

## Information Network of Arkansas

### Board Meeting Minutes

March 11, 2014

**Members Present:** Ann Purvis, Department of Health, *Chair*  
Matt Cashion, Independent Insurance Agents, *Vice Chair*  
Harold Evans, Arkansas Bar Association  
Stan King, Department of Finance and Administration  
James Downs, Arkansas Science and Technology Authority  
Doug Matayo, Secretary of State  
Michael Gaines, Economic Development Commission  
Ron Pitts, Public Accountancy  
Claire Bailey, Dept. of Information Systems

**Members Absent:** Ashley Parker, Library Association  
Amy Mattison, Chamber Of Commerce

**Staff Present:** Amy Sawyer, General Manager  
Christy Warner, Office Manager  
Bob Sanders, Director of Operations  
Karl Hills, Director of Development  
Christy Williams, Marketing  
Scott MacCarter, Director of Project Management

**Guests Present:** Ken Williams, Department of Finance and Administration

**INA Board Chair, Ann Purvis called the meeting to order.**

**Action: Minutes from December 10, 2013 Board Meeting were Approved.**

#### **New Business:**

Glen Colvert has retired and resigned from his position with the INA board. Ms. Purvis and Ms. Sawyer will work together to get a letter of appreciation drafted and signed by Governor Beebe to present as a token of appreciation for his years of service on the board.

## **GENERAL MANAGER’S REPORT TO THE BOARD**

Board members received a copy of the General Manager’s report and Ms. Sawyer presented some of the exciting things INA had accomplished in 2013.

### **2013 accomplishments included:**

- 1) 4.5 million transactions processed – this represents a 12.5% increase over 2012
- 2) 59 New Sites and Services
- 3) 10 new county sites reaching an additional 197,000 citizens

Mr. Cashion asked about the increase in the average transaction from around \$30 to around \$60. Ms. Sawyer stated it is most likely due to the increase in the number of property tax payments that are being processed online.

Ms. Bailey asked if Arkansas has a backup processor for processing credit card payments. Arkansas has a redundant processor that Arkansas controls in addition to the existing processors at our corporate office. Ms. Bailey asked about the Point of Sale devices that Arkansas uses as a result of the Target breach. Arkansas is upgrading to the point of sale devices that are encrypted on the device itself.

### **New GM Report Highlights**

The General Manager’s report was presented to the board in a new format. The new format is designed to provide more consolidated reporting of relevant information about INA services and where they are in the development cycle. A new “Incident Report” section was added allowing board members to be informed about any event that results in an interruption of services for more than 30 minutes.

INA Site- Ms. Sawyer presented the new INA site showcasing the recently rebranded INA logo and asked for board member feedback. Suggestions included a calendar on the site, a FAQ section and link to the [www.argovstatus.com](http://www.argovstatus.com) to keep users updated about the status of services. The site will also have a reference area that allows users to locate a list of the services and applications that INA currently provides.

### **Projects highlighted include:**

**E-Billing-** The E-billing application solution for Saline and Pope counties is now in production. Consumers in The goal is to eliminate paper statements saving money on postage, paper, data entry and processing. The E-billing service is a value add service for our customers.

### **Staff Update:**

**Scott MacCarter – Project Management Office Director** – Scott’s focus will be creating a more formal approach to managing our project life cycle including intake, scheduling, resource allocation and partner communication.

**Christy Williams – Marketing Manager** – Christy’s focus will be on establishing a comprehensive marketing and communications program. This includes managing public relations for INA and its agency partners, marketing campaigns to drive adoption for our services and gathering customer analytics.

## **Marketing Communications Highlights**

**“Show Your Love For Arkansas” Campaign** – this was a social media campaign designed with these goals:

- 1) 400 new followers on Facebook and Twitter
- 2) Boost Engagement – encourage people to engage with Arkansas.gov
- 3) Test the Value of Facebook Ads

INA developed an “I Love Arkansas” promotion for the week of Valentine’s Day. The promotion included a video with testimonials from customers at the River Market and a Facebook and Twitter campaign. Social media followers were encouraged to change their profile pictures to an “I Love AR” image and share the video and other posts. The promotion resulted in 672 new followers and a total reach of 473,500 people. The INA board viewed the video that had been promoted during the campaign.

## **Partner Satisfaction Survey**

INA conducted a Partner Satisfaction Survey with over 100 agency partner contacts. Respondents were asked about INA’s overall quality of service, pricing and challenges that were faced at their agency. Overall response was very positive, with 91% of respondents expressing satisfaction with INA’s services. Respondents who gave below average scores generally expressed concerns with communication and receiving timely support.

Opportunities for INA improvement include:

- 1) Process Improvement- formalizing our communication processes throughout the project management lifecycle
- 2) Capacity/Quality Improvement – restructuring of the support team, adding additional staff and ITIL Certification for our entire staff
- 3) Communication – clarity around pricing, proactive contact, more transparency around incidents and maintenance and formal communication plans with our agency partners

The GM report is concluded.

# Electronic Online Service Authorization and Rate Request

Date Proposed: March 11, 2014

Request Number: 2014-1

Period: Indefinite

Summary:

Consistent with the Arkansas statutes governing access to public records, the Information Network of Arkansas through its broad authority granted to it by A.C.A. § 25-27-101 et seq., the Information Network of Arkansas' RFP 97-0140, the Network Manager's Proposal of the Arkansas Information Consortium, Inc. and the contract dated July 11, 2011, with any amendments thereto, between the Information Network of Arkansas and the Arkansas Information Consortium, Inc., being so authorized as Network Manager for the Information Network of Arkansas (INA) does request and recommend that the INA Board approve and authorize the Network Manager to create, implement and offer to the public the INA services proposed in this document. In addition, the Network Manager also requests and recommends that the INA Board approve the per record search fees per service offered. It is understood by all parties that the rates requested in this document per service are the maximum allowed and will be published in the INA fee schedule and Service Agreements. The Network Manager reserves the right at its own expense to offer any and all INA services at any rate less than the maximum amount approved in this and any future rate requests.

## **Request 1: Approval of New Agency Agreement(s)** *Approved*

In accordance with the authorities cited above, the Network Manager requests and recommends that information developed by INA for online access from the following agencies be made available for search and download through INA at no fee, unless otherwise specifically approved in a separate Service Request.

**(MOU's - No transaction fees apply, no cost development of online services)**

Arkansas Municipal League - Online Sign-up Form  
Arkansas State Board of Licensure for Professional Engineers and Professional Surveyors - Social Media  
Lee County - Website  
Pulaski County Circuit Clerk - Website (Spanish Version)  
Saline County Collector - Electronic Billing Form  
Pope County Collector - Electronic Billing Form

## **Request 2: Architects - All Services** *(Approved)* **Architects, Landscape Architects and Interior Designers, Board of**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Architects, Landscape Architects and Interior Designers, Board of, the Network Manager requests and recommends that in lieu of an administration and development fee that INA charges \$10 per renewal. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

## **Request 3: Architects - All Services** *(Approved)* **Architects, Landscape Architects and Interior Designers, Board of**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Architects, Landscape Architects and Interior Designers, Board of, the Network Manager requests and recommends that in lieu of an administration and development fee that INA charges \$50 per download. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 4: DFA - Tag Renewals (ARSTAR)** *(Approved)*  
**Finance and Administration, Department of**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Finance and Administration, Department of, the Network Manager requests and recommends that in lieu of an administration and development fee that INA charge a fee of \$1.50 per successful registration, to be paid by the agency. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 5: Johnson County Sheriff OTC** *(Approved)*  
**Johnson County**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and Johnson County, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to \$2.30 plus \$1.25 per each additional \$50 increment of the total due to each payment, to be paid by the user. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 6: Logan County: Property & Real Estate Tax Payment** *(Approved)*  
**Logan County Tax Collector**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and Logan County Tax Collector, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to \$2.30 plus \$1.25 per each additional \$50 increment of the total due to each payment, to be paid by the user. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 7: PCE - Form 2020 Amendment** *(Approved)*  
**Arkansas State Board of Private Career Education**

In accordance with the authorities cited above, and the interagency agreement between the Information Network of Arkansas and the Arkansas State Board of Private Career Education, the Network Manager requests and recommends that in lieu of an administration and development fee that INA add a portal fee equivalent to 5% of the total due + \$1.00 to each payment, to be paid by the user. This fee will offset the banking expense and the expense associated with application development, the administration of the application and the cost of the electronic network.

**Request 8: Hourly Rate Increase** *(Approved)*  
*INA Board Minutes March 11, 2014*

The Network Manager requests and recommends an adjustment of the hourly rate for expedited development services to \$95.00 per hour, equivalent to the “Programming Services per customer specifications/integration services” hourly rate offered by the Arkansas Department of Information Systems.

## INA Grant Requests

Fiscal Year 2014 (July 1, 2013 to June 30, 2014)

### Approved Grant Requests

Agency	Project	Amount
State Board of Election Commissioners	Web site	\$7,000
Auctioneer Licensing Board	Web site	\$7,000
Health Insurance Marketplace	Web site	\$10,000
Office of Medicaid Inspector	Web site	\$10,000
Public Defender Commission	Web site	\$7,000
Floodplain Management Association	Web site	\$10,000
<b>Total Fiscal Year Amount</b>		<b>\$51,000</b>

### New Grant Requests Requiring Approval

Agency	Project	Amount
Department of Rural Services	Web site	\$7,000
<b>New Fiscal Year Amount</b>		<b>\$58,000</b>

INA Board Action:        *(Approved)*

Ms. Bailey asked what the INA board strategy was for INA board grants. Ms. Bailey asked if INA was actively reaching out to counties that we were currently not doing business with. INA is very proactive in reaching out to counties to assist them in meeting their online needs for their citizens. Ms. Bailey recommended that we reach out to local emergency management agencies.

Next meeting date: June 10, 2014, 10:00 am

**Meeting Adjourned.**