



Communications Customer Council

Meeting Notes

May 19, 2008

2:30-4 p.m.

411 E. Franklin St.

5th floor, North Conference Room

Richmond, VA 23219

Attendance

Name	Agency	Attendee	New council member?
Ballinger, Sylvia	VDOT		
Bernstein, Dorothy	VSP		
Dunn, Cheryl	VITA		
Giddings, Ron	DMV		
Goheen, Pam	DMV		
Hayden, Bill	DEQ	Yes	Yes
Madison, Debbie	DOC		
Markva, Craig	DMAS	Yes	Yes
Monson, Mark	DHP		
Pyle, Rex	VDEM		
Rodriguez, Cheryle	VDH	Yes	Yes
Salster, Mike	DHRM	Yes	No
Tywman, Bruce	DJJ		
Williams, Greg	DCE		
Williamson, Marcella	VITA	Yes	No

Welcome

Marcella Williamson opened the meeting at 2:35 p.m. and asked members to introduce themselves.

All attendees were attending their first meeting, with the exception of Mike Salster, DHRM. Marcella reviewed the purpose of the council and asked members for assistance with communicating information about the IT Infrastructure Partnership and with identifying communications challenges and potential messaging. She asked that attendees try to be more consistent in attending meetings so less time is spent reviewing basics.

Transformation presentation

Colin Ceperich of Booz Allen Hamilton updated council members on the purpose and status of the IT infrastructure transformation. This update served as the foundation for breakout discussions. Tiffany Erbach of Booz Allen Hamilton assisted Colin.

Break-out session #1 -- Challenges for your agency

Council members in attendance represented three different stages of exposure to the IT infrastructure transformation: no direct exposure, early exposure and heavy exposure. Participants identified aversion to change, rumors, loss of control, lack of information, and a perceived downgrade in technology and services as main challenges to agency transformation and communication.

Break-out session #2 -- Actions for the council

Attendees identified messages and made recommendations for improving the success rate of transformation communications. Message themes included: acknowledge the challenges; reinforce the benefits; help agencies plan for changes; and point out that this is a General Assembly directive that VITA is carrying out for the Commonwealth. Recommendations for improving communication included sending messages directly to agency communications staff, including agency communication staff in AITR meetings or inviting them to listen by phone, including agency communications staff in project kick-off meetings, and providing posters for agencies to use during transformation.

Propose agenda for next meeting

Discussed hosting the next meeting at CESC and using a portion of it to review and test messaging for different elements of the program. Members would like to receive a tour of CESC at some point. Bill Hayden proposed that meetings move to quarterly.

Closing

Marcella thanked attendees for their input and closed the meeting at 4:15 p.m.