Transform Your Agency's Technology Initiatives into Valuable Funding, Information & Outreach Tools

Information Technology Strategies for

Social Services

Innovations in IT Management, Outsourcing and Budgeting for Social Service Agencies and Providers



May 5-6, 2003

The Performance Institute

Arlington, VA

Presented by:

The Performance Institute

In Association with:

Optimal Solutions Group

Identify, Learn and Implement Proven Strategies and Best Practices:

Achieve Measurable Performance Improvements

Apply new IT strategies to increase program performance and link IT with performance measures for concrete results

Use Performance-based Technology Contracts

Utilize performance-based contracts to ensure the success of your IT initiatives, achieving program results on time and on budget

Meet Data Standards and Reporting Requirements

Maximize the effectiveness your data gathering and reporting, and meet specific state and local information requirements

Integrate and Automate Services through Technology

Use innovative technologies to streamline cumbersome processes and integrate social services, ensuring more effective service for your constituents

PLUS: Technology-Assisted Case Management: Making a Huge Impact on Decreasing Your Workload and Increasing Your Program's Performance!

Don't Miss the Only Technology Forum Designed for ALL Providers of Social Services!

Get Ahead of the Curve by Delivering Quality Social Services to All Clients

Implement Effective Technology Strategy in Your Organization Today:

Increased Program Performance
Integrate technology with strategic planning and performance measures in order to increase your program performance - results you can capture and report.

Strategic Planning
Develop a comprehensive technology plan that integrates services, streamlines processes, and supports organization and program goals and missions.

IT Funding and Budgeting
Find and secure funds for your IT initiatives, integrating IT costs with program budgets and establishing effective long term financial planning.

Case Management
Utilize technology applications to gather and report critical data, conducting performance evaluations, and delivering accurate real-time information.

Streamlining Proccesses
Increase program effectiveness and enhance performance results by streamlining cumbersome internal processes, saving time and money, and providing far greater accuracy.

Creative Partnerships
Develop strategic partnerships and multi-party collaborations in order to overcome major barriers, implement creative solutions, and achieve new levels of performance results.

Dear Social and Human Services Program Managers, Information Officers and Systems Administrators:

On May 5-6, 2003, you are invited to join officials from national, state and local agencies and organizations across the nation at the *2003 Conference on Information Technology Strategies for Social Services*. This event will showcase leading innovations in developing and implementing technology strategy – effective planning, budgeting, performance management, information management, and more.

Improve Program Performance and Achieve Program Goals
You will emerge from this conference with timely strategies for enhancing your organization's ability to set and achieve program goals and performance results. Integrating technology strategy with your overarching mission, this summit will provide you with a performance framework that will help social service agencies and organizations envision and achieve new results, with concrete performance data to support them.

Best Practices Case Studies
From around the country, we have assembled some of the most innovative technology solutions to ongoing challenges in the social services arena:

- Integrated Services: "No-Wrong-Door"
- Case Management: Technology Streamlining Processes
- Welfare-to-Work: Robust Integrated Systems
- IT Project Management: Best Practices and Performance Management
- Strategic Planning: Making it All Happen

Deliver More Results With Less Money
State and local government all over the country are facing tough budget shortfalls. Utilize technology strategy and applications to ensure that you meet and exceed program expectations while at the same time reducing overall program costs. Integrate services, reduce processing costs, increase data accuracy and speed, and enhance program performance results.

Learn from leaders in the field, presenting emerging innovations, best practices, and lessons learned. The *2003 Conference on Information Technology Strategies for Social Services,* offers a diverse speaking faculty and a wide range of valuable information and experience for social service providers. Take advantage of this hands-on environment, and walk away with the tools to improve your agency's IT and program strategy.

Space at the conference will be limited. For more information and registration, contact 703-894-0481. Don't miss out on the timely solutions the *2003 Conference on Information Technology Strategies for Social Services,* will offer your organization!

I look forward to seeing you in May!

Sincerely,



David Parker, Jr.
Associate Director
The Performance Institute

Providing Comprehensive Coverag

Agenda and Sp

Day One: May 5, 2003

8:00 Registration & Continental Breakfast

8:30 Keynote Presentation:
Technology for Social Services: Building on the Past and Looking to the Future

Technology is transforming social services, providing innovative solutions to long-standing challenges. Use best practice strategies and management to streamline procedures, collect and report information, manage workloads, and create more efficient, more effective delivery of social services.

Marq Youngblood, *Chief Information Officer, Oklahoma Department of Human Resources*

9:15 Leadership Panel:
Best Practices, Using IT to Support and Transform Social Services

- Cost-effective Management and Delivery of Social Services
- Linking IT with Organization Mission
- Developing Far-reaching Effective Technology Strategy
- Utilizing IT to Integrate Services and Improve Outcomes

Michael Coulson*, Director, Pennsylvania Department of Public Welfare*

Paul Taylor, *Chief Strategy Officer, Center for Digital Government*

Jim Hogan, *Senior Project Manager, Michigan Human Services Development*

10:45 Morning Break

11:00 Integrating Services: "No-Wrong-Door"

Integrate networks and information resources to provide seamless service to your constituents and reduce redundant processing costs and requirements. Provide managers and officers with a powerful tool to deliver improved services, while at the same time streamlining workloads and costs.

Rae Ann Steinly, *Senior Project Manager for IT and Services Integration, American Public Human Services Association*

Harry Sutton, *Director of Information Systems, Virginia Department of Social Services**

12:00 Luncheon

1:00 Utilizing Technology to Deliver Critical Services

From one-stop integrated service sites to online eligibility calculators, technology is making a huge impact on social services. Apply best practice IT strategies to overcome challenges, improve citizen access, and create more effective avenues of service delivery.

Dan Gonos, *Chief Technologist, EDS Solutions Consulting West - CalWIN Project*

2:00 Case Study: WorkFirst

WorkFirst is a robust data and process management system, leading Washington State's welfare-to-work efforts. The WorkFirst automated system gives social services staff nearly real-time information relating to clients and job seekers, coordinating between agencies, and providing valuable data and performance indicators.

Debbie Zeidenberg, *Washington State Office of Financial Management, WorkFirst Performance Team*

3:00 Break

3:15 Case Management: Revving up Performance

Develop and implement a technology strategy that will both increase the effectiveness of case management, and reduce the burden on case managers.

- Streamline Information Reporting Processes
- Conduct Performance Evaluations
- Disseminate Best Practices and Solutions

Mark D. Turner, *Ph.D., President, Optimal Solutions Group, LLC, Adjunct Professor, Georgetown Public Policy Institute*

4:15 Adjourn

Day Two: May 6, 2003

8:00 Continental Breakfast

8:30 Making it Happen: IT Investment Management

Develop a comprehensive and effective technology investment strategy in order to ensure success with your initiatives:

- Develop Long Range Planning and Budgeting for IT
- Build a Strategic Investment Management Framework
- Establish Effective Portfolio Management

John Wheatley, *Socius Corporation*

9:30 IT Project Management: Drilling Down to the Common Questions

Ensure the success of IT initiatives with effective best practice project management. Evaluate risks, and develop mitigation strategies. Develop a project charter to outline performance expectations, and prepare to overcome common challenges to IT program implementation.

Robert Mastro, *Director of Information Technology, New York State Office of Temporary and Disability Assistance*

10:30 Break

10:45 Case Study: SEMS Imaging System Speeds Up Process

The Support Enforcement Management System - Imaging System (SEMS-IM) has made a huge impact on processing speed, allowing county clerks to remit court orders electronically, and expanding to include imaging numerous other types of documents, such as case correspondence, returned support disbursement checks, as well as archiving closed cases.

- Improved Customer Service
- Increased Staff Productivity
- Instant Access to Huge Database of Digital Images
- Faster Receipt of Child Support Orders for DCS Staff and Faster Processing for County Clerk Staff

Steve Spitzer, *Washington State Division of Child Support*

12:00 Luncheon

1:00 Application Workshop: What Gets Measured Gets Done: Building a Performance Measurement Framework to Achieve IT and Program Results

Utilize performance measures and a measurement framework to ensure the success of your strategic and IT plans in improve your program results. This in-depth workshop will provide you with a comprehensive framework that will help you:

- Align IT Capital Plan to the Agency Strategic Plan
- Devise Performance Measures for IT and Program Success
- Identify Critical Success Factors
- Establish a Measurement and Benchmark System for IT Functions

Carl D. DeMaio, *The Performance Institute/Reason Foundation*

Rave Reviews:

"The speakers and the information were excellent throughout the entire conference."

—Margaret McKain, Stanislaus County Community Services Agency

"A lot of great ideas that I can take back to better our agency."

—Paul Rapp, Ohio Department of Public Safety

"Wow! Great information in very good presentations. I got my money's worth for the whole conference the first day."

—Dan Cook, Avera Health

*Denotes Invited

Who Will Attend?

- Information Officers
- Technology Officers
- Social Services Program Managers and Directors
- Project Managers
- Human Services Program Managers and Directors
- System Administrators
- Program Officers
- Program Administrators
- Integration Managers
- Case Managers

…And anyone who is involved with the integration, installation, purchasing and administration of IT services for social programs!

10 Benefits of Attending:

1. Acquire Best Practice Strategies for Managing Your IT for Social Service Programs
2. Provide Your Staff with Real-Time Client Information
3. Coordinate Agencies, and Provide Valuable Data and Performance Indicators
4. Learn to Create Dynamic Performance-Based Contracts and Link Them to a Multitude of Service Issues and Outcomes
5. Develop Strategic IT Evaluation Frameworks that Enhance Organizational Effectiveness and Ability to Change
6. Reduce Redundant Processing Costs and Requirements
7. Implement Leading Best Practices to Link Resources to Results in Case Management and Performance Reports
8. Understand the Use of Performance Indicators and Evaluation Strategies to Improve the Services Provided
9. Incorporate Practical IT Models, Tools, and Tips, for Developing Performance Measures for Your Programs
10. Enhance Your Ability to Clarify and Communicate Your Performance Expectations and Accomplishments

Institute Research:

In May 2002, a coalition of good government groups launched a research project to identify the "best practices" in defining and measuring e-government initiatives. A research team surveyed CIOs and IT staff from every federal agency to determine how they design, plan, justify, manage, and measure the success of their e-government initiatives. This report, "Creating a Performance-based Electronic Government" presents the findings of that research—providing case studies from various agencies and articulating a framework for the development and use of IT performance measures. To access this groundbreaking report, visit www.performaneweb.org.

Exhibiting and Sponsorship Information:

To learn more about sponsorship opportunities at The Performance Institute and customized in-house training sessions or other educational seminars and conferences, please contact James Simpson at 703-894-0481 or Simpson@PerformanceWeb.org.

Hotel Information:

The *2003 Conference on Information Technology Strategies for Social Services* will be held at The Performance Institute in Arlington, VA. A limited number of rooms have been reserved at the Hilton Garden Hotel. Please contact the hotel at 703-528-4444 and be sure to ask for the Performance Institute discount rate of $142 per night. The Hilton Garden Hotel will ensure that your conference experience is not only educational but also comfortable and enjoyable in every aspect. For additional information on accommodations and area attractions, please visit the hotel's website at www.hilton.com.

Hilton Garden Hotel
1333 Courthouse Road
Arlington, VA 22201
Tel: 703-528-4444
Fax: 703-528-4933

Tuition Rates:

Fees for attendance at *2003 Conference on Information Technology Strategies for Social Services* are as follows:

Conference only:	$995
Conference and workshop:	$1295

Group discounts are also available. Please contact the Performance Institute regarding group rates to the *2003 Conference on Information Technology Strategies for Social Services*. Contact James Simpson at Simpson@PerformanceWeb.org or 703-894-0481.

Free Subscription to Institute Research:

The Performance Institute serves as the nation's leading repository of thoroughly researched, documented, catalogued and peer-reviewed "best practices" in a multitude of issue areas. Each month, the Institute publishes its research through a variety of e-mail publications. To subscribe to the Institute's newsletter please send an e-mail to Performance@Peformanceweb.org. For more information on Institute programs and services, visit us on the Internet at www.PerformanceWeb.org.

Administrative Notes: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed 6 months before the event, some speaker changes or topic settings may occur.



The Performance Institute
1515 North Courthouse Road
Suite 600
Arlington, Virginia 22201

2003 Conference on Information Technology Strategies for Social Services

Call (703) 894-0481, Fax This Form To (703) 894-0482 or visit www.PerformanceWeb.org

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