Lasa European Not-For-Profit Technology Conference 2010

**Will The Cloud Save The Sector? Opportunities for Efficiencies and Innovation
28-29 September 2010**

Conference Report

**Conference supported by appiChar, CTX
and the Big Lottery**

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Contents

Introduction

Lasa organised and ran the European Not-For-Profit Technology Conference at the Garden Museum, London on 28 and 29 September 2010. We brought delegates together to learn from each other by sharing ideas, information and experience. The conference was designed to be practical and accessible so participants could take the knowledge they gained and apply it to their work in the third sector.

This conference continued in the tradition and style of the five Circuit Rider conferences that Lasa has run since 2004 to help develop appropriate support and development for small to medium sized third sector organisations.

This event was different from other ICT conferences. We are interested in technology because we believe it can help voluntary organisations achieve their missions – not for its own sake. So this was an event where people:

- spoke in plain English and avoided jargon
- offered solutions which are relevant to small third sector organisations
- discussed issues and learnt from each other rather than passively listening to "technology experts"
- celebrated the independence and diversity of the voluntary sector

This is a compilation of the debate, discussion and session notes taken by Lasa staff. Presentations have been uploaded to Slideshare and can be seen at www.slideshare.net/ukriders and are individually referenced in this report.

Photos of the event can be seen on Flickr at www.flickr.com/photos/ukriders

The Twitter hashtag used for the event was #euronfptechconf

Thanks

Lasa is grateful to appiChar www.appichar.co.uk , The Big Lottery and CTX www.ctxchange.org for their support of this Conference without whom it would not have been possible.

Thanks to: all who designed, facilitated and reported sessions; those taking part in the fishbowl debate, panel discussion, Skype interview; and all the delegates who participated and entered into the spirit of the conference. Also thanks to the Garden Museum staff who helped make this a successful conference – www.gardenmuseum.org.uk

Conference Programme

Day One

9.30	Registration, coffee		
10.00	Welcome, housekeeping and introductions		
10.30	The Great Fishbowl Debate – is the sector ready for the cloud?		
11.15	Break		
11.30	Plenary presentation and panel discussion on cloud computing – panellists from appiChar, IBM, Microsoft and Sales force		
12:30	Hastings (brief presentations by session facilitators) and unconference agenda building		
13.00	Lunch		
14:00	Breakout sessions 1:		
	Supporting distributed organisations	Learning in the cloud	Data protection in the cloud
15:00	Break		
15.15	Unconference sessions - Ad hoc sessions designed by conference participants		
16.15	NTEN transatlantic hook up – discussion with Holly Ross, NTEN's Executive Director		
16:45	Close - Social event		

Day Two

9.30	Coffee			
10.00	Welcome back			
10.30	Breakout sessions 2:			
	Social tools and the cloud	CiviCRM	Cloud based telephony	Change for the better – how to make the switch
11.30	Break			
12:00	Closing session – report backs			
13.00	Close			

Conference attendees

Tracy Adamson	AN Artists
Chris Allman	Communities 2.0, PAVS
Zoe Amar	Lasa
Cliff Ashcroft	Lasa
Lewis Atkinson	Community IT Academy
Peter Avery	1st Framework
Susan Ayers	Projections
Helen Beckett	Lasa
John Blandford	Lasa
Sue Blantern	Communities 2.0, PAVS
Pete Boyd	Open Plan IT
Shaun Clarke	i-Trust
Spencer Cohen	NFP Techno 199
Soti Coker	International Institute for Environment and Development
Richard Cooper	CTX
Gill Cotton	Sitra
Colin Cregan	Superhighways
Robert Daniel	Robert Daniel Ltd
Simon Davey	Omega Alpha
John Davies	
Jovanka Dejanovic	Panos London
John Easton	IBM
Robert Epstein	Microsoft
Hadriana Evans	Westminster In-Touch
Mike Evason	IBM
Andrew Fairhall	SCIP
Richard Ferriman	Appichar
Andrei Filip	Fundatia IREX, Romania
Hannah Fisher	Religious Society of Friends
Peter Gahan	Synovations
David Garner	ADP Consultancy
Massimo Giannuzzi	IT Sorted
Andrew Ginns	Nottingham Community Housing Association
Alice Goldie	Migrants Resource Centre
Ian Goodman	Lasa
Paula Graham	FossBox
Stephen Gray	NICVA
Stony Grunow	Third Sector IT
Karen Guy	Nottingham Community Housing Association
Ciaran Hayden	Synovations
Stuart Heathcock	Connect Assist
Andrew Holt	Charity Times
Josh Hoole	Pembrokeshire Association of Voluntary Services
Sophie Hudson	Third Sector
Peter Illingworth	Religious Society of Friends
Riza Kaya	Charity Finance Directors Group

Isabel Kelly	Salesforce.com Foundation
Morgan Killick	ESP Projects
Jason King	
Ram Krishnan	GuideStar International
Charlene Legg	Lasa
Sarah Lord Soáres	Lasa
Miles Maier	Lasa
Aba Maison	Lasa
Nicola Manning	Stevenage CVS
Michael McAndrew	Third Sector Design
Lea Misan	Act for Change
Alyson Moore	LVSC
David Moreton	Circle Interactive
Ben Newman	Lasa
Peter Okali	CaVSA
Marcus Otite	HAVS
Cath Padfield	Communities 2.0/Wales Co-operative Centre
Pete Read	Illuminate
Esther Regenwetter	Blue Lizard
Dennis Robinson	Consultant for DirectGov
Richard Ross-Langley	HIC ICT Development Project, N. Herts CVS
Ian Runeckles	Lasa
Mary Sakho	Voluntary Action Camden
Andrew Samuel	VONNE
Terry Stokes	Lasa
Paul Ticher	
Maher Ugaily	Superhighways
Mike Veitch	Bobath Centre
Mark Wakefield	IBM
Mark Walker	SCIP
Tim Watkins-Idle	Lasa
Michael Webb	NFP Techno 199
Paul Webster	NAVCA
James White	appiChar
Laura Whitehead	Popokatea
Colin Wilson	Redbridge CVS
Phil Woodall	Lasa
John Wu	IREX Ukraine

Welcome and opening session

Opening Question to the audience…what does the cloud mean to you?

- Drives down cost of computing
- Storing information remotely
- Data and resources outside of the organisation
- Cloud computing is a fog
- Re-invention of an old idea
- Is it just hype?
- Outsourcing core computing functions
- Potential opportunity for voluntary organisations
- Suspicious about it
- Office docs online
- Opportunity
- Getting data out there
- Services and programs online and accessible from any other computer
- Share information and documents with colleagues who use different systems
- Sharing / collaborating
- Emerging technologies and opportunities
- Problems and costs pushed out to another organisation
- Share documents with other organisations, but worried about security
- How it can help small voluntary organisations
- What are possibilities and difficulties around availability and security
- Like "big society" know what it is but no idea what it means
- Is it actually going to work for individual organisation?
- Desktop and server out on to the internet
- Everything everywhere…can be scary
- Tools to create and share things
- What does Cloud actually mean… most importantly not having to worry about power of server
- Something I need to know about
- Reduce hassle in IT, but got to look if applications are suitable for cloud environment
- Relax by hiding everything in the Cloud
- Save money and take away the worries by using the cloud
- Cloud is the future
- When can we throw servers out
- How can use Cloud computing to help members
- Opportunity but not going to completely replaced what has gone before

The Great Fishbowl Debate

Robert Daniel (**RD** - Robert Daniel Ltd), Stony Grunow (**SG** - Third Sector IT), Josh Hoole (**JH** - Pembrokeshire Association of Voluntary Services), Morgan Killick (**MK** - ESP Projects) and Aba Maison (**AM** - Lasa) were the "fish" debating cloud computing and the organisations we work with or for. The debate was facilitated by Mark Walker of SCIP (**MW**).

MW: What is Cloud computing – what does it look like, what does it mean; Barriers to adoption – real, can they be addressed, what problems; Implications for support providers – challenges, what is the business implications?

MK: Cloud is about outsourcing core functions – these look at individually e.g. back-up, storage, databases. About remote access – it is more than that, this can happen over the internet. No third party involved. Not convinced about sharing and collaboration is a given in the cloud.

RD: Term Cloud is not helpful. Some things now tagged as cloud have been in use for years. A lot of buzz around Cloud computing. Bottom line is where data is held – something you own (hardware) or some one else's hardware – for example servers you own.

SG: How many (here) have gmail or Hotmail accounts? Online email facilities. Using the cloud – no more boxes/servers in the office. Someone else will deal with these issues.

AM: Small and medium voluntary organisations using – role is to help people use it and make them aware of issues such as security. Shifts management issues but does not make them disappear.

Andrew Samuel - Reminded of talk about 3G - constantly infuriated by it, like dial-up from years ago. Fear about trying to use the cloud without strong broadband.

Mike Veitch - Problem is about ownership, personal. Current control is within organisations – how is that going to be managed? Thin client will solve the worlds problems – debate going on for 20years. Overtaken by cloud discussion.

(Unknown) - Term cloud only used in the last two years, been using online software for a number of years. Securely hosted software at remote location is what the cloud is. Adopted by commercial sector already, such as nectar card. Debate within the 3rd sector about the cloud has been done by commercial sector.

JH: OK for third sector organisations to see the cloud as what it means to them, natural evolution of online activities. Removing internal technical support/problems so they can get on with their primary work. Rural issues with connectivity must be taken seriously – get over fear factor.

Helen Beckett - What are experiences with sharing documents. Scenario with organisation that submits grant application at last minute – who to contact with issues??

Soti Coker - Issue around control and cost. CRM database – relinquished control and now cannot get hold of data. Hosting costs match what a server costs over 1st year.

Miles Maier - Started work 20 years ago did not have desktop which created barriers. Full circle – 20 years later using hosted services and desktop decreased in importance.

Sarah Lord Soares - Diversification in the future, IT managers may want control but users may want something different.

Paul Ticher - If make new best friend at conference and want to contact– how will you do it – email or Facebook? Not just where data is but how people access it – used by individuals to an enormous extent. What has more environmental impact?

SG: Salesforce claims lowest environmental cost per transaction – not sure how true this is…

Colin Wilson - Dispersed organisation, used Google to manage documents. For small organisations makes much easier than getting server based network. How do we know it is secure? There are though real advantages for small organisations.

Mike Veitch - Evidence – people work at home get 30% carbon reduction, it is getting rid of the office that achieves this.

MW: This is a room full of people who work in this area and not those trying to do what their organisations aiming to achieve. Key Questions/Issues:

- Is the future in small devices?
- Is it hype!
- Creates new needs – what are they?
- More accessible but accessibility questions remain.
- Scalability for organisations – small organisations don't have internal ICT support.

Barriers

MK - Security concerns, lack of access to transition advice, size of organisation and what is currently doing with system. Small organisations find easier as don't have entrenched systems.

RD - Cost, very careful when evaluating cost. May be yearly subscription but what are the "real" costs. Large in-house IT support may be easier to stay that away.

JH - Digital skills, cloud serves a benefit – barrier is digital exclusion that needs to be got over and then benefits can

(unknown) - Only problem of giving up control if not getting what you want. What to prepare when going in to these relationships.

Richard Ferriman - Compare to car-share, utilizing what is on offer (servers in one location), deal with small charities talk about control and security – not doing right things internally. Don't understand what they don't know – want to get on with work of the organisation. appiChar can provide system that can allow organisation to get on with work. Should seek out advice and what is realistic. Can get breakdown of costs to organisation.

Tracey Adamson - Does not matter what system you use about the individuals. Barriers – taking in to account staff needs and giving support/training for staff. Figures – BT costs £18,000 per year for office based per person – home worker costs £3,000 per year.

MK - Can home work without any cloud system.

Lewis Atkinson - Total cost of ownership-trying to spend as little money as possible. Analogy - putting money in to bank, how well do you look after cash in your safe rather than bank.

Colin Cregan - Are people like Amazon really using cloud? It is about outsourcing. Moving between providers can be very difficult.

Alice Goldie - Easier to raise funds for shiny things, hard to raise funds for software etc.

MW - Capital vs Revenue issues are still present.

Jason King - Example: visited 120 Australian voluntary organisations and very little use of the cloud. Reasons – poor broadband, nobody telling them about possibilities, vested interest by support/advice organisations.

Alyson Moore - Agree with funders issues, not really aware of what getting themselves in to. Trustees see it as merely a way of saving money – proper costings and figures needed. Change costs and in some cases increased. Carbon footprint – organisations need to properly look it, what are the real costs? Need to make sure that organisations are properly informed.

Nottingham Housing – Using Google docs for 12 months. Recent concerns about security of third party hosted database. Review by consultants highlighted concerns and is a big barrier that highly sensitive data is truly secure.

Simon Davey – It is different so people always going to be unsure. Getting people interested in using OpenOffice – it is "different" so no interest.

Michael McAndrew – When things not working out, what provisions do they have for you to move – for example IMAP from Gmail, open source databases.

MW – Summing Up

- Hard to motivate along "profit" lines
- Cultural issue – difficult to implement, not just switching
- Different issues for different size organisations
- Different and sell something new
- How do you influence people – who do you ask and who do you trust?
- Is it technically the cloud?? Confuses people and creates "fog"
- Those providing support will have to change what we do – different suppliers, relationship with different people, new contracts for organisations we provide services to
- Low level of skill at small voluntary sector tech support currently but need to maintain trust
- All about answering questions and how we respond

Panel discussion

Leading cloud service providers and advocates looked to the future and took questions from conference delegates.

Our panellists were

- John Easton, UK & Ireland Cloud Computing Technical Leader, IBM
- Robert Epstein, Head of Small Business Sales & Marketing, Microsoft (UK) Ltd
- Richard Ferriman, Chief Executive, appiChar
- Isabel Kelly, International Director, Salesforce.com Foundation

Isabel Kelly (SalesForce.com Foundation)

- Donates cloud computing CRM solution to the sector
- 90% less energy than traditional software
- Accessible – developed with people with disabilities in mind
- Integrates with social networking (Facebook and Twitter)
- Innovative.
- Global – work a lot with non-profits

Robert Epstein (Microsoft)

- Paradigm shift in tech – cloud is future.
- What does it provide? Scale, reach, speed. Assists learning.
- Enhances connectivity. Allows all types of device to connect. It is a driver for new technology
- 3 screens - PC, phone (pda) or browser. For example, Microsoft Office in hotmail.
- Why will it make a difference? No massive upfront investment. It increases mobility. Low-cost.
- What is the cloud? "Internet scale computing"
- Microsoft is largest provider of cloud computing. Discounts for not for profits.

John Easton (IBM)

- Cloud computing will be very disruptive to IT community.
- IT organisations have started to use the cloud to change the way they offer IT solutions.
- Business transformation into the cloud will cause the most disruption.
- There is no one cloud. Organisations can build their own private "clouds". But alternatively, there are a lot of public clouds. And there are models that are in between. Incorrect to talk about "The Cloud" as a single entity.
- Lots of questions about security. But private clouds can be the answer. Different models equals flexibility. IBM offers these different models.
- Agility.
- Elasticity.
- Pay-as-you-Go

Richard Ferriman (appiChar)

- Provides IT support for the third sector.
- Cloud is an opportunity to drive down costs of IT.
- It could be the way forward and a way to stay on top of current IT needs – a way to beat the downturn.

- It can be cost-prohibitive for very small organisations but appiChar want to combine all of their charities together to create a "charity cloud".

Questions and answers:

Q. If data is outsourced to an international company which legal jurisdiction is it under?
A. Data Protection Act would apply. Data is held as if in UK.

Q. Can the cloud replace a fileserver with 50Gb of data on?
A. Yes – Cloud is effectively infinite – no issues with speed of access. Dependent on internet connection speed. Can even be more efficient – but is it cost effective? Initial cost of integration but after this cost is reduced. Speed depends on what the data is. Cloud can be a solution for part of an IT system – can mix and match between traditional servers and cloud.

Q. Does the cloud give the IT firms too much power? What will keep costs competitive?
A. IBM – open standards – once agreed and finalised will mean that you can switch between cloud providers. Data belongs to you therefore you can take it back any time you want. BUT… old model of software dev means that Microsoft was incentivised to develop Windows 7 because Vista was poor. But cloud service will remove ability to skip software updates.

Microsoft - provides software assurance. Access to e.g. SharePoint for small amount per month is a good compensation for this. But also, competition from other organisations will ensure continual high standards.

Salesforce - provides updates per year but no requirement to use these services provided in upgrade.

appiChar – can allow small charities to access much more for less.

Q. Will the standards be sufficiently open to allow for cost effective switching between Microsoft and competitors.
A. Microsoft – yes, standards are already sufficiently open to allow competitors to migrate data easily from MS systems.

Q. Will the expansion of the cloud mean less self innovation from the IT sector?
A. Salesforce code is open so individuals can build additional applications on the Salesforce platform.
Microsoft allows development on various platforms in the cloud.
IBM – innovation depends on what you buy in the cloud. Different providers will offer different levels of innovation.

Q. Which cloud providers are too big too fail?
A. nobody is too big to fail? But Microsoft e.g. has a 99.9% SLA.

Breakout sessions 1

Supporting distributed organisations

Facilitator – Miles Maier, Lasa. Speakers - Tracey Adamson, a-n The Artists Information Company; Mike Veitch, The Bobath Centre

Presentation: http://www.slideshare.net/ukriders/supporting-distributed-organisations

Defining remote working

The Office of National Statistics (ONS) defines teleworkers as 'people who work mainly in their own home or mainly in different places using home as a base, who use both a telephone and a computer to carry out their work at home'. Teleworkers are also variously described as mobile workers, remote workers or home-workers.

The ONS says that in 2005, there were around 2.4 million teleworkers in the UK, roughly 8% of all people in employment. The CIPD's annual Labour Market Outlook survey for 2008 says that working from home is offered by 60% of employers, up from 33% in 1999.

Managing a distributed workforce
- How do you provide remote workers with managerial support?
- How do you manage team tasks and allocate work?
- What about flexible working hours?
- Contractual issues and expenses for remote workers?

Providing tech support for remote workers
- Understanding support needs of remote workers
- Working around those with flexible hours
- Health & safety at home
- Who's responsible for what?

Questions from the audience

Q. How do you ensure remote workers are actually working?

A. Tracey – It really depends on whether you're paying people on attendance or results. Good practice is to introduce a system of key performance indicators (KPIs) and measure people's work on performance and results. KPIs should be negotiated with remote workers and based on realistic expectations and trust. To monitor attendance, AN Artists uses timesheets which remote workers are responsible for maintaining.

Q. How does the organisation manage without face to face contact between workers?

A. Tracey – People are basically social and with over 40 remote workers around the UK, AN Artists is keen to make sure people get the managerial and peer support they need. AN Artists has a schedule of monthly physical meetings around the country to allow people to network, connect and discuss issues. Monday morning team meetings occur over the internet via Skype.

Q. What about policies and procedures for remote workers?

A. Tracey – AN has spent the last 12 months researching and putting into place policies and procedures for remote workers. These are included in the staff induction and are posted on the company intranet as FAQs. CIPD, Business in the Community and Outlaw.com both provide guidance on policies and procedures.

A. Mike – Remote workers have no right to expect 24/7 tech support. It's a matter of defining realistic support and providing clear procedures for escalating support calls. Many companies buy tech support on the basis of 9am-5pm, Monday to Friday – and this should also apply to those who prefer to work unsocial hours, unless the company is willing to pay a premium for out of hours support.

Q. What about balancing remote/office workers?

A. Tracey – Research shows that productivity of remote workers increases by about 7%, compared to office workers. However, the suitability of remote working and the balance between remote workers and office workers really depends on the nature of your business.

Q. What about line managing remote workers?

A. Tracey – We've put in place some FAQs, a staff handbook and policies on the company knowledgebase. There's also a management rota so that someone is around to provide managerial support where necessary.

Q. What about the health and safety aspects of remote working

A. Workers can request health and safety audits, but this may not always be affordable or realistic for your company. It also depends on what your remote workers do. The Health & Safety Executive provides good guidance on safe homeworking.

Q. What about remote working from rural areas?

A. Tracey - this has been a problem for some people in remote areas with poor broadband, and some prefer to work from their local coffee shop – which often has better connectivity.

A. Mike – most things are technically possible, but you need to bear in mind the cost of proving remote solutions. In some cases you might want to look at data sync and storage services – like Dropbox.

Further information

- Out-law.com www.outlaw.com – information on contracts and agreements between employers and homeworkers.
- Chartered Institute of Personnel and Development (CIPD) www.cipd.co.uk - the professional body for those involved in the management and development of people.
- www.cipd.co.uk/subjects/hrpract/flexibleworkingpractices/telework.htm
- DirectGov - www.direct.gov.uk/en/Employment/Employees/Flexibleworking/index.htm
- HRZone - www.hrzone.co.uk/
- Health and Safety Executive www.hse.gov.uk/index.htm
- Telework Association - www.tca.org.uk –promotes the benefits of telework and support individuals and organisations implementing this way of working. See http://www.tca.org.uk/employers.html

Data protection in the cloud

Facilitator: Paul Ticher

Presentation: http://www.slideshare.net/ukriders/data-protection-and-the-cloud

Paul wrote the book Data Protection for the Voluntary Sector (see www.paulticher.com/newsite/data_protection.htm)

The session was very interactive and this summary concentrates on this. These notes are intended to be read alongside the presentation

Paul sees the objectives of a DP policy as to prevent harm to individuals, allay concerns (which includes demonstrating respect and good relations) and to confirm with the requirements of law.

The eight data protection Principles (Paul's slide 4) raised the following issues:

- Act lists principle rather than specific practices. This inevitably results in different implementations in different organisations and can thus be a problem when organisations have to work together or merge. It also means that data synchronised between different departments must have common policy in relation to the information shared.

- If an individual suffers harm then the organisation must prove that it adhered to the Principles. The burden of proof is on you, the organisation, to "prove your innocence"

The Main Implications (see objective above and slide 5) raised:

- Transparency about purpose and disclosures of data also means giving the subject of the data the chance to correct wrong information

- State bodies have no blanket Crown Immunity from the Act but have their own statutory exemptions (e.g. security)

DP and Confidentiality overlap (slide 7) - Paul's advice is to look at confidentiality first before setting a DP policy.

Security (slide 8) is mainly a matter of risk assessment. There is no expectation that everything deserves equal security.

There are special rules about transfers of data overseas (slide 11). One tool here is the Approved Contract obtainable from the Information Commission (www.ico.gov.uk). Data held on servers in the USA comes under their own "safe harbors" legislation but this is overridden by the Patriot Act and this may even conflict with UK and EU Data Protection. By contrast some services based in India are more clearly protected by contract than data held in the USA.

Learning in the cloud

Facilitator - Josh Hoole, Communities 2.0 Circuit Riders

Presentation: http://www.slideshare.net/PAVSCRC/learning-in-the-cloud-5352530

"*Technology is no longer seen as a 'silver bullet' but as a facilitating factor that can enhance teaching and lead to more effective learning*" - BECTA.

This session showed the good and the not-so-good of learning in the cloud and the different tools, techniques and tips to help design and deliver great e-learning courses.

For a geographically dispersed audience such as the Digital Inclusion project in Wales training can be most cost effectively delivered online. This has been done by setting up Moodle to facilitate self-directed learning.

Identified 3 core benefits of online learning:

- Online courses allow a large volume of courses and learners that can help overcome any boundaries to initial set-up
- High level of convenience for learner in terms of time courses are run and the pace of courses
- Skills development – digital literacy – ICT skills can be a bi-product of online learning. If learning is a subject area that the learners are interested in then picking up additional ICT skills can be a useful "by-product"

Some discussion in the session looked at tools that people were already using:

Moodle – www.moodle.org free open source kit that can be put on server. Delivering courses is not free as training each level of user. Around £3-4K to train each person.

Buddypress - http://buddypress.org for Wordpress site - course ware plug in.

Dimdim – www.dimdim.com - free for up 20 learners at one time and then monthly cost for anything above. Need internet connection and all done online.

Participants worked in groups to look at what could be a very simple online learning plan for their organisation. All groups recognised the importance of tools such as YouTube – www.youtube.com , Vimeo – www.vimeo.com and Slideshare - www.slidehare.com etc as important online learning tools for individuals and organisations.

Unconference sessions

This session was an open space for delegates to run and attend ad-hoc sessions which were announced earlier in the day. The sessions we ran were:

- What do we have to change in our business (to adapt to cloud computing)
- Google Adwords
- Costs
- Working with children and young people
- Google Apps show and tell
- Examples of cloud implementations
- Data scraping
- What is twitter?

Interview with Holly Ross of NTEN

Sarah Lord Soáres of Lasa talked via the wonder of Skype with Holly Ross, Executive Director of NTEN, The Nonprofit Technology Network who joined us from a hotel room somewhere in the USA…

Sarah Lord Soáres (SLS) – *Firstly, could you tell us a bit about NTEN and what it does?*

Holly Ross (HR) - NTEN is a membership organisation for people who work in the non-profit sector and are using technology to create the change they want to see in the world. Our community includes, obviously, IT staff, but also marketing and communications folks, fundraisers, program staff, and Executive Directors who are all grappling with how they can use technology to served the missions of their organisations.

We currently serve over 9,000 paying members and a larger community of nearly 20,000. Each year, we run an international event, the Nonprofit Technology Conference, which hosts over 1,600 participants to meet and mingle over these important events. We also produce over 100 online events each year and publish important research for the field, including the "IT Staffing and Spending" report and the "Social Networking Survey."

Most importantly, NTEN is a community. Our members support and sustain one another all year-round so that we can all leverage technology to meet our missions. NTEN is a community transforming technology into social change.

SLS – *We've been talking a lot about cloud technology today – how does NTEN see cloud technology in terms of its membership?*

HR - We talk about the cloud a lot with our membership. For us, it's more than just the latest technology. It's about freeing your organisation's IT resources so that they can be put to better use. Think about where your IT staff spend most of their time it's probably on things like he desk support, server maintenance, email management and the like.

That stuff is essential to running any kind of organisation, but I would argue that it's not important. What's important is the technology that actually serves the mission. It's wireless modems for field staff so they can file reports from anywhere. It's mapping technologies that let our volunteers track wildlife spottings in our community. It's the mobile devices that let us capture important survey data, and then analyze, in real time. That's the technology that matters, and it's why the cloud is so important.

First, moving commodity services like email management to the cloud means that your IT department spends less time on the unimportant stuff. Now, they're free to do the really exciting work of tying tech to mission. Secondly, mobility and inclusiveness are huge pieces of how nonprofits do their work. Cloud services like databases, web site management tools, survey and mapping software, etc. allow us to do our work wherever and whenever it is needed, not just during office hours, or with the folks who can come to our office. Finally, the cloud is increasingly important as the way we work shifts. As job shares, remote staff, flexible time and the like increase, cloud based tools allow us to keep staff productive and happy, no matter where they are working.

SLS – *I'm guessing that NTEN uses a whole bunch of cloud services…*

HR - Simply put, NTEN could not exist without the cloud. We have almost always had some remote staff, we've always been small, and our membership is national. So, we have to deliver big technology to a lot of different people, without a lot of manpower.

The cloud makes this possible for us. We don't have a single server in our offices. We don't contract with a single IT maintenance person. We have a data and systems manager, but he doesn't spend a single second thinking about email.

Our data and systems manager spends most of his time thinking about how to optimize our database to better meet the needs of our members, and deliver the information we need to make better decisions. He couldn't do that work if he had to spend time keeping our server going, applying patches and upgrades.

Our database has been online since 2005. We've used Google Apps for email, calendaring and document sharing since 2007. We use wikis to help plan our annual conference. We use social media tools (they're the cloud too!) to knit our community more tightly together.

Of course, we still use Microsoft Office. We're not solely in the cloud. But when there's a tool in the cloud that can get the job done as well as its offline counterpart, that's what we generally go with.

SLS - *I did notice that NTEN ran a virtual conference after the last NTC – how did that go? Any issues?*

HR - We did that, we called it the online NTC. We learned a lot. I think we had great speakers and great content, but we hadn't yet learned how to make participants feel engaged throughout a virtual-only event like that. We've been tinkering with the virtual conference idea, experimenting with different implementations for a while.

At the Nonprofit Technology Conference in March 2011 (in Washington, DC), we'll be offering up a virtual experience that I think will really great. For each registrant, we're broadcasting video of both keynotes, as well as 12 breakout sessions. Registrants will view the broadcasts in the conference social networking platform, where they will be able to network with ALL the conference attendees, virtual or not.

SLS – *Could NTEN actually exist without the cloud?*

HR – OK. I exaggerated above. We COULD exist without the cloud, but we would not be nearly as effective. We would require much more in the way of support staff and IT budget than we have now.

Our huge thanks to Holly for joining us and also for reporting the interview for us.

Day Two Opening Session

In this session we discussed what cloud tools were being used by the delegates.

Dropbox – http://www.dropbox.com - a free online file storage area for up to 2Gb of data (fee paid over 2Gb). It synchronises with offline data which can be on multiple devices. It can be used to share with other users e.g. client files and project progress documents. Need to note that data protection principles apply – it can be easy to go over the limit if adding e.g. video files. Simultaneous editing (in the way that you can on Google Docs) is not possible.

Evernote - http://www.evernote.com/ - essentially a notebook which can be accessed from anywhere and on multiple devices. Can tag and has text recognition of photos and pdfs. It is not shareable (but Zotero www.zotero.org/ is a shareable version).

Google Apps – hosted email and collaboration tools such as Gmail, Google calendar, Google docs. One delegate's organisation had tried using it but didn't work for their scale where it was being used as a SharePoint-style tool.

Trend Micro - http://uk.trendmicro.com/uk/home - Encryption tool for email

Box.net - www.box.net –storage for shared documents

Zoho - www.zoho.com and OfficeZilla – http://www.officezilla.com - collaboration applications. Was felt that there are some data protection issues.

MyOffice – www.myoffice.net - Share Diaries, Calendars, Contacts, Tasks, and Email

Skype – www.skype.com – Free Voice Over IP and messaging application. Used by a number of delegates in organisations – in some cases getting embedded in distributed organisational culture i.e. if you're logged online at Skype then you're working

OoVoo – www.oovoo.com – conferencing application with no download necessary to hard drive.

Elluminate – www.elluminate.com – Elearning and conferencing

Office Live - www.officelive.com/en-GB - Microsoft's cloud document storage and creation service which uses online versions of MS Office

Eventbrite – www.eventbrite.com – Event registration and ticketing. Small and free events are free. Amiando – www.amiando.com – is a similar service but is better when dealing with large scale conferences and is cheaper.

Doodle – www.doodle.com – meeting time arranger.

Jing - www.techsmith.com/jing - screen and voice captures. Great for presentations or how tos.

Screencast – www.screencast.com – sharing high quality videos, images and documents. Creates a URL for sharing.

Breakout sessions 2

Change for the Better: How to Make the Switch

Facilitator - Dr Simon Davey, Omega Alpha Limited

Presentation: www.slideshare.net/ukriders/simon-davey-change-for-the-better-presentation

No notes were taken at this session

Social tools in the cloud

Facilitators - Paul Webster, NAVCA and Pete Read, Illuminate ICT

Presentation: http://www.slideshare.net/ukriders/social-tools-in-the-cloud-5383639

Music, video, photos, apps, documents, shopping => unified digital cloud

Is the voluntary sector ready? – starting at low base but interest; still some barriers - lack of skills, knowledge, access

Organising meetings and events
Eventbrite www.eventbrite.com (5% for charged events – register Paypal account – monthly invoice for fees + paypal commission about another 5% - build into price of ticket) – lots of good features – excellent for free events – can integrate into own site e.g. Media Trust – can skin Eventbrite page – feedback forms – download contact details of ticket buyers – can also allocate percentage of tickets to be sold online, print registration badges + many other features – can be a cheaper and better tool than event modules in CiviCRM or Drupal,

Doodle - www.doodle.com – meeting scheduler – white label – pay for branding

Alternatives:

Some tools offer Outlook integration – invitations send to Outlook inbox

Facebook – www.facebook.com – basic – but beware of privacy settings

Meetup – www.meetup.com - also allows discussions – preplanning / social networking before the event – charged for and can be quite expensive

Training and support

Jing - www.techsmith.com/jing - screen casts and screen shots, limited to up to 5 minutes long –– can download and edit if captions required – can upload to Youtube or embed into website – free – paid for version allows conversion / capture in other formats (otherwise it's shockwave flash).

Ipadio – www.ipdaio.com - record and broadcast video - free – "phlogging" (phone blogging) – register mobile, landline, Skype. Issues a PIN (don't share or others will be able to phlog on your behalf) – can publish to iTunes (e.g. – e books, story telling to kids in respite care, entertainment, religions ceremonies. RSS enabled – people can subscribe to your ipadio channel. Transcription available via Spinbox - www.spinbox.com - for up to 1 minute – transcript can be download and edited. Also for podcasting.

Gotomeeting – www.gotomeeting.com - organise online learning – pay for service, allows remote meetings, trainer controls, show whiteboards, PowerPoint etc.

Webex – www.webex.co.uk - robust but expensive

Audioboo – www.audioboo.fm - and Videoboo (may be Mac only, may also be defunct) – recording of audio and video, better for events rather than training

Communication

Skype – www.skype.com ooVoo – www.oovoo.com - VOIP share screen audio conference

Ipadio – (as above)

DimDim – www.dimdim.com GotoMeeting (as above)

Sharing

Twitter – www.twitter.com Facebook – www.facebook.com

Dropbox – www.dropbox.com - file sharing / storage

Scribd – www.scribd.com Issuu – www.issuu.com Slideshare – www.slideshare.com
Docs.com www.docs.com (can share documents via Facebook) – publishing / sharing docs

Google docs http://docs.google.com Google Calendar www.google.com/calendar Microsoft
OfficeLive www.officelive.com

Management

Huddle – www.huddle.com Tom's Planner www.tomsplanner.com – project management

Freemind – http://freemind.sourceforge.net - mind mapping – free – can copy/paste into
Word – can be used as business planning tool

Words of warning

Important to let groups know how and why the should use it.

Most apps have got big companies behind them – worth checking though that solutions are
likely to be around for a while.

Cloud based telephony: VOIP In Practice

Facilitator – Tim Watkins-Idle, Lasa

Presentation: http://www.slideshare.net/ukriders/voice-over-ip-presentation

Tim is Senior Administrator at LASA and is currently implementing a VoIP system for the
office. This is a purchaser's perspective.

The session was very interactive and this summary concentrates on this. These notes are
intended to be read alongside the presentation.

VoIP (Voice over Internet Protocol) has been maturing for 10 years and is, Tim believes, now
ready for serious use. The savings in ongoing costs, especially call charges, are substantial
and Tim says "Go for it!" One of the conference sponsors, appiChar, are just launching a
VoIP product for the Sector.

Skype is a proprietary standard for VoIP so has limitations in terms of competitive supply but
it has shown how VoIP can be used. VoIP in general can be delivered via a headset (as is
usual for Skype) or by a conventional phone containing VoIP software plugged into to the
office Ethernet cabling (although the phones can be expensive).

You will need your router to give the required priority of voice over all your other services. So
older routers will need to be replaced. The router ensures that voice has priority on your
broadband connection over data services (see below about broadband capacity). The
technology is full of jargon which is mostly simple in fact but needs interpretation if you are
new to the subject.

One of the limitations of VoIP is the cost of communication with mobiles. The mobile
operators charge heavily for calls to and from mobiles where the other end is a VoIP phone.
However Ofcom, the UK telecoms regulator, has mandated number portability from standard
phones to VoIP. So you can move your numbers to a VoIP service in a similar way as you
can move your mobile number between networks.

Another limitation is that it is virtually impossible to predict how much broadband capacity will be required for good VoIP service and quality. VoIP conversation don't need a lot of bandwidth but they must have that bandwidth guaranteed or conversations will be interrupted or dropped [appiChar promised to see if they had guidelines for this e.g. single ADSL broadband for up to three conversation provided they have priority over data in the router]

Tim advises caution and advice in entering into VoIP service contracts and remember the services that cannot use it including 999, Fax, BT Redcare and your franking machine!

CiviCRM

Michael McAndrew, Third Sector Design

This presentation looked at how the open source CRM database system CiviCRM can be utilised by third sector organisations. We regret that the presentation is unavailable but more information can be obtained from http://civicrm.org or by contacting Michael michaelmcandrew@thirdsectordesign.org

Conference evaluation results

The following is based on the results of evaluations from **21** participants (about **33%** of the attendees excluding Lasa staff, press and panellists). Figures are shown as actuals and percentages – note that some percentage totals in each section will exceed or not reach 100% because of multiple or unnecessary responses.

	No.	%

(a) How was the event as a whole?

	No.	%
(1) Exceptional — it's unusual to attend anything as good as this	6	28
(2) Good - I'd be happy if I was the organiser	**13**	**62**
(3) OK - worth coming, but could be improved	2	10
(4) Not very good — a few good bits, but not really worth it		
(5) Very disappointing — almost nothing good about it at all		

Comments:

Agenda looked thin but actual events a lot better than expected
Second day should have been longer

(b) What were your main aims or expectations in attending the event? Please tick as many as apply.

	No.	%
(1) To network with other people	13	62
(2) To promote our own work or share an experience we have had	5	24
(3) To deliver a workshop or showcase session	3	14
(4) To find out about a specific idea or technology that was on the agenda	**15**	**71**
(5) To learn more about circuit riding, or setting up a circuit rider service	3	14
(6) Other. Please specify:		

To catch up with where ICT is up to in the sector, current issues

(c) How far did the event meet these aims?

	No.	%
(1) Wholly, or nearly	**10**	**48**
(2) Mostly	**10**	**48**
(3) Partly	1	4
(4) Not much, or not at all		

(d) How good did you feel that the facilitators were overall?

	No.	%
(1) Experienced, knowledgeable and good at communicating	**14**	**66**
(2) Generally worth listening to, with few exceptions	6	29
(3) A mixed bag, some good, some not	1	5
(4) On the whole disappointing		

(e) Is there any way in which the practical details were unsatisfactory? Please tick any area you were unhappy with, and explain the problem:

(1) The booking arrangements		
(2) The information sent out before the conference		
(3) The location, accessibility or parking arrangements	1	6
(4) The arrangements at the venue and provision for workshops	1	6
(5) The refreshments	4	22
(6) The temperature or any other environmental factors	**12**	**66**
(7) Other problem:		

The main issue was with the temperature of the building on the first morning as it was too cold. This was rectified for the afternoon.

(f) Please tell us what you will be able to do differently or better as a result of the conference

Better able to help clients around cloud computing opportunities
Make more use of the cloud where appropriate
Make informed decisions re. the cloud and use new tools I hadn't heard of before
Hopefully found a solution to IT issues surrounding remote workers. Lots of tools which need researching to see if they can help us.

(g) How do you describe your job role? (Please tick all that apply)

(1) ICT technical support, advice or training for other organisations	**8**	**38**
(2) ICT support for your own organisation (main role)	5	24
(3) ICT support for your own organisation (subsidiary role, e.g. accidental techie)	3	14
(4) ICT development work or consultancy	5	24
(5) Management (trustee, chief officer, coordinator, senior manager)	**8**	**38**
(6) Technical work on ICT (e.g. web site or software development, in-house ICT support)	1	6
(7) Other please specify: (Training)	1	6

(h) What is your organisation's main role?

(1) ICT support or training (funded, or mainly funded)	5	24
(2) ICT support or training (social enterprise)	3	14
(3) ICT support or training (commercial)	1	5
(4) Regional, sub-regional or local infrastructure organisation	**8**	**37**
(5) Software or hardware development and/or sales	2	10
(6) Other please specify: Consultants	2	10