

INNOVATION INSIDE



2009 INNOVATION EXPO
VIRGINIA BEACH



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Transportation
Security
Administration

TSA's IdeaFactory

An Overview

November 2009



Transportation
Security
Administration

What is IdeaFactory?

- IdeaFactory is a Web-based tool that empowers all TSA employees to:
 - submit ideas,
 - provide comments on how to improve new concepts, and
 - rate ideas that should be recommended for implementation
- It uses social media concepts to harness the “wisdom of the crowds” and expand upon the traditional suggestion box

IdeaFactory Vision Statement:

Support TSA's mission by fostering a community that engages employees and encourages collaboration to initiate innovative change.



The business need behind IdeaFactory

IdeaFactory was launched in April 2007 to address three key needs at TSA:


- How TSA could **engage employees** and ensure that every member of its large (50,000+) workforce at more than 450 airports and other locations **has a voice** in the way the agency and its operations evolve;
- How TSA could collect **constant, fresh input** and perspectives on improvements to keep the agency flexible and effectively **mitigate security threats**; and
- How TSA could **reinforce its core value of innovation** and provide an avenue for employees to 1) identify change opportunities, 2) take on new challenges and 3) have the courage to make a difference.

How we went from concept to launch in 6 weeks


- Driven from the top of the organization
- Created an Integrated Project Team with representatives from legal, communications, information technology, and program offices to push concept forward
- Built a basic site with in-house resources
- Held teaser campaign and live webcast for launch to promote the site
- Implemented ideas as quickly as possible to show employees leadership was taking the program seriously




IdeaFactory's key features contribute to success



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Build New Idea Here

Ideas

Recent Activity

My Profile

We Ask You

My Groups

News & Announcements

- » All New "We Ask You!"
- » IdeaFactory News

Search & Filter

» **Include Ideas with Keywords**

- No Status
- Under Review
- In Action
- Current TSA Activity
- Unable to Implement
- Myth Buster
- Ideas We're Watching

» **Only Include Ideas**

- I Built
- I Commented on
- I Rated

» **Only Include Ideas For Category**

All Categories
▼


Sort By

Most recent idea posted first
▼

Search

The TSA **IdeaFactory** has built: **9,407** ideas » rated **260,737** times » **77,257** comments

Current TSA Activity



keep threats on TRX the same as on checkpoint


At the Checkpoint, Training

Submitted By **Shanice.House** on 2/20/2009 8:27:09 AM

My idea is...really quite simple. Keep the threats the same. Let me explain. I have noticed in the past that when doing TRX, you find laptops inside bags, cpaps inside bags, small liquids, etc. And when you go to p3 it, it isn't a threat. But in real life, at the checkpoint, those all would have been reasons to call a bag check. Thanks.

Shanice.House
Mrs. Hill

[Show Toolbox](#)



This idea can no longer be rated

89

People Rated This Idea

4.8

Average Rating

Close Rating History »

2


Comments

Leave A Comment »

Bulb rating

5	0	0
4	3	0
3	2	0
2	0	0
1	3	0

Number of people



The Idea is a current Activity.

IdeaFactory Team

The IdeaFactory team contacted the Office of Security Operations (OSO) with this idea and this was their response:

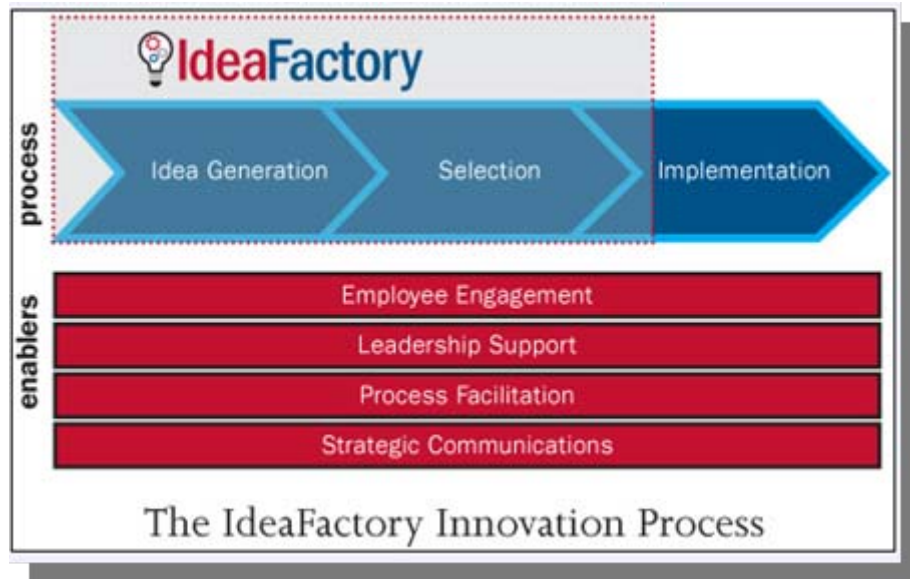
The March 2009 release of TRX SR3 incorporates changes necessary to ensure TRX sessions are consistent with current policies.

Updated April 15, 2009

5

IdeaFactory enables the overall innovation process

“Build it and they will come” philosophy doesn’t work; processes and rules of engagement were necessary.



- The site supports the first step of three key phases in the innovation process: Idea Generation, Selection, and Implementation
- Employee engagement occurs throughout the entire lifecycle with leadership support and strategic communications enabling the overall program

Program office experts respond to all evaluated ideas



Idea Under Review



Idea in Action



Myth Buster



Current TSA Activity



Not Able to Implement

The IdeaFactory Team promotes every move we make



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Transportation Security Administration

OSO Photo Contest: "Priorities in Action"

Submit your photos for display at TSA Headquarters!

OSO is holding a photo contest to highlight the 5 OSO Priorities - Mitigate the Threat, People Matter, Support the Field, Work as a Team, and Make TSA the Place to Work. We are appealing to your creativity and imagination to demonstrate what the 5 OSO Priorities mean to you. Encouraged creations include: photographs, drawings, paintings or anything tasteful that can be displayed at TSA Headquarters!

The contest will be open to all OSO employees, those who reside at an airport or at headquarters, beginning on August 20th, 2009 and running for 6 weeks, through September 30th, 2009. Then you will be able to vote for your favorites right here on the IdeaFactory!

[Click here](#) for a full explanation of the contest and guidelines.

Reminder: Please Abide by the IdeaFactory Terms of Use

Recently, there has been an increase in unprofessional behavior on the IdeaFactory. We would like to remind you of the Terms of Use that you accept before entering the site. The purpose of the IdeaFactory is to share ideas and solutions that could reasonably be implemented to improve TSA operations, containing personal attacks, bad language, and other unprofessional behavior is not tolerated. If you see any post in violation of the TOU, please notify the IdeaFactory team.

Thank you for your help in keeping the IdeaFactory a positive impact TSA.



IdeaFactory Agreement

The IdeaFactory is subject to our Terms of Use. Before you may access the IdeaFactory you must agree to abide by the Terms of Use. Each network session requires that you agree to the Terms of Use. By placing a checkmark in the box below and clicking the "I Agree" button, you agree to the [Terms of Use](#).

I agree to the Terms of Use for the IdeaFactory

The IdeaFactory Illuminator

Vol. 2, Issue No. 7 - July 2009

IdeaFactory in the News! InformationWeek

InformationWeek recently profiled how technology is being used successfully in the government in the article, ["Tech Innovation USA: From Resilient Networks to Self-Scheduling Devices."](#)

The IdeaFactory was one of the programs featured in the article, as an example of an in-house developed crowd-sourcing application that anyone could model.

"Any organization could put the tool to use—if they have that kind of buy-in from senior leadership," says IdeaFactory program manager Tina Canola. "It's really a tool that's more than just the ideas."

"It's about building a community and engaging and empowering the workforce, especially a distributed workforce like we have."

Other agencies featured include Defense Advanced Research Projects Agency (DARPA),



TSO Casey Flynn Visits HQ

Earlier in July, TSO Casey Flynn (above left) had an idea to reduce operational expenditures by setting current Reveal CT-80 EDS machines to idle mode when not in use. He decided to share his idea on the IdeaFactory and within two days, it caught the eye of David Holmes (above right), Assistant Administrator, Office of Inspections.

Aaron Batt and the Office of Security Technology (OST) arranged for Casey to visit Transportation Security Administration Systems Integrated Facility (TSIF) at Reagan National Airport to discuss the possibility of making his idea reality. TSIF is a place where new technologies are tested and piloted before rolling out to airports nationwide.

While Casey's idea, [CT-80 Money Saver](#), has not been given the official green light, Operational Process and Technology (OPT) is in the process of evaluating the merits of his idea. If feasible, his idea could lower maintenance costs on the CT-80 machines and conserve

IdeaFactory: Tools You Can Use



- SEARCH** for ideas related to your program office to see what the workforce is saying about you
- ASK** for feedback on specific topics related to improve new or existing programs using We Ask You!
- CONTACT** your office's IdeaFactory liaison if you find an idea that you would like to implement at TSA

Contact the IdeaFactory Team at IdeaFactory@dhs.gov for more information.



IdeaFactory is a successful program

- Allows employees **to contribute actively** and help shape TSA's programs, policies, and procedures
- Provides a **"voice" for employees** to share insights and be heard and opens lines of communication from field to HQ
- Enables employees to **"talk", educate and inform each other** and build an online community
- Allows HQ program offices **to obtain valuable program feedback and interact with employees directly**
- Fosters information sharing by **allowing program offices to post relevant updates**, dispel myths and explain reasoning behind actions





QUESTIONS

Questions

- Please approach the microphone on the floor to ask questions
- No “yelling” from your seats
- Please state your name and organizational affiliation before asking question

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