

FY2015 IT Plan Highlights

418 NMTD – New Mexico Tourism Department

Executive Summary:

1. The mission of the Tourism Department is to market New Mexico as an enchanting destination to the world. The primary information technology goals identified by the Tourism department (NMTD) to help achieve this mission are:
 - a. Utilize technology to improve the effectiveness of the departments outreach to new and existing tourism markets.
 - b. Enhance NMTD's networking and computing infrastructure and support the department's programs and personnel so they are successful in implementing and reaching their strategic initiatives. The department's IT budget is expected to be flat in FY15, therefore, the IT program will focus on activities, programs and services that have minimal financial cost.
2. Improve the quality and marketing effectiveness of NMTD digital assets: NMTD began to redesign our primary web site (Newmexico.org) in FY12, and a rolling redesign of sections of NewMexico.org will continue in FY15 and beyond.
3. Further develop NMTD's ability to analyze visitor data in order to improve our ability to market New Mexico to visitors: NMTD will monitor and analyze visitor use patterns of NMTD's digital assets (using Google Analytics, Facebook Insights, and other analytical tools) to determine visitor demographics and interest in niche type content or services in order to develop appropriate content and target prospective visitors.
4. Server, network, workstation, print, fax and copy upgrades

Agency Vision:

To be a key economic driver for the State of New Mexico

Agency Description:

The NMTD was created in 1991 by the Tourism Department Act, codified as Sections 9-15A-1 through 9-15A-9 NMSA 1978. The act separated the Travel and Tourism Division of the former Economic Development and Tourism Department to form a new cabinet agency. For FY15, the NMTD has a total of 68.5 FTE in four programs.

Major IT Accomplishments of FY13:

- Enhance department backup services
- Upgrade internal department network from 100mb to 1GB

Business Applications Services – Replace:

K4 Cross-Media Publishing Platform for New Mexico Magazine - FY14 or FY15 based on performance.

Agency IT Strategic Goals:

- Goal 1: Improve the quality and marketing effectiveness of NMTD digital assets
- Goal 2: Provide assistance to support the department's programs and personnel so they will be successful in implementing and reaching their strategic initiatives

Staffing Gaps and Recruitment:

Network/device security

IT Staff Training Plans:

Intermediate network/device security