

**2011 Transforming Local  
Government/FCCMA  
Conference  
Case Study Application**

Conference Theme

***Making Magic – How Bold Can  
Government Be?***

When: June 1-3, 2011

Where: Clearwater, Florida

Hosts: City of Clearwater and Pinellas  
County

Application Deadline: August 15, 2010

**Brought to you in partnership between the Alliance for Innovation  
and the Florida City and County Management Association**



The Alliance for Innovation and the Florida City and County Manager's Association invites you to participate in the 2011 Transforming Local Government (TLG)/FCCMA Conference by submitting a case study presentation application. Applications are being accepted for review by the Selection Committee until August 15, 2010.

Applications should discuss successful programs/projects/services or initiatives where your organization has demonstrated creative and innovative practices relative to the 2011 Theme, Making Magic – How Bold Can Government Be?

**Background**

Case studies are sessions presented by local governments on innovative practices they have had success with. Case studies are designed to share new ideas/programs/projects/services that have helped your organization in some way. Studies should have some tie to the conference theme for the year.

This conference will attract participation from local governments across the US and Canada that are deliberately seeking new and innovative ways to connect people, information and ideas that support their efforts to be the best communities to live, grow, work, play and prosper. TLG is recognized for its dynamic content that encourages freethinking and fosters unprecedented ideas, all within a relaxed and professional networking and learning environment while the FCCMA conference has been a cornerstone to networking for Florida local government professionals for decades.

The conference is specifically designed to promote team building and to provide opportunities for sharing ideas. The scale of the conference allows local government professionals to participate in highly interactive conversations, to network directly with the presenters and to establish new and long lasting peer-to-peer contacts.

At the 2011 TLG/FCCMA Conference local government professionals from every department and every level, as well as elected officials, university faculty, graduate students and private industry will gather to learn from each other. The conference includes a combination of formal and informal activities that facilitate networking and relaxed exchanges among attendees.

The Alliance for Innovation (Alliance) is a network of local government professionals seeking innovation and governmental excellence and is the largest innovation based network serving local government. For more information about the Alliance, please visit [www.transformgov.org](http://www.transformgov.org).

FCCMA is the professional association for city and county managers, assistants, deputies and others interested in local government management in Florida. The association strives to advance excellence and encourage growth in the professional management as a local government advocate for the profession. FCCMA provides a forum for the exchange of experiences, discussion and study of mutual problems. For more information about FCCMA, please visit [www.fccma.org](http://www.fccma.org).

## CASE STUDY EXPECTATIONS

- In keeping with the philosophy of "innovation", case study applications are to address innovative excellence specific to "Making Magic – How Bold Can Government Be?" Applications should be related to one of the following topics:
  - Collaboration and Partnerships** - Public-private partnerships, Public-public partnerships, Public-non-profit partnerships, Regionalism, Shared service delivery
  - Management Strategies for Continuous Improvement** - How we position ourselves to act boldly -- Value added service delivery, Streamlined operations, Cross departmental teaming, Organization models – Reorganization, Measuring Performance
  - Public Involvement** – new and innovative approaches to engaging citizens -- Involving the public in priority setting, Citizen education – growing good citizens, Reaching new audiences – targeting the middle, diffuse the extremes, Communication Techniques – high-tech, town halls, increased participation
  - Local government professionals toolbox** – Skills for today's leaders -- Scenario planning, SWOT, Strategic Planning, Building An Effective Learning Program under today's demands, Exposure to concepts like HPO, Lean, ISO
- Case Study presentations should be designed to be interactive and generally presented by a team (No less than two but preferably, not more than five). The intent is to inform and engage the audience and to avoid the "talking head" presentation.
- If your presentation is going to include a private vendor, TLG/FCCMA reserves the right to move your application to our Solution Sessions. These sessions are similar to Case Studies in that they focus on innovative new ideas that you as a local government have instituted to improve a part of your organization in collaboration with a private sector company and will include your participation in the presentation.
- All local governments are welcome to submit a case study application; you do not need to be an Alliance for Innovation or FCCMA Member. However, we do request an opportunity to meet with your organization to share the value and benefits of membership prior to the June conference.
- If your presentation/case study includes work with a private company we request the opportunity to speak with them about a sponsorship at the conference.



**Submit your case study application and join the Alliance and FCCMA on Clearwater Beach for a Truly Magical Learning Experience!**

## THE PROCESS

- Provide all required documentation (listed below) in ELECTRONIC FORMAT ONLY by **August 15, 2010** to:
 

Brandi Allen  
Conferences & Education Director  
Alliance for Innovation  
ballen@transformgov.org  
Ph: 602- 496-1097
- Limit two (2) case study applications per local government.
- Applications are segregated by region and forwarded to the appropriate Regional Director. Every application is reviewed and scheduled for an interview. Regional Directors, using the same evaluation system, weigh and score each application at the conclusion of the oral interview. All applications are then sent to the Selection Committee for further review, and final selection.
- Case studies will be evaluated and scored as follows:

Category	% of Total Score
Innovative/Creative	30%
Applicable Results & Real World Practicality	20%
Outcomes Achieved	20%
Leadership	20%
Application Assembly and Presentation	<u>10%</u>
	100%

- Selection Committee members are a combination of:
  - Arizona State University Faculty
  - Two Alliance for Innovation Board Members (City/County Managers)
  - One Alliance for Innovation staff member (normally the President)
  - Host Community Managers
  - Alliance for Innovation Learning Council Members
  - FCCMA Board Representative
  - FCCMA Staff Member
  - FCCMA conference committee member
  - Center for Florida Local Government Excellence faculty

## HOW TO APPLY

1. Submit the following information in a single document:

- Cover sheet including the information requested
- 1 to 4-page synopsis describing the case study; and
- Answers to Presentation Components listed below

## SYNOPSIS

Provide an in-depth 1 to 4-page description of the case study, including:

- Intent of the project/program/service
- Anticipated and actual outcomes
- Costs and/or Savings, if any
- Identify innovative characteristics
- Obstacles and Results achieved
- Any new issues/problems (unintended consequences or things you didn't expect) you encountered as a result of your program

## PRESENTATION COMPONENTS

In addition to the 1 to 4-page synopsis listed above, include additional pages answering to the following:

### 1. Innovation/Creativity

- How did the program/project/service, etc. improve the organization?
- Were new technologies used?
  - o If yes, what methods and/or applications did you implement?
- Was a private consultant used?
  - o If yes, describe their involvement; and
  - o Identify the consultant and/or firm, including contact information

### 2. Outcomes Achieved

- What customer/community needs and expectations were identified and fulfilled?
- Has service delivery been enhanced?
- Did the initiative improve access to your government?
  - o If yes, how?
- Has the health of the community improved as a result?
  - o If yes, how?

### 3. Applicable Results and Real World Practicality

- What practical applications could you share if selected?
- How applicable is the project/program/service to other local governments?
- What results/outcomes will you be able to share?
- Please include any performance measures if applicable

### 4. Case Study Presentation

- Briefly describe what your case study presentation might include. For example:
  - o PowerPoint, Video
  - o Group Activity
  - o Handout materials
  - o Live demonstration(s)

Whether your case study is selected for presentation at the 2011 TLG/ FCCMA Conference or not, we will notify our members of your case study and make it available to interested local governments and publications (such as GFOA, ICMA, etc).

## COVER SHEET INFORMATION

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Case Study Title

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Jurisdiction Name

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City/County Manager

### Project Leader – Primary Contact

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Name

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Title

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Phone Number

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Email

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US Mail Address, including zip code

### Presenting Team Member

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Name

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Title

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Phone Number

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Email

### Presenting Team Member(s)

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Name

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Title

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Phone Number

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Email