

Meeting Summary



Functional Area: Service Delivery

Sub-Function: Actors and Roles Identification for 360 View

Meeting Date: April 2, 2008

Location: Richmond VA CRM 131

Meeting called by: Terry Witt

Facilitators:

Todd Cole	Prin Cowan (MVDB)	Deborah Wells	Sheri Vaughan
Robin Brown	Gary Ellis (SBE)	Jackie Dunn	Tracey Griffiths
Martha Freeland	Scott Fowler (VA.gov)	Joann McKay	Yolanda Fleming
Gary Ham	Bonita Glover	Joyce Crook	
Nancy Nolde	Brenda Patron	Kathy Jarrell	
Betty Jessie	Daniel Sekerdy	Shelly Tinsley	

Preparation for meeting:

- Service Delivery team met to develop the agenda. Additionally, we held a practice session to brainstorm the data elements and their association with the established actor and roles. Meeting visual aids were prepared to promote a creative atmosphere for the participants.

Session Goals and Objectives:

1. Identify data elements needed for the 360° View and associating those elements with the appropriate actors or roles.

Summary:

This BPR session was crucial to the development of the 360° View as the major actor/role categories were the focus.

The session started with a review of the last BPR session activities and “parking lot” issues. A moment for service was held as we discussed the “Voice of the Customer.” We discussed an excerpt from the book, “When Customers Talk” by T. Scott Gross. His book developed from customer feedback was validation that our “Voice of the Customer” is an excellent measure of customer expectations.

The team brainstormed data elements that would be needed to serve the customer. The list is not the final and definitive list, but just a start in identifying important aspects needed when thinking about a 360° view.

Next, a review of the methodology was provided to refresh the participants and to educate new participants.

We began assigning the identified data elements to the Party, Individual, Organization, Customer, Business Partner, and Stakeholder. The elements may be reassigned later based on additional roles that will be uncovered. This session was an opportunity for the complete team to participate in the exercise that will be used going forward with the specific process areas.

The actor/role inventory diagram completed by the Service Deliver core team was shown to the participants. The actor/role model for Tax was reviewed. As an example of the meeting that will follow, tax data elements provided in the brainstorming activities of the BPR, were assigned to the appropriate actors/roles in the model.

A possible Policy or Legislation Opportunity was surfaced in the meeting. SMEs discussed that business customers are not required to bring supporting document to prove the name of their businesses when establishing a record. All agreed that many DMV processes could be positively enhanced by the collection and maintenance of proper business names and well as “trading as” names. We would recommend that requiring business to provide supporting documents be required.

Robin Brown updated the EA model with the data items assigned as well as the data items that need to be reviewed

in the next meeting.

Plans for Next Workshop:

The next BPR session will focus on the Tax Process 360° view. We will invite the specific SMEs for tax processing. This will be required attendance. All other Service Delivery SMEs and BPs may attend as their schedule permits.

Homework for Next Workshop:

n/a