2018 DESIGN CHALLENGES

Participant Guide | March 23 – July 6

The Better Government Movement

The Better Government Movement
DESIGN CHALLENGE

Welcome to the inaugural Design Challenge 2018!

We are thrilled to partner together with you, the innovative and passionate, in building the Better Government Movement (BGM)! Together we will grow our creative capacity and learn new tools to jumpstart innovation to solve government-wide problems.

The BGM is a grassroots movement comprised of public and private sector partners working to create a better, more modern government. We practice what we preach, solve the right problems, and create a space where we all belong.

This year's Design Challenge is comprised of solving problems related to three Cross-Agency Priority Goals including implementing new technologies, improving government-wide customer service through fostering culture change and digital delivery. The challenge will offer participants from multiple disciplines an opportunity to come together to consider a new approach to government service delivery and setting the direction for creating a 21st century government culture and workforce. Participants will present their innovative ideas "Shark Tank" style to a panel of Judges in June 2018.

In this participant guide, you will find information about the structure, syllabus, communications, and venue.

In partnership,
Amy Wilson Founder, Innovation.gov + The Better Government Movement, Presidential Innovation Fellow

Joey Arora, Director of Community Development, AFWerX, Design Challenges Lead

Overview

Individual Learning and Assignments

Each Monday Amy will send out an email that announces that week's assignments that will be due the following Sunday at 11:59 p.m. You and your team will complete the given assignments related to your CAP Goal guided by your CAP Goal and Innovation Sherpas. Sherpas are here for your questions and help as you work through your learning and assignments.

Team Captains (or yourself, if individual assignments are given), are responsible for completing the assignments and submitting them in the Google Drive Folder. ***Note: assignments and learning will be shared as they are finalized by the leadership team and trainers (on a monthly basis).*

Weekly Activities

The drum beat for the Challenges is the weekly assignments and virtual learning. Beginning today we will alternate weeks between Instruction and Open Studio sessions:

- **Instruction Sessions:** For each of these three hour sessions we will use the theme: **Present Teach Create**. Teams will PRESENT the work that they did the previous weeks to the Sherpas and Teacher, then the teacher will TEACH or reinforce a concept, and finally teams will CREATE, based on what they learned.

- **Open Studio:** During these sessions teams will understand and get to work on the assignments for the week, guided by the Sherpas.

About the Activities
- Be on Time, and we will start on time.
- Held at GSA from 2-5 PM
- Attendance is required to receive a Statement of Accomplishment and to be a Better Government Ambassador. Let your Team Captain know if you will not be here.

Getting Started

Optional Activities

Journals

We want your voice heard and want to know how the experience is going for you. To that end, we'll be sending out weekly optional journals with our Monday emails. Your feedback in these journals will be invaluable for the leadership team and your Sherpas to keep a pulse on the progress of the teams and pinpoint any team issues before they arise. We welcome your radical candor.

We will choose one winner weekly in a random drawing who will win a prize--usually a book or gift card.

Social Activities

Throughout the next few months, the Better Government team will schedule out

- Happy hours
- Lunches and/or dinners
- Coffees roundtables

Logistics

Google Drive

All Class Information (Syllabus, Assignments and Submissions) will be handled through the Design Challenge Google Drive Folder. There are four types of folders :

- Assignments
- Submissions
- Program Materials
- Each team will have their own folder for their submissions

Design Challenge Support Email

better-gov@gsa.gov

Getting Started

Google Drive and Google Sites

GSA uses Google to provide employees with a way to collaborate in real time, and to create, edit and share work from anywhere. To enable similar sharing and collaboration in Google with our government customers and business partners, while also ensuring that this shared information is safeguarded and secure, we've created a specialized Gmail account process called GACA – short for the GSA Affiliated Customer Accounts (GACA). Collaborative data stored on GSA's Google Drive and Google Sites systems are compliant to the Federal Information Processing Standard (FIPS) 140-2. This standard ensures that access and transmission occurs via a secure web page using the TLS 1.2 encryption standard.

Applicability – GACA is for those who work for our government customers and business partners who do not use Google in their workplace. Agencies and civilian partners that are using Google in their workplace do not need to create a GACA account. ***GACA accounts must NOT be used by GSA employees and contractors in lieu of a gsa.gov account.***

How to create a GSA Affiliated Customer Account (GACA) in Gmail

The person who will be using the GACA account (the government agency customer or the business partner) must create a Gmail account at http://mail.google.com/mail/signup and follow the process below:
- enter their first name and last name,
- enter their username: must start with "GSA." then first name, last name - example: GSA.johnsmith@gmail.com (mandatory),
- complete all required fields, accept the Terms of Service and submit the request, and
- set up 2-Step Verification (also known as two-factor authentication) using a smartphone that can receive simple messages (mandatory).

The GSA IT Security Staff continuously monitors all shared files in Google Drive, and sharing in GSA's Google Sites. If non-compliance with this process is detected, then our staff will notify users of non- compliance with this process. After notification, if the sharing has been determined to be with a user that maintains a G Suite account, no further action will be required.

Google Drive

Getting Started

Check-In

A member of the Better Government Team will check you in and record your attendance at every session. Attendance records will be used to determine eligibility for a Statement of Accomplishment and determination of your standing as a Better Government Ambassador.

What to Wear

Casual. The Design Challenge will be fun and energetic Feel free to come as you are.

Location

General Services Administration Headquarters Building
1800 F Street, NW Washington, DC 20006

This venue is located in a prime location in DC right near the White House (and has an amazing roof deck terrace with amazing views of the Washington Monument.)

Food

Please plan to bring your own food for sessions as needed. here are lots of restaurants in the neighborhood including Old Ebbitt Grill and Hamilton. Take- out options include District Taco, Roti and Pauls which are all near the Metro and within walking distance of our venue. Google Map with numerous food and drink options.
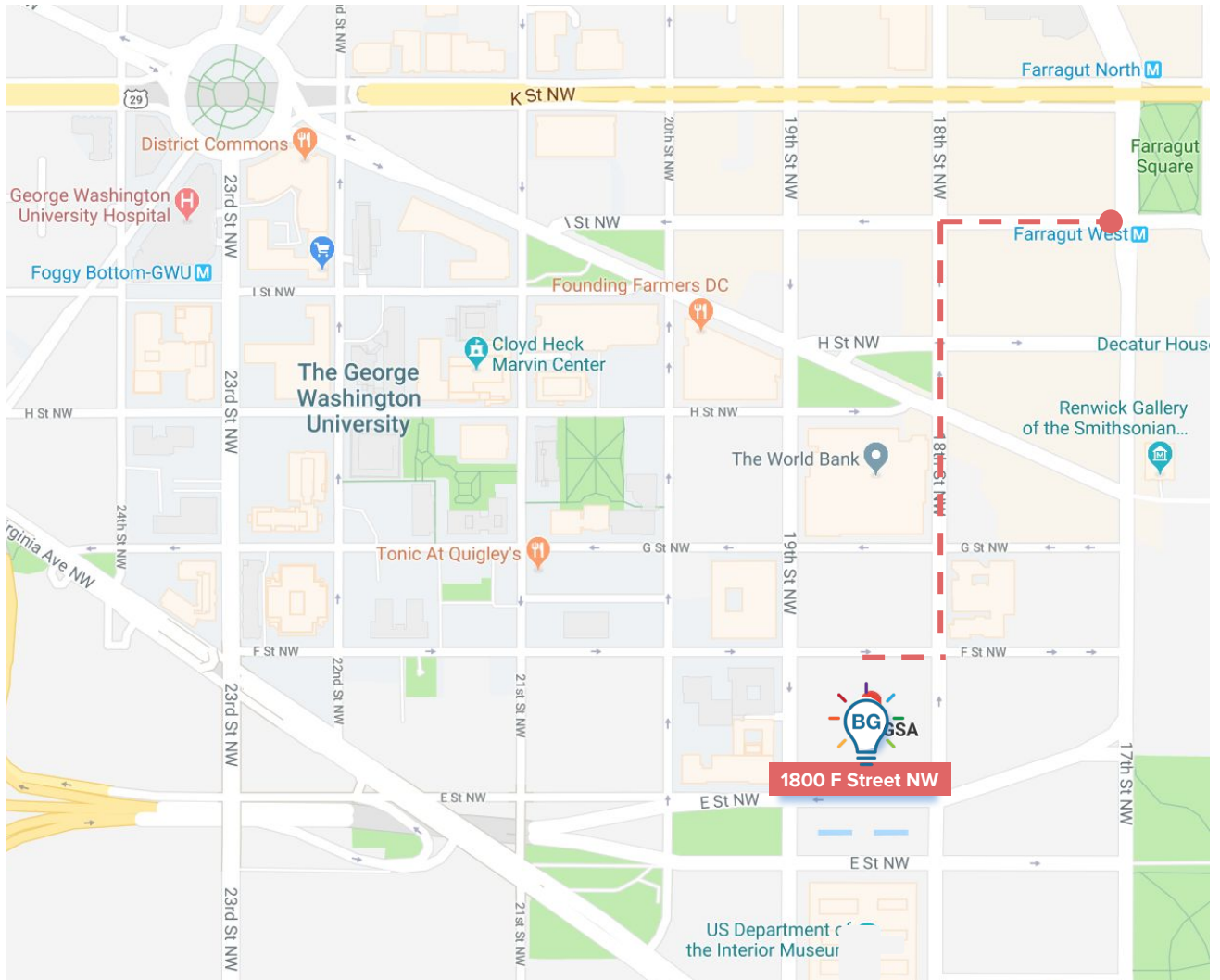
Getting to GSA

Address

1800 F Street NW, Washington D.C. 20006

Metro Directions

Take the Metro Orange or Blue line to Farragut West, exit the Metro on the 18th Street side and walk south on 18th Street about four blocks to F Street. The entrance is located at the middle of the building on F Street, between 18th and 19th Street.

Getting to GSA

Walking

GSA's washington office is located two blocks from the White House, six blocks from the Farragut North station, and three blocks from the Farragut West Metro Station. If you'd like to take an afternoon walk, the Smithsonian is three blocks away via 18th Street.

Biking

Bike parking is free. The entrance to the bike room is via a ramp on E Street by Greenberry's Coffee. (There are two ramps into the TTS office. The one closer to 19th Street is the one you're looking for.) You must show your GSA ID to the guide and then take your bike down to the bike room in the big building at the center of the courtyard.

There are also numerous Capital Bikeshare stations in the vicinity.

Public transit

Take the Metro Red Line to Farragut North, or take the Metro Orange/Blue Line to Farragut West. Exit the Metro on the 18th Street side and walk south on 18th Street about four blocks to F Street. The entrance to GSA is located at the middle of the building on F Street, between 18th and 19th Street.

Parking

There are two parking garages near GSA on 18th Street, one on the right and one on the left just as you pass F Street, between F and G Streets. In addition, there are other parking garages on Pennsylvania Avenue, between 18th and 17th Street within walking distance of GSA.

Parking at nearby garages tends to cost ~$14 for the first hour and then ~$21 for the second hour to a full day.

Communications & Structure

Design Challenge Support Email:

better-gov@gsa.gov

Weekly Check-In Email:

Distributed: Mondays @ noon

In-person Sessions:

Time: Every other Friday from 2:00pm to 5:00pm

Location: Location and room number will be included in the calendar invite. Workspace will be available to participants before the session and located in the PIF space of GSA. Please email better-gov@gsa.gov if you need directions or have any questions.

Team Assignments:

Distributed: Mondays at noon

Due: Sundays by 11:59 PM

Overview: Assignments will be shared and submitted using the design challenge google drive (Participants are responsible for their own printing if preferred). If you would like to reserve working space at GSA for your team in-between sessions, please email a request to better-gov@gsa.gov.

Individual Learning:

Distributed: Mondays @ noon

Due: Participants should complete the individual learning assignments before the in-person session.

Individual Journal (Optional):

Distributed: Mondays @ noon

Due: Wednesdays by 11:59 PM

Happy Hour:

Happy hours will take place on Fridays after in-person sessions and provide participants the the opportunity to socialize with other teams and start the weekend early!

Social:

Better Government Movement: #better-gov
Design Challenges: #design-challenges

Design Challenge: Our Vision for the Future

It is 2025 and the government represents a spirit of collaboration, experimentation, and transparency. The Federal workforce is empowered to take risks and find deep fulfillment and ownership in their work. The Government works closely alongside private sector partners to stay ahead of the latest research and implementation of technology and science. Citizens feel heard and experience unparalleled responsiveness to their needs and believe that the Government is in service of their best interests.

The *Better Government Movement* has played a critical role in this transformation by engaging and activating the collective abilities and knowledge within the federal workforce and amplified innovative practices for a modern government. Through its grassroots movement, the BGM has used public and private sector partners to have a seamless experience between the government and public. Federal employees continually practice what we preach, solve the right problems, and create a space for belonging. The Design Challenge thrives as it seeks to take real Cross-Agency Priority Goals and other government-wide problems and solve them with innovative thinkers and methods.

Design Challenge 2018

The Design Challenge is comprised of three Cross Agency Priority (CAP) Goals, launched on March 20 from the Office of Management and Budget in the President's Management Agenda. We're partnering with the Performance Improvement Council, and specifically the White House Leadership Development Fellows and CXO Fellows Programs to lead this work. Members of the Better Government Movement have also answered the call to build a better, more modern government.

These three CAP Goals ("problem areas") include:

1. **Technology Business Management (TBM)**
   TBM is a business model and decision-making framework which enables IT to run as a business. Founded on Transparency of costs, consumption, and performance, TBM gives technology leaders and their business partners the fact they need to collaborate on business-aligned decisions.
   - How might we...increase adoption of Technology Business Management initiative at the agency staff level?
   - CAP Goal Sherpa: Kyra Stewart
   - Innovation Sherpa: Zach Goldfine
2. **Customer Experience--Digital**
   How might we...help government agencies improve how we deliver digital services and information to our customers?
   - CAP Goal Sherpa: Bryan Swann
   - Innovation Sherpa: Abigail Bowman
3. **Customer Experience--Foster Culture Change**
   How might we...foster the cultural change needed to ensure federal government employees are providing high quality customer experience as a focus for staff at all levels across all agencies?
   - CAP Goal Sherpa: Nathan Sanfilippo
   - Innovation Sherpa: Drew Zachary

Each team in the Design Challenge is responsible for doing a deep dive into one of the three CAP Goal problem area and prototype possible solutions for each CAP Goal.

Better Government Movement | Design Challenge

Program Overview

Legend: →: Assign ✓: Due

ACTIVITIES & ASSIGNMENTS

Phase	UNDERSTAND		EMPATHIZE		SYNTHESIZE/DEFINE		PROTOTYPE		ITERATE		PRESENT				Retro + Re-Entry
Week	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12	WEEK 13	WEEK 14	WEEK 15
Week Starting (Mondays)	MAR 26	APR 2	APR 9	APR 16	APR 23	APR 30	MAY 7	MAY 14	MAY 21	MAY 28	JUN 4	JUN 11	JUN 18	JUN 25	JUL 2
Team Assignment	Assigned →	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday / Assigned	Due Sunday	No Assignments
Workshops + Open Studio	OS	Human Centered Design	OS	Lean Start Up	OS	Prototyping	OS	Agile	OS	Change Management	OS	Pitching	OS	Final Pitches	Retro
Individual Learning	Human Centered Design		Lean Start Up		Prototyping		Agile		Change Management		Pitching		Practice Pitching	Final Pitches	Retro
Optional	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday	Journal Due Friday

TOOLS & STEPS

Steps

- **Step 1:** ID an Opportunity
- **Step 2:** Scope your Project
- **Step 3:** Design Brief
- **Step 4:** Make Your Plans
- **Step 5:** Do Your Research
- **Step 6:** Identify Insights
- **Step 7:** Establish Design Criteria
- **Step 8:** Brainstorm Ideas
- **Step 9:** Develop Concepts
- **Step 10:** Create Rough Drafts
- **Step 11:** Surface Key Assumptions
- **Step 12:** Make Prototypes
- **Step 13:** Get Stakeholder Feedback
- **Step 14:** Run Learning Launches
- **Step 15:** Design how to Implement

Sample Monthly Schedule

April 2018

SUN	MON	TUE	WED	THU	FRI	SAT
1	**2** ✓ Assignment #1 Due → Assignment #2 Assign	**3**	**4**	**5**	**6** **Human Centered Design** Session ✷ Happy Hour	7
8	**9** ✓ Assignment #2 Due → Assignment #3 Assign ♀ Assign Individual Learning	**10**	**11**	**12**	**13** **Open Studio**	14
15	**16** ✓ Assignment #3 Due → Assignment #4 Assign	**17**	**18**	**19**	**20** **Lean Start Up** Session ✷ Happy Hour	21
22	**23** ✓ Assignment #4 Due → Assignment #5 Assign ♀ Assign Individual Learning	**24**	**25**	**26**	**27** **Open Studio**	28
29	**30** ✓ Assignment #5 Due → Assignment #6 Assign	**1**	**2**	**3**	**4** **Prototyping / MVP** Session ✷ Happy Hour	5

Week of April 2 I Human Centered Design

Monday April 2:
- Assignment #1 due
- Assignment #2 assigned

Friday April 6:
- Human Centered Design Session
- Happy Hour

Week of April 9 I Lean Start Up

Monday April 9:
- Assignment #2 due
- Assignment #3 assigned
- Virtual Learning assigned

Friday April 13:
- Open Studio

Week of April 16 I Lean Start Up

Monday April 16:
- Assignment #3 due
- Assignment #4 assigned

Friday April 20:
- Lean Start Up Session
- Happy Hour

Week of April 23 I Prototyping/MVP

Monday April 2:
- Assignment #4 due
- Assignment #5 assigned
- Virtual Learning assigned

Friday April 6:
- Open Studio

Week of April 30 I Prototyping/MVP

Monday April 30:
- Assignment #5 due
- Assignment #6 assigned

Friday May 4::
- Human Centered Design Session
- Happy Hour

Syllabus Overview

Week 0 (Kickoff)	March 19 - 25	Theme: Inception		
INDIVIDUAL LEARNING	**DOING**	**ASSIGNMENTS**
Pre-Class Prep (1.5 Hours): Show up ready to learn, great attitude, excitement to become a Better Government Ambassador Read: The Difference Between Design Thinking, Lean Startup, and Agile Read: User-Focused Innovation White Paper	**Kickoff:** Setting the Stage, Understanding the Problem Area and Scoping the Challenge **Location:** GSA HQ 1800 F Street, NW, Washington, DC 20006, Room 1425	**Assignment 0:** Schedule a lunch or dinner with your teams and answer the eight question worksheet. *Assignment 0 Due Friday, March 30 by Noon*
OPTIONAL ACTIVITIES: ***Special** Reflection Journal Due Friday by 11:59 p.m. Friday Happy Hour from 5-7 PM*		

Week 1	March 26 - April 1	Theme: Understand		
INDIVIDUAL LEARNING	**DOING**	**ASSIGNMENTS**
Studio Prep (1 Hour): Read about ecosystem mapping in the article "Cultivate Your Ecosystem." Read about Discovery Research and Assumptions in the 18F Lean Product Design Guide: • Introduction • Principles • Conduct Discovery Research • Identify Assumptions • Select Assumptions	**Open Studio:** Unstructured time for you to work with your team, guided by Sherpas: • Understand the ecosystem • Determine assumptions to test **Special Guided Workshop:** Amy Wilson, Ecosystem (CATWOE) Mapping **Location:** GSA HQ 1800 F Street, NW, Washington, DC 20006, Room 1425	**Assignment 1, Part 1:** Sub-Design Brief (for assigned area) **Assignment 1, Part 2:** Identify and Select Assumptions *Assignment 1 Due Sunday, April 1st by 11:59 PM*
OPTIONAL ACTIVITY: *Journal Due Friday by 11:59 PM*		

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Syllabus Overview

Week 2	April 2 - 8	Theme: Understand		
INDIVIDUAL LEARNING	**DOING**	**ASSIGNMENTS**
Pre-Class Prep (1.5 hours): Read on Human-Centered Design: - Toolkit on Innovation.gov: Human-Centered Design - Pages 1-13 of the Human Centered Design Discovery Guide on How to Schedule Interviews Customer Discovery Pre-Planning - Pre-Planning Pt. 1 (4:55) - Pre-Planning Pt. 2 (3:25) - Pre-Planning Pt. 3 (1:29)	**Workshop**: Human Centered Design Workshop: Interviews **Activities:** - Identify agencies and interviewees - Understand Ecosystem **Location:** GSA HQ 1800 F Street, NW, Washington, DC 20006, Room 1425	**Assignment 2:** Ecosystem Map (CATWOE) (Team) Interviews: Identify 1-2 potential agencies and 6 interviewees (Team) Build Interview Script and Schedule Interviews (for after 8 Apr) (Team) *Assignment 3 Due Sunday, April 8th by 11:59 PM*
OPTIONAL ACTIVITIES: *Journal Due Wednesday by 11:59 PM* *Friday Happy Hour from 5-7 PM*		

Week 3	April 9 - 15	Theme: Empathize		
INDIVIDUAL LEARNING	**DOING**	**ASSIGNMENTS**
Studio Prep (2 Hours): Customer Discovery Interviews Read: Pages 14-19 of the Human Centered Design Discovery Guide on Plan, Visualize and Hold Interviews Read on Lean Startup: - Toolkit on Innovation.gov: Lean Startup - Why the Lean Startup Changes Everything by Steve Blank (for Harvard Business Review) Customer Discovery Interviews - Interviews Pt. 1 (5:40) - Interviews Pt. 2 (3:49) - Asking the Right Question (2:37) 8 Tips for Conducting Interviews that Deliver Relevant Customer Insights from Strategyzer	**Open Studio:** Unstructured time for you to work with your team, guided by Sherpas - Conduct interviews - Design and deploy survey **Location:** GSA HQ 1800 F Street, NW, Washington, DC 20006, Room 1425	**Assignment 3:** Complete Research Poster *Assignment 3 Due Sunday, April 15th by 11:59 PM*
OPTIONAL ACTIVITY: *Journal Due Wednesday by 11:59 p.m.*		

Syllabus Overview

(Click **Here** for Syllabus with Assignment Links)

Week 4	April 16 - 22	Theme: Empathize		

INDIVIDUAL LEARNING	DOING	ASSIGNMENTS
Pre-Class Prep (1.5 Hours): Journey Mapping 18F Methods Cards: Journey Map - How We All Shape the Customer Journey, GSA Blog - Why We Use User Journey Maps in Government, UK Gov - Journey Mapping Our City's Permitting Process, Code for America Problem Statement - Finding the Problem is the Hardest Part, - Kevin Systrom and Mike Krieger, Co-Founders of Instagram 18F Lean Product Design - Define the problem and interpret the results, Interaction Design (Nonprofit): - How to Write a Real Customer Problem Statement "Lean Experimentation for the Social Sector: Build Smart to Learn Fast," Stanford Social Innovation Review, August 22, 2016. (55 min podcast) Understanding the Customer Problem (the wrong way) or Death by PowerPoint (1:42) Understanding the Problem (the right way) (3:22)	**Workshop**: Lean Startup **Location:** GSA HQ 1800 F Street, NW, Washington, DC 20006, Room 1425	**Assignment 4:** Journey Map Write Problem Statement and "How Might We" statements *Assignment 4 Due Sunday, April 22nd by 11:59 PM*
OPTIONAL ACTIVITIES: *Journal Due Wednesday by 11:59 PM* *Friday Happy Hour from 5-7 PM*		

Note: *Future Syllabus pages will be provided in monthly sections, by the end of Week 3.*

Cross-Agency Priority (CAP) Goal Sherpa Bios

Nathan Sanfilippo
Chief of the Hazards Management Branch in the Office of Nuclear Reactor Regulation

Nathan is an expert in nuclear regulatory policy, licensing, and oversight, which he has developed over his 15 year career at the U.S. Nuclear Regulatory Commission (NRC). He currently serves as Chief of the Hazards Management Branch in the Office of Nuclear Reactor Regulation overseeing the re-evaluation of seismic and flooding hazards facing U.S. nuclear power plants based on lessons learned from the 2011 Fukushima Dai-ichi nuclear accident in Japan.

Nathan earned a Bachelor of Science degree in Materials Science and Engineering from the Pennsylvania State University, a Certificate in Legislative Studies from the Government Affairs Institute at Georgetown University, and a Master of Public Affairs degree from the University of Missouri. He has been recognized with 19 awards at the NRC and is a graduate of the agency's Nuclear Safety Professional Development Program and Leadership Potential Program.

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nathan.t.sanfilippo@
omb.eop.gov

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 (202) 881 - 7736

Kyra Stewart
Director of Innovation at the US Department of Transportation

Kyra M. Stewart serves as the Director of Innovation at the US Department of Transportation. In this role, she leads the Department's IdeaHub Program, an online ideation platform where DOT's 55k employees submit ideas on proposed process improvements at the Department. As an enterprise-level program, IdeaHub is the largest ideation platform in the Federal sector. The program has been credited with positioning DOT as a Top 10 Best Places to Work in the Federal Government, an assessment performed by the Partnership for Public Service. Additionally, IdeaHub was recognized as a Top 25 innovation in government by Harvard University's Kennedy School of Government.

Ms. Stewart holds a Master of Public Administration from American University and earned a bachelor's degree in economics from the University of Virginia. She was an INROADS scholar. Kyra lives in Washington, DC with her husband, son, daughter, and two dogs.

Email:
Kyra.Stewart@gsa.gov

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(202)718-4381

Bryan Swann
Deputy Director for Department of Treasury

Bryan is a public servant, and public speaker/entrepreneur originally from Maryland. He has led, trained, and coached hundreds of public servants, business owners & executives in business, personal development, and leadership among other things. While in college, Bryan served in the United States Marine Corps where, after a tour in Iraq, he received several medals and awards for outstanding service. He also served as a Senior Vice President for 5linx Inc, a technology/wellness marketing company.

Bryan currently serves as Deputy Director for Department of Treasury where he leads budget formulation and budget execution for the headquarters of the department. Bryan has a BA and MBA from Robert H. Smith School of Business at University of Maryland and is also a graduate of the Federal Executive Institute-Leadership for Democratic Society.

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Innovation Sherpa Bios

Zachary Goldfine
White House Presidential Innovation Fellow, Founder & CEO of StreetSmarts

Zach enjoys building teams, seeing projects and products through from conception to reflection, and solving complex problems. More specifically, Zach loves:

- Dissecting challenges and finding solutions using data, empathy, collaboration, and rigor.
- Making people around him feel like their most creative, valued, and capable selves.
- Uniting a diverse set of interests toward a common high-level goal.

Zach began his career doing sales and statistical work for NBA teams. He then joined a startup as an early employee and helped them grow to a $35MM valuation. Next, he started and worked on a company that made it easier for blue-collar workers to find and land jobs. Most recently, he wrote business-automation software used by small business owners across the US and Canada, graduated from the first iteration of a new Minerva educational experiment (Minerva's Masters of Science in Decision Analysis), and helped pass two pieces of legislation that reduce the influence of money in politics!

Email:
Zach.goldfine@pif.gov

Phone:
707-280-8172

Abigail Bowman
Deputy Director of Digital Engagement, Department of Commerce

Abigail Bowman is the Deputy Director of Digital Engagement at the Department of Commerce. She joined the Office of Public Affairs' Office of Digital Engagement in October 2015, where she has led the Department's social media outreach surrounding major events such as the Global Entrepreneurship Summit, SelectUSA Investment Summit, and U.S. Africa Business Forum. Previously, she served as a Public Affairs Specialist at SelectUSA, the U.S. government program to promote and facilitate business investment in the United States (housed within Commerce's International Trade Administration). She joined the Department of Commerce as a Presidential Management Fellow in 2014.

Abigail graduated magna cum laude from Princeton University with a bachelor's degree in Near Eastern Studies. After completing a Fulbright Scholarship to translate modern Turkish literature into English, she earned her master's degree in History at Sabancı University in Istanbul, Turkey.

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Drew Zachary
Director of The Opportunity Project and Senior UX Advisor, U.S. Census Bureau

Drew is the Director of The Opportunity Project at the Census Bureau that expands access to opportunity for all Americans by leveraging the open data that federal and local governments have already made available, combined with the power of technology and cross-sector partnerships, to create tools that are useful for everyday Americans. The effort was led by the U.S. Census Bureau, the White House Domestic Policy Council, the Office of Science and Technology Policy, and the Office of Management and Budget Community Solutions Team.

Drew is a former Policy Advisor at the White House Domestic Policy Council, and a Presidential Management Fellow at the Department of Health and Human Services and the Department of Housing and Urban Development. She is currently pursuing her Doctorate in Social Policy at Brandeis University and received her Masters in Public Policy from Johns Hopkins University her Bachelors in Political Science from George Washington University.

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Design Challenge Leadership Team Bios

Amy J. Wilson
Founder, Better Government Movement + Innovation.gov

Amy J. Wilson is a White House Presidential Innovation Fellow leading the Better Government Movement--a crowdsourced, open-source project aimed at increasing adoption of innovative practices for a 21st century government. In 2016 she founded the first government-wide technology accelerator to make the government better buyers of digital products and managed the White House Open Data Innovation Summit, a celebration of the open data and government movement during the Obama Administration.

She specializes in building and sustaining cultures of innovation with a social good mission and embraces the art of storytelling. She has challenged the status quo at more than a dozen organizations and can both set and implement the vision.

On the cusp of Booz Allen Hamilton's 100th Anniversary, she pioneered the company's Innovation Blueprint, Playbook and Ecosystem, which defined innovation in the context of consulting, made innovation accessible to all, and created virtual and in-person places to incubate ideas. After Hurricane Katrina she led a recovery project to build 50 homes in four months as a Team Leader in AmeriCorps*NCCC, partnering with entrepreneurs and nonprofit organizations to solve the problem of landfill overflow and lack of housing opportunities. She's also a Starting Bloc Social Entrepreneurship Fellow.

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Joey Arora
Director of Community Development for Air Force Innovation at United States Air Force

Joey is an entrepreneur and community builder in everything that he does. He hails from Denver, CO! He has founded a couple startups and currently runs a few businesses on the side. He seeks to inspire others and foster entrepreneurial thinking. Joey serves in the United States Air Force as a Captain. He has served in Afghanistan and is currently stationed at the Pentagon. He loves to read, plays soccer and loves business.

Joey currently serves as the Director for Community Development for Air Force Innovation. Where he leads the development of intrapreneurs, connects people and is responsible for standing up their innovation platform. Joey has a BA in Business Administration from the University of Colorado at Boulder, and an MS on Organizational Leadership from Colorado State University Global Campus. He also is a graduate of the Design Thinking classes from the Darden School of Business.

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Alex Dalessio
Presidential Innovation Fellow @ US Department of Veterans Affairs

Alex is a multidisciplinary professional with over 15 years of experience working across six continents. His primary focus is enterprise innovation management and he has built and lead transformational programs that have invented, patented, and released award-winning, revenue-generating products on three continents.

As part of this work, has developed innovative programs with some of the world's largest organizations, including the United Nations, the United States Government, Reed Elsevier, Nike, Citibank, John Wiley & Sons, AB InBev, and Bionic Solution.

Alex has also co-founded two agtech businesses focused on global food security, Isabel.io and CityFarmFish, and is an advisor on numerous other startups. An avid traveler, he has lived in eight countries and traveled to over 70. Alex holds a JD from UC Berkeley and received his MBA from Oxford University.

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Design Challenge Leadership Team Bios

Bethany Blakey
Government Transformation through Social Entrepreneurship

Bethany Blakey has 20 years of experience in state, local, and federal government. She served as neighborhood policy coordinator for the Mayor of the City of Pittsburgh, sole staff overseeing operations and capital projects for the Stadium Authority of the City of Pittsburgh, a Presidential Management Fellow for multiple agencies in the Department of Justice, co-lead for the Vice President's Crime Mapping and Data Driven Management Task Force, and Deputy Program Manager on the design, launch and implementation of IdeaHub, a federated ideation platform which earned recognition from Harvard's Ash Center as a top Government Innovation. Bethany earned a Master of Public Administration in Public Management and Policy, a Master of Social Work in Community Organization and Planning, and Master's Certificate in Nonprofit Management from the University of Pittsburgh.

Ask her about her theater experience, her nonprofit work, her Historic Downtown properties, her vintage business, and her cat adoption project.

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Julia Begley
Senior Advisor at Consumer Financial Protection Bureau

Julia is a leader in innovation and continuous improvement, bringing her energy, leadership and skills to the public sector for "the greater good." Julia currently serves as Senior Advisor within the Consumer Education and Engagement at the Consumer Financial Protection Bureau (CFPB), working with key Bureau stakeholders on programmatic, policy, strategy, operational, and management issues. In prior roles at CFPB, she was the acting Program Management Office Lead and Project Management Lead in the Office of Technology & Innovation. Before CFPB, Julia served in technology and management roles at NOAA, consulting firms, a telecommunication company, and as an officer in the U.S. Navy.

Originally from Denver, Julia has lived and traveled around the world while in the Navy and in the private sector. Julia holds a Masters in Public Management from University of Maryland and Bachelor of Arts in International Relations from the University of Pennsylvania. Julia lives in Silver Spring, MD, with her husband, son, daughters and rascally English Shepherd pup. She loves to sail, escaping regularly to enjoy "beer-can racing" on the Chesapeake Bay.

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Brooke Dine
Public Affairs Specialist (Detail) at Health and Human Services

Brooke is a librarian, which is an ideal career when you're curious about everyone and everything. She hails from the "Show Me" state and is a proud Jayhawk (Rock Chalk!). Brooke works at the world's largest biomedical library and is passionate about helping people find reliable health information. She thrives on collaboration and problem solving and hates the phrase "But, we've always done it this way." She loves sailing, podcasts, traveling, and hanging out with her 10-year-old niece and nephew. Brooke is leading the Better Government Storytelling effort, so go talk to her about your experience.

Brooke is on detail from the National Library of Medicine (NLM) to the Assistant Secretary for Public Affairs (ASPA) at Health and Human Services (HHS). She's leading the effort to revamp the agency-wide Intranet with a focus on user-centered design. Brooke has two BAs from the University of Kansas in Architectural Studies and Art History and a Masters in Library Science from Catholic University in DC. Her team won the DC Design Think (DC:DT) Summer of Design in 2017 for "The Connected Kitchen," which helped DC restaurant owners extend the life of their smart appliances through predictive analytics.

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Design Challenge Leadership Team Bios

Brian Sano
Executive Coach, Treasury Executive Institute

Brian Sano serves as the Better Government Community of Practice leader. Brian is a Senior Policy Advisor and a Coach for the U.S. Department of the Treasury, where he provides executive-level advice, strategic direction, and planning to the Special Inspector General for the Troubled Asset Relief Program, challenging the process to make Government programs efficient and effective. He also designs and delivers leadership programs at the Treasury Executive Institute.

As a "professional problem solver" he strives to cultivate a culture of creativity, psychological safety, and inclusion that allows organizations to make a difference by meeting external stakeholders' goals while inspiring and developing employees as leaders. His "Why" statement is "to care for and celebrate others so they can lead creative, cheerful, and meaningful lives." Brian has studied human-centered and UX design with industry leaders from IDEO, Stanford University, The University of Virginia, and General Assembly. He has a B.A. in Philosophy from Hamilton College and a J.D. from American University, Washington College of Law.

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Participant Expectations and Requirements Pt. 1

This document states the Expectations and Requirements pursuant to which a Participant may enter the 2018 Design Challenge (the "Challenge"). The Participant, the Agency Champions, and the Challenge Administrator, are hereinafter collectively referred to as the Parties, and individually as a Party to these expectations and requirements.

These Design Challenges are meant to shift the culture of the government to 21st century ways of working and transform the way the Government provides services and engages with the public. The general purpose of the Challenge is to train Participants in 21st century tools and processes to improve solutions for Cross-Agency Priority goals with specific agency(ies) and then take this knowledge & practices back to their home organizations to make deeper impact. By participating in these Challenges, the Participant agrees to strive for continuous improvement and actively participate in this transformation.

Eligibility

The Challenge is open to Federal Government Participants who reside in or work in the National Capital (Washington, DC) Region. The ideal Challenge Participant is a Federal government employee seeking a unique experience to experiment, collaborate, and share a creative experience with others. Participants are committed to the process, eager to learn and practice these innovative methods(regardless of pre-existing knowledge and experience), and are passionate souls and team players. Eligible Participants must:

1. Attend 14 out of 16 in person sessions (at least 8 out of 9 Instruction sessions, and 6 out of 7 Open Studio sessions) from 2-5 p.m. from March 23 through July 6*.

2. Here is a listing of all in person sessions:

    a. Kickoff session: Friday, March 23

    b. Instruction sessions: April 6 and 20; May 4 and 18; June 1, 15 and 29

    c. Open Studio sessions: March 30; April 13 and 27; May 11 and 25: June 8 and 22

    d. Retrospective session: July 6

    e. No video/teleconference services will be provided for missed sessions

    f. *Note: the dates and times of the pitch competitions are subject to change.

3. Be able to attend sessions at GSA Headquarters (1800 F Street, NW Washington D.C.).

4. Have approval from their supervisor to complete approximately 8 hrs of work per week, as well as the ability to work off site for the Friday sessions. Outside of the weekly sessions, Participants should plan on an additional 4-5 hours to work on assignments with their assigned team.

5. Ability to access and work with the Google Suite (Drive, Docs, Sheets, Slides). If Participants cannot access Google Drive from a government computer/network, then participant must have the ability to access and do work from a personal device, with a personal email address.

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Participant Expectations and Requirements Pt 2.

General Information

The Better Government Design Challenge is facilitated by the General Services Administration's Better Government Movement and its volunteers. Therefore, there is no cost to participate in the Design Challenges. Participants will bear no additional cost for participating in either required bi-weekly workshops or Open Studio times.

This is a pilot program, which means that the Administrator is actively experimenting with new ways of working and will be agile in our development and responsive to the needs of the program. The Administrator of the Challenge reserves the right to make changes to the curriculum and design of the Challenges. The Administrator will build out the program incrementally, and will frequently ask for honest feedback in person and through in course surveys and a post-course survey. By participating in the Design Challenge the Participant agrees to providing feedback to assist in continuous improvement. The content (e.g. Assignments, learning) created during the Challenges will be packaged and placed for distribution on Innovation.gov in late Summer 2018.

At the Kickoff Participants will select one of three Cross-Agency Priority Goals to work on for the 2018 Design Challenges. During this session, Participants will be split between teams of 5-7 people based on preference and background. The teams will tackle the problem together from April through June 2018. Team success is heavily dependent upon the commitment and collaboration between the teams, so Participants are expected to participate to the best of their ability and let the Administrator know of any challenges experienced during the duration of the Challenges. The decisions of the Administrator and the Champion are final and binding in all matters related to the Challenge.

Requirements for Earning a Statement of Accomplishment.

Upon successful completion of the Design Challenges, participants are eligible to receive a Statement of Accomplishment from the Better Government Movement. Participants must complete the following requirements to receive a Statement of Accomplishment:

1. Attend 14 out of 16 in person sessions (at least 8 out of 9 Instruction sessions, and 6 out of 7 Open Studio sessions) from 2-5 p.m. from March 23 through July 6*.

2. Complete All Assignments: Participants and/or the Team must complete and upload each course assignment following the directions provided

3. Provide Feedback: This is the first time that this course is being run, we are requesting Participant's honest feedback in person and through in course surveys as well as a post-course survey.

4. Respectful Communication: Respectful communication with the faculty and fellow participants, and compliance with all applicable rules, instructions, requirements and terms of the program and service.

5. Participants who complete all requirements by July 6, 2018 will be eligible to receive the Statement of Accomplishment at the Retrospective the week of July 6, 2018.

Participant Expectations and Requirements Pt 3.

Pitch Representations and Warranties. By submitting a Pitch (final presentation at the end of the Design Challenges), Participant represents and warrants that:

1. Participant meets the eligibility requirements stated above and that all Participant information provided in connection with the Challenge is true and complete;
2. Participant agrees to be bound by this Agreement and acknowledges that all decisions of the Champion and/or their designees, are final and binding in all respects;
3. Participant agrees that participation shall not constitute employment, assignment or offer of employment or assignment;
4. Participant is not entitled to any compensation or reimbursement for any costs;
5. The Pitch is Participant's own original work and/or Participant has full rights to use any content belonging to a third party contained in the Pitch;
6. The Pitch does not contain any confidential information or trade secrets of any third parties;
7. The Pitch does not violate or infringe upon the patent rights, industrial design rights, copyrights, trademarks, rights of privacy, publicity or other intellectual property rights or other rights of any person or entity;
8. Participant has obtained approval from any persons appearing in the Pitch and is able to provide express written consent of every such person to Champion and/or Administrator if requested;
9. The Pitch does not contain any personally identifiable information of any person;
10. The Pitch has not been submitted or published previously in connection with any promotion or contest of any kind;
11. The Pitch does not contain any material that violates any applicable law, statute, ordinance, rule or regulation;
12. Champion or Administrator's use of the Pitch will not trigger any reporting or royalty or other obligation to any third party; and
13. Participant will not disclose to any third party the identity of any person interviewed or whose personal files are reviewed in the course of work on the Challenge, where the identity of such person was provided to Participant by the Administrator or any Champions of the Challenge.

Noncompliance with the terms of this Agreement may result in termination of the Participant in the Challenge, or other remedial action, at the sole discretion of the Champions.

Accepted,

_____   _____
PARTICIPANT NAME (PRINTED)   PARTICIPANT (SIGNATURE)