

# IACA 2008 - SALT LAKE CITY

*UNITING LOCAL AND GLOBAL PERSPECTIVES*

## **Merit Award Application and Criteria**

Completed applications must be received by: March 15, 2008

Send completed application to: **Randy Moes**  
1019 Brazos, Suite 505  
Austin, TX 78701

### Criteria:

1. Any technology project initiated by the filing office that improved the efficiency of the office, service to the customer or otherwise benefited the office; or
2. Any innovative changes in your office that have been implemented that have allowed the office to continue or increase its efficiency.
3. Only those projects that have not been previously selected for recognition and which are presently in operation may be nominated (projects which are planned or currently under development are not eligible)
4. Application must be accompanied by a separate detailed description of the project or innovation and must demonstrate how it has enhanced your office. Award recipients will be given 10 minutes at the 2008 IACA Conference to present their project.
5. While specific content of the submission is not mandated, project should include; an introduction to the project, description of the project, results of implementation, cost-benefit of project and lessons learned.

**Jurisdiction:** Michigan

**Submitted by:** Kit Murphy

**Date Submitted:** March 14, 2008

**Brief Description:**

On June, 2007 the Corporation Division's website was modified to make it more customer friendly so customers can find information easier.

[www.michigan.gov/corporations](http://www.michigan.gov/corporations)

**Detailed Description:**

As more services and information was added to the website, we found that some customers were having difficulty finding information. In addition, for those customers with dial up service, it took quite a while for our website to display on their computers.

It became apparent that we needed to make some changes to our website to make it easier for customers to find information and services we offer. We grouped sections together by subject matter under the links "How Do I" and added drop down menus that contained additional services and information relating to each section. The subjects are titled How Do I: "Submit Documents, Reports and Statements", "Renew my corporation or restore my LLC", "Look Up Information on Corporation Database" and "Find Services and Assistance" with sub categories behind each group.

**Benefit:**

By using the "How Do I" format, we were able to sort the information under the appropriate groups and make it easier for customers to find information. The changes also made the website more user friendly and shortened the length of the main web page so customers with dial up service have the ability to bring up our website a lot faster.

The changes we made to our website are very similar to the format for the State of Michigan's main website [www.michigan.gov](http://www.michigan.gov) which is what customers are used to seeing. We are continuously adding more information to the website as issues come up and also based on customer inquiries and requests.

**Lessons Learned:**

It is important that we listen to customers and any suggestions they may offer because our goal is to provide the best customer service to our customers.

**Awards will be presented at the 2008 IACA Conference.  
Award recipients should be prepared to give a brief  
presentation (approximately 10 minutes) about their project.**