

# GOALS & OBJECTIVES



## GOAL 1 - SERVING WISCONSIN

Embrace self-service and digital-first service delivery through modern technology.



## GOAL 2 - SECURING WISCONSIN

Secure State systems and data by refining strategies to mitigate risk for individuals and other key stakeholders, including operational changes due to unexpected events.



## GOAL 3 - OPTIMIZING WISCONSIN

Modernize State agency legacy data and technology assets to achieve greater efficiency and effectiveness in delivering government services and operations.



## GOAL 4 - WORKING WISCONSIN

Adopt practices that strengthen Wisconsin's State government workforce.



# GOAL 1 - SERVING WISCONSIN

## EMBRACE SELF-SERVICE AND DIGITAL-FIRST SERVICE DELIVERY THROUGH MODERN TECHNOLOGY.

Wisconsin government is supporting the best possible workforce and citizen experiences. It is important for the State to continue utilizing emerging technologies to make a positive impact, acknowledging that our customers expect delivery of government services to be accessible, simple, and secure.



**OBJECTIVE 1:** *Ensure all individuals have equitable access to digitally provided State government services.*



**OBJECTIVE 2:** *Promote the voice of customers in enhancing program and service delivery.*



**OBJECTIVE 3:** *Foster a data-sharing culture where open data is readily available to empower State leaders and the public to make data-driven decisions.*

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## **OBJECTIVE 1: ENSURE ALL INDIVIDUALS HAVE EQUITABLE ACCESS TO DIGITALLY PROVIDED STATE GOVERNMENT SERVICES.**

According to BroadbandNow<sup>1</sup>, while 92 percent of Wisconsin residents have access to broadband internet, fewer than one in five Wisconsin residents have access to affordable broadband internet (defined as \$60 or less per month) and only one in four have access to a fiber optic connection, which can be up to 1,000 times faster than a copper cable. Since taking office, Governor Evers has awarded nearly \$300 million<sup>2</sup> to provide more than 387,000 homes and businesses with broadband internet.

The Wisconsin Broadband Office has also focused on increasing digital equity<sup>3</sup> for Wisconsin residents, including partnering in the Affordable Connectivity Program to provide low-cost home internet and mobile phone services and hosting an internet discount finder tool to help resident find low-cost internet options. The State of Wisconsin will continue to enact recommendations from the Governor's Task Force on Broadband Access over the coming years to provide affordable internet to homes and businesses throughout Wisconsin.

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## **OBJECTIVE 2: PROMOTE THE VOICE OF CUSTOMERS IN ENHANCING PROGRAM AND SERVICE DELIVERY.**

Using the "voice of the customer" refers to the systematic practice of seeking information from external customers of a product to drive development and innovation. In December 2021, President Biden signed Executive Order 14058 ordering federal agencies to transform the experience of their customers by using technology to "implement services that are simple to use, accessible, equitable, protective, transparent, and responsive for all people of the United States."

At the State level, we have also been utilizing feedback from customers to improve the delivery of services. For example, the Wisconsin Department of Transportation (DOT) has greatly increased the number of actions that residents can complete online, reducing traffic to DMV customer centers and call centers, and decreasing mailing costs. The Department of Employee Trust Funds has deployed a system that allows members to submit forms electronically instead of using paper forms. The Department of Natural Resources is continuing to enhance GoWild, the Department's web-based portal to access many DNR licenses and registrations without having to visit a DNR service center, by surveying users on their experience obtaining a hunting or fishing license. As a result of this survey, DNR has incorporated a dashboard to make it easier to access more than 300 products, the user's purchase history, and game registrations. The State is currently evaluating how we can continue to identify and add functionality that meets the public's needs.

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## **OBJECTIVE 3: FOSTER A DATA-SHARING CULTURE WHERE OPEN DATA IS READILY AVAILABLE TO EMPOWER STATE LEADERS AND THE PUBLIC TO MAKE DATA-DRIVEN DECISIONS.**

During the prior Statewide Strategic IT Plan, the team conducted a survey of publicly available data sources across executive branch agencies and identified approximately 700 existing data sets on a wide variety of topics. However, many of these data sources are currently housed in siloed agency systems, which makes analysis and constructive use of this data difficult. In line with Gartner, we are currently reviewing how we can best systematize data sharing<sup>4</sup> to make sharing data across agencies much easier.

Additionally, the State of Wisconsin does not currently have a resource that brings together disparate data sources, making usage of data difficult for our partners. In their agency strategic IT plans, many agencies have identified topics such as data governance, data sharing, and data integrity. State of Wisconsin IT will continue maturing data management programs and work to identify opportunities at an enterprise level to implement best practices, enhance data security and privacy, facilitate increased data-sharing, and enable transparency. A recent example includes the recent passage of 2021 Act 181. The State has allocated resources to stand up a methamphetamine and opioid data system to bring together data from several State agencies to assist policymakers in making data-driven decisions to curb opioid and methamphetamine use in Wisconsin.

