

SERVICE *to the* **CITIZEN**[™]

Champions of Change



September 24, 2020

*Honoring dedicated public servants and industry partners who
transform government services to improve the lives of Americans.*

#2020STTC Awards

CHAMPIONS

OF

CHANGE



CONGRATULATIONS

to all of the Service to the Citizen Award winners and thanks for everything you do!



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Congratulations to the 2020 Service to the Citizen Award winners! Citizens and businesses depend on their government to protect them and preserve their way of life. At times like this, they rely on the government even more. Government agencies depend on each other for services and collaboration as citizens' needs that cross multiple agencies have changed. Government and industry must partner and collaborate to bring the best solutions to the public efficiently, effectively and with empathy.

I'm proud to honor these public servants and their industry sponsors at our 3rd Annual Service to the Citizen Awards Program. These awards reflect the hard work and dedication of the winners and their teams. We want to thank you for your commitment and hope that everyone enjoys taking a few hours to honor and celebrate these accomplishments.

Thank you to everyone that submitted nominations, sponsors of the awards, and the judges who gave their time selflessly to ensure we select the most deserving champions of change. Even though COVID-19 has required the 2020 Service to the Citizen Awards to be held virtually, I hope you feel the pride and inspiration that you have demonstrated to all of us.

Thanks for everyone's support!

Martha Dorris

Founder, Service to the Citizen Awards



Welcome to the Annual Service to the Citizen Awards: Champions of Change Program!

Welcome: Martha Dorris, Dorris Consulting International

Opening Remarks

Introductions and Presentation of Awards

Government Executive of the Year

Industry Executive of the Year

2020 Service to the Citizen Awards Recipients

Government Customer Experience Trailblazer

Lifetime Achievement Award

Closing Remarks

2020 Selection Committee

Alan Balutis

Senior Director and Distinguished Fellow at Cisco

Martha Dorris

Founder of DCI

Greg Giddens

Partner, Potomac Ridge Consulting, LLC

Frank McDonough

Author of Spring Training for the Major Leagues of Government

MaryAnn Monroe

Senior Director, Client Engagement and Solutions at MAXIMUS Federal

Jim Williams

Partner at Schambach & Williams Consulting, LLC

Bob Woods

Founder & President of Topside Consulting Group



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- Leading Quality & Cost



**Congratulations,
STTC Award Winners!**

Government Executive of the Year



Margaret Weichert

**Former Deputy Director for Management,
Office of Management and Budget**

Margaret Weichert is being recognized for her dedicated leadership to the management of government and as author of the President's Management Agenda (PMA). The PMA was created as one of many steps to building a stronger America and providing 21st century services Americans can expect today and tomorrow. It lays out a long-term vision for modernizing the Federal Government in key areas that will improve the ability of agencies

to work on behalf of the American people to deliver mission outcomes, provide excellent service and effectively steward taxpayers dollars.

To move from vision to action, the PMA focused on modernizing three key drivers of transformation: modern information technology; data, accountability and transparency; and modern workforce. As the Deputy Director for Management at the Office of Management and Budget for over two years, Margaret championed initiatives, awards, and drove a new conversation about the need for the government to improve services provided to the public.

Margaret was instrumental in the implementation of the Technology Modernization Fund to fund modernization efforts across the government. The TMF is intended to be the catalytic energy that results in billions of dollars of IT spent more wisely to promote agile.

Margaret is also the designer of the Government Effectiveness and Advanced Research (GEAR) Center institutionalizing a better connection between government, industry and academia to solve complex government problems.

In addition to serving as the Deputy Director for Management at OMB, Margaret served as the Acting Director of the Office of Personnel Management where she was instrumental in improving OPM's FITARA scorecard from a D+ to a C+. She leaves behind a legacy of prioritizing information technology modernization and efficiencies across the executive branch and the need to focus on the changes needed in the federal workforce to meet the needs of the 21st century government.



Industry Executive of the Year



Jason Manstof

Customer Strategy and Applied Design, Deloitte

Jason Manstof is being recognized for his dedication to elevating the human experience as it applies to improving the federal government's delivery of services to their customers. By championing a human-centered view of customers as complex entities with unique needs, beliefs, and motivators, Jason has helped federal agencies reimagine how they see their customers. Jason has helped agencies use data and innovative technologies to make targeted improvements that impact customers

on a human level across multiple civilian agencies delivering services to millions of customers.

Based on Jason's passion for assisting federal agencies in reshaping their customer experience, he created a dedicated Customer Strategy & Applied Design (CS&AD) practice within Deloitte. This practice brings experts on topics ranging from human-centered design to CX measurement to business strategy. Jason's passion has spread to the many practitioners who now serve 40+ government clients doing a wide range of projects that enable agencies to deliver improved service to the customers.

Jason has led the strategy and design practice to a mission to elevate the human experience, a campaign to expand the definition of customer by taking a holistic, ecosystem-based, people-first approach to design and improvement. Under Jason's guidance, practitioners treat customers as complex entities that cannot be entirely captured in anonymous and aggregated data sets. Treating customers as individuals with unique characteristics allows more informed analysis and insights that ultimately drive a superior customer and human experience. This effort to elevate the human experience also addresses improving employee experience, supported by the notion that happy employees deliver customers with superior service.

Jason played a vital role in working with the US Postal Service to stand up a dedicated CX office that integrates data and analytics into the agency's delivery of service to millions of customers annually. As an advocate for understanding your customers, Jason was a major advocate in bringing the customer's voice to the center of decision-making at USPS. Since its launch, USPS has collected nearly 4.4 million surveys from customers. These insights make it possible for USPS to enable and empower the frontline to understand what matters to customers and what's needed to deliver an excellent customer experience.

Other agencies such as the Department of Homeland Security agencies and TSA pre-check passenger journey to improve the flow of passengers; improve the lives of current military members and veterans. Jason is an active thought leader in the federal CX space, and has published several articles on the importance of CX, pillars of CX and corresponding benefits, and how federal agencies can understand and respond to new CX legislation.

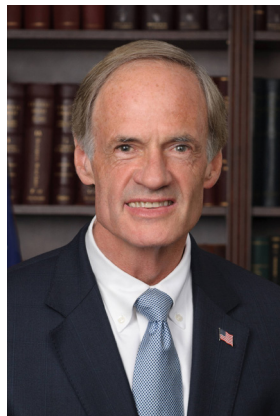


Legislative Executives of the Year



**Representative
Garret Graves**

U.S. House of Representatives



**Senator
Tom Carper**

U.S. Senate

Representative Garret Graves and Senator Carper are being recognized for sponsoring Creating Advanced Streamlined Electronic Services (CASES) for Constituents Act of 2017. CASES, enacted into law in 2019, which modernizes and digitizes one of the government's most archaic paper-based processes. This law allows citizens to interact with their congressional offices via modern, digital processes, including using fillable, electronic forms, which render effectively on desktops, laptops and mobile devices, while allowing for the use of electronic signatures. When fully implemented, the law will revolutionize the delivery of constituent service for all congressional offices.

In June 2017 Representative Graves began a 2-year journey to modernize a core function of Congressional office operations and streamlining customer service for constituents by introducing H.R. 3076, Creating Advanced Streamlined Electronic Services (CASES) for Constituents Act of 2017. Senator Carper introduced the legislation in the Senate. The CASES Act would give constituents the option to electronically authorize their Members of Congress to engage a federal agency on their behalf - a federally-required privacy protection process currently done on paper as required by the Privacy Act of 1974. That law, in desperate need of updating to keep pace with modern technology, required that Members of Congress or their staff have written authorization before they can obtain information about an individual's case. Currently, constituents in need of assistance to resolve issues with the VA, Social Security, Medicare, Medicaid or other federal agencies must physically print, sign and fax, mail or hand deliver a "privacy release form" to their congressional office before the office can take action. This process is archaic, an inconvenience to constituents and can cause unnecessarily delayed issue resolution.





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For our future, you're actively helping to shape the American Dream. From help to start a small business, buy a first home, or get an education you keep that dream alive and prospering.

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The bridge to possible

Government CX Trailblazer



Anahita Reilly

**Former Customer Experience Officer,
U.S. General Services Administration**

Anahita Reilly is being recognized for her leadership and dedication to improving the experience customers have when interacting with the government. As one of the first Chief Customer Officers in the Federal government in the U.S. General Services Administration, Anahita stood up GSA's customer experience office, and advised many other agencies that created Chief Customer Offices as well. She was selfless with her time, energy and commitment to CX

and strengthening the government's capabilities in building CX practices into the fiber of their agencies.

At GSA, she introduced the agency to the discipline of human-centered design. Through the Office of Customer Experience (OCE), she led CX training, Human Centered Design workshops, and provided hands-on support to GSA programs. As a result, GSA built CX and HCD capacities in their project teams to ensure that transformative initiatives are designed to meet customer needs. Anahita emphasized the important link between employee experience and customer experience. As a result of Anahita's leadership, OCE focused their attention on how to improve the employee experience from the recruitment process to work life at GSA. Anahita also standardized the technology platform GSA used to conduct customer surveys and ensured that programs incorporated customer feedback into their strategic planning efforts. Anahita's efforts built the CX business discipline into GSA's customer-focused mission, goals, and business practices.

Anahita was also a key driver to the implementation of the Cross Agency Priority (CAP) goal on "Improving Government Services" which has resulted in significant progress in bringing much needed attention to the highest priority services across the government. Much of our success in keeping CX at the forefront of government program management was Anahita's presence and support to OMB and other agencies. She is a true leader, driver and evangelist for making customer experience a priority for government.



Lifetime Achievement for Delivering Service to the Citizens



Edward Meagher

Service to the Veterans

Edward Meagher is being recognized for his combination as a consummate leader, motivator and professional. He is a true champion of Veterans. Ed demonstrates excellence in how following your passion can truly make a difference. He has focused on delivering services that impact the lives of our nation's Veterans for decades.

Throughout his distinguished Federal government career, Edward Meagher was known for his relentless efforts to push federal senior executives to embed information technology into the strategic decision making processes in Federal agencies. Ed/Edward was a strong proponent of giving agency Chief Information Officers (CIO) more influence which resulted in improving government performance. Ed enjoyed a long and impressive government career, that included senior positions at the Department of the Interior and the Department of Veterans Affairs (VA). At VA, he was the senior information technology (IT) official in charge of IT operations of the government's largest civilian department, with a multi-billion-dollar budget and over 225,000 employees in VA medical centers, clinics, benefits offices and national cemeteries throughout the country. Federal Computer Week (FCW) referred to Ed as a "true public servant...". His extensive career in both the public and private sectors in the area of IT and healthcare informatics spans over 40 years.

Ed is well known for his strong commitment to wounded Veterans returning from Afghanistan and Iraq. Active in the Veteran community, Ed currently serves on the boards of the Aleethia Foundation, Service Member Support Foundation, Wounded Warrior Project Advisory Board, VETSports, Help Heal Veterans Foundation and the Blue Star Families.

Ed has demonstrated a strong commitment to the Veteran community through his activism and leadership in several long standing foundations and community engagements. As founder of the Service Members Support Foundation, Ed has supported the very popular "Friday Night Dinners" as a volunteer since 2003. At these weekly gatherings, resilient service men and women, their families, caregivers and guests break bread, share stories and continue their healing process. For the last 13 years, Ed has orchestrated "Operations Covert Santa, which allows many injured soldiers and their families at Walter Reed National Military Medical Center to renew their belief in Santa, thanks to a group of anonymous "elves" who wrap and donate gifts. For many years, Meagher spearheaded the very successful "Operation Jumpstart", a charity event to help returning war heroes to transition to civilian careers.





INSPIRE INNOVATE IMPACT

Accenture congratulates all
of the Service to Citizen
Award winners.


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2020 Service to the Citizen Award Winners

U.S. Department of Agriculture

Farmers.gov

Chad Sheridan - *Former Chief, Service Delivery and Operations,
FPAC Business Center*

Farmers.gov Team

Tonye Gross

Tim Carney

Casey Cook

Courtney Dixon

Frank Geter

Tonye Gross

Alison Groenwoldt

Sherilyn Hashimoto

Michelle McKinney

Andrea Naughton

Nannette Pena

Glen Schafer

Don Simpson

Steve Stark

Matt Stropes

Gwen Uecker

Janie Hudson

Ron MacKenzie

Knowledge Management (AskUSDA)

Sandra Dickinson - *Lead, Contact Center Center of Excellence, GSA*

Department of Commerce

United States Patent and Trademark Office

USPTO Automated Search System

Robin Jackson - *Technical Information Specialist*

General Services Administration

IT Modernization Centers of Excellence

Bob DeLuca - *Former Director*

Brian Whittaker - *Former Deputy Director*

USAGov Improvements

Leilani Martinez - *Branch Chief, Content and Outreach, USAGov*

U.S. Web Design System

Dan Williams - *U.S. Web Design System Product Lead*

Ammie Farraj-Feijoo - *Implementation Lead, 21st Century IDEA*



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Congratulations to the 2020 Service to the Citizen™ Award Winners

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2020 Service to the Citizen Award Winners

Department of Homeland Security **Procurement Innovation Lab**

Polly Hall - Director

John Inman - Professor of Practice

Sandra Schmidt - Knowledge Management Lead

Scott Simpson - Artificial Intelligence for Past Performance Product Owner

Trevor Wagner - Testing and Sharing Lead

Ross Wakeman - Learning and Network Lead

U.S. Citizenship & Immigration Services **Digital Services Division**

Courtney Winship - Chief, Data Management Division

U.S. Customs and Border Protection

John Wagner - Deputy Executive Assistant Commissioner for Field Operations

Department of Housing and Urban Development **HUD Housing and Lead Index (HaLI) tool**

Eric Ewing - Artificial Intelligence Lead, GSA CoE

Department of Labor **Partnership on Employment & Accessible Technology (PEAT)**

Michael Reardon - Supervisory Policy Advisor

Scott Michael Robertson, PhD - Policy Advisor

Nathan Cunningham - Policy Advisor

U.S. Postal Service (USPS) **USPS Customer Care**

Kelly Sigmon - Vice President, Customer Experience

Social Security Administration **Notification Beneficiaries Team**

Justine Traynor - Communications Product Manager

Department of Treasury **Internal Revenue Service** **Tax Exempt Organizational Search Tool**

Michael Rautio - Management and Program Analyst

Thomas Calhoun - Supervisory Program Analyst

Richard Bundy III - Supervisory Program Analyst

Jill MacNeice - Digital User Experience Analyst

Erin Mitchell - Digital User Experience Analyst

Jose Vejarano - Program Manager

Jennifer Jett - Director, Business Systems Planning

Jalynne Archibald - Supervisory Program Analyst

Richard Crom - Management and Program Analyst



Congratulations to all Service the Citizen Award Winners this Year

Thank you for continuing to deliver
services that impact lives.



NuAxis
INNOVATIONS

2020 Service to the Citizen Award Winners

Anita Cyprian - *Management and Program Analyst*

Tiwana Holland - *Project Manager*

Sean O'Reilly - *Executive Director*

Sharon Perkins - *Internal Revenue Agent*

Tax Withholding Estimator

Kira Prin - *Digital User Experience Analyst*

Alan H. Plumley - *Technical Advisor*

Miji Mathews - *Supervisory IT Specialist*

Eric Markow - *Project Director Taxpayer First Act Office*

Erin Mitchell - *Digital User Experience Analyst*

Ashley Kent - *Product Manager in Online Services*

Michael Ratio - *Management & Program Analyst*

Victor Aledo - *Acting Director, Tax Forms and Publications*

Department of Veterans Affairs

Loan Guaranty Service

Jeffrey London - *Executive Director*

Veterans Benefits Administration's (VBA) Education Service

Charmain Bogue - *Executive Director Education Service*

Robert Orifici - *Education Portfolio Manager*

Veterans Feedback

Curtis M. Carie - *Executive Director, Enterprise Management & Design Directorate*

My HealtheVet

Theresa Hancock, PAHM - *Director, My HealtheVet Office of Connected Care Veteran's Health Administration (VHA)*

Susan Haidary, M.Ed, LBSW - *National Stakeholder Manager, My HealtheVet*

Treva Lutes - *Communications Director Office of Connected Care Veteran's Health Administration (VHA)*

Veterans Administration Patient Experience

Jennifer Purdy - *Executive Director, Patient Experience Directorate*

Veterans Experience Office (VEO)

Office of Management & Budget

Amira Choueiki Boland - *Customer Experience Lead*

U.S. Access Board Team

David Capozzi - *Executive Director*

State & Local Government

9-1-1 System for the State of California

Mark Ghilarducci - *Director*

Mitch Medigovich - *Deputy Director*





Congratulations

We're excited to honor the
2020 Service to the Citizen
Award winners, especially
our very own Jason Manstof!

2020 Service to the Citizen Award Winners

Budge Currier - *California 9-1-1 Administrator*

State of Tennessee Department of Health

Shelley Walker - *Director of Communications & Media Relations*

Tennessee Department of Health

Elizabeth Hart - *Associate Director of Communications & Media Relations*

Tennessee Department of Health

Bill Christian - *Associate Director of Communications & Media Relations*

Tennessee Department of Health

Ted Williams - *Web Master Tennessee Department of Health*

Colorado Department of Health Care Policy & Financing

Sarah Eaton - *Deputy Client Officer*

eGovernment for Missoula County, Montana

Tyler Gernant - *Clerk and Treasurer*

Louisiana.gov

Louisiana Division of Administration Communications Team

Jacques Berry - *Director of Policy and Communication*

Marsha Shuler - *Policy Manager*

Tai Istre - *Lead, State Census Data Center*

311 Services for the County of Suffolk, NY

Scott Mastellon - *Chief Information Officer (CIO)*

State Construction Registry of Utah

Mark Steinagel - *Division Director*

International Government

Canada.ca

Michel Laviolette - *Director General*

Digital Service Directorate, Citizen Service Branch

Melissa Teasdale - *Executive Director*

Service Canada

Industry

Vastec

Richard Salem - *CEO and President*

Three Wire Systems, LLC

Cindi Clark - *Director, Program Delivery*

MyAdvisor, A Division of Three Wire Systems, LLC

When Sacrifice Calls Podcast

Lesley Lykins - *Producer and Host*

Senture, LLC

Dr. Liz Herman - *Director, Knowledge Management (AskUSDA)*



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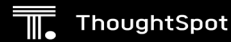
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