

Technology Leadership Academy

Module 1: Introduction to Not-for-Profit Technology



Fall 2013
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Technology

Technology
is no more about
computers than
astronomy is about
telescopes.

~Edsger W. Dijkstra



The Carina Nebula
(NGC3372)
Hubble Telescope Image courtesy of NASA

Astronomy is about understanding the universe

Technology is about supporting
good business processes & managing data

Modules

Introduction

Planning

Budgeting & ROI

IT, Cloud & Data

Online Presence

Human Side of Technology



Sessions

Lecture

Interaction

Discussion/Work Time



Goal:

To use technology
confidently and skillfully
in support of your mission



Poll



- ✓ Org Technology Plan
- ✓ Consistent Technology Support/Advice
- ✓ Technology Training last 12 months

Need/Want



*What do you
need to learn about?*

What do you want to learn about?

Need/Want



Chat in 1 sentence

*What do you
need to learn about?*

What do you want to learn about?

Real Estate

Location

Location

Location



Technology

Appropriate

Appropriate

Appropriate



Appropriate to

Culture

Staff Skills

Environment

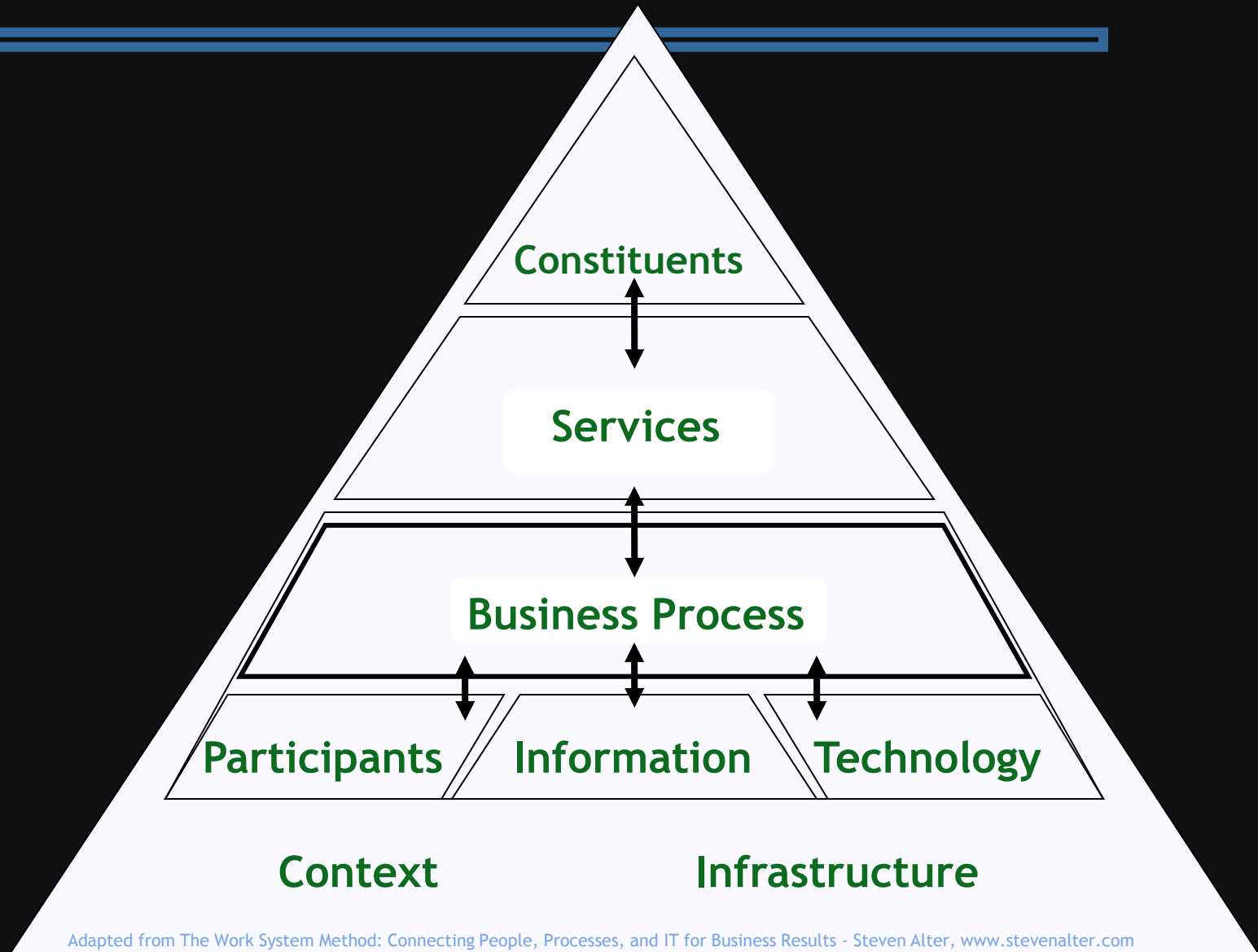
Goals

Infrastructure

Resources



Work Systems Framework



Nonprofit Tech “Commandments”

After people, Data is your Most Important Resource

Define your Needs in Detail BEFORE tool selection

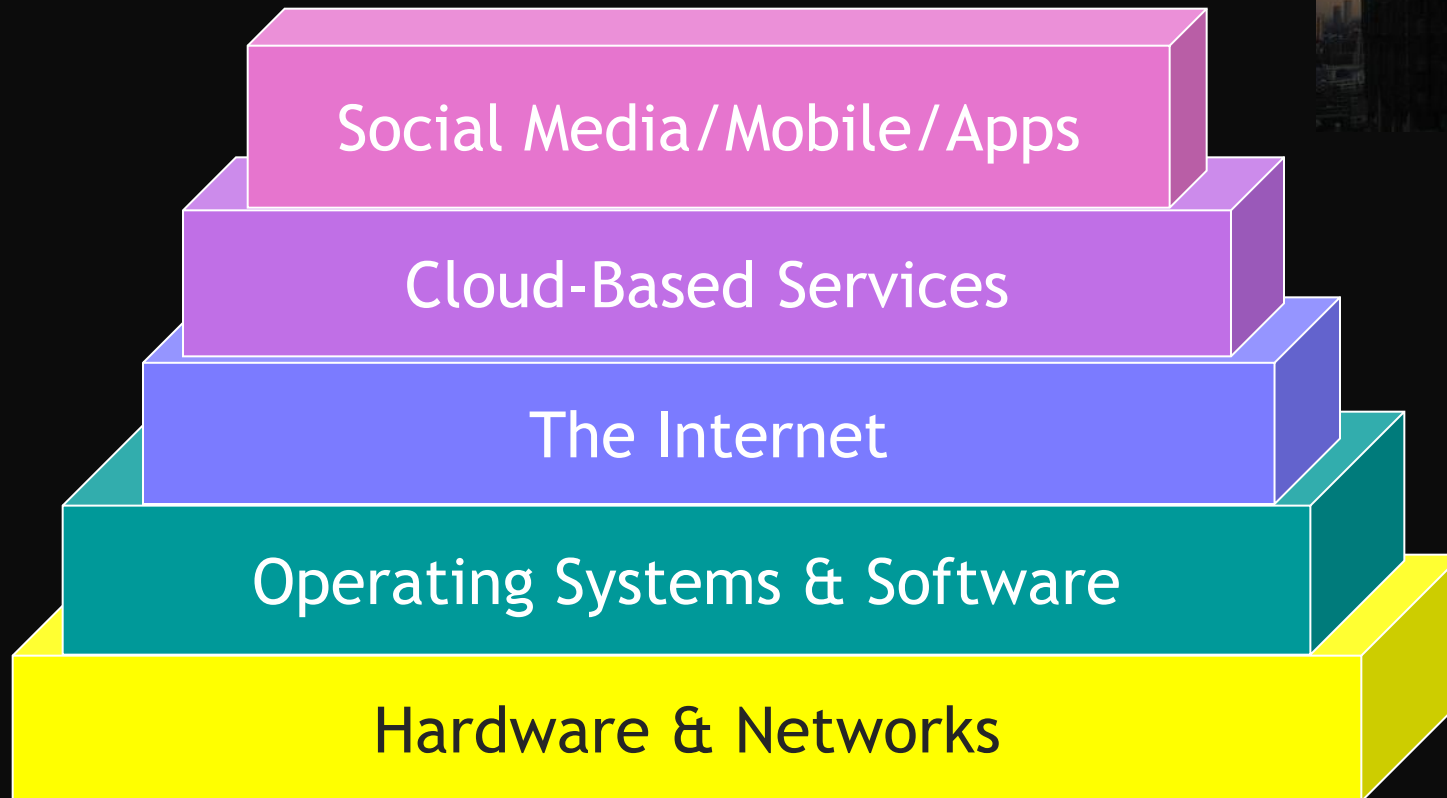
(Have tools? Regularly review new tools)

Have an Ongoing Conversation about Data

Keep in Touch with other Organizations

Knowledge Eases Fear, Gather/Share Knowledge

Built in Layers



Tech Use Levels

Infrastructure

“Stable & Secure” - Technology used in operations

(e.g. accounting, internal communications, Fund development)

Tech Use Levels



Integration

Technology used in service delivery

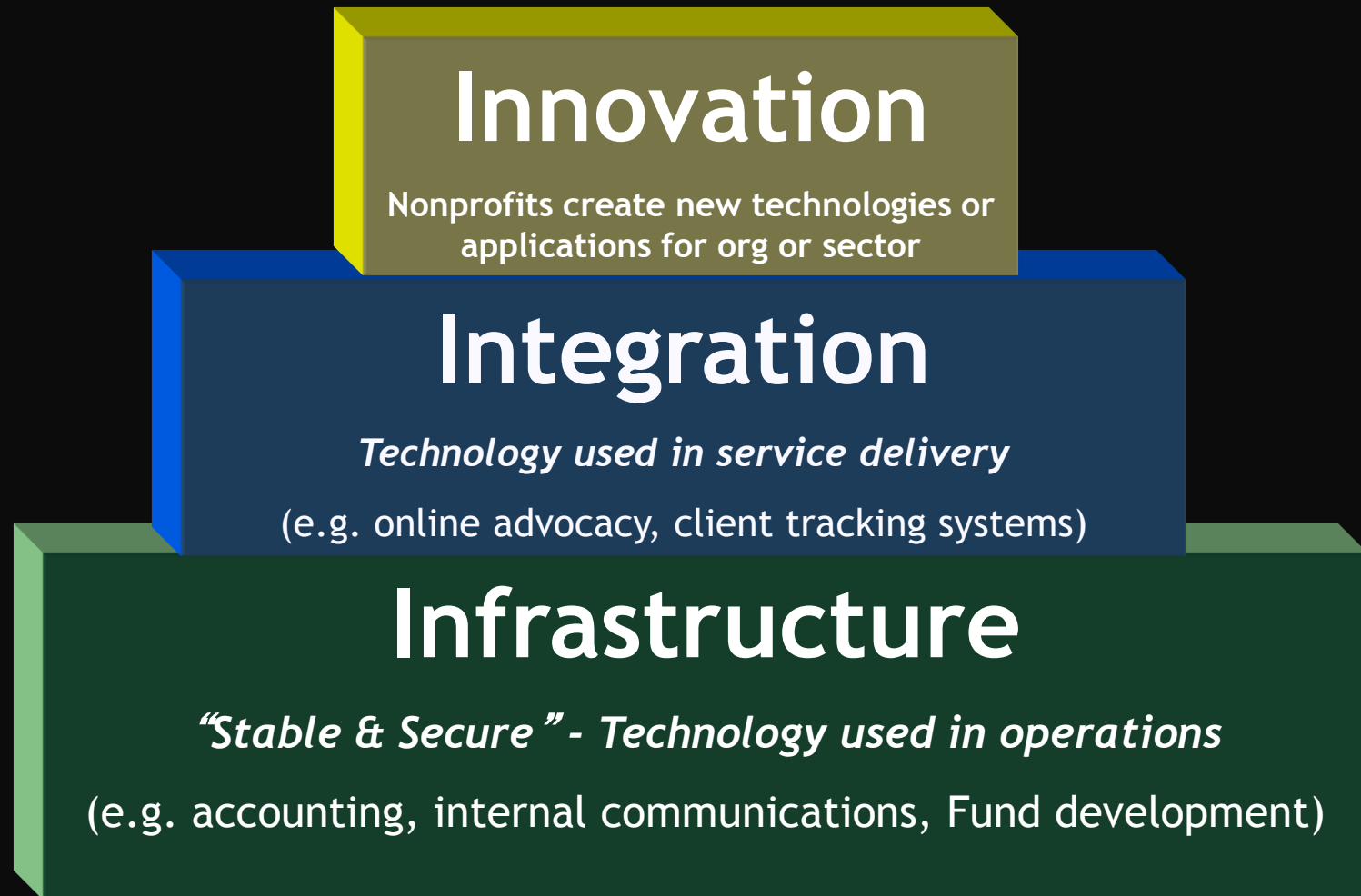
(e.g. online advocacy, client tracking systems)

Infrastructure

“Stable & Secure” - Technology used in operations

(e.g. accounting, internal communications, Fund development)

Tech Use Levels



NTEN Report

Key Findings

1:29 Support Ratio

Per-Staff budget metric

Still low % of budget

Spending smart goes farther than spending more

Have tools, not skills and training

66% include tech in strategic plans



Tech Adoption



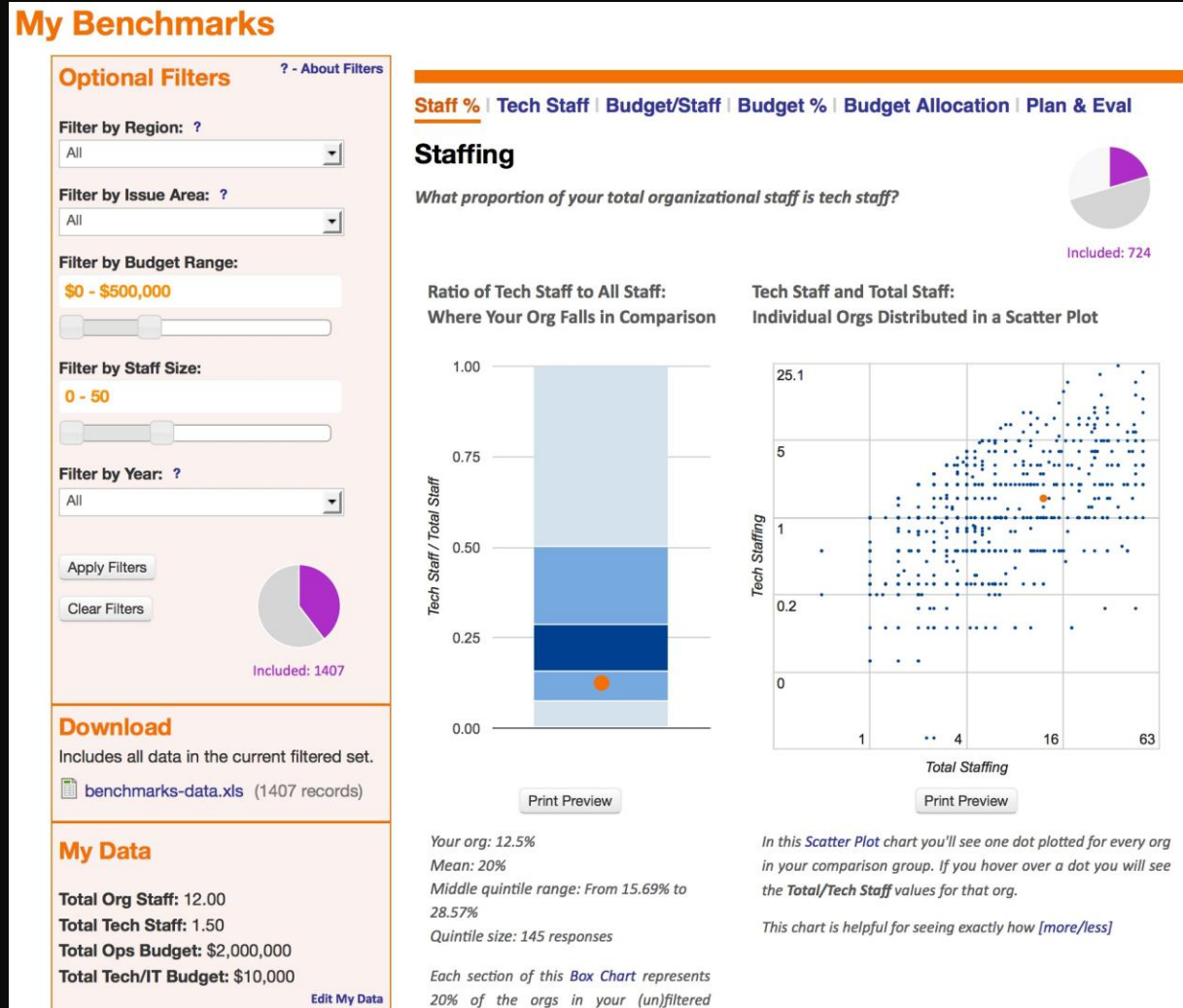
Struggling - we are struggling; we have a failing infrastructure, and our technology time and budget generally go towards creating work-arounds, repairing old equipment, and duplicating tasks.

Functioning - we keep the lights on; we have basic systems in place to meet immediate needs. Leadership makes technology decisions based on efficiencies, with little-to-no input from staff/consultant

Operating - we keep up; we have stable infrastructure and a set of technology policies and practices. Leadership makes technology decisions based on standard levels according to industry/sector information and gathers input from technology staff/consultant before making final decision

Leading - we're innovators; we recognize that technology is an investment in our mission, and leadership integrates technology decisions with organizational strategy. Technology-responsible staff are involved in overall strategic planning.

Benchmarking Tool



<http://benchmarks.nten.org/>

Team Perspectives



Senior Mgmt/CIO function -

Organizational

Consultant function -

Outsider/Expert

Program Management -

Process/People

Line Staff/Field workers -

Results/User

Geographic Representation -

If Multiple Facilities



Identify the Team

2 minutes

Team Leader

Team Members:

Staff - Program, Admin, IT

Volunteers

Advisors/Consultant

Board



Addressing Resistance



What Are Your Challenges?

Uptake from Management & Staff

Cultural Challenges

Initial Steps

Form Tech Team

Benchmarking Tool

Inventories

- Hardware

- Software/Online Tools

- Human Skills

Begin Communicating to Support Uptake & Sustainability



Flickr photo: USACEpublicaffairs

John Kenyon - Nonprofit Technology Educator & Strategist

Nonprofit Technology consulting, training and writing about appropriate, effective solutions.



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תודה
Dankie Gracias
Спасибо شكراً
Köszönjük Merci Takk
Grazie Dziękujemy Terima kasih
Děkuji Dèkojame
Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας ευχαριστούμε 감사합니다
Bedankt Děkujeme vám
ありがとうございます
Tack

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Discussion

How might you share what you are learning with the rest of the staff at your org? With the board?

Brief weekly email with top 2-3 takeaways?

Ask for time at staff meeting?

How to generate/share excitement about how using tech skillfully can improve operations, programs, fundraising, even morale?