



Low Cost and Free IT Solutions

Johanna Bates
Technology & Strategy Director
Community Partners

John Kenyon
Principal
John Kenyon Consulting



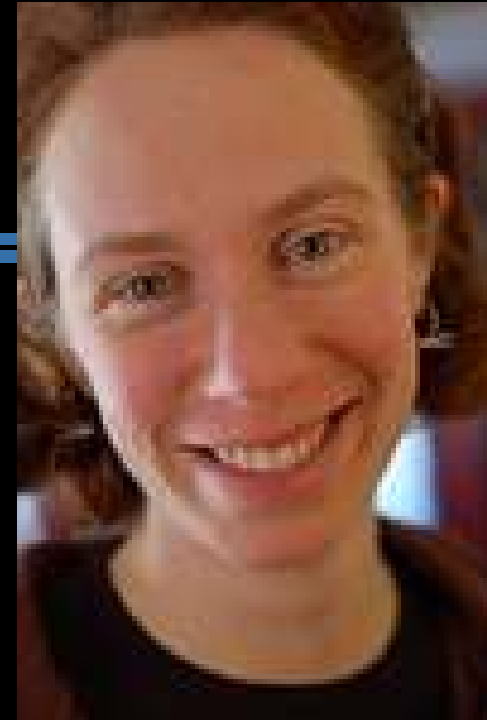
12-02-09
11:00am - 12:30pm Pacific



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Flickr Photos: Cesarharada.com; theparadigmshifter; Dia

Johanna Bates



Technology & Strategy Director
Community Partners

- Background as Web Technologist @ WGBH
- 8 years responsible for technology planning and implementation

John Kenyon



Principal

John Kenyon Consulting

- Background in IT, online engagement and fundraising
- 20 years working with small & medium size npos

Agenda



- Johanna - Stories & Advice From the Field
- John - Planning to Succeed, Choosing Tools
- Brainstorm/Discussion
 - IT/Infrastructure/CRM
 - Office Apps/Collaboration
 - Online tools
- Discussion, Q & A

Stories From the Field

community  partners

SEARCH

LOGIN/REGISTER

HEALTH ACCESS NEWS

Email Update Signup

HEALTH ACCESS TOPICS

Tools & Resources

FAQs

Map of Enrollment Sites

HEALTH ACCESS NETWORK

Blog: Speaking of Outreach...

HAN Meeting Notes

ABOUT CP

What We Do

Give Now

Consulting Services

Affiliations & Funders

Staff & Board



OUTREACH INITIATIVES

Resources We've Developed



CP fights to preserve, expand & improve community outreach.

If you get laid off and worry about losing your health insurance or affording COBRA, if you need insurance but are confused about how to get it, if you need to find a doctor immediately who will take your child's insurance, or need help paying for fuel, housing or food, CP works to ensure that you will have a local person to turn to who can help you *quickly*. Outreach workers are the best way to connect you with needed doctors, medicines & other help. Learn more about [what we do](#).

  Follow CP on [Twitter](#) and [Facebook](#).

Learn more about [donating to Community Partners](#).

Donate



“ I cannot possibly say enough about how much CP helps in our business every day. Without them our jobs would be much more difficult. ”

Jacqueline Matta, Case Manager, Hampshire Health Connect, Cooley-Dickinson Hospital | Northampton, MA



Trouble understanding health coverage? CP can help.

[Find out how](#)

Consulting Services

We offer our services to any organization, foundation, business, region, or state whose aim is to expand access to health care and/or to transform the health care system. We provide consulting in four main areas: Smart Internet Technology, Health Coverage Expertise, Mobile Enrollment, and Making Outreach Work. [Find out more](#).

Popular News

[Upcoming immigration law & health benefits workshop from MIRA](#)

Nov 18 2009 - 2:00pm

[Expanded eligibility for children and pregnant women who are legal immigrants](#)

Oct 6 2009 - 12:27pm

[Verifying identity for children under age 16](#)

Oct 15 2009 - 12:19pm

Recent Blog Posts

[November 6 Western HAN: Conversation with CeltiCare](#)

Nov 18 2009 - 12:24pm

[October 2 Western HAN meeting notes](#)

Nov 5 2009 - 11:45am

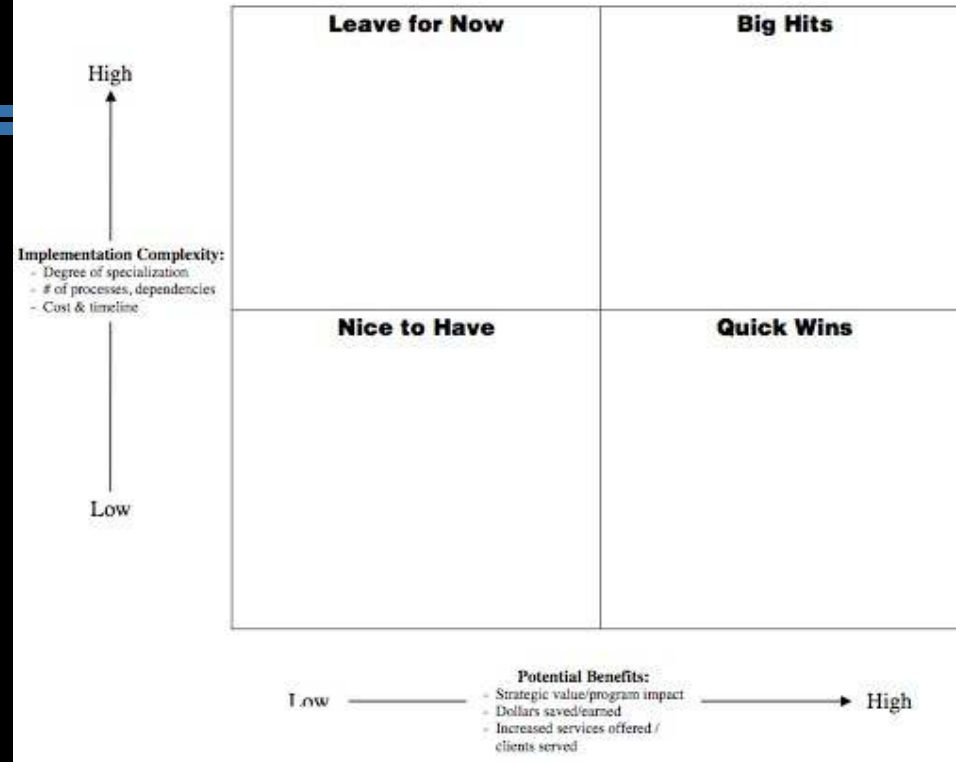
[Boston Community Updates - September 24 Health Access Network meeting](#)

Oct 21 2009 - 12:47pm

PRIORITIZE

YOUR TURN: Technology Project Prioritization

Referring back to your list of Technology Project Ideas on page 34, use the framework below to begin prioritizing how those projects will shape up in your technology plan:



What Features Do You Really Need?

ASK



What Do Your Constituents Want?

COMPRIMISE



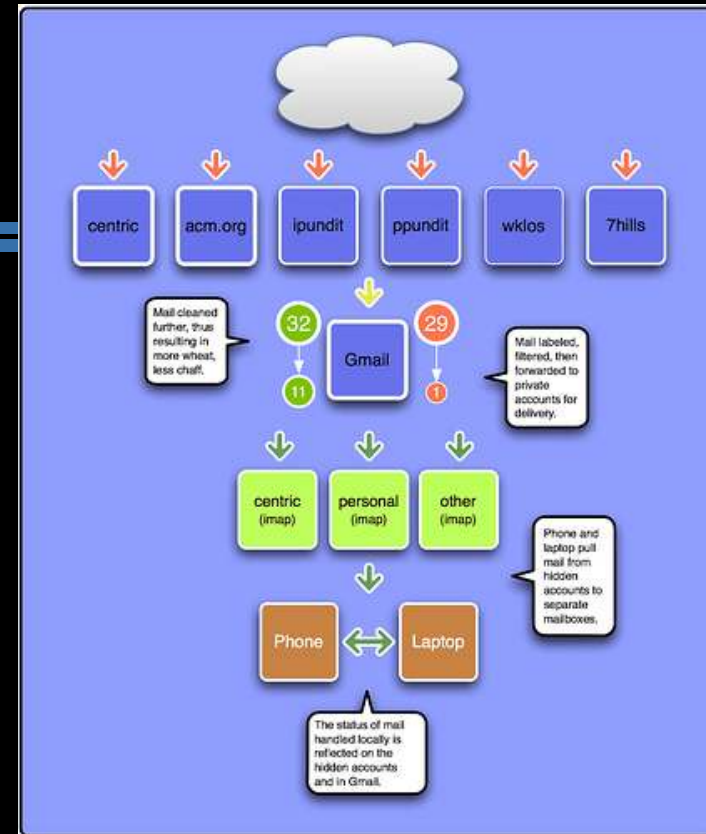
Perfection is Expensive

Keep It Simple



Aim for User Friendly Tools

Be Flexible



You're Not Married to Your Solution

Free & Low Cost, BUT...

- Planning
- Expertise
- Tradeoffs
- Implementation
- Maintenance



Planning

- Start with Goals, Needs
- Ask Your Users
- Assess Solutions Against Needs
- Fit with Business Processes
- Determine Long Term Costs
- What are you Giving Up?
 - Functionality
 - Dedicated Support
 - Privacy



Expertise

- What is Your Internal Tech Capacity?
- Skills, Aptitudes, Resources
- Training
- Consulting
- Outsourcing (Esp For Using Open Source)
- USE YOUR NETWORK



Tradeoffs

- Community Support vs. Dedicated Support
- Comfort w/ Work-Arounds
- Self testing and selection of modules/add-ons
- Not Free: (time)
 - Installation
 - Training
 - Maintenance
 - Troubleshooting
 - Data Import/Export



Implementation/ Maintenance

- Hardware Purchase/install
- Setup
- Training on product/upgrades
- Installing Upgrades/Patches
- Making Modifications
- Adding Functionality



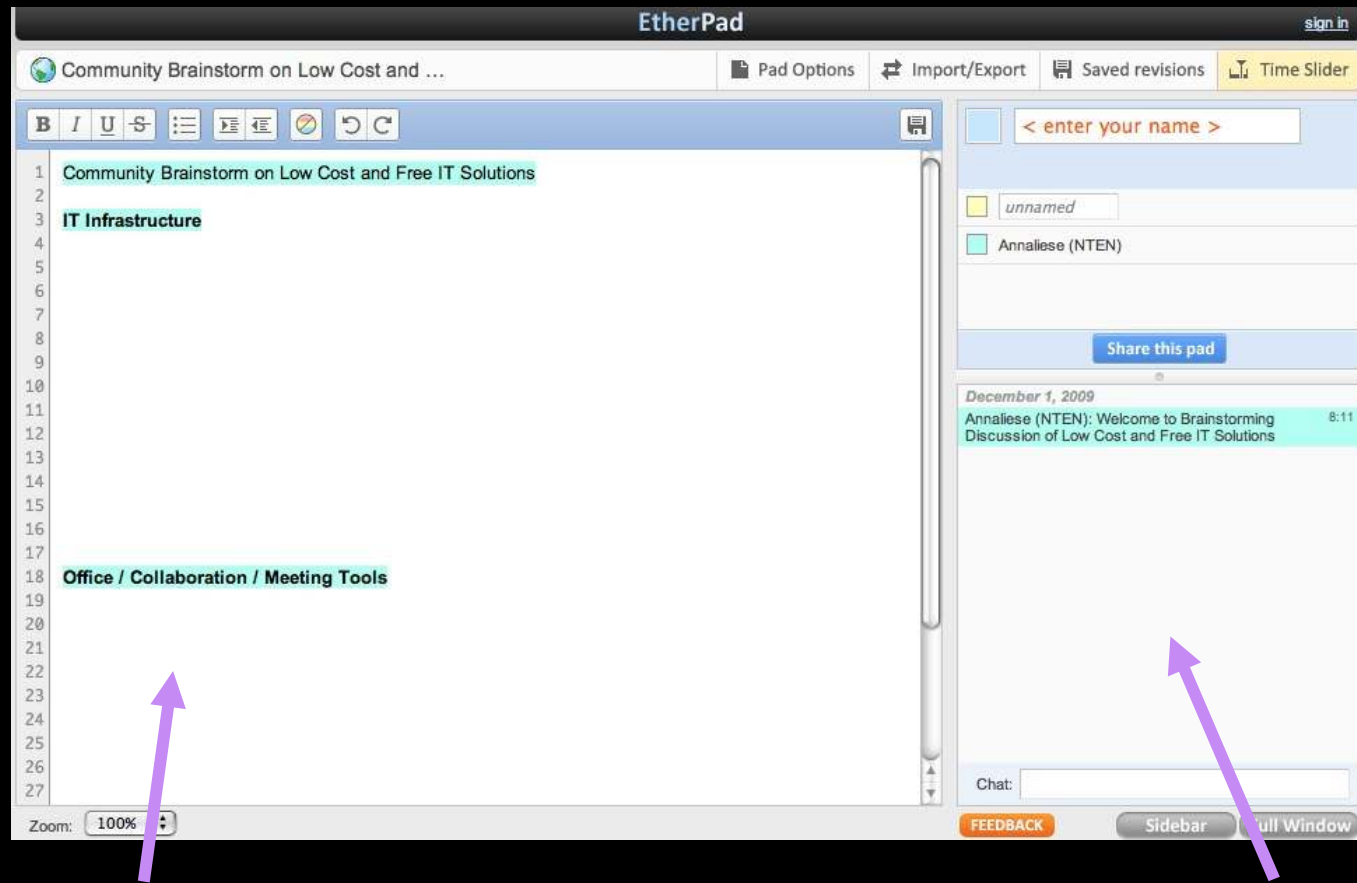
Brainstorm



- IT Infrastructure/CRM
- Office Collaboration/Meeting Tools
- Online Tools

Etherpad

<http://nten.etherpad.com/2>



Share Solutions/Tools

Chat or Comment

Reflection and Discussion

- Planning
- Choosing Tools
- Internal vs. Outsourced
- This makes me think about....



Thank you!

The screenshot shows the homepage of Community Partners. At the top, the logo reads "community partners" with a gear icon. Below the logo is a search bar and a navigation menu with links like "LOGIN/REGISTER", "HEALTH ACCESS NEWS", "HEALTH ACCESS TOOLKIT", "FAQ", "ABOUT CP", and "OUTREACH INITIATIVES". The main content area features a map of Massachusetts and a headline: "CP fights to preserve, expand & improve community outreach." Below this is a quote from Jacqueline Matha, Case Manager at Hampshire Health Connect, stating: "I cannot possibly say enough about how much CP helps in our business every day. Without them our jobs would be much more difficult." The footer contains contact information: "Community Partners | 34 South Pleasant Street | Amherst, MA 01001 | 413-263-4383 | Fax: 413-263-7333 | email: info@communitypartners.org".

The screenshot shows the website for John Kenyon, a Nonprofit Technology Educator & Strategist. The header includes his name and title, along with a sub-header: "Nonprofit Technology consulting, training and writing about appropriate, effective solutions." Below this is a photo of John Kenyon on a mobile phone. The main content area features a headline: "Ten Nonprofit Web 2.0 Essentials for 2009". The text discusses the importance of technology for nonprofits and lists ten essential tools. A sidebar on the left includes a search bar and a "Subscribe to a reader" button. The footer contains navigation links: "2009 Timeline", "Bio", "Consulting Client List", "Consulting Services", "Rates & Terms", "Training, Highlights/Reprints", and "Training Services".

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