Digital Adoption in 2018
Advancements and Challenges to Digital Engagement at Nonprofits
An NTEN Report
May 2018
www.nten.org/reports

IN PARTNERSHIP WITH

Better Not New:
Dispelling the Myth of Tech Innovation
NTEN envisions a more just and engaged world where all nonprofits use technology skillfully and confidently to meet community needs and fulfill their missions.

We support organizations by convening the nonprofit community, offering professional credentials and training, and facilitating an open exchange of ideas.

Amy Sample Ward
Pronouns: she/her
CEO, NTEN
@amyrsward @NTENorg
Today’s Agenda

✓ Redefining innovation
✓ Core elements for innovation-ready organization structure and culture
✓ Designing your investment plan in innovation for your organization
Debunking popular definitions of innovation
What is innovation?

Defining “innovation” as inherently or preferentially new, unique, early, or requiring specialized training is antithetical to reaching our missions.
What is innovation?

Innovation should be something that every staff person participates in, can happen every day, and is made better by the most people having access.
What is innovation?

Defining “innovation” as inherently or preferentially new, unique, early, or requiring specialized training perpetuates white dominant culture.
What is innovation?

✓ Perfectionism
✓ Sense of urgency
✓ Defensiveness
✓ Quantity of quality
✓ Worship of the written word
✓ Paternalism

✓ Either/or thinking
✓ Power hoarding
✓ Fear of open conflict
✓ Individualism
✓ Progress is better, more
✓ Objectivity
✓ Right to comfort
What is innovation?

Defining “innovation” as inherently or preferentially new, unique, early, or requiring specialized training fails to center staff and community.
What is innovation?

Innovation cannot happen for social impact by one person or even one team. Centering staff and community will enable new information, new ideas, and more perspectives to find solutions.
What is innovation?

Defining “innovation” as inherently or preferentially new, unique, early, or requiring specialized training frames innovation as a tech solution, not human solution.
What is innovation?

Focusing our views of innovation around technology limits our solutions to technical ones when much of our innovation can first come from processes, practices, and interactions.
Elements of innovation-ready organizations
Elements of innovation-ready organizations

✓ Invest in staff
Invest in staff

Where do your staff work?

- In organization's office: 47.4%
- Outside office staff working from home: 11.7%
- Outside office staff delivering service/programs: 36.7%
- Outside office staff telecommuting: 3.2%
- Mixed, regularly in and out of office: 1.1%

DIGITAL ADOPTION IN 2018
Invest in staff

What devices do your staff use?

- Our staff primarily use laptops: 41.7%
- Our staff primarily use tablets: 7.8%
- Our staff primarily use smart phones: 9.4%
- We have a “bring your own device” (BYOD) policy: 40.6%
- Other: 0.6%
- Our staff primarily use desktop computers: 0.6%

Invest in staff
Invest in staff

Do tech-responsible staff participate in strategic and planning discussions?

By tech adoption level
Invest in staff

Do you provide budget for tech-related professional development?

- 35% Yes
- 56% No
- 9% I don’t know

By tech adoption level:

- Struggling: 70% (Yes), 30% (No), 10% (I don’t know)
- Functioning: 80% (Yes), 20% (No), 10% (I don’t know)
- Operating: 90% (Yes), 10% (No), 10% (I don’t know)
- Leading: 100% (Yes), 0% (No), 0% (I don’t know)
Invest in staff

Do you train staff to use your tools and systems?

- 36%: Never
- 20%: Rarely
- 11%: Occasionally
- 31%: Often
- 1%: Always

By tech adoption level

- Struggling
- Functioning
- Operating
- Leading
Invest in staff

**Do you rely on consultants for tech guidance and support?**

- 34% Always
- 33% Occasionally
- 10% Rarely
- 4% Never

**By tech adoption level**

- **Struggling**
  - Never: 10%
  - Rarely: 20%
  - Occasionally: 30%
  - Often: 20%
  - Always: 20%
- **Functioning**
  - Never: 10%
  - Rarely: 20%
  - Occasionally: 30%
  - Often: 20%
  - Always: 20%
- **Operating**
  - Never: 10%
  - Rarely: 20%
  - Occasionally: 30%
  - Often: 20%
  - Always: 20%
- **Leading**
  - Never: 10%
  - Rarely: 20%
  - Occasionally: 30%
  - Often: 20%
  - Always: 20%
Invest in staff

Do you rely on volunteers for tech guidance and support?

- 32% Always
- 37% Occasionally
- 17% Rarely
- 11% Never
- 4% Never

By tech adoption level

- Struggling
  - Never: 40%
  - Occasionally: 30%
  - Often: 20%
  - Always: 10%
- Functioning
  - Never: 40%
  - Occasionally: 30%
  - Often: 20%
  - Always: 10%
- Operating
  - Never: 40%
  - Occasionally: 30%
  - Often: 20%
  - Always: 10%
- Leading
  - Never: 40%
  - Occasionally: 30%
  - Often: 20%
  - Always: 10%
Elements of innovation-ready organizations

✓ Invest in staff
✓ Invest in tech
Invest in technology

Do you include technology in your strategic plans?

- Never: 4%
- Rarely: 11%
- Occasionally: 27%
- Often: 29%
- Always: 29%

By tech adoption level:

<table>
<thead>
<tr>
<th>Category</th>
<th>Never</th>
<th>Rarely</th>
<th>Occasionally</th>
<th>Often</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>Struggling</td>
<td>10%</td>
<td>20%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Functioning</td>
<td>10%</td>
<td>20%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Operating</td>
<td>10%</td>
<td>20%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>Leading</td>
<td>10%</td>
<td>20%</td>
<td>20%</td>
<td>40%</td>
<td>30%</td>
</tr>
</tbody>
</table>
Invest in technology

Does your budget define technology separate from overhead or supplies?

- 39%: No separate budget line
- 40%: Some tech separated in budget
- 15%: Separate IT budget or account
- 7%: I don't know

By tech adoption level:

- Struggling
- Functioning
- Operating
- Leading
Do you educate staff on how the org’s data and systems serve the mission?

Invest in technology
Elements of innovation-ready organizations

✓ Invest in staff
✓ Invest in tech
✓ Invest in processes
Do you review how tech can strategically improve admin effectiveness?

Invest in processes
Invest in processes

Do you review how tech can strategically improve interactions with clients and program effectiveness?

By tech adoption level

- Never
- Rarely
- Occasionally
- Often
- Always

- Struggling
- Functioning
- Operating
- Leading
Do you review how other orgs or industries use tech to address challenges you face?

Invest in processes

By tech adoption level
Invest in processes

Do you use a process to evaluate tech needs?

- 15% Never
- 29% Rarely
- 36% Occasionally
- 4% Often
- 18% Always

By tech adoption level

- Struggling
  - Never: 10%
  - Rarely: 20%
  - Occasionally: 30%
  - Often: 10%
  - Always: 30%
- Functioning
  - Never: 5%
  - Rarely: 15%
  - Occasionally: 40%
  - Often: 20%
  - Always: 10%
- Operating
  - Never: 5%
  - Rarely: 15%
  - Occasionally: 20%
  - Often: 30%
  - Always: 20%
- Leading
  - Never: 5%
  - Rarely: 15%
  - Occasionally: 20%
  - Often: 20%
  - Always: 30%
Prioritizing barriers to address in your organization
Inequitable outcomes

What inequitable outcomes exist?

What practices or norms support them?

What values are taking priority?

What shifts or changes can you make?
What are your priorities?

✓ Invest in staff
✓ Invest in tech
✓ Invest in processes
What are your priorities?

<table>
<thead>
<tr>
<th>Invest in staff</th>
<th>Invest in tech</th>
<th>Invest in processes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Tech in strategic plans</td>
<td>Who you center</td>
</tr>
<tr>
<td>Devices</td>
<td>Budgeting for tech</td>
<td>What you evaluate - adoption,</td>
</tr>
<tr>
<td>Strategic planning</td>
<td>intentionally</td>
<td>effectiveness,</td>
</tr>
<tr>
<td>Professional development</td>
<td>Connect tech to your mission and impact</td>
<td>programs</td>
</tr>
<tr>
<td>Training</td>
<td></td>
<td>Learn from other orgs and industries</td>
</tr>
<tr>
<td>Internal reliance</td>
<td></td>
<td>Evaluate needs</td>
</tr>
</tbody>
</table>
How was this session?

Use your Guidebook app right now to rate this session (1 to 10).
Thank you!

Follow up anytime:

Amy Sample Ward
amy@nten.org
NTEN.org

All photo credits: www.wocintechchat.com