

Motor Vehicle Division Administrative Memo # 17-02
Office Name Change – Driver and Identification Services (DIS)

DATE: April 18, 2017

FROM: Melissa Spiegel, Director, Driver and Identification Services

TO: All Driver's Services staff, Iowa County Treasurers and County Treasurers' staff that issue driver's licenses.

SUBJECT

This administrative memo explains that the Office of Driver Services is officially changing its name to Driver and Identification Services (or *DIS*, for short).

EXPLANATION

In order to more accurately convey the important work that we do regarding identification, we felt it was necessary to change the name of our office. **This policy is effective April 18, 2017.**

HELPFUL QUESTIONS AND ANSWERS

The following questions and answers provide additional information that will be helpful to you.

WHY ARE WE CHANGING OUR NAME?

First and most importantly, we are including identification in our name because it's foundational to what we do. Before we can even determine eligibility for licensing, testing, or issuance of any kind, we must first establish and confirm a person's identity. Identity is directly linked to an individual's mobility, and as we've been saying for a few years now – **safe mobility** is really what we are all about. In fact, the DOT's mission of getting you there safely, conveniently, and efficiently, can really be boiled down to those two words: safe mobility.

Supporting highway safety is clearly a major part of what we do, but when you think about our roles and the impact our main product (driver's licenses and non-operator identification cards) have on individuals throughout the state, we sell ourselves short if we claim our *only* role is to protect our roadways. Safe mobility implies highway safety but also recognizes the importance of vitality in our state and in our communities – and as part of the Department of Transportation, focusing on safe mobility makes sense. Individuals use their driver's license or identification card for many purposes, including driving, but *mobility* is connected to more than just driving and getting places (geographic mobility). It also means being able to access and do the things you want and need to do such as opening a bank account, cashing a check, receiving government assistance, boarding an airplane, renting an apartment, and the list goes on. Without a way to prove their identity, our customers face hardship – and we are not unfamiliar with this; we hear about it when this happens – customers call, come to visit us, and are generally freaked out when there is a problem preventing them from obtaining their driver's license or identification card – because it is vital to their livelihood.

The emphasis of identification in our office name doesn't really shift what we are already doing and what we have actually been doing for years because identity management has always been a foundation for safety. You've probably heard the phrase "one driver, one record", and it means that we recognize the direct link that reliable identity management has to public safety. Safe mobility is connected to the integrity of our driving records – we understand the critical importance of maintaining accurate driver records and identifying the correct individual when we enter a conviction or a sanction onto a record, or the importance of accurate documentation when customers exchanges an out of state license for an Iowa license. We've certainly become better at confirming identity over time. We have invested in fraudulent document recognition training, facial recognition technology, and several verification systems such as the Social Security Online Verification System (SSOLV), Systematic Alien Verification for Entitlements (SAVE) through U.S. Citizenship & Immigration Services, the Commercial Driver's License Information System (CDLIS), and the State Pointer Exchange Service (SPEXS), to name a few. We realigned the Bureau of Investigation & Identity Protection within the Motor Vehicle Division almost four years ago for some of the same reasons – to distinguish the important role we have in identity management and the link it has to our ultimate mission of supporting safe mobility.

As we look ahead, there is no doubt that identity management will become even more important, and because of that, the time to distinguish ourselves as having a chief role in identity management and to announce that in our office name is now. We have already seen that our investment in identity management naturally puts us in position to add security *and* convenience for customers, not just in our services, but in other state and government services as well. For example, our online verification of Iowa driver's licenses and identification cards provided a platform to partner with the Iowa Secretary of State to produce online voter registration which makes sense and offers a secure and convenient solution. Additionally, our mobile driver's license project centers completely around being able to accurately and successfully identify who someone is and use that confirmation of who they are to provide convenience and access to our customers who rely on their identity for many services, beyond driving. We are already seeing significant testing of autonomous vehicle operation and some have questioned the potential impact autonomous vehicles could have on the value of a driver's license; however, I argue that it doesn't change the core of what we do – supporting safe mobility – because there is still a need to properly identify individuals and ensure they are fit to use such a vehicle, whatever that criteria may evolve to be.

So getting back to our name change, and this is of a housekeeping measure, we are also deliberately dropping the word "office" from our name simply because it is not necessary. Customers do not care if we announce ourselves as an office, a unit, or a division – they just want to know what it is that we do. Plus, adding an additional six syllables in "identification" warrants dropping a couple where we can! Side note, our new acronym (DIS) was actually my son, Jase's first word (he's actually trying to say "this" but it comes out much more like "dis"). At fourteen months, it is still his favorite word and he says it all day, every day, while handing me random things he finds, but I swear that's not where I got the idea for our name change.

WHAT ABOUT FORMS, BUSINESS CARDS, LETTERHEAD, AND OUR WEBSITE?

There is no rush to immediately change everything that has our old name on it. We are actively working with Strategic Communications to plan for our name to be updated on both DOT forms as well as where it may be referenced on our website pages, and as we come across additional materials that use our office name we will update them as part of the routine updates we'd normally pursue. There is likewise no rush to order new business cards as we recognize it will take some time to fully transition all of materials, as well as habits. We'll also need to change our administrative rule chapters. However, while our official notices will require programming to change our name, correspondence that you create in word documents are customizable, so go ahead and make the change to any letters or correspondence that you send using Microsoft Word. And go ahead and change those signatures in Outlook too!