

2020 Spring Conference Guidelines for Session Presenters

Welcome Interested Session Presenters!

NASCA 2020 Spring Conference provides a mid-year venue for the NASCA community to share knowledge and best practices and build relationships to help state chief administrators in their work to transform state government operations. The 2020 Spring Conference aims to:

- provide executive education with academic rigor
- highlight state leaders and collect resources
- model multi-agency, collaborative efforts through partnership with peer state associations
- create an ongoing corporate partner engagement strategy that encourages private sector thought leadership on governments most challenging operational issues

Criteria for Sessions:

1. **Original and Innovative** (offer attendees unique and insightful sessions)
2. **Relevant, Ground in Evidence** (drawn from real-world experiences that outline complex and relevant situations that any member of NASCA may encounter. It is encouraged to use a state case study or state co -presenter. Other initiatives may be drawn from best practices in public sector or commercial sector.)
3. **Engaging Program Design** (include good learning practices with clear leaning objectives that are measurable)
4. **Ability to Inspire Action** (we want participants to return to their respective states with actionable take-aways)

IMPORTANT: Annotated agendas must be approved by 2020 Spring Conference Planning Committee Chair prior to event. Session content should advance the executive education of NASCA members and may not be sales oriented.

Guidelines for Session Speakers:

The speaker is responsible for developing, preparing and executing a presentation as a part of an education session. Speakers are expected to establish their own remarks and talking points and provide desired/required aids to association staff in accordance with established deadlines.

Preparation Flow and Deadlines for Presenters:

<p>Corporate Prospectus Opens</p> <ul style="list-style-type: none"> • Purchased Sessions will be chosen on a first come first serve • We do expect speaking sessions to sell out the day sponsorship opens, please communicate with staff if you have any questions 	Dec, 16 12:00 PM ET
<p>Presenters will receive NASCA materials</p> <ul style="list-style-type: none"> • Discuss overall Spring Conference goals, session objectives, attendee objectives • Discussion of flow of sessions decide the definitions and overlap with other conference topics • Staff begins to draft succinct session descriptions and design with partners for Conference Agenda • Details on timeline and guidelines • Receive Updated Draft Agenda • Receive NASCA Speaker Profile Link 	Jan, 15, 2:00 PM ET (Call)
<p>Presenters Report to Spring Conference Committee</p> <ul style="list-style-type: none"> • Brainstorm session ideas • Walk through objectives of the presentations • Review overall flow of the agenda and make sure no conflicting or overlapping material 	Feb, 19, 2:00 PM ET (Call)
<p>Speakers Profile Deadline</p> <ul style="list-style-type: none"> • Deadline for speaker profile complete • Spring Conference Committee Chair and staff to review to confirm alignment with the conference goals and objectives • Send any updates on A/V, room set up and agenda to speakers 	March 18
<p>Final Spring Conference Committee Call with Speakers</p> <ul style="list-style-type: none"> • Committee will review overall flow of agenda • Lead presenters will provide a 5-minute, high level check-in of progress with completed slides 	April 15, 2:00 PM ET (Call)
<p>Deadline for submitting attendee any printed materials, pre-reads, all speaker onsite materials/PPT slides.</p> <ul style="list-style-type: none"> • Materials are distributed to all attendees • Final Slides MUST be submitted 	April 22, 12:00 PM ET

Advance Preparation for Presenters:

- Meet with fellow speakers, association staff and/or state member leaders through the Committee structure as outlined in the timeline. This ensures we coordinate presentation in line with the established session format and overall goals of the conference.
- Complete speaker profile in order to receive feedback from state members.
- Ensure presentation content and delivery reflects the session title, description and learning outcomes
- Introduce opportunities to engage participants in the session content, through poll questions, Q&A, gamification, reflection exercises.
- Confirm audio visual needs and stage set preferences.
- Set time to meet with association staff and fellow speakers (if applicable) on-site in advance of the session, for final preparation.
- Prepare presentation aids (PPT, handouts, resources) using provided templates and submit to association staff in accordance to established deadlines.

On-site Meeting Prior to the Session:

- Review the session format and agenda. Establish need for timekeeping assistance or other on-site support.
- Review any introductions for accuracy and relevance.
- Confirm on-site aids and presentation needs.
- Bring a backup copy of your presentation with you. You should copy your PowerPoint and all videos to a folder on a USB thumb drive. PowerPoint does NOT embed movies. They must be placed in the same folder as your PowerPoint. It is good practice to keep a second copy in your luggage.
- It is important that all speakers stay on time. Moderators have been instructed to stop you from speaking if you go over the allotted time. Staff will give you a 1-minute warning before the conclusion.
- PowerPoint used onsite will be Widescreen 16:9 format.

During the session:

- Work with staff to ensure mics are working and stage/audience set is as expected for the session.
- Remain neutral and objective during different panelist or presenter opinions and ideas.
- Read all housekeeping and concluding announcements provided.

A/V and IT Parameters:

- **Session Room Equipment:** All session room computers will have Wi-Fi, PCs, projector and clicker. If you need sound, video capabilities or any other A/V equipment, please let staff know as soon as possible so we can determine if a reasonable accommodation can be made. Breakout rooms will not have video capabilities.
- **Microphones:** There will be a total of four hand-held microphones.
- **Resource and Slide Sharing:** Presentations and pre-reads will be pushed out in a "Know Before You Go" email and will be available on NASCA website.
- **Printed material:** Please submit your educational materials (printed as a sponsor benefit), as well as any handouts or worksheets that attendees need as a physical copy by the above deadline.
- **Presentation format: NEW this year:** A 16:9 format will be used for projection of slides.
- **Text Size:** You rarely need more than six lines of text on a slide. Often, only a line or two will do. A minimum size font of 28 is recommended.
- **Graph, Graphics, and Photos:** Use high-resolution pictures and graphics. High-quality photos from a digital camera will look better than images pulled off the web. **Please ensure you have rights to all graphics and photos used.**
- **Personal laptops** are not permitted.

Room Set-Up:

- Most sessions will take place in the general session room. Tables will be set with 8-10 attendees per table. An 8X10 stage and podium will be placed in the center of the room. A panel table or chairs may be moved to the stage for the presenting speakers.

Supported Presentation Formats:

- PPT, PPTX: The presentation format is optimized for PowerPoint, whether created on a PC or MAC. To take advantage of advanced media support in PowerPoint, we recommend all PPT files be converted to the PPTX format. You can find the convert feature located under "File, Help" when you have your PowerPoint open.
- PDF: Unsupported.

- DVD: Unsupported.
- KEY; Keynote files: Unsupported. Please export your presentation as a PowerPoint or PDF file for upload.
- Prezi files: Unsupported
- Please consider compressing your videos. If you've authored your PowerPoint as a PPTX, there are tools within PowerPoint to do this automatically.

Potential Sessions:

Workforce, Emerging Technology, and Budget

This year's spring conference is focused on **Driving Innovation and Change** selected from the 2019-2020 Top Ten Priorities for State CAOs. According to our recent 2019 Survey of State Administrators, CAOS recognize the importance of innovation and play an important role in accelerating innovation and putting it to practice. A handful of state leaders are performing well, not only investing in technology and changing processes but making innovation a part of organizational culture and upskilling staff capabilities.

This is to serve as a guiding document to help corporate presenters, but not a restricting document. This is your chance to submit a proposal on a topic of your choice considering the below learning objectives.

Citizen Centric Services

1. The Changing Face of Customer Centric Services

- a. The benefits of simple, low-cost engagements to enhance the experience of the customer
- b. A winning legislative strategy that makes a case for the administrative office by emphasizing the citizen experience with government
- c. Customer Satisfaction Scores (facilities, HR, digital government experience)

2. The Impact of AI on the Public Sector

- a. What are the specific initiative you are doing that are in the mission of the agency: Go beyond hypothetical to explore actual case examples of the potential impact of AI on state government
- b. Explore practices of swarm technology in generating and selecting ideas
- c. Resources may include Unanimous AI

Optimized Enterprise

1. CAOs are Working to Shift Behaviors and Culture to Cultivate Innovation

- a. Culture can be an accelerator of digital transformation
- b. Which comes first – changing culture to allow innovation or innovating to change culture?
- c. What are the emotional stages of change and their impact on work culture and productivity?
- d. How do you communicate change and implement new ideas from within yourself, organization and outward?
- e. How is this change sustainable?

2. Collective Intelligence

- a. Explore research around collective intelligence and its potential impact on staff culture

3. Fostering Failure

- a. It's hard for an organization that is doing well to become more successful, but when an organization is in "succeed or die" mode, failure can beget success.

4. Using Budget Constraints to Foster Innovation: Being Fiscally Creative

- a. Creative solutions usually come from a great desire for an outcome in spite of a lack of resources. Use this natural instinct intentionally to foster innovation.

- b. Case examples of budget-friendly technology that has positively impacted public sector

5. Contract and Vendor Relationships

- a. Benefits of strategic sourcing and lifecycle vendor relationship management
- b. Work with all parties—including those from the private sector—to establish a process that increases flexibility and communication.
- c. Craft requests that encourages solutions from the private sector rather than focusing on overly prescriptive specifications.

Workforce: Building your people

6. Are you using people to their fullest potential? Employee Satisfaction as a Competitive Advantage

- a. Harnessing employee strengths and diversity to cultivate innovation.
- b. How are leaders crafting unique learning events and utilizing new formats to encourage knowledge sharing
- c. Cultivate talent and practices with an eye to the future
- d. When staff feel safe and supported, they are more committed to organizational mission and success.

7. Leading from the Middle

- a. NASCA research has shown governments have lacked training of middle managers. Is it possible for middle-managers to be change-agents in structures that are top-heavy?

8. Hiring and Training for Competencies that Foster Innovation

- a. Provide an overview of Innovation Theory and Practice. Research show core competencies for driving change includes:
 - b. Curiosity
 - c. Creativity
 - d. Enterprising (Entrepreneurial)
 - e. Foresight
 - f. Data Centricity
 - g. Empathy (Human Centered)
 - h. Iteration (Persistent/Learn from Failure)
 - i. Managing Change
 - j. Storytelling
 - k. Idea Generation (Ideation)

9. Using Equity Lens

- a. Explore the impact of unconscious bias on work culture
- b. How do we put Equity front and center and design meaningful change?
- c. How does age impact how we view Equity?
- d. What does current legislation say about Equity and how does that inform our processes?

10. Building digital skills

- a. NASCA research has shown throughout state government building digital skills can help overcome capacity-related barriers to digitization and promote enthusiasm for digitization among employees
 - i. reassessing digital staffing and skill gaps
 - ii. implementing programs to recruit and retain employees with digital know-how
 - iii. implementing training programs to increase digital acuity
 - iv. using in-house resources for technical tasks such as data migration

Evidence- Based Organization

11. Using Data as a Change Agent

- a. Using data analytics, predictive models and active listening to drive change and innovation.
- b. Improving the use of metrics and dashboards
- c. shifting the focus to outcomes rather than inputs to improve efficiency

12.Predictive Analytics

- a. Real case studies of how the public sector are using predictive analytics to target problems in government operations before the erupt (facilities, HR, fleet)
- b. Examples of agency-wide gap assessments

13.Using Budget Constraints to Foster Innovation: Being Fiscally Creative

- a. Creative solutions usually come from a great desire for an outcome in spite of a lack of resources. Use this natural instinct intentionally to foster innovation.
- b. Case examples of budget-friendly technology that has positively impacted public sector