



Virtual Big Data & Actionable Insights

Leveraging Data Science to Guide Transformation in the Public Sector

Online | Wednesday, April 14th, 2021



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Agenda Overview

Data is the new currency of the digital economy, and while the use of data is nothing new, the last decade has seen the rise of new tools and techniques, as well as new uses for data, that are changing the paradigm for public sector leaders starved for actionable intelligence.

We know that all levels of government collect an increasing amount of data every day - with this data becoming a critical asset for insight-led decision making - however it can be difficult to organize, manage, and extract actionable insights from increasingly large and diverse data sets. The efficient use of data is the missing link where true data insights can be leveraged to improve service delivery, national resilience, and citizen outcomes.

As our nation is faced with mounting crises ranging from COVID-19 to climate change, from societal injustice to economic injustice - actionable analytics can mean the difference between life and death.

While data literacy, culture, and data accuracy all pose challenges to glean actionable insights; privacy concerns are often seen as the biggest challenge presented by the rise of data and analytics - especially in an age of distributed workforce and unsecured home networks. Government departments and agencies must consider the type, and source of data, being collected, stored, analyzed, shared, and consumed.

Public Sector Network's **Big Data & Actionable Insights** Virtual Event will help government thought leaders understand the evolving technology landscape, and garner peers' perspectives on how best to leverage data analytics to manage data, mitigate risk, and derive true value from an increasing dependence on data.

Who attends?

- Heavy State & Federal focus, Local, & Tribal Government Representation

Chief/Director/Head of:

- Data
- Data Management
- Data Science
- Data Analytics/Analysis
- Information Management
- CIOs from Local Government
- Deputy CIOs

Speakers


Justin Marsico

Chief Data Officer / Deputy Assistant Commissioner at Bureau of the Fiscal Service,
US Department of the Treasury


Faraz Ahmed

Data Scientist,
NYC Mayor's Office of Data Analytics


Stephanie Delgado

Senior Program Manager - Insight and Analytics,
GovSpend


Tony Batalla

CTO,
City of San Leandro (CA)


Dr. Joe Perez

Team Lead & Senior Systems Analyst,
North Carolina Department of Health & Human Services


Zakir Hussain

Partner/Principal Consulting, Technology Consulting, Data & Analytics,
EY

Reasons to Attend

A must attend event for public sector professionals looking to harness data and leverage insights in decision-making and service delivery



Learn how to extract data insights and develop a strong foundation for Machine Learning and AI usage



Explore best practices, strategies, challenges, and lessons learned from fellow public sector data leaders





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12:00pm ET 9:00am PT	Welcome from Public Sector Network	1:25pm ET 10:25am PT	Partner Session: Exploring Your Motivations for Data Collection & Sharing Stephanie Delgado , Senior Program Manager - Insight and Analytics, GovSpend The amount of data that you will continue to have to process over the coming years will only continue to increase – so how do you streamline that? Analyzing the very reasons behind your data collection and sharing strategies with thoughtful proceedings; including an eye towards risk reduction and the other towards security, you can have a significant impact on the quality, quantity, and usefulness of your data.
12:05pm ET 9:05am PT	Chair Opening: The Revolution in Public Service Data Use Zakir Hussain , Partner/Principal Consulting, Technology Consulting, Data & Analytics, EY	1:40pm ET 10:40am PT	Panel Session: Intersection Points: Data & AI: Driving Operational Efficiency and Service Delivery Faraz Ahmed , Data Scientist, NYC Mayor's Office of Data Analytics Tony Batalla , CTO, City of San Leandro (CA) Dr. Joe Perez , Team Lead & Senior Systems Analyst, North Carolina Department of Health & Human Services
12:20pm ET 9:20am PT	Local Government Keynote: Leveraging Data Analysis to Extract Insights for Improved Decision Making Tony Batalla , CTO, City of San Leandro (CA) Data has become a key enabler of government decision making and its importance will only continue to expand in the future. Yet, for public sector leaders, the revolution in Big Data can be abstract and hard to apply to the routine problems of public administration. This presentation will attempt to demystify Big (and Small) Data - along with its cousin Open Data - by outlining real-world examples of how data can be used to make small, but meaningful changes in government programs and delivery models.		Moderator: Zakir Hussain , Partner/Principal Consulting, Technology Consulting, Data & Analytics, EY We've explored various aspects of data analysis tools and technology – but as machine learning and AI are rolled out more broadly over the coming years – their impact upon how we approach and apply data will shift our understanding. As data is leveraged differently by different entities and at different levels of government – this panel discussions aims to provide a robust understanding how data application will shift from the local, state, and federal viewpoints. <ul style="list-style-type: none"> Explore how different levels of government are approaching the use of data differently and how machine learning applications will further impact those perspectives Discuss the challenges surrounding data quality and security Examine the methods of collection, analysis, use, and storage of public data and the balance needed to ensure that privacy and security are respected while leveraging the data for the broader public good
12:40pm ET 9:40am PT	Federal Government Keynote: Increasing Public Knowledge & Trust Through Data Transparency Justin Marsico , Chief Data Officer / Deputy Assistant Commissioner at Bureau of the Fiscal Service, US Department of the Treasury Bureau of the Fiscal Service, US Department of the Treasury As we explore how we can leverage data for better and broader insights; the Bureau of the Fiscal Service is doing just that. Through their FiscalData portal – bringing perspective to the wonkiest among us in Finance and Industry, while also leveraging the USA Spending.gov site to communicate more clearly with citizens, State and Local governments, and those interested in exploring how the US leverages data for decision-making. Justin Marisco and his team and driving these initiatives, all while keeping their mission front and center – providing the public with transparency and knowledge in order to continue to build public trust.	2:10pm ET 11:10am PT	Closing remarks from the Chair Zakir Hussain , Partner/Principal Consulting, Technology Consulting, Data & Analytics, EY
1:00pm ET 10:00am PT	Government Case Study: Data-Driven Decision Making: From Concept to Reality with Beauty and Brains Dr. Joe Perez , Team Lead & Senior Systems Analyst, North Carolina Department of Health & Human Services Anyone can make a pretty graph, but can you make sound decisions based on that graph? Is it actionable, or is it only fluff? How do you turn flashy concepts into actionable visualizations? Can you see the end result of those concepts; will they ever become reality? Do you have the vision to combine beauty with brains, thereby driving decisions with data? Or do you settle for destroying direction with disaster? What value do you see in your data? And what ideas do you have when you see it? Learn how you can capitalize on your ideas by blending internal with external, leveraging them into a cohesive strategy for both the short term AND the long term. See the five "Stages of the Spectrum" in action while catching the right blend of art and science, or beauty and brains, as you go from concept to reality.	2:15pm ET 11:15am PT	Virtual event adjourns
1:20pm ET 10:20am PT	Break		

Chair Partner

