

# IT Management & Leadership Focus

With contributions from renowned experts, including academics, technologists and public-sector officials, *Public CIO's* editorial is presented in a style tailored to address the business challenges confronting CIOs and their peers.

Our unique blend of professional journalism and subject matter expertise gives *Public CIO* immense clout with this distinct audience — and makes it the only publication to deliver real-world intelligence and proven examples of public-sector ROI to help them perform their responsibilities effectively.

## Editorial Contributors Include:



**Dan Lohrmann**  
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Founder, CIO Collaborative; Former CIO,  
San Francisco and Los Angeles



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**70%** of CIOs consider “improving enterprise-wide business processes” their major driver for using new technologies in government.

*February 2008 Public CIO Reader Survey*

PHOTO BY KELLY LaDUKE



“Half the battle is to better understand what has been tried by other CIOs, and what has and has not worked. *Public CIO* is refreshing and informative, and I consider it an absolute ‘must read’ for CIOs at all levels of government.”

**Gail Roper**, Chief Information Officer, Raleigh, North Carolina

# Critical Information for Unique Challenges



## Leadership

The challenges of leading in the political government environment.

**Public CIOs 2.0:** What enables some CIOs to make sweeping changes while others struggle to have an impact? Across the country a pool of new talent is entering the public CIO ranks and finding itself in a position to impose real change.



## Management

Project, performance and portfolio management are just a few of the methodologies that we examine regularly.

**Alignment Chiefs:** For years CIOs have sought to closely coordinate IT projects and overall strategy with business processes, yet progress has been slow. Now, CIOs are formalizing project management, developing IT strategic plans that match agency goals and beefing up governance structures and metrics to ensure IT projects meet or exceed business expectations.



## Technology

From ERP and ECM to SaaS and SOA, we take an objective look at technologies that are impacting the public sector today.

**Learning to Share:** America's public sector has finally come to recognize the high cost and inefficiency of technology silos. The solution, say many, is to create low-risk, low-cost shared services. The way to build them is with service-oriented architecture (SOA). But not everyone agrees on how CIOs should do it.

# 2009 Editorial Calendar

Month	Leadership	Technology	Management
<b>FEB</b>	Staffing Strategies	SaaS/On-Demand Software	Vendor Management
<b>APR</b>	IT Governance Strategies	Data Centers	Project Management
<b>JUN</b>	Communication Strategies	Mobility	Customer Management
<b>AUG</b>	IT Organization Strategies	Networks	Financial Management
<b>OCT</b>	Leadership Strategies	Shared Services	Performance Management
<b>DEC</b>	Alignment Strategies	Web 2.0	Risk Management



PHOTO BY KELLY LaDUKE



*“Public CIO focuses on the key issues CIOs face on an everyday basis — and in a fashion that gets right to the point. It is an easy read in a sea of technology publications.”*

**Patrick Pizzella, CIO,**  
U.S. Department of Labor