



# Nonprofit Technology Network Strategic Outlook

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# NTEN's Mission & Purpose

NTEN aspires to a world where all nonprofit organizations use technology skillfully and confidently to meet community needs and fulfill their missions.

We are the membership organization of nonprofit technology professionals. Our members share the common goal of helping nonprofits use all aspects of technology more effectively.

We believe that technology allows nonprofits to work with greater social impact. We enable our members to strategically use technology to make the world a better, just, and equitable place.

NTEN facilitates the exchange of knowledge and information within our community. We connect our members to each other, provide professional development opportunities, educate our constituency on issues of technology use in nonprofits, and spearhead groundbreaking research, advocacy, and education on technology issues affecting our entire community.

## VALUES

These values guide both staff and the community, supporting our decisions and collaborations as we use technology to advance myriad missions and engage a diverse community:

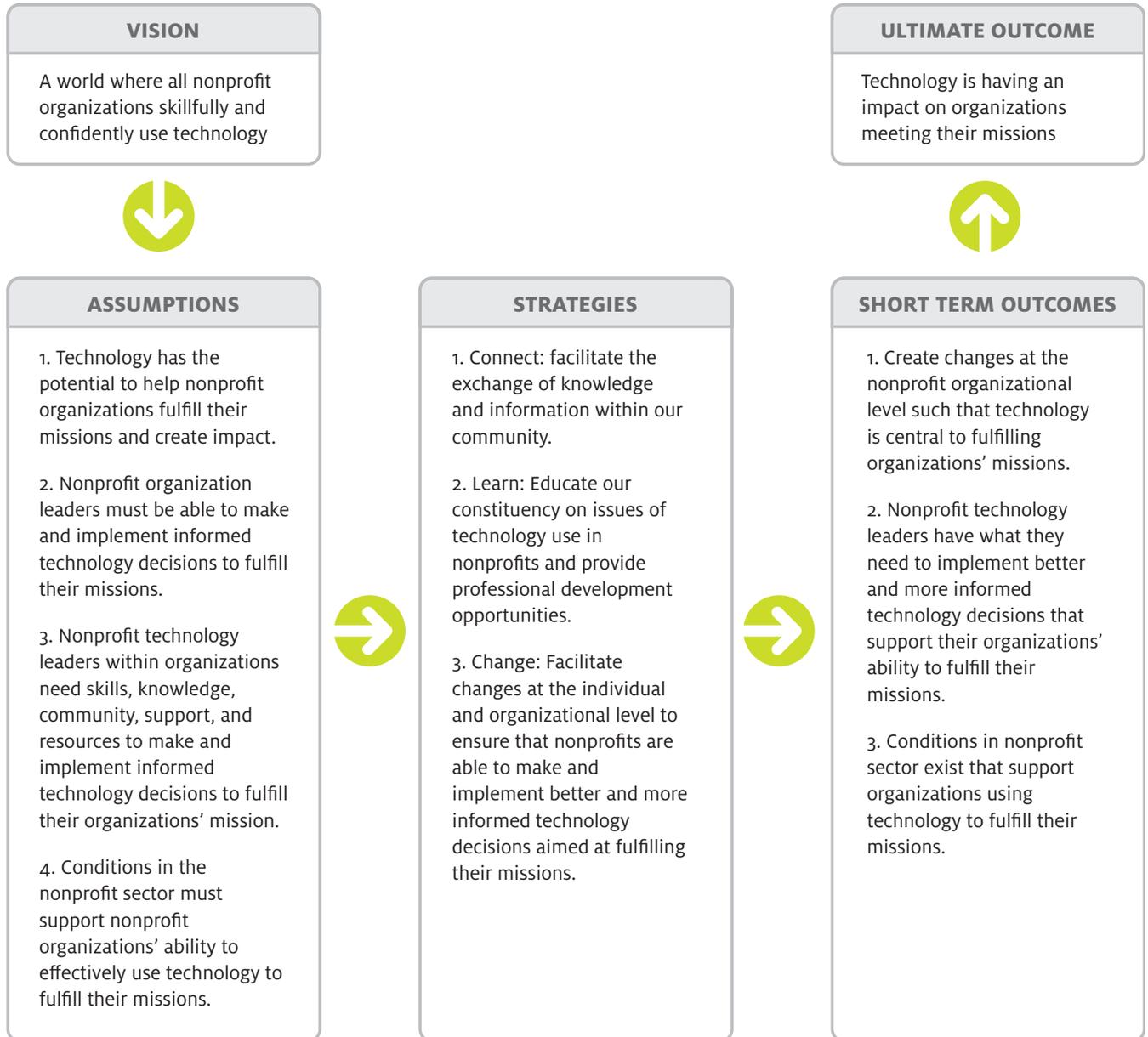
- We are practical dreamers. We believe in the power of technology to make the world a better and more just place for all.
- We are the community where people involved in nonprofit technology connect to share ideas, tools, and resources.
- We are a stage and a platform for your voices, ideas, and debates on technology-related issues that affect us all in our work.
- We are accountable to you and to your needs and strive to engage, listen, and be responsive to you, our members, in all that we do.
- We strive to be authentic and honest in all of our communications so our community knows that we say what we mean forthrightly, and mean what we say.
- We embrace change. We work in a dynamic, ever-changing field and are responsive to new ideas, innovations, technology, and market changes.
- We walk the talk. We want to surface new ideas and tools within this community, and we want to demonstrate, experiment, and play with them. We are eager to adopt the tools and practices that will matter in this sector.
- We believe that laughter, irreverence, fun, and a deep joy about what is possible are essential to our work.

## OUTCOMES

NTEN's work, framed in the strategic focus areas of Connect, Learn, and Change, will:

1. Position technology as a central part of nonprofit organizations' operations;
2. Support and train an increased number of technology champions within nonprofit organizations;
3. Ensure that conditions in the nonprofit sector exist that support nonprofit organizations using technology to fulfill their missions; and
4. Be a sustainable organization, with healthy financials, operations, human resources, and cultural practices.

## THEORY OF CHANGE





# CONNECT

Facilitate the exchange of knowledge and information within our community, especially across job types, experience levels, organization types or missions, and sectors.

- Expand community reach by actively identifying and recruiting new partners and participants
- Support accessibility and inclusion by offering online and in-person engagement options on topics that are of interest to staff and volunteers of different experience levels and backgrounds
- Create opportunities for leadership and responsibility through community groups and events led by members
- Identify and elevate emerging leaders and establish practitioners through over 120 guest articles annually
- Provide direct access to tools, resources, and knowledge from leading practitioners and technologists
- Profile and connect technology vendors and suppliers that support nonprofits to community members

**KEY PROGRAMS:**

- Nonprofit Technology Conference
- Communities of Practice
- Tech Club
- Connect
- Ask the Expert calls

*“NTEN has provided a great network of community members that have been wonderful to connect with and learn from. Many of my successful projects that I've led are a direct result of what I have learned from the NTEN community.”*

—JASON SHIM, PATHWAYS TO EDUCATION, CANADA



Educate our constituency on issues of technology use in nonprofits and provide professional development opportunities that legitimize and strengthen the core competencies for technology in all aspects of nonprofit management.

- Support continued and informal learning by engaging participants post-training in other educational programs
- Create professional credentials for nonprofit technology management and demonstration of mastery
- Support pathways for learning that can be personalized and accessed in different formats or mediums to support long-term participation
- Offer NTEN's programs as a stage for practitioners, emerging experts, and established influencers to share ideas and learn together
- Maintain accessibility by offering scholarships for all conferences, events, and educational programs

**KEY PROGRAMS:**

- Nonprofit Technology Conference
- NTEN Labs
- Nonprofit Tech Academy & Oregon Nonprofit Tech Readiness
- NTEN: Change Journal
- Connect Newsletter
- Research
- Webinars & Online Education
- Ask the Expert calls

*"[After NTC] I came back with resources to help my organization find a new CRM and make a shift toward measuring impact. Now, the NTA [Nonprofit Tech Academy] is helping us build our foundational IT knowledge so that we can better support staff and grow the organization."*

—LEILI KHALESSI, DIRECTOR OF COMMUNICATIONS, MARKETING AND DEVELOPMENT, REDROVER



# CHANGE

Facilitate changes at the individual and organizational level to ensure that nonprofits are able to make and implement better and more informed technology decisions aimed at fulfilling their missions.

- Elevate and convene national dialogue around issues critical to nonprofit success including digital inclusion, outcomes and impact evaluation, accessibility, and data management
- Demonstrate collaboration in the sector through transparency of our own openness and partnership with funders, nonprofit technology assistance providers, and other nonprofits
- Invest in strategies and programs that directly impact the digital divide
- Research and document critical data to support the strategic use of technology, including 4-8 reports a year that address benchmarks, trends, and community data
- Encourage funders to invest in nonprofit technology capacity building work including staff training and mission-invested systems
- Deliver programs that build on connections and learning for impact on entire organizations and communities

#### KEY PROGRAMS:

- Nonprofit Technology Conference
- Leading Change Summit
- NTEN: Change journal
- Digital Inclusion Fellowship program

“The NTA helped me and us: increased our overall tech savvy, helped us understand where we are relative to others with respect to technology, and we picked up some specific nuggets that we couldn’t have anticipated. Status: feeling awesome about NTEN!”

—LEE PLISCOU, EXECUTIVE DIRECTOR, MICRONESIAN LEGAL SERVICES CORPORATION



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