

## IACA 2015 Merit Award Application

**Title:** Kansas Business Service Enhancements

**Jurisdiction:** Kansas

**Submitted by:** Kansas Secretary of State

**Contact:**

Kathy Sachs

Deputy Assistant Secretary of State

Business Services Division

Kansas Secretary of State

Memorial Hall, 1st Floor

120 S.W. 10th Avenue

Topeka, KS 66612-1594

**Phone:** 785-296-4564

**Email:** [Kathy.Sachs@sos.ks.gov](mailto:Kathy.Sachs@sos.ks.gov)

### Executive Summary

In the last year, the Kansas Secretary of State's office has implemented a set of related initiatives focusing on improving communication with our business customers and lowering the barriers they face in interacting with government. This portfolio of business service enhancements is made up of six (6) components:

- **Direct Filing of Annual Reports from Tax Software via IACA XML Standard.** This innovation allows private sector vendors of tax preparation software to file annual reports directly from the software, bypassing the need to print and mail filings, reducing errors and eliminating the need to rekey information into an online application. It makes use of the IACA standard for Annual Report filing that can be reused to allow this functionality to be deployed in other jurisdictions. We are currently partnering with one national vendor, Thomson Reuters, and are in dialog with multiple vendors about adopting this approach.
- **Annual Report Email Reminders.** For the first time, the Kansas Secretary of State's office made use of a third party email service, *Constant Contact*, to notify filers of the upcoming deadlines for annual reports. This service provides several benefits that improve service, including pre-scanning of email notifications to prevent them from being labeled as spam by internet service providers, and indicating whether the notification has been opened upon receipt. Over 60% of the email notifications we sent in the first round were opened, and we credit use of this service in setting a record for (early) annual report filings in March 2014.
- **Business Entity Formation Video Series.** One of the key decisions required in the process of forming a new business entity is, of course, what legal structure to use. While jurisdictions are naturally reticent to provide information about this decision that might be construed as legal or financial advice, the Kansas Secretary of State felt it was important to provide as much information in easy-to-use form as possible. In that vein, we created a series of eight (8) videos, available at <http://www.kansas.gov/business/structure.html> that provide a high-

level guide to the entity structures available in Kansas. The videos have received over 5,700 views since deployment last fall.

- **The Kansas Business Center.** Last year, the Kansas Secretary of State led an effort to develop a new *Kansas Business Center*, a one-stop gateway to business filing in the State of Kansas. Located at <http://www.kansas.gov/business/>, the new site was launched in September 2014 and includes information about developing a business plan, an online chat feature to help answer questions in real-time, and a library of agency forms for business filing and reporting that features links to equivalent online services. Access to several of the services shown in this aware application are integrated into the site, along with the ability to submit online filings. The effort also involved rolling out a single sign-on feature that is used across multiple agencies for business filing and continues to be expanded.
- **Push Notification Service for Kansas Administration Regulation Changes.** Businesses often express that monitoring and complying with regulation changes is cumbersome. As part of the Kansas Secretary of State's duties, we publish state rules and regulations. To assist businesses in this area, we deployed a free notification service that emails subscribers when new regulations (or changes) are proposed and directs them to where they can view and comment on the changes online. Over 1,100 regulations have been set up by subscribers for monitoring since deployment in fall 2014.
- **Fraud Notification System for Business Filers.** In keeping with the theme of improved communication with business, we developed and implemented a program to automatically send email notifications to business owners informing them when any amendments related to their business entity registered with the Kansas Secretary of State are processed. Since implementation last fall, over 30,000 notifications have been sent.

Taken together, these services represent a significant improvement in service delivery and have contributed toward improved productivity for our customers and the Secretary of State's office, as well as achieved greater compliance with filing requirements. Best of all, they were all developed from customer input and suggestions and can be replicated by other jurisdictions. The following sections provide a more detailed explanation of each initiative and includes discussion of their significance, effectiveness and transferability to other jurisdictions.

## **Detailed Description of Initiatives, Benefits, and Lessons Learned**

### **Direct Filing of Annual Reports from Tax Software via IACA XML Standard**

**The Idea.** While the Secretary of State's office has had an online application for filing annual reports for a number of years, we continue to receive a significant volume of paper forms. In talking with one of the representatives of a professional accounting association about this, he pointed out that their members often print the filings from their tax preparation software for their customers to submit via mail. From an efficiency standpoint, it just didn't make sense for them to expend the effort to re-key this information into an online application, while also introducing the possibility of errors. He suggested we consider approaching major vendors of tax filing software in the state to see if they would be interested in building functionality to direct file annual reports from the software. They were.

**The Project.** We identified the major tax filing software vendors doing business in the state through conversations with the accounting community and our state tax agency. Because we had previously worked with IACA on the development of their XML standard for Annual Report filing, we felt it was important for any work with vendors to make use of this standard so the method would be transferable to other jurisdictions. We then approached several of the vendors to gauge their interest and received positive responses from all of them. However, given our resource limitations and the scheduling commitments many of them already had in place for updates to tax requirements, we began by working with one national vendor, Thomson Reuters, using their *UltraTax CS* software. Along with our own staff's work on design and testing, we also partnered with Ose MicroSolutions who were involved in development of the original IACA standard, to help on development of the XML and documentation for the service.

**Detailed Description.** Along with filing state taxes, the Thomson Reuters software is used to prepare annual reports. When these reports are complete and ready to file with the Kansas Secretary of State's office, the professional firm remits ACH payment, along with the document, in XML format following the IACA standard. On the Secretary of State side, the XML filings are received and run through edits for format and business rules. The payment portion is also processed by our state payment portal. If issues are detected at any point in these processes, error messages are returned electronically to the vendor's filing software. If the filing is successfully processed, a message is also electronically returned, along with an email, to the preparer.

**Benefits.** While just in its early phases of adoption, direct filing of documents through software used by accounting, legal, and other professionals shows great promise in improving timeliness and accuracy of filings, as well as reducing the level of resources required to process filings in the Secretary of State's office. We have received favorable feedback from the accounting community and believe this represents a significant improvement in service delivery and is a relatively novel approach to business filing using a method that has already been widely adopted in filing taxes at multiple levels of government. Because our implementation with a national vendor is based on the IACA standard and our documentation and codebase can easily be shared, this concept and the tools for implementing it are also easily transferable to other jurisdictions.

**Lessons Learned.** We learned several key lessons from this experience. First, by taking issues and problems to our user community, we gained valuable feedback that resulted in innovation. While this may be obvious – listen to your customer! – in the case of technology, one is tempted to assume that an online application works best for every customer that is connected, when batch electronic filing solutions may also be of benefit. Next, leverage those same associations as advocates with their vendors. Their voices are also important in persuading vendors to partner, and were part of our success in implementing this innovation. Finally, when partnering with vendors in industries, in this case tax filing, where your business is not the core focus, work early to identify their development cycle, tools, and timelines, to understand where you best fit in. National tax software companies require significant lead time in their development schedules.

## Annual Report Email Reminders

**The Idea.** While the Secretary of State's office processes over 150,000 Annual Reports, a number of businesses each year are delinquent due to failure to submit a report by the filing deadline. In addition, many filings are submitted on paper at the last minute, creating a challenge to efficient processing. In an attempt to increase compliance in this area, we decided to make use of email addresses that had been collected for previous online filers to send out notifications of impending annual report deadlines well in advance of the 2014 deadline.

**The Project.** Sending such a large number of emails (over 32,000) was challenging from several perspectives. One key obstacle was the possibility that email providers might detect the email as spam, blocking both the emails from being received, and potentially the Secretary of State's email domain entirely. In addition, it was important in this initial endeavor to get a good handle on the effectiveness of this communication before we would expand its use to other purposes. To address these needs, we turned to a hosted service provider, *Constant Contact*.

**Detailed Description.** Constant Contact provides a number of services that were helpful in administering these notifications. We began by running an extract from the system to identify business entities that had not yet filed annual reports with a due date in April. We uploaded that group into the system, then created an email to be used for notification purposes, both of which were run through edits to reduce the chance that the email would be identified – and blocked – as spam either at the email provider or individual user level. Once we sent out the email, statistics were provided to indicate whether or not the emails had been opened whether or not the link to the online annual report application was clicked on by the user, as well as whether or not it had been reported as spam. The service also offers an “opt-out” feature that meets industry standards and prevents the Secretary of State's office from having to perform that management function. Finally, in addition to our use of Constant Contact, we also contacted the resident agents who represented the largest number of filers to remind them of the upcoming deadline.

**Benefits.** Overall, we received an “open rate” of 62% on our first mailing in March, with a reminder just before the deadline receiving a 45% click-through rate. And, given this early notice, the month of March 2014 set a record for filings, more than in any single month since electronic filing began a decade ago. Even more important, we also achieved the lowest rate of forfeitures in a decade. This benefitted both business and our office, not just from the standpoint of increased compliance, but from an efficiency standpoint as the flow of annual reports was smoothed and the number of last minute filings reduced. We believe the use of Constant Contact made an important contribution to our success, and we have continued to use it for this purpose and others. Because it is a hosted service, it is transferable to other jurisdictions, and its ease of use and statistical tracking can provide benefits for jurisdictions seeking to deploy a similar program but who lack access to a sophisticated email marketing / management package.

**Lessons Learned.** The discussion above highlights the main lesson learned, that a third party with expertise in email can, at relatively low cost, be helpful in orchestrating email reminders of filing deadlines. We learned more about how to structure emails to gain greater responses, and also – in these days of phishing and email fraud - what attributes users expect for them to regard an email from government as official that will be helpful to use in other communications.

## Business Entity Formation Video Series

**The Idea.** While we often talk about the idea of providing more information to businesses about selecting a legal structure for their entity as part of the formation process, jurisdictions naturally struggle with the balance between providing information vs. legal advice. However, the Kansas Secretary of State felt it was important to provide basic information in as easy-to-use form as possible to Kansas entrepreneurs and decided to develop a series of short videos, loaded to *YouTube* to ensure wide availability, that provide a high-level guide to the entity structures available in Kansas.

**Detailed Description of the Project.** The eight (8) videos, covering seven business entity structures, plus an introduction, were developed at low cost by a local production company, and feature the Kansas Secretary of State discussing the key dimensions of each structure. The videos are available at <http://www.kansas.gov/business/structure.html>. They were developed using materials already provided online through the Secretary of State's office, and are supplemented by written transcripts and are available both on *YouTube* and through the Kansas Business Center website.

The screenshot shows a YouTube interface. The main video player displays a blue title card for the 'BUSINESS ENTITIES VIDEO SERIES' with the Kansas Secretary of State, Kris Kobach, as the host. The video is titled 'Video 1 INTRODUCTION to BUSINESS ENTITIES'. Below the player, the video title is 'Secretary of State Business Entity Video Series #1 - Introduction' by the channel 'KSecOfState', which has 20 subscribers and 1,209 views. The video progress is at 0:01 / 2:18. To the right, the 'Up Next' section lists seven other videos in the series, each with a thumbnail, title, and view count: 'Sole Proprietorship' (577 views), 'General Partnership' (533 views), 'Limited Partnership' (382 views), 'Limited Liability Partnership' (464 views), 'Corporation' (437 views), and 'Limited Liability Company' (1,262 views).

**Benefits.** This approach to the delivery of information acknowledges the variation in learning styles across different age groups, occupations, and education levels, providing both video and written information in a short, easy-to-digest form. Because they are made available online, they can also be linked to for instructional use by professional associations and economic development partners. The videos have received over 5,700 views since deployment last fall.

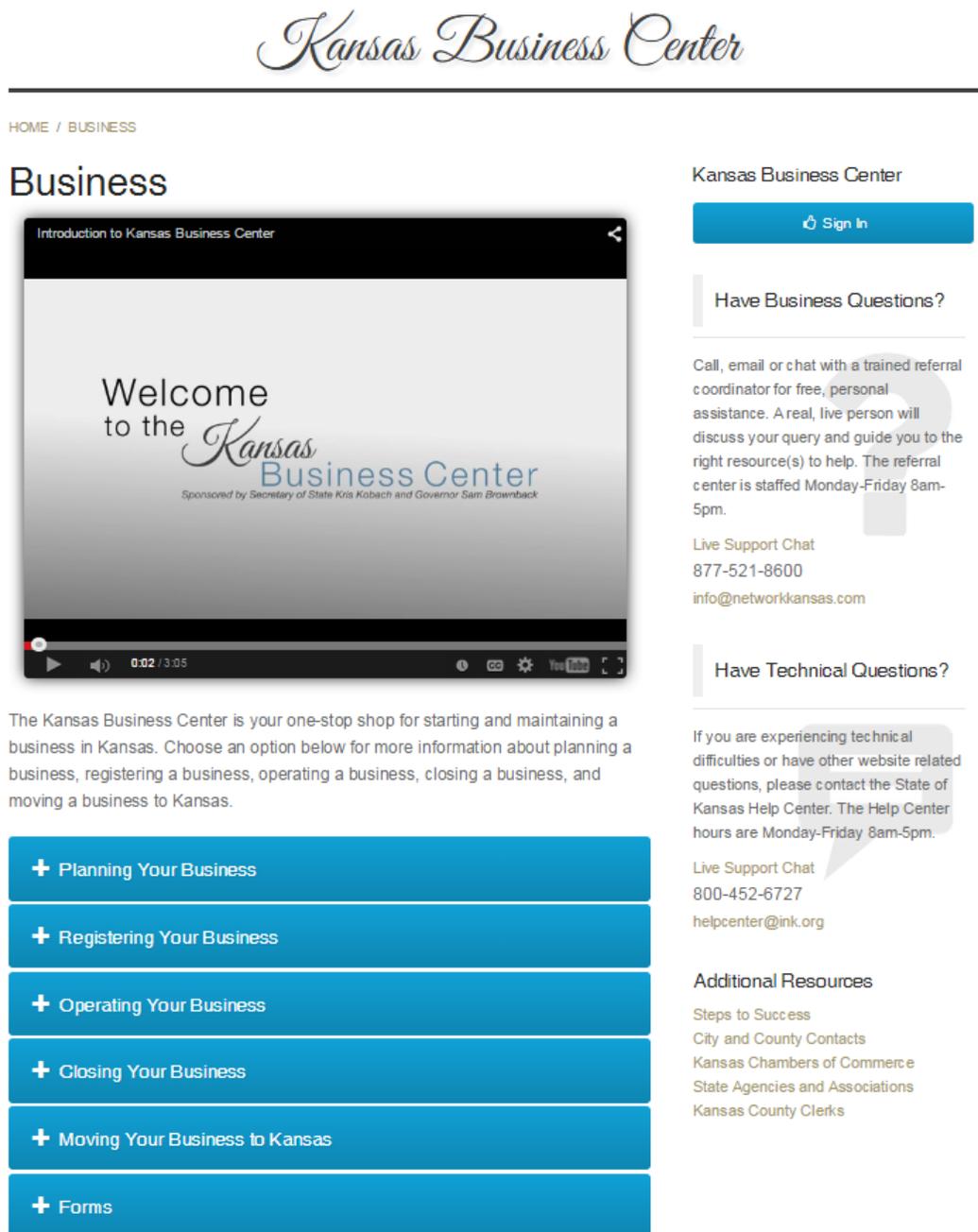
**Lessons Learned.** This was our agency’s initial foray into video for this purpose, but we feel like it can be of benefit to any jurisdiction. We started by using materials that were already provided on our website that provided general information, so repurposing this into scripts required relatively small effort. While we used an external company at low cost for production, we learned that the approach is so effective that we could likely develop somewhat less sophisticated videos in-house to expand the content available beyond our current offering and still provide significant benefits to the business user.

## **The Kansas Business Center**

**The Idea.** Entrepreneurs and business owners needed a “one-stop” online location that streamlines the process of forming a business as well as ongoing reporting to the State of Kansas. Previous attempts to coordinate this development across state agencies had been less than successful, and the organization and navigation of existing sites left much to be desired from a usability perspective. The Kansas Secretary of State initiated and led a project to deliver a new one-stop for business in the state, partnering with the Kansas Governor, several executive branch agencies, a public-private partnership, the Information Network of Kansas, and Network Kansas, a key resource devoted to supporting business entrepreneurship in the state. The resulting Kansas Business Center is available online at: <http://www.kansas.gov/business/>.

**Detailed Description of the Project.** Under the leadership of the Secretary of State, a project team with representatives from the parties listed above was formed to develop an approach to providing an easy-to-use, integrated interface to state services to business. As part of our work, we invited representatives from the business community to meet to assist in developing and validating the design by performing “card-sorting” activities to ensure that the way in which services were categorized met the expectations of users. This group was invaluable in the effort, providing us with numerous suggestions, including the idea to include a library of agency forms for business filing and reporting that links to equivalent online services, where they are available. The site also integrates some of the services described elsewhere in this document, including the *Business Entity Formation Video Series* (above) and the *Push Notification for Kansas Administrative Regulation Changes* (below). A live chat feature hosted by Network Kansas provides site visitors with the ability to interact with trained referral coordinators to connect them with a network of 500+ partners that provide resources for small businesses across the state. The site includes information for new entrepreneurs on business planning as well as integrating applications for existing businesses to perform ongoing filing and reporting. Information on the requirements for closing a business, as well as moving a business to the state is also included. Finally, as part of this effort, we deployed a single sign-on feature that allows access to multiple agency applications and will form the basis for a statewide single sign-on for business applications. A video introduction to the features available on the website is included both on the front page of the KBC and on YouTube at <http://www.youtube.com/watch?v=2DO9hQvr51c>. Figure 1 below provides a screen shot of the main page - we welcome your visit to try it out for yourself!

**Figure 1**  
**Home Page – The Kansas Business Center**



**Benefits.** Besides the improvements in usability and the new and improved features listed above, the biggest benefit from the project is the progress made in laying the groundwork for future expansion. We have gained consensus that this gateway should be built using a component-based architecture with a content management system on the back end, and a single sign-on that can be used to gain access to multiple applications. The feedback from these improvements has

been significant and the transition relatively seamless. We are currently working on building out additional enterprise functionality that would provide a plug-and-play shopping cart, payment, and account functionality that we believe will allow us to continue to make significant progress in improving ease-of-use in the future.

**Lessons Learned.** As has been true throughout these projects to enhance services to business, our customers have continued to teach us lessons about engaging them in the process and seeking feedback and ideas each step of the way. The forms library and method of organizing the website can both be credited to them, and our partners from the business development community pointed us to new and helpful resources for integration into the site. As with any collaborative project, we also learned the value of promoting a common vision, and the importance of having an executive sponsor that removes barriers for the team and can overcome silos in processes that span multiple agencies.

## **Push Notification Service for Kansas Administration Regulation Changes**

**The Idea.** Businesses often express that monitoring and complying with regulation changes is cumbersome. As part of the Kansas Secretary of State's duties, we publish state rules and regulations. For businesses and citizens to stay aware of either new regulations, or changes in existing ones, they had to monitor the state's "official newspaper", the Kansas Register, each week for published notifications of hearings. Because changes occur intermittently in areas of interest to business that vary widely, and customers were required to come to the Secretary of State website each week to review it, the likelihood of individuals and businesses affected by the regulations becoming aware of them via this method was low. In turn, only the Notice of Hearing was printed in the Register – the proposed regulations or changes, and the environmental impact statement were not published, requiring interested parties to contact the sponsoring agency for this information. In consultation with the business community, we decided to develop a system that would increase the availability of this information and allow interested parties to subscribe to notifications of changes in areas of interest and both view and comment on the proposed changes.

**The Project.** Improving this service involved several components. New and proposed regulations needed to be scanned and posted online on a recurring basis (about 400 per year), along with the related notices of hearing and environmental impact statements. In turn, an application had to be developed to deliver these online in an indexed/accessible manner. And, to enable notifications, internal programming staff had to develop an interface for users to subscribe to areas of regulations for which they wished to receive notifications. Finally, a function had to be developed to allow users to provide comments on proposals for new or modified regulations to the sponsoring agencies. The application and processes to deliver this functionality were completed with internal programming resources along with the staff that oversaw the rules and regulation process. Once complete, we sent notice of the availability of the service to over 900 users from professional and business associations, news outlets, and government agencies and invited them to attend a training session/overview held in our onsite auditorium.

**Detailed Description.** When users come to the Secretary of State's site to research regulations, they are now presented with two new opportunities in addition to searching for currently effective permanent regulations. The first is "View proposed regulations currently open for

comment”, and the second is to “Subscribe to receive notifications of scheduled public hearings on proposed regulations.” (Figure 2)

**Figure 2**  
**Kansas Administrative Regulation Entry Page**

**STATE OF KANSAS**  
OFFICE OF THE SECRETARY OF STATE

Newsroom | Contact Us | Help

About the Office | Business Filing Center | Elections & Legislative | Publications | Filings & Forms | Other Services

Home » Publications » Legal Publications » Regulations

## KANSAS ADMINISTRATIVE REGULATIONS (K.A.R.)

**NEW!**

- [View proposed regulations currently open for comment.](#)
- [Subscribe to receive notifications of scheduled public hearings on proposed regulations.](#)

To search for currently effective permanent regulations:  
Enter keyword or K.A.R. number. (e.g. 7-42-1)

Regulations are enacted by an agency to implement or interpret legislation. All regulations are filed in the secretary of state's office and published in the *Kansas Administrative Regulations (K.A.R.)*.\*

The *2014 Supplement Book 1* and *Book 2* to the *Kansas Administrative Regulations* contains the most current version of regulations filed in 2009, 2010, 2011, 2012, and 2013, and supplements the *2009 K.A.R. Volumes*.

The *2009 K.A.R.* contains the most current version of regulations filed through December 31, 2008. A person may choose to view the PDF listings of the *2009 K.A.R. Volumes in order by Agency number* or the *2009 K.A.R. Volumes in order by Agency name*. Click [here](#) for a pdf listing recent agency name changes.

For more information about *Kansas Administrative Regulations*, check out the [FAQ](#) page. For additional information contact Barb Dominguez at (785) 296-2114

\*NOTE: This website contains digital regulations as they currently appear in the *Kansas Register* and the *Kansas Administrative Regulations (K.A.R.)* as printed and bound by the Office of the Secretary of State. Neither the bound version nor the digital version of the *Kansas Register* and *K.A.R.* is considered the official version. The official document is the stamped paper regulation filed in the Office of the Secretary of State pursuant to K.S.A. 77-415 et seq. While every attempt has been made to ensure accuracy and reliability, the Office of the Secretary of State makes no warranties, either express or implied, including warranties regarding the content of this information.

Upon selecting the option to review proposed regulations, the user is returned a table that shows all regulations currently open for comment, along with links to a pdf “package” including the hearing notice, proposed regulations/changes, and the environmental impact statement (Figure 3).

## Figure 3 Proposed Permanent Kansas Administrative Regulations

About the Office
Business Filing Center
Elections & Legislative
Publications
Filings & Forms
Other Services

[Home](#) > [Publications](#) > [Legal Publications](#) > [Regulations](#) > [Proposed Regulations](#)

### PROPOSED PERMANENT KANSAS ADMINISTRATIVE REGULATIONS

This is a listing of proposed permanent regulations currently open for comment with a Notice of Public Hearing on Proposed Kansas Administrative Regulations on file with the Secretary of State and published in the Kansas Register.

Click on the pdf to view the notice of hearing, proposed permanent regulations, and economic impact statements, and to email comments on any of the proposed regulations. Your comments will be emailed to the agency administering the regulations. Please indicate the number of the regulation on which you wish to comment and include your contact information. For more information, return to the [Main K.A.R. page](#) or check out the [FAQ page](#).

Agency	Hearing Date	Hearing Notice
<b>Corporation Commission</b>	04-16-2015	<a href="#">View PDF</a>
82-3-100 Applicability, exception		
82-3-106 Surface casing and cement		
82-3-109 Well spacing orders and basic proration orders		
82-3-203 Production allowable		
82-3-208 Venting or flaring of casinghead gas		
82-3-209 Flaring of sour gas		
<b>Corporation Commission</b>	04-16-2015	<a href="#">View PDF</a>
82-2-402 Revocation		
82-2-506 Revocation		
82-2-507 Revocation		
82-3-207 Oil drilling unit		
82-3-312 Gas allowables and drilling unit		
82-3-1100 Revocation		
82-3-1101 Revocation		
82-3-1102 Revocation		
82-3-1103 Revocation		
82-3-1104 Revocation		
82-3-1105 Revocation		
82-3-1106 Revocation		
82-3-1107 Revocation		
82-3-1108 Revocation		
82-3-1109 Revocation		
82-3-1110 Revocation		
82-3-1111 Revocation		
82-3-1112 Revocation		
82-3-1113 Revocation		
82-3-1114 Revocation		
82-3-1115 Revocation		
82-3-1116 Revocation		
82-3-1117 Revocation		
82-3-1118 Revocation		
82-3-1119 Revocation		
82-3-1120 Revocation		
<b>Corporation Commission</b>	04-23-2015	<a href="#">View PDF</a>
82-4-3f General motor carrier safety regulations		
82-4-3g Qualifications of drivers		
<b>Emergency Medical Services, Board of</b>	04-01-2015	<a href="#">View PDF</a>
106-10-1 Revocation		
106-10-1c Approved advanced emergency medical technician education standards		
106-10-1e Approved instructor-coordinator standards		
106-10-2 Revocation		
106-10-7 Distance learning		
106-11-3a Emergency medical technician (EMT) course approval		
106-11-4a Advanced emergency medical technician (AFMT) course approval		

Once users select and open this pdf package, they are taken to a screen that both displays the material in pdf, and provides a link to allow them to email the agency directly with comments if they so desire (Figure 4):

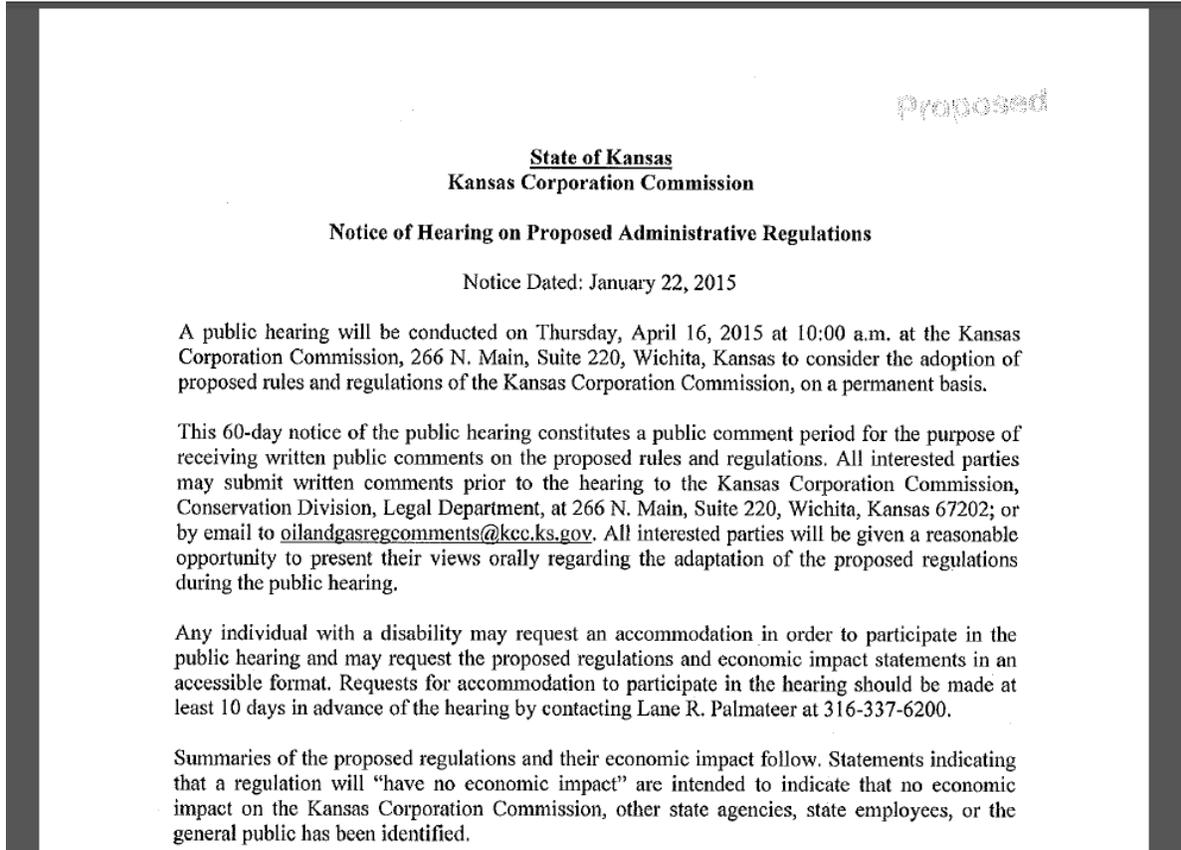
**Figure 4**  
**PDF Package of Notice of Hearing, Propose Regulations,**  
**and Environmental Impact Statement, along with Comments Feature**

---

**COMMENT**

To email comments on the proposed regulations within this Notice of Public Hearing, [click here](#)

---



If, instead or in addition, a user chooses to subscribe to receive notifications of scheduled public hearings on proposed regulations, he/she is taken to the following screen (Figure 5):

**Figure 5**  
**Proposed Kansas Administrative Regulations Subscriptions**



After entering an email address, the users are taken to a screen that allows them to subscribe to notifications when new regulations or changes are proposed (Figure 6):

**Figure 6**  
**Notification Subscribe/Unsubscribe Page for Kansas Administration Regulations**

**STATE OF KANSAS**  
OFFICE OF THE SECRETARY OF STATE

Newsroom | Contact Us | Help

About the Office | Business Filing Center | Elections & Legislative | Publications | Filings & Forms | Other Services

Home · Publications · Legal Publications · Regulations · Proposed Regulations Subscriptions

### PROPOSED KANSAS ADMINISTRATIVE REGULATIONS SUBSCRIPTIONS

Check the box below Subscribe/Unsubscribe to receive notification of scheduled public hearings on proposed rules and regulations for a particular agency or agencies. After clicking 'Confirm Subscription' you will receive a confirmation email listing those agencies to which you have subscribed.

Check the box below Subscribe/Unsubscribe and click 'Unsubscribe' to stop receiving future emails for currently selected Agencies.

Currently subscribed agencies will always be listed at the top.

Your email address: [REDACTED]

Subscribe/Unsubscribe	Currently Subscribed	Agency Number	Agency Name
<input type="checkbox"/>	<input type="checkbox"/>	132	911 Coordinating Council
<input type="checkbox"/>	<input type="checkbox"/>	85	Abstracters' Board of Examiners
<input type="checkbox"/>	<input type="checkbox"/>	74	Accountancy, Board of
<input type="checkbox"/>	<input type="checkbox"/>	56	Adjutant General, State of Kansas Office of the
<input type="checkbox"/>	<input type="checkbox"/>	1	Administration, Kansas Department of
<input type="checkbox"/>	<input type="checkbox"/>	26	Aging and Disability Services, Kansas Department for (formerly Department on Aging)
<input type="checkbox"/>	<input type="checkbox"/>	12	Agricultural Labor Relations Board
<input type="checkbox"/>	<input type="checkbox"/>	125	Agricultural Remediation Board
<input type="checkbox"/>	<input type="checkbox"/>	4	Agriculture, Kansas Department of
<input type="checkbox"/>	<input type="checkbox"/>	13	Alcoholic Beverage Control Board of Review
<input type="checkbox"/>	<input type="checkbox"/>	14	Alcoholic Beverage Control, Division of—Kansas Department of Revenue
<input type="checkbox"/>	<input type="checkbox"/>	42	Alcoholism, Commission on
<input type="checkbox"/>	<input type="checkbox"/>	9	Animal Health, Division of—Kansas Department of Agriculture (formerly Animal Health Department)
<input type="checkbox"/>	<input type="checkbox"/>	15	Athletic Commission
<input type="checkbox"/>	<input type="checkbox"/>	128	Athletic Commission, Kansas—Department of Commerce
<input type="checkbox"/>	<input type="checkbox"/>	16	Attorney General
<input type="checkbox"/>	<input type="checkbox"/>	103	Bank Commissioner and Savings and Loan Commissioner—Joint Regulations

**Benefits.** This application meets our goal of lowering barriers faced by businesses and citizens in their interactions with government. It has been well received by the business community and over 1,100 regulations have been subscribed to be monitored to-date. Because businesses and citizens are able to comment directly to state agencies via email, statistics are not available for this aspect of the program, but agencies report that comments are up. Most importantly, it represents a fundamental change in approach, allowing businesses to “self-serve” in determining the information they want to be notified about, and ensuring that such notification is both targeted and timely. The application has resulted in less calls for information and, while it is difficult to measure, is intended to improve business compliance with regulation. Most importantly, it increases the opportunity for both citizens and businesses to participate in the democratic process. While the application itself may not be transferable to all jurisdictions, given the differences in processes used, the concepts behind it are transferable.

**Lessons Learned.** There were two key lessons in this experience. The first is that “the great is the enemy of the good.” That is, the process of approving and publishing regulations spans three agencies involved in legal and format review, along with the state printer. While the process is suitable for reengineering, with the associated major investments of time and money, our approach was much less costly, making use of email notifications and web-publishing of scanned documents to immediately increase our state’s responsiveness to business by helping them monitor changes in regulations that apply to them. The second lesson is that these regulations are a key component of a business-friendly environment and we believe a service like this should be linked to and promoted in association with business one-stop initiatives. While regulations themselves may not always be considered business-friendly, facilitating the flow of information in a timely manner, and making commenting easy means less surprises and more voice at the table for business, both of which contribute to a better partnership with our state’s entrepreneurs.

## **Fraud Notification System for Business Filers**

**The Idea.** In today’s online environment, there is widespread concern about fraud in business filings, as evidenced in recent reports and conference presentations at IACA and NASS, as well as news reports. By collecting email addresses as part of business filings, we were able to implement a notification system that automatically sends email notifications to business owners informing them when any amendments related to their business entity registered with the Kansas Secretary of State are processed. This functionality is currently provided only for businesses who have filed online, but we are currently working on expanding it to include paper filings.

**Detailed Description of the Project.** The design and implementation of the system were fairly straightforward. Our in-house technical team modified existing systems to make use of email addresses entered online to send notifications whenever an amendment to the associated business was processed online. After a period of testing, the system was deployed into production in late August, 2014 and we have sent over 30,000 email notifications to-date.

**Benefits.** While vigilance on behalf of jurisdictions is required, it is also critical to ensure that business owners, who have the best understanding of the context and motivation for activities related to their entities, are made aware of any amendments that are filed related to businesses they own. Such notifications cannot by themselves *prevent* fraud, but a greater awareness on behalf of owners of the processing of amendments can provide many benefits, including avoidance of incorrect or duplicate filings. This service allows businesses and their professional service partners to spend less time and effort monitoring these changes, with an eye toward improving both their efficiency and that of the Secretary of State’s office.

**Lessons Learned.** This service was designed to remove barriers to doing business with the state by increasing the flow of information about business activity to all owners involved in business entity filings. This experience helped us get a better understanding of the opportunities for integration between online and paper filing in terms of the need for common email notifications regardless of filing format, and, along with the Annual Report notifications project above, helped us get a closer handle on the management of business entity email.