Technology & Data Committee

Chair: Doug Cummings (AZ)

Vice-Chair: Name (State)

Date: Thursday September 10, 2020

Time: 9:00-11:00 Central Time

<u>Agenda</u>

9:00 am   Call to Order/Review Agenda

9:05   Aspira

9:10   Introductions Approval of Minutes for the March 2020 Meeting

9:20   Review Committee Charge

9:30   CIO Network Development

Connect your IT lead with Elena

9:40   Southwick and Assoc.

https://www.southwickassociates.com/data-dashboard/

Critical need to evaluate what we do. These data dashboards help track trends and understand if our investments are working and where customers need help. This dashboard is all online. 17 states are onboard. You can choose state, region, or national. Next dashboard at end of month will include Western states. Can compare your state or region with another state or region.

Jessica Burnett, USGS suggested https://github.com/natbprice/huntfishapp

Ask from the committee: Please make the data for your state sharable. No revenue reports are released. Designed to be a tool for R3 to look at trends, not a promotional opportunity. If you are not involved, please participate. Many licensed vendors can pipe the data directly, but need permission from the state.

Approved to develop a real-time dashboard through api links. This will update information hourly (or weekly).

In the national/regional dashboard, there is not a spatial element. We wanted to, but not practical turnaround time- and budget-wise. We'll try again with the real-time dashboards. We provide county maps for the custom dashboards we develop for individual states that plot were different types of license buyers live.

10:00   State of Technology/State Survey

Survey was sent out to all Fish Wildlife State Agency IT contacts. Doug presented the survey.

Discussion:

- Frank Peterson, RBFF - trend of more online sales. Important that the online experience is satisfactory to the customer.
- Pre-COVID, RBFF had mystery shoppers buy licenses online. The few clicks the better; but 17 states required more than 10 clicks.
- 12% of people went fishing without a license. Another survey will identify the 2020 angler.
- Want to streamline the online experience; competing with customer perceptions of other things they buy online

- Beau Pappin, NIC - working to serve state agencies. Trying to modernize transactions.
- Typical outdoors person wants to spend as little time as possible online.

- Newer customers skew younger and are more tech-savvy. As we try to grow these sports, we need to keep pace.

Seth, Aspira - the consumer has wanted → mobile options (i.e. downloading license to phone like a plane ticket). Auto renewal.

Darin, VA - want to be able to customize online experiences to the audience.

https://www.takemefishing.org/getmedia/c282989a-f40a-4dea-b3ed-83755d14a06e/Progress-and-Growth-in-Purchasing-a-Fishing-License-Online_Final.pdf

10:30   Technology and Data Challenges in the Midst of COVID-19 (All)

SD used Skype for Business because it has a call-in option. Also used Zoom. Initially, many staff were not set up to work remotely. An external group set people up, but the cost was exorbitant as it was initially set up. Had to re-negotiate that service.

VA - had started a more strategic approach several years ago to transition to laptops. About 15 people did not have immediate access to a laptop. VA is a Google Suite state. Already using those platforms. Had two board meetings using WebEx. Recently completed an employee workforce survey. 60% reported low difficulty with access to their job.

NJ - laptops required extra approvals and justifications for why someone needs to walk out of the building without a computer. Used Skype for Business. Many computers do not have a camera. Also use GoTo Meeting for external meetings with public and for voting purposes.

10:55   Wrap-up Discussion

 Contact Elena at etakaki@fishwildlife.org if you want to be a part of the CIO Network.

11:00   Adjourn