

Government Digital Insights: Spring Edition

Recentring Service Delivery on the Citizen

Online → Wednesday, June 15, 2022 | 12pm - 2:35pm ET

Your Inspiring Speakers



JENNIFER BUAS
Director, Strategic Digital Services
Texas Department of Information Resources



BENJAMIN AIKEN
Director, Constituent Services/Ombudsperson
Arlington County, VA



NA'SHON EDWARDS, SR.
Director of Constituent Services & Housing Researcher
City of Houston, TX



PAMELA FUSTING
Director of Operations - CX
State of Tennessee Department of Human Services



SUZANNE PAULEY
Director
eMichigan



COBY WILLIAMS
Principal
New Reach Community Consulting



TAYLRE BEATY
State Broadband Director
Tennessee Department of Economic & Community Development



KEITH NELSON
Senior Industry Strategist,
Public Sector
OpenText



BEN STRAUB
Head of Public Sector
Pendo



CHRIS TONJES
Chief Information Officer,
Office of the Attorney General
District of Columbia



MURTAZA MASOOD
Global Managing Director for State and Local Government
Box

Benefits of Attending



Learn about **innovative state and local service delivery solutions**



Discuss **best practices for citizen engagement** across demographics



Explore possibilities for **expanding constituent digital literacy for greater service impact**

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Recentering Service Delivery on the Citizen

In this technological age, governments must rethink how their services meet citizens' needs.

The way society consumes information and accesses government services has dramatically shifted from physical to virtual over the past decade. The COVID-19 pandemic has only intensified this transition by restricting most in-person interactions. With digital delivery, however, governments can serve citizens in real-time, speeding up the number of transactions while reducing costs on office expenses.

To this day, though, the digital revolution excludes significant demographics. Access barriers, technophobia, and old habits all present obstacles to reaching many citizens. How can government agencies deliver citizens secure and timely service? What best practices help reach tech-resistant citizens where they are? How can agencies collaborate with one another to overcome budgetary constraints? In short—how does the public sector move into modern communication?

It begins with service delivery experts coming together with their peers to share their experiences and lessons learned. Government leaders have invented innovative solutions and tools to expand how they provide service. Many have moved from physical office locations to digital processing. Some have even developed self-service platforms and all-in-one apps. Whether you are a Chief Administrative Officer, Digital Applications Director, or a Digital Service Delivery Manager, your perspective is vital.

Public Sector Network's **Government Digital Insights Spring Edition** 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 U.S.



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**

12:05pm ET **Welcome from Chair**
Ben Straub, Head of Public Sector, **Pendo**

12:20pm ET **Government Keynote:**
TxT (Texas by Texas)
Agencies worldwide want to provide citizens with seamless service delivery. Texas has developed its own self-service app that Texans will soon be able to use for all government agencies. Join this engaging keynote as Jennifer Buaas explains the development of Texas by Texas and learn how the Texas Department of Information Resources was able to collaborate across agencies and functions to build a 21st-century resources for its constituents.
Jennifer Buaas, Director, Strategic Digital Services, **Texas Department of Information Resources**

12:40pm ET **Platinum Keynote:**
Reimagining the Citizen Experience
As governments look beyond the pandemic the need for citizen centric services comes into focus. Citizens expect agility, ease of service and personalization from their local government. Hear how a modern platform can help agencies deploy unified citizen experiences beyond the agency silos.
Murtaza Masood, Global Managing Director for State and Local Government, **Box**

12:55pm ET **Panel Discussion:**
Engaging Citizens of All Demographics
This panel will discuss topics including (but not limited to):

- How to engage with all constituents, regardless of age or technological savvy
- How to meet citizens where they are
- How to partner with other agencies and departments to ensure seamless citizen service delivery
- Which media format best reaches target demographics, and how to facilitate access to that media

Na'Shon Edwards, Sr., Director of Constituent Services & Housing Researcher, **City of Houston, TX**
Pamela Fusting, Director of Operations – CX, **State of Tennessee Department of Human Services**
Suzanne Pauley, Director, **eMichigan**
Moderator: Coby Williams, Principal, **New Reach Community Consulting**

1:25pm ET **Gold Spotlight:**
Digital Transformation for the 21st Century
Citizens are living more and more of their lives online. Government agencies must adapt and meet their constituents' demands for faster service on their own time schedules. It is time for all government services to modernize. This session outlines actionable steps for your organization to take to bring your agency into the 21st century and ditch paper for good.
Keith Nelson, Senior Industry Strategist, Public Sector, **OpenText**

1:40pm ET

Break

1:45pm ET

Government Case Study:

Destination: CRM - Integrating Customer Management Systems for Better Constituent Outcomes

Learn how Virginia's Arlington County is organizing its customer data to create a centralized constituent services management system, and how that initiative is laying groundwork for a consolidated citizen-centric resource platform.

Benjamin Aiken, Director, Constituent Services/Ombudsperson, **Arlington County, VA**

2:00pm ET

Panel Discussion:

Strategies for Expanding Digital Access & Digital Citizenship

Last year's historic Infrastructure Investment and Jobs Act aims to enable government to bridge the digital divide and provide American citizens with greater access to broadband. With greater investment in broadband infrastructure, governments at all tiers will have a solid foundation for providing digital services. Join this panel of experts as they discuss strategies for seizing this groundbreaking moment to expand digital accessibility across jurisdictions.

Taylre Beaty, State Broadband Director, **Tennessee Department of Economic & Community Development**

Chris Tonjes, Chief Information Officer, Office of the Attorney General, **District of Columbia**

Murtaza Masood, Global Managing Director for State and Local Government, **Box**

2:30pm ET

Closing Remarks from the Chair

Ben Straub, Head of Public Sector, **Pendo**

2:35pm ET

Virtual Event Adjourns

Thank you to our **Event Partners**

Chair

Platinum

Gold

Silver

Thought Leadership



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