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State of Oklahoma
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FOR IMMEDIATE RELEASE – November 29, 2004

Gov. Henry Unveils Newly Designed State Web Site

Oklahoma offers new official Web site with enhanced citizen services at www.OK.gov

OKLAHOMA CITY – Governor Brad Henry unveiled a new Web site for the state of Oklahoma Monday, saying the new design will give Oklahomans easier access to their government. Oklahoma’s new Web portal (www.OK.gov), features several new services and design improvements to help citizens and businesses interact more efficiently with state government.

“I’ve always believed that government functions best when the people have easy access to it,” said Governor Henry. “The new Web site will help private citizens and businesses interact with their government and take advantage of the many programs and services it provides. The improvements will help make state government more consumer and business-friendly.”

The new portal, unveiled at a State Capitol news conference Monday, has been designed with a focus on self service so users can find what they are looking for easily, with little or no knowledge of government agency functions. The portal conducted extensive focus groups with citizens, state employees and business leaders to customize the site to fit the specific needs of every type of user.

Some of the key features of the new portal include:

- Bold new look and new easy-to-remember Web address
- Statewide newsroom for agencies to publish news releases
- Statewide calendar of events
- Enhanced Google search engine
- Improved information architecture with added usability & accessibility
- Ever-changing content on the home page
- Photo gallery and Oklahoma information

“OK.gov’s custom-designed eGovernment applications, coupled with a payment engine, allow individuals and businesses to interact with their government in a way that makes sense for their needs,” said Lisa Counts, OK.gov general manager. “No more long lines, inconveniences or mail-related delays.”

The state of Oklahoma will focus on the use of the new www.OK.gov domain as the standard for state agency Web sites. In the coming months, the Oklahoma Office of State Finance will help agencies integrate OK.gov’s site design into their own Web sites.

(more)

Office of State Finance Director Scott Meacham discussed the relevance of the new site design and the trend of a “common look and feel” with state agency Web sites. “Citizens of Oklahoma will be very pleased with the fresh look of OK.gov. It is important that people are able to find what they are looking for without having to search for the right agency. The new design will become a standard for agencies to follow, so that anyone who visits the state of Oklahoma online will have a positive experience.”

The new Web site is designed and maintained by OK.gov, a public-private partnership with the Oklahoma Office of State Finance and eGovernment firm NIC.

About OK.gov

OK.gov built and manages the official Web site for the state of Oklahoma (www.OK.gov) and partners with state agencies to bring new government services online. OK.gov is managed by eGovernment firm NIC.

About NIC

NIC manages more eGovernment services than any provider in the world. The company helps government communicate more effectively with citizens and businesses by putting essential services online. NIC provides eGovernment solutions for 1,500 state and local agencies that serve more than 51 million people in the United States. Additional information is available at www.nicusa.com.

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