



**Hampton Roads Chapter of ASPA**



**Annual Symposium  
March 21, 2014**

## **Facilitating Public Participation Through Technology**

**Holiday Inn Select – Norfolk Airport  
1570 North Military Highway  
Norfolk, VA 23502**

**Sponsored by:**

The Hampton Roads Chapter of the American Society for Public Administration

**[www.aspahr.org](http://www.aspahr.org)**



## Hampton Roads Chapter of ASPA

### Schedule:

- 8:30 – 9:00**                    **Registration**
- 9:00 – 9:15**                    **Welcome and Symposium Overview**
- 9:15 – 10:30**                  **Panel I: Use of Social Media by Local Governments**  
Experts will share their experience in leveraging creative practices engage citizens through social media.
- Panelists:**  
*Liz Gunnufsen, Chesapeake Public Relations Coordinator;*  
*Robin McCormick, Hampton Communications Strategist;*  
*David Sullivan, Norfolk Chief Information Officer;*  
*Wendy Voliva, Portsmouth Marketing Manager;*  
*Ty Swartz, Virginia Beach Multimedia Communications Supervisor*  
**Moderator:** *Celeste Greene, University of Virginia*
- 10:30 – 10:45**                  **Break**
- 10:45 – 12:00**                  **Panel II: Technology & Citizen Engagement**  
Experts will share their best practices for engaging citizens in city governance.
- Panelists:**  
*Bob Batcher, Norfolk Communications & Public Information;*  
*Kevin Fairley, Virginia Beach Information Services Administrator;*  
*Kate Hoving, Williamsburg Communications Specialist*  
**Moderator:** *Pamela Gibson, Troy University*
- 12:00 – 1:15**    **Luncheon**
- Remarks: Performance Measurement in Williamsburg**  
*Mark Barham - Director of Information Technology,*  
*City of Williamsburg*



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## Hampton Roads Chapter of ASPA

### Luncheon Speaker

#### Topic: Performance Management in Williamsburg



**Mark Barham**  
**Director of Information Technology**  
**City of Williamsburg**

Mark Barham is the Director of Information Technology for the City of Williamsburg Virginia, and has served in this capacity for over 10 years. He is responsible for all data, voice and video networks and systems, both hardware and software, for the City of Williamsburg. He has been directly involved in Information Technology for over 20 years and holds a Bachelor's Degree in Information Technology.

Mark has provide oversight for several key projects including the City's Performance Management System, and increase of mobile and e-commerce functionality, the development and implementation of a City wide IT Strategic Plan, and the design and implementation of the area's only free, outdoor wireless network. He has also led the use of iPads by City Council, Planning Commission, and Codes and Compliance staff. He has launched the City's first smartphone app and is currently developing the communications and technology plan for the redesign and development of a new, state of the art City Council chambers.

Mark resides in James City County with his wife and three children. In his spare time he enjoys spending time with his family in and around the Williamsburg area, playing golf, and following all professional and college sports from Texas.



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## Hampton Roads Chapter of ASPA

### Panel I Biographies

#### Panel I: Use of Social Media by Local Governments

##### **Lizz Gunnufsen, Public Communications Coordinator, City of Chesapeake.**

Like most people who work for local government, she is a “public service junkie” and gets her fix leading the team that manages online content for the City, including the website, CityofChesapeake.net, and social media. Her passion is identifying new ways to interact with citizens, which includes her most recent achievement: the implementation of a new citizen notification system that allows citizens to customize how the City communicates with them.

##### **Robin McCormick, Communication Strategist, City of Hampton**

Robin McCormick spent 30 years in media for the Daily Press -- as a reporter, business editor, news editor, features editor and managing editor -- before switching to city communications and outreach. As part of a broad restructuring due to FY11 budget cuts, the City of Hampton consolidated functions that were in several other departments -- website, cable TV, media relations, marketing and outreach -- into one central, flexible and creative team, which she has had the good fortune to lead for the past three years.

##### **David Sullivan, Chief Information Officer, City of Norfolk**

David’s forty year career in public administration includes roles as Chief of Staff and Sr. V.P. of Technology for Hampton Roads Transit and Chief Information Officer/Assistant City Manager for the City of Virginia Beach. In 2013 he was listed as “One of the 50 Most Social CIO’s on Twitter” by the Huffington Post Tech Blog. David is the recipient of the 2001 ASPA Julian F. Hirst Award for Distinguished Service. He was also named in 2004 as one of the Top 25 Doers, Dreamers, and Drivers in the United States by Government Technology magazine.

##### **Wendy Voliva, Marketing and Communications Manager, City of Portsmouth**

Wendy brings more than 18 years in marketing, communications, public relations and advertising to the City. Wendy started her career in marketing/advertising and public relations in the private sector before leaping into the public/government realm. Wendy engages in the development and execution of effective strategic and tactical marketing plans for external and internal communications. Wendy is a member of the Public Relations Society of America.

##### **Ty Swartz, Multimedia Communications Supervisor, City of Virginia Beach**

As an adept strategic planner and proven public relations leader with over 20 years of experience, Swartz is an accomplished communicator with extensive experience in brand management, digital communications, social media, relationship development, measurement, and integrated marketing strategy.

##### **Celeste Murphy Greene, Ph.D., MPA, University of Virginia**

Dr. Greene is the Statewide Program Director for Business and Professional Studies at the University of Virginia’s School of Continuing and Professional Studies. Dr. Greene’s research has focused on environmental justice, quality of life issues, and social media usage by local government.



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## Hampton Roads Chapter of ASPA

### Panel II Biographies

#### Panel II: Technology & Citizen Engagement

**Bob Batcher, Communications Director, City of Norfolk, VA.** Bob has been with the City of Norfolk since 1997 serving as the Public Relations Manager for the first 13 years. Bob had a career with the American Red Cross Blood Service prior to his service with Norfolk preparing him for anything public service could throw at him. Technology has provided multiple channels for resident engagement but the important thing is to know is when to use those channels.

**Kate Hoving, Communications Specialist, Williamsburg, VA**

Kate joined the City of Williamsburg as its first Communications Specialist in 2008. She manages media relations, website content, social media, tourism public relations and marketing, community engagement and emergency communications for the City.

**Kevin Fairley, Information Services Administrator, City of Virginia Beach, VA**

Kevin advanced to his position in the Department of Communications and Information Technology in 2009. He started his career with the City in 1988, working in the areas of public information and municipal cable television operations. He led the implementation of streaming media via the city's website VBgov.com and also implemented the current Virtual Town Hall service to facilitate citizen engagement. Other areas of responsibility include VBgov.com, VBTv, GIS, Technology Project Management, and IT customer service.

**Pamela A. Gibson, Associate Professor, Troy University**

Dr. Gibson has taught for Old Dominion University, University of Virginia, University of Richmond, and VCU. Prior to entering academia, she served the public in the mental health field; lastly, as Program Coordinator for the Georgia Cobb County and Douglas County Boards of Health. She is currently conducting research in the moral development of ethics instructors and the so-called research-practice gap between academic exploration and the professional practice of management.



## The American Society for Public Administration (ASPA)

Since 1939, we have been the nation's most respected society representing all forums in the public service arena. We are advocates for greater effectiveness in government - agents of goodwill and professionalism - publishers of democratic journalism at its very best - purveyors of progressive theory and practice and providers of global citizenship. We believe that by embracing new ideas - addressing key public service issues - and promoting change at the local national and international levels, we can enhance the quality of lives worldwide.

**ASPA's Mission:** ASPA is the leading public service organization that:

- ✦ Advances the art, science, teaching, and practice of public and non-profit administration.
- ✦ Promotes the value of joining and elevating the public service profession.
- ✦ Builds bridges among all who pursue public purposes.
- ✦ Provides networking and professional development opportunities to those committed to public service values.
- ✦ Achieves innovative solutions to the challenges of governance.

[www.aspanet.org](http://www.aspanet.org)



## Hampton Roads Chapter of ASPA

The Hampton Roads Chapter of the American Society for Public Administration serves the sixteen counties and cities of Southeastern Virginia - from Colonial Williamsburg to sunny Virginia Beach. Our mission is to promote excellence in public service. Every other month starting in September of each year, the chapter offers exciting general membership luncheon meetings and special programs. Members are invited to network with fellow public administrators and listen to and interact with dynamic speakers on the most current topics in public administration

[www.aspahr.org](http://www.aspahr.org)

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