



# Developing an effective IT strategy



superhighways  
harnessing technology for community benefit



# What we'll cover today...

- ✓ Why a strategy?
- ✓ Benchmarking where you are
- ✓ Introducing tools to help you identify priority topics to address
- ✓ Resources to help with key IT management issues
- ✓ Creating an action plan to improve your organisation's strategic management of IT

Some quick  
conversations...

What's brought  
you to today's  
session?



# NCVO's Road Ahead 2022

## Technology drivers

At a strategic level, it is essential that charity leaders are confident knowing what their options are, and how they can maximise the benefits that digital technology can provide their organisation.

<https://beta.ncvo.org.uk/ncvo-publications/road-ahead-2022/technology-drivers>



**Benchmarking  
where you are  
now**



# Digital transformation

A purposeful and strategic approach to integrate technology and adopt digital ways of working into an organisation.

This can fundamentally change their operations, delivery and business model

*Nissa Ramsay, Think Social Tech*

# What stage are you at?

**Barely online** We're struggling to use the basics and have low digital skills, but we get by

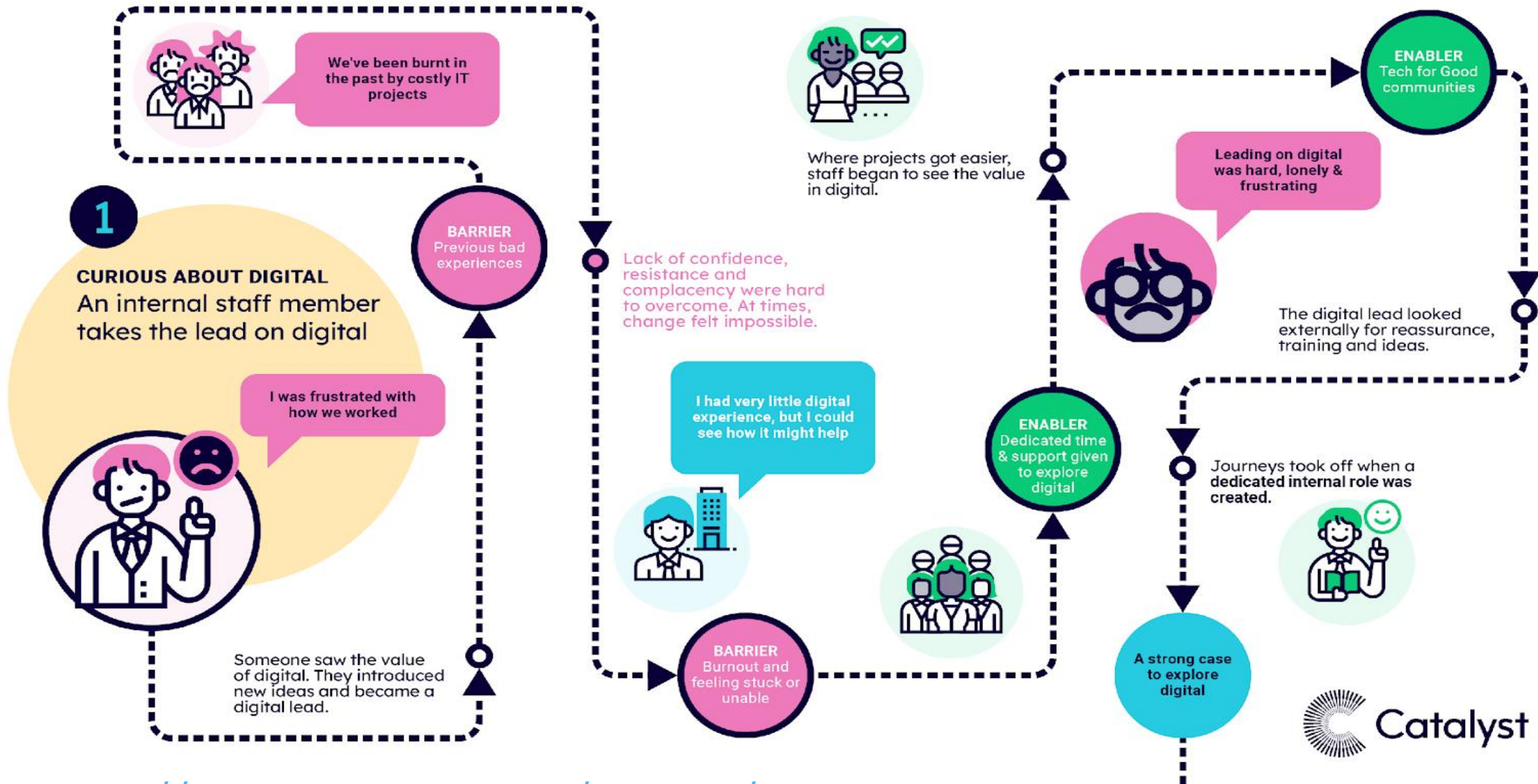
**Curious:** We have some digital basics in place (such as social media) and we're keen to do more

**Starting out:** We're starting out still with digital and don't have a strategy in place yet

**Advancing:** Our organisational strategy includes digital (or we have a digital strategy) and it's a priority

**Advanced:** Digital is integral to our organisational strategy and embedded in everything we do






# Digital Maturity Matrix

## How do you shape up?

- Leadership and strategy
- Expertise and capacity
- Technology
- Service design
- Content
- Communications and campaigns
- Data and insight
- Security and data protection

<https://tools.ncvo.org.uk/digitalmaturitymatrix>

# Technology area

We continually assess and improve our IT set-up  to make sure it meets our needs as an organisation.

Where are we now?:




Some activity

Where do we plan to be?:



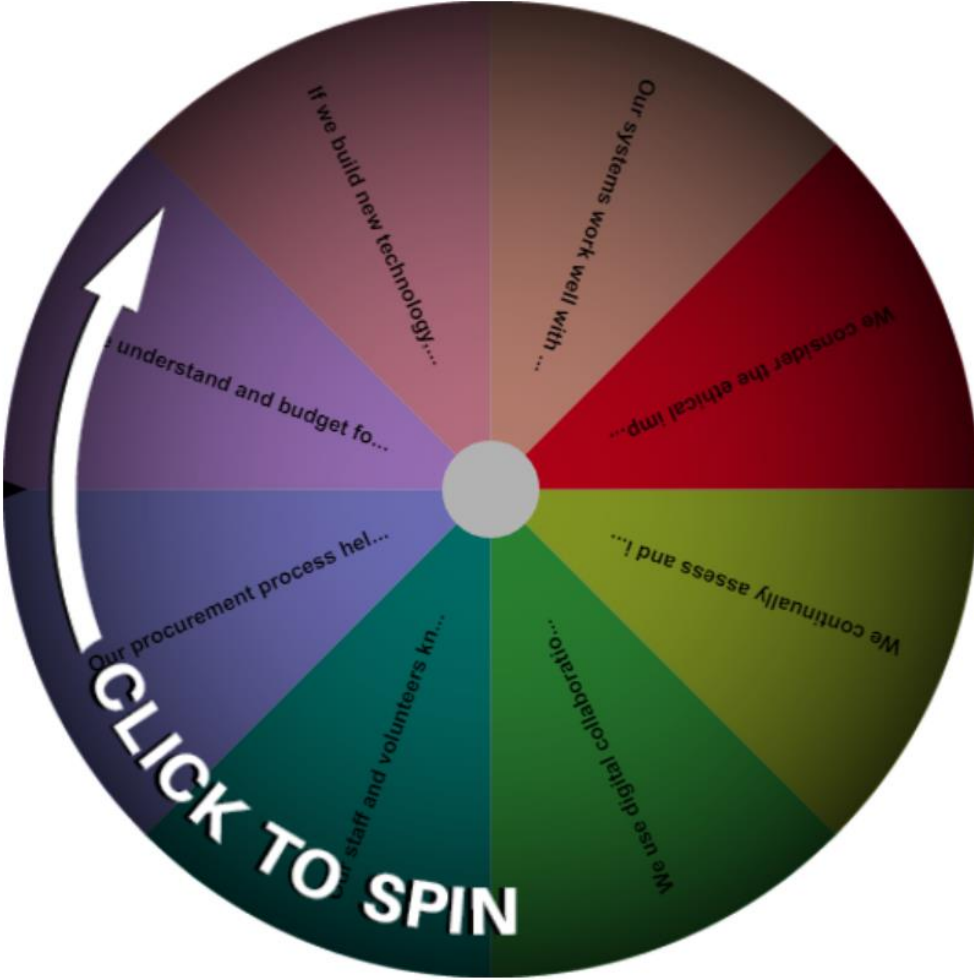
Highly effective

Add your notes (optional):





# Wheel decide



# Tech audit template

7 - Managing IT in Your Organisation .....	5
7.1 Computer use, policies & practice .....	5
7.2 Training & induction .....	6
7.3 Finance.....	7
7.4 Support.....	7
8 - Hardware audit .....	8

# What's working / what's not?





# Other best practice areas to consider

Leadership and strategy

Content

Expertise and capacity

Communications and campaigns

Technology

Data and insight

Service design

Security and data protection

**Quick poll**



**Be right back! BREAK**

**15  
mins**



# Feedback and questions





**Bringing it back  
to your people  
and the work  
you do (and  
your users)**

# User needs statements

- ✓ What are key pain points / challenges in your daily work?
- ✓ Invite your team to create User Needs Statements

As a <Insert Job Role>

I need to be able to <Insert what they need to do>

So that I can <Insert goal they need to achieve>

# Here's some examples..

As the **Administrator** I need to know when there are vacancies in the houses so that I can accept incoming referrals

As an **Outreach worker** I need to be able to record information whilst I'm out and about so that I can maximise my time with clients

As a **House manager** I need to organise rotas so that we have the necessary staffing for 24/7 cover

# Your turn...

**As a volunteer I need to share my availability so that I can be put onto rotas.**

**As a Manager I need to be able to stay in touch with staff that are working remotely to offer support and guidance.**

**As the Chair I need to be able to find files on my computer so that I can get people the information they need quickly.**

# Some key resources



- ✓ Cybersecurity
- ✓ Digital skills
- ✓ Digital services
- ✓ Policies / procedures

# Cybersecurity & data protection

National Cyber Security Centre (NCSC) resources:

- ✓ [Small Charity Guide](#)
- ✓ [Infographic](#)
- ✓ [Online learning](#)

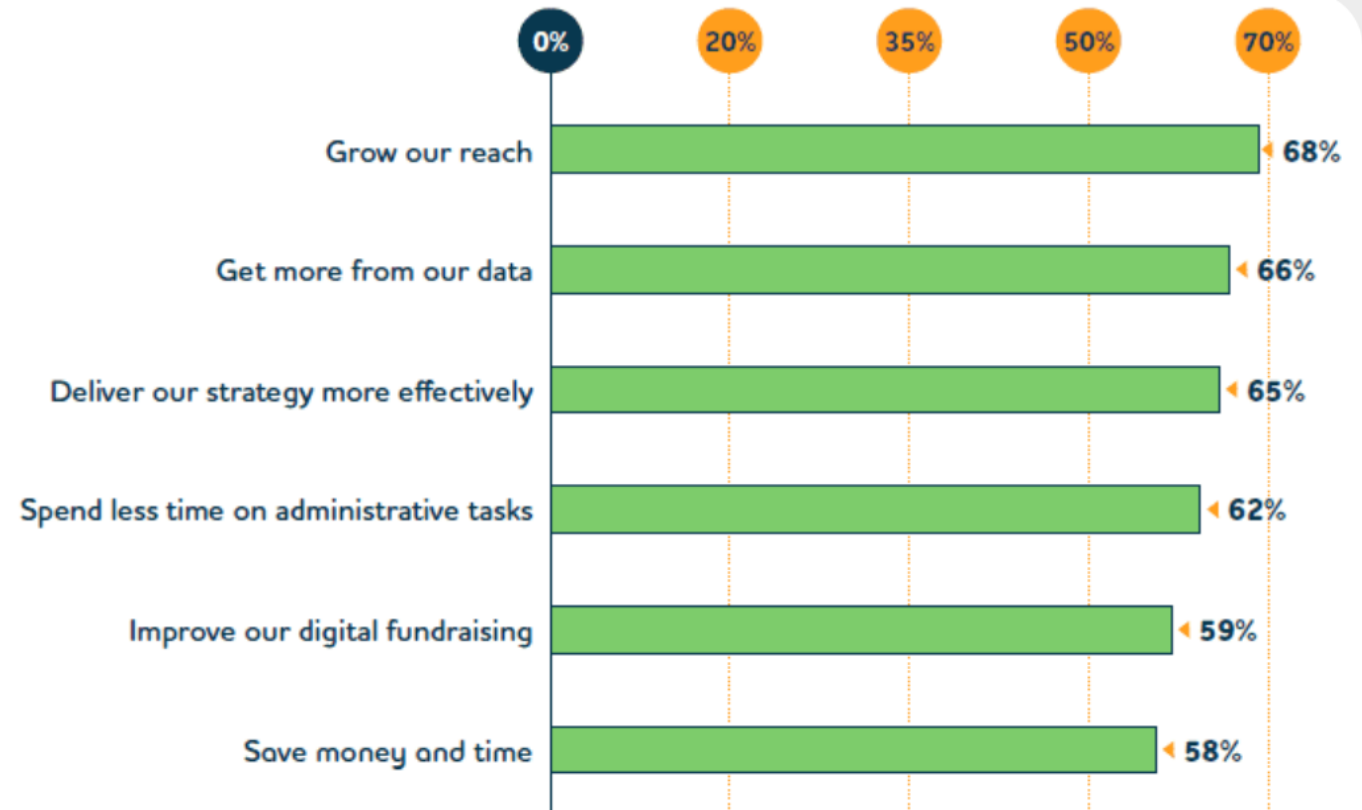
5 quick, simple, free or low cost steps

- ✓ Backing up your data
- ✓ Protecting your charity from malware
- ✓ Using passwords
- ✓ Keeping your smart phones & tablets safe
- ✓ Avoid phishing attacks

# A digital savvy team

✓ [Charity Digital Skills Report](#) – read the 2022 report

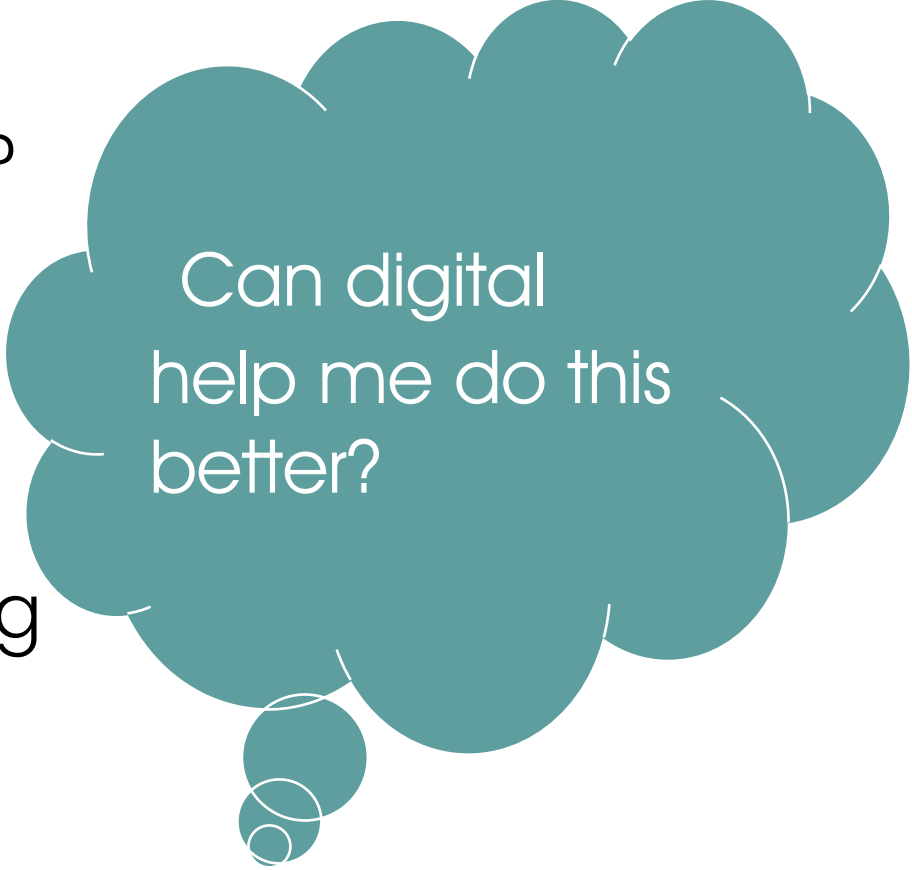
## WHAT COULD YOUR CHARITY DO IF IT INCREASED ITS DIGITAL SKILL?





# Building a learning culture

- ✓ Encourage curiosity - what's possible?
- ✓ Adopt a test and learn approach
- ✓ Start small & share successes
- ✓ Create spaces for peer support
- ✓ Informal learning / skills swaps etc
- ✓ Start at induction and build into training budgets & plans
- ✓ Create volunteer/trustee roles to bring additional expertise?



Can digital help me do this better?

# Digital Service Design

The Catalyst have a range of resources:

- ✓ [Designing digital services the basics](#) – range of articles and resources including charity case studies
- ✓ [Design Hops](#) – free monthly 3 part training covering step-by-step methods and design-thinking techniques to redesign or improve your services
- ✓ [Service recipes](#) – practical guides to help charities reuse and learn from one another's services

# Governance

Do you have up to date policies in place?

- ✓ Data protection / IT security
- ✓ Privacy policy
- ✓ Acceptable usage policy
- ✓ Social media policy
- ✓ Business continuity
- ✓ Risk register

# Back to Strategy (& Leadership)



# Charity Digital Code of Practice

We've identified 7 key areas of digital your organisation should be thinking about to stay relevant and make an impact.

- 1 Leadership
- 2 User Led
- 3 Culture
- 4 Strategy
- 5 Skills
- 6 Managing Risks & Ethics
- 7 Adaptability

</CHARITY  
DIGITAL  
CODE >

# Conversation starter kit



<https://superhighways.org.uk/latest/digitalleadership101>



# Goals & action planning →

- ✓ Your ICT strategy needs to link (or be part of) your organisational strategy and flow from your vision & mission
- ✓ Take a participatory approach – involving trustees, staff, volunteers & users (use some of the exercises / resources introduced today)

# A quick note on budgets & resourcing

- ✓ Set up an IT / digital budget
- ✓ Develop an infrastructure update & replacement cycle
- ✓ Build costs into ALL project & core funding bids - not necessarily as an IT budget line but as a means to work smartly and achieve outcomes
- ✓ Ensure you access all charity discounts available e.g. via [Charity Digital Exchange](#)
- ✓ Look at Funder Plus programmes e.g. accessing consultancy to support choose & implement a database





**Identify 3 areas  
to prioritise &  
make a start  
on your plan**

# IT Strategy Action Planning

## Digital Strategy – SMART Action Plan Template

Goal	Actions	Who	When	Review / update
1. All staff have the tech devices and tools they need to complete their work effectively	<ul style="list-style-type: none"> <li>• Audit current tech</li> <li>• Identify upgrades / new devices needed</li> <li>• Get approval from <u>BoT</u> for investment</li> <li>• Set up a replacement cycle / budget</li> <li>• Include in future funding bids</li> </ul>	All staff OM  CEO  FM CEO	6/22  9/22  12/22 Ongoing	
2.				
3.				
4.				



“

**Find one problem  
and put enough effort  
into fixing that. Then  
move onto the next.**

**Bob Barbour, Shelter**  
**From The New Reality report**

”

# Need further help?



Keep in touch:



[info@superhighways.org.uk](mailto:info@superhighways.org.uk)

[www.superhighways.org.uk](http://www.superhighways.org.uk)

@SuperhighwaysUK