Technology Leadership Academy

Module 1: Introduction to Not-for-Profit Technology

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Connecting Up

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

Agenda

Sessions

Lecture

Interaction

Discussion/Work Time

Agenda

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
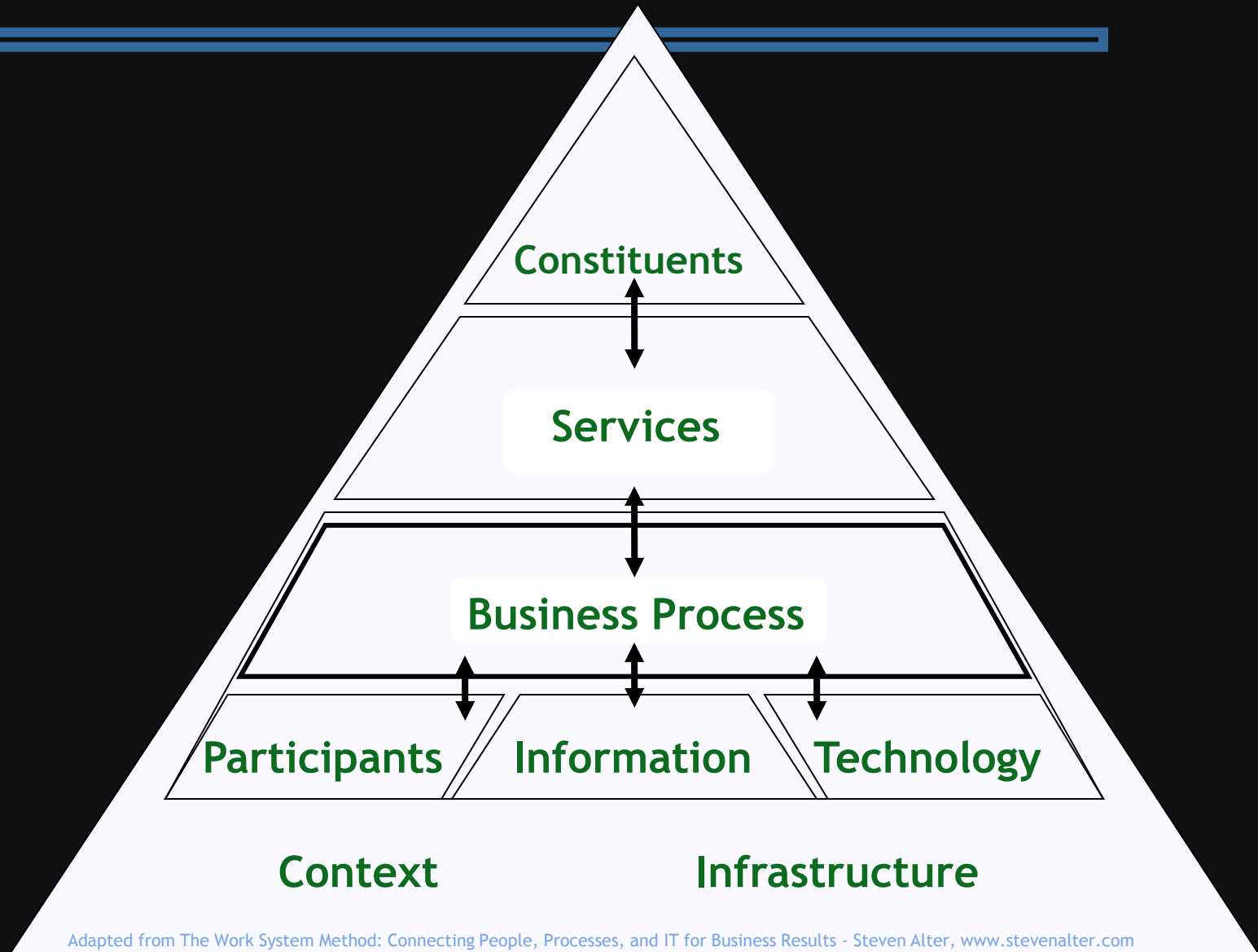
Appropriate to

Culture

Staff Skills

Environment

Goals

Infrastructure

Resources

Flickr photo: Make Poverty History

Work Systems Framework

Constituents

Services

Business Process

Participants Information Technology

Context Infrastructure

Nonprofit Tech "Commandments"

After people, Data is your Most Important Resource

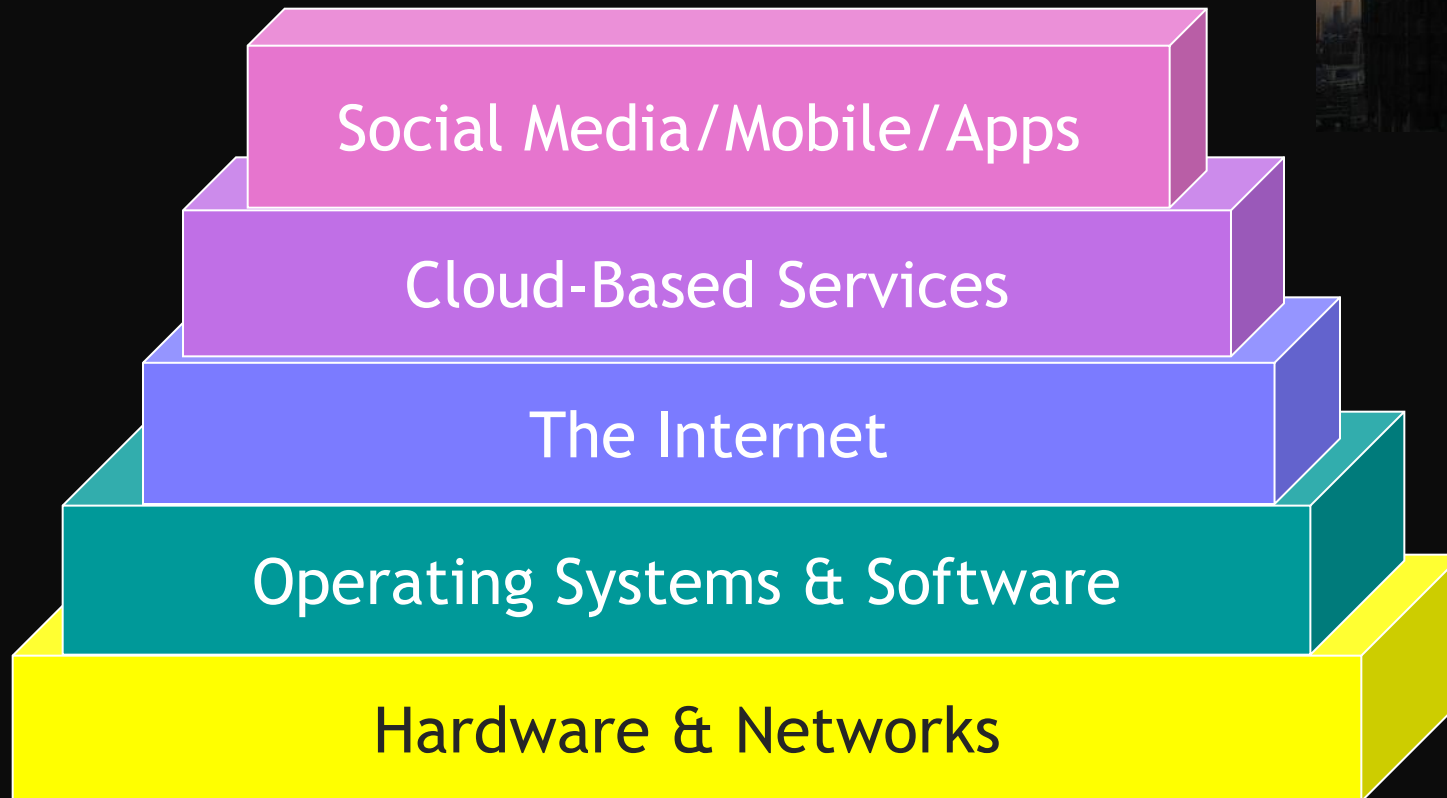Define your Needs in Detail BEFORE tool selection
(Have tools? Regularly review new tools)

Have an Ongoing Conversation about Data

Keep in Touch with other Organizations

Knowledge Eases Fear, Gather/Share Knowledge

Built in Layers

Social Media/Mobile/Apps

Cloud-Based Services

The Internet

Operating Systems & Software

Hardware & Networks

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

Innovation

Nonprofits create new technologies or applications for org or sector

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)
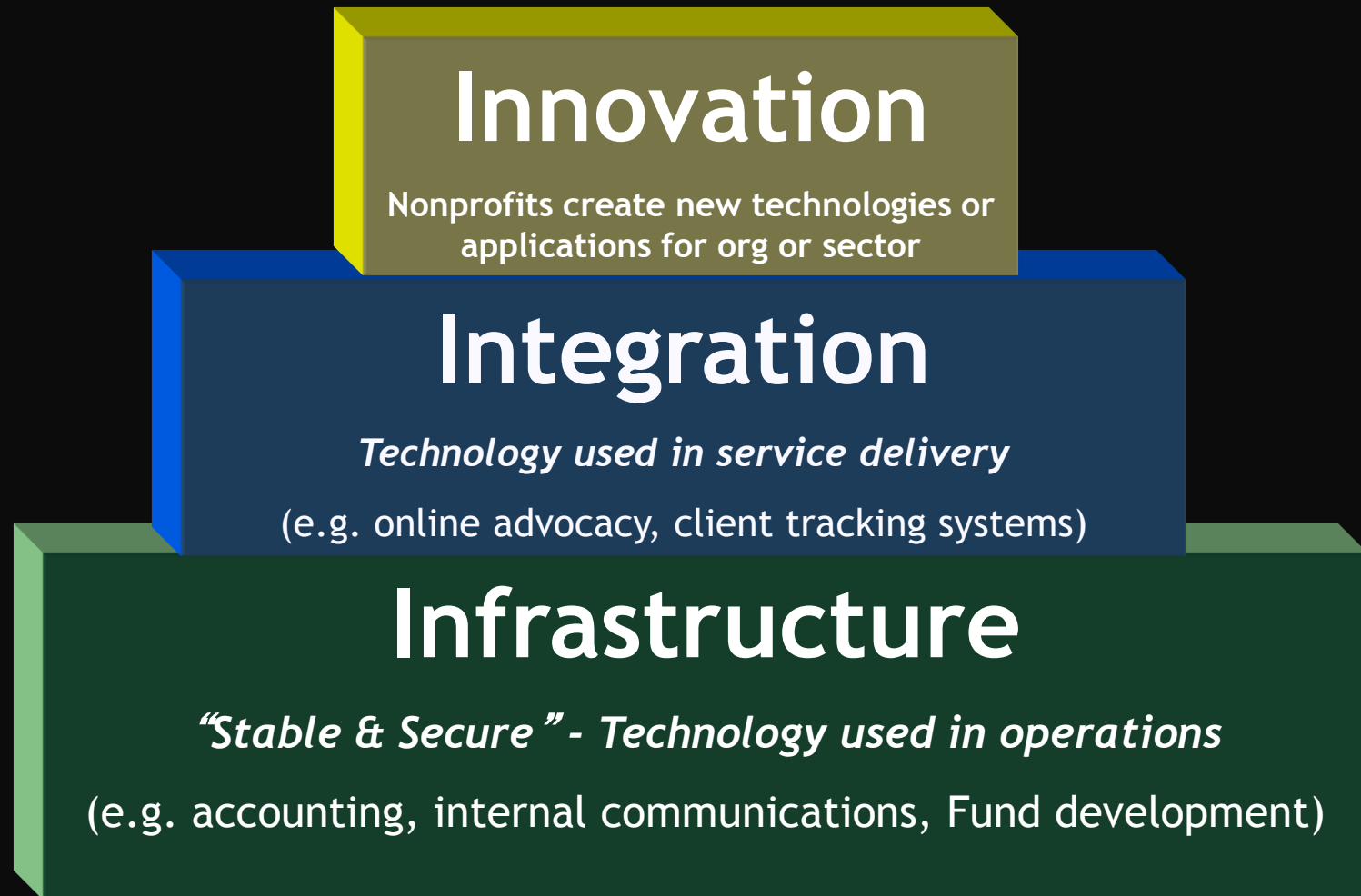
NTEN Report

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/
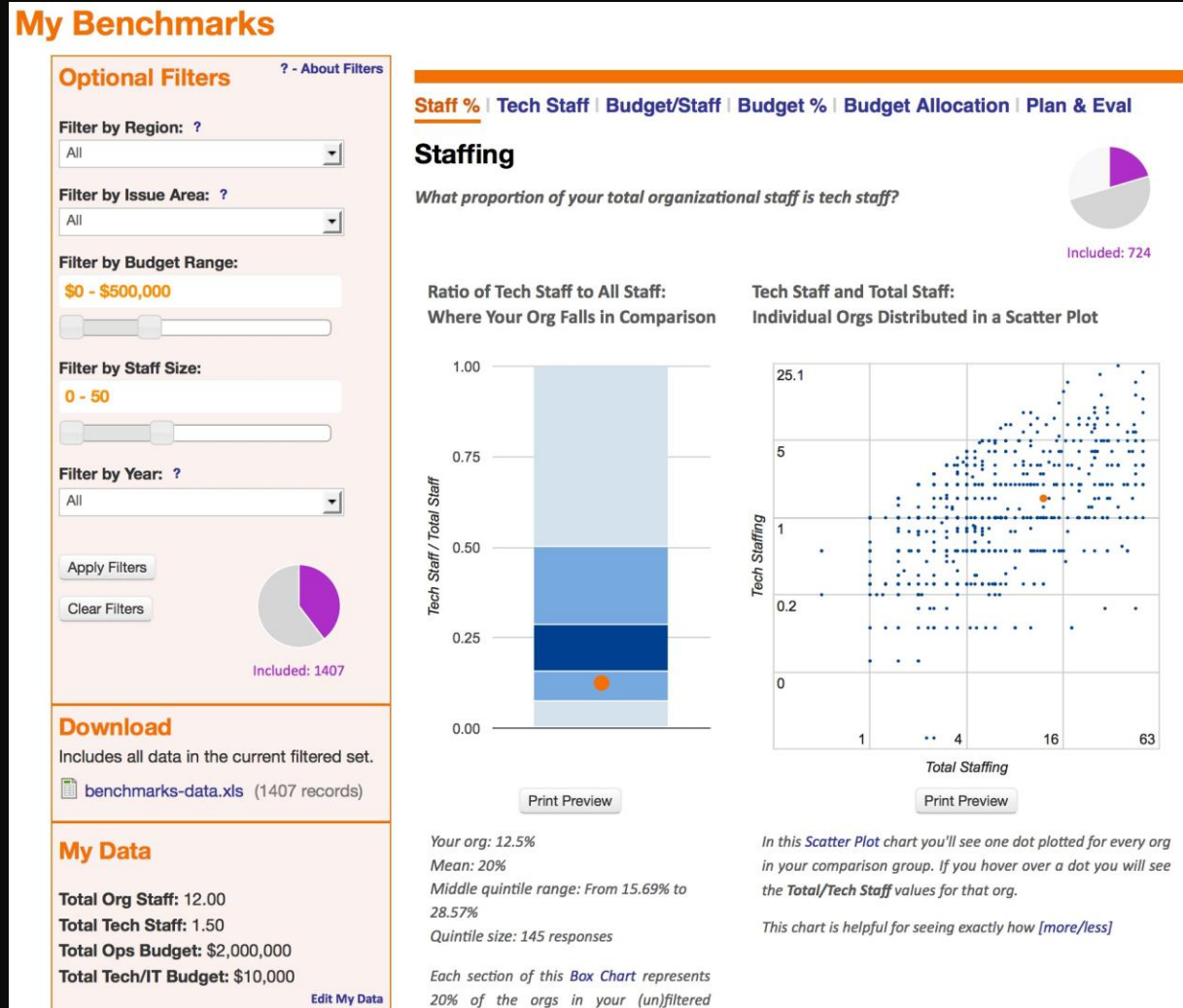
Team Perspectives

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

www.johnkenyon.org

R & G

http://www.rgtech.com.au

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?