BRIDGING THE TECHNOLOGY GAP
2012 ELC ANNUAL CONFERENCE

Randy Richter
Director, Technology Solutions and Partner
Association Technology Solutions
BRIDGING THE GAP

Between where you are today and where you will be tomorrow with technology!
HISTORY

- Partner Association Technology Solutions
- Director of Membership, Information Technology, Internet Strategies – EDUCAUSE
- Nebraska Farmer
ASSOCIATION TECHNOLOGY SOLUTIONS
– WHAT I HAVE LEARNED

- One size does NOT fit all
- Anything can be accomplished with TIME and MONEY
- Applying technology to your organization can expose data quality issues
- Just because you build it doesn’t mean the members will come
- Small inexpensive technology solutions can have just as big of an impact as an expensive solution
- Technology Leadership is essential to Technology Success
CAUSE SERVES UP WORLD WIDE WEB

A CAUSE World Wide Web server is now available with a home page that provides links to information about CAUSE94, CAUSE/EFFECT, and the CAUSE ID Survey. The Web server offers several new electronic services, as well as provides access to the CAUSE Gopher server. Additional pages are under construction. We're looking for member feedback as we build future services, so please send comments and suggestions to CAUSE Systems Manager Randy Richter (richter@cause.colorado.edu). The CAUSE WWW address is: http://cause-www.colorado.edu/

CAUSE94 PAPERS AVAILABLE ONLINE

As we receive papers from CAUSE94 presenters, we are making them available in full text form via the CAUSE Gopher server (gopher://cause-gopher.colorado.edu). You can also get to these papers through the CAUSE94 page on CAUSE's new Web server (http://cause-www.colorado.edu) or use the SEARCH e-mail service. Accessing papers in advance of the conference can help you decide which sessions to attend at CAUSE94 or, if you can't get to the conference, you can watch the proceedings grow online! On the Gopher server, papers are located in the track folders in the CAUSE94 folder under Conferences, Seminars, and Workshops. To use the SEARCH service, send e-mail to search@cause.colorado.edu, containing the one-line message: LIBSEARCH CNC94. You will receive an e-mail message containing the abstracts of all of the CAUSE94 papers we have received thus far, as well as information about which ones are available electronically and how to retrieve them. We expect most papers to be online prior to the conference.

SATELLITE BROADCAST AVAILABLE FROM CAUSE94

This year, for the first time, a session at the CAUSE annual conference will be broadcast via satellite to colleges and universities. "A CAUSE for Discussion: An Exploration of the Impact of the Internet on Higher Education," is planned as a corporate presentation at CAUSE94 in Orlando, Florida. The panel discussion will be moderated by Carole Simpson, ABC News Senior Correspondent. Panelists include Mike Emmi, CEO of Systems & Computer Technology Corporation (SCT); Steve Gardner, Vice President of Corporate Marketing for Data General; Louise Velasquez, Senior Vice President, New Media Division, Oracle C
Technology can drastically help reduce association expenses
You can be as “big” or as “small” as you want to be
Change is good
Risks can have great rewards
Prune trailing edge technologies
For every association job, someone is the best at that job, motivate staff to be the best at what they do
FARMING – WHAT I LEARNED

- To be successful you have to commit to the job and finish it.
- Repetition doesn’t mean you can’t apply technology to make things better
- Applying technology to bad processes is like paving a cow path. It will get you from start to finish but may not improve your operations unless you straighten out the path first.
BRIDGE THE TECHNOLOGY GAP

- Be strategic about technology
- Be knowledgeable about trends
- Understand the needs of your members
- Budget for technology
- Implement effectively
BE STRATEGIC
LEARN ALL YOU CAN THROUGH NETWORKING

- Other AGC chapters
- ASAE (American Society of Association Executives)
- Find out what your current vendors are planning
BE STRATEGIC
INTEGRATE WITH STRATEGIC PLAN

- Integrate your technology plan with your overall strategic plan
- Example:
  - Strategic Plan - Provide services including training and education courses identified by members as critical to their success
  - Technology Strategic Plan – Provide technology platform to provide training and education to members
  - Technology Operational Plan – Contact other AGC members providing online education to find best practices, contact multiple vendors to research technical capabilities of software solutions, evaluate, propose solution with ROI analysis that meets the business needs of the association.
BE STRATEGIC
TURN THE CLOCK AHEAD

How will technology be used in the future at your organization?
BE STRATEGIC
DREAM BIG - IMAGINE

- 100% of all dues are paid online
- 100% of all event registrations are done online
- Members have one username/password to access all systems (e.g., members only area, online learning, etc.)
- You will no longer manually tabulate evaluation forms
- Members will update all contact information through a self-service website and staff will only assist as an exception when a member needs personal assistance.
- All correspondences with boards and committees are done online
BE KNOWLEDGEABLE
DO CURRENT TRENDS SUPPORT YOU?

- Smartphone sales Exceed PC Sales (Source: DTTL, 2010)
Worldwide mobile payment transactions will surpass $171.5 billion in 2012, up 62% from $106 million last year (Source: Gartner, 2012)

Mobile coupons are most popular at grocery stores, (41% of mobile shoppers said they used coupons there), department stores (41%), and clothing stores (39%). At electronics stores, the majority (73%) read reviews, compare prices (71%), and scan QR codes (57%) (Source: Nielsen, 2012)

25% of smartphone owners say they have purchased something on their mobile devices in the past week, while 60% have purchased online and 87% in physical stores. (Source: Wave Collapse, 2012)
UNDERSTAND NEEDS
KNOW YOUR MEMBERS

- Do you know what percent of your members have a smartphone or tablet with them during the work day?
- Do your members use your training during the weekday or on the weekends?
- What percent of your members depend on your member directory? (in print and electronic)
- What is the first resource members turn to for safety and training resources?
- What do your members come to your website for?
- Can they do what they came there to do?
- Is your website an indispensable resource to your members?
UNDERSTAND NEEDS
KNOW YOUR MEMBERS

- What percent of your members renew online?
- What percent of your members register for events online?
- What are your targets for using technology?
- At what point do you stop providing services through a method or technology?
- How often do your members use social networking today?
BUDGETING

- What percent of your total budget should be spent on technology?
  - 4%? 7%? 10%?

- Budget for maintenance and training

- Budget for replacing capital equipment and software
  - 3 year cycle for hardware, 7 year cycle for software
BUDGETING
WHERE DOES THE MONEY COME FROM?

- Reserves – Is catching up on a poor technology offering the equivalent of a rainy day?
- Increase Revenues
  - New sources of revenues (webinars)
  - Sponsorships
- Decrease Expenses
  - Self service requires less time to update address, phone, fax, email of members allowing for more high value/high touch interactions with members
- Increase member satisfaction
  - Members will visit your site more often and interact with you which in turn will demonstrate additional value to the member.
IMPLEMENT EFFECTIVELY

- Pilot solutions on a trial basis
- You can’t always wait until everything is perfect
- Build the right internal structure (e.g., Who is responsible for the Web?)
- In source or Out source?
- Hire the right types of technology employees
- Partner with other similar organizations
- Pick vendors wisely. Look for partners not vendors.
- Look for champions in the membership to help deploy the technology
GETTING THERE

- In order for associations to be relevant with regards to technology they need to Bridge the Gap from where they are today to where they want and need to be tomorrow.

- The path to take will require
  - Being strategic about technology
  - Being knowledgeable about trends
  - Understanding the needs of your members
  - Budgeting for technology
  - Implementing technology effectively
Randy Richter
Director, Technology Solutions and Partner
Association Technology Solutions
rrichter@atsol.org
http://www.atsol.org/