



Public Administration Research Colloquium

Organized by the Center for Public and Nonprofit Management (CPNM)

Hear leading experts discuss contemporary problems and strategies in public administration research during this monthly event.

Can (Will) Social Networks Transform Government?

By Daniel Bevarly (Neighborhood America)

Thursday, October 2, 2008

4:00-5:30 p.m.

HPA II – 345

Light refreshments will be served.

Please RSVP by October 1, Wednesday to Fatih Demiroz at fdemiroz@mail.ucf.edu.

The biggest challenge in government's use of social networks starts with a basic question tied to the role of public participation in the government process itself: Do we want public participation because we authentically believe that it will improve governmental processes, or do we encourage public participation because "we have to?" Public participation provides elected officials with a diversity of knowledge and experience to help them debate policy issues and make better decisions. While the Internet presents challenges (real and perceived) to government to engage constituents, its dramatic influence on citizens' preferences and expectations to communicate and receive information cannot be ignored. Both sides have very different perceptions of what public participation means and should be. Enterprise social networks address these problems by enabling constructive participation designed to provide government with new and diverse information to expand solution choices and a better sense of possibility.

Dan has more than 25 years of experience in public administration including 13 years in local government administration primarily in public affairs and communications. He's managed a public relations and public affairs consulting company and is currently a senior director for public sector business development at Florida-based Neighborhood America. Dan also holds a MPA from the James W. Martin School for Public Policy and Administration at the University of Kentucky.



Neighborhood America is a software company whose ELAvate solution was named the software industry's 'best social networking solution' for enterprises, honored with the 2008 Codie Award. The company began by providing web solutions for citizen-government collaboration with its Public Comment(r) service. The new Agencies and companies depend on Neighborhood America for its award-winning technology and commitment to guide them through the entire community-building process -from strategy, through implementation, to ultimate success.