



Wisconsin Department of Tourism FY17 Strategic IT Plan

I. Top Five IT Goals

Identify your agency's top five goals/objectives for utilizing information technology in FY17, and how they serve your agency's business needs.

Agency Mission:

The Wisconsin Department of Tourism's mission is to market the state as the Midwest's premier travel destination for fun.

We accomplish this mission by executing marketing programs, providing reliable travel information and establishing efficient and innovative strategic partnerships. As a result, the Department of Tourism plays a significant role in delivering exceptional customer service and generating greater economic impact and jobs for Wisconsin.

Top Five IT Goals

1. Efficiently execute on the enterprise modernization effort through implementation of a shared services model with Department of Electronic Technology (DET) which includes:
 - a. Elimination of out-of-support products.
 - b. Minimizing infrastructure physical footprint.
 - c. Evaluation and implementation of IT best practices.
 - d. Standardization of hardware and software.
 - e. Optimizing with a focus on fiscal responsibility.
2. Develop a replacement plan for PCs and laptop hardware.
 - a. Assess age and viability of current PCs, laptops and mobile devices.
 - b. Work with DET to determine configurations, specs and cost estimates.
3. Provide technology and telecommunications for the Office of Marketing Services within the Department.
 - a. Work with DET and DOA to develop and implement a plan for purchase and installation of equipment and services for new staff.
4. Work with DET and external vendors to ensure websites and digital communications remain competitive.
 - a. Maintain and enhance websites and digital communication strategies to increase visits and travel expenditures.
 - b. Effectively display and distribute videos, photography, articles and other marketing content through the various Department websites.
 - c. Develop a website for the Wisconsin Governor's Conference on Tourism that efficiently facilitates registration.
5. Plan for implementation of new enterprise wide ACD software system for the call center due to DOA/DET vendor change.
 - a. Work with DET to assess needs and provide technical solutions that support the Department's exceptional customer service goals. This



includes the ability to collaborate with tourism industry partners statewide.

II. Agency IT Projects

List all of your agency's IT projects expected to cost \$1 million or more.

- Currently, the Department of Tourism is not working on any IT projects that are expected to cost \$1 million or more.

III. Potential Agency IT Projects

List all potential agency IT projects expected to meet the \$1 million cost threshold that are in the conceptual phase, or that might be initiated in FY16 due to potential legislative changes (state or federal), or that might be dependent on securing grant funding (from a state, federal or nongovernmental organization).

- Currently, the Department of Tourism is not planning any IT projects that are expected to cost \$1 million or more.

IV. IT Infrastructure Projects or Expenditures

Describe any projects or anticipated expenditures over \$100,000 related to augmenting IT infrastructure (e.g., hardware, servers, storage, networking components, security, backup and disaster recovery), if these projects have not already been described above.

- The Department of Tourism does not expect to have any infrastructure projects during FY17 that exceed \$100,000.

V. Migrate to Office 365

Please describe your agency's plans to migrate to Office 365. A high-level paragraph or two is sufficient, but please include an expected approximate timeline for your migration

- The Department of Tourism is migrating to DOA/DET shared services in the next 30 days. At this time, our focus has been on this project. However, we will review Office 365 in conjunction with DET in the future.

VI. VoIP Rollout

Please describe your agency's plans to participate in the Voice over Internet Protocol (VoIP) rollout. A high-level paragraph or two is sufficient, but please include an expected approximate timeline for your rollout.

- No plans at this time.

VII. Response removed for Web publishing purposes.

VIII. Agency Portfolio Assessment

Please attach with this plan your agency's portfolio assessment. If the assessment is not yet completed, please indicate the status of progress toward completion of the agency portfolio assessment.

- The Department of Tourism has not started an assessment but will be working with DET to complete it by the end of the year.

IX. Additional Issues/Activities (OPTIONAL)

Identify and explain issues or other activities not described already that are influencing, or could influence, successful execution of your agency's IT plan and about which DOA/DET should be aware.

- The Department of Tourism does not have position authority for an onsite IT subject expert. This presents challenges as we work with DET to implement and manage information technology services. We are a marketing agency and we use technology tools as a means to effectively and efficiently deliver targeted and relevant information to visitors. This is different than traditional IT responsibilities.