

Tech4Good Southwest Florida

Strategic Plan
Completed by:
Tech4Good Members

April 7, 2015

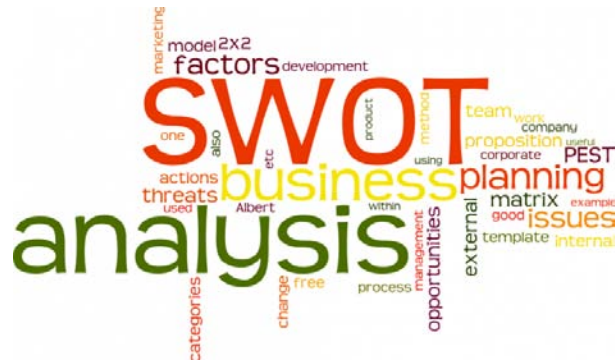


Table of Contents

Background	5
Tech4Good Mission Statement	6
Critical Issues.....	7
Strategic Goals	8
Strategic Goal 1	9
Strategic Goal 2.....	10
Strategic Goal 3	10
Strategic Goal 4.....	12
Strategic Goal 5.....	13
Appendix	14
Key Words in Mission Development.....	14
SWOT Activity Results.....	14
Parking Lot	16

Background

With the growth of our Tech4Good SWFL Technology Club, our new name and our national affiliations, it was time to do some strategic planning for the future! On April 6, 2015 through a SWOT exercise we began to answer the questions: Where are we going? What are we doing? How do we get there? Let's find the answers together!



Tech4Good SWFL Mission Statement

The mission of the Tech4Good SWFL is to educate, support and connect non-profit organizations in Southwest Florida through use of technology for the common good (25 words!).

Critical Issues

At the April 7th meeting the following critical issues were identified and prioritized. They are listed in their order of importance as determined by the members who attended the strategic planning session.

1. All of the work necessary to keep Tech4Good going fall on the shoulders of two people. This includes organizing meetings, from setting meeting themes/agendas to arranging speakers, taking RSVPs and ordering food. Lack of a committee structure to handle some of this has led to leadership burnout.
2. Lack of attendance at meetings is of great concern. With 130 members only about 20 attend regularly. This especially includes the lack of attendance by youth who are involved with non-profits.
3. It is a real possibility that the Tech4Good Club could lose sponsors. Needs beyond meeting space and food, and possible resources to meet those needs have not been identified, nor has a budget been developed.
4. Most non-profits silo technology, separating it from normal business. Thus it is a struggle to pull the management and staff forward into the constantly improving world of technical.
5. The rapid pace of change in the world of technology is an issue for nonprofits who often do not have the resources or knowledge necessary to keep up with equipment and software upgrades.

Strategic Goals

The strategic goals are based on the Critical Issues identified in the previous page.

Strategic Goal 1: Develop and implement a leadership structure that spreads the responsibilities of maintaining the Tech4Good Club out among the membership.

Strategic Goal 2: Develop and execute a membership outreach plan.

Strategic Goal 3: Identify Tech4Good needs, advance a budget to meet those needs, and develop a steady stream of resources to meet core needs.

Strategic Goal 4: Develop and execute an agenda that will help nonprofits to incorporate technology into every day operations.

Strategic Goal 5: Develop and execute an agenda that will help nonprofits not just understand changing technology but also understand and implement the changes into their everyday business.

Strategic Goal 1

Develop and implement a leadership structure that spreads the responsibilities of maintaining the Tech4Good Club out among the membership.

Strategic Goal 2

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Strategic Goal 5

Develop and execute an agenda that will help nonprofits not just understand changing technology but also understand and implement the changes into their everyday business.

Appendix

Key Words in Mission Development

- Meeting a need
- Exploring new topics
- Support
- Expand – leveraging our time
- Information
- Sharing/networking
- Bringing resources
- Education
- Focus on nonprofits
- Connections: part of larger international organizations
- Technology
- Community/collective wisdom
- Energy
- Innovation
- Collaboration
- Legal/diverse topics/risk management
- Create awareness
- Inter-generational

SWOT Activity Results

Prioritization key for Weaknesses and Threats:

@ Top priority

@ Medium priority

@@ Lower priority

Strengths:

- People/members (130); dependable leadership; inter-disciplinary
- Local
- Diverse organizations; raising awareness of other groups; varied; foster cooperation
- Presenters knowledge
- Communication ease

- Consistency: calendar; quality; schedule consistent
- Food! Availability & quality
- Refreshing; once a month & year round
- We are affordable
- Putting things into action together, i.e. Giving Tuesday
- Opportunities for growth in leadership
- Have to be here to gain; face-to-face networking
- Opportunity to grow
- Extensive network/backgrounds from all over the country

Weaknesses:

- 1 location/local SWFL
- Social media to broaden attendance @
- Don't utilize technology we talk about @@
- Dependent on only 2 co-hosts; need more co-hosts; leadership burnout @@@@
- 20 out of 130 members attend regularly @@
- Attention span @@
- 1 meeting a month & time conflicts @@
- To depend on 3rd party platform – Meetup @@@
- Where are the youth who are involved with non-profits? @@@@
- Lack budget outside food @@@@
- Lack of committee structure @@@@
- Meeting diverse needs of member organizations @@@@
- What is missed by missing a meeting = the side conversations around the topic
- Lack of repeat attendance @@@@

Opportunities:

- National/international links @
- Nice meeting places
- Branch locations
- More interaction through webinars @
- Not much competition = unique
- Favorable media coverage @
- Interact with other tech clubs nationally/internationally
- Accomplishments in 2 years; good momentum going @
- Collaboration with organizations know as umbrella for non-profits
- Sponsors

- New sponsors/grants @
- As economy grows >> endowments grow
- With more awareness >> more volunteers @

Threats:

- We could lose our space @@@@ @
- Possible competition if another club forms
- We could lose our sponsors @@@@ @
- Changes in technology @@@@
- Conflicting demand on time ("season") @@@@
- Lose of resources/people through relocation @@
- As economy grows businesses will recruit from non-profits
- Silo-ing of technology in non-profits; struggle to pull people forward @@@@ @@@@

Parking Lot

- Annual super training session, full day on a Saturday?
- Non-profits compete for the same local resources and volunteers
- Develop a menu of programs developed through a needs assessment
- A trip together to check out another club or non-profit