The Office of Vital Records Birth Certificate Requests service is due for a rewrite, and this will be worked into the development queue in conjunction with including a portal fee to sustain the service. Anticipated revenue for 2011 is \$36,000.
2. The State Fire Marshal's office would like to go paperless in 2011, and we will be working with them to program their current online fireworks permitting so that it will meet all of their needs. Anticipated revenue for 2011 is \$1000
3. Liquor License Renewals remains one service with a relatively low adoption rate. We will be looking to expand the current program to incorporate more functionality that will increase operational efficiencies as well as draw more users. Anticipated revenue for 2011 is \$5000.

**Goal: Drive business development for 2012**

**Business development will focus on a specific list of targeted, high-impact applications for the State of Nebraska.**

1. Department of Revenue- Tax Form 6  
Nebraska.gov can play a valuable role when it comes to coordinating inter-agency projects. In our unique position as network manager we have the ability to put together services that combine processes from different levels/areas of government. We will be working with the Department of Revenue and the Department of Motor Vehicles to position Nebraska.gov as the provider of this new service in 2012.
2. Department of Motor Vehicles – Temporary Tags  
This service has been found to be very valuable to citizens and law enforcement in the states where it has already been implemented. Issuance of temporary tags to purchasers of new vehicles at the dealership is also a natural complement to the Tax Form 6 service. We will be in discussions with the Department of Motor Vehicles about making this available for 2012.
3. Judicial Branch – Court Case Monitoring  
Nebraska.gov is already providing a large suite of services for the Administrative Office of the Courts and we are very happy that this branch of Nebraska government continues to look to the portal to provide new and innovative

applications for them. For 2012, we will be evaluating providing a monitoring services for court cases, and defining what this service will consist of.

**Goal: Implement the latest Web technologies to further enhance the delivery of services on our portal**

**Nebraska.gov prides itself in being a leader when it comes to cutting edge advancement around the delivery of eGovernment services:**

1. Mobile applications taking payments  
For the coming year, we would like to mobilize our portal payment instance increasing the number of specifically designed mobile applications offered for Nebraska government, with a focus on revenue generating applications. We would also like to introduce a subscriber application, for making payments and conducting searches for certain services. Court Justice searches also provide PDF's of the filed court documents, increasing the number of searches.
2. We have identified services to modify which could utilize HTML 5 to provide a whole host of mobile payments available to the public.
3. Create an enhanced version of our iPhone/iPad court calendar application, which would require a fee to download or integrate subscriber access. This version would be targeted for attorneys and would allow them to search by a specific case number, as well as day or defendant name, for court hearing dates, and add hearing times to their calendars. The application will also allow subscribers to conduct court record searches allowing the searches to be conducted directly from the courtroom.
4. Expand the use of GovDelivery information on the Nebraska.gov portal to assist our partners who would like to take advantage of this service.
5. Migrate our current content management system, which is offered for free to counties, to a new system which would be provided for a monthly fee.

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## **NEBRASKA.GOV Portal Manager – Nebraska Interactive, LLC**

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

### **Staffing Profile**

Nebraska Interactive 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*, Nebraska Interactive 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*, Nebraska Interactive will work with the State to determine staffing levels for support positions, including additional Developers, Project Managers and others.

Currently the Nebraska Interactive staff includes one (1) senior software and application developer, three (3) software and application developers, two (2) creative design web developer, one (1) senior project manager, (1) project manager, one (1) business development manager/project manager, 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 responsibility to provide strategic leadership and direction for all 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.

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# The Nebraska.gov 2011 Technical Architecture

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## **Introduction**

Nebraska.gov utilizes Enterprise hosting services provided by the NIC Central Data Center which offers Nebraska State and local governments a state of the art, high performing, fully secure hosting operation responsible for processing billions of dollars. What's more, the team of technicians support this environment, has more than 20 decades of combined IT experience.

## **Hosting Services**

- Hardened Tier-4 facility protected by multiple security measures
- Network architecture is built for reliability and flexibility , with:
  - Redundant dual OC48 uplinks directly connected to AT&T global IP Backbone-Burstable to 1000Mbps
  - Designed for flexibility to meet network requirements
  - Minimum N+1 redundancy factor on all critical infrastructure systems
  - Internet connectivity to Nebraska cage or rack via Ethernet handoff
- Best-in-Class fire suppression features – VESDA
- Extensive power-supply management and planning to ensure continuity with redundant geographic power grids
- Flexibility to accommodate new technologies as they are introduced

## **Technical Team**

- Committed to building and supporting a centralized, technical center of excellence
- Utilize ITIL (Information Technology Infrastructure Library) methodology to manage operations
- Focused on continuous improvement
- Diverse skill-sets, including;
  - Networking and security
  - Systems and networking architecture
- Application development
- Project management
- Database design and administration
- Internal and external network monitoring

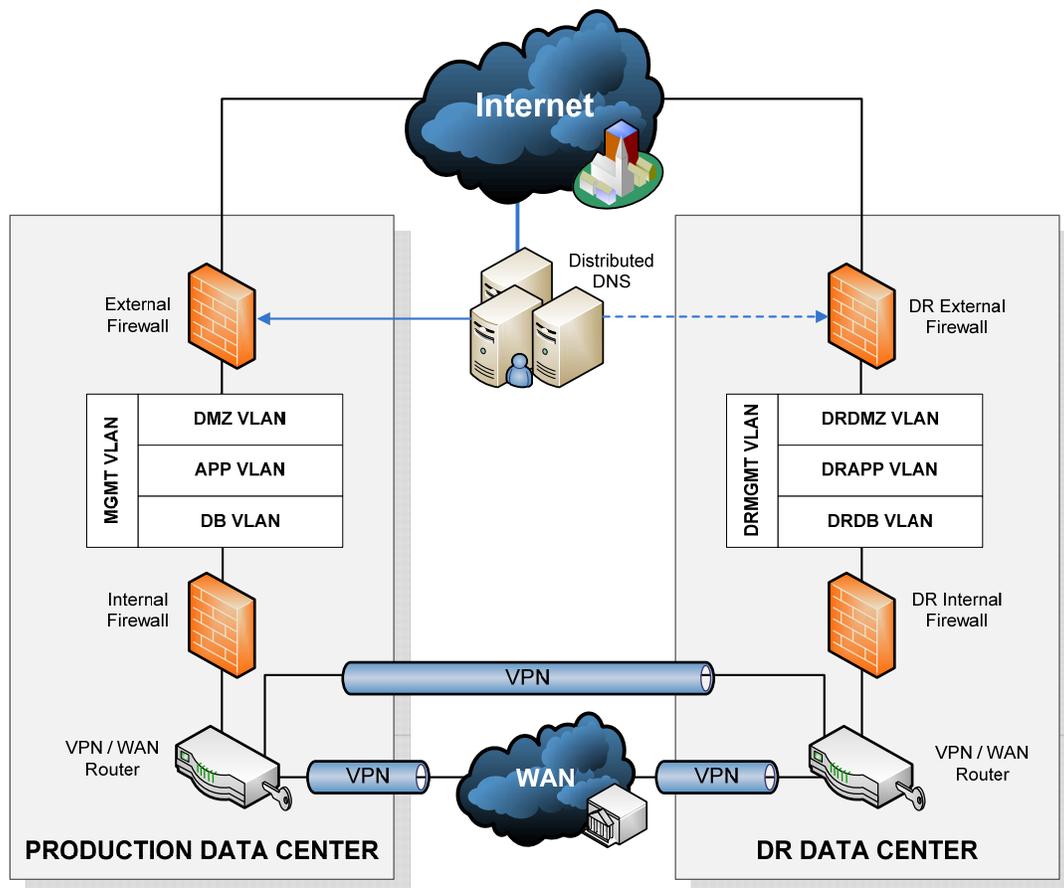
## **NIC Central Data Center Offerings**

- Secure billing and payment processing
- Virtualized architecture leveraged for redundancy, security, segmentation and scalability
- Provide both Unix/Linux and Microsoft hosting environments
- Software as a service and cloud computing capabilities
  - Complete hosting environments

- Customer Relationship and Content Management Systems
- Email/calendaring solutions
- Unified Communications

### Additional

- Dual AT&T data-centers
- Microsoft Certified Partner
- PCI DSS Level 1 Service Provider Certification
- CyberTrust/Verizon Business Certification
- Cisco, F5, Dell, Sun, Redhat Enterprise Servers and EMC enterprise technologies
- Enterprise Oracle, Microsoft and MySQL processing



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## The Nebraska.gov 2011 Technical Plan

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For 2011, Nebraska.gov has defined the following technical goals towards leveraging the whole host of services available to the portal. The local technical staff have identified these goals as important and valuable to the Nebraska portal and its agencies and users.

### **Goal: Mobile Platform Development**

We will focus on making all new applications mobile friendly. We will also work on legacy applications as we have time to re-tool them to be more mobile friendly. This will help make the services more accessible to people who are using their phones and allow us to reach a new market.

#### **Strategies:**

- Design all new applications with mobile style sheet and layout in mind.
- Research the impact of HTML 5.
- Monitor the status of HTML 5 capable browsers to determine when it is ready for mainstream use.
- Identify and work on legacy applications that can be modified for mobile use.

### **Goal: Utilize Cloud Computing Services**

We will research the viability of using emerging cloud computing services. If we determine that there are reliable services out there that we can utilize we will work to integrate them in. The area we need to be particularly careful about and may prevent adoption of these goals is the service must be extremely reliable and must be secure.

#### **Strategies:**

- Evaluate new cloud computing services as they are made available to the public to determine their usefulness.
- Research existing services that are out there to determine their usefulness, reliability, and security.
- Any services that pass the above requirements, we will utilize within projects that can best take advantage of them.

### **Goal: Broaden the Development skill set of our development team**

Continue to grow the knowledge base of our development team. New technologies and methods are always emerging. To remain competitive we must continue to monitor and research these as they develop. Also to stay on top of security concerns we must stay up to date as to what the latest threats are.

**Strategies:**

- Technical literature, cross portal expertise and training to educate our developers.
- Continue to develop internal tools and libraries to help facilitate the development of our applications.
- Security training for developers.
- Monitor the OWASP top 10 and other security bulletins for emerging attacks and vulnerabilities.

**Goal: Evaluate Opportunities for hosting virtual services for our partners**

Nebraska.gov has the capability to host virtual servers and environments for our partners. We will continue to communicate with our partners to understand their needs in order to offer the best solution

**Strategies:**

- Evaluate emerging internal and external opportunities
- Educate partners as to the depth of services we have available

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## Nebraska.gov Services

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### **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 and businesses, to save taxpayer dollars as well as streamlining government processes.

Services provided through the Network Manager include:

### **Project Management**

Nebraska.gov 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**

Nebraska.gov has a team of local 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 Nebraska.gov technical team's effort is devoted to ongoing maintenance of the portal 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**

Nebraska.gov has invested in an infrastructure that provides maximum "up-time" for State 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. Nebraska.gov, 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.

Nebraska.gov 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, Nebraska.gov 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 portal 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. Nebraska.gov's customer service representatives are well versed in all portal 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 Nebraska.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 Nebraska.gov monthly for any services used and Nebraska.gov 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, Nebraska.gov 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.

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## Nebraska.gov 2011 Marketing Plan

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2011 looks to be a year filled with new and existing opportunities to increase portal awareness and online adoption of services.

Nebraska.gov's marketing team is looking to specifically target six different applications to focus our marketing efforts. Five of those services are active online and there is one new services expected to be launched in the coming months.

The marketing strategies will continue to use methods that have proven to be successful in the past. Those methods include inserts that are distributed at the agency counters and include in particular agency mailings. Posters that are placed in areas of high citizen traffic for specific applications have also been a successful method to increase awareness and we will continue to provide high quality pieces to our partner to help create a buzz about their new online services.

Web 2.0 applications, such as Facebook and Twitter, still show to be very effective in reaching a large demographic audience. It is not only an economical way to contact people, but web 2.0 applications user base only continue to grow by leaps and bounds.

Press releases will also continue to be valuable in reaching audiences who read the news online and in newspapers. The press releases are also used through RSS feeds and the other Web 2.0 methods.

We are also discussing leveraging the existing market surrounding Husker athletics. Nebraska does not have a professional sports team. There is extreme loyalty and interest surrounding the University of Nebraska-Lincoln football team, volleyball, and other sports. The attendance for a home football game makes the stadium the third largest city in Nebraska. We are meeting with a member the Husker sports marketing department to discuss advertising and marketing options for our services.

Conferences/meetings also provide a unique marketing opportunity. We look for conventions to attend that will reach our target market for services. We will be attending the Nebraska Bar Association annual convention. This is an opportunity to market applications directly to the people that will be using them. We are also using the convention to cross-market other services, such as license plate and driver license renewals.

Networking is another marketing tool that we will continue to use. By attending various community events, including the Chamber of Commerce, we are able to gain and maintain awareness for the portal and services provided. We take advantage of these events to look for new service opportunities within the community and at the state level.

Tracking adoption of revenue generating applications on a monthly, on-going basis and comparing it to the marketing potential, subsequently working with the agencies to find ways to increase adoption. Report results to partners/staff. Previous successful methods include:

- a. Distributing Posters and Inserts for mailing.
- b. Utilizing Web 2.0 applications, such as Facebook and Twitter.
- c. Issuance of press releases.

Work with Partners to eliminate paper forms which would increase adoption rate.

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## Nebraska.gov 2011 Marketing Goals

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**Goal: Target six different applications to focus our marketing efforts**

With our higher revenue generating applications, there is still plenty of room to increase adoption rates through marketing tactics. In 2011, our goal is to utilize the methods below for the following services.

1. Criminal History – New
  - Press Release, Marketing application url through Facebook and Twitter, Posters, Advertisement, and GovDelivery
2. Driver License renewals
  - Marketing application url through Facebook and Twitter, Husker Nation Advertising, TV Advertising, College Newspaper Ad, and GovDelivery
3. License plate renewals
  - Inserts for DMV mailings, Marketing application url through Facebook and Twitter, Stickers on Registration Renewal postcards, and GovDelivery
4. Court Document eFiling
  - Press Release/Bar Association Articles, Posters, Mailing Inserts, Web 2.0 HTML email, Booth/Sponsor- Bar Association, and GovDelivery
5. Court ePayments
  - Mailing Inserts, Posters, Marketing application url through Facebook and Twitter, Speaking, Cross Marketing, and GovDelivery
6. LiveWell Survey
  - Press Release, Travel to National Conference, Revised Brochures, Inserts for WorkWell mailer, Webinars, and GovDelivery

**Goal: Increase awareness of Nebraska.gov services**

There are numerous opportunities to reach citizens, businesses, and agencies to increase awareness of Nebraska.gov and the services that are provided. In the text below, there are specific marketing plans to identify ways to reach this goal.

1. Trade Show Participation and Speaking Opportunities
  - NE Bar Association, NE Association of County Officials (NACO).
2. Nebraska.gov presents a Nebraska Spirit Art Contest with the Secretary of State's Office. This event is open to children in kindergarten through fifth grades. This opportunity builds statewide awareness and goodwill.
3. Leveraging our relationship with NIC providing press releases through national providers. Services today, such as Foreign Corporation Tax reporting has a global audience which affects Nebraska.
4. Award Submissions
  - Best of the Web, Digital Government (Govt to Business), GovMark, Recognition Award for Outstanding Achievement (Govt to Citizen), Recognition Award for Outstanding Achievement (Govt to Business).

**Goal: Expand a presence in the community**

We realize the importance of social responsibility to our communities and always looking for new ways to give back and volunteer.

1. Staff from Nebraska.gov participates in the Lincoln Chamber of Commerce Meetings and events. A staff member belongs to the American Marketing Association, which has been a wonderful resource.
2. We have staff members that have been or are currently involved with:
  - i. Creating the "Green Scene" website that showcases different environmental saving methods.
  - ii. Making Strides against Breast Cancer Awareness Walk
  - iii. Big Brothers Big Sisters

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## Nebraska.gov 2011 Detailed Marketing Plan

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<b>Marketing Plan for Secretary of State Services</b>				
<b>Application Name</b>	<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
LLP & LLC	Advertising in Daily Record	January	Reach target market	One time
LLP & LLC	Flier	January	Reach target market	One time
Electronic Document Delivery Service	Mailing Insert and Press Release	April	Reach target market	All year
Non Profit Reports	Press Release	Jan & April	Remind people of service	One time
All applications	Utilize Social Networking - Facebook, Twitter, RSS Feeds	All Year	reach audience through different mediums	All year
Art Contest	Press Release, zoo tickets, food	June	Reach students and their parents, across Nebraska	Once a year event

## Marketing Plan for Department of Motor Vehicle Services

Application Name	Tactic	Date	Benefit	Repeat/Timing
License Plate Renewal	Stickers on Registration Renewal postcards	January	Direct marketing for immediate impact	As needed
License Plate Renewal	Text on envelopes for Douglas County notices	January	Text on envelope will increase awareness	All year
License Plate Renewal	Web 2.0 - Notices posted through Facebook, Twitter, etc	January	Reach different users at multiple times	All year
Driver License Renewal	College Newspaper Advertisement	January	Target college students for service	During the school year
Driver License Renewal	Television Advertising	March	Looking into possibility of reaching a different market	As needed
All Services	Husker Athletics Advertising	January	Researching different opportunities to reach more people	Depending on sports calendar

## Marketing Plan for Court Services

<b>Application Name</b>	<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
Court eFiling	Press Release/Bar Association articles	January	Effective method to reach target audience	As new features and services are added
Court eFiling	Posters for Court Clerk meeting	April	Increase awareness and adoption of service	One time
Court eFiling	Envelope insert	January	Reach large audience when they need the service	All year
Court eFiling	Email	March	Contact users by using email	One time
All Services	Booth sponsor at Bar Association Meeting	October	Raise awareness through face to face contact	Once a year
All Services	Speaking at events/meetings	January	Opportunity to increase awareness	As available
Court ePayments	Envelope insert for collection agencies	January	Reach new audience to increase adoption	All year
Court ePayments	Posters for County Attorneys	January	Increase awareness among users	One time
Court ePayments	Web 2.0	January	Use resources available to raise adoption	All year

### Marketing Plan for Criminal History

<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
Press release	When service available	Alert people to the new service	One time
Posters	Coordinate with launch date	Increase awareness of new online service	One time
Advertising	Once service is live	Raise adoption of online service	As needed
Web 2.0	When launched	Another method used to alert people of service	As needed

### Marketing Plan for LiveWell Survey

<b>Tactic</b>	<b>Date</b>	<b>Benefit</b>	<b>Repeat/Timing</b>
Press release	January	Alert people to the new service	One time
Webinars	February	Interaction with future users of service	As needed
Revised brochures and mailers	March	Increase adoption by reaching target audience	As needed
National Conference	April	Face to face interaction to increase awareness	One time

## 2011 Nebraska.gov Marketing Schedule

The 2011 Marketing Schedule is a guide for upcoming marketing and networking events. This is in addition to the marketing methods noted in the above charts. As new services are added, Nebraska.gov will use some of the same techniques to increase awareness of the online services and the company.

Marketing Effort	Key Marketing Tasks
<b>January</b>	
DMV Insert	Working with DMV to create insert for all mailings sent
Court ePayments	Issue a press release to increase awareness of service
Bill Tracker	When the new session begins, issue a press release reminding people of the service available
LLP reports	Promote and raise awareness for service
Press Release	Increase awareness for LiveWell Survey
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Partner Event	Organize and prepare for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>February</b>	
E-Gov Awards	Submit Award nominations
2011 Legislative Caucus	The Nebraska Chamber of Commerce & Industry is having its annual Legislative Caucus.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	Work with Secretary of State's office to raise awareness and gain interest in the art contest
2011 Partner Event	Organize and prepare for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>March</b>	

E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	Submissions will be accepted, starting March 1.
2011 Partner Event	Continue preparations for upcoming Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>April</b>	
NASCIO Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	The submissions are due by April 26. The finalists will be selected.
2011 Partner Event	The Partner Event will be held on April 21, at the Cornhusker Hotel
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>May</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	The finalists will be notified. A press release will be issued to alert people to the online voting. The artwork of the finalists' will be displayed in the Capitol.
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing	Meet with other marketers to discuss and learn new marketing

Association	techniques.
<b>June</b>	
Best of the Web	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2011 Nebraska Spirit Art Contest	Award Ceremony will be held on June 4, at the Capitol. Lunch for the winners and their families will be served at the Governor's Mansion.
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>July</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>August</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>September</b>	
E-Gov Awards	Submit Award nominations
New Services	New services launched this month will have a press release issued and any necessary marketing efforts

NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>October</b>	
E-Gov Awards	Submit Award nominations
Nebraska Bar Association Convention	Nebraska.gov will have an exhibit booth at the convention. This is an opportunity to highlight services and increase awareness
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>November</b>	
E-Gov Awards	Submit Award nominations
Nebraska CPA Conference	Work with the Board of Public Accountancy to have a booth at the CPA conference.
New Services	New services launched this month will have a press release issued and any necessary marketing efforts
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.
<b>December</b>	
E-Gov Awards	Submit Award nominations
NACO Conference	The Nebraska Association of County Officials has an annual convention. This provides an opportunity to meet with officials and increase awareness of company and services provided.

New Services	New services launched this month will have a press release issued and any necessary marketing efforts
2012 Nebraska Spirit Art Contest	Begin preparations for the 2012 Nebraska Spirit Art Contest
2012 Partner Event	Meet to determine agenda for Partner Event
NSRB Newsletter	New services are highlighted. Updated monthly statistics, adoption rates, as well as other information is provided.
Social Networking	Use social networking tools, such as Facebook, twitter, and RSS feeds to increase awareness of services and events.
Portal Updates	The portal is updated to feature different services and agencies every month
Lincoln Chamber of Commerce	Attend events sponsored by the Lincoln Chamber of Commerce
Lincoln Marketing Association	Meet with other marketers to discuss and learn new marketing techniques.