

**Policy for the use  
of ICT in  
communication**

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**m** Introduction

**Name:** Robert Scholten,

**Position:** Communications advisor  
Department  
of Communication



**Tasks:** communications advisor Mayor  
corporate communication  
corporate branding  
lobby & public affairs  
citymarketing

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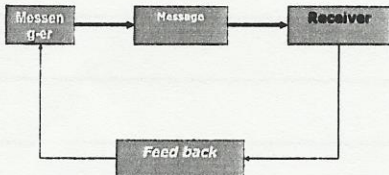
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**m** Directed communication channel model



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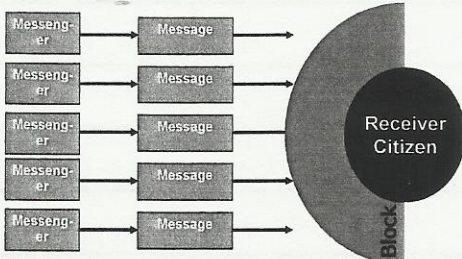
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Development last 30 years

too many messengers to communicate too much




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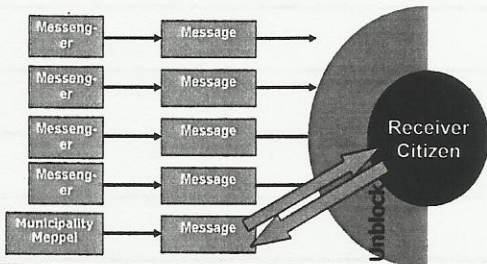
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Receiver determined communication model

challenge = to unlock the block




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How unlock the block?

- Short messages
- Messages that correspond to needs of residents
- Messages in the form of eye-catchers
- Messages with visual accents
- Always refer to Internet

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**m** How unlock the block?  
An example

- job advertisement municipality Meppel
- search for Communications adviser

Wanted: talker



**m**  
meppel.nl

Communications adviser /  
salaryscale 11 / 36 hours

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**m** The Internet:

- beating heart of government communications and public services
- 24/7 accessible

- 1 Information
- 2 Interaction
- 3 Transaction

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**m** Zoom in: use of ICT / Internet in relation to public services

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### Vision Dutch Government

- Two major principles of public (internet) services
- Municipality is mainport of public services
  - 80% direct dealing with first contact
  
  - Several government programs to realize this
    - "Public office 2000"
    - "Other government"
    - "Committee Jorritsma"
    - "National Implementation Program"
    - From 2010 "5 promises to the Citizen"

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### Technical challenges

- Systems **within** our organisation do not match enough
- Systems **between** municipalities are not connectable enough
- Systems from other **government-organisations** are not connectable enough

**Solution:**

**Uniformity and introduction  
"System off basic registration"**  
(ready in 2015)

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### Challenges public services:

- Upgrading technology in each organisation
- Linking all government organisations
- Development / training employees
- Learn to think differently
- Willing to work differently
- Fewer rules

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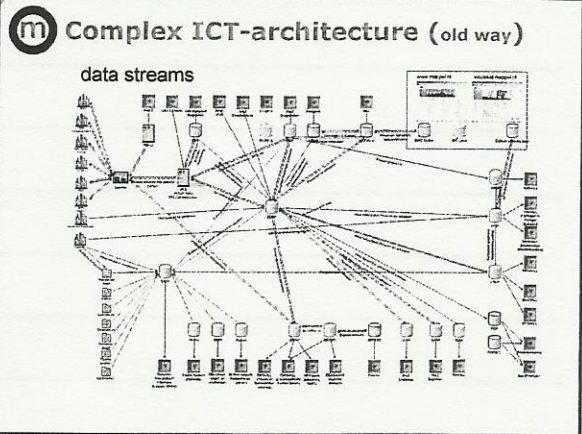
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- m** Complex ICT-architecture (old way)
- Many different systems
  - Mutually often not linked
  - Many suppliers
  - Old and obsolete software
  - All organisations do have there own ideas and wishes
  - No central vision

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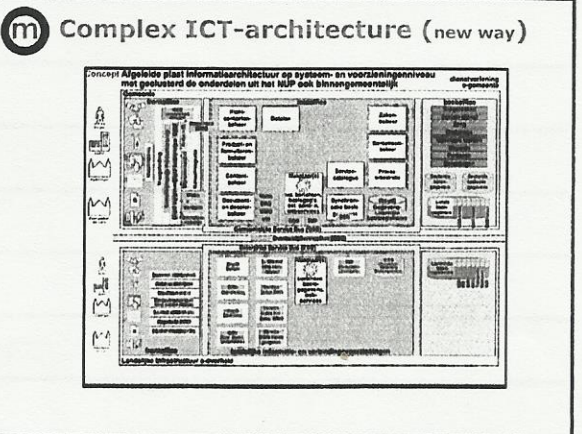
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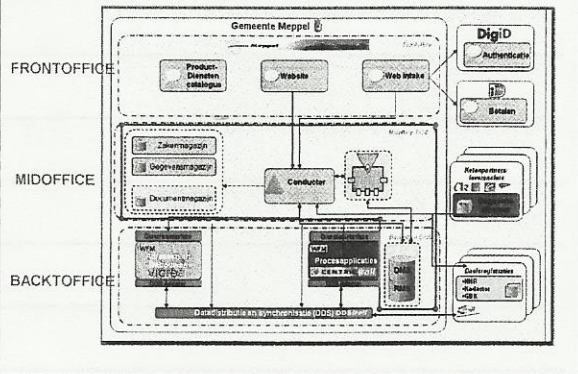
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**m** ICT-architecture (Meppel)




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**m** Complex ICT-architecture (new way)

- Less systems
- Interconnected
- Fewer suppliers
- New modern software
- Ideas and wishes should fit in policy
- Central vision (state and local)

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**m** From a customer view

- Maximizing public business from home, via web control
- Maximizing business directly on the helpdesk at the cityhall
- Login with DIGI-D at home to request personal information  
(DIGI-D = secure login code from central government for citizens)

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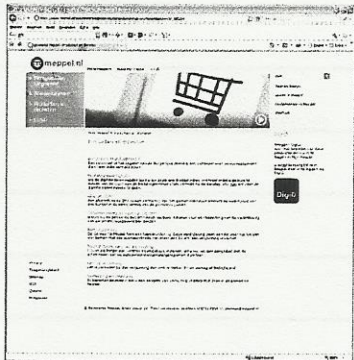
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My own MEPPEL 1 (personal page simple, 2008)



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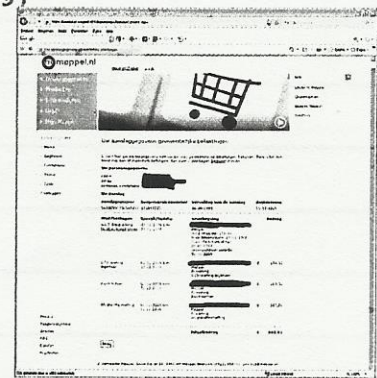
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My own MEPPEL 2 (simple + taxes 2009)



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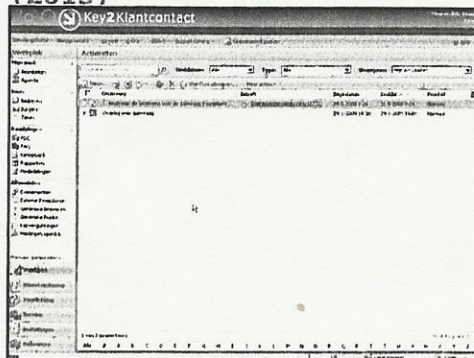
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My own MEPPEL 3 (personal page 2015)



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### My own MEPPEL (future personal page (2015)

- Data capture in one place
- Details of all governments interconnected
  - municipalities
  - Central government
  - Province
  - Waterboard
  - Taxservice
  - Etc.
- Data by customer consultation
- All available digitally@ answers

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Thanks for your attention!

Are there any questions?

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