Governor's Business Portal Initiative
Wednesday January 10, 2001
10 a.m. to Noon
Norfolk Room, Nebraska Center for Continuing Education

Minutes

A. Participants

Gary	Timm	Insurance
Glenn	Harris	US Small Business Administration
Jeanette	Lee	Banking
Kelly	Lammers	Banking
Cheryl	Elton	Public Service Commission
Greg	Lemon	Secretary of State's Office
Tim	Erickson	Nebrask@ Online
Mike	Anania	Nebrask@ Online
Rod	Armstrong	Nebrask@ Online
Dan	Brown	Nebrask@ Online
Bob	Storant	Agriculture
Dayle	Williamson	Natural Resources
Dick	Gettemy	Revenue
Jon	Ogden	Roads
Dennis	Burling	Environmental Quality
Lash	Chaffin	League of Nebraska Municipalities
Beverly	Neth	Motor Vehicles
Bob	Shanahan	Labor
Steve	Schafer	CIO
Rick	Becker	Office of the CIO

B. Updates from prior meeting
   1. Inventory instrument
      The last meeting identified the need for an inventory to quantify progress and guide future efforts. Requirements discussed at the last meeting included: " The inventory should include existing forms and interactive functions available on the Internet, a list of categories of businesses that the agency works with, an indicator of highest volume activities involving businesses, and an indicator of the agency's capacity to support e-government. The inventory should generate an index of what is currently available."

      Rick Becker and Tim Erickson presented a draft instrument for collecting this information. Discussion provided the following suggestions:
      ▪ The form should ask whether a fee is associated with the form or application;
      ▪ IMS is collecting similar information for their Internet licensing project. Steps should be taken to avoid asking agencies to submit the same information twice.
      ▪ After completing one form, the agency name and contact information should be pre-loaded on all subsequent forms for an agency, with the option of overriding that information.
      ▪ The form should use NAC codes instead of SIC codes, which are being dropped.

Tim Erickson will make revisions and post it to the following website: www.nitc.state.ne.us/inventory. Sometime next week, Steve Schafer will send a letter to agency directors requesting their cooperation in providing this information. He will copy agency technology contacts.

2. Membership
Steve Schafer is in the process of expanding the membership of the group to include additional state agencies, local government, and the private sector. Although the work group may eventually include some private members, this will not substitute for other means for soliciting business perspective and requirements.

3. Listserv of participants
NOL has developed a listserv of participants. Instructions include:
- To unsubscribe, send e-mail to <majordomo@nol.org> with the following command in the body of your email message:
  unsubscribe businessportal
- If you ever need to get in contact with the owner of the list, (if you have trouble unsubscribing, or have questions about the list itself) send email to <owner-businessportal@nol.org>.
- To post a message to the list, address it to BusinessPortal@nol.org.

4. Matrix of agency functions / activities by business sector
Tim Erickson presented background information and a conceptual model for a new business portal. Discussion centered on developing a branding strategy and providing one-stop access to information and services.

C. Develop short term goals
Discussion identified the following short-term goals:
1. Develop a branding strategy for the state. The strategy should incorporate the state brand (for the state's home page) as well as the business portal. It should be able to accommodate additional specialized portals in the future. The process for developing a brand should include marketing and testing. The State of Washington's use of Access Washington as a brand for all of its e-government offerings is an example.

2. Redesign the state's portal for businesses to provide comprehensive one-stop access to information and services.

3. Organize industry focus groups to assist with a portal strategy. Nebrask@ Online volunteered to organize the focus groups from among the associations they work with and other contacts they have. The focus groups would give advice on a branding strategy, organization of the portal, and content.

4. Define the technical architecture for e-government in general and the business portal in particular. In addition to other technical issues, including security and authentication, the

technical architecture for the business portal should describe the relationship between the portal and agency data and applications. (The Technical Panel has created a work group on e-government architecture. The business portal will still need to document how it fits into the overall architecture.)

5. Conduct and maintain an inventory of state government forms and applications for businesses.

6. All State government forms for businesses will be available for downloading and printing from the business portal and mailing back. (Forms which can be completed electronically are preferred but at a minimum forms will be available for downloading.) This is the same goal as one in the E-Government Strategic Plan, but it is focused on interaction with business and accelerates the timetable by several months.

7. Identify forms and applications that are common to most or all business and provide convenient access.

8. Identify high volume forms and applications that are presently manual, which could be automated over the next 6 months.

9. Involve local government in developing a comprehensive business portal. This may include providing e-templates for common functions and communicating with municipalities and counties through newsletters of their respective associations.

D. Work Plan / Timeline (all times are from 10:00 to noon)
   1. January 10:   Develop draft short term goals
   2. January 24:   Begin work on long term goals (DOL conference room)
   3. February 7:   Review inventory results (DOL conference room)
                    Review and revise short and long term goals
   4. February 21: Review Draft Action Plan (DOL conference room)
   5. February 28: Recommend Final Action Plan (location TBA)