

Session title: Leveraging Technology to Your Office's Advantage

Moderator/Panelists: Richard Gerling, Director Information Technology Services, Missouri Ethics Commission

Wei Luo, Deputy CIO Enterprise Architecture, Federal Election Commission

Yvonne Koehn, Director, Information Technology, Elections BC

Jeff Chumley, Electronic Filing, Disclosure Data and Website Branch Chief, Federal Election Commission

Date and time: Monday December 9 2013, 10:25 am

Rapporteur: Valérie Bouchard

Session Summary

In a context where technologies are ever more ubiquitous, especially in the workplace, this session made it possible to discover a number of experiences concerning the optimal use of technology, in particular those of the U.S. Federal Election Commission and Elections BC.

The first presentation, by Wei Luo of the U.S. Federal Election Commission, focused on developing a mobile site, with regards to its desirability, design, and implementation. With the increased use of mobile devices, it has become even more important to offer users a mobile site in order to optimize their experience. Mobile sites come with new requirements and new possibilities, including GPS, touchscreens, and multimedia inputs, especially QR codes. Once these characteristics are entered into the mix, various approaches to developing a mobile site may be adopted, ranging from single content adaptable to all types of screens to mobile specific website. Lastly, it is important to be able to measure, analyze and improve one's mobile website in order to optimize users' experience.

The session continued with a presentation by Yvonne Koehn concerning the experience of Elections BC in developing its mobile site. First of all, Ms. Koehn explained the various stages of the agency's process, from creating a mobile home page to establishing a complete mobile site. She also provided an interesting example of how GPS technology was used during the last general election, both on the mobile site and the Where to Vote card, with the QR code, enabling voters to identify the closest polling station, in line with the agency's campaign focusing on accessibility. Lastly, Ms. Koehn pointed out other opportunities offered by workplace technology, such as smartphones, Skype, and various applications that enable an optimized organization of meetings.

In the final presentation, Jeff Chumley, of the U.S. Federal Election Commission, described his institution's experience during the implementing of a search engine for exploring all sources of data on the website, and not just static content. This type of search engine has a number of advantages and makes it possible to explore the site more effectively, especially by including data bases and proposing the most popular search entries.

All in all, the session was able to explore some of the beneficial possibilities that technology offers institutions. Increasingly, any attempt at workplace improvement is carried out by way of technology, so this is an issue that deserves everyone's attention.