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Local Author Provides Strategic Guidance for Online Government, Public Engagement

NIWOT, CO March 23, 2010 — Constance Clem, Principal of Clem Information Strategies (www.cleminfostrategies.com), is the author of a new guide to developing effective government web services. The book, “Government Online: Improving Services and Engaging Communities,” is available from the Ark Group, a London-based publisher focusing on the legal and government sectors.

The report offers a strategic framework and a practical methodology for public agency leaders who want to improve their organizations’ online services and outreach to citizens. Sections discuss how to define user needs, deliver on the agency’s mission through online services, work with information technology providers, promote web services, and engage and interact with users via social media networking, or Government 2.0 / gov2.0.

Readers will learn to:

- Recognize and take advantage of the opportunities in this new era for citizen engagement and responsive, cost-effective government;
- Create new ways to function in a collaborative and service-oriented manner;
- Create service and process efficiencies to deliver on their existing role; and
- Add new capabilities that capitalize on the knowledge and input of citizens, residents, and allied organizations.

Clem says, “This book translates the logic of assessing needs, articulating a vision, using the latest tools, and getting things done into the sphere of government online services. People working in government often find their work under-appreciated, and this book also shows how to change that via the social media and other public outreach.”

Case studies demonstrate innovative work to solicit citizen input, make government information more mobile, improve service efficiency, and create user-focused web sites.

The case studies highlight:

- The Genvej (“shortcut”) citizen self-help system developed by Gentofte Kommune, Charlottenlund, Denmark, winner of a 2009 European eGovernment Award.
- A redesign of the online government portal by Smart Service, Queensland, Australia.

- An online tool for citizen input on American Reinvestment and Recovery Act (ARRA) funding choices, developed in eight days by a cross-agency team in the Commonwealth of Virginia, USA.
- Development of need-specific online services by the treasurer's office in Boulder County, Colorado, USA.
- User-centric site and search design in Larimer County, Colorado, USA, winner of a 2008 Pinnacle Award from the National Association of Government Webmasters.
- A theoretical framework for segmenting the online public audience for web services development.
- Development of widgets to mobilize government information in Virginia and beyond, in an effort of the Virginia Information Technologies Agency, USA—winner of a 2008 Digital Government award from the National Association of State Chief Information Officers.

Government Online: Improving Services and Engaging Communities (ISBN 978-1-906355-82-1) is available for purchase through the Ark Group / Inside Knowledge (<http://www.ikmagazine.com>). The list price is £195.00 plus shipping.

Access the table of contents, Executive Summary, and ordering information at <http://bit.ly/Clem-GovernmentOnline>.

About Clem Information Strategies

Clem Information Strategies is an independent, woman-owned enterprise providing research, editorial, and web-based communications services to clients in government and business. The company is located in Niwot, Colorado, USA. For more information, see <http://www.cleminfostrategies.com>.

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