

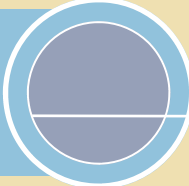


Advancing a Culture of Service in Health & Human Services Symposium

Registration Now Open

The Affordable Care Act offers an unprecedented opportunity for the health and human services community.

- Join us in shaping the future of customer service in California.
- Hear from Plenary speakers who will challenge you to think about new ways to serve.
- Explore with colleagues how to make these ideas work for you.

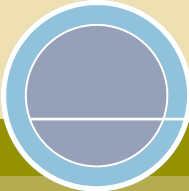


January 16, 2013
10am - 4pm
(check-in starts at 9am)
Sheraton Grand
Sacramento



Who Should Attend:

County Human Services Agency Representatives
and Invited Stakeholders



Registration fees are \$50 per person

Symposium sponsored by CWDA in association with Child & Family Policy Institute of California with generous support from the California Endowment.



Advancing a Culture of Service in Health & Human Services Symposium Agenda

9:00am **Check-in Desk Opens**

10am **Symposium Begins: Welcome by CWDA**

10:30am **“Six Essential Elements for Creating a Culture of Service”**
Wendi Brick, President & CEO, Customer Service Advantage, Inc.

Join us for an engaging and thought-provoking exploration of why providing a great customer experience is so critical in the public sector and how we ensure our agencies are providing high quality service to our clients, both internal and external. We will pinpoint the definition of great service in government, what it looks like, how to create the infrastructure to support it, and how to build upon what your agency already has in place to take service to the next level. We will also discuss how to provide great service when transitioning to service centers as a way of efficiently serving current clients and the new clients we reach under the Affordable Care Act.

11:45 am **Break and Get Box Lunch**

Noon **Working Lunch—Break out Session I**
Questions that will be discussed are on the next page

1:10pm **Lessons Learned from Year 1 of Work Support Strategies Project**
Stacy Dean, VP for Food Assistance Programs, Center on Budget & Policy Priorities

Learn what the Work Support Strategies Initiative (WSS) can tell us about enhancing service delivery. WSS is a multi-year demonstration project that offers a small group of competitively selected states the opportunity to design, test, and implement a 21st century public benefits system. Over the course of a planning year and three implementation years, WSS aims to dramatically improve the delivery of key work support benefits to low-income families, including health coverage, nutrition benefits, and child care subsidies through more effective, streamlined, and integrated approaches. The six grantee states (CO, ID, IL, NC, RI and SC) are currently in the first year of implementing their work plans. Stacy Dean directs the technical assistance component of the project. She'll share some observations about the WSS states' key challenges, their approaches to this work, as well as some lessons learned.

2:10pm **Break out Session II**
Questions that will be discussed are on the next page

3:25pm **Closing Session & Wrap Up**

4:00pm **Symposium Ends**



Discussion Questions For Symposium Break-Out Groups

NOTE: We encourage you to review this page in advance of the event so that you may consider the vision, definitions and breakout questions.

VISION STATEMENT

California county human services agencies will provide first class customer service to individuals seeking help under the Affordable Care Act and will enhance local agency culture to effectively promote health care coverage and access to vital human services for all eligible persons.

DEFINITIONS

"Culture" for the purposes of this project can be defined as a pattern of attitudes, beliefs and assumptions about the agency, its work, and clientele that are generally shared by all levels of the agency workforce and transmitted to incoming staff. These attitudes, beliefs and assumptions affect how work is performed and how individuals interact with colleagues, clients and stakeholders.

"Excellent customer service" in the context of human service programs entails delivering these services accurately, consistently, efficiently, equitably, timely, and respectfully (including, with cultural and linguistic sensitivity) so that the client's satisfaction with the process meets or exceeds his/her expectations from the point of first contact with the agency throughout the client's experience with the agency. This is true even if the client did not receive the program outcome originally desired.

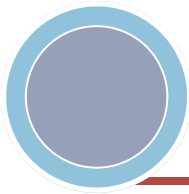
QUESTIONS FOR BREAK-OUT SESSION I

- In reflecting on the presentation this morning, what currently shapes and maintains culture in your environment?
 - Which of these are the most influential?
- What is a "culture of service"?
- What are the common, key elements of excellent customer service?
- What promotes or inhibits excellent customer service?

QUESTIONS FOR BREAK-OUT SESSION II

- How can the current culture be enhanced to better support a "culture of service" within the context of implementing the ACA?
 - Which actions need to be taken first?
 - What help would be needed to implement these actions?
- What needs to be done to maintain the enhanced culture over time?
 - What obstacles will need to be addressed in order to maintain forward momentum?

Keynote Speakers



Wendi Pomerance Brick
Author President and CEO
Customer Service Advantage, Inc.



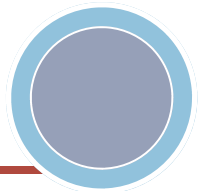
Wendi is author of “The Science of Service: Six Essential Elements for Creating a Culture of Service in the Public Sector.” She has 14 years of experience developing and implementing customer training and facilitation, process improvements, performance measures and rewards & recognition programs in a variety of service environments including contact centers.

Wendi was the County of San Diego’s first Customer Service Manager. Her programs were used as models around the United States. In 2006, Wendi was appointed Director of the Department of Customer Services for the City of San Diego. Her programs are nationally recognized and she was twice a Finalist in the San Diego Business Journal's annual "Women Who Mean Business" and recently honored by the Municipal Management Association of Southern California with the Annual Stewardship Award.

Wendi is now the President and CEO of Customer Service Advantage, Inc. CSA provides customer service consulting and training services. The CSA approach is based on a unique “Six Essential Elements™” model for establishing a customer-focused culture. Her new book “The Science of Service: Six Essential Elements for Creating a Culture of Service in the Public Sector” was released in December 2010.



Stacy Dean
Vice President, Food Assistance Policy
Center on Budget and Policy Priorities



Stacy Dean works extensively with program administrators, policymakers, and non-profit organizations to improve the food stamp program and provide eligible low-income families easier access to its benefits. She focuses on nutrition programs, immigrant issues, the federal budget, and cross program integration.

Dean started at the Center in April 1997 as a Senior Policy Analyst working on national policy issues such as the federal budget, the food stamp program, and benefits for immigrants.

Before joining the Center, Dean worked as a budget analyst at the Office of Management and Budget where she worked on policy development, regulatory and legislative review, and budgetary process and execution for a wide variety of income support programs.

In 1999, Dean spent seven months in the United Kingdom as an Atlantic Fellow in Public Policy, examining the integration of benefit and tax policy for low-wage workers.

Dean received both her B.A. and Masters in Public Policy from the University of Michigan.

Registration Information

County Registrants:

To make sure that there is room for every county to participate, we are holding two slots per county but we are also hoping that if there is additional room, some counties may be able to send more participants.

We ask that each county designate a person who will register the county team. Each county can apply to send as many participants as they would like, but we ask that you register only your top two participants and indicate on the waiting list those other staff who would like to attend. We will notify you the week of January 1st as to the registration status of those on the wait list.

If you have any questions please do not hesitate to send them to Stuart Oppenheim, stuart.oppenheim@cfpic.org or to the Project Director, Beth Fife, beth.fife@cfpic.org

Sleeping Room Information Sheraton Grand Hotel

We have a block of rooms reserved at \$84 per night (this includes the nights of January 15 through January 17th).

To book your room, you can use the online reservation system:

<https://www.starwoodmeeting.com/Book/CCA>

or call 800-325-3535 and use the code "Counties California" to receive the \$84 rate.

Logistics Questions? Please contact:

Cathy Murnighan

Event Coordinator

cathy.murnighan@cfpic.org

(916) 944-4935

