Agenda: 2019 Northeast Regional Conference

April 3-5, 2019 | New Brunswick, New Jersey | Hyatt Regency New Brunswick

Wednesday, April 3

12 p.m.-5 p.m. | Registration

1:30-3 p.m. | Northeast Leadership Meeting

1:30-3:30 p.m. | New Brunswick Field Demonstration: Arts Center and New Brunswick Redevelopment

3:15-9 p.m. | Nominating Committee Interviews

3:45-4:45 p.m. | Connection Before Content
Human beings must improve skills of connection essential to creating community that also allow innovation, smart machines and systems to succeed. We are on the leading edge of a societal transformation as challenging as the Industrial Revolution was for our ancestors-but are we ready? There is a human side to innovation. Join your colleagues in a highly interactive session that will jump start your connection capacity and enhance your regional conference experience.
Speaker: Peggy Merriss, retired city manager, Decatur, Georgia

4:45-6:00 p.m. | Reception

Thursday, April 4

8-9 a.m. | Innovation Showcase/Breakfast

8 a.m.-5 p.m. | Registration

9-10 a.m. | Keynote: The Innovation Playbook for Local Government
Technological forces are moving at an unprecedented pace, impacting everything from healthcare to mobility. So how can local governments establish effective command and control structures to manage the onslaught in a manner that works best for their constituents?
Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

10:15-11:15 a.m. | Breakout Sessions

Breakout I: Establishing an Effective Innovation State in Local Government
We will discuss multiple approaches to implementing a successful innovative state within your organization, in a cost effective and data-driven manner.
Speaker: Xavier Hughes, Chief Technology and Innovation Officer, ICMA, Washington, D.C.

Breakout II: Northeast Roundtable
Join your colleagues in a series of roundtable conversations on innovation in our Northeast communities. Whether it is sustainability or technology, be part of the conversation and take home some great ideas! Topics include:

- *Sustainability.* Are you prepared for climate change and resiliency? Are you struggling with storm-water management mandates while working to reduce your carbon footprint? Converse with colleagues that have implemented strategies or are in the beginning stages.
- *Coping with the Rapid Pace of Technology.* Self-driving vehicles, drones overhead, electric bicycles. Find out how you can embrace these new "intrusive" technologies and manage them effectively.

- *Public Safety Recruitment and Retention Strategies.* Increasing qualifications and small applicant pools are challenging communities. Share with your colleague's techniques and tips for attracting the best and brightest… and keeping them.
- *Addressing Employee Engagement in Social Media Platforms.* How do you handle employees who criticize the community, other departments, or you? Find out what steps are available to managers to address bad behavior.
- *Regionalizing Outreach to Administrators.* Join members from Maine to Maryland to discuss the potential of sharing outreach efforts to first-time administrators and ICMA's Senior Advisor program among states.

Breakout III: AI & the City

What's all the hype around Artificial Intelligence and why should local governments be getting on board? This workshop will begin with a brief introduction to AI in the government sector and discuss the power of AI, particularly in performance management and in understanding resident satisfaction in the city. Using real case studies, we'll explore ways different cities use different types of data analytics. For example, when we think about tackling homelessness, we often think about metrics for success that are easily quantifiable, like how many homeless people did a city successfully house? But what about measuring otherwise hard to measure outcomes that are just as important? AI can actually help you do this and that's why it's an amazing tool! For example, measuring community impact. Are residents feeling the impact of the city's work to alleviate homelessness? Are their perceptions of safety changing? Are they becoming more or less positive about homelessness in their city? And so forth.

After looking at some examples, the remainder of the workshop will be a dynamic and interactive exploration into the types of metrics you can measure in your city. With a focus on performance management around different initiatives or events in your city, we'll drill down on different types of metrics each participant can bring back to their teams pertaining to a real and concrete project or issue in your town or city. *Presented by ICMA Strategic Partner ZenCity.*

11:30 a.m.-12:30 p.m. | Envision ICMA – Expand and Diversify ICMA Membership

Join us on a journey to explore the future. How will we accomplish this strategic plan objective of expanding and diversifying the membership and the ICMA Executive Board? ICMA board members will be on hand to explore new ideas so be prepared to step outside of the box. The ultimate outcome may require changing the ICMA constitution and it's critical that all voices, including your voice, be heard.

12:30-1:45 p.m. | Innovation Showcase/Lunch

2-3 p.m. | Breakout Sessions

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3:15-4:45 p.m. | ICMA University Workshop: Five Key Questions to Answer before You Create an Innovation Incubator in Your Organization

Join this hands-on workshop to have fun while experiencing iterative, flexible, and collaborative design thinking using the 5 key questions:
1. How do we get the human impact?
2. Why is "naming" key to success?
3. How are "best ideas" generated?
4. Why are prototypes so thrilling?
5. How can we make it better?

Speaker: Peggy Merriss, Decatur, Georgia

4:45-5:45 p.m. | Ethics Conversation on Tenets 5 and 6

The Code of Ethics turns 95 in 2019! Although the principles first outlined in the 1924 version of the Code of Ethics are timeless, the Executive Board has embarked on an effort to ensure it remains relevant to the profession today. Dialogue and feedback are critical ways for ICMA to engage with members on this important conversation on ethics. The focus in 2019 is on Tenets 5 and 6 that together provide clear guidance to members on their scope of involvement in a governing body's policy making process and setting community goals as well as addressing when a member may have conflicting roles within the organization. This session is an opportunity to be part of the conversation by providing insight into any needed revisions to Tenets 5 and 6.

5:45-8 p.m. | Reception

ICMA

Friday, April 5

8-9 a.m. | Innovation Showcase/Breakfast

9-10 a.m. | Innovation in the Fire and Rescue Services
ICMA and the Center for Public Safety Excellence (CPSE) are developing a white paper on the future of local fire and rescue services. Join this session to provide your thoughts about innovation and the sustainability of this important function of local governance.

9-11 a.m. | ICMA University Workshop: Implicit Bias: A Barrier to Creativity, Innovation, & Inclusion
Innovation and creativity require the ability to work effectively in teams, in an environment that is honest and respectful. Teams are essential for generating diverse ideas that can rise above individual cognitive biases that distort thinking and constrain innovation. Cognitive biases can also distort thinking about people. Implicit biases and stereotypes can be based on race, gender, culture, and other factors. Implicit biases can be conveyed through language and other behaviors that are inconsistent with one's values. These behaviors can cause feelings in others of exclusion, hurt, anger, and resentment.

This workshop has three learning objectives:

1. *Critical Thinking* – Learn how intentional and unintentional biases effect the way one views, interprets, and acts on information. Learn how to recognize and reduce bias.
2. *Awareness* – Explore one's view of the world and how one's background and experiences lay the foundation for bias. Explore how biases and stereotypes are experienced by others whether in unintended microaggressions or intended discrimination.
3. *Action* – Learn tools and approaches people can use individually to act to promote inclusion and respect; explore how public administrators can provide leadership to make local governments more inclusive and just.

Speaker: Ron Carlee, DPA, Professor, Old Dominion University, Norfolk, Virginia