



Minutes City Council Education, Technology & Economic Development Committee June 3, 2008

Minutes of the Council Education, Technology and Economic Development Committee, Technology and Economic Development portion, held on June 3, 2008, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Council Committee Member Present:

Councilmember Onnie Shekerjian, Chair
Councilmember Barb Carter

City Staff Present:

Shelley Hearn, Comm Rel Mgr
Ted Hoffman, Dep IT Mgr
Jan Hort, City Clerk
Gene Obis, IT Mgr
Sheri Partridge, Council Aide
Alex Smith, Tech Dev Specialist
Sheri Wakefield-Saenz, Econ Dev Admin

Guests Present:

David Billings, Tempe Elementary Schools IT
Elaine Stover, ASU, Career Services

Chair Shekerjian called the Technology portion of the meeting to order at 3:10 p.m.

Technology

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Approval of Minutes for May Meeting

Councilmember Shekerjian requested that Sharon Doyle be added as an attendee at the May 6th meeting. Councilmember Carter moved that the minutes be accepted as amended. Second by Councilmember Shekerjian. Motion passed unanimously.

Agenda Item #3 – IB Sponsorship Program Update

Sheri Wakefield-Saenz summarized that staff had been directed to follow up with contacts at Intel and US Air. She suggested that the School District handle one and a Councilmember handle the other.

Councilmember Shekerjian asked if contact information was available.

Ms. Wakefield-Saenz stated that Jason Bagley is the contact at Intel and Julie Coleman is the contact at US Air.

Agenda Item #4 – Interdepartmental Citizen Concern Tracking System

Ted Hoffman distributed information on the Customer/Citizen Relationship Management (CRM) system which included examples of some of what is available if an RFP were done. The Oracle, BMC Remedy, PeopleSoft or Hansen Dynamic Portal would be a purchase so that we would own the data and could customize the systems. They would also fit into the current City infrastructure. There was also information provided on the web-hosted products E-Gov Link and Request Partners. These would be leased products and the data would be posted on a different company's site.

Councilmember Shekerjian asked if staff determined what other cities are using.

Mr. Hoffman stated that staff could look at what other cities are using. He was concerned with budgeting and funding for this type of research, however.

Councilmember Shekerjian asked Mr. Hoffman to look at the National League of Cities and ask them specifically what other places have done. They may already have a database or list of that information. She added that Urbandale, Iowa, has a customer relations system that might be worth looking at.

Mr. Hoffman believed that Urbandale was using the Request Partners.

Councilmember Shekerjian also asked that he and Shelley Hearn work together to include both the technical and content aspects. She also asked him to determine the longevity of the systems, whether they can be upgraded, and determine who has used the systems to get feedback. Staff was directed to return to the next meeting with an update.

David Billings asked whether this is "help desk" type software.

Mr. Hoffman responded that the Help Desk offers the BMC Remedy which is separate from this. This is more from the Community Relations side, similar to a help desk for the citizens.

Mr. Billings added that there is a company called Numeris Soft that has a smaller version that the Kyrene School District is using. It allows the tracking of time, materials, etc., as well.

Mr. Hoffman added that the BMC Remedy will be doing that on the Help Desk software. It will track all of the inventory, time, etc., but the purpose for this is for resolution of citizen issues.

Councilmember Shekerjian clarified that she is looking at how to document the concerns and how to take those concerns and map them so that a cross-departmental SWAT team approach can be used. There are many ways to collect data, but no single place to house it to get a picture of where the problems are located. This group is looking at how to use technology to answer those questions.

Mr. Hoffman added that for the purposes of mapping, so much more can be done if we own the system.

Agenda Item #5 – Workforce and Education Forum

Sheri Wakefield-Saenz announced that the Workforce and Education Forum is scheduled for October 9th at the Tempe Center for the Arts. Approximately 100 people have been identified and invitations will be sent. Staff is looking forward to gathering more information on what is needed in the workforce environment, both from the education and business sides.

Shelley Hearn asked if the invitation list is email based.

Ms. Wakefield-Saenz responded that it is.

Ms. Hearn asked whether it will include a letter from Council.

Dr. Alex Smith responded that draft language has been prepared, and the next step will be to determine whether it will be from the Mayor, the Mayor and Council, etc. An RSVP email has been set up.

Councilmember Shekerjian felt that the letter should come from the Mayor, and she directed Dr. Smith to send the language to Molly Enright so she can have the Mayor approve it. If there are any changes, Molly can work with Dr. Smith.

Agenda Item #6 – E-Resource Website Update

Dr. Alex Smith summarized that this is in the same form as it was presented last time. Staff is waiting to integrate that with the “Smart Place To Be” because all the educators will be there and it will save time. Once those meetings start, staff will try to brand that website according to the “Smart Place To Be.”

Agenda item #7 – “Smart Place To Be” / Digital Divide Education Focus Group

Sheri Wakefield-Saenz stated that this focus group is set for June 26th at the Orchid House from 2:00 to 3:30 p.m. Agenda items will include:

- Joint uses of the marketing message “Smart Place To Be.”
- How can our materials be adapted on both sides to accommodate education?
- How can schools use some of our messages in their marketing?
- What web options do we have that we can jointly use?
- What are the messages from the schools to share with the community and potential businesses?

Councilmember Shekerjian stated that she will have a meeting today with Google regarding the digital divide. The “Smart Place To Be” is a separate issue except that the same group of people will need to be involved.

Agenda Item #8 – Future Agenda items

- Citizen Relationship Management (CRM) System
- Smart Place To Be
- Server-based to web-based
- Workforce & Education Forum Update
- IB Sponsorship Update

The meeting was adjourned at 3:34 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk