Efficient and Effective Delivery of State Services:

A 21st Century Overview

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Valerie D. Braxton-Williams Virginia Employment Commission

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State Services

- Education
- Public Welfare
- Health Care
- Highways
- Public Safety (Police and Fire)
- ABC Stores

Revenue and Resources

- Federal Grants
- Sales Tax
- Income Tax
- Miscellaneous Taxes

Generational Mindsets

Outlook Work Ethic View of Money View of Leadership Work/Life Balance Medium Orientation

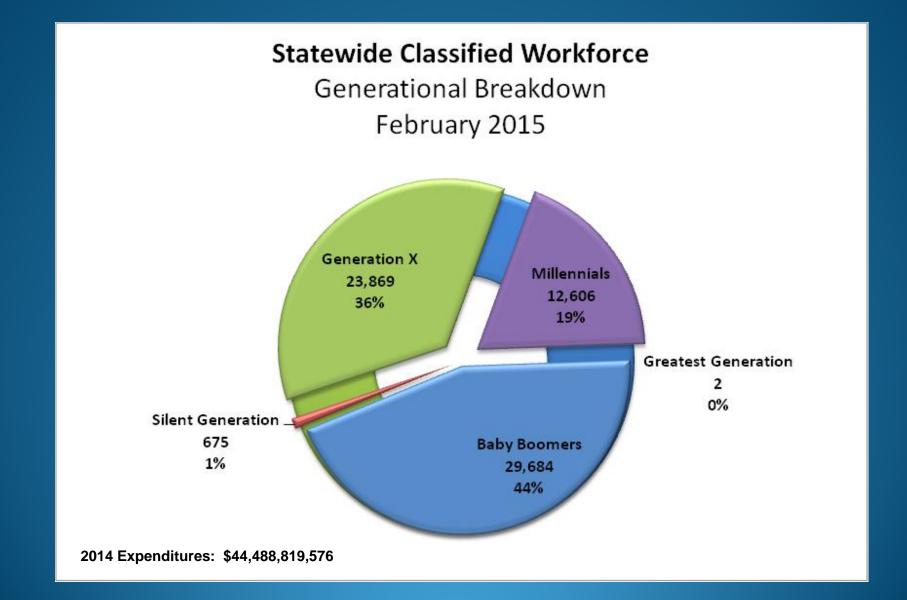
BOOMERS Born 1946 – 1964

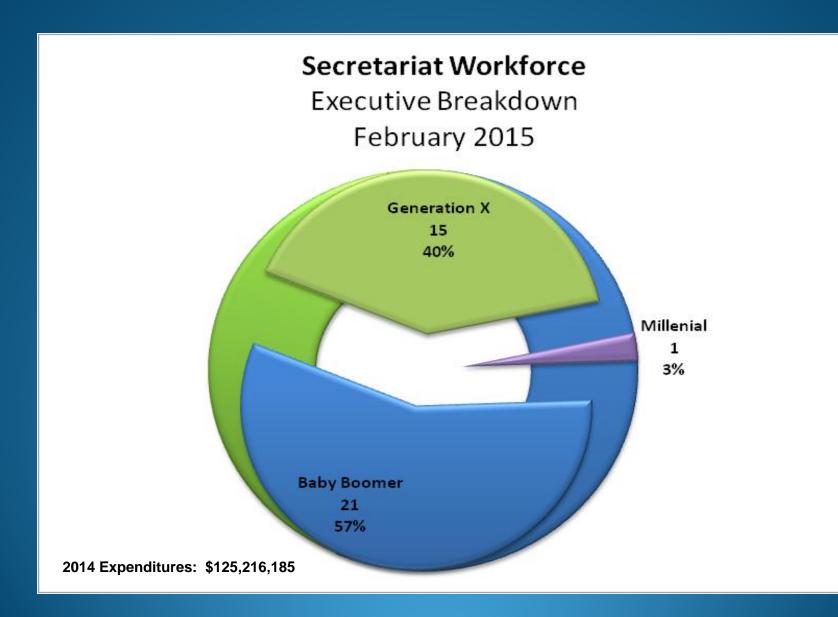
Optimistic Driven Spenders Pay your Dues Work is Life TV Self-centered **GEN X** Born 1965 – 1981

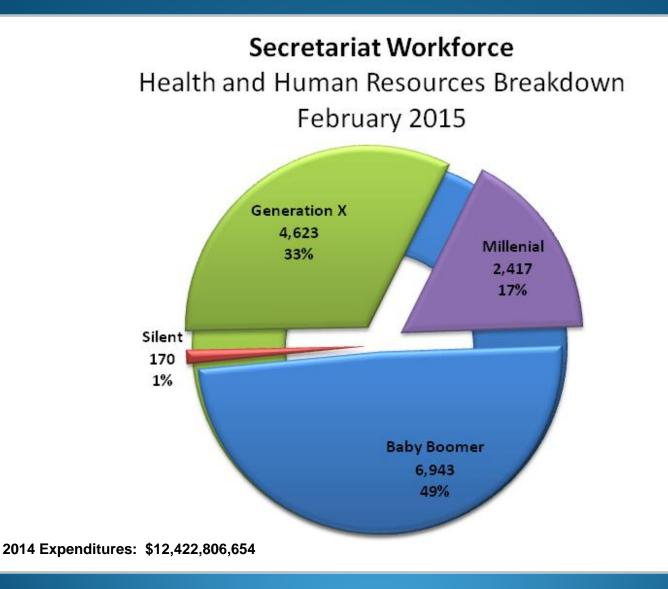
Skeptical Free Agent Debtors Competence Work to Live Computer Self-reliant MILLENIALS Born 1982 – 2001

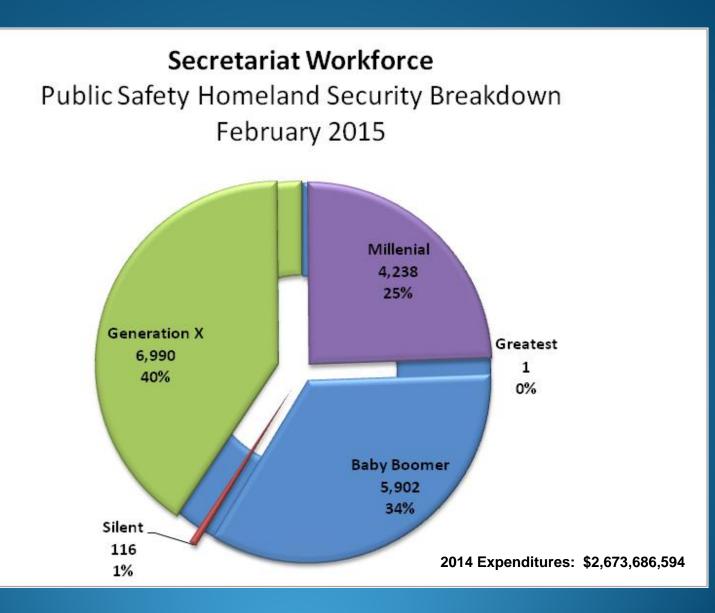
Confident Goals Savers? Egalitarian Integrated Mobile Collective Self

Source: Generations Matter

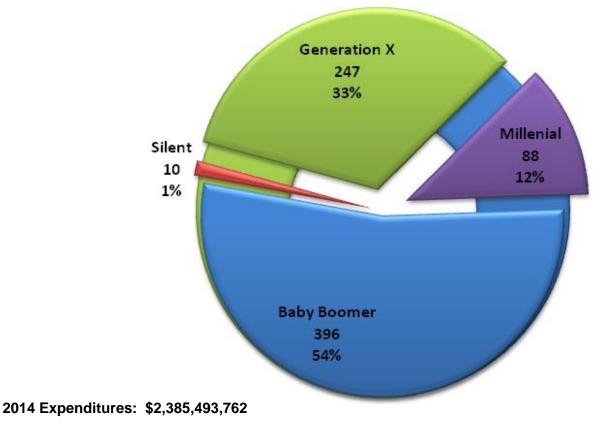


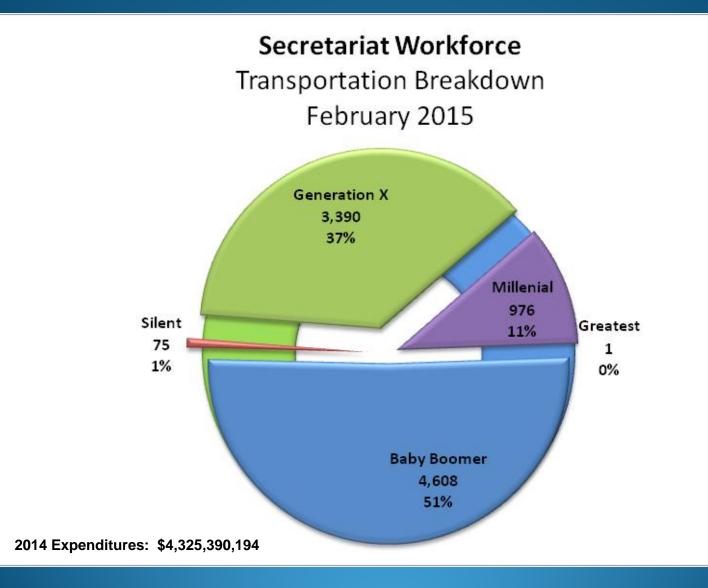


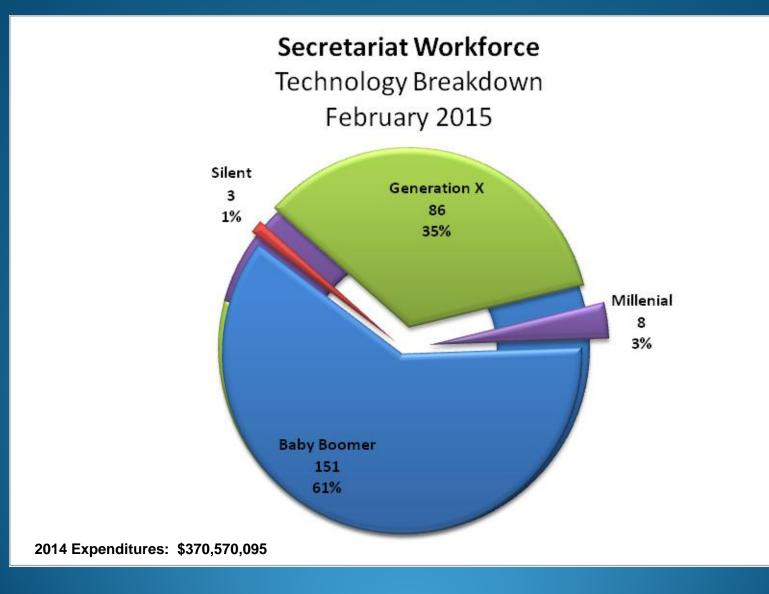




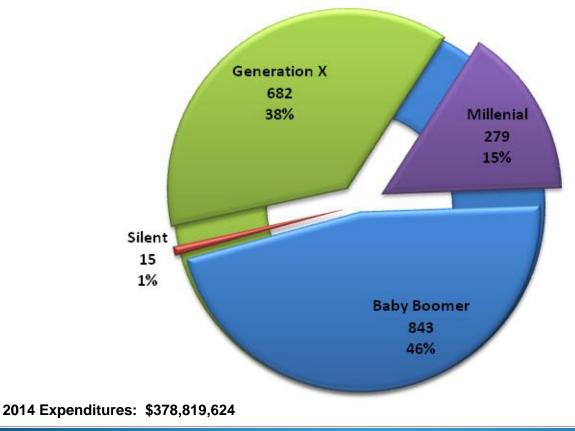




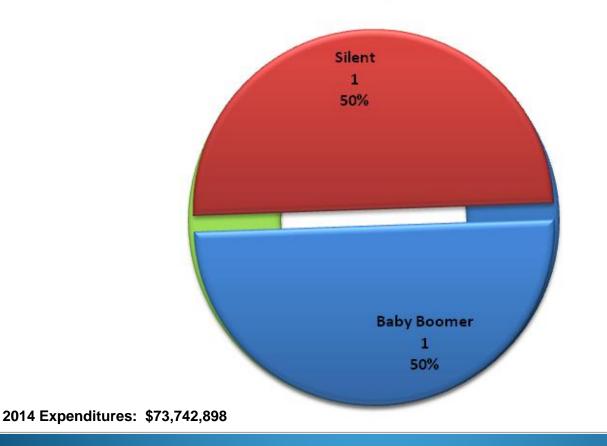




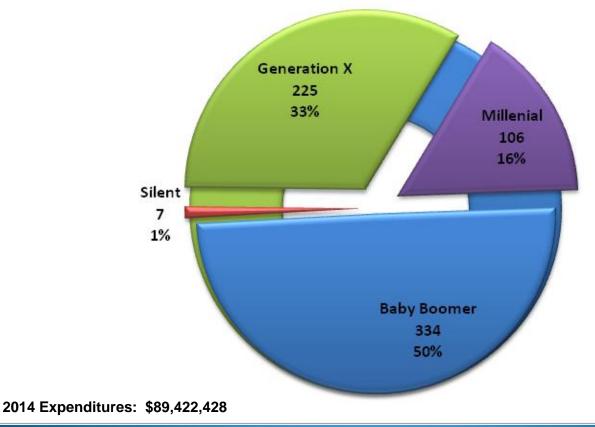


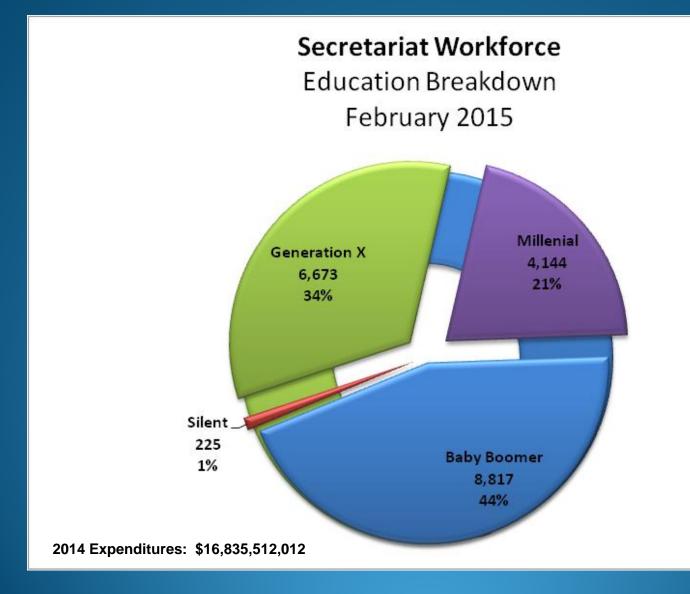


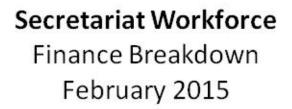
Secretariat Workforce Legislative Breakdown February 2015

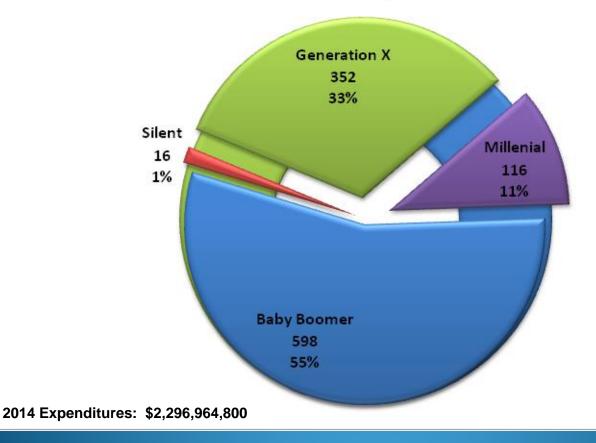


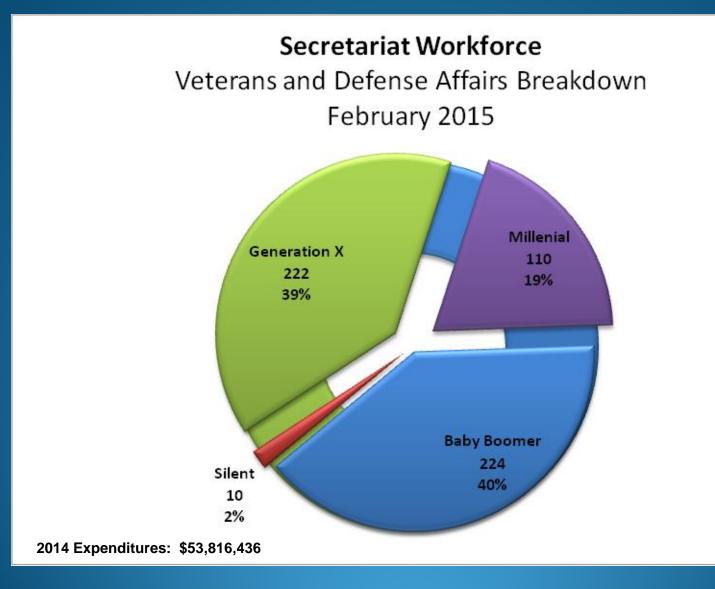




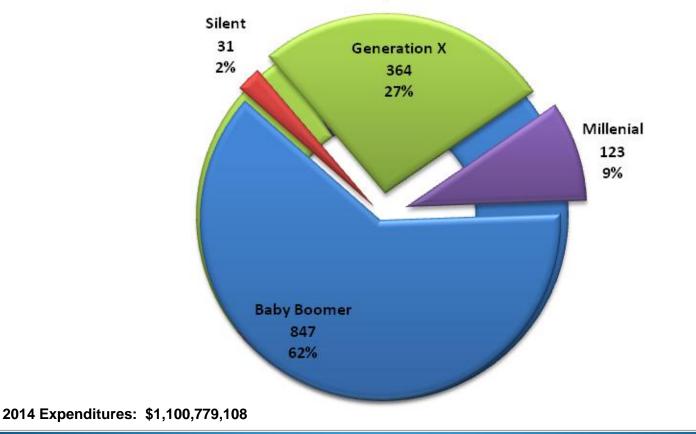








Secretariat Workforce Commerce and Trade Breakdown February 2015

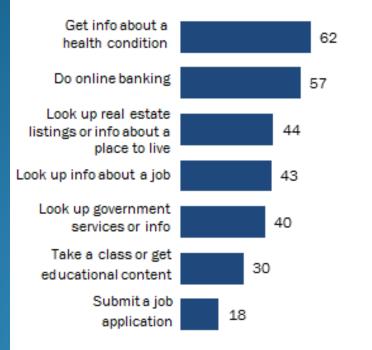


Consumers Expect a Mobile Experience

- In 2014, more people accessed the Internet from a Mobile Device than a Computer
- 64% of U.S. citizens use a Smart Phone
- Worldwide 35 million+ apps are downloaded every day

More than Half of Smartphone Owners Have Used Their Phone to get Health Information, do Online Banking

% of smartphone owners who have used their phone to do the following in the last year



Pew Research Center American Trends Panel survey, October 3-27 2014.

PEW RESEARCH CENTER

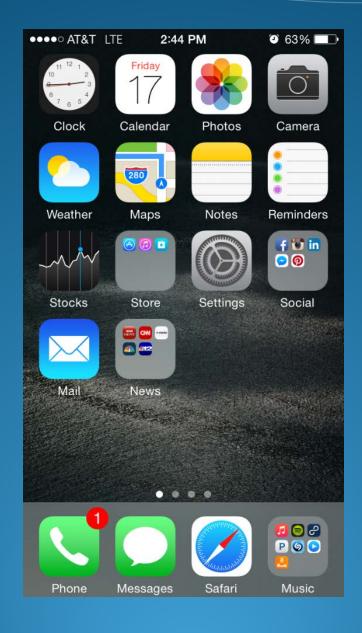
Virginia Agency Mobile Apps

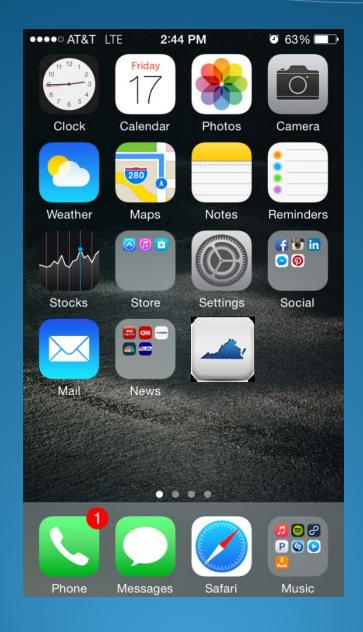


CA.gov Locator



Services	Q
DMV Offices	\bigcirc
EDD One Stop Career Centers	٥
Public Libraries	۲
State Parks and Recreation	٥
Roadside Rest Areas	٥
Small Business Development Cent	٥
EDD Disability Insurance Offices	۲
Food and Agriculture Field Offices	٥
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How Can Virginia Help You?

I Recently Moved In/To Virginia

I Just Got Married

I Have a New Child

I Need to Change/Renew a License

Menu

Login/Register

My Virginia Services

Get Help or Search for Services

En Español?

Barriers to our Success

- Fear of Change
- Information Flow
- Misalignment of Current Efforts
- Money and Resources

Efficiency and Improved Service

- Utilize State Owned Property
- Carry-Over Unused State Agency Funds
- Energy Efficiency
- Co-Locate State Offices

Conclusion

- Expenses Increase and Revenues Decrease
- **Population and Demographic Changes**
- Aging State Workforce
- Need Consistent Easy to Use Mobile Services
- Many Opportunities to be Efficient and Improve Services



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