

Virginia Forward

Reimagining Digital Access to Government Services

Virginia Executive Institute Team 1 | Spring 2025



Meet Our Team



Kim Barton Deputy Chief Financial Officer Dept. of Veterans Services







Holly Mortlock, MS Deputy Director - Ext. Affairs & Policy State Corporation Commission



Harvey S. Powers Director of Law Enforcement Dept. of Criminal Justice Services



Melissa Gordon, MBA Deputy Digital Communications Dir. Dept. of Health



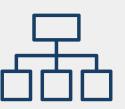
Luke E. Black, MBA Deputy Chief Human Resource Officer Dept. of Corrections



The Challenge: Fragmented Services, Frustrated Citizens

Navigation





pathways for support

Long Wait Times and Delayed Services

- Disconnected Systems and Siloed Data
- **Outdated Website Content and Confusing**
- Multiple Logins and No Single Access Point
- Complex Agency Structures with unclear



Vision & Objective

A citizen-centered, Al-enabled government platform that delivers personalized, accessible, and trusted services – from one digital front door.

- Simplify access to services across all agencies
- Personalize the experience using secure AI tools
- Strengthen public trust through transparency and responsiveness
- Increase operational efficiency and reduce duplication

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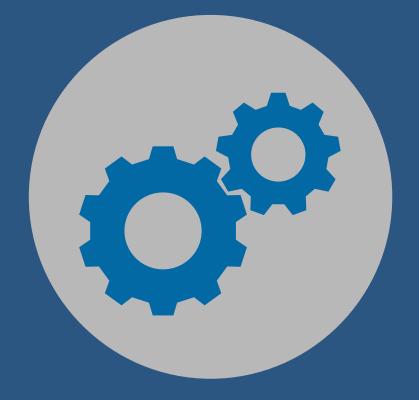
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Position Virginia as a digital government leader



Shaping the Government of Tomorrow A Digital Government that Delivers for All Virginian's





Makes Services **Faster and Easier** for Citizens

Empowers Agencies to Perform **More Efficiently**



Strengthens Virginia's Strategic Position as a Place of Innovation, Trust, and Excellence

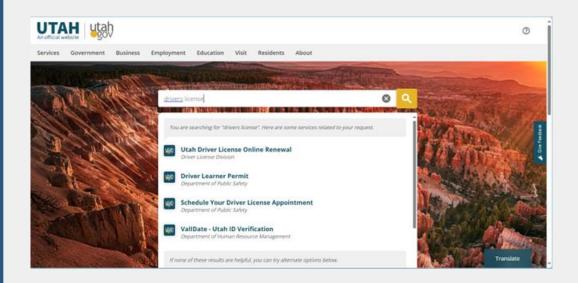


Case Studies A look at how other governments are modernizing services faster, smarter, and more efficiently.



Utah.gov - Next Gen **Citizen Portal**

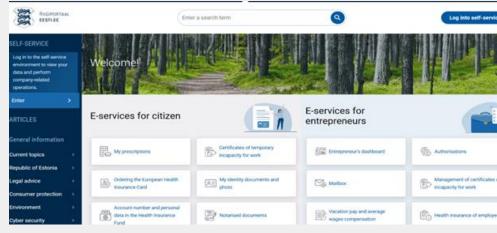
- UTAHID: a secure, central key, providing access to multiple state systems.
- Saves government time, money, and other resources.





Estonia e-Government Portal

- 100% of public services are available online 24/7.
- Once only principle
- Saves over 1,400 years of working time annually.





askgov

Singapore AskGov

- Aims to make information more accessible, reduce duplicate queries, and provide data insights to help agencies improve their services.
- Q12025- nearly 50% cost savings

Image: Top QUESTIONSE What is a Health Plan? HEAL IntERDS INCAL IntERDS INCAL IntERDS Image: Top QUESTIONSE What is a Health Plan? HEAL IntERDS INCAL IntERDS INCAL IntERDS Image: Top QUESTIONSE What is a Health Plan? HEAL IntERDS INCAL INTERDS INCAL INTERDS Image: Top QUESTIONSE What is a Health Plan? HEAL IntERDS INCAL INTERDS InterD Image: Top QUESTIONSE What is a Health Plan? HEAL InterD HEAL INTERDS InterD Image: Top QUESTIONSE What is a Health Plan? HEAL INTERDS InterD InterD Image: Top QUESTIONSE What is a Health Plan? HEAL INTERDS InterD InterD Image: Top QUESTIONSE What is the store a need for this new Primary Healthcare Systems for secondary MORE InterD InterD Image: Top QUESTIONSE What is the store a need for this new Primary Healthcare Systems for secondary of the store and the	QUESTIONS F IEAD Interiors IEAD Interiors IEAD Interiors What is a health Plan? IEAD Interiors IEAD Interiors IEAD Interiors What is a brog-item date? AnOH III IIII IIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	0			One stop for all your government questions					
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The Virginia Forward Platform

Transforming Digital Citizen Services



This is next-level, transformative AI not just every day Al.

Citizens will expect this as a requirement, not a "nice to have"









Al-Powered Search & Assistant

Personalized Citizen Service Recommendations

Cross-Agency Content Integration

Standardized Portal Button Across Agencies



The Virginia Forward Platform -Back-End Capabilities



Crawl & Analyze Content

Scans agency websites, press releases, and social media to detect outdated or inconsistent information.

Continuously improves content accuracy and relevance through Al learning

Empowering Agency Employees

Al tools keep websites updated and aligned with current standards.

Agencies gain an efficient assistant to help manage forms and data.





A seamless, learning-driven platform, enhancing efficiency and citizen access to services.

VITA Modernization in Progress

Modernized 400+ of 1,500 agency websites

Language translation expanded to 9 agencies, with 20 more underway

Building on Existing Initiatives

Extends the impact of successful agency initiatives like No Wrong Door, CommonHealth, and the Virginia Veterans Network.



Strategy & Framework

Our phased strategy is built on these core principles, driving progress toward operationalizing the vision.

Guiding Principles and Governance



Start with People and Processes



Focus on Transparency, Trust, and Accessibility



Leveraging Everyday Al

Roles, Governance, & Data Integrity

- Multi-Agency Task Force with Central Governance and Oversight by VITA
- Al/ Data Liaison per agency
- Grounding responses to official content only

Transparency, Trust, and Accessibility

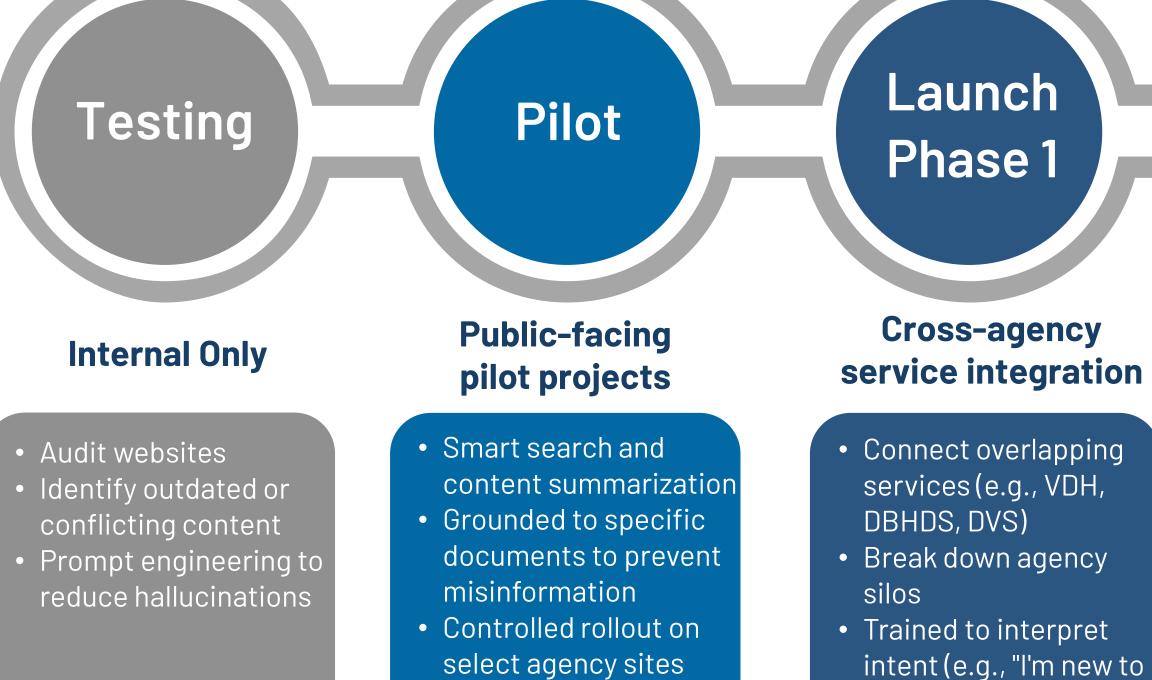
- Openly share that this process may have flaws
- Human review and approval of content for sensitive topics
- Use plain language at a 6th grade reading level

Leverage Everyday Al

- Build via Microsoft Co-Pilot Studio
- Structure how Al understands agency-specific terms the way the user intends (e.g., "Narcan" vs. "naloxone" vs. "overdose reversal agent")



Path Forward - A Phased Approach



Turning Vision into Personalized Citizen Experiences — Connecting Citizens Seamlessly Across Digital Government.

Virginia")

Launch Phase 2

Personalized experience

- Log-in account
- Additional option to opt-in for personalized services based on your online activity or interests



Why Virginia Forward is a Game Changer Virginia Controls the Al Engine

Virginia Owns the User Experience

Most Accurate, Authoritative Information





"In two years, every for-profit entity with a website will consider artificial intelligence baked into their site a necessary component to do business. Artificial intelligence will not be a feature, it will be a required component."



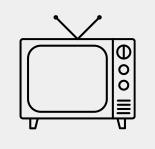
Designed for Today's Technology Expectations

-Ali Aldubaisi, Chief Executive Officer, Kaiden Al



What is Virginia Waiting For?

Will Virginia government wait ten years to embrace the next way to communicate with Virginian's?



1948 – First TV Broadcast

in Virginia

 \rightarrow 1958 – Virginia Educational

Television begins

● 10-year delay



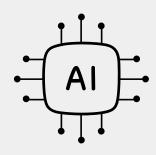


2004 – Facebook launches

→ 2011 – VDEM begins

widespread social media use

● 7-year delay



"It's time for Virginia to lead." Let's adopt AI on our terms – responsibly, ethically, and proactively.

- 1983 Birth of the Internet
- → 1997 First Virginia
- Website
- 2003 VITA Established



2022 – ChatGPT launches ??? - Virginia's Al adoption?



What is Virginia waiting

for?

Questions





Thanks, **Contact Us**



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