Enhancing the Citizens' Digital Experience

Nicole
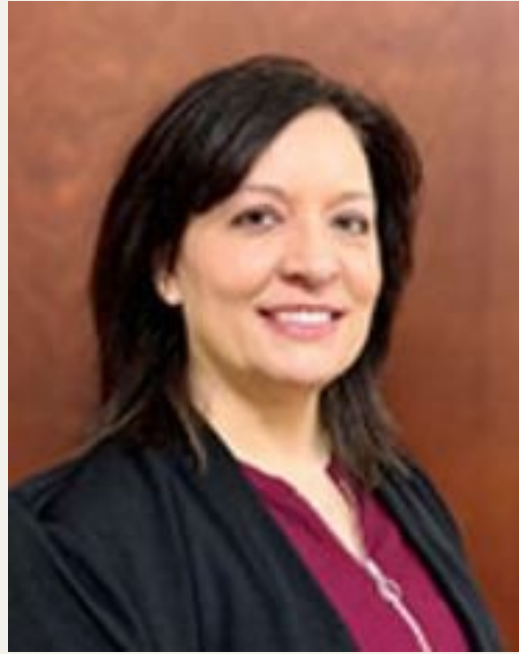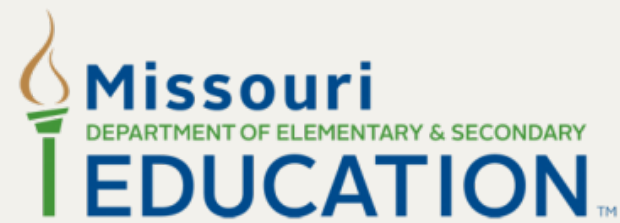Foulk
DOLIR

Samantha
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Christina
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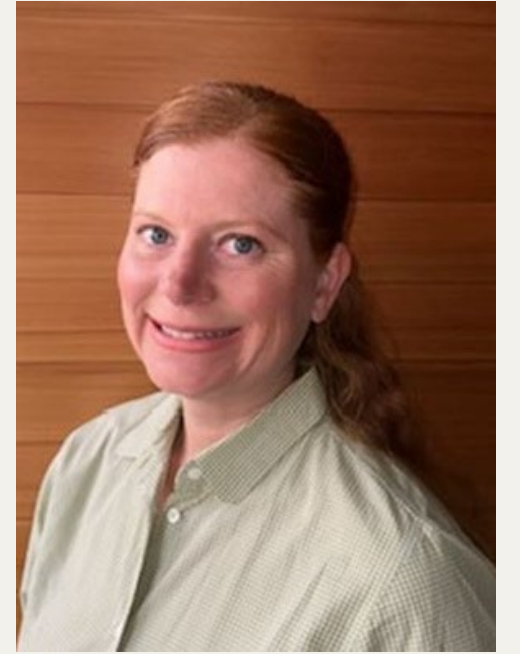DOC

Carrie
Morrow
DSS

Heather
Peters
DNR

Holly
Reiff
DMH

State of Missouri
Leadership Academy

Current Citizen Digital Experience

MO.gov search function does not pull relevant data from across state websites

Each Department has their own style, formatting, setup for websites

Current cross-collaboration between state websites is limited; focused on department initiatives, not citizen issues and experience

No unified functionality for web to mobile platforms across Government websites and applications

The Existing Pieces

ShowMe EXCELLENCE

Digital Government Transformation

SHARE MO

Citizen Journey Maps

Operational Excellence Initiatives

Citizen Service Portal

Digital Protections and SSO

Mo.Gov Overhaul

ShareMO

CX Champions

Projects to Products

Current focus for Departments, ITSD, OA Citizen Experience group and Operational Excellence teams is on funded projects and reacting to evolving issues

Currently lack the scope or authority to extend beyond current projects to focus on citizen experience holistically

Citizen Service Portal

Department Initiatives

ShareMO
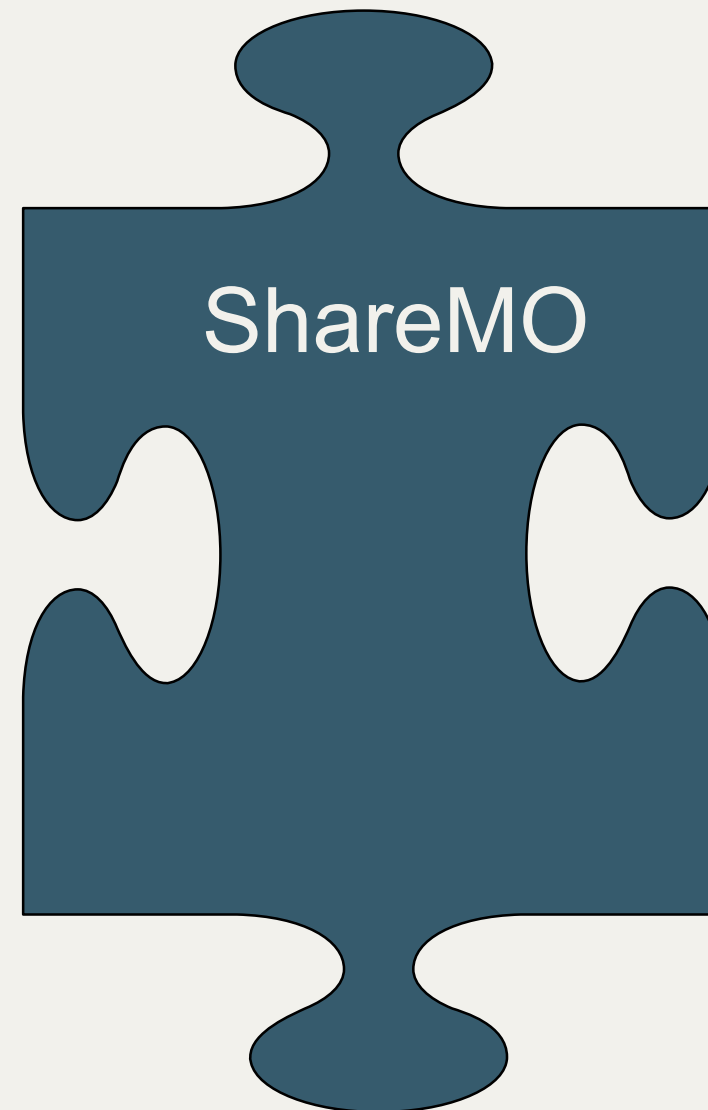
State Landing Page

The Problem

How can Departments collaborate, support, and improve the citizens' digital experience by December 2023?

Council for the Citizens' Digital Experience

Governance for Missouri government landing pages, citizen service portal and future ongoing digital projects with a focus on the experience of a citizen.

Council Members

Representative from each Executive Department

Representative from the Secretary of State's Office

Representative from the Governor's Office

Representative from the Office of Equal Opportunity

Liaison- Chief Information Officer

Structure

The Council for the Citizens' Digital Experience is overseen by officers who conduct business order for the meetings.

Sub-committees report to their respective delegate in order for Council members to be able to make informed decisions for their Department/ Office

Sub-Committee

- 17 DEPARTMENTS
- DIVISIONAL
- KNOWLEDGE

Sub-Committee Structure

Council for the Citizens' Digital Experience

Department Council Member DOC

Department Council Member DSS

Sub-Committee Member P&P

Sub-Committee Member DORS

Sub-Committee Member DAI

Sub-Committee Member CD

Sub-Committee Member DYS

Sub-Committee Member FSD

Ideal sub-committee members are divisional subject-matter experts and work in the realm of customer experience, divisional policy & procedure, communications or department IT projects

Council Objectives

It is recommended for the council to focus efforts on THREE main objectives during council meetings.

Council Objective: 1

OBJECTIVE 1:

Propose content ideas for the state's main website & focus on holistic recommendations that meet the digital needs of our citizens'.

Up-to-Date
Relevant
Seasonal
Easy access to information and services

Council Objective: 2

OBJECTIVE 2:

Analyze data provided by our citizens and collected through the state's ShareMO Program/or similar program

Gather & Anaylze data
Make recommendations
Set the benchmark & goals for the future digital experience

Council Objective: 3

OBJECTIVE 3:

Oversee format, design, and functionality of the main state webpage

Cohesive & easy to use
No broken links
Functioning search engine
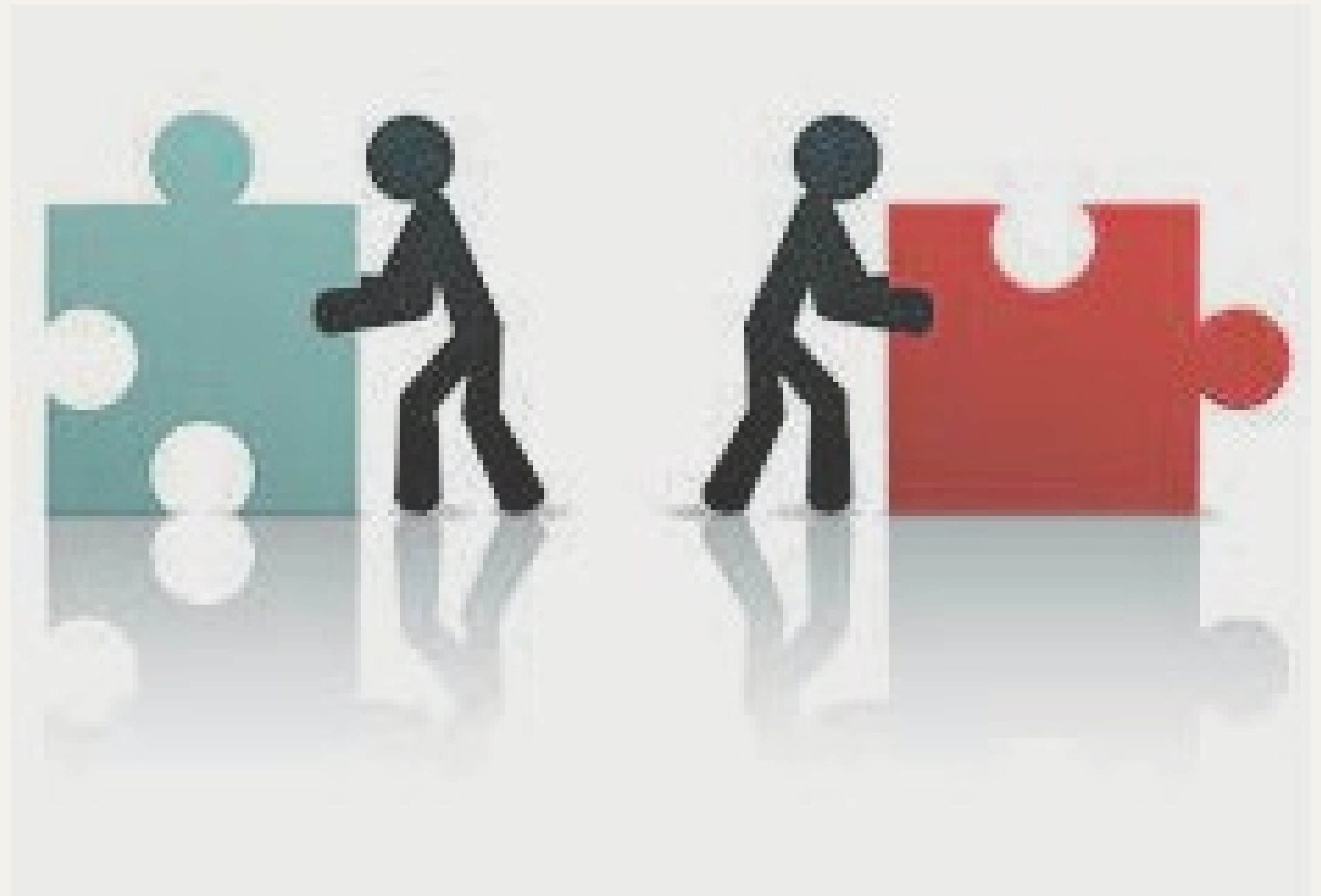Unified messaging &design

Connected
services

Collaborative
topics

DISCONNECTED

Holistic Citizen Service Experience

Helpful Articles

RESUME

80,000 HOURS

I lost my job

Job Assistance and Training

Vocational Rehabilitation Services

BUILD A CAREER HELPING MISSOURIANS THRIVE

Apply for Temporary Assistance

Support During Unemployment

Apply for SNAP

Help with Heating/Cooling
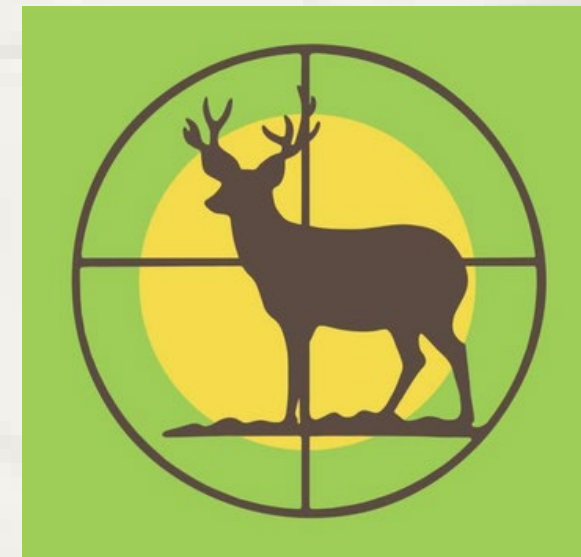
FILE AN UNEMPLOYMENT CLAIM

Timely Topics

March/April	July/August	November	Disaster Response
Income Taxes	MoCHIP	Hunting Permits	Drought Links
Tax Exemptions	MoHealth	Hunter Safety Training	Flooding Aid
Financial Aid	Family Care Registry	Meat Processing	Exec Orders
MOST 529	Early Headstart	Food Stamps	

One State
One Message

One Path to Services
One Path to Success

Routinely update special topics

Create topics/buttons with multi-department information

Review and prioritize citizen satisfaction

Actively maintain state landing page

Conclusion

The Council will actively build and sustain a framework to coordinate and collaborate existing services and departments to enhance the citizen digital experience.