

IN-DEPTH RESEARCH FOR THE FEDERAL MARKET

As Government Executive Media Group's research division, Government Business Council (GBC) is dedicated to advancing the business of government through analysis, insight and the sharing of best practices. By leveraging *Government Executive's* proven credibility with senior federal decision makers and its dedicated research capabilities, GBC is uniquely positioned to develop comprehensive research on the federal government.

2009 SYNDICATED RESEARCH AGENDA

Working with the *Government Executive* editorial staff, GBC has selected several key challenges facing the federal government for inclusion on our 2009 syndicated research agenda. For each topic selected, GBC's research team will leverage *Government Executive's* deep understanding of federal agency operations to produce insightful and compelling independent research delving into the government's "pain points" as well as relevant lessons learned and best practices which may be transferred across federal agencies.

By sponsoring a GBC syndicated study, you can:

- position your company as a thought leader by associating your brand with objective, relevant research and analysis furthering the achievement of federal agency missions;
- place your solutions directly in front of federal managers who are actively seeking advice and solutions related to the challenge being studied;
- cultivate a pipeline of highly-qualified leads for your federal sales team.

Our 2009 Syndicated Research Agenda currently includes the following research topics:

- Cyber Security in the New Administration
- The Evolving Role of Financial Management in the Federal Government
- Human Capital—A Study of the Senior Executive Service
- Green Government

SYNDICATED RESEARCH PROGRAM ELEMENTS

Sponsors of GBC Syndicated Research benefit from turn-key program elements including:

Content:

- Quantitative survey of *Government Executive* readers involved in the business challenge being studied.
- Research report (10-20 pages) delivered to you for posting on your website and for use as marketing collateral.

Delivery:

- One-page Executive Summary of the research, highlighting research results and published in selected issue of *Government Executive*.
- Webinar to present Syndicated Research Report to targeted audience of *Government Executive* readers.
- Research deck posted on GovernmentExecutive.com website for 3 months or more.

Lead Generation:

- Registration required for all distribution; highly qualified lead database provided to you which includes 1) all online visitors who register to download the research and 2) all registrants and attendees of related webinar.



SPECIAL ADVERTISING SECTION

GOVERNMENT BUSINESS COUNCIL
ADVANCING THE BUSINESS OF GOVERNMENT THROUGH ANALYSIS, INSIGHT, AND THE SHARING OF BEST PRACTICES.

CITIZEN SERVICES IN THE AGE OF ELECTRONIC GOVERNMENT

SIGNIFICANT GAINS ACHIEVED BY FEDERAL AGENCIES, BUT CHALLENGES REMAIN

A recent survey of more than 100 federal managers reveals that while electronic government is helping agencies provide information and services to citizens, more improvement implementing e-government and stronger results are needed in order to achieve high-level, mission-critical goals.

The survey, conducted by the Government Business Council and sponsored by Bearing Point, broadly addressed the entire e-government agenda while focusing on two critical areas:

- Government to Citizen (G2C) services
- Internal efficiency and effectiveness and government to government (G2G) collaboration.

PROGRESS TO DATE
Senior federal managers who responded to this survey acknowledged significant gains resulting from the advent of electronic government at their agencies. But there is more work to be done, especially in e-government implementation.

ABOUT THE GOVERNMENT BUSINESS COUNCIL
The Government Business Council is the marketing research and customer solutions division of Government Executive magazine. GBC's dedicated research staff partners with companies to study the business trends that are transforming how federal agencies operate and achieve their missions.

ABOUT THE SURVEY
The Government Business Council, in partnership with Bearing Point, conducted the survey from August 19 to August 20, 2008. Government Executive magazine solicited an unrepresentative sample of 100 federal managers (G2C) and 100 federal managers (G2G) to complete the survey. The survey was conducted by the Government Business Council, a division of Government Executive magazine, and the entire cost was covered by the Government Business Council.


SERVICE AND INFORMATION PROVIDED FOR CITIZENS
Citizen interactions with government information and services have improved dramatically with the help of electronic government, survey respondents said.

- Over 90% of respondents believe electronic government has made it easier for citizens to find important information.
- More than 75% of those polled said that e-government has enabled federal agencies to provide better service to citizens, and has made it easier for people to communicate their views to government.

Nevertheless, there remain problems with e-government implementation at federal agencies. Respondents were generally unimpressed with their agency's overall efforts to deliver electronic information and services to citizens. 52% of respondents gave their agency a "B" grade, while 30% said their agency deserved a "C" and 9% an "F."

Reducing Paperwork and Form Work
In the area of internal efficiency and effectiveness, form work and paperwork is a major pain point for federal managers—and electronic government has had mixed success reducing the burden.

HAS ELECTRONIC GOVERNMENT LED TO A REDUCTION IN PAPERWORK AND FORM WORK IN YOUR AGENCY?



Response	Percentage
Strongly Agree	14%
Somewhat Agree	33%
Somewhat Disagree	24%
Strongly Disagree	29%