

NEWS RELEASE

For Immediate Release

Contact:
Beverly Neth
Director, Department of Motor Vehicles

Carmen Easley
Director of Marketing and Operations

Nebraska ClickDMV receives a Digital Government Achievement Award

LINCOLN, Neb. – September 8th, 2011 –The Nebraska Department of Motor Vehicles (DMV) has been recognized with a Digital Government Achievement Award for their ClickDMV (www.ClickDMV.ne.gov) portal, which houses all online DMV services. This is the second Digital Government Achievement Award, from the Center of Digital Government, that the Nebraska DMV has received in the last three years. The award criteria are centered on innovation and efficiency for government applications.

“I am very pleased and excited our Nebraska DMV was recognized for their achievement in promoting eGovernment technology,” said Nebraska Governor, Dave Heineman. “As we continue to become a more technologically advanced society, we are demonstrating how efficient Nebraska can be in providing eGovernment services to our citizens.”

The ClickDMV website was created with the goal of raising awareness among citizens of available online DMV services. Through a concentrated marketing approach, the Nebraska DMV was able to reach out to 2 million citizens to brand the ClickDMV name and promote awareness. Since the DMV sends out over a million pieces of mail annually, a marketing insert was included in all the mailings as one marketing tactic. Statistics now show the approach has proven to be a huge success. In 2009, before ClickDMV marketing, there were 61,276 interactive transactions online and in 2010, there were 132,695 transactions. Also before ClickDMV marketing, 70% of searches had some form of the word “click” in it, compared to 85% after marketing efforts.

“It has been our goal to reach out to Nebraska citizens to utilize technology and educate them on the efficiency and convenience our online services provide,” said Beverly Neth, Director of Nebraska DMV. “To receive this kind of recognition is very exciting. I’m very pleased to see the impact our ClickDMV portal continues to deliver.”

The Digital Government Achievement Awards recognize state and local entities for innovative and outstanding websites and digital applications around the world.

To view the website, visit www.clickdmv.ne.gov

Users can find out more about [online Government services in Nebraska](#) through:

RSS feeds: <http://www.nebraska.gov/rss.xml>

Twitter: <http://twitter.com/nebraskagov>

Facebook: <http://www.facebook.com/nefanpage>

About the Center for Digital Government

The Center for Digital Government is a national research and advisory institute on information technology policies and best practices in state and local government. Through its diverse and dynamic programs and services, the Center provides public and private sector leaders with decision support, knowledge, and opportunities to help them effectively incorporate new technologies in the 21st century. More information can be found at <http://www.centerdigitalgov.com>.

About Nebraska.gov

Nebraska.gov (<http://www.Nebraska.gov>) is managed by Nebraska Interactive, LLC part of eGovernment firm NIC’s (NASDAQ: [EGOV](#)) family of companies. Nebraska Interactive works with state agencies to enable them to conduct state business online and improve public access to government information.

About NIC

[NIC](#) Inc. (NASDAQ: [EGOV](#)) is the nation's leading provider of [official government portals](#), online services, and secure payment processing solutions. The company's innovative [eGovernment services](#) help reduce costs and increase efficiencies for government agencies, citizens, and businesses across the country. NIC provides eGovernment solutions for more than 3,000

federal, state, and local agencies that serve 98 million people in the United States. Additional information is available at <http://www.nicusa.com>.