



Digital Government: Our Path Ahead

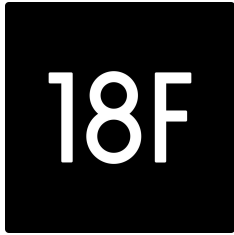
Sarah Tuneberg

Director, Colorado Digital Service



Colorado Digital Service

We are building atop a growing ecosystem of civic tech across the nation and the world.





Using a community-centered and outcomes-based approach, the Colorado Digital Service partners with agencies to design, build, and buy sustainable technologies that help Coloradans thrive.





Mission Statement

Meet people where they are to deliver fast, secure, and personalized digital interactions that enable a thriving Colorado.

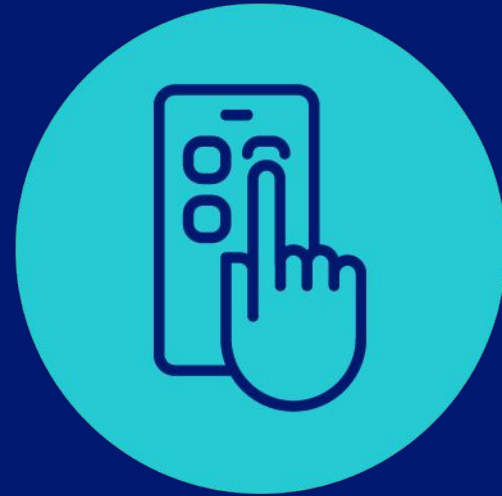


OIT Wildly Important Goal (WIG) #4

Build State Digital Service Capacity

Measure:

% of constituents satisfied with State digital services

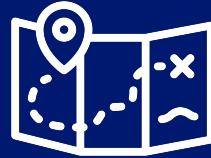


Our Approach



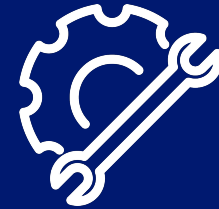
People + Processes

Necessary functions



Process + Technology

Priority, feasibility and scope



People + Process + Technology

Strategy to achieve our goals



Our Practices

**Seeking and Solving
the Root Problem**

**Outcome-oriented
Product
Management**

**Co-design with
Community
Members**

**Agile Procurement
and Modular
Contracts**

**Iterative,
Incremental
Development**

**Building Technology
that Delivers for the
Users**



Working with us

We confront problems, not people.

We seek out and amplify opportunities to engage with diverse perspectives.

We listen first and aim to raise up the voices of our teammates, all our partners, and our differences in expertise.

We are not here to judge.

[Learn more about our CDS Team Agreements on our Github Page!](#)



CDS is a diverse, cross-functional team of senior engineers, human-centered design specialists, product managers and procurement and contracting specialists within the Governor's Office of Information Technology (OIT).



Director, Colorado Digital Service



Team Lead



Product



Engineering



Design



Design



Product



Team Lead



Product



Product



Procurement



Design



Design



Team Lead



Engineering



Design

Initiative Map

Capabilities

Customer Experience
Excellence

Community Co-Design

Product Management

Agile Procurement & Contract
Management

Features & Functionality

Analytics

Identity & Access Management

Design System

Document Storage, Sharing &
Consent

Products

myColorado

Colorado.gov

Analytics.colorado.gov

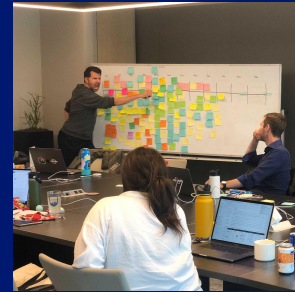


Highlights

- **Iterative Approach that releases value**
 - **Launched the Universal Preschool Program**
40,000+ children served in the first year, increased enrollment for year two
- **Centering on People and Their Needs to Build Responsive Technology**
 - **Delivered Exposure Notifications for COVID-19 in partnership with Apple and Google**
At least 467,479 notifications were sent over the lifetime of the engagement
 - Interviewed users at 200+ organizations, tested net-new development with 70+ organizations.
- **Minimizing Risk Through Agile Vendor and Contract Management**
 - Developed and implemented 20 micro-contracting mechanisms to ensure accountability and transparency for services being delivered that was outsourced.
- **Championing product-led organizations**
 - Hired FAML I Product manager, CDEC Chief Product Officer and now Head of Product for CBMS.



**We work hard
and we do it
with style,
collaboration
and enthusiasm.**



Roles - Design

Create and lead our Community Co-Design practice

Engage in Digital Government initiatives

Design an energy affordability screener and common application

- Create inclusive, accessible, and mobile-first experiences that bridge the digital divide and serve all Coloradans
- Ensure digital services are shaped by diverse voices
- Design unified user experiences across web and mobile platforms, replacing fragmented government services with seamless digital interactions
- Lead service design projects that transform how residents discover, access, and receive critical government services and benefits



Roles - Product Manager

Product management evangelist

Digital Government products

Complex benefits programs

- Influence and drive decisions across organizations and along with state agency partners.
- Represent product needs of Coloradans to key stakeholders and vendor partners.
- Lead transformative digital initiatives that directly impact Coloradans' lives, like streamlining access to benefits programs and reimagining how residents interact with government services
- Drive the vision and strategy for colorado.gov's Life Experience Navigator, organizing services around key life events rather than agency structures
- Collaborate across multiple state agencies to build unified digital experiences that reduce administrative burden and increase program accessibility



Roles - Procurement, Contracts, Money Ops

- 50% Agile procurement & contracts management evangelist
 - Convene a community of practice
 - Learn and share across State to drive change
 - Facilitate workshops
 - Participate in procurement opportunities
- 50% internal money ops
 - Help us get and manage the money that helps us scale to meet the opportunities



Roles - Technical

Analytics, front end

Technical delivery manager for complex internal tech

Testing

- Be willing to both lead engineering work and write code, and champion modern software development practices.
- Collaborate effectively with cross-discipline team as well as across state agencies.
- Lead development of API layers and system integrations that enable data sharing while maintaining security and user privacy
- Provide technical leadership and expertise across the gov tech lifespan- problem discovery, solution design, procurement, implementation, and maintenance.
- Manage the technical contributions of vendors and contractors ensuring they deliver valuable functionality, not just hours of work



Roles - Customer Experience

- Spearhead Colorado's first comprehensive cross-agency customer experience program, transforming how 5.8M+ residents interact with government services across all channels
- Lead the development of data-driven CX metrics and public dashboards that measure actual resident outcomes, including administrative burden reduction and time saved
- Design and implement an integrated feedback system that captures user insights across web, mobile, and in-person touchpoints to continuously improve service delivery
- Build Colorado's capacity for exceptional digital service delivery through CX communities of practice, training programs, and cross-agency collaboration
- Drive the evolution of myColorado from a digital wallet into an intelligent platform that proactively connects residents with relevant services based on their needs and life events
- Create cohesive user journeys that seamlessly connect residents with services across agencies, replacing fragmented experiences with intuitive, personalized interactions



**What's next in your
journey to join the
CDS team?**



The first step: Apply!

We have more than 3 postings open!
Please apply to the practice area that you want
to do at CDS. Tech leads & CX should apply
under product \(\u2717)/.

Product Managers, Engineers, &
Tech Leads

<https://bit.ly/4gkgIEJ>

Designers

<https://bit.ly/4gFKZyj>

Procurement Experts

<https://bit.ly/3ZrvZNv>



Our Hiring Process



Ploy Buraparate

Ploy is a Team Lead at the Colorado Digital Service.

At CDS, she leads the Hub team that is responsible for work across agencies in the executive branch. Ploy is a multi-disciplinary designer, researcher, and facilitator who loves to knit value to humans into every interaction we have with technology.



Our Hiring Process

We have an intentionally rigorous interviewing process.



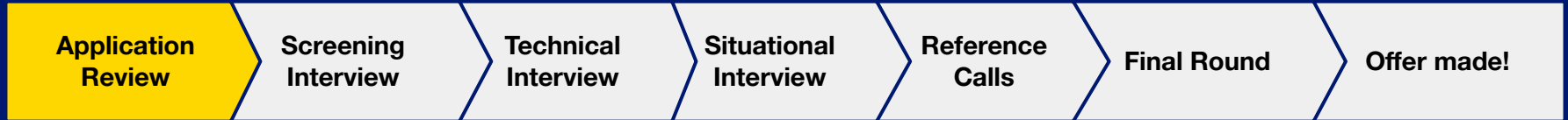
We want prospective team members to know what to expect in working with us as much as we learn about them.

We hope, by the end, we get to two enthusiastic “Yes!”s.



Our Hiring Process

2 - 3 weeks



All applications are reviewed by a human!

Your future CDS colleagues will be reviewing every applicant. We want to ensure applicants are at sufficient levels of career maturity. CDS requires all team members to have at least 5 years of working experience in their practice area.



Our Hiring Process



All eligible applicants move into a screening round.

We want to assess your motivations for this role as well as tell you the honest truth of what it is like working in state government. Our screening process typically has 20% of applicants progressing into the next phase.



Our Hiring Process

2 - 4 weeks



Each practice area gets unique technical and situational interviews depending on the role to be performed.

Technical interviews may vary from presentation of a portfolio project, to a take-home assignment, or otherwise, depending on the needs of the role. Situational interviews will draw from real-life situations you will encounter at the state.



Our Hiring Process



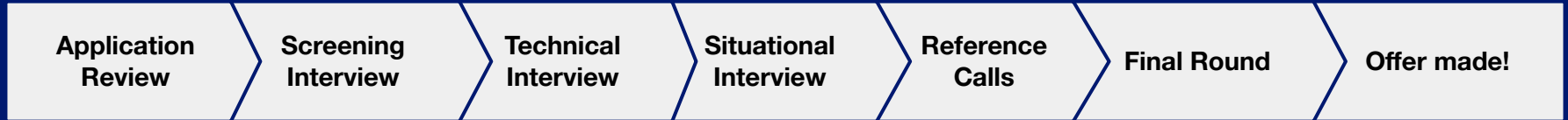
Final round applicants will be interviewed by OIT's Chief People Officer, Bob Nogueira

Reference calls will be made simultaneously with the final interview process. We typically only move a handful of applicants into the final round. An offer is made after internal CDS deliberation and agreement.



Our Hiring Process

All-in-all our hiring process takes around 6 - 8 weeks.



We understand that circumstances may change for a candidate in this duration. All we ask is for you to be forthcoming with us - we are happy to make accommodations as possible.

Due to the upcoming hiring volume, flexibility on the CDS side may be limited. So we ask for patience in this time!



Questions!



Fireside Chat



Jason Abdilla

At CDS, Jason facilitates marketing and communication needs that range from copyediting to crafting messages for internal and external stakeholders.



Ana Bel Campos

Ana Bel is a Human-Centered Design specialist at the Colorado Digital Service.

At CDS, Ana Bel is part of the hub team and works to understand and map residents' life experiences, and to improve their overall journey when interacting with different government services.



Brian Curtis

Brian is a product manager on the Colorado Digital Service Hub team.

At CDS, Brian leads product for the Digital Gov initiative, focusing on making government services more accessible and user-friendly for all Coloradans through innovative digital experiences.



Key themes from your Qs

- **Projects and Work:**
Curiosity about the types of projects CDS is undertaking, how they impact constituents, and how design, product, and technology are integrated in service delivery.
- **Skills and Contributions:**
Desire to know what skill sets CDS values, the challenges they face, and how new hires can contribute.
- **Design Practices:**
Focus on how CDS approaches UX, UI, service design, and accessibility in their projects.
- **Team Culture and Structure:**
Interest in the daily experience at CDS, team structure, and how they collaborate with departments.



Discipline Qs

Design

- What does it mean to design with CDS? What types of projects would a designer work on at CDS?
- How are design practices integrated with product and technology to deliver equitable services?
- What skills are most valuable for designers applying to CDS?
- Collaboration: How do design and product people work together at CDS?

Product Manager

- What do we think makes a good product manager?
- What does a day in the life of a PM at CDS look like?
- How do PM roles align with high-level initiatives and strategies at CDS?

Procurement

- What skill sets and experience help procurement specialists stand out?



Open Q&A





Thank you!

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