FINAL REPORT

RESULTS OF 2005 SURVEY OF NOT-FOR-PROFIT AGENCIES IN WESTCHESTER COUNTY

Prepared by: The Assessment Committee of the Westchester Not-For-Profit Technology Council

Funding provided by the Verizon Corporation

Introduction

This final report is a summary of the results and conclusions of the survey of Westchester County Not-For-Profits (NFP), conducted by the Council's Assessment Committee, to ascertain their technology status and needs. The Westchester County Not-For-Profit Technology Council (WNTC) conducted the survey during the latter part of 2005. The initial survey was distributed in July and the preliminary results were presented at the WNTC Fall Forum.

A follow-up survey was distributed in November and its results, along with those of the first survey are contained in this final report. A previous survey had been conducted in 2001 and helped determine the direction of WNTC efforts since then.

A committee of volunteer members of the WNTC performed much of the survey and analysis work. A survey analysis was performed by a consultant (Babette Kronstadt) whose work constitutes a large part of this report. Lana Leon (a member of the Assessment Committee) also performed extensive analysis. Babette Kronstadt (then a member of the Assessment Committee) was instrumental in the creating of the survey itself.

The results did indicate that there were areas in technology where the NFP could use additional assistance. The WNTC should look into responding to these needs in 2006 and beyond. The Conclusion/Next Steps section of this report provides more specifics.

The Verizon Corporation financially supported this work. Without their generous contribution, this effort would not have been possible.

Note: The data presented herein are from the initial survey unless otherwise indicted.

Purpose

The purpose of the current survey was to develop a picture of the status of technology use and needs among Westchester County Not-for-Profits (NFP). In addition to collecting general information, the goal of the survey was to provide specific information which the WNTC could use to further its mission of providing information and support to NFP in several specific areas:

- Technology and training services needed by NFP organizations.
- What content/services NFP want to see in the WNTC's web site.
- Interest in joining WNTC's listserv.

One-hundred and four organizations responded to the initial survey and thirty-seven responded to the follow-up survey. The reason for the smaller number of responses to the follow-up survey was probably that it was sent only by email while the initial survey was sent by both email and snail mail. Nevertheless, it is felt that the responses to the

follow –up survey were sufficient for the purposes of this effort. The follow-up survey both conformed the data of the initial survey and provided additional detail.

The organizations surveyed represented a range of sizes from a few (1-4) to over 100 employees.

These organizations were grouped into three size categories. Organizations with from 1 to 9 employees were considered small, those with from 10 to 99 medium, and those with over 100, large. This was done to see if there were any uniqueness to the data by size. Using these groupings, 34% of those responding were small, 36% were mid-sized and 30% were large. These percentages were from the initial survey but those in the follow-up survey were very similar. See chart below.

Large (>100) Small (1-9)

30% 34%

36%

Medium (10-99)
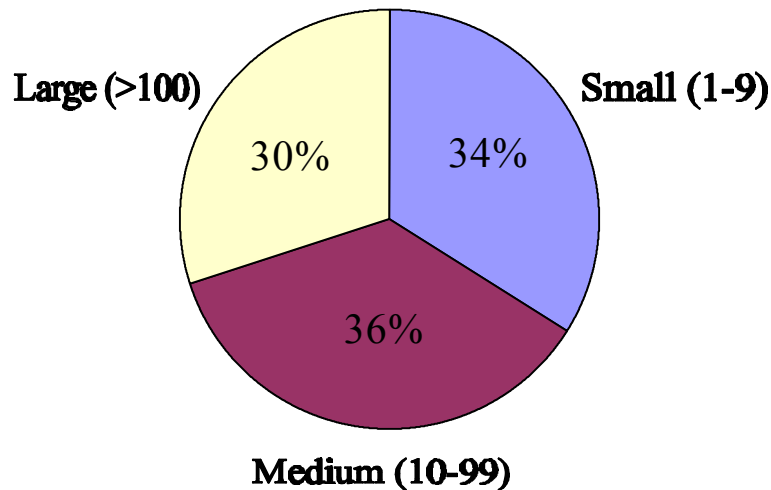
The respondents held a wide variety of roles within their organizations. Only 13% had titles indicating primarily technical roles; however it is not known how many of the respondents might have been their organization's "accidental techie". The largest group (27%) was CEO's or Executive Directors. The remainder included directors and other administrators, one Chairperson of the Board, financial and human resource personnel and administrative support personnel.

The primary focus for most of the small and midsized organizations is Art and Education but for large organizations it was Health as shown in the following chart.
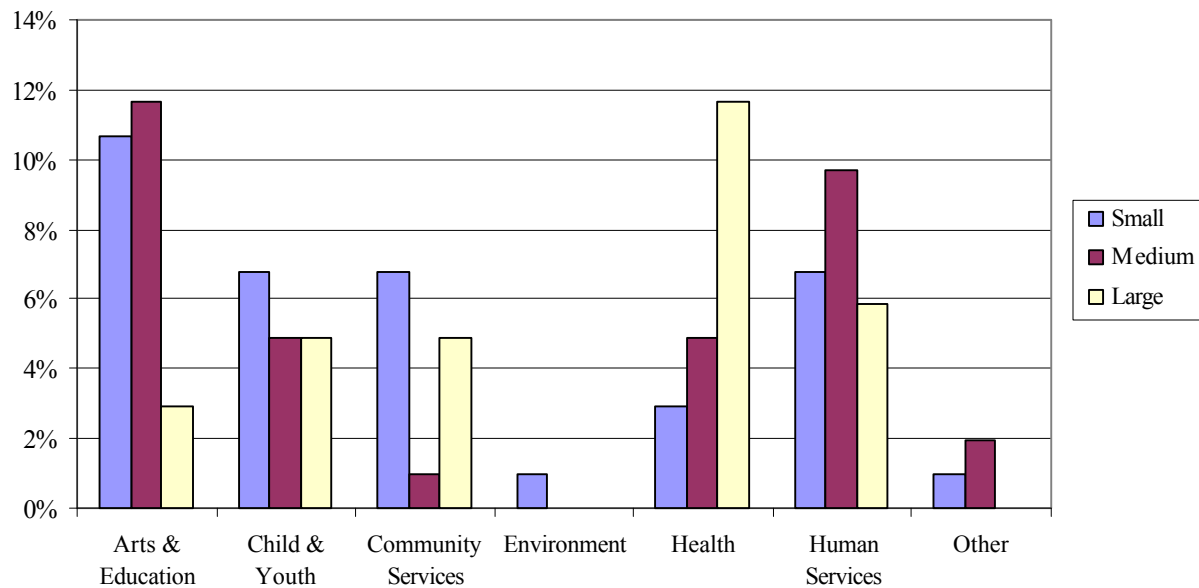
Hardware Needs

All but two of the organizations responding had computers. Over 97% had Internet access and 90% of these had DSL, cable or other high-speed connectivity. Approximately 20% did not indicate their network connections, but it is not clear if that reflects absence of a network or lack of knowledge about how many of their computers were on the network.

Almost half of the organizations felt that their computer resources matched their computer needs (44%). Even though 34% reported that people share computers, only 19% felt that lack of computers limits use. Twenty-four percent indicated that every staff member had a computer. In the follow-up survey, surprisingly only 12% indicated that lack of computers limited work.

Although somewhat inconsistent with the above, when asked about adequacy of hardware, 86% indicated that they needed more or better computers, printers or networking. The most frequently cited need was better computers, with approximately half of the respondents indicating this was a need, while approximately one-third responded affirmatively to questions asking if they needed more computers, more printers, or better networking.

Technology Planning

A majority (59%) of the respondents did not have a technology plan although 55% regularly budget for technology (a budget to some extent infers a plan) and 67% include technology at least occasionally in grant applications.

Approximately 50% are planning technology upgrades within a year.

WNTC Listserv

The WNTC currently operates a Listserv designed as a forum to discuss issues on technology and NFP. There are currently 100 members.

Fifty-five percent of the survey respondents said they would like to join a Listserv with that goal.

WNTC Web Site

The WNTC is in the process of expanding its Web site. The questionnaire included a set of questions focusing on the types on information respondents would like to see included on the site. The top five items were:

Topic	Number Selecting	% Selecting
Directory of Westchester County Not-for-Profits with links to web sites	82	79%
Information on training for not-for-profits	79	76%
Searchable database of, and information on, local grant resources	78	75%
Calendar of upcoming events	76	73%
Information on using technology more effectively to meet organizational needs	66	63%

Interestingly even though 79% wanted a directory of Westchester County NFP with links to web sites, when asked if they would like to be included in such a directory 61% said yes, while 31% said they needed more information. Even many respondents (32%) who did not choose the directory as something to include on the Web site, indicated that they would like to be listed, while some of those (27%) who wanted the directory had questions that needed answering before they would be included.

NFP Web Sites

Eighty percent of the respondents indicated that they had a Web site. The percentage of those with Web sites varied somewhat with size, but not greatly; 90% of the large organizations had Web sites, while that number fell to 77% and 80% respectively for the mid-sized and small organizations.

Of those with Web sites, only 38% indicated that the Web site met most of their needs, while 51% indicated that their Web site needed updating or changing. As expected, those who said their Web sites needed updating/changing tended to update less regularly than those who were satisfied with those sites. Most feel that their Web site does not reflect their organization and/or have a poor design. The follow-up survey indicated that the primary reasons for not updating/changing their Web site given were lack of staff (or staff time) and not being happy with the "look".

Those without Web sites indicated that they felt is was too expensive to create one.

The following chart shows the relationship between frequency of updates and perceived adequacy of the Web site.
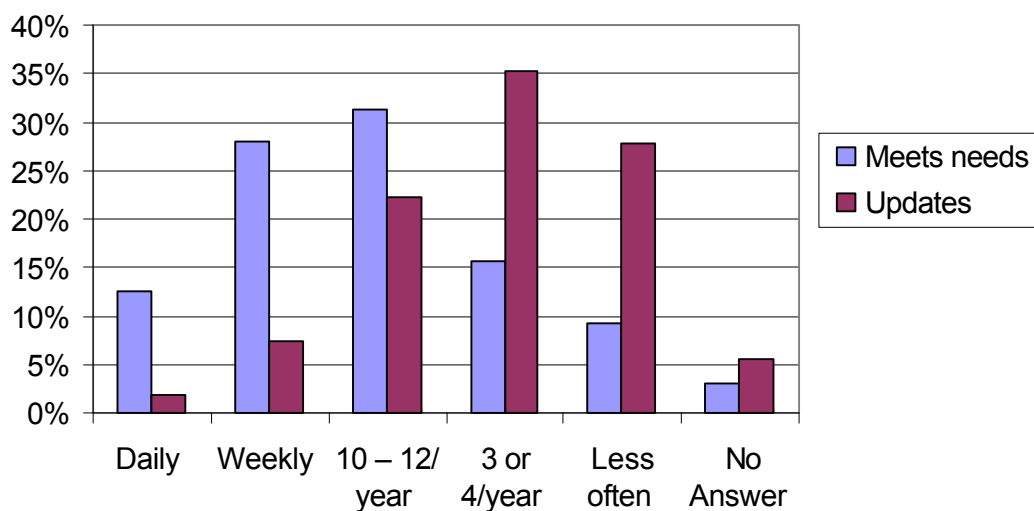

For organizations of all sizes, the responsibility to update the Web site most often falls to a staff member who has other organizational responsibilities (43%). This is more likely in small organizations (50%) than in large (39%) or mid-sized (41%) ones; small organizations are the least likely to have an internal Web master. Overall thirty percent of the Web sites are updated by a consultant and twenty percent by an internal Web master. See chart below.
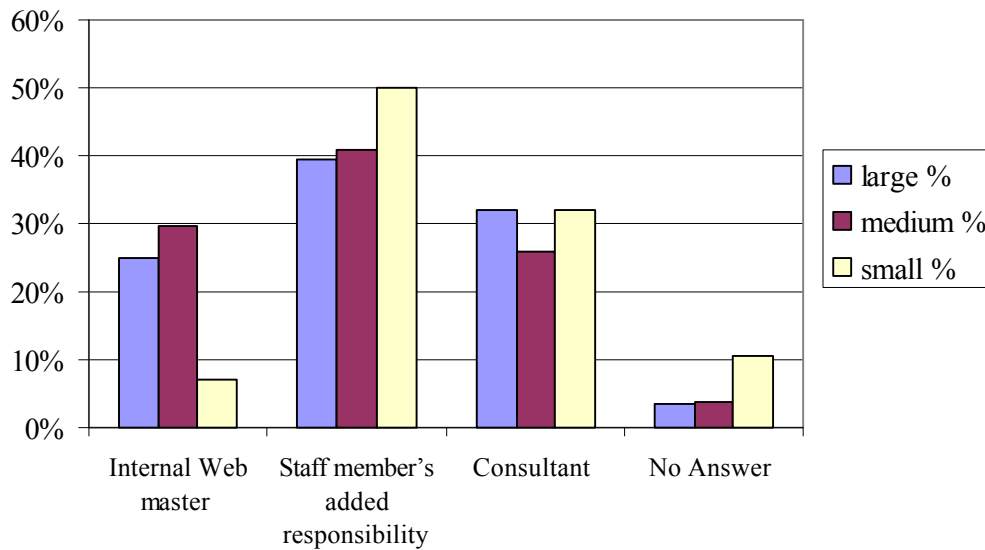
Those without a Web site cited the following as the reason why: twenty-nine percent cite cost as the main reason, while thirty-eight percent cite lack of staff to create or maintain the Web site. Seventeen organizations (74%) stated that they would be interested in an inexpensive/easy to update Web site, while four needed more information on this.

Source of Technical Support

Almost half (49%) of respondents had staff (either "accidental techies" or "staff member whose main job is tech support") responsible for computer and network maintenance, while thirty-eight percent relied on consultants. As would be expected, the distribution of technical support differed depending on organization size, with the biggest discrepancy in the presence of a staff member whose main responsibility is support. Sixty-one percent of the large organizations had a dedicated staff member while only sixteen percent of the mid-sized and nine percent of the small organizations did. The mid-sized and small organizations relied much more heavily on accidental techies and consultants. See below chart.
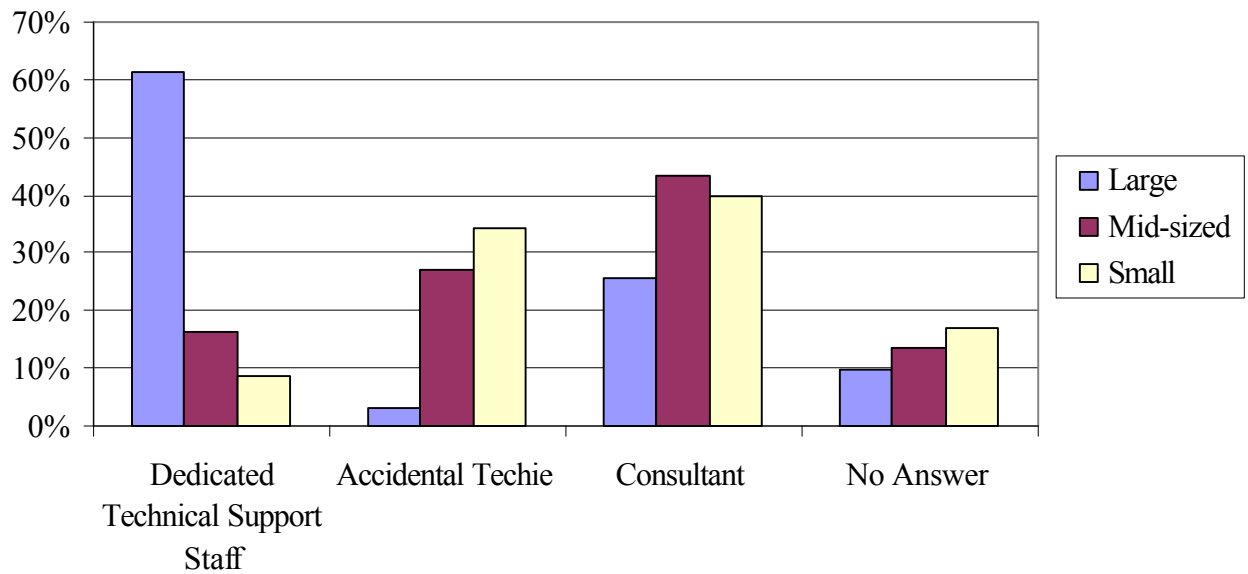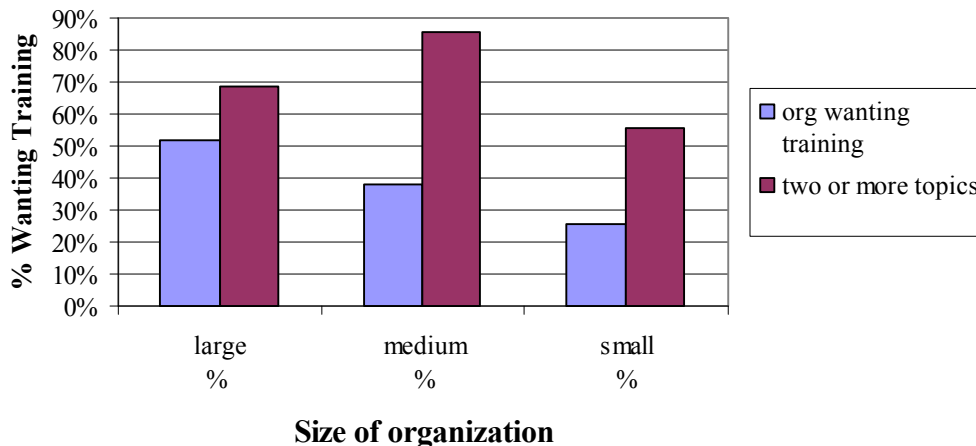
Training

General Training

Respondents were asked if they were interested in training in four general technology topics (web sites, technology planning, technology funding and networking). Eighty-five percent of respondents were interested in at least one of these topics, with the most interest in how to get funding for technology (69%) and the least in networking (23%). The interest in training decreased slightly with increased organizational size. See below chart.
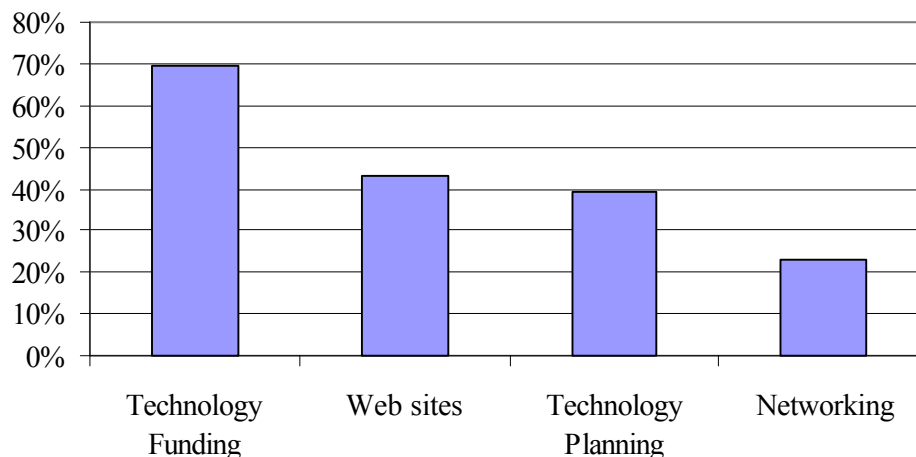
Technical Training

Respondents were asked if they were interested in four different types of technical training (A+, Database, Microsoft Server support and Programming). Thirty-eight

percent of the organizations were interested in some type of technical training with seventy two percent of these wanting training in two or more topics. There was some variance by size, with the percentage of organizations wanting training decreasing with size. However, of those wanting some training, mid-size organizations were more likely to be interested in two or more of the topics. See below chart.

Size of organization

Non-Technical (End-User) Computer Training

Respondents were asked if they were interested in 13 different end-user training options, defined according to tasks. Approximately sixty percent of the organizations wanted training in at least one topic, with ten to thirty-three percent citing needs in each area. The lowest demand was for basic Internet, computer and word processing skills. The highest percentage of respondents identified training needs in Web page creation, spreadsheet, database and advanced word tasks. See the below table.

	No training needed	% No	Training needed	% Training	No Response	Number people to be trained
Web page	59	57%	34	33%	11	88
Create mail merge	68	65%	30	29%	6	208
Spreadsheet	68	65%	29	28%	7	173
Database	68	65%	28	27%	8	118
Create newsletter	72	69%	26	25%	6	89
Format document (word processing)	73	70%	24	23%	7	192
Create fliers	71	68%	22	21%	11	98
Internet search	82	79%	16	15%	6	127
Basic computer	87	84%	13	13%	4	64
Buy comp	78	75%	13	13%	13	61
Accounting package	83	80%	12	12%	9	61
Simple word processing	88	85%	10	10%	6	75
Email	88	85%	10	10%	6	41

Training Summary

Only thirteen percent of the respondents felt that they were already receiving all of the training that they needed or are not interested, while thirty-six percent cited training as a high priority and approximately forty-seven percent are interested, but as a low priority. (Interestingly in the follow-up survey, many who had previously indicated that they were well trained now indicated that they had no time and/or money.) The percent interested in training is similar across organizational size, but a higher percentage of small and mid-sized organizations saw it as a high priority (approximately 40%) than do large organizations (23%).

The main reasons cited for not obtaining more training were too expensive (57%), no time (43%), and lack of information on where to get training (24%). (These percentages are from the initial survey; the follow-up survey tended to confirm them but also showed thirty-five percent considered their staffs well trained already.)

When asked how much they would be willing to spend on training courses most indicated they would be willing to pay between $100 and $150 per course but about a third indicated they would only be willing to pay less than $100.

Even if cost were not a problem for the NFP, amongst those who rate training is a high priority, lack of time is cited by almost half (43%) as a reason for not getting training.

Conclusions/Next Steps

The general technology status of the NFP is better than one might of assumed, especially among the larger organization. Web sites and email seem to be a given for the great majority of NFP. Hardware problems do exist but they are not as pervasive as might be expected. However, technology planning/budgeting, training, Web site maintenance are major issues. Web site creation is an issue for some smaller entities.

WNTC Web site can be improved to better serve the community and its Listserv expanded.

Based on the work performed the committee is recommending the following as next steps for the WNTC:

1. Investigate how to provide training in the areas indicated an the survey at a cost acceptable to the community.
2. Provide some means for NFP to more easily perform technology planning and budgeting.
3. Review and modify its Web site to meet the stated desires of the community to the extent possible.
4. Seek means to support the community in creating. Improving and maintaining Web sites at a modest cost.

5. Continue to provide hardware and software procurement information on its Web site.
6. Pursue those respondents that indicated they wished to join the WNTC listserv and renew its efforts to see if others wish to join.

Thus, the survey has provided direction and insight to the WNTC and should make its future efforts more productive. Additional surveys should be conducted in future years. The experience in conducting this survey should make subsequent surveys even more beneficial to the WNTC.

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