

Section 3: Visioning and Brainstorming: The Fun Part!

The Technology Vision Statement

Whether you are doing a holistic strategic technology plan or technology project plan, your teams' first task will be to articulate a vision statement. The technology vision statement is a succinct sentence that summarizes the discussion by the technology team, with input from various stakeholders, and answers the question: "What benefit does the organization expect from mission-driven use of technology?"

The organization's vision statement will have the following general structure:

Our organization uses technology (adverb) to achieve x outcome with x audience(s)

The following examples are based on the work with Knowledge and Technology participants who have developed technology plans.

GALA Choruses will use technology creatively and efficiently to realize its mission of inspiring and strengthening member choruses to change their worlds through song.

The Capitol Hill Arts Workshop will harness the power of technology to reach a larger audience for its arts ideas, activities, expressions, and instruction, to become a more effective incubator for the arts and to ensure that it remains an integral part of the local community for years to come.

The Alliance is a recognized leader among artist communities organizations in the creative and efficient use of technology for program management and in establishing a global forum for a dialogue on creativity and artists' creative processes as a vital national resource.

Dance Place will increase efficiency of staff to deliver programs, develop students, grow audiences, evaluate performances, and track fiscal activity through stakeholder surveys, improved equipment and systems, and technology training

COHASI effectively uses technology as a bridge to connect the general public with the Staten Island arts community as well as to provide information, support, and technical assistance that strengthen the arts community's capacity to create arts programs.

Arts/Boston will be at the forefront of technological advances for audience development organizations throughout New England. Our rise from the technological Stone Age will serve as a model for arts organizations everywhere that wish to pull themselves out of an outdated hardware quagmire.

The Hoyt Institute of Fine Arts strives to bring the best possible arts to the greatest number of people by integrating the use of technology to efficiently deliver all programs and services.

SCC will have completed the strategic steps necessary to seamlessly integrate the use of technology to increase public awareness of, access to, and appreciation of contemporary crafts, design, and the creative experience. SCC will have the organizational and technical infrastructure to sustain successful use of technology to deliver its mission and programs over time in an efficient way.

Technology Goals

Technology goals are short “to do” statements that accomplish a specific outcome with the use of technology. Technology goals should not just be about the technology, but also reflect a specific mission-driven outcome related to programs and services. While you will want to think expansively as you begin to articulate your strategic planning goals, you also want to be realistic.

Alliance of New York State Arts Organizations

Technology vision statement:

The Alliance will effectively integrate the use of technology to strengthen its capacity to provide leadership, vision, services, and resources necessary for the success of community-based arts and cultural organizations in New York State.

Technology Goals

- To integrate the use of electronic communications and technology to deliver Alliance programs, resources, and services to the field.
- To integrate the efficient use of electronic communications and technology to advance public awareness on issues affecting the arts and advance public knowledge of legislation affecting community arts development.
- To establish the E-Institute for Leadership as a national model for providing professional development to the community-based arts and cultural field in New York State and the nation.
- To develop, distribute and sell appropriate fee-based membership services via the Alliance Web site.
- To improve the Alliance's internal capacity for staff members to share and exchange information electronically within the main office, with the upstate office, contracted personnel, board members, and with all appropriate external constituents.

Community Music School of Buffalo, NY

Technology Vision:

Community Music School strives to provide the best music instruction and musical public service to people of all ages in the Buffalo area by maximizing the use of technology in the promotion, support and delivery of programs and services.

Technology Goals

- To enable staff/faculty to communicate more efficiently internally and externally through email and to access Internet resources.

- To better recruit and retain students and faculty, expand the funding base and market/promote the School through the integration of technological and traditional methods.
- To improve instructional and performance offerings/services through the use of technology.
- To effectively manage technology within the organization.

LKPainter Community Center

Technology Vision: Technology will be integrated to the fullest extent possible into the delivery of services by the LKPainter Community Center staff and programs to both enhance the service and to deliver the service in the most efficient and effective manner.

Technology Goals

- The Board of Directors of the LKPainter Community Center recognizes and fully supports the integration of Technology into the delivery of services to clients through their support of fiscal programs directed toward the purchase and maintenance of Technology at the Center including staff training.
- The LKPainter Community Center will offer and maintain, to the greatest extent possible, the latest Technology both in hardware and software for use by both clients and staff.
- That staff will enhance their knowledge of and implement Technology in the direct delivery of services to clients as well as in supportive activities and will avail themselves of training opportunities.
- The LKPainter Community Center will develop programs that will allow the community to access Technology at the Center through the use of public access computers, training opportunities and non-traditional hours of access to Technology by community members.

The Technology Wish List

Another task you complete as part of the visioning process, is to brainstorm a list of ideas of how technology might improve your organization's work or extend its impact. You will not necessarily be developing detailed implementation plans for all these items, but you will want to look at the possibilities before zeroing on the item on the list that matters to your organization at this time. During the first on-site, the KIT consultant will facilitate a creative brainstorm session where the team articulates a specific list of technology WHATS and WHYS. Example:

Gala Choruses Technology Wish List

WHAT	WHY
Implement a communications strategy that increases the frequency of communication between GALA and its member choruses via electronic, print, and telecommunications mediums. .	Improving communication with members will improve our relationship and have a positive effect on membership renewal and revenues.
Generate more content on our Web site that helps member choruses improve their artistic and managerial development.	Professional development content on our web site will Gala help members elevate their level of professionalism.
Upgrade technology capacity of DC and Florida offices, including remote access, high-speed and secure Internet access, and centralized/shared database. .	This will improve staff efficiency, team development, and capture institutional memory and learning.
Upgrade the member database.	The improvements in design will allow staff to spend more time developing, delivering, and evaluating GALA Choruses program, not on redundant data entry.

YOUR ORGANIZATION'S TECHNOLOGY WISH LIST

WHAT	WHY