



#ForumOne

FORUM ONE

Digital Modernization for Government

Drupal GovCon2019





Forum One is a
full-service digital agency
that creates impact for
mission-driven organizations

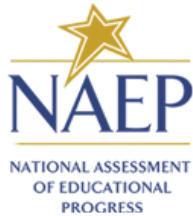


Our Clients





NATIONAL
MUSEUM of
NATURAL
HISTORY



It's Great to Meet You!



Christina Crawley

Director of Marketing

 @tinacrawley
ccrawley@forumone.com



Michael Shoag


*Vice President,
Government Services*

 @MikeShoag
mshoag@forumone.com



Alex Dunlop

*Director of Business Development,
Government Services*

 @alexpdxunlop
adunlop@forumone.com





What is Digital Modernization?



1. Build Consensus



2. Plan The Investment



3. Get Started

POLL #1

How confident are you with what Digital Modernization means and entails?

1. I'm just learning about it for the first time today
2. I've read a few articles
3. I'm familiar with the concept
4. I'm currently implementing my first one
5. I know it well and have been part of an completed implementation

Digital Modernization is:

Transforming your agency and how you interact with customers through the use of new technologies to achieve an integrated approach to engaging your audiences and achieving your mission.

Recent Modernization Milestones

Dec 2017

**Modernizing
Government
Technology Act**

Jan 2018

**GSA launches
“Center of
Excellence”
initiative**

Mar 2018

**President’s
Management
Agenda PMA**

Jan 2019

OPEN Data Act

Mar 2019

**GSA launches
“Discovery and
Assessment”**

Areas of focus

Customer
experience

Data
analytics

Infrastructure
optimization

Cloud
computing

Contact
centers

Change
management

An illustration of three tall, dark, lattice-like structures representing data silos. Each silo is filled with vertical columns of binary code (0s and 1s). The silos are set against a dark blue background with stylized white clouds. A black horizontal line with a vertical drop on the right side runs across the middle of the silos.

DEPARTMENTAL & DATA SILOS

REDUNDANT PROCESSES & SOLUTIONS

An illustration of three smaller, dark, lattice-like structures representing data silos. Each silo is filled with vertical columns of binary code (0s and 1s). The silos are set against a dark blue background with stylized white clouds. A black horizontal line with a vertical drop on the right side runs across the middle of the silos.

Now take 3 steps back...



Align teams on strategic goals

Components of Digital Modernization

Focus on Your Mission

Not enough to just replace an old system with a new one. First understand what you want to accomplish.

**Mission,
Goals &
Objectives**

**Systems
& Tools**

Don't just replace, improve!

This is an opportunity to rethink systems and tools to improve efficiency and impact.

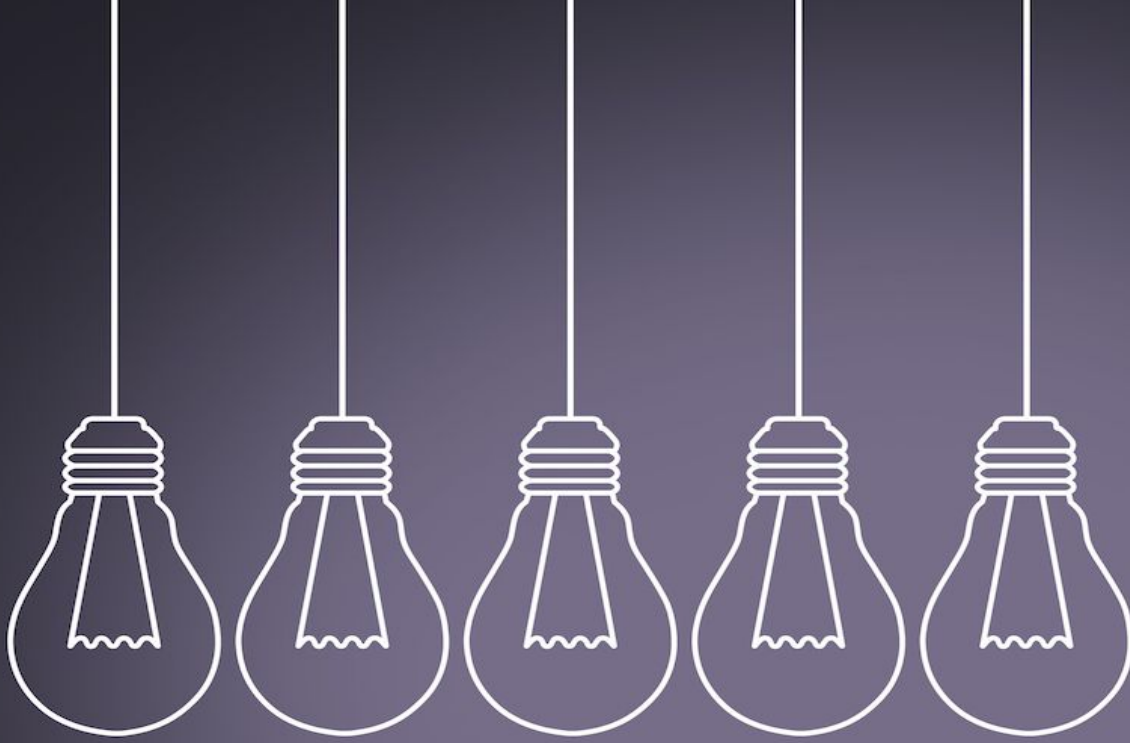
Org. Culture!

Change the way you work!

Ultimately we want to make your jobs easier, and more effective. Modernization can help do that.

Modernization





**What is the impact
of digital modernization?**



Important idea.

It's more than tools.
It's organizational change.

1

Build Consensus

2

Plan the Investment

3

Get Started

1

Build Consensus

1. Build Consensus

2. Plan the Investment

3. Get Started

Assess where leadership stands

1. Build Consensus

2. Plan the Investment

3. Get Started

Understand the System Fundamentals

1. Build Consensus

2. Plan the Investment

3. Get Started

Identify customers and stakeholders



**Talk to
customers and
stakeholders.**



Invite



Participants



Share Screen

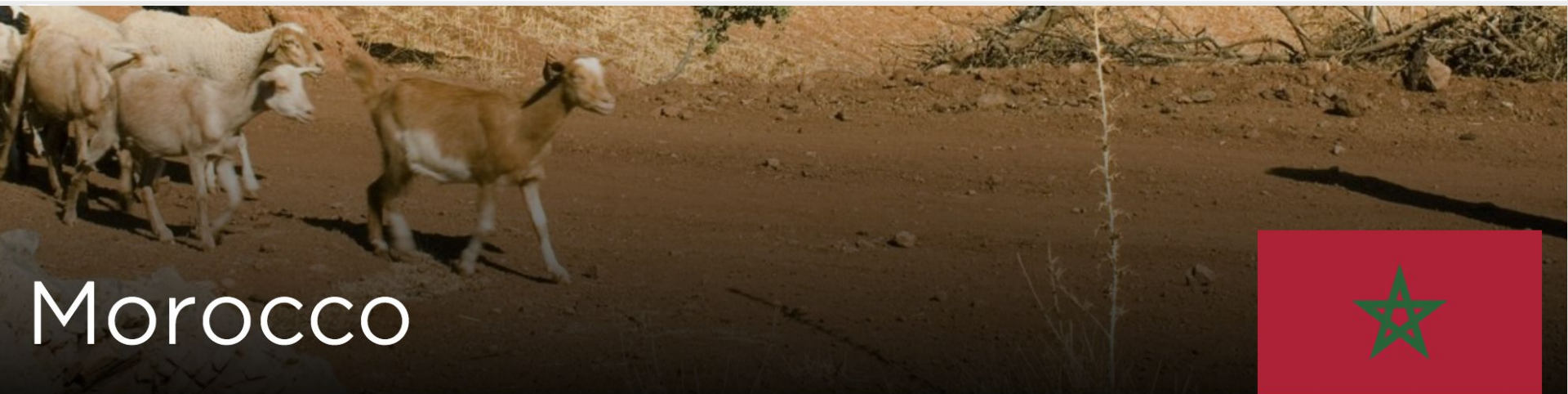


Chat



Record

Leave M



Morocco

Projects in Morocco

Stories from Morocco

Peace Corps in Morocco

FOLLOW US AND SEE VOLUNTEERS IN ACTION:



Consistent Scalability

DESIGN SYSTEM

COLORS

Blue #004B97	Red #C2002F	Green #81AF40	Navy #20224B	Orange #EC6124	Teal #079AAF	Charcoal #444444	Dk Grey #888888	Md Grey #BFC0BF	Grey #EAEAEA	Lt Grey #F3F3F3	"Black" #222222
		Dk Green #58821C			Dk Teal #017C8E						

PATTERN USE

Teal Pattern 45% Opacity	Red Pattern 45% Opacity	Orange Pattern 35% Opacity	Navy Pattern 80% Opacity	Dk Grey Pattern 45% Opacity	Green Pattern 35% Opacity
Teal Background #079AAF	Red Background #C2002F	Orange Background #EC6124	Navy Background #20224B	Charcoal Background #444444	Dk Green Background #58821C

ICONS

	Agriculture		Family & Friends		Technology
	AIDS/HIV		Grad School		Water & Sanitation
	Community Economic Development		Health		Women & Gender
	Education		Innovation		Youth in Development
	Environment		Secondary Programs		

TYPOGRAPHY

Primary font: Gotham, Arial, sans-serif
Secondary font: Gotham Condensed, Arial, sans-serif

Primary font weights used: Light, Book, Medium
Secondary font weights used: Bold

<H1> Gotham Light 54/58 +0 Navy. Nullam quis risus eget urna mollis ornare

<H2> Gotham Medium 40/45 +0 Navy Nullam quis risus eget urna mollis ornare vel eu leo. Maecenas faucibus mollis interdum.

<H3> Gotham Light 28/35 +0 Navy. Est non commodo luctus, nisi erat porttitor ligula. eget lacinia odio sem nec elit. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

<H4> Gotham Light 22/30 +0 Charcoal. A pharetra augue. Donec id elit mi porttitor. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Duis mollis, est non commodo luctus, nisi erat porttitor ligula.

<H5> Gotham Medium 18/22 +0 Charcoal. Est pharetra augue. Donec id elit non mi porta. tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

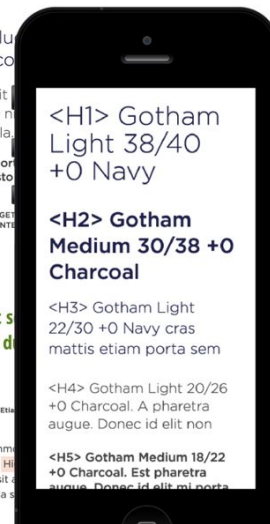
<H6> GOTHAM MEDIUM 12/16 +30 CHARCOAL. ELIT NON MI PORTA GRAVIDA AT EGET METUS. NULLAM QUIS RISUS EGET URNA MOLLIS ORNARE VEL EU LEO. MAECENAS FAUCIBUS MOLLIS INTERDUM. LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. INTEGER POSUERE ERAT A ANTE



<blockquote> Gotham Condensed Bold 30/40 +0 Dk Green. Donec id elit non mi porta. tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus, nisi erat porttitor ligula, eget lacinia odio sem nec elit.

<CAPTION> Gotham Medium 11/16 +20 Charcoal. Est et lobortis. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam magna, vel scelerisque nisi consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

<p> Gotham Book 16/24 +0. Charcoal. [Links in blue, underline on mouseover](#), tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Praesent scelerisque consectetur et. Aenean eu leo quam. Hendrerit sem lacinia quam venenatis vestibulum. Maecenas faucibus mollis interdum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Etiam magna, vel scelerisque nisi consectetur et. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aenean lacinia bibendum nulla sed consectetur. Vestibulum id ligula nec felis. Maecenas faucibus mollis interdum. Donec sed odio dui.



1. Build Consensus

2. Plan the Investment

3. Get Started

Make the case

2

Plan the Investment

1. Build Consensus

2. Plan the Investment

3. Get Started

Establish 3 Groups:



Core

Approval

Consultative

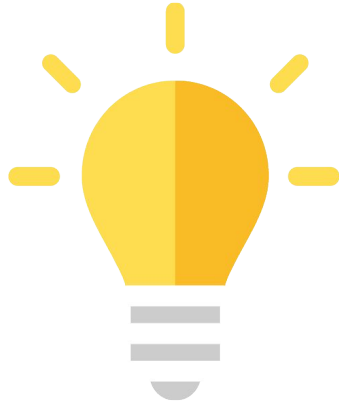
1. Build Consensus

2. Plan the Investment

3. Get Started

Customize how
you communicate





It takes a village.

1. Build Consensus

2. Plan the Investment

3. Get Started

**Agree on specifics about
the problem being solved**

1. Build Consensus

2. Plan the Investment

3. Get Started

Map business processes

1. Build Consensus

2. Plan the Investment

3. Get Started

Customer
experience

Data
analytics

Infrastructure
optimization

Cloud
computing

Contact
centers

Change
management

1. Build Consensus

2. Plan the Investment

3. Get Started

Secure resources and plan ahead

1. Build Consensus

2. Plan the Investment

3. Get Started

Use data to measure progress



HOME

ABOUT NEH

GRANTS

DIVISIONS AND OFFICES

NEWS

EXPLORE

NEH PROJECTS HAVE ENRICHED AND SHAPED AMERICAN LIVES.
EXPLORE AND ENJOY THE STORY OF THE FIRST 50 YEARS OF THE NEH
THROUGH PROJECTS AND PEOPLE

HOME / GRANTS

NEH GRANTS

GRANTS

MANAGE YOUR GRANT

APPLICATION REVIEW
PROCESS

SCAM ADVISORY

BECOME A PEER REVIEWER

PRISM FREQUENTLY ASKED
QUESTIONS

GRANTEE COMMUNICATIONS
TOOLKIT



Manage Your Grant
Now.

FILE REPORTS USING



NEH's online grant
management system

GUIDELINES FOR

INDIVIDUALS

ORGANIZATIONS

Grant Opportunities, Application Guidelines, and

< Grants

Filter by Output

Output



Individual or Organization

☐ Individual

☐ Organization

Filter by Division/Office

Division/Office



☐ Currently accepting
applications

All Grant Program Opportunities

NEH offers a variety of grant programs to individuals and organizations that do the highest quality work to promote the humanities. Use the search tools to find the grant program that helps you accomplish your goals in enhancing the humanities!

3

| Get Started

1. Build Consensus

2. Plan the Investment

3. Get Started

Prioritize and select

1. Build Consensus

2. Plan the Investment

3. Get Started

Integrate with other systems

1. Build Consensus

2. Plan the Investment

3. Get Started

Plan for quick, visible wins

1. Build Consensus

2. Plan the Investment

3. Get Started

Document the lessons learned

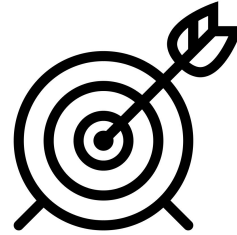
In Summary



**Work to Build
Consensus**



**Talk to
stakeholders**



**Align with
your mission**



**Communicate
with audiences**

POLL #2:

What is your immediate next step?

1. Talk to my boss
2. Research customer experience
3. Talk to end-users
4. Look at data
5. Try to secure funding

Questions?



Christina Crawley

Director of Marketing

 @tinacrawley
ccrawley@forumone.com



Michael Shoag

*Vice President,
Government Services*

 @MikeShoag
mshoag@forumone.com



Alex Dunlop

*Director of Business Development,
Government Services*

 @alexpdxunlop
adunlop@forumone.com





Understand Data Needs

What do stakeholders need to make informed decisions?



Talk to Stakeholders

Understand their touchpoints, needs, and questions.



Have an Eye for Integration

Make sure your tools are connected. Eliminate manual work.



Optimize for Automation

Map the entire process to identify manual pain points.



Plan the Roll Out

Take implementation seriously.
Don't wing it.



Invest in Governance

Plan for necessary labor and ongoing expenses for long-term success.