

eNotification – Colorado's Experience

2012 IACA Conference

Overview

- ▶ **The Evolution of Colorado's Approach**
 - ▶ From Value-Added Service...
 - ▶ ...To Primary Channel
 - ▶ ...And Beyond
- ▶ **Questions?**

Evolution in Colorado

- ▶ **Included in Transformation to eFiling**
 - ▶ Signature Issues
 - ▶ Need for Notice
- ▶ **Started in 2004**
 - ▶ Launch of Phoenix Project

eNotification Key Points – 1st Gen

- ▶ Not a Records Contact
- ▶ Multiple Recipients
- ▶ Emails Not Public

How It Works

- ▶ **Homegrown Java App**
 - ▶ Type of Email & Email Content – “Topic”
 - ▶ Database with Subscriber Emails
 - ▶ Email Engine Driven by cron
 - ▶ Starts with Topics, Delivers to Subscribers
 - ▶ Exchange Infrastructure Utilized
 - ▶ “Guru” Needed

Lots of Good, But...

- ▶ **IT Needed to Manage**
 - ▶ Workable for General Info, But Not Optimal
- ▶ **Initially Too Complicated**
 - ▶ Two-Step Process

Key Points – 2nd Gen

- ▶ **Transactional Notices**
 - ▶ Expanded to Many Areas
 - ▶ Replacing Paper Notices
 - ▶ With SBF, adds concept of Authorized Contact

Key Points – 2nd Gen

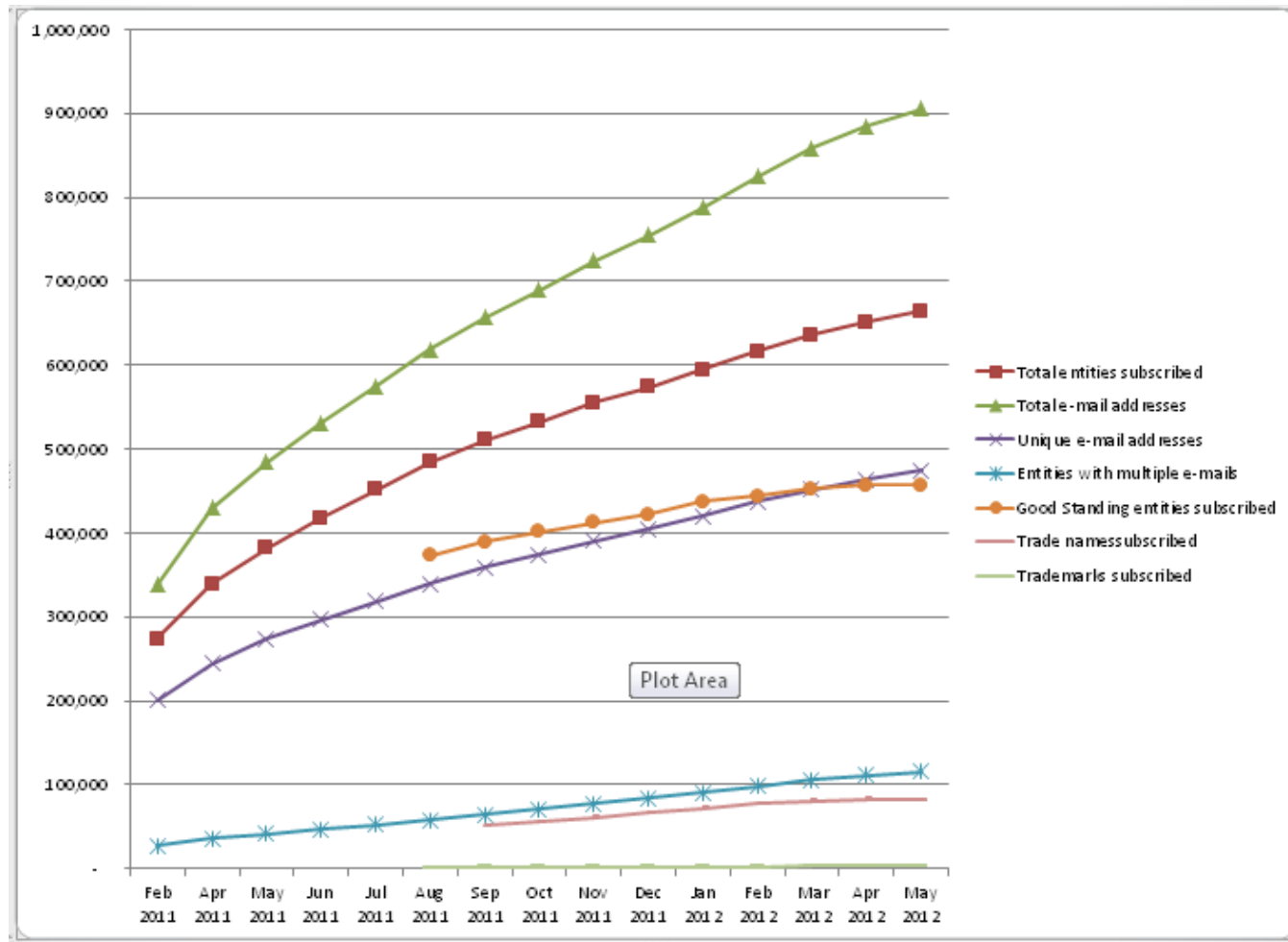
- ▶ **Informational Notices**
 - ▶ Owned by a Non-Technical Resource
 - ▶ Integrated with Website Content



The image shows a screenshot of a web form titled "Email Updates" with a red envelope icon. Below the title, it says "Sign up below to select your topics and receive your email updates:". There is a text input field with the placeholder text "Enter email address" and a "Submit" button to its right.

- ▶ Cloud-based
- ▶ Trackable

Email Notification Trends



Points for Consideration

- ▶ Branding
- ▶ Management
- ▶ NDRs and DSNs
- ▶ What Did Subscribers Agree To?

Discussion & Thanks

- ▶ Trevor Timmons
 - ▶ Chief Information Officer
 - ▶ Colorado Secretary of State's Office