



The Council of State Governments
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2010 Innovations Awards Application

Deadline: March 1, 2010

ID # (assigned by CSG): **10-S-17TX**

Please provide the following information, adding space as necessary:

State: _____ Texas _____

Assign Program Category (applicant): Infrastructure and Economic Development

1. Program Name
T2 – Texas to the Power of Tomorrow Summit
www.t2summit.org.
2. Administering Agency
Texas Comptroller of Public Accounts
3. Contact Person (Name and Title)
Rhonda Henderson, Special Projects Coordinator
4. Address
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512-463-4226
7. E-mail Address
Rhonda.Henderson@cpa.state.tx.us
8. Web site Address
www.t2summit.org

9. Please provide a two-sentence description of the program.

T2 began in January 2009 as a dynamic one-day economic conference that provided unprecedented access to business-specific economic information from leaders in Texas government, business and academia.

It has since evolved into a virtual ongoing gathering place, at www.t2summit.org, that provides vital information on core Texas issues and data important to the state's bottom line, including information on the budget and taxes.

10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 1, 2010 to be considered.

Since January 2009.

11. Why was the program created? What problem[s] or issue[s] was it designed to address?

The T2 Summit took place at a crucial point in the state's economy. It coincided with the beginning of the 81st Texas Legislative session and at the beginning of the national economic recession - at a time of great economic uncertainty and fear. Its planners envisioned T2 as a means to bring together the state's top economic, business and government leaders to assess Texas' strengths and role in the global economy and to examine the issues affecting Texas and its ability to compete in the global economy of tomorrow.

As the Texas Comptroller since 2007, Susan Combs has established a reputation of innovation and accountability in government service. Her goal for the T2 Summit was to bring together world-renowned experts to help inform and guide the state's leaders to ensure Texas remains a strong player in the global economy. About 200 leaders in industry, government and higher education registered for the day-long event.

12. Describe the specific activities and operations of the program in chronological order.

The T2 Summit was organized by a schedule of events and speakers, beginning with a presentation that framed challenging questions pertaining to the future of the Texas economy. Texas Comptroller Susan Combs gave opening remarks and provided goals for the day. Experts and leaders in business, government and education spoke on spurring economic development with incentives, how to form alliances for work force training, taxes and the economy, descriptions of online economic resources and data made available by the Comptroller's office, and a roundtable event that included a Q&A with the Comptroller and other panelists.

The T2 Web site (www.t2summit.org) was methodically developed by a team of agency administrators, writers, Web developers and designers. The team began meeting in March 2008 to discuss goals for the site, conduct an audience analysis and identify key messaging and branding. The messaging of the site was positioned toward attendees, and an online event schedule and collection of speaker biographies was assembled. Designers and Web

developers built several mockups of the site and the team refined its structure and scalability. Once a design was selected, the agency secured a Web domain (www.t2summit.org) and developed a product based on a mockup and collaborative notes. Speaker biographies, registration information, an online schedule, and other information were published to the site. The team made special consideration to develop the site to account for scaling and growth. A strategy was made to publish video and audio, develop and foster a community, and continue publishing critical and pertinent information to spur discussion and analysis of the Texas economy into the future.

13. Why is the program a new and creative approach or method?

Rather than just building a one-day event, the method in which this summit was crafted was done in a way to spur community growth and discussion long after the T2 Summit. The T2 Web site (www.t2summit.org) lives as a dynamic hub where attendees and panelists can continue the discussion about the Texas and global economies, connect through social networking and new media, share ideas and analysis and raise questions.

Very rarely do government agencies assemble representatives across various disciplines, governments and fields of academic study to discuss trends and issues affecting the economy.

The T2 Summit opened with a video presentation (Direct link: http://t2summit.org/card_videos/T2_INTROVID_WEB.html) that outlined the challenges facing the global economy. This method was used to help frame the need for the day's discussion and help create perspective of the issues we were facing at that time.

The timing and importance of this event was critical. In January 2009, the global economy was on the brink of a major downturn that affected virtually every industry and government around the world, underscoring the imminent need for such collaboration.

Into the future, there is an opportunity to use agency tools, including Twitter, YouTube and similar services, to promote Web site refreshes and to help spur conversation.

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

The T2 Summit was initially funded through a partnership with local public broadcasting station KLRU-TV, with funding from the Texas Bankers Association, the Associated General Contractors of America (AGC) Texas Building Branch and the Texas Oil & Gas Association.

15. What are the program's annual operational costs?

Operational tasks have been built into existing day-to-day agency operations. For example, the agency leverages T2 Web content with current electronic and print materials.

16. How is the program funded?

The T2 Summit was funded through corporate partnerships with KLRU-TV, the Texas Bankers Association, the Associated General Contractors of America (AGC) Texas Building Branch and the Texas Oil & Gas Association. Tickets sales also helped recover costs.

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number.

No.

18. What equipment, technology and software are used to operate and administer this program?

The T2 Summit exists as a virtual gathering place. There is no cost to join or to post material on the Web site.

The site requires the work of one full-time writer and one full-time Web developer within the Comptroller's office. The cost for the domain name is approximately \$15 per year. The T2 Web site (www.t2summit.org) is hosted on the Comptroller's existing Web infrastructure.

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address.

Yes.

Innovator's name: Susan Combs, Texas Comptroller of Public Accounts
Address: 111 E. 17th Street
Austin, TX 78749
Phone: (512)
E-mail: Susan.Combs@cpa.state.tx.us

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ?

No.

21. Has the program been fully implemented? If NO, what actions remain to be taken?

A refresh of the T2 Summit site (www.t2summit.org) is planned for March. The goal of the site is to continue the momentum of the discussion spurred by the T2 event.

The revamped site will feature video interviews and podcasts with Comptroller Susan Combs as well as guest blogs on timely economic topics from the Comptroller's Associate Deputy Comptroller, Chief Revenue Estimator and the Chief Investment Officer of the Texas Treasury Safekeeping Trust Company.

A complete relaunch of the T2 Summit site is planned for September. The new site will include discussion forums, videos, statistics and informational graphics, social media links, and articles and links of interest.

22. Briefly evaluate (pro and con) the program’s effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

The goal of the T2 Summit was to create and foster discussion of key economic issues during a time of economic distress while providing insight into resources to help analyze and prepare for the impending economic issues. The pros of the Summit included the ability to put industry, government, and education leaders together into a forum where analysis and insight could be openly shared. Similarly, considering the impending economic climate, it was critical to outline the Comptroller’s resources and tools available to help analyze and strategize for upcoming changes and downturns to the state and global economies. The session Powerful Information at Your Fingertips outlined how citizens and business can access state economic data, where the state’s money goes, and tools and resources available to help spur economic develop across various sectors.

Similarly, a roundtable event assembled experts alongside the Comptroller to discuss issues and strategies related to the Texas economy, and provided an opportunity for attendees to participate in a Q&A with the panel, who were available to field questions about industry-specific concerns.

One specific challenge of the event included project-managing the event to accommodate the high volume of registrants. A large amount of interest in the summit demanded special attention to detail, including managing aspects of the venue, catering, accommodations, budget, speakers and promotion. The challenge was met with high success by assigning a special projects coordinator to oversee the development of the event.

23. How has the program grown and/or changed since its inception?

T2 began as a dynamic one-day economic conference in January 2009 that provided unprecedented access to business-specific economic information from leaders in Texas government and business. It has evolved into a virtual, ongoing gathering place for the state’s business, governmental, academic and economic leaders to share the latest in news, events and data.

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program?

It’s necessary for organizations to properly balance the representatives from government, business, and academia in a way that reflects the economic makeup and climate of their state. Likewise, it’s important to carefully choose speakers and attendees who provide innovative thought and discussion. Careful consideration should be made to ensure that a state’s industries are properly represented.

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**2010 Innovations Awards Application
Program Categories and Subcategories**

Use these as guidelines to determine the appropriate Program Category for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

- Business/Commerce
- Economic Development
- Transportation

Government Operations and Technology

- Administration
- Elections
- Information Systems
- Public Information
- Revenue
- Telecommunications

Health & Human Services

- Aging
- Children & Families
- Health Services
- Housing
- Human Services

- Education
- Labor
- Management
- Personnel
- Training and Development
- Workforce Development

Natural Resources

- Agriculture
- Energy
- Environment
- Environmental Protection
- Natural Resources
- Parks & Recreation
- Water Resources

Public Safety/Corrections

- Corrections
- Courts
- Criminal Justice
- Drugs
- Emergency Management
- Public Safety

Human Resources/Education

Save in .doc or rtf. Return completed application electronically to innovations@csg.org or mail to:

CSG Innovations Awards 2010
The Council of State Governments
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Lexington, KY 40578-1910

Contact:

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This application is also available at www.csg.org.