



Virtual Digital Transformation in Local Government

Improving Public Service Through Digital Government

Online | Wednesday, April 7th, 2021 | Start: 12.00pm ET / 9:00am PT

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Agenda Overview

Local Governments provide hundreds of services every day, across various channels, and increasingly those services are being provided on shrinking budgets, coupled with a growing population. As we forge ahead into a new decade, Digital Transformation continues to be one of the biggest drivers of public sector improvement and efficiency.

Many government departments have digital transformation initiatives underway, however, some continue to lag in those efforts. The COVID-19 pandemic that took the world by storm has certainly presented a fresh urgency to modernizing services and ramping up digital transformation projects. As local governments around the country have been presented with increasingly pressing challenges – made all the more difficult by the impact of COVID-19 – digital transformation initiatives have certainly provided a unique opportunity for governments to break down silos, collaborate, and improve contacts with citizens. The benefits of a digital government are often evident – rarely do we ask ‘why’, but instead ‘how’?

Public Sector Network’s **Digital Transformation in Local Government** will provide an opportunity to connect with your colleagues and peers as we hear from those responsible for driving digital transformation. Join us as we explore actionable insights that can really make a difference to the digital vision for your citizens.

Who attends?

- Mayors
- Local Government Policy Makers
- City Managers & Chief Administrators
- Chief Information Officers
- Chief Digital Officers
- Chief Technology Officers
- Chief Information Officers
- Head of Digital Transformation
- Director of Digital Government
- Heads/Directors of IT and Technology
- Heads/Directors or Modernization/Innovation/Transformation

Speakers



Chris McMasters
Chief Information Officer,
City of Corona (CA)



Travis Cutright
Chief Information Officer,
City of Mesa (AZ)



Kevin Gray
Chief Information Officer,
City of Burbank (CA)



Raimundo Rodulfo
Director of Information Technology/ Chief Innovation Officer,
City of Coral Gables (FL)



Meghan Cook
Program Director, CTG,
State University of New York (SUNY) Albany



Ajay Gupta
Chief Digital Transformation Officer,
California Department of Motor Vehicles (DMV)



Brian Chidester
Head of Worldwide Industry Strategy,
OpenText



Ayushi Roy
Co-Lead, State and Local Practice, 18F,
Technology Transformation Services,
US GSA



Heather Jin
Global Head of Social Impact,
Medallia



Dallas Blaney
Executive Director,
Challenge America

Reasons to Attend

Hear how local government digital transformation leaders across the country are transforming their operations to become more efficient and more accurate to provide better services to the public



Develop and execute a seamless digital transformation strategy and scale capabilities across your organization



Enhance integration and collaboration across all levels of government to drive improved outcomes



Understand how to select and embed digital technology to meet your organization’s mission



Understand how others are adapting to COVID-19 and its impact upon Digital Transformation initiatives





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12:00pm ET 9:00am PT	Welcome from Public Sector Network	1:25pm ET 10:25am PT	Break
12:05pm ET 9:05am PT	Chair Opening: The Revolution in Digital Public Services Ayushi Roy , <i>Co-Lead, State and Local Practice, 18F, Technology Transformation Services, US GSA</i>	1:30pm ET 10:30am PT	Partner Session: 5 Steps to Crowdfund for Rapid and Equitable Innovation Heather Jin , <i>Global Head of Social Impact, Medallia</i> Dallas Blaney , <i>Executive Director, Challenge America</i> <p>The needs of citizens, patients, employees, and clients that you serve are changing rapidly. This new reality requires digital innovation, collaboration, and direct feedback from your community so that you can identify new human-centered solutions to new challenges. Join this webinar to learn: This session will share a 5-step framework to make innovation fast and accessible through crowdsourcing. It will focus on how organizations like the Challenge America, State of Washington, and UK National Health Service (NHS) used this technique to collaborate across the public, private, and nonprofit sectors. How you can apply the same framework to focus resources behind the most critical issues.</p>
12:20pm ET 9:20am PT	Academic Case Study: Research to Practice & Practice to Research: Lessons in Local Government Digital Services and Innovation Meghan Cook , <i>Program Director, CTG, State University of New York (SUNY) Albany</i> <p>With over 85K local governments in the United States there isn't a one-size-fits-all approach to transforming government operations and services but there are real lessons learned from the experiences. From the smallest villages to the largest cities and counties, each carrying out efforts from incremental to disruptive change, there are commonalities across their contexts. As local government leaders at all levels work to make decisions that lead to public value, they understand that these are some of the most complex and costly decisions they will make. This session will draw on lessons learned from local government transformation efforts where leaders worked to move the needle on their own digital services and innovations and built a collective understanding of the long term sustainable digital future.</p>	1:45pm ET 10:45am PT	Panel Session: Building out Endemic Public Sector Digital Capabilities: People, Processes, & Technology Travis Cutright , <i>Chief Information Officer, City of Mesa (AZ)</i> Raimundo Rodulfo , <i>Director of Information Technology/ Chief Innovation Officer, City of Coral Gables (FL)</i> Ajay Gupta , <i>Chief Digital Transformation Officer, State of California DMV</i> Meghan Cook , <i>Program Director, CTG, State University of New York (SUNY) Albany</i> Moderator: Ayushi Roy , <i>Co-Lead, State and Local Practice, 18F, Technology Transformation Services, US GSA</i> <p>We have discussed some of the technologies and applications that can be brought to bear to help in your digital transformation process - but what can you get done from 'home'? Public Sector leaders are increasingly approaching these challenges from an 'out of the box' viewpoint and leveraging people, processes, and technology to their utmost. Let's explore how you can best achieve that success:</p> <ul style="list-style-type: none"> • Discuss the challenges inherent in building a digital transformation team and how to best make progress • How have recent events changed your personal philosophy and your organizational culture? • Digital transformation isn't a one-time initiative. How has the journey reframed your view of what digital transformation can offer your organization and your citizens? • Building partnerships is of paramount importance in the digital transformation process. How have you gone about securing those key partnerships to help you achieve your mission?
12:35pm ET 9:35am PT	Government Case Study: Putting People at the Core of your Digital Transformation Journey: Lessons Learned from the Private Sector Chris McMasters , <i>CIO, City of Corona (CA)</i> <p>At the end of the day - it's all about people. Your employees. Your citizens. Your stakeholders. If your transformation isn't centered on peoples' needs, methods of communication, and provide convenience of use - expect an uphill battle. Join Chris McMasters as he outlines some lessons learned during his journey from the Private to the Public Sector and how he has been able to shift the philosophy and reframe the intersection points between people and digital technology.</p>	2:25pm ET 11:25am PT	Closing remarks from the Chair Ayushi Roy , <i>Co-Lead, State and Local Practice, 18F, Technology Transformation Services, US GSA</i>
12:50pm ET 9:50am PT	Partner Session: Cowboy Up: How to Unlock the New Government Experience Brian Chidester , <i>Head of Worldwide Industry Strategy, OpenText</i>	2:30pm ET 11:30am PT	Virtual event adjourns
1:10pm ET 10:10am PT	Government Case Study: Leveraging Design Thinking Principles within a Unique Culture of Collaboration Kevin Gray , <i>Chief Information Officer, City of Burbank (CA)</i> <p>Burbank has decided upon a novel approach to their digital transformation journey; one rooted in a business-based perspective. To ensure that services including infrastructure maintenance and waste management operations are considered along the same lines as the improvement business operations and other imperative efforts - Burbank is using design thinking principles and a unique collaboration framework to improve outcomes. Chaired by Kevin Gray the city's Board tasked with digital transformation initiatives is comprised of various city business units and stakeholders with a unique story of collaboration and constituent engagement.</p>		

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