

# 2019 Information Network of Kansas Business Plan

**Presented to:** Information Network of Kansas Board of Directors

**Prepared by:**

Nolan Jones

General Manager - Kansas Information Consortium, LLC

---

## Table of Contents

<b>EXECUTIVE SUMMARY – INNOVATION, MARKETING, BUILDING RELATIONSHIPS.....</b>	<b>3</b>
<b>HORIZON ONE: 2019 .....</b>	<b>4</b>
Objective 1: Enhancing Operations.....	4
Objective 2: Implement New Technologies .....	5
Objective 3: Building Relationships.....	5
Objective 4: Marketing .....	6
Objective 5: Website Improvements .....	6
Objective 6: Contractual Obligations .....	6
<b>CONCLUSION.....</b>	<b>7</b>
<b>SUPPLEMENTAL INFORMATION TO THE 2019 INK BUSINESS PLAN .....</b>	<b>7</b>
<b>HORIZON TWO: 2020 .....</b>	<b>7</b>
Objective 1: Effectively Use the Cloud .....	7
Objective 2: Implement Advanced Metrics and Analytics .....	7
Objective 3: Prepare for the increasing use of Drones .....	7
<b>HORIZON THREE: 2021 AND BEYOND.....</b>	<b>8</b>
Objective 1: Artificial Intelligence .....	8
Objective 2: Autonomous Vehicles .....	8
<b>BACKGROUND INFORMATION .....</b>	<b>9</b>
<b>INK .....</b>	<b>9</b>
<b>PORTAL FINANCIAL PLAN.....</b>	<b>11</b>

## **Executive Summary – Innovation, Marketing, Building Relationships**

Building upon our positive momentum is a key objective for 2019. We made significant advances with improving our operations, leveraging more advanced technologies, and focusing on our core capabilities.

As with the prior business plan, this 2019 INK Business Plan is comprised of three “Horizons”. The first horizon is what we intend to focus on and accomplish in 2019. The second horizon provides information about what we expect to be engaged on in subsequent years. Finally, the third horizon identifies trends and technologies we expect to impact INK in the next two to five years.

The first horizon is the most important as it details the specific goals we intend to accomplish this next year. It also identifies specific steps we will be taking to achieve those goals. The remaining two horizons are important as we position ourselves to take advantage of future opportunities.

Core objectives in 2019 include:

**Enhancing Operations** - We have identified several opportunities for enhancing our operations in 2019. We are excited to implement these changes as it will result in the faster development of services, faster adoption of new technologies, improved customer service, and overall improvements to all aspects of our operations.

**Innovation** – Exploring and implementing new technologies is a significant element of our 2019 plan. Key technologies we will be researching include drones, virtual reality, home assistants, and artificial intelligence. We will be creating a dedicated R&D room at the KIC office to help agencies explore potential new technologies.

**Building Relationships** – A key objective in 2019 is to create new relationships and strengthen existing relationships with our government partners.

## **HORIZON ONE: 2019**

The foundation for our activities is the enabling legislation establishing INK. As provided in K.S.A 74-9302 the statute provides:

It shall be the purpose of INK to perform the following duties:

- (a) Provide electronic access for members of the public to public information of agencies via a gateway service;
- (b) develop a dial-in gateway or electronic network for access to public information;
- (c) provide appropriate oversight of any network manager;
- (d) explore ways and means of expanding the amount and kind of public information provided, increasing the utility of the public information provided and the form in which provided, expanding the base of users who access such public information and, where appropriate, implementing such changes;
- (e) cooperate with the office of information technology services in seeking to achieve the purposes of INK;
- (f) explore technological ways and means of improving citizen and business access to public information and, where appropriate, implement such technological improvements; and
- (g) explore options of expanding such network and its services to citizens and businesses by providing add-on services such as access to other for-profit information and databases and by providing electronic mail and calendaring to subscribers.

We embrace the goals and intent of this statutory mandate. Each of these objectives is extremely important to the success of our operation. In 2019, we will continue our focus on subsection (d) so that we best serve the citizens, businesses, and agencies of the State of Kansas. This remains as a top priority for KIC – Develop new services for our agency partners. We spend a great deal of time and energy supporting the 100 plus services we provide. However, the success of the portal is dependent upon developing innovative new services for our partners.

### **Objective 1: Enhancing Operations**

The investment made to improve operations has many dividends including increasing the speed of development, improved quality, and enhanced customer satisfaction. We will accomplish our goal of enhancing operations through the following:

- Increased use of automation tools: These are software solutions that allow tasks to be completed quicker, rapidly tested, and placed into production more efficiently. These tools include solutions for automating testing of code, and solutions such as AppEngine that allow us to develop services significantly quicker than if we were coding from scratch.

- Improved work space: In 2019 we will be relocating to a yet to be determined new location. The new office will be in the downtown Topeka area. Anticipated benefits of the new location include:
  - Dedicated research and development space.
  - A dedicated media room that allows agencies to create content
  - Additional room for growth
- Further implementation of IT best practices: We will be increasing our use of global IT standards including ITIL. This will assist us with achieving our strategic goals and ensuring the we provide exceptional solutions for our agency partners.
- Increasing the speed of development: We are investing in various tools and implementing new processes to increase our speed of development. We will be training staff on using cloud services to position ourselves for using this technology.

## Objective 2: Implement New Technologies

One of the key roles of INK/KIC is educating state agencies about new technologies. These technologies also present an opportunity to enhance the services we provide and ensure that we are adapting to the way people access information. This is an extension of our 2018 Objective 4 “Increase Innovation”. Key goals for 2019 include:

- Continue expansion of Agent Kay
- Exploration of using home assistants to provide government information and services
- The development and implementation of a drone project
- Implementation of a business intelligence data visualization project
- Possible use of the AWS cloud

We expect to use the R&D room in the new office as a showcase for these and other new technologies.

## Objective 3: Building Relationships

Relationships with the state agencies is a critical to our success. This includes developing relationships with agencies where we currently don’t provide services as well as building upon the relationships we already have. In 2019 we want to accelerate our relationship building activities. The steps we anticipate taking to accomplish this include:

- Providing information to agencies on challenging topics including:
  - How to effectively use social media and how to avoid pitfalls with these services
  - Approaches for improving accessibility
  - Using digital analytics to understand user needs
- Increased interaction with agencies
- Serve as subject matter experts on various topics such as using social media
- Seeking feedback from agencies about our customer support and other elements of the services we provide to ensure that we address any issues.

## Objective 4: Marketing

The more that agencies know about the solutions and subject matter expertise we can provide, the better we can serve the citizens and businesses of Kansas. In 2018, we expanded our marketing activities including hosting a Services Showcase, launching three marketing campaigns, and producing new marketing materials. To further increase this awareness in 2019, we will be doing the following:

- **Marketing Coordinator:** We will be hiring a marketing coordinator to help facilitate our marketing activities. We anticipate having that position filled prior to 2019 so that this individual will be trained and ready to go for 2019.
- **Rebranding:** It has been a number of years since KIC has undergone a review of our branding and materials. 2019 presents an opportunity to assess our messaging and implement a new branding program.
- **Services Showcase:** We are looking forward to hosting our 3rd annual Services Showcase in late 2019. This is a great opportunity to meet agency staff and demonstrate emerging technologies.
- We also intend to be more active in the local business community. This includes participating in the Topeka Chamber of Commerce as well as the Sales and Marketing Executives of Topeka.
- **Video:** We will be producing training and promotional videos to augment our marketing activities.

**Marketing Campaigns:** We will undertake at least two major marketing campaigns in 2019. These will be for solutions that we offer in order to drive higher adoption of those services.

## Objective 5: Website Improvements

We will be undertaking a complete refresh of the Kansas.gov website in 2019. This will include new functionality as well as ensuring that the site meets new accessibility standards.

We anticipate also using our design expertise to assist agencies with identifying potential user improvements to the various websites we manage. This can be accomplished through user testing and review of these sites using various tools.

## Objective 6: Contractual Obligations

Our success in 2019 is also contingent on achieving all of our contractual requirements. In 2019 KIC will continue to ensure compliance with its contractual obligations. Although we take all of our contractual requirements seriously, we will continue to give very focused attention on security-related activities. The threats posed by hostile individuals and entities presents significant challenges for maintaining our security posture.

## Conclusion

2019 will be an exceptionally good year for INK/KIC. We are excited to leverage new technologies to assist agencies and to better serve the public. We are also excited to expand the number of services we provide to state agencies. With guidance from the INK Board we also are prepared to adapt to the changing needs of the agencies we serve. Although this Business Plan is focused on yearly objectives, we fully understand that the needs of the State of Kansas are not dictated by a calendar. Accordingly, we are committed to being nimble and ready to take on projects as they arise.

---

## Supplemental information to the 2019 INK Business Plan

The following information is provided to augment the 2019 INK Business Plan with information about future objectives beyond 2019. These are subject to reevaluation and consideration by the INK Board if and when these are presented in future proposed business plans.

## HORIZON TWO: 2020

The technologies that impact our lives are constantly evolving. We need to be staying in front of these technologies to ensure that we are best serving our users.

### Objective 1: Effectively Use the Cloud

Using cloud services such as provided by Microsoft Azure and Amazon AWS present opportunities to increase efficiency, speed up development, and provide new approaches for providing services. In 2019, we will be implementing limited use of the cloud for our internal tools with the goal of potentially expanding that to a broader range of services in 2020 (with approval of the INK Board).

### Objective 2: Implement Advanced Metrics and Analytics

The collection, analysis, and use of metrics can be very useful with identifying opportunities for improvements as well potential new services. We are taking additional measures in 2018 and 2019 to collect key data that will assist us in using metrics to accomplish these goals.

### Objective 3: Prepare for the increasing use of Drones

Drones can provide very targeted and useful information for citizens, businesses and government agencies. We anticipate that an ever-increasing amount of information will be collected by drones. We believe that INK/KIC is well positioned to assist the state with collecting, hosting, and analyzing the data made available through drones. This is likely to have an especially large impact on the agricultural activities.

## **HORIZON THREE: 2021 and Beyond**

### **Objective 1: Artificial Intelligence**

Advancements in artificial intelligence technology have been rapidly increasing. We have implemented some first generation uses of this technology. It is expected that in the next few years that this technology will become increasingly used for a broad range of everyday activities and will be incorporated in greater number of solutions. We intend to explore expanded uses of AI to enhance the services we provide.

### **Objective 2: Autonomous Vehicles**

Although the technology has a long way to go before autonomous vehicles are expected to be a widely used method of transportation, it is imperative that we identify how this technology may impact our government partners. Whether its collecting the data from accidents involving autonomous vehicles or determining what kind of impact this technology will have on insurance rates, it's vital that we be at the forefront of this revolution.

## BACKGROUND INFORMATION

### INK

The Information Network of Kansas, Inc. (INK) was established in 1990 with the passage of KSA 74-9301 et seq. The organization is governed by a nine-member board of directors comprised of public and private executives. Board membership is designed to combine the needs of business and citizens with the entities which can assist in the delivery of the service. These positions are non-compensated and serve a term of three years.

The 2017 INK Board membership includes:

#### Chairman

**Member Name:** Eric Rucker

**Representing:** Kansas Secretary of State

**Affiliation:** Deputy Secretary of State

#### Vice Chairman

**Member Name:** Lana Gordon, Secretary of Labor

**Representing:** Executive Branch Agency

**Affiliation:** Kansas Department of Labor

#### Treasurer

**Member Name:** Gregg Wamsley – Director

**Representing:** Kansas Public Libraries

**Affiliation:** Hutchinson Public Library

#### Secretary

**Member Name:** Matt Billingsley, Chief of Staff

**Representing:** Executive Branch Agency

**Affiliation:** Kansas Department of Revenue

**Member Name:** Doug Gaumer  
**Representing:** User Association of Statewide Character –  
**Affiliation:** Kansas Bankers Association

**Member Name:** Aaron Kite  
**Representing:** Kansas Bar Association  
**Affiliation:** Rebein Brothers Trial Lawyers

**Member Name:** Lee Allen  
**Representing:** Executive Branch Chief Information Technology Officer  
**Affiliation:** Office of Information Technology Services

**Member Name:** Vacant  
**Representing:** User Association of Statewide Character  
**Affiliation:**  
**Address:**  
**Phone:**

**Member Name:** Vacant  
**Representing:** User Association of Statewide Character  
**Affiliation:**  
**Address:**  
**Phone:**

INK contracts the management of the network, application development, customer support and payment processing to a private entity, Kansas Information Consortium, LLC., a wholly owned subsidiary of NIC, Inc. The public-private relationship is governed by the Network Manager Contract. In 2014, INK signed a seven-year contract with Kansas Information Consortium, LLC. The contract includes an annual renewal process INK may exercise to extend the contract for additional one-year periods. With this new contract, INK and KIC extend the nation's longest-running public- private state portal management.

## PORTAL FINANCIAL PLAN

### APPROACH

INK will continue to build upon its past success and will closely align its efforts with the INK’s Strategic Plan. The strategy focuses on collaborating with state and local government entities to create services, which are enterprise in scope and highly integrated. The vision is predicated upon strategies which constitute the pillars of success. The strategies, objectives and tactics listed in this plan provide the means to accomplish the end result of the vision established by the Information Network of Kansas (INK) Board of Directors: “*a world in which technology simplifies all interactions between governments and those we serve.*”

### FINANCIALS

	<u>2019 Portal Budget</u>	<u>2018 Portal Budget</u>
<b>Portal Gross Receipts</b>	\$417,753,689	\$400,946,031
<b>Agency Fee Submissions</b>	\$409,112,578	\$392,307,667
<b>Portal Costs</b>	\$2,737,224	\$2,806,324
<b>Portal Net Revenue</b>	\$5,903,887	\$5,832,040
<b>Network Manager</b>	\$5,018,304	\$4,957,234
<b>Retained Earnings</b>	\$885,583	\$874,806
<b>INK Expenses</b>	\$407,590	\$208,179
<b>Portal Net Income Before Grants</b>	\$477,993	\$666,627
<b>Existing Grant &amp; Restricted Fund Balances</b>	\$0	\$0
<b>Net change in Cash Position</b>	\$477,993	\$666,627