LGHN 2022 Webinar

Thursday, November 17, 2022, from 2:00 pm to 3:30 pm ET / 11:00 am to 12:30 pm PT.

Session Title: Crash Course in Human-Centered Design

Session Description:
LGHN will host a panel discussion of characteristics of human-centered design (aka design thinking) from industry leaders.
- *What is it?*
- *How have communities deployed human centered design?*
- *Hear about City of Tallahassee's experiences deploying similar tactics in recent community engagement efforts*

Moderator: *Laura Castillo, Development Manager, City of Cincinnati, OH*

Panelists:

- *Diana Gallego, Strategic Innovation Senior Consultant, City of Tallahassee, FL*
- *Ana Guerra, Strategy Advisor with Gartner, Florida office*

Session Agenda and Script:

A. (5 min) Welcome and Review Webinar Logistics – Christine/Sam

B. (10 min) Share Overview of the Session and Introduce Panel - Laura
- Name, jurisdiction, population, tenure
- Previous local government service

C. (15 min) Introduce Human-Centered Design and Examples in Local Government
- Understand – **Ana**
  - Definition of terms
  - Framework overview and benefits/gains
  - Discuss approach to qualitative data collection
  - Review strategies, tactics, and techniques
- Generate and deliver – **Diana**
  - Examples and case studies

D. (40 min) Moderator Facilitation Questions for the Panelists -
- *What was the origin of this approach in your community?*
- *What are the immediate/short-term benefits that communities typically see with these types of programs?*
- *How did you secure the buy in from senior leaders?*
- *Describe the community participation process. What did that look like to develop the program?*
- *How did you balance the approach while remaining authentic?*
- *What other thoughts and advice do you have for others considering developing similar programs?*

E. (10 min) Questions from the Webinar Attendees –

F. (5 min) Wrap-up and Final Thoughts – All

G. Thank you on behalf of the **Local Government Hispanic Network** - **Diana**