



# Government Digital Insights: Winter Edition

## Recentring Service Delivery on the Citizen

Online → Wednesday, March 30, 2022 | 12pm - 2:45pm ET

### Your Inspiring Speakers



**BRIAN WHITTAKER**  
Chief Experience Officer  
Federal Deposit Insurance Corporation (FDIC)



**MICHAEL DEUTSCH**  
Chief Information Officer /  
Chief Information Security  
Officer / Associate  
Commissioner  
NYC Department of Youth &  
Community Development



**JESSICA MACLEOD**  
Director of Digital Services  
& Open Government  
City of San Rafael (CA)



**MIKE GRIGSBY**  
Director, Innovation and  
Technology  
City of Sioux Falls (SD)



**DANIEL YI**  
Senior Counsel for Innovation  
United States Department of  
Justice's Civil Rights Division  
(Pending Agency Clearance)



**COBY WILLIAMS**  
Principal  
New Reach Community  
Consulting



**ROBERT WEN**  
DevOps Consultant  
ReleaseTEAM



**JAY ANDERSON**  
Civic Engagement & Public  
Participation Lead  
City of Colorado Springs  
(CO)



**BRIAN CHIDESTER**  
Industry Vice President -  
Worldwide Public Sector  
Genesys

### Benefits of Attending



Examine examples of public sector leading digital transformation initiatives reframing service delivery around the country



Explore how citizen engagement & public participation can lead to improved citizen experience



Garner perspective through government case studies that will help you to transform your understanding of digital government



Discuss the role of UI & Citizen-centric design in digital service delivery

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## Recentering Service Delivery on the Citizen

As State & Local departments and agencies around the country respond to this shifting demand in communication and delivery – leaders are left to explore and examine meaningful ways to ensure that the key components of service delivery and citizen engagement are optimized.

As the primary means by which citizens engage with the public sector; service delivery is essential to the trust and level of engagement between governments and citizens. As such, citizen-centric design, development, and delivery is critical in facilitating that trust and increasing access to essential services. As service delivery moves further into the digital realm, a strong digital transformation strategy is paramount for all citizen-facing agencies. Identifying the needs of citizens, gaining trust through reliable and secure services, and finding the right balance between innovation and practicality are essential to successful digital service delivery.

In the same context, the nature of the citizen experience has dramatically shifted in recent years, as our collective expectations have continued to change. Omni-channel engagement points with innovative UI is a staple across the private sector – but is only beginning to truly gain traction in the public sector. How those touch points are leveraged, and how they can further transform the nature of service delivery to meet the needs of citizens, will decide what 21st century government will resemble.

Public Sector Network's **Government Digital Insights** virtual event will bring together public sector thought leaders and industry leaders as they explore and explain how digital service delivery is redefining citizen-engagement, the citizen-experience, and the future of government around the US.



### Who You'll Meet

#### Chiefs/Directors/Commissioners/Managers of :

- Administration
- Citizen Experience & Services
- Experience
- Civic Engagement
- Digital Applications
- Digital Technology
- Digital Service Delivery
- Service Delivery
- Enterprise Infrastructure
- Privacy
- Digital Transformation

**12:00pm ET**     **Welcome from Public Sector Network**

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**12:10pm ET**     **Welcome from Chair**  
**Brian Chidester**, Industry Vice President – Worldwide Public Sector, **Genesys**

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**12:25pm ET**     **Government Keynote:**  
**Redefining Service Delivery for 2022 and Beyond: DOJ's Civil Rights Portal**  
**Brian Whittaker**, Chief Experience Officer, **Federal Deposit Insurance Corporation (FDIC)**  
**Daniel Yi**, Senior Counsel for Innovation, **United States Department of Justice's Civil Rights Division (Pending Agency Clearance)**

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**12:45pm ET**     **Chair Keynote:**  
**Delivering Empathy Through Technology**  
**Brian Chidester**, Industry Vice President – Worldwide Public Sector, **Genesys**

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**1:00pm ET**     **Government Case Study:**  
**Improving Digital Access via Open Government**  
As digital service delivery continues to expand, and our avenues for communication and engagement with government become increasingly digital in nature – the importance of ensuring both access to services and accessibility in receiving those services, has begun to change the nature of the conversation. How are we leveraging digital transformation and technologies to ensure equitable access to services? How can Open Government initiatives assist in the transparency necessary to make digital accessibility a reality? Join Jessica MacLeod as she provides insight into San Rafael's approach to this challenge.  
**Jessica MacLeod**, Director of Digital Services & Open Government, **City of San Rafael (CA)**

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**1:15pm ET**     **Thought-Leadership Fireside Chat:**  
**Transformation is about Intentionality**  
What sort of impact are we having within our organizations? What kind of legacy are we leaving behind therein? Every one of us will one day or another depart from our place of employment; but by being intentional in our efforts to positively impact those institutions, and the lives of those they serve, we can transform our processes to suit the people instead of the technology. Join Mike Grigsby, in conversation, and explore how to ensure intentionality in our approaches to our missions.  
**Mike Grigsby**, Director, Innovation and Technology, **City of Sioux Falls (SD)**  
**Coby Williams**, Principal, **New Reach Community Consulting**

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**1:35pm ET**     **Gold Spotlight:**  
**Keeping CALMS in your Digital Transformation**  
Moving to a digital transformation is challenging for any organization, including government agencies and businesses. A key part of such a transformation is adopting DevOps, but where to begin? In this brief presentation, Robert Wen from ReleaseTEAM will highlight the CALMS model of DevSecOps, including real-life examples from previous government clients where these pillars applied and which Atlassian tools fostered adoption.  
**Robert Wen**, DevOps Consultant, **ReleaseTEAM**

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**1:50pm ET**     **Break**

1:55pm ET

**Government Case Study:**

**discoverDYCD: Leveraging Data Insights to Improve Service Delivery**

Continuous improvement in service delivery is a must. As such, the NYC Department of Youth & Community Development – which offers high-quality and essential services to many across New York City – has developed the discoverDYCD program; allowing New Yorkers to identify and access services they need and may not have been familiar with. Join Michael Deutsch as he provides insight into how the NYCDYCD has leveraged data, and engaged with citizens, to advance the mission.

**Michael Deutsch**, Chief Information Officer/ Chief Information Security Officer/ Associate Commissioner, **NYC Department of Youth & Community Development**

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2:10pm ET

**Panel Discussion:**

**Creating a Culture of Citizen-Centric Digital Service Delivery**

Developing an internal culture dedicated to service delivery is daunting work – requiring effort, perseverance, and collaboration. As governments across the nation reassess service delivery for the digital age – the task of ensuring that you live that reality through organizational culture is key. Join leaders from across the US as they explore how digital service delivery has changed the paradigm regarding citizen interaction and how that changing paradigm must be addressed to ensure mission delivery.

- How has your organization approached making citizen-centricity front and center within your culture?
- How does that manifest within your initiatives? What difference has it made within the organization? To citizens/residents?
- How do we ensure that our digital service delivery modernization strategies are inclusive and equally accessible to all? How does your culture drive this?
- What best practices or strategies can you share to those who are looking to embark on a citizen-centric cultural journey?

**Jay Anderson**, Civic Engagement & Public Participation, **City of Colorado Springs (CO)**

**Jessica MacLeod**, Director of Digital Services & Open Government, **City of San Rafael (CA)**

**Moderator: Brian Chidester**, Industry Vice President – Worldwide Public Sector, **Genesys**

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2:40pm ET

**Closing Remarks from the Chair**

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2:45pm ET

**Virtual Event Adjourns**

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## Thank you to our **Event Partners**

Chair

Gold

Thought-Leadership Partner



For partnership opportunities, contact [Andrew Jensen](#) for more information.