



# **LWVFA Strategic Information Systems Plan**

**LWVFA Strategic Information Systems Plan**  
03/19/14 Ver1.0

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## Document Revision

Revision#	Comment/Update	Revised by	Date
1.00	Initial documentation	Kristal Jackson	03/19/14

## Executive Summary

While the use of technology has exploded over the last twenty years, the nonprofit community has often struggled to keep pace, in the process creating its own digital divide. This gap may have stemmed from a variety of sources, but in order to maintain visibility, relevance, and viability in a world where technology plays an ever increasing role, nonprofits must narrow, if not close this digital divide.

In an effort to address this technological gap, and to align strategic business objectives and Information Systems (IS), LWVFA is pleased to present the organization's Strategic Information Systems Plan (SISP) for Fiscal Year 2013 – 2014. The plan establishes a direction for improving support to LWVFA's vision of "empowering citizens to participate in the improvement of their communities" and LWVFA's mission to "encourage informed and active participation in government."

The success of this SISP will depend on the commitment at all levels of LWVFA to achieving the goals and objectives of this plan. We will continue to assess our accomplishments and identify additional goals and objectives which might advance the mission of LWVFA.

Kristal Jackson

Technology Director

## Introduction

A Strategic Information Systems Plan (SISP) is prepared annually and contains information about the business and technology strategies of LWVFA. It provides invaluable insight into the future information needs of the organization. In 2013, the LWVFA Board of Directors agreed that LWVFA would greatly benefit from the development and implementation of a formal strategic Information Systems (IS) plan. In September 2013, the LWVFA Technology Director initiated the first annual strategic IS planning process.

## SISP Objectives

The League of Women Voters of the Flint Area's (LWVFA) ISP provides an overview of the current status of IS activities and technology within LWVFA. The purpose of the plan is to:

- Communicate a shared vision for Information Technology within LWVFA, which ensures the achievement of common goals and objectives through a coordination of efforts.
- Create a framework of strategic initiatives to establish goals and strategies for accomplishing our vision.
- Provide decision-makers with supporting information to assist in identifying technology initiatives to move LWVFA closer to accomplishing its goals.

## Mission

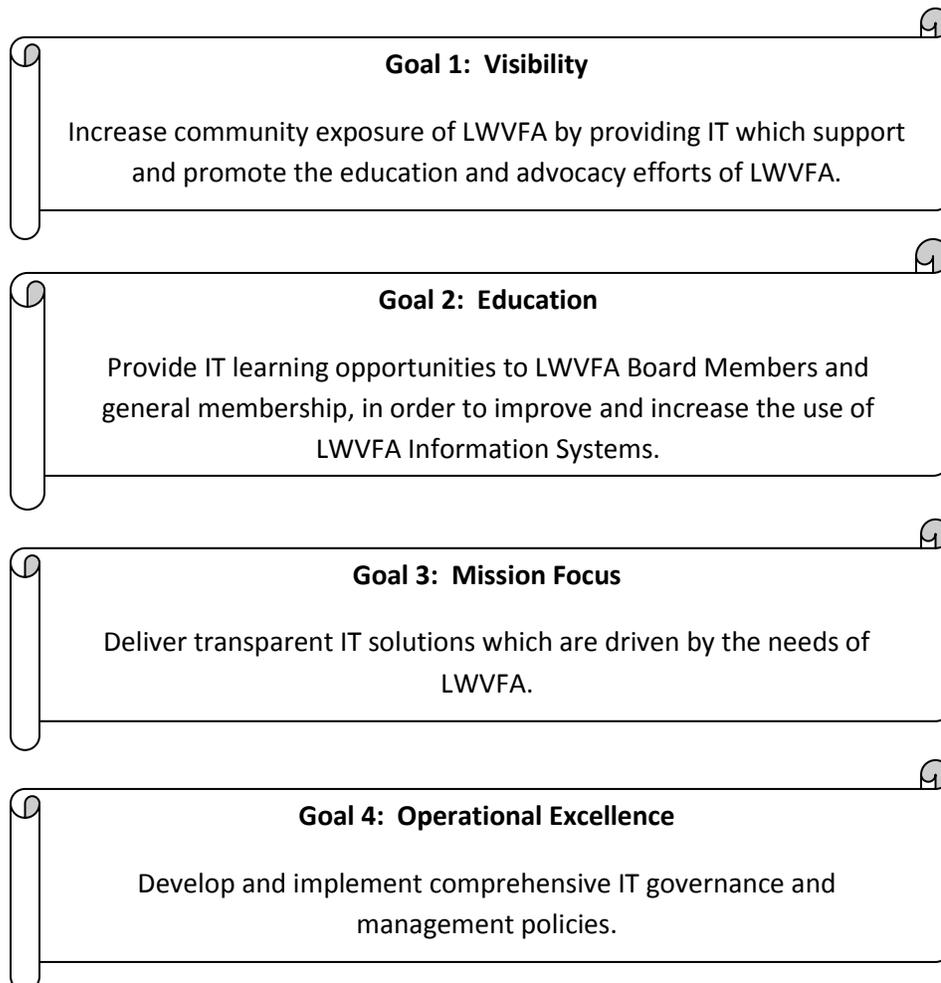
Sharing of information in order to encourage the citizens of Genesee County to become active participants in shaping better communities.

## Vision

LWVFA will utilize current technologies to support organizational goals and objectives, and to develop strong relationships throughout Genesee County.

## Goals

In an effort to realize the IT mission and vision four strategic goals have been identified to guide the IT decision-making process. The goals are as follows:

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- Goal 1: Visibility**  
Increase community exposure of LWVFA by providing IT which support and promote the education and advocacy efforts of LWVFA.
  - Goal 2: Education**  
Provide IT learning opportunities to LWVFA Board Members and general membership, in order to improve and increase the use of LWVFA Information Systems.
  - Goal 3: Mission Focus**  
Deliver transparent IT solutions which are driven by the needs of LWVFA.
  - Goal 4: Operational Excellence**  
Develop and implement comprehensive IT governance and management policies.

## Goal 1: VISIBILITY

**Increase community exposure of by providing IT/IS which supports and promotes the education and advocacy efforts of LWVFA.**

This goal is focused on using Information Systems to increase community awareness of LWVFA and the activities sponsored by the organization. LWVFA identified increased visibility as a critical success factors (CSF) in the 2011 Strategic Plan. LWVFA will continue to modernize its IT environment, which will increase awareness of education and advocacy efforts throughout the community, as well as increase member and community participation in LWVFA events. In order to do so, LWVFA will optimize social media campaigns, and electronic communication, resulting in effective information sharing.

<b>Benefits</b>	
<ul style="list-style-type: none"> <li>Increased awareness of LWVFA in the community</li> </ul>	<ul style="list-style-type: none"> <li>Increased awareness of LWVFA advocacy efforts</li> </ul>
<ul style="list-style-type: none"> <li>Increased awareness of LWVFA education efforts</li> </ul>	<ul style="list-style-type: none"> <li>Increased membership participation</li> </ul>
<ul style="list-style-type: none"> <li>Increased community participation</li> </ul>	

The following objectives support the achievement of Goal 1:

**1.1 Optimization of Social Media Campaigns:** Create engaging, informative social media posts and promotions to create awareness and improve participation.

<b>Key Performance Indicator(s)</b>	# Facebook Likes
	# Website Visits/Month

**1.2 Creation of an Electronic Communication Plan:** As part of a formal technology communication plan, the electronic communication plan will detail how LWVFA utilizes emails and newsletters to communicate with members, the media, the community, partnering organizations, and public figures.

<b>Key Performance Indicator(s)</b>	Email Open Rate
	Click-through rate

## Goal 2: EDUCATION

**Provide IT learning opportunities to LWVFA Board Members and general membership, in order to improve and increase the use of LWVFA Information Systems.**

In order for the Information Systems Plan to be successful, all involved parties must be committed to the implementation of the technology. Because of the nonprofit digital divide, it is necessary to provide opportunities to familiarize and educate the expected users on how the organization uses the Information Systems, as well as the benefits that the Information Systems provide to the community and the organization. LWVFA will take advantage of opportunities to create customized training for LWVFA membership and Board of Directors, resulting in increased utilization of LWVFA Information Systems, as well as an improved level of IT/IS knowledge among board members and general membership

<b>Benefits</b>	
<ul style="list-style-type: none"> <li>Improved level of IT/IS knowledge among expected users</li> </ul>	<ul style="list-style-type: none"> <li>Improved level of IT/IS knowledge among decision-makers</li> </ul>
<ul style="list-style-type: none"> <li>Elimination of digital divide</li> </ul>	<ul style="list-style-type: none"> <li>Familiarization of IS benefits</li> </ul>
<ul style="list-style-type: none"> <li>Increased utilization of Information Systems</li> </ul>	

The following objectives support the achievement of Goal 2:

**2.1 Training Sessions for LWVFA Membership:** Creation of video, PDFs and other technology to provide quick tips, directions, and walk-thru's of utilization of LWVFA technology. These training tools will be accessible on demand.

Key Performance Indicator(s)	# Page Visits or Views
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### Goal 3: MISSION FOCUSED

**Deliver transparent IT solutions which are driven by the needs of LWVFA.**

LWVFA will ensure that all of its Information Systems are aligned with LWVFA strategic goals and objectives. This will be accomplished by ensuring that Information Systems selected for implementation are associated with at least one CSF. In addition, Information will be more readily available and accessible to LWVFA Board Members, general members and the community through the implementation of information sharing, knowledge management and collaborative technologies such as portals and social media. Through this approach, LWVFA will enable efficient and collaborative use of information.

<b>Benefits</b>	
• Information sharing	• Increased accountability
• Increased efficiency of information delivery	• Increased availability of information
• Transparency	• Civic Engagement

The following objectives support the achievement of Goal 3:

**3.1 Alignment of Information Systems with Strategic Goals/Objectives:** A Critical Success Factors (CSF) is a vital goal or objectives required to fulfill the LWVFA mission and vision. Each Information System should be aligned to at least one CSF in order to ensure the support of organizational goals.

<b>Key Performance Indicator(s)</b>	% Changes aligned to CSF
	% Changes aligned to Non-critical goals/objectives

**3.2 Availability and Accessibility of information:** The creation of a transparent information environment, through use of file sharing, portals, and social media, LWVFA is able to make information available on demand to members and the community, alike.

<b>Key Performance Indicator(s)</b>	% LWVFA Minutes shared online
	% LWVFA Newsletters shared online

## Goal 4: OPERATIONAL EXCELLENCE

### Develop and implement comprehensive IT governance and management policies.

LWVFA will develop and strengthen IT governance and management processes to ensure that LWVFA Information Systems support its mission and the implementation of its strategic goals and objectives. Under the Technology Director, a knowledgeable IT team will be recruited and established to make suggestions for improvements to the IT portfolio, and the possible elimination of costly redundancies, as well as IT Portfolio Management, including planning, project management, cost estimation, performance measurement and other IT resource management initiatives.

<b>Benefits</b>	
<ul style="list-style-type: none"> <li>Accountability for ensuring IT initiatives support LWVFA's strategic goals &amp; objectives</li> </ul>	<ul style="list-style-type: none"> <li>Standardization of IT governance and management procedures</li> </ul>
<ul style="list-style-type: none"> <li>Cost savings/Less redundancy</li> </ul>	<ul style="list-style-type: none"> <li>Improved decision-making</li> </ul>

The following objectives support the achievement of Goal 4:

**4.1 Establishment of a Technology Committee:** The Technology Committee is essential to the sustainability of the IS Plan. A knowledgeable IT team will broaden the IT scope and allow for increased capabilities, as well as increase the perspectives involved in IT planning.

<b>Key Performance Indicator(s)</b>	# Technology Committee Members
	% Committee Members with IT background

**4.2 IT Governance and Portfolio Management:** IT Governance improves the oversight of the IT decision-making and standardization process, creating an environment of accountability. IT Portfolio Management ensures that Information Systems are properly maintained, and planned.

<b>Key Performance Indicator(s)</b>	Creation of Targets for each KPI
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## Strategic Initiatives

Through feedback, our mission, vision and goals, LWVFA will undertake the following strategic initiatives. These initiatives are not listed in any specific order of preference, and may change to accommodate future needs. As current initiatives are completed, new initiatives which best support and add value to LWVFA will be added.

**2014-1: Develop an electronic communication plan**

Owner: Kristal Jackson

Target: April 15, 2014

**2014-2: Implement online data storage**

Owner: Kristal Jackson

Target: June 1, 2014

**2014-3: Create online accessibility of LWVFA files and documents**

Owner: Kristal Jackson

Target: July 31, 2014

**2014-4: Develop an IT training plan**

Owner: Kristal Jackson

Target: May 14, 2014

**2014-5: Recruit a Technology Committee**

Owner: Kristal Jackson

Target: June 30, 2014

**2014-6: Create Key Performance Indicator (KPI) Targets**

Owner: Kristal Jackson

Target: August 31, 2014

## Information System Strategy

**Table 2. Current Information Systems**

<b>Information System</b>	<b>Information Distributed</b>	<b>Information Distribution Plan</b>
Website	Updates on current Issues, Voting information, Calendar/Event Schedule, Volunteer Opportunities, e-Newsletters, Event pictures, LWVFA positions, Press Release, Media Kit	The website will include a page for each of these types of information, where updates can be posted by LWVFA A weekly deadline for updates to the website will be forwarded to all Board Members Currently, the following pages will need to be added: Current Issues, Volunteer Opportunities, and Event Pictures
Facebook	Updates on current Issues, Voting information, Calendar/Event Schedule, Volunteer Opportunities, e-Newsletters, Event pictures, LWVFA positions, Press Release, Media Kit	Facebook posts will be added as information is made available Specifications & Requirements on submitting posts will be distributed to Board Members
Twitter	Updates on current Issues, Voting information, Calendar/Event Schedule, Volunteer Opportunities, e-Newsletters, Event pictures, LWVFA positions, Press Release, Media Kit	No direct tweets are currently implemented. The Twitter and Facebook accounts are synched so that any Facebook posts automatically post on Twitter.
Information System	Information Distributed	Information Distribution Plan
Constant Contact	e-Newsletters, Email	e-Newsletters and Email may contain all of the other forms of information and is communicated out to members, nonmembers, the media, public figures, and other organizations (separate distribution lists for each is maintained) Monthly deadline and distribution dates for e-Newsletters will be distributed to all Board Members Multiple accounts will be setup for Board Member access to distribute emails.
PayPal	Calendar/Event Schedule	Any event requiring RSVP or payment is added in order for PayPal to accept payment. In addition, membership renewal, donations, and other fundraising can be setup through PayPal.
Online Voter Guides/ e.thepeople/Vote411	Voting Information	During election cycles, and as designated by the Voter Service Chair, e.thepeople can be utilized to publish voter guides on the vote411.org website and in PDF format for the local website.
Videos	Updates on current issues, Voting Information, LWVFA positions	Videos of events will be uploaded to Youtube.com and embedded on the LWVFA website

**Table 3. New Information Systems**

<b>Information System</b>	<b>Information Distributed</b>	<b>Information Distribution Plan</b>
LinkedIn	LWVFA positions, Updates on current issues	The LinkedIn profile will reflect the LWVFA positions. Updates on current issues can be made as posts.
Instagram	Event pictures	Account login credentials are provided to those with a camera enabled smart phone. As pictures are taken at events they should be uploaded to Instagram for distribution to social media
eBay	LWVFA positions	eBay fundraising listing should include details regarding LWVFA positions that we support and what the funds directly related to the listing will be used for.

## Strategic Goal Alignment

**Table 5. Current Information Systems**

<b>Goal and Objectives</b>	<b>Website</b>	<b>Facebook</b>	<b>Twitter</b>	<b>Constant Contact</b>	<b>PayPal</b>	<b>Online Voter Guide/ e.thepeople</b>	<b>Videos</b>
Encouraging informed and active participation in government		X				X	X
Increasing understanding of public policy issues		X					X
Influencing public policy through education and advocacy		X					X
Building and maintaining an effective and stable organization	X	X	X	X	X	X	X
Increasing visibility in the community	X	X	X				
Improving publicity	X	X	X				
Seeking diversity in membership							
Reaching out to all areas of the county						X	
Presenting unbiased, nonpartisan information about elections, the voting process, and issues	X	X				X	X
Using our positions to advocate in the public interest							X
Operating in an open and effective manner to meet the needs of both members, and the public.	X	X		X			

**Table 6. New Information Systems**

<b>Goal and Objectives</b>	<b>LinkedIn</b>	<b>eBay</b>	<b>Instagram</b>
Encouraging informed and active participation in government			
Increasing understanding of public policy issues			
Influencing public policy through education and advocacy			
Building and maintaining an effective and stable organization	X	X	
Increasing visibility in the community	X	X	X
Improving publicity			
Seeking diversity in membership	X		
Reaching out to all areas of the county			
Presenting unbiased, nonpartisan information about elections, the voting process, and issues			
Using our positions to advocate in the public interest			
Operating in an open and effective manner to meet the needs of both members, and the public.			