

Is Your Technology Really Working?

Best Practices for Tech Audits

Hi! I'll be your guide today

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*I like people and happen to work
with software.*

20 Seconds about Skvare

(pronounced SQUARE)

We help others help others

- *Technology Strategy*
- *Web Hosting*
- *Ongoing Support*
- *Mail Services*

<https://skvare.com>



Who are you?

Why this even matters

Time = \$\$\$\$\$\$, right?

Relationships take time

... AND ...

- *Security: You have information about live animals*
- *You have the power to choose*



Learning Objectives



- Ways to measure ROI of technology time/money investment
- Ways to discover and pinpoint opportunities for automation
- How to plan for and manage internal discussions to evaluate technology, AND how to make the discussions actionable

Who is at the table?



Technology ROI



ROI is not a strictly financial formula. It also includes organizational culture, training, and your readiness for adoption.

- 1. identify the “business” need and develop metrics to let you measure the ways the investment will meet this need*
- 2. consider staffing changes needed to implement the investment*
- 3. get board and executive buy in and support*
- 4. understand the training necessary to support the investment*

> From [CommunityIT Innovators](#)

ROI ... the Math

$$ROI = \text{net gain} / \text{cost}$$

I spend \$100 and make \$200. My net gain is \$100.

$$ROI = 100 / 200 = .5 \text{ or } 50\%$$

ROI ... the Expenses

Possible Expenses

- Licensing
- Customization
- Data migration
- Training
- Support
- Disposal/recycling of old technology
- Staff time
- Disruption and frustration
- Opportunity cost

ROI ... the Benefits



Possible Benefits

- Cost savings
- Increased productivity
- New or increased revenue
- Broader reach
- Improved service

ROI... Related

SROI - Social Return on Investment: applies it to Social Impact that goes beyond the bottom line

STROI - Social Targeted Return on Investment: measured and influenced by activities like public awareness campaigns, volunteer initiatives, special events, and grass-root advocacy projects

> Credit, [DonorPerfect](#), [NTEN Conference Experiences](#)

Let the Audit Begin!

Starting your inventory

- *What data do we collect about people?*
- *What do we do with it?*
- *Where do we store it?*
- *Who do we share it with?*
- *Who is responsible for it?*
- *What do we do when we're done with it?*

Starting your inventory... continued

- *Do the people whose data we collect know we have it?*
- *Do they know what we do with it?*
- *Does it identify them personally?*
- *What do we do if they want their data back?*

Starting your inventory... continued

Inventory	Why we do it	Tool we use	Point Person	Everyone else involved	Who else could do it?
Data we collect					
What we do with data					
Where we store data					

What You Have VS What You Need

The space between where we are, and where we want to be.

Gap Analysis Template				
Focus Areas	Desired Future State	Current State	Identified Gap	Action Plan
What are you focused on?	Where would you like to be?	Where are you now?	Difference between desired state and current state	Projects you will undertake to bridge gap
		We are not currently known for		

The Real Organization Chart



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- skvare
square and uneven

Resources

Risk Analysis Template

Tech Impact: research, insights, & assessment tools

Tech4Good Denver - Technology Roadmapping Workshop

Build Consulting: Technology Roadmap

Upcoming Events

Wednesday, November 18, 2020

Not just any ol' form: How to get the most out of Drupal Webforms Module