Guaranteed to Drive Change and Transformation in Your Agency



2004

Government Performance Summit WEST

Improving Government Results by Measuring Government Performance

Comprehensive Coverage of the Latest Management Mandates and Challenges

TRACK ONE

Show Me the Measures!

Create quality performance measures to drive program results within your agency

TRACK TWO

Employee Performance Management

Set performance expectations and goals for individuals to channel their efforts toward achieving organizational objectives

TRACK THREE

Performance-Based Budgeting

Achieve budget-performance integration and demonstrate accountability for agency goals and resources

TRACK FOUR

Managing for Results

Cover the latest innovations in performance management to improve efficiencies and deliver results to the taxpayer

Presented by: The Performance Institute

In Association with: Federal Managers Association

June 7-9, 2004 • Disney's Paradise Pier Hotel • Anaheim, CA • www.governmentperformance.org

The Most Comprehensive Performance Management Event of the Year

Comprehensive Coverage of Performance Mandates

- Performance-Based Budgeting
- Human Capital Management
- GPRA
- Employee Development
- Competitive Sourcing
- PART
- Succession Planning
- Performance Measures
- …and much more!

Who Should Attend?

- Program Managers
- Strategic Planners
- Budget Officers
- Human Resource Directors
- Chief Financial Officers
- Financial Management Staff
- Government Auditors and Accountants
- Contract Managers
- Procurement Specialists
- ...and other key government managers!

Dear Government Executive,

Performance, accountability, transparency and results… the next generation of government management is here!

Federal and state government organizations have begun to require that their managers and employees implement a performance management system in their agencies. At the federal level, the President's Management Agenda is responsible for requiring this change, while many state governments are developing and implementing similar performance management reforms in their agencies.

As this requirement for performance management continues to grow, many agencies still lack best practices and strategies for implementing these reforms. In order to access the latest development and implementation strategies on government management reform, you are invited to attend the *2004 Government Performance Summit West*, being held June 7-9 in Anaheim, California. The event will feature key management reform leaders from state and federal agencies, as well as legislative perspectives and agency executive updates from those leading the change toward creating a performance-based government.

Plan, Measure, Manage and Budget… For Results!

Significant progress is being seen in the development of performance measures and performance management capacities in federal and state governments. *Government Performance Summit West* will address the latest innovations of performance management in government — providing comprehensive coverage on everything from measuring outcomes to using management reforms to improve efficiencies and results. The Summit is designed to help your agency manage for results by focusing on two tracks linking agency resources to results through performance-based budgets and developing effective performance measures.

Meet the Latest Federal and State Mandates

Federal agencies are constantly being required to meet both new and old performance mandates set forth by the Government Performance and Results Act (GPRA), the President's Management Agenda (PMA), and are also facing the Program Assessment Rating Tool (PART). Not only are state governments cloning these ideas and requirements, but states are adapting, changing and upgrading in order to make their governments more results-oriented. Hear the latest updates from government experts on an array of performance mandates and strategies different states are using in an effort to institutionalize performance management and deliver tangible results to the taxpayer.

Break Down Management Barriers

Performance management in government must be viewed and implemented using an integrated approach in order to be truly successful. The barriers and management 'silos' that have for too long separated the management functions of finance, acquisition, human resources, policy, planning, budget and technology must be broken down and their approaches coordinated. *Government Performance Summit West* will examine how to best bring those functions together into a cohesive, strategic approach to agency management. In addition, sessions will provide "how-to" advice from the front lines of designing and implementing management reform initiatives.

2004 Government Performance Summit West offers you and your team the opportunity to master new standards of excellence in federal and state management. Ensure your agency is well represented by registering your team today!

Sincerely,



Carl DeMaio
President
The Performance Institute

Measure and Improve Performance in Your Agency

The 2004 Government Performance Summit West

June 7-9, 2004 • Anaheim, CA

Pre-Summit Workshops: June 7, 2004

7:30	Workshop Registration & Continental Breakfast		
8:30	**Workshop A:** Developing Performance Measures	**Workshop B:** Developing Strategic Human Capital Plans	**Workshop C:** Cost and Performance Analysis in Competitive Sourcing
12:00	Networking Luncheon		
1:00	**Workshop D:** Performance-Based Budgeting	**Workshop E:** Employee Performance Evaluations	**Workshop F:** Performance-Based Service Acquisition
4:30	Workshops Adjourn		

Summit Day One: June 8, 2004

	Track A: Show Me the Measures!	Track B: Employee Performance Management
7:30	Registration, Continental Breakfast & Exhibitors	
8:30	**Welcome to Anaheim:** Mayor Curt Pringle **Keynote Address:** Performance Management in the Federal Government: Developing Strategies to Improve Agency Performance	
9:15	**Leadership Panel:** Moving Towards a Performance-Based Government: Progress, Lessons Learned, Challenges and Next Steps	
10:45	Break & Refreshments	
11:00	Devising, Implementing and Measuring Customer Service Programs	Establishing Employee Performance Plans and Measures
12:00	**Keynote Luncheon:** Tales from the Front Line of Government Reform: A View from the Legislative Trenches	
1:00	Measuring Organizational Excellence within an Agency	Evaluating Employee Performance
2:00	The Logic Model Approach to Developing Performance Measures on a Program Level	Counseling and Correcting Employee Performance
3:00	Break & Refreshments	
3:15	Managing Performance Using Cost-Efficiency Measures	Enhancing Employee Performance through Agency Mission
4:00	Developing Outcome-Oriented Performance Measures	Leadership and Succession Planning
4:45	Adjourn Day One	

Summit Day Two: June 9, 2004

	Track C: Performance-Based Budgeting	Track D: Managing for Results
7:30	Continental Breakfast & Exhibitors	
8:30	**Keynote Address:** A Cabinet Level View on Improving Performance and Managing Change	
9:30	Achieving Effective Budget and Performance Integration in Government: Lessons from the Federal PART Process	Developing a Performance-Based Strategic Plan
10:30	Break & Refreshments	
10:45	Step-by-Step Analysis of PART	Communicating the Progress of Performance Management Initiatives
12:00	**Keynote Luncheon:** Managing for Results: Implementing Statewide Budget-Performance Integration	
1:00	Linking Resources to Results: Ten-Step Approach to Performance-Based Budgeting	Improving Efficiency and Results through Competitive Sourcing
2:00	Aligning Program Budget with Program Results	Paying For Results: Implementing a Performance-Based Service Acquisition Strategy
3:00	Break & Refreshments	
3:15	Activity-Based Costing: Aligning Budget Justifications with Agency Mission	Project Management: Skills and Strategies for Delivering Effective Results
4:00	**Townhall Dialogue:** Communicating Performance Results	
4:45	Adjourn	

Pre-Summit Workshops: June 7, 2004

These hands-on workshops are designed to provide an interactive setting for attendees to get up to speed on each of the major management reforms in government. Space is limited, so reserve your seat today!

8:00

Workshop Registration & Continental Breakfast

8:30

Workshop A: Developing Performance Measures

- Develop performance measures using the Government Performance Logic Model—a management framework to map contribution of agency activities to performance results
- Create outcome-orientated performance measures that track program success by using measures to monitor program performance
- Assess the success of your goals and strategies by examining the role your measures play in achieving desired results

Workshop B: Developing Strategic Human Capital Plans

- Assess workforce needs based on agency strategic plan and project workforce gaps into the future
- Implement OPM "Standards for Success" for strategic management of human capital
- Develop a framework for strategic recruitment, that begins with workforce analysis and ends with effective performance measures

Workshop C: Cost and Performance Analysis in Competitive Sourcing

- Cover key methodologies for implementing a competitive sourcing process and develop strategies for establishing cost efficiencies
- Implement customized plans to assist agencies in identifying where public-private competitions will benefit agency mission and assess agency workforce to classify jobs as "inherently government" or "commercial"
- Achieve best value for taxpayer dollars by determining the best source available for services and making government a "smarter shopper"

12:00

Networking Luncheon

1:00

Workshop D: Performance-Based Budgeting

- Utilize the Program Assessment Rating Tool to analyze programmatic goals, measures and activities
- Link cost accounting initiatives with performance budgeting
- Select performance measures for inclusion in program and agency budget requests that communicate to consumers and stakeholders

Workshop E: Employee Performance Evaluations

- Ensure that employees understand how their job performance is critical to that of the "whole" organization
- Assess employee work preferences in relation to specific job specifications and requirements
- Establish clear and measurable performance goals and objectives, against which accountability will be established

Workshop F: Performance-Based Service Acquisition

- Understand the latest executive and legislative requirements that establish an increase in the use of performance based contracts
- Address development and implantation strategies by examining best practices at the state, local and federal levels
- Walk through the seven-step framework for developing performance-based contracts and develop performance work statements in a hands on application session

4:30

Workshops Adjourn

Summit Day One: June 8, 2004

Track A: Show Me the Measures

Create quality performance measures to drive program results within your agency

Track B: Employee Performance Management

Set performance expectations and goals for individuals to channel their efforts towards achieving organizational objectives

7:30

Registration & Continental Breakfast

8:30

Welcome to Anaheim: Mayor Curt Pringle

Curt Pringle, mayor of the City of Anaheim, will deliver remarks to open the 2004 Government Performance Summit West. A former Speaker of the California State Assembly, Mayor Pringle was elected to Anaheim's top job in November 2002.

Keynote Address: Performance Management in the Federal Government: Developing Strategies to Improve Agency Performance

The President's Management Agenda is not five independent initiatives, but a coordinated approach for improving the way the federal government is managed. That coordination extends to departments and agencies, which must implement an integrated strategy to be successful. Sean O'Keefe, NASA Administrator, has made it clear at all management levels that successfully implementing the five management initiatives are of great importance. Listen to Sean O'Keefe as he explains how NASA created an internal scorecard with the OMB status and progress scores in each of the five areas of the PMA.

Honorable Sean O'Keefe, *Administrator, NASA**

9:15

Leadership Panel: Moving Towards a Performance-Based Government: Progress, Lessons Learned, Challenges and Next Steps

With the move towards institutionalization of performance management at the state and federal level, government organizations has a strong commitment to improving performance. Through increased commitment to performance, agencies are identifying and implementing their own strategies to improve organizational results. This roundtable discussion will discuss the future of performance management in government by highlighting all five initiatives of the Presidents Management Agenda, their strengths and the future areas of improvement for agencies and mangers in communicating and implementing change.

Carl DeMaio, *President, The Performance Institute*
Dr. Adrian Moore, *Executive Director, Reason Public Policy Institute*
Michael B. Styles, *President, Federal Managers Association*

10:45

Break & Refreshments

11:00

Track A: Show Me the Measures!

Devising, Implementing and Measuring Customer Service Programs

- Identify the products and services delivered by your organization and assess the customer service role
- Overcome common customer service challenges and create a truly citizen-centric environment in your department
- Develop measures and strategies to identify, improve and manage the customer service function

Quentin Wilson, *Commissioner, Missouri Higher Education Department*

Track B: Employee Performance Management

Establishing Employee Performance Plans and Measures

- Identify the steps of the performance planning process and the common managerial pitfalls
- Improve employee performance by implementing an effective system of accountability
- Channel employee strengths into office success through employee performance plans

Lou O'Boyle, *Senior Fellow, The Performance Institute*

12:00

Keynote Luncheon: Tales from the Front Line of Government Reform: A View from the Legislative Trenches

During 19 years in the state legislature, and most recently as a candidate for governor in California's historic recall election, State Senator Tom McClintock has become one of the most recognizable political leaders in California. In 2000, McClintock was elected to the California State Senate, where he developed innovative budget solutions such as the Bureaucracy Reduction and Closure Commission and performance-based budgeting, and to advocate for restoring California's public works. Listen to Tom McClintock as he discusses California's economy and what the legislature is doing to eliminate government waste.

The Honorable Tom McClintock, *State Senator, California**

1:00

Track A: Show Me the Measures!

Measuring Organizational Excellence within an Agency

- Develop effective strategies for determining performance measures that evaluate program progress
- Utilize performance measures to identify program success
- Monitor and communicate program effectiveness by using strategies that collect and report program data

Roger Glickson, *Chief, Performance Management Division, Performance, Analysis & Evaluation Office, Defense Intelligence Agency*

Track B: Employee Performance Management

Evaluating Employee Performance

- Establish rules, regulations and processes for employee evaluation and feedback
- Provide frequent feedback on employee performance and what must be demonstrated as successful performance
- Clearly describe what your employee needs to do in order to be successful and meet agency needs

Bob Lavigna, *President Elect, IPMA-HR, CPS Human Resources Services; Program Manager, TSA Recruiting & Hiring Contract*

2:00

Track A: Show Me the Measures!

The Logic Model Approach to Developing Performance Measures on a Program Level

- Establish clearly defined end-and intermediate-outcomes to plan, manage and measure for results
- Develop common performance measures which communicate your programs internal and external priorities
- Promote good management by using measures to monitor program performance

Rita Conrad, *Senior Policy Analyst, Oregon Progress Board*

Track B: Employee Performance Management

Counseling and Correcting Employee Performance

- Provide an opportunity for you and your staff members to have an open dialogue regarding expectations, priorities and goals
- Develop a plan to improve and encourage communication among employees and their supervisors
- Assist employees and supervisors in identifying future performance goals and objectives

Rachel Taylor, *Co-Coordinator EEO Officer, Defense Contract Audit Agency*

3:00

Break & Refreshments

3:15

Track A: Show Me the Measures!

Managing Performance Using Cost-Efficiency Measures

- Determine the cost-per-unit output measure to communicate agency return on investment
- Track workload measures to ensure that activities are being conducted in a cost-efficient manner
- Align program outputs to agency strategies to illustrate impact of cost-efficient products and services

Jim Chrisinger, *Policy and Strategic Planning Director, State of Iowa Management Department*

Track B: Employee Performance Management

Enhancing Employee Performance through Agency Mission

- Identify a clear brand related to agency mission that markets to internal and potential employees
- Consider an agency-wide "call-to service" campaign to develop a unified approach to employee performance
- Develop agency wide strategies to market your performance plans and to communicate effectively with employees

Anne Marie Acton, *Director, Central Office of Human Resources, General Services Administration*

4:00

Track A: Show Me the Measures!

Developing Outcome-Oriented Performance Measures

- Identify performance measures that act as indicators against agency goals
- Align programmatic outputs to outcome orientated goals and measures
- Create performance measures to serve as an aid to inform management decisions

Ted Knicker, *Evaluation Staff Chief, Office of Policy and Evaluation, Department of State*

Track B: Employee Performance Management

Leadership and Succession Planning

- Establish a process that recruits employees, develops their skills and prepares them for advancement while ensuring a return on investment
- Identify and track high-potential employees for leadership positions
- Design strategies to aggressively recruit, evaluate and retain quality senior managers

Sally McKeag, *Chief Deputy Director, Employment Development Department, State of California*

4:45

Adjourn Day One

Summit Day Two: June 9, 2004

Track C: Performance-Based Budgeting

Achieve budget-performance integration and demonstrate accountability for agency goals and resources

Track D: Managing for Results

Cover the latest innovations in performance management that will improve efficiencies and deliver results to the taxpayer

7:30

Continental Breakfast

8:30

Keynote Address: A Cabinet Level View on Improving Performance and Managing Change

One of the biggest challenges in improving government performance is the challenges in managing the culture change that accompanies it. While agencies drive towards getting to green, agency administration is tasked with managing the cultural resistance and change that accompanies this. In this session, we will hear from Deputy Secretary Steven Law from the Department of Labor on the challenges and solutions the Department has faced in improving their performance and becoming a leader in government accountability.

The Honorable Steven Law, *Deputy Secretary, Department of Labor*

9:30

Track C: Performance-Based Budgeting

Achieving Effective Budget and Performance Integration in Government: Lessons Learned from the Federal PART Process

- Understand OMB guidance on budget-performance integration and the principles of PART
- Integrate strategic plans and accountability reports to communicate performance and resource allocation
- Best practices on linking resources to results to illustrate cost management and measurement

Ted David, *Chief Financial Officer, National Weather Service, National Oceanic and Atmospheric Administration*

Track D: Managing for Results

Developing a Performance-Based Strategic Plan

- Understand the importance of performance measures and develop strategies for fostering change
- Develop an effective mission statement with organizational values and principles
- Define strategies for achieving mission results with a comprehensive budget-performance integration plan

Dennis Taitano, *Director, Budget Division, Farm Service Agency*

10:30

Break & Refreshments

10:45

Track C: Performance-Based Budgeting

Step-by-Step Analysis of PART

- Examine the PART process with a detailed analysis of questions and weighting
- Introduction of strategies for successfully aligning agency budget requests with program performance
- Take the next steps to improving program results and budget allocations

Jeffrey Bergin, *Director, Center for Government Performance, Performance Institute*

Track D: Managing for Results

Communicating the Progress of Performance Management Initiatives

- Develop a transparent results-management system that communicates agency success
- Keep staff motivated by providing evidence of improvements
- Identify key "success stories" of management improvement to provide to internal and external stakeholders

Curtis Coy, *Deputy Assistant Secretary for Administration, Department of Health and Human Services*

12:00

Keynote Luncheon: Managing for Results: Implementing Statewide Budget-Performance Integration

With state resources as limited as ever, it's essential that state budgets link resources to results. It is essential that an integration of performance goals, measures and an estimation of resources is developed. Through the implementation of a performance management framework state-wide services are now becoming more outcome orientated, accountable and transparent. Listen as the Governor of Nevada discusses the success they have had in delivering results to the taxpayer.

The Honorable Kenny Guinn, *Governor, State of Nevada**

1:00

Track C: Performance-Based Budgeting

Linking Resources to Results: Ten-Step Approach to Performance-Based Budgeting

- Develop a performance management framework with identifiable outcomes, strategies, outputs and activities
- Calculate activity and output costs and develop cost efficiency measures to ensure proper allocation of resources
- Align budget request to performance management framework to ensure that estimates and justifications are performance-based

Jeffrey Bergin, *Director, Center for Government Performance, Performance Institute*

Track D: Managing for Results

Improving Efficiency and Results through Competitive Sourcing

- Understand the principles for achieving cost-efficiency through public-private competition
- Cover the latest changes and strategies regarding competitive sourcing in federal and state governments
- Examine best practices for improving cost and efficiency through the "best value" approach

Geoffrey Segal, *Director of Government Reform, Reason Public Policy Institute; Advisor, Governor's Center for Efficient Government, State of Florida*

Pam Pfeifer, *Director, Governor's Center for Efficient Government, State of Florida*

2:00

Track C: Performance-Based Budgeting

Aligning Program Budget with Program Results

- Improve program performance using a budget-performance integration management system
- Discuss the PART's four components and best practices for ensuring success at each level
- Identify key strategies for aligning program budget with programs results

Michael Spanier, *Deputy Director, New Mexico Department of Finance and Administration*

Track D: Managing for Results

Paying For Results: Implementing a Performance-Based Service Acquisition Strategy

- Increase cost-efficiency and achieve agency mission through improvement performance of contracted services
- Examine where performance-based service acquisition has worked by looking at "Success Stories" from the federal government
- Walk-through the Seven-Step Process for designing and implementing contracts that deliver results

Hamilton Brown, *Contract Branch Operations Chief, Offices of Facilities, Acquisitions and Central Services, Department of Health and Human Services*

3:00

Break & Refreshments

3:15

Track C: Performance-Based Budgeting

Activity-Based Costing: Aligning Budget Justifications with Agency Mission

- Use Activity-Based Costing to identify true program costs
- Obtain accurate depictions of all business processes that impact productivity and profitability
- Maximize the value from your budget by using a framework that can be adapted to your needs

Christopher Richey, *Acting Budget Officer for National Business Center, Department of the Interior*

Track D: Managing for Results

Project Management: Skills and Strategies for Delivering Effective Results

- Develop and implement performance measures for project management success
- Acquire the latest strategies and tools for effective management of your agency's projects
- Examine government best practices and effective project management techniques

Linda Salac, *Business Manager III, Department of Health and Human Services, State of Nebraska*

4:00

Townhall Dialogue: Communicating Performance Results

Effective performance management relies on efficient measurement of agency goals and expectations, and the communicating of those results to managers, Congress, and taxpayers. This facilitated dialogue will offer you the opportunity for peer-to-peer exchange of ideas for communicating agency success and demonstrating results. This session is your opportunity to voice concerns, raise questions, suggest solutions and exchange ideas with your colleagues from across the government.

4:45

Adjourn Day Two

**Invited*

Get Certified as a Government Performance Manager

The Government Performance Management Certification Program – the only program for government managers dedicated to performance management – provides participants with a full understanding of statutes and standards for government management, and as tools and techniques for achieving full compliance. In addition to the training received during the courses, participants in the certification program are asked to select a "demonstration project" within their agency to apply the concepts learned during the program. Visit www.PerformanceWeb.org for more information.



Get Certified as a Government Human Capital Manager

A solid foundation in human capital management is crucial to survive and thrive in today's government workplace. The Human Capital Management Certification program — the *only* program for government managers dedicated to performance management — provides that foundation and more. Each two-day training course takes managers top-to-bottom through the most important aspects of human resources management in government. In addition to the training received during the courses, certification candidates will select a "demonstration project" within their agency to apply the concepts learned during the program. Visit www.PerformanceWeb.org for more information.



Visit www.PerformanceWeb.org for more information.

Venue and Hotel:

The *2004 Government Performance Summit West* will be hosted at Disney's Paradise Pier Hotel in Anaheim, CA. A limited number of rooms have been reserved at Disney's Paradise Pier for a discounted rate of $110 (be sure to make reservations by May 5th, 2004 to receive the discounted rate). Please contact the hotel at the number below to make your reservation, and be sure to ask for the Performance Institute conference rate.

Disney's Paradise Pier Hotel
1717 S. Disneyland Drive
Anaheim, CA 92802
Reservations: 714-520-5005



Grab your surfboard, put the top down on the car and get ready to hang-ten Californiastyle. **Disney's Paradise Pier®** Hotel has everything you would expect from a Disney hotel, including exceptional service, first-class business amenities and plenty of recreational options — all in one easy to navigate tower. Plus, enjoy an exclusive entrance to **Disney's California Adventure™** park and be footsteps from the **Disneyland®** Resort theme parks and the **Downtown Disney®** District.

Exhibiting and Sponsorship:

To learn more about exhibit and sponsorship opportunities at *2004 Government Performance Summit West*, please contact Dana DeMilio at 703-894-0481 or email her at DeMilio@PerformanceWeb.org.

Tuition:

The tuition rates for attending the *2004 Government Performance Summit West* are:

	Private Sector	*Public Sector*	*Group Rate*
Summit only:	$1195	$995	CALL
Workshop (each):	$500	$300	CALL

Group Discounts:

The Performance Institute offers reduced tuition to groups of three or more. If you think your colleagues would benefit from attending this year's Summit, or to find out whether your agency has already negotiated a discounted rate, please call Blake Zach at 703-894-0481, or e-mail him at Zach@PerformanceWeb.org.

Administrative Note

A 10 percent cancellation fee on the total tuition will be charged for cancellations received less than three weeks from the date of the Summit. As speakers are confirmed several months before the event, some session and speaker changes may occur.

The Performance Institute
1515 North Courthouse Rd., Suite 600
Arlington, VA 22201

Registration Form for

2004 Government Performance Summit West

Call 703-894-0481; Fax this Form to: 703-894-0482;
or visit www.GovernmentPerformance.org

☐ Yes! Register me for the conference only.
☐ Yes! Register me for the conference and one workshop.
Circle one: A B C D E F
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Circle two: A, B or C and D, E or F
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