



Office of the
Chief Information Officer

Introducing GovDelivery

GovDelivery

Fast Facts

Availability
June 2015

Benefits

- Improve citizen engagement with your agency
- Maximize Program Awareness
- Promote Events
- Newsletter Templates
- Execute Press Release Notifications
- Extensive Reporting

For more information, contact:

dawn.connet@iowa.gov
515-725-0508

How to Order Service:

<https://iowa.servicenow.com/ess/>

Request GovDelivery Service

Check out the GovDelivery Story:

<http://www.govdelivery.com/clients/state>



What:

OCIO is offering the GovDelivery, cloud based, Software-as-a-Service (SaaS) solution providing an automated system of email, text messages, RSS and social media to notify citizens of key government programs, events, and issues.

Why:

It should be easy for citizens to get updates from your agency and in the format they want to receive the information—email or text. Participating in the GovDelivery network allows State topics to be promoted by local and federal government agencies which extends your reach to citizens.

Citizen Impact:

The centralized setup of GovDelivery allows citizens to manage all of their subscriptions in a single location and allows citizens to see all of the opportunities to get updates from State government.

Agency Impact:

With GovDelivery you have analytics about which topics and messages are most effective. This service allows you to deliver personalized content, increase event attendance and feedback. GovDelivery does list cleanup and manages bouncebacks.

How Can the OCIO help?

OCIO is making the service available through June of 2017 for a one-time implementation fee of \$2,875. The service cost in June of 2017 will be divided between participating agencies and is expected to be similar to the annual cost for ListServ usage.

Our mission at the OCIO is to provide technology solutions that are secure, efficient, effective and provide access for citizens and employees to state services anywhere and anytime.