

Technology Workshop

AAUW NC Convention
 April 8, 2000
 Nancy Shoemaker
 with help from others in AAUW
 Raleigh/Wake County

1

Context

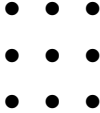
- AAUW will be a model of a 21st century women's organization.
 - Develop and implement fast, flexible organizational practices
- December, 1996, AAUW Strategic Plan
- It's not about technology for its own sake.
 - Improve efficiency (do things cheaper, faster)
 - Improve effectiveness (do things better)
- Results of survey
 - Technology use IS NOT correlated with branch size
 - Technology use IS correlated with branch growth
- Histories

2

Prerequisites

- Be willing to think of things in a new way.
- Exercise:

Connect the dots with 4 straight lines without lifting your pencil from the paper.



3

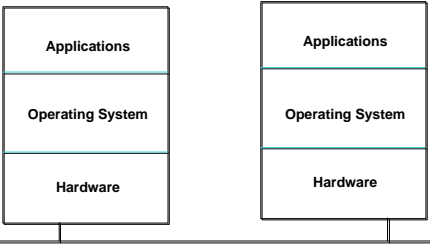
How can technology help with

- Solving "paper" problems
- Solving "communication" problems

- What are YOUR problems?
- Some background
- Some specifics
- Next steps

4

Abstract computer network



5

Applications - the key

- What real people care about.
- A computer that won't run the application you need is a door-stopper.
- The computer industry has produced gazillion applications - one may be just what you have been looking for.

6

User or Programmer?

- Nancy's definition of programming:
 - Making an application do what YOU want it to do
- This sometimes conflicts with what the person who created the application THOUGHT you would want it to do.
- Can lead to the "futz" factor

7

**User or Programmer?
(of a Recipe)**

- Cooking analogy
 - Follow the recipe exactly
 - Increase or decrease the number of servings
 - Convert the recipe to fat free
- Following someone else's specifications - User
- Tailoring specifications to your needs - Programmer
- Making these changes may or may not be "fun".

8

Applications - Paper

- Spreadsheet
 - Budget
 - Microsoft Excel
- Word processor
 - Yearbook, Newsletter, Program materials
 - Microsoft Word
- Database
 - Membership list
 - » when it outgrows word processor or spreadsheet
 - Microsoft Access
- Integrated "suites"

9

Applications - Paper

- Special purpose
 - Quicken and other money management programs
 - Publisher and more advanced document preparation programs
 - Powerpoint and other presentation programs
 - Graphics manipulation for more compelling content
 - » Pictures
 - » Clip art

10

What gets better?

- Accuracy of data
- Ease of updating/reusing
- Consistent image

11

What's hard?

- Can be a high "futz" factor
 - 1-2 day courses on particular applications may be helpful
- Sharing information across different applications
 - Branch survey shows Word, Claris Works, Publisher, WordPerfect, and PageMaker used for word processing.

12

Applications - Communications

- **Electronic mail**
 - Point to point communication
 - Communicating with an ad-hoc group
 - Listservs
 - Netscape communicator, Microsoft Outlook, AOL
- **Web browsers**
 - Accessing information from innumerable sources
 - Netscape Communicator, Microsoft Internet Explorer, AOL

13

What gets better?

- Information can be easily shared
- “Conversations” can continue even if schedules don’t mesh
- All with a relatively low “futz” factor

14

What’s hard?

- Verifying that information is up to date
- Keeping up with the information overload

15

Taking it to the Net

- Pull the “paper” and “communication” solutions together by putting information onto the Internet/World Wide Web
- Vision of www.aauw.org
 - Membership data available in real time
 - Contribution data available in real time
 - Mailings available online in a searchable form
 - » Does your branch know what was in last month’s Presidents’ mailing?
 - » Do you know where you filed that report that applies to next year’s project?

16

Taking it to the Net - Branches

- “Storefront” information always available to prospects
- Branch documents (By-Laws, Newsletters) online for ready reference
- Coalitions are strengthened as a web of links among groups increases everyone’s visibility

17

What’s next?

- Do get connected with e-mail
 - Cost varies by convenience
 - » Check out the libraries or schools (e.g. yahoo.com)
 - Set up a branch mailing list (e.g. egroups.com)
 - Again, a low “futz” factor for a vastly improved communication scheme
- Identify branch issues that need the “paper based” solutions
 - Upgrade hardware and get trained to attack these OR
 - Find a branch member who would consider this project a welcome challenge and enlist her help
- Start thinking about a branch Web site

18