IT Strategy in a Non-Profit World
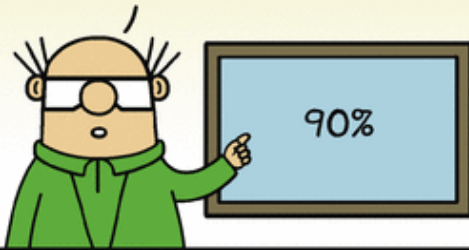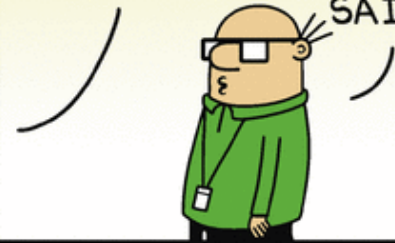
PCL Strategic Plan 2018-2020

In 2017, with assistance from Capacity Canada, PCL developed a three year strategic plan

Strategic Priority #3 Operational Excellence

Objective 3.3 Adopt leading technology in an efficient and effective manner

Key Deliverable – Define and document a technology strategy for the organization

HOW?

Reached out to Capacity Canada for assistance

TechMatch is...

A program connecting technology professionals with non-profit organizations to co-operatively develop digital strategies that make sense.

What problem does TechMatch address?

One third of small to medium non-profits do not incorporate technology into their strategic plans.

How does TechMatch help?

A TechMatch team works together to create an attainable and sustainable technology strategy for the non-profit organization.

How TechMatch works?

Program Structure

Overall Duration: about 3 months

Monthly Commitment: 10 to 12 hours per month per team member

Who participates in TechMatch?

Non-profit organization CEO and key staff	Corporate technology professional	Corporate HR/OD professional	Capacity Canada TechMatch coach
"I don't know what I don't know."	"How can I use *my skills* to give back?"	"How can we give back in *measurable* ways?"	"How can I help you today?"
1 to 3 people	4 to 6 people	1 person*	1 person

* HR/OD folks are welcome to participate, but can also just pop-in and observe when they'd like.

TechMatch™

Tentative session schedule

Theme	Week	Goals	Artifacts
Pre-engagement	Pre	• Establish baseline knowledge about TechMatch • Preform pre-engagement evaluation	
Kickoff	Kickoff (2 hrs)	• Learn about TechMatch and its goals • Learn about NPO • Decide how to work together	• List of potential stakeholders • *What does success look like?* (notes) • *Why are we here?* (notes)
Research	Wk 1	• Learn how to conduct a user research interview • Organize interviews and site visits	• Interview script(s) • Contact information for key stakeholders
	Wk 2	• Review interview activity • Distill needs and insights for interview notes, photos, etc.	• Photos, notes, recordings from interviews • Clustered needs and insights
	Wk 3	• Place user research into context • Identify key challenges and opportunities	• Journey map(s)

TechMatch™

Tentative session schedule

| Theme	Week	Goals	Artifacts
Ideation	Wk 4	• Introduction to divergent thinking	• *How might we...* (notes and questions)
	Wk 5	• Learn about ideation and ideation techniques	• Sketches, sketchboards, strawdog concepts
	Wk 6 Lab	• Build confidence in ideas • Consider how concepts might integrate with non-profit organization	• Research notes (vendors, competitors, partners, etc.)
Synthesis	Wk 7	• Introduction to service prototyping • Introduction to testing and gathering feedback	• Physical prototypes • Feedback grid
	Wk 8 Lab	• Continue working on solution feasibility (especially with non-profit stakeholders) • Gather feedback	• N/A
	Wk 9	• Introduction to template technology strategy document • Start framing the technology strategy document	• Table of contents in a shared online document (e.g., Google Docs, etc.)

Tentative session schedule

Theme	Week	Goals	Artifacts
Writing & Presentation	Wk 10 Lab	• Work on transferring research, proposed solutions, etc. to technology strategy document	• Rough draft of technology strategy document
	Wk 11	• Review technology strategy draft document • Schedule and prepare for presentation of technology strategy	• *Six hats* (notes)
	Wk 12	• Present the technology strategy to the non-profit organization • TechMatch retrospective	• Final technology strategy document • *Sails and Anchors* (notes)
Post-Engagement	Post-delivery	• Perform post-engagement evaluation	

Parents for Community Living
Technology Strategy Proposal

September 18, 2019

Introduction

Between April and September 2019, a team comprising representatives from Parents for Community Living (PCL), Senstar, and Capacity Canada worked to develop this technology strategy.

This work was done as part of TechMatch, a program of Capacity Canada, designed to bring together technology and social good experts to create technology plans that are appropriate, progressive, attainable, and sustainable.

During this process, the team learned about workflows at Parents for Community Living, spoke with key stakeholders, and considered possible solutions, both short-term and long-term.

Issues naturally clustered into five distinct themes: manual logging, electronic documents, staff scheduling, calendar synchronization, and the use of technology to help the individuals served.

For each of those themes, this strategy document describes the issues and their impact, the options that were explored, and justified recommendations.

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Thank you to all who took the time to answer our questions patiently and share your experiences; your expertise was invaluable!

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[1] Parents for Community Living.
[2] Senstar.
[3] Capacity Canada.

Questions?