For the Satisfaction and Happiness of Citizens

CS Monitor Group of the Ministry of Public Administration and Security in Korea

Purpose

The role of public administration has changed dramatically in line with rapid pluralistic and globalized changes in society. To meet public demand, horizontal and bottom-up approaches accommodating the age of information technology has replaced the top-down approach used in the past public administration.

In the past, the public could come in contact with administrative agencies mainly by two means: civil appeals[1] or meetings or public hearings held by administrative agencies, to raise their concerns about certain government decisions. However, the recent change of public administration paradigm suggests the need of administrative agencies to pursue public opinion more actively and reflect it in their administrative services.

The CS Monitor Group was created to reflect ongoing efforts to improve civil services. The Ministry of Public Administration and Security (MOPAS)[2] created the group in 2007 "for the satisfaction and happiness of citizens." The group not only gathers public opinion concerning overall policies implemented by the MOPAS but also develops institutional tools to reflect public concerns. It ultimately aims to improve public satisfaction level on public policies and invigorate communication with citizens and public participation in government affairs. This paper examines the history and progress of the CS Monitor group and its future directions.■

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[1] Citizens make civil appeals/enquiries to administrative agencies for the promotion of their rights and interest
[2] MOPAS is a central government ministry responsible for government organization, personnel management of the central government, local administration, and public security. MOPAS strives to improve public administration in the central and local governments by reflecting citizens' opinions and promoting their participation in policy-making and implementation.

History

MOPAS receives applications from citizens and commissions selected citizens to monitor public opinion on a one-year term basis. The first term of the CS Monitor Group started with 218 people in August 2007; the current third term has 162 people.

The selection of the group is open to the public through the MOPAS website and the selected group is represented by a wide range of occupation including private-sector employees, self-employed people, students, housewives, professors, teachers, public-sector employees, employees of public corporations and many more across the country.

➢ Table 1
History of
CS Monitor Group

	First Term	Second Term	Third Term
Commission Period	One Year (August 1, 2007 -July 31, 2008)	One Year (August 20, 2008 -August 19, 2009	One Year (September 1, 2009 -August 31, 2010)
The Number of Members	218 (98 Males, 118 Female)	100 (71 Males, 29 Females)	162 (114 Males, 48 Females)
Selection Process	Through the MOPAS Website		
Main Functions	➢Monitors public opinion related to policies implemented by the MOPAS ➢Develops tools to improve civil affairs ➢Participates in surveys concerning policies and civil affairs		

A monitor refers to someone who, commissioned by broadcasting, newspaper, or manufacturing companies, reports his or her opinion about programs, products, or articles. Likewise, the CS Monitor is defined as someone who, as a consumer of policy, raises public concerns and problems associated with policies, and provides suggestions, feedback and monitoring activities to MOPAS.

The CS monitors report public suggestions, opinion, and complaints through the MOPAS websites. On the CS Monitor Online Café, monitors exchange their views about public policies and make presentations at offline workshops. Through both online and offline activities, monitors provide a wealth of information to the MOPAS.

In terms of the process from the group to the MOPAS, CS monitors register their suggestions, opinions, or complaints on the CS Monitor Group Website. These, in turn, are transferred to relevant

public employees through the VOC under the Customer Center on the MOPAS Website. Public employees decide on whether to reflect the proposed opinion—delivered through the CRM (Customer Relationship Management) system— in public policies.

➤ Figure 1
Processing
CS Monitor Reports

In this way, the CS Monitor Group raises problems and alternatives to public policies by the MOPAS and, thus, contributing to improving both policy decision-making and civil services. Its members exchange their opinions with other monitors through the CS Monitor Group Café in NAVER, a popular online portal site in Korea.■

➤ Figure 2
CS Monitor Group
Cafe

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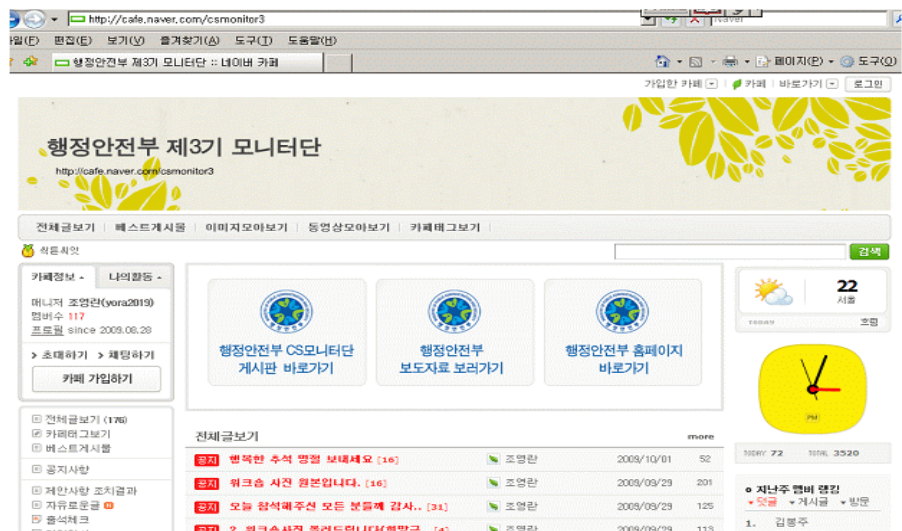
Achievements

CS monitors have played a crucial role in delivering how the public feels and thinks about public policies to MOPAS. They have been actively engaged in monitoring public opinion, developing ideas to improve customer satisfaction and civil services, as well as participating in various surveys. From August 2007 to October 2009, the group has made 2,365 suggestions, many of which were adopted by MOPAS.

➢ Table 2
Performance of
the CS Monitor Group

| | Total | MOPAS | | | | | | Other Ministries |
		Sub-total	Suggestions	Encouragements or Approvals	Complaints	Requests or Inquiry	Other	
Total	**2,365**	**1,716**	**1,436**	**160**	**66**	**14**	**40**	**649**
First Term	1,468	992	856	45	61	9	21	476
Second Term	693	555	418	114	3	5	15	138
Third Term	204	169	162	1	2	-	4	35

Although many suggestions made by the group are difficult to implement or had already been implemented, substantial number of cases were directly linked to policies or have been considered for their long-term policy implications.

For instance, a monitor in Cheongju suggested that local governments exclude students from their voluntary activities in picking up leaflets with sexual content on the street. MOPAS immediately implemented the suggestion by sending an official notice to local governments. A monitor in Pohang made an excellent proposal to log out of MOPAS website more effectively, which was also adopted. A monitor in Seoul proposed making the results of legislative discussions in Cabinet meetings available to the public, which MOPAS immediately adopted. When a monitor in Gangreung suggested improving the children's website on MOPAS homepage, MOPAS immediately implemented it. The idea from a monitor in Goyang, who proposed redirecting mail to a new address, won the Presidential Award in an idea contest for improved living.

In addition, annual workshops in the past and quarterly workshops starting this year have provided a venue at which policy makers and the public to discuss problems and suggestions to improve the main policies of the MOPAS such as the Early execution of local budget, the Hope and Work Project (jobs created

to revitalize local economy), administrative district reorgnization, or bicycle campaigns.

In sum, the CS Monitor Group has contributed to increase public support for policies by MOPAS and to improving communication between the public and the government.■

Future Direction

As administrative paradigm shifts toward customer satisfaction and happiness of citizens, the role of the CS Monitor Group needs to be strengthened for years to come. In terms of management, MOPAS needs to reflect as many of the group's suggestions as possible in the improvement of policies. The ministry also needs to seek ways to improve the group by developing effective tools for making suggestions and increasing opportunities for exchanges among members of the group. Through in-depth analysis of the public concerns by the group, needs to make suggestions that can be implemented by MOPAS so as to enhance administrative services.

The MOPAS CS Monitor Group will continue to make its utmost efforts to improve public participation in public policies and communication between MOPAS and the public in order provide quality policy and administrative services to citizens.■

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