

2010

**GSA Office of
Citizen Services
and Innovative
Technologies
Annual Report**





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Meeting the Challenges of Citizen Engagement, Innovative Technologies, Citizen Services and Open Data, and Collaboration Across Governments

Message from David L. McClure
Associate Administrator
Office of Citizen Services and Innovative Technologies
U.S. General Services Administration

I am proud to present the fiscal year 2010 GSA Office of Citizen Services and Innovative Technologies Annual Report. This report presents key fiscal year 2010 accomplishments for OCSIT's products and services.

When I became part of the Office of Citizen Services and Innovative Technologies (formerly the Office of Citizen Services and Communications) a little more than a year ago, I noticed that there was a team of government employees with a passion for innovation, providing information and services to the public, and ensuring that the government provides superior service to the public. Since my arrival, we have begun a transformation that took this longstanding customer-service focused organization to one that leverages innovation throughout its operation, and provides tools and capabilities to federal agencies to ensure their adoption of cloud computing, new media, and the principles of open government.

We have been instrumental in the creation of an open government – bringing transparency to more than 250,000 data sets, the ability for citizens to participate and engage with their government like never before, and to collaborate across the government through like-minded communities. OCSIT provides no-cost policy-compliant tools, practices, and training to ensure that federal agencies can leverage the innovative ideas of the public and other expert communities. Our work saves federal agencies millions of dollars and numerous hours of policy-compliance work that has already been accomplished for them.

We have a 40-year history of providing information to consumers through multiple channels. This year, more than 180 million contacts have been made with the public through website visits, publications ordered, or phone calls or e-mails answered. Whenever an emergency or national disaster occurs, OCSIT is on alert and supports the public. Whether floods, wildfires, or hurricanes OCSIT either answers the phones or provides information across its multitude of delivery channels.

This year, we continued our effort to provide this information where the public goes for information – online in social media sites such as Facebook, Twitter, and YouTube. OCSIT also provides capabilities to accelerate the use of new media across the government through federal-friendly terms of service agreements, amendments, training, and best practices.

Highlights of our year include the following:

1. Formed a Federal Cloud Computing Program Management Office to establish a standard governmentwide security process for cloud infrastructure and related governmentwide contracts. (infrastructure as a service).
2. Collected an inventory of data centers that would allow the government to begin determining how to create efficiencies through the optimization of data centers.
3. Relaunched USA.gov as a sleek, user-friendly, focused website for access to information governmentwide with a new, robust search capability and a newly created mobile apps gallery.
4. Launched a myriad public engagement tools for dialogues, blogs, wikis, and challenges.
5. Built tools to lead the government to the adoption of new media.
6. Trained thousands of government employees in the core competencies of managing a federal website, via Web Manager University.
7. Celebrated Data.gov firsts: first-year anniversary; shared data set hosting blanket purchase agreement awarded, first Data.gov mash-a-thon; and growth to more than 285,000 data sets.
8. Received recognition for the GSA Open Government Plan, the accompanying Web page, and publication of high-value data and initiatives.

FY 2010 has been an exciting year in OCSIT. Each of our accomplishments was intended to improve our knowledge of the customer, improve operational efficiency, and use the latest in innovation to help government agencies achieve their missions. 2011 will prove to maintain that pace.

David L. McClure

2010 Challenges

The leadership of the Obama administration has been a catalyst for the rapid adoption of Web 2.0 tools by federal agencies — and, more broadly, of a renewed focus on making government more transparent, participatory, and collaborative. On his first full day in office, the president fully committed to these principles by issuing his Memorandum on Transparency and Open Government. In this memorandum, the president called on agencies to "harness new technologies to put information about their operations and decisions online and readily available to the public [and] ... solicit public feedback to identify information of greatest use to the public."

In December 2009, the Office of Management and Budget further strengthened this commitment by issuing the Open Government Directive. This directive provides specific guidance and concrete timelines for agencies. It outlines the steps agencies must take to increase public accessibility and transparency. Notably, the directive mandates that each agency develop and publish an open government plan to "describe how it will improve transparency and integrate public participation and collaboration into its activities."

The convergence of presidential leadership, social change, and grass-roots enthusiasm has produced an explosion of innovation. Increasingly, many citizens — government's customers — have come to expect to find the information they want and need through the use of the social networks and platforms they use every day.

OCSIT Meeting the Challenges ...

OCSIT has led the identification and application of several innovative information technology and e-government initiatives that advance the president's agenda and support the president's chief information officer and chief technology officer. OCSIT has designed and launched open government initiatives that increase the ubiquity, transparency, quality, and discoverability of government data and information.

OCSIT has been out front in meeting open government challenges in each of the key areas of transparency, participation, and collaboration.

Transparency: In 2010, OCSIT assumed responsibility for the administration's signature transparency website, Data.gov. Only a year and a half old, Data.gov now makes available to the public more than 300,000 data sets and is leading the way in democratizing public-sector data. Following OCSIT's lead, 22 states, nine cities, and 10 other nations have developed their own open data sites and data-sharing capabilities. In November, OCSIT sponsored the first International Open Government Data Conference, which brought hundreds of experts together from around the world to share ideas and insights on data-sharing.

Participation: A core tenet of open government is that the government doesn't have a monopoly on good ideas. Many innovative ideas to address important priorities and solve some of government's most pressing concerns originate outside the Washington Beltway. They come from the lives of everyday people, the discoveries of scientists and researchers, and the ground truth of our own frontline work force. Harnessing these

contributions in a way that improves government presents a host of challenges. OCSIT has led the way in developing platforms and policies that all agencies can use to engage their constituents sharing information and contributing to policymaking. With its cross-government and cross-sector perspective, OCSIT is finding and sharing success stories and building communities that make the process of public engagement frictionless for agencies, and exciting and meaningful for the public.

Collaboration: The Open Government Directive envisions the use of innovative tools, methods, and systems to facilitate cooperation across government and collaboration with the public. OCSIT is laying the groundwork and developing products that enable all government agencies to comply with the provisions of the directive. OCSIT's free, federal-friendly online tools and governmentwide training on using them are being embraced by virtually all government agencies to reach out to the public for quick and substantive input to government decision-making.

OCSIT established an Open Government Program Office to ensure that the Open Government principles of Transparency, Participation and Collaboration are understood and implemented across the agency. GSA's Open Government initiative is designed to be a roadmap of the agency's current and on-going activities to advance a culture of openness. GSA published its Open Government Plan 1.0 on April 7, 2010 with the assistance of a GSA Open Government Working Group that was established to respond to the Open Gov Directive's requirements. To address deficiencies identified by an external evaluator, OMB Watch, GSA published its Open Government Plan 1.1 on June 25, 2010.

GSA's initiatives have the potential to affect every agency in the federal government and demonstrate the agency's government-wide leadership role in supporting federal agencies. The following GSA's Open Government flagship initiatives are on track for completion in FY11:

1. Terms of Service Agreements;
2. Open Government Public Engagement Tool;
3. Challenges and Prizes Platform;
4. Citizen Engagement Platform.

The Open Government Program Office continues to track the implementation of the Open Government Plan and Flagship initiatives via the Open Government Dashboard published on the Open Government web page GSA Open Government Implementation Dashboard. Overall next steps for our Flagship initiatives include:

- Continue agency outreach;
- Improve infrastructure capability;
- Increase engagement tool adoption;
- Build on expertise; and
- Improve acquisition strategy to accommodate demand.

These open and transparent government initiatives enable agencies to better serve the American people by improving information and service delivery and government

accessibility for the public. OCSIT also played an important role in 2010 by fostering open government information-sharing across national boundaries and throughout the government IT community. We sponsored an international conference called Open Government: Making It Work, at which the senior IT officials of more than 20 nations shared their ideas, insights, and key findings.

■ Accomplishments

Citizen Engagement

OCSIT is an accelerator and incubator for governmentwide new media and public engagement solutions, making it easier for the government and the public to constructively engage. OCSIT provides public-engagement tools and technology, research, best practices, training, assistance, policy guidance, and outreach, to meet 21st century public expectations of participation, collaboration, and services.

Open Government Dialogue Platform



In response to the Open Government Directive's mandate that agencies "incorporate a mechanism for the public to ... provide input on the agency's Open Government Plan," OCSIT provided interested agencies with a no-cost, law- and policy-compliant, public-facing online engagement tool, as well as training and technical support to enable them to immediately begin collecting public and employee input on their forthcoming open government plans. Since then, OCSIT has worked to transfer ownership of the open government public-engagement tool, powered by a platform called IdeaScale, to interested agencies in a manner that provided both full compliance and support for sustained engagement. OCSIT continues to provide support for the moderator community and help agencies to include public ideas in agency open government plans.

Achievements: The initial online dialogue platform was launched in February 2010 across 22 federal agencies and the White House Office of Science and Technology Policy. Using the platform, agencies collectively gathered more than 2,100 ideas, more than 3,400 comments, and more than 21,000 votes during a six-week live period. The tool has also been used for dialogue with the public on a variety of other topics. In addition, subsequent releases of the IdeaScale platform have helped agencies fully comply with the Paperwork Reduction Act and Section 508, to ensure it can be used by people with disabilities. The use of this dialogue tool is an example of how these projects are doing more than just providing platforms; they are helping to evolve standards and create markets around government’s needs and requirements.

Challenge.gov



Challenge.gov is a governmentwide platform that facilitates innovation through challenges and prizes. All challenges initiated by the government can be found in one place. Challenge.gov was created in response to President Obama’s “Strategy for American Innovation,” issued in September 2009. He called on government to “use prizes and challenges to solve tough problems, support the broad adoption of community solutions that work, and form high-impact collaborations with researchers, the private sector, and civil society.” Challenges allow agencies to use taxpayer money wisely and efficiently, by only paying for successful solutions to critical problems. Challenge.gov provides a forum for federal agencies to pose challenges to the public, and for citizens to suggest, collaborate on, and deliver solutions. The platform incorporates challenges from both Challenge.gov and other platforms, creating a single point of entry for the public to collaborate directly with government on key challenges.

OCSIT is also exploring acquisition options to make it easier for agencies to procure products and services related to challenges, as well as working to provide training opportunities on challenges and contests for federal agencies interested in using this exciting methodology. Congress recently passes the America Creating Opportunities to Meaningfully Promote Excellence in Technology, Education, and Science Act, called the America COMPETES Act for short. This act will open up even greater opportunities for government to innovate via challenges, as it provides all agencies with broad authority to conduct prize competitions.

Achievements: The creation of Challenge.gov is itself a unique achievement for government, having gone from idea to launch in less than 120 days, and created by an unprecedented partnership resulting from the issuance of a no-cost requests for information. Launched in September 2010, Challenge.gov debuted with more than 35 unique challenges from more than 15 departments and agencies, with additions on the way. The site has been visited more than 67,000 times by people from 159 countries and territories. The 54,000 visits from the United States came from more than 4,500 cities, reflecting broad interest in the program and demonstrating government's ability to reach far outside Washington for innovative ideas. The site has generated more than 2,500 "supports," meaning that people have asked to stay involved in a challenge that they found important or meaningful. Challenge.gov itself provides substantial efficiency and cost-savings to government. In addition, OCSIT has addressed key policy issues such as privacy, IT security, usability and accessibility, paperwork reduction, and protection of young users. With these issues cleared, agencies can focus on how to get the most out of this innovative approach to problem-solving, and avoid reinventing the wheel on complex policy issues.

Citizen Engagement Platform

The Citizen Engagement Platform provides a variety of engagement tools that are easy-to-use, easy-to-deploy, fully secure, and policy-compliant. This "build once, use many" approach provides free tools for agencies to create a more transparent, participatory, and collaborative government. Delivering easy-to-use public engagement tools such as blogs, wikis, challenge platforms, discussion forums, and a URL shortener will allow agencies to focus on collaborating with the public rather than on back-end technology. By standing up interactive spaces and collaborative tools, federal employees and the public can work together to find new and improved solutions for government. In addition, the Citizen Engagement Platform will reduce redundancy and cost, while solving policy issues centrally.

Achievements: Although the Citizen Engagement Platform is in the early stages of public launch, it has reached the following milestones:

- Launched in beta with blog and contest tools in August 2010, and added four new tools — two wikis and two discussion forums — to the Apps.gov NOW storefront in September 2010, thus reaching the goal of making blogs, wikis, and forums available to agencies during FY 2010.

- Trained more than 100 people from more than 24 agencies through Apps.gov NOW demonstration webinars.
- Registered more than 300 users on the Apps.gov NOW storefront, and provisioned tools to 44 different agencies, including 71 blogs, 73 wikis, 35 forums, and 12 contests.
- Launched a reporting dashboard in December.
- Upgraded blog software to WordPress version 3.0.3
- Completed a survey of users to improve tools and provide better service.
- Began work on the first of three online tutorials to provide additional user training and supplement the current written administrator guides.

Citizen Contests

OCSIT uses contests, prizes, and other incentive-backed strategies to find innovative and cost-effective solutions to improve open government. These allow the government to tap into the creativity of the public, and allow the public to more easily contribute knowledge and creativity to finding better solutions together.

USA.gov Video Competition

OCSIT offered a \$2,500 prize to the person who submitted the most creative video showing how the award-winning USA.gov website has made life easier. The public could upload 30- to 90-second videos to USA.gov. The winning video was selected based on which was the most creative, entertaining, and inspiring. The videos were showcased on YouTube for everyone to see. The contest was part of GSA's effort to have a more public-centered government that is transparent, participatory, and collaborative. USA.gov Video Contest Winner

"Your Voice Matters" Dialogue

OCSIT piloted a blog tool for the "Your Voice Matters" dialogue to learn more about what the public wants and expects from USA.gov. The dialogue provided valuable insight into the minds of the users. Several themes emerged from the conversation, but one of the most common refrains was that USA.gov was too cluttered. The recommendations were incorporated into the website redesign.

How to Become President Infographic Challenge on Kids.gov

Kids.gov is frequently asked, "How can I become the president when I grow up?" The Kids.gov team invited the public to answer this question by creating an infographic or a poster to explain the process. The team ran the contest on Challenge.gov at <http://challenge.gov/GSA/44-kids-gov-how-do-i-become-president-challenge>.

In total, 29 people submitted entries in the challenge. Ten entries were from people 18 or older, and the remaining 19 were from people age 17 and younger. The winners were featured on Kids.gov, and the best overall infographic was printed as posters and distributed to schools and libraries across the country.

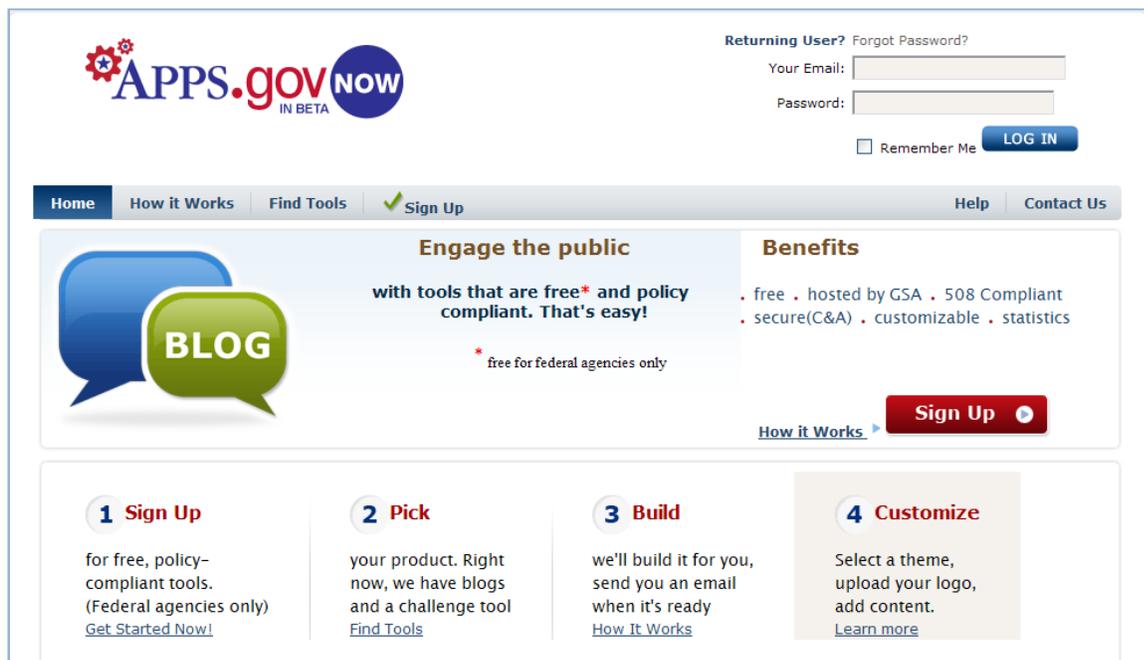
GovGab Guest Blogger Challenge, GovGab blog

The Gov Gab Blog features five federal government employees blogging about the great government information they use in their daily lives. The GovGab Guest Blogger Challenge was initiated to give readers a chance to interact with the blog by doing more than just leaving a comment. Readers were encouraged to share their opinions in posts. In the end, seven submissions were received from readers, and GovGab published four of them.

Innovative Technologies

OCSIT advances GSA's responsibilities in serving the American people through open and transparent government initiatives. During FY 2010, OCSIT leveraged GSA's leadership role in identifying and applying new technologies to help agencies deliver effective government operations and services.

Apps.gov



Apps.gov is an online storefront meant to encourage and enable the adoption of cloud computing and social media solutions within the federal government. Apps.gov aggregates the cloud-based service catalog available to agency CIOs. It offers a robust set of business, productivity products and services, and links to social media applications that have signed terms of service agreements with GSA. Using Apps.gov, agencies can research cloud products, compare prices, and place orders. Many agencies begin their research and analysis of existing cloud products and services at this site. Once procurement decisions have been made, agencies can buy direct through the storefront or through GSA Advantage or e-Buy. Agencies also use Apps.gov to research free social media tools that have federal-compatible terms of service agreements in place with GSA. By negotiating these agreements and making them available to other agencies, OCSIT has cleared an important hurdle to adopting free, commercial tools such as YouTube and Facebook. Using the resources on Apps.gov, agencies can match the tools they need to agency-specific services they want to offer their stakeholders.

Achievements: Apps.gov now provides access to more than 3,000 cloud-based products and services. The site gets about 3,800 hits per month. Apps.gov provides agencies a direct entry point to GSA's eBuy system so that they can complete their Federal Acquisition Regulation competition requirements for cloud-based solutions that

require a statement of work. Using this metric, it is estimated that agencies have purchased more than \$5 million in cloud-computing services and products.

As of September 2010, agencies had signed 214 terms of service agreements with 44 social media providers. There are more than 1,000 uses of these applications within the social media category across the federal government. A coalition of federal agencies, led by OCSIT, worked on terms of service agreements with a broad range of social media providers who offer free services to users. The objective was to resolve issues with the existing standard terms of service agreements that are problematic to federal agencies. Having these agreements means that, if an agency chooses to use various social media sites, it would not have to start from scratch on negotiating special terms of service and can use these sites in a way that complies with federal law. These agreements have paved the way for broader experimentation with, and adoption of, free social media tools that greatly expand government's ability to deliver information to the public at little or no cost to taxpayers.

The 44 social media apps on Apps.gov represent everything from large-scale social networks, to open source development platforms, to mapping and data visualization applications. By clearing the way for agencies to use these apps, Apps.gov helps provide the public with faster, easier, and more ubiquitous access to government information, and makes it easier to interact with government.

Federal Cloud Computing Initiative Program Management Office

The screenshot shows the Apps.gov website interface. At the top left is the GSA logo and the text "Apps.Gov A Service Provided by GSA". On the top right, there are links for "Welcome", "Register", and "Log In", along with a shopping cart icon showing "0 Items in Cart \$0.00". Below the header is a navigation menu with "Home", "Business Apps", "Productivity Apps", "Cloud IT Services", and "Social Media Apps". A search bar is located in the center, with "SEARCH FOR" and "IN All Categories" options. The main content area is divided into three columns. The left column features a graphic of a globe and several laptops. The middle column has a heading "Coming soon to Apps.gov" and text describing upcoming cloud services. The right column has a heading "What is Cloud Computing?" and a video player with a "Watch the video now" button. Below this is a section titled "What type of solution do you need?" with two sub-sections: "Business Apps" and "Cloud IT Services". The "Business Apps" section includes a diagram of business processes and the text "GSA Cloud Business Apps has a solution!". The "Cloud IT Services" section includes a photo of server racks and the text "GSA Cloud IT Services has the answer!".

OCSIT manages the Federal Cloud Computing Initiative Program Management Office, established to ensure that the government could most effectively leverage cloud-based solutions and address obstacles to adoption of cloud computing. Estimates have shown that more than 20 percent of the \$79 billion the federal government will spend on IT in fiscal 2011 is infrastructure spending. Offering a centralized cloud-computing environment to federal agencies will help provide needed agility and scalability, as well as produce significant savings and efficiency.

The goal of the program is to facilitate acceptance of cloud-computing technology and to address obstacles to adoption. The program concentrates on security, e-mail as a service, data center consolidation, and Apps.gov. The program has worked to develop a standard governmentwide security assessment and authentication process; to support Apps.gov's online storefront for procuring cloud-based solutions, including the multiple-award contract for infrastructure as a service capabilities; to develop a contract vehicle for cloud-based e-mail; and to implement a program that encourages agencies to inventory their IT assets and consolidate data centers. The program works closely with National Institute of Standards and Technology to encourage the development of standards to govern portability and interoperability in the cloud environment.

Achievements: OCSIT awarded a contract to 12 firms to provide Web hosting, storage and virtual machines as infrastructure as a service. Services are available and priced as commodities. Agencies buy what they need and can respond to demand spikes and valleys. This is a significant change in the way government agencies provision their information technology. Owning the hardware – or leasing dedicated hardware from hosting vendors – will become a method of the past reserved for special applications. For low- and medium-risk systems, the economics will shift hosting toward cloud services for more flexible environments at better prices. The program is working on issuing a solicitation for cloud-based e-mail services in the second quarter of FY 2011. The program is also working with security experts from across the federal government to develop a set of security controls, risk management, and continuous monitoring procedures to address cloud-based products and services. The Federal Risk and Authorization Management Program, called FedRAMP for short, is being reviewed by industry and government stakeholders and will become operational in the third quarter FY 2011. In addition, the program has established a governmentwide information portal for all things cloud to keep agencies and the public informed of its activities, and for agencies and industry to share information related to cloud computing.

Federal Cloud Computing OCSIT/ Federal Acquisition Service PMO

OCSIT in partnership with GSA's Federal Acquisition Service is creating a program management office that concentrates on offering cloud services across the government. The OCSIT/FAS PMO, as the cloud services provider for the GSA and federal government, will provide access to cloud-computing products and services offerings

through existing and new contract vehicles. In addition, the PMO is evaluating several direct services that GSA could provide in support of cloud computing. In this model, the PMO will take innovative ideas from planning and development through operations, and document customer needs and requirements through a business case. The goal is to

deploy efficient methods to deliver cloud services – through contract vehicles and direct services. The PMO will offer a more customer-focused approach in assisting customers as they implement cloud-based solutions in their agencies.

Achievements: OCSIT and FAS have established and resourced a joint PMO to:

- Develop a multiple award contracting vehicle for cloud-based e-mail;
- Publicize the benefits of the infrastructure as a service blanket purchase agreement to agencies emphasizing the feature that all awardees will have an authority to operate issued under GSA authority that can be leveraged; and
- Manage the FedRAMP process to support operations.

Federal Data Center Consolidation

The Obama administration has made the review and consolidation of federal data centers one of its major IT priorities for the fiscal year 2011 federal budget. The proliferation of data centers is significant and has put a strain on agency budgets, resources, and the environment. The goal of the data center consolidation initiative is to assist agencies in identifying their existing data center assets and to formulate consolidation plans that include a technical roadmap and consolidation targets. OCSIT's Federal Cloud Computing PMO also manages the government-wide federal data center consolidation initiative. This initiative enables the greening and environmental sustainability of data center facilities throughout the government. The PMO works with agencies to create a repository of information on IT assets and aggressive plans to consolidate data centers, and provides guidance to agencies on meeting consolidation goals.

Achievements: Agencies have reported initial and final asset inventory information and submitted their draft and final consolidation plans. The federal data center consolidation initiative PMO has implemented a structured approach to help each agency comply with program objectives and deliverables. The initiative has developed tools and a collection of templates, best practices, and lessons learned. To support agencies in these efforts, the initiative's PMO held three workshops that were open to all agencies. These workshops included a forum for questions, answers, clarification on definitions and concerns, and provided detailed guidance on how to complete key deliverables.

FedRAMP

Ongoing compliance with the Federal Information Security Management Act is a very important part of initiating and operating a federal IT system. However, if each agency and system approaches compliance separately, the process can be costly and extend the timeline to operational capability. OCSIT established FedRAMP to provide assessment and accreditation security processes throughout government for cloud products, systems, and services.

FedRAMP is a unified governmentwide risk-management program focused on large outsourced and multiagency systems. One Federal Information Security Management Act review and certification, and authorization for use can support multiple agency and

many systems. The program will initially focus on cloud computing but will expand to other domains as the program matures. FedRAMP provides security authorizations and continuous monitoring of shared systems that can be leveraged by agencies to both reduce their security compliance burden and provide them highly effective security services.

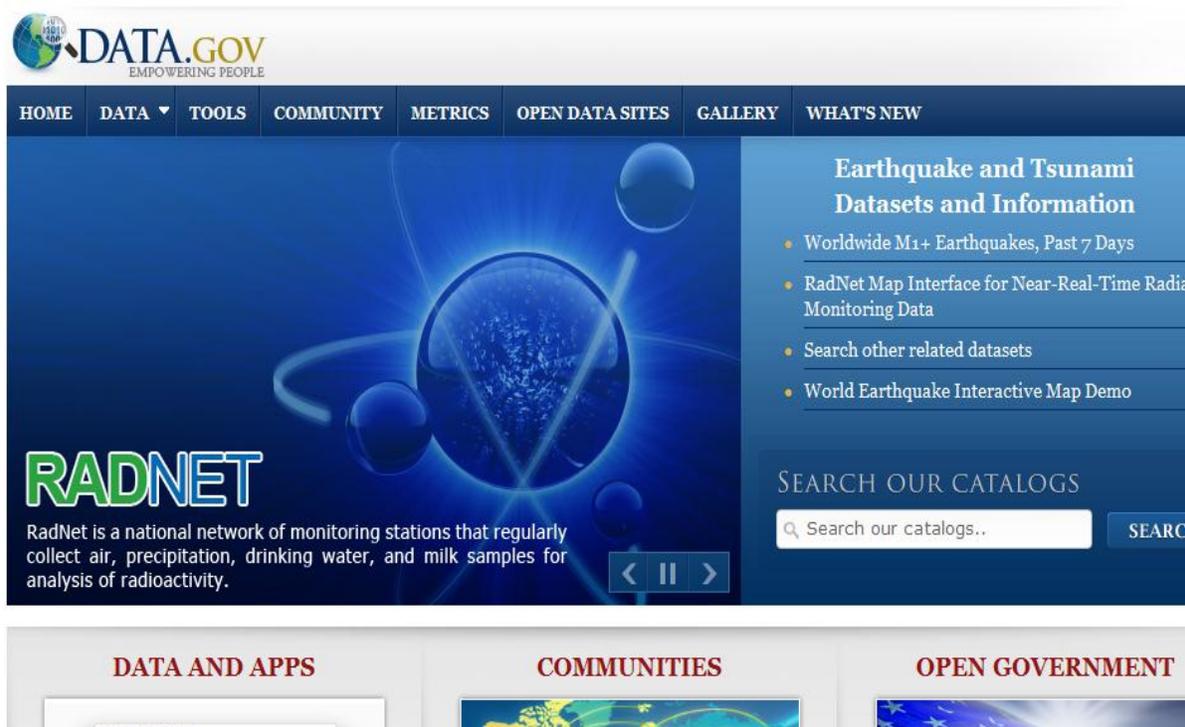
In doing this, the FedRAMP design recognizes that agencies have the authority and responsibility to use systems that meet their specific security needs. Agencies will be able to save significant time and money by leveraging the FedRAMP authorizations, where appropriate. The specific benefits include reduced duplication of effort, reduced security compliance expenditures, rapid acquisition and implementation time frames, strong security oversight, and consistent integration with federal governmentwide security efforts.

Achievements: FedRAMP is undergoing development and deployment. As FedRAMP matures, it will provide more comprehensive information and capabilities for agency use. FedRAMP will deploy fully during FY 2011 and will be key in offering high-quality cloud services that are compliant with the Federal Information Security Management Act.

Citizen Services and Open Data

OCSIT has a 40-year history of providing consumer information and services to the public through multiple delivery channels. We work closely with federal agencies to ensure that government information is made available and fully accessible by the public. OCSIT has designed and launched open government initiatives that increase the ubiquity, transparency, quality, and discoverability of government data and information. These activities are based on the principle of making government information more transparent — in terms of both releasing more raw data and improving how the public can access and view it. In other words, we are focused both on disseminating data and on turning that data into valuable information.

Data.gov PMO



OCSIT is the executive lead and project manager for Data.gov. Data.gov is the flagship initiative of the administration to make the federal government transparent and open through clear, accessible, easy-to-use online government data. The purpose of Data.gov is to increase public access to high-value, machine-readable data sets generated by the executive branch of the federal government. The PMO leads the way in democratizing public-sector data and the creation of a central directory for all data published by federal agencies. The PMO continues to deliver value to the public through an enhanced delivery channel, and deployment of a shared data set hosting environment. Data.gov empowers the public by fundamentally changing the landscape of how the government shares its data in an open and transparent process, and creates value through applications for daily use. Data.gov increases the ability of the public to easily find, download, and use data sets that are generated and held by the federal government.

Achievements: Data.gov PMO launched the portal in May 2009 with only 47 data sets. Since the launch, the number of data sets has grown rapidly to cover topics ranging from health care to commerce to education. As of September 2010, an unprecedented 285,470 data sets were accessible through Data.gov. A single data set concerning real-time worldwide earthquakes had been downloaded 112,149 times.

Data.gov Quick Facts	Launch: May 21, 2009	1 Year: May 21, 2010	FY 2010 Sept. 30, 2010
Total data sets available	47	272,768	285,470
Visits to Data.gov	2.1 million	97.6 million	129.6 million
Applications and mashups developed by the public	0	237	237
RDF triples for semantic applications	0	6.4 billion	6.4 billion
Data set downloads	0	652,412	1,194,904
Nations establishing open data sites	0	6	7
States offering open data sites	0	8	12
Cities in North America with open data sites	0	8	8
Open data contact in federal agencies	24	253	253

This revolution in the availability of government data has sparked a national and global effort around increased open information and empowerment, and an explosion of creativity and innovation. Data.gov has been successful within the U.S. and has set the pace for other countries. Since the U.S. launched this capability, seven other national governments have launched their versions – and more are in process.

USA.gov/GobiernoUSA.gov



USA.gov is the U.S. government's official Web portal. In fiscal year 2010, OCSIT launched several new capabilities to make the government website more transparent and engage the public effectively. The benefits from the USA.gov redesign were a sleeker and more streamlined site that makes it easier for the public to do business with government, get government services electronically, and participate in government in new ways.

[Initial usability tests of the site reveal that about 70 percent of participants were either satisfied or very satisfied with the new design. Participants' initial impressions of the site include descriptive words such as "attractive," "clear," "well-organized," and "engaging."]

[The USA.gov redesign has been met with an overwhelmingly positive response. In July 2010, the new USA.gov received more than 2.7 million visits, an increase of 39 percent compared to July 2009.]

USASearch: Search.usa.gov provides the functionality of commercial search engines delivering government-centric info but with improved speed and relevance. The government-centric search results are displayed without the ads found in commercial search engines. The search service improves users' ability to find relevant government information quickly. Other program components include application programming interfaces that allow developers to reuse government data and, thereby, allowing the public to have additional access. These search system features are available at no cost to local, state, and federal government agencies using the current infrastructure and open-source software.

- Type-ahead search – An industry best practice that provides suggested search terms as customers type in the search box. Users only see government-related terms.
- Related topics – A list of up to five government topics that are related to customers' initial searches. Users see only government information, not advertisements or sponsored links.
- Image search – Access to quality images from government websites.
- Deep web search – Access to information from several government databases, including Recalls.gov, Forms.gov, and Answers.USA.gov. Information on recalls, for example, is otherwise challenging for the public to find, particularly in one place.

Achievements: USASearch provides a more robust search experience for the public accessing government information on USA.gov and GobiernoUSA.gov. It is also available for use on other government websites at no cost and currently serves more than 300 agencies from all levels of government. On USA.gov, the tool had searched FAQs from 44 agencies, and created 200 spotlights (curated content that collates information from unique, and sometimes difficult to find, sources) on a variety of issues of public interest. USASearch is also available on mobile devices at m.usa.gov and via an iPhone app, and provides a Spanish-language search function at GobiernoUSA.gov. The click-through rate on search results using the system has improved from 25 percent to 33 percent, reflecting an improvement in the quality and relevancy of results delivered.

Mobile Apps Gallery: One of the most exciting aspects of the revamped USA.gov is the mobile apps gallery. Initially featuring the following 17 mobile applications, USA.gov anticipates expanding the number. OCSIT uses crowdsourcing and challenges to invite people to share feedback on apps they would find useful by using government information available on data.gov, usaspending.gov, and other sites.

[Mobile Apps > USA.gov](#)

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The screenshot shows the USA.gov mobile app interface on the left and the desktop view on the right. The mobile app interface includes the USA.gov logo with 'Mobile Government Made Easy', a search bar, and a 'Contact your Government' section with options for 'Call 1 (800) FED-INFO', 'Email us', and 'Visit our blog'. At the bottom, it says 'View site in: Mobile | Classic'. The desktop view shows the USA.gov logo, 'General Services Administration', and two red buttons: 'iPhone Download Now' and 'Mobile Web m.usa.gov...'. Below these buttons, there is a paragraph of text: 'USA.gov is government made easy. USA.gov Mobile site and iPhone app allows you to search federal, state, and local government websites and contact your government by phone or email.' At the bottom, there are tags: 'Tags: contact, elected officials, government, iphone, mobile-friendly website, officials, Search, search government'.

The USA.gov mobile apps gallery features:

- Product recalls
- U.S. Postal Service tools
- U.S. Transportation Security Administration's MyTSA
- USA.gov mobile
- National Institutes of Health's mobile MedLine Plus and body mass indicator calculator
- Environmental Protection Agency's ultraviolet index
- U.S. Department of Agriculture's My Food-a-Pedia
- National Renewable Energy Laboratory's alternative-fuel station locator and FuelEconomy.gov
- Department of State's America.gov mobile and U.S. embassy locator
- EPA mobile
- FBI's most wanted
- Federal Emergency Management Agency mobile
- NASA mobile
- Veterans Affairs mobile

Achievements: In just its first month, the gallery received more than 160,000 visits. USA.gov and the gallery have received widespread recognition in the wake of the new design. Prominent media outlets – such as National Public Radio, Parade magazine, TheConsumerist.com, Yahoo Buzz, CNN, and the New York Times – have all featured positive reviews for the new government apps gallery.

USA.gov moved to the cloud: OCSIT continued its effective management of the USA.gov infrastructure through a major migration to a new cloud computing environment. The move included a complete migration from a complex hosting relationship with an external provider and a completed certification and accreditation for the new environment.

Achievements: This migration added flexibility, standardization, additional continuity of operations strengths, and an overall cost-savings estimated at more than \$1.5 million a year. The flexibility of the new environment made it possible to quickly begin developing in alternative open-source tools that are popular in the market and meet the needs of public collaboration.

The National Contact Center

The National Contact Center provides direct telephone (800-FED-INFO), e-mail, and Web chat services to the public, as well as an array of contact center and print distribution services for several other customer agencies. The National Contact Center answers more than 1.5 million phone, e-mail, and chat inquiries each year on all federal government topics, and takes orders for consumer publications distributed from our facility in Pueblo, Colo. To provide consistent and accurate information to the public, the National Contact Center maintains a comprehensive knowledgebase of more than 2,600 answers to frequently asked questions on the government. These answers can

be accessed by the public on Answers.USA.gov. The search engine on Answers.USA.gov can also return answers from other agency knowledge bases.

OCSIT is known for its ability to help partner with agencies during emergencies. Within minutes of earthquakes, terrorist attacks, hurricanes, and other crises, the National Contact Center provides 24/7 services to the public seeking help or providing information to the government.

Achievements: In FY 2010, the National Contact Center answered nearly 1.8 million inquiries from the public. In addition, the center knowledge base was accessed nearly 2.6 million times by users who sought and found answers on Answers.USA.gov. After the January 2010 earthquake in Haiti, the contact center worked with the Department of State to respond to calls from people seeking information about the status and well-being of American family and friends in that country. In February 2010, the National Contact Center took calls regarding the Chilean earthquake. In past years the contact center went to a 24/7 operating status to help concerned people and victims of many tragedies, including Hurricane Katrina and the Mumbai terrorist attacks.

One of our most successful and visible outreach efforts is the annual public service advertising campaign promoting awareness of USA.gov and 800-FED-INFO. Inspired by the classic “We are the World” music video, the 2009 television PSA campaign “For the People” portrays government employees singing about how easy it is to find answers to questions about federal, state, and local government benefits and services by using USA.gov or calling 800-FED-INFO. Radio, print, and Web banner PSAs complement the television campaign’s concept. Together, we estimate the campaigns will receive free advertising time and space worth more than \$11 million.

Consumer Information

Educating and protecting American consumers is a top priority for OCSIT. The Federal Citizen Information Center works with other federal agencies to publish and distribute millions of publications each year to provide the public with valuable information on consumer problems and government services. Among the topics are home mortgages, health, managing finances, retirement, and government benefits.

Achievements: OCSIT developed, printed, and released new editions of the Consumer Action Handbook and the Spanish sister publication Guia del Consumidor. Consumers requested more than 550,000 copies of the handbook and more than 50,000 of the guia. Additionally, OCSIT continued to develop, print, and distribute 10 million copies of the quarterly Consumer Information Catalog, promoting the availability of publications through our distribution facility in Pueblo, Colo. Publication distribution through Pueblo exceeded 32 million copies in FY 2010. For our largest partner agency, the Federal Trade Commission, we distributed more than 14 million publications dealing with consumer protection tips and issues.

OCSIT reaches out to the public through print ads and consumer information articles published free in newspapers and magazines nationwide as a public service to their readers. In FY 2010, the total circulation of print and online newspapers, and magazines

carrying these OCSIT print ads and articles exceeded 190 million. Weekly and daily newspapers are the heaviest users — about 78 percent of the circulation figures — with magazines accounting for the remaining 22 percent. Media outlets provided 3,675 placements of 24 different print ad campaigns, and 1,200 articles mentioning OCSIT’s programs and publications. This includes a “Dear Abby” Mother’s Day letter on women’s health, which resulted in the distribution of more than half a million publications.



Social Media

OCSIT assists with legal and policy issues related to social media. In addition, OCSIT has greatly expanded its use of social media channels as part of its outreach and public engagement efforts, allowing people to consume information where they choose and allowing new opportunities to interact with government.

Achievements: OCSIT created a robust presence for USA.gov/GobiernoUSA.gov and Pueblo on Twitter and Facebook; currently with more than 13,000 followers on Twitter and 3,300 Facebook fans. OCSIT manages several Twitter accounts that have been established to tell the public about our activities: @GovNewMedia, @WebManagerU, @USAgov, @GobiernoUSA, and @USDataGov.

Other OCSIT social media results include:

- Worked with the National Academy of Public Administration to hold two daylong sessions for the presidential transition team and government staff to discuss legal issues related to government and social media. Provided input to Office of Management and Budget drafts on persistent cookie, paperwork burden reduction, and other policies.
- Current government social media directories are now maintained on USA.gov, including government blogs, widgets, Really Simple Syndication feeds, podcasts, videos, and more.
- Launched a new service that aggregates news and other RSS feeds from across government (using NewsGator), showing the latest government news on USA.gov and provided a widget for others to use this service (<http://news.usa.gov/NGWhiteLabel/Sites/USGOV/GSARReader.aspx>).
- Helped GSA write social media guidelines for its employees.
- Launched an ongoing series of new media talks to keep government up to date on new and emerging technologies. Hosted 13 free sessions attracting more than 14,000 participants from across government. Created a new media talk archive on Webcontent.gov (http://www.usa.gov/webcontent/resources/previous_newmediatalks.shtml).
- Created and published extensive content on social media best practices on WebContent.gov http://www.usa.gov/webcontent/technology/other_tech.shtml.
- Facilitated the creation of the U.S. government channel on YouTube, which now showcases more than 50 government video channels.
- Published Pueblo publications on ScribD, a social publishing site. OCSIT posted 25 documents and has had 4,512 reads.
- The GovGab.gov blog celebrated its third birthday. More than 3,000 people opted to have the daily blog post delivered straight to their e-mail box. In addition, the blog surged to more than 4,600 Twitter followers. This year the blog had eight guest blogs from various federal agencies such as the Small Business Administration, the Federal Trade Commission, the Department of the Interior, and the Department of Energy.

Collaboration Across Governments

GSA is at the forefront of driving changes in technology and how the public and the government are using that technology to connect and create solutions. This makes federal government information and services more readily available to members of the public and enables federal agencies to take advantage of information technology in sharing information and engaging with each other and with state, local and international governments.

FedSpace

An Official Website Of The United States Government

FEDSPACE Beta
Connect. Discover. Share.

Sign In ▶

Connect With People
Find and follow people you know—and people you want to know.

Discover Content
Learn about and from what others are doing to help you work better.

Create And Share Content
Share your expertise and knowledge with the federal community at large.

Participate In Communities
Connect with others on topics of interest and work together across agencies.

Learn More About FedSpace ▶

Get Started Now ▶

What's FedSpace?
Designed "for Feds, by Feds," FedSpace

News & Announcements
60 Communities in FedSpace

Join In!
What's going on in FedSpace?

OCSIT has developed the [FedSpace](#) program to enable government employees to “connect, discover, and share” collaboratively across agencies to drive innovation and solve mission problems and challenges. The program uses Web technologies such as file-sharing, wikis, and shared workspaces. FedSpace creates a secure collaboration workspace for all government employees and makes it easier to find people and information in government through a governmentwide employee directory. The goal of FedSpace is to build effective relationships across the federal enterprise, while improving business processes and reducing redundancies. OCSIT has made significant progress in the design of a federal work force collaboration tool. While some federal agencies have tools for internal collaboration, these are often agency-specific and cannot be easily used across agencies. FedSpace is designed to improve the availability and accessibility of information across agencies, subject matter, and geographic boundaries.

Achievements: FedSpace launched its alpha version in August 2010 with 100 users. The site integrated with the OMB MAX Federal Community authentication system for user account management. When fully operational, FedSpace will provide the collaboration and document sharing space for government staff, improving communication, reducing redundant efforts, and permitting the government to operate more like one government rather than 24 different major agencies. By the end of fiscal year 2010, FedSpace had 170 users who had established 24 communities. Nearly half of the invited alpha testers participated in the site, while the rest of the users had come to FedSpace via word of mouth. As part of its “Find a Fed” feature, FedSpace had included all MAX users, NASA, and GSA staff rosters in its directory service.

Federal Web and New Media Managers

The Federal Web Managers Council is an interagency group of agency Web and new media directors who collaborate to improve the online delivery of U.S. government information and services. Members are from all federal Cabinet agencies, as well as congressional support agencies, and major independent and subagencies that deliver top citizen tasks.

The council has grown into a dynamic and influential community of practice, and guides the work of several subcouncils, as well as the larger U.S. government Web community known as the Web Content Managers Forum.

Achievements: OCSIT sponsored and grew the Web Managers Forum to a community of more than 2,200 federal, state, and local Web managers who share innovations, best practices, and solutions to common challenges and collaborate on Web content within and across agencies.

OCSIT also expanded the Federal Web Managers Council to include political new media directors from across government, to improve collaboration among Web and new media staff, and created three new subcouncils on social media, accessibility, and search. During 2010, the council worked closely with OMB to reform several Web-related policies, including on the use of social media websites, Web tracking technologies, and persistent cookies. These new policies will enable more agencies to effectively use of social media and to use Web analytics to better understand who their customers are and what they need.

WebContent.gov

OCSIT, in collaboration with the Federal Web Managers Council, manages WebContent.gov to enhance collaboration among agencies. It serves as the authoritative source for federal Web requirements and best practices. Thousands of federal, state, and local Web and new media professionals use the site to find and share best practices related to managing content, usability and design, search engine optimization, analytics, and other key areas of managing government websites.

Achievements: OCSIT expanded WebContent.gov in 2010 by publishing significant new content in several core functional areas: usability, emerging technology, social media, multilingual websites, and accessibility. Specific examples include making

multimedia accessible for people with disabilities, return on investment of user-centered design, Spanish language style guide, social media news releases, Web chat, and microblogging. OCSIT embarked on a rebranding project and further expanding WebContent.gov, to appeal to a broader audience, add more interactive features, and provide best practices for other customer service channels.

Web Manager University

The screenshot shows the Web Manager University website. On the left is a dark blue navigation menu with links: About WMU, Schedule of Classes, Registration & Payment, WMU Instructors, New Media Talks, Annual Conference, Previous Training, and Contact WMU. The main content area features the WMU logo, a 'Register now!' button with a green checkmark, and a section titled 'Web Manager University Schedule of Classes'. Below this is a note: 'Please check this page often, since we regularly add new classes and training opportunities.' A sub-section for 'Spring 2011' contains a table of classes. At the bottom of the page are links for 'About Web Manager University' and 'About New Media Talks for Government'.

Date	Event	Instructor	Location	Fee
Mar 17–18	Annual Conference	Various	Wash, DC	\$395 Gov \$595 Contractors with a .gov email address
Apr 1	First Fridays Product Testing	Various	Wash, DC	Free
Apr 20	Usability Testing—It's Not Rocket Surgery	Steve Krug	Wash, DC	\$300 Gov \$400 Others
Apr 21	Monthly Forum Series	TBD	Webinar	Free - Gov only
May 6	First Fridays Product Testing	Various	Wash, DC	Free
May 11–12	Essentials of Usability and User-Centered Design	Hall Miller-Jacobs	Wash, DC	\$600 Gov \$800 Others
May 24–25	Video Bootcamp	Michael Rosenblum	Wash, DC	TBD
(Date TBD)	508 Tools and Testing	TBD	TBD	TBD

Web Manager University is the federal government’s training program for government Web and new media professionals. The multidisciplinary curriculum addresses the broad range of skills that agencies need to manage their Web and new media efforts, such as:

- Performance analytics;
- Managing content and writing in plain language;
- Governance, policy, and strategic planning;
- Social media and citizen engagement;
- Search engines;
- Emerging technology; and
- User experience, design, and accessibility.

The program focuses on delivering hands-on, practical skills that government Web staff can immediately apply to their work. WMU provides high value to government agencies by centralizing this training function, rather than having hundreds of agencies manage their own training programs.

Achievements: As of Sept. 30, Web Manager University had managed more than 230 training events and attracted more than 21,000 attendees from more than 100 agencies. It has secured some of the world's leading Web and new media experts as part of its faculty, and worked with these instructors to develop curricula tailored to government needs. OCSIT marketed the program to thousands of potential participants, and expanded classes beyond Web managers, attracting students from other disciplines (public affairs, technology offices, program offices). Student satisfaction ratings averaged 8.5 out of 10, with nearly one-third rating their class 10 out of 10. OCSIT also conducted the sixth annual Government Web Managers Conference, the largest gathering of government Web and new media professionals in the U.S, with nearly 500 attendees and attracting highly acclaimed keynote speakers, including Federal Chief Information Officer Vivek Kundra; White House New Media Director Macon Phillips; Craigslist founder Craig Newmark; Starbucks executive Chris Bruzzo; and Jeff Jarvis, author of "What Would Google Do?"

Government Contact Center Council and USA Contact

OCSIT leads the Government Contact Center Council, also called G3C, a group of federal contact center managers that shares industry best practices and emerging technology and collaborate during national emergencies.

Achievements: The Government Contact Center Council includes 90 members from 45 federal offices (an increase of nearly 40 members from one year ago). The council meets monthly to share best practices and collaborate on communications for national emergencies and natural disasters. The council wrote a paper for the White House, "An Analysis of the Feasibility of Employing Home-Based Agents in Economically Depressed Rural Areas To Staff Federal Contact Centers."

OCSIT provides a contracting vehicle, USA Contact, which provides federal agencies with a cost-saving approach to contracting for contact center services. In that way, we ensure ready access to government information and services, helping agencies ensure timely, consistent, and accurate responses to public inquiries.

Achievements: USA Contact has awarded 25 contracts, resulting in significant cost-savings for agencies by not having to run their own contact centers. These agencies receive quality contact center services that provide enhanced customer service capabilities for their customers.

International Collaboration

OCSIT has led the way in fostering intergovernmental collaboration among all levels of government and, notably, across national boundaries. Since the mid-1990s, we have been at the heart of many international cross-government communities, providing a safe forum for collaboration and learning as a trusted catalyst for open-minded exploration of

innovations in government. We have longstanding relationships with international networks of senior government leaders, chiefly in the IT area. Nurturing their relationships to each other is helping to transform government around the world. This was a particularly productive year for OCSIT's Global Government Innovation Networks:

5-Nations CIO Council: This group of CIOs from the U.S., the United Kingdom, Canada, Australia, and New Zealand has been meeting quarterly since 2005. OCSIT convenes the group for three videoconferences and a face-to-face meeting each year to discuss issues they all face, such as cloud computing, transparency and open government, social media, and managing IT budgets. High-ranking officials with few peers, they use this group to work out common public-sector problems through open and productive conversations with their counterparts from other countries. Discussions in 2010 centered on social media, customer satisfaction measurement, centralized certification and authorization for cloud computing, and cybersecurity. At their most recent meeting, the CIOs provided input for the White House IT management reform recommendations.

North American Day: Since 2001, GSA has sponsored U.S. participation in the annual North American Day talks among the major IT officials of Mexico, Canada, and the U.S. Three delegations of senior IT officials met in Montreal in July 2010 for two days of talks on issues of common concern. Discussions this year led to the development of a formal memorandum of understanding on collaboration among the three countries, as well as a U.S./Canada information-sharing project supporting cross-border law enforcement.

International Council for IT in Government Administration: As the U.S. dues-paying member of the council, the premiere international group of senior government IT officials from 25 countries, OCSIT hosted the council's 44th annual conference in November. National CIOs and other national IT leaders from 22 countries met for three days to discuss important IT topics under the conference theme, "Open Government: Making It Work." Among the key participants were the CIOs of Singapore, Taiwan, the United States, Canada, the United Kingdom and the Netherlands.

U.S./Canada Bilateral Meetings: The leaders of GSA and its counterpart in the Canadian government have held bilateral information-sharing meetings since 2003. The leaders of the two government logistics organizations have met face to face about once a year to discuss public buildings and acquisition programs, support for small businesses, and electronic waste management, among other issues we have in common. In June 2010, GSA Administrator Martha N. Johnson led a delegation of GSA's leaders to Ottawa for a productive meeting with their counterparts, and describes the results in her July 23 blog entry, "Collaborating North."

International Open Government Data Conference: Data.gov organized the first International Open Government Data Conference in Washington, D.C., Nov. 15-17. Speakers represented the U.S. federal and state governments, nongovernmental organizations, foreign governments, academia, industry, and the media. Nearly 400 people from 13 countries registered. The conference appeared in at least 33 articles, blogs and announcements in outlets ranging from the New York Times and the Huffington Post to Washington's Federal News Radio, Federal Computer Week, and

Gov20.GovFresh.com. The conversations continue in the “Open Data” and “Semantic Web” community forums launched on Data.gov during the conference.

The conference was coordinated with the United Kingdom's Open Government Data Camp to launch a week of international collaboration in the open linked-data community. This led to creation of a new World Wide Web Consortium on open government data, work on international metadata standards, United Nations interest in forming a group on open government data, and plans for capabilities that can be used by any government starting an open data platform.

■ Recognition

OCSIT continues to play a key role in driving greater transparency and openness in government by using agile technologies, processes, and expertise for public engagement and collaboration built around innovative solutions that provide a more effective, public-driven government.

OCSIT is consistently recognized as a world leader in public engagement and innovation. Our staff is in high demand for consultation, speaking events, and interviews with major media outlets. OCSIT has been recognized with several team and individual awards.

- OpenTheGovernment.org ranked GSA No. 8 among agencies required to submit open government plans
- The Office of Science and Technology Policy awarded GSA a Leading Practices Badge for two open government flagship initiatives: terms of service agreements and open government public engagement tools. This award celebrates agencies that exceeded the basic requirements of the Open Government Directive.
- Cato@Liberty graded agencies on publishing high-value data sets. GSA received an A for three high-value data sets published on Data.gov.
- OMB Watch ranked GSA No. 2 in the Top 5 open government Web pages.
- Planetizen awarded Data.gov one of the 10 best planning, design, and development websites.
- The GovGab.gov blog was recognized with Juggle.com's Top Government Blog award.
- Dave McClure received the Association for Federal Information Resources Management Leadership Award for outstanding executive leadership in governmentwide information resource management.
- Martha Dorris was named the Civilian Agency IT Executive of the Year by Government Computer News.
- Sheila Campbell received Fast Company's Most Influential Women in Technology Award
- Sanjeev "Sonny" Bhagowalia, Fed100 Award
- Katie Lewin, Fed100 Award
- John Murphy, Fed100 Award
- Earl Warrington, Fed100 Award

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