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Government 2.0

Using the Collaborative Cloud to Improve Public Service

Today's constantly connected technology opens great opportunities for government organizations to work more efficiently and collaboratively. This dynamic, practical workshop introduces the platforms and design platforms of the social web and offers strategies for using them effectively in government organizations.

This one-day, fast-paced workshop introduces the tools and strategies for government organizations to use the Web and mobile communications more effectively. It includes numerous examples of successful strategies used by other government agencies. Strategies are demonstrated online and workshop activities help participants plan how their organization might implement the strategies.

This dynamic workshop includes these topics:

- ❖ The Social Web as Platform for Government
- ❖ Generating and Managing Content on the Social Web
- ❖ Government Products in a Constantly Connected World
- ❖ Tools of the Trade: Blogs, Wikis, and Networks
- ❖ Government Strategies for Facebook, Twitter, and YouTube
- ❖ Strategies to Leverage the Power of Social
- ❖ Enterprise 2.0: Better Internal Collaboration
- ❖ Creating Your Government 2.0 Strategic Plan

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Learning Objectives

During the ***Location Doesn't Matter*** learning program, participants will learn to:

- Explain the social, economic, and technology trends that are transforming the way people live and work.
- Define network effects, describe David Reed's "law" of network effects, and give examples.
- Discuss the implications of network effects on various public service projects or services.
- Briefly define the "Web as Platform" and explain two major aspects that make it radically different than any communications platform we have had before.
- Discuss the implications of the Web as platform on government organizations' products, services, and connection to constituents.
- Discuss the implications of "services beyond a single device" on how government organizations will be expected to provide their services.
- Discuss how organizations are encouraging their users to build the websites data sets or to supplement the data sets created by the organizations experts.
- Discuss examples of government data sets that are already gathered and how some of them might be opened on the Web to build additional data and value.
- Describe how government products are developed differently in the constantly connected Web using the simple, continuous process of "perpetual beta."
- Explain the "network effects by default" product design pattern and the balance that is important in harnessing network effects without spilling personal information.
- Discuss the implications of perpetual beta; network effects by default; and some rights reserved on how government organizations will provide services in the future.
- Describe how government websites can create an "Architecture of Participation" that harnesses the power of every visitor to add value to the site and builds collective intelligence.
- Define "crowd sourcing," explain how it harnesses collective intelligence to improve products or work processes, and share examples.
- Describe ways a government organization could harness the power of crowd-sourcing to have their community of users perform tasks important to the organization.
- Discuss a wide spectrum of examples of how government organizations are using social platforms such as Facebook, Twitter, and YouTube to work more efficiently and better serve their constituency.
- Discuss the multiple facets that need to be considered when developing a "Community Strategy" for your organization or products.
- Define "wiki" and "blog" and explain how they, and other collaborative platforms, are used to support knowledge capture and collaborative editing of documents.
- Discuss the implications of crowd-sourcing; social networking; building a community strategy; wikis; and blogs on how government organizations will provide services in the future.
- Develop a "Next Steps Plan" to sketch out a strategy for your government organization to begin leveraging the collaborative cloud.

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Contact: Julie Kelly: juliek@csolved.com or 703-338-0365