Using Technology for Social Good -

Community Conversation Appendix

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1661 Page Mill Road
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The detailed notes below are actual comments and feedback from the participants from this community conversation and may not reflect the opinions or future plans of the community foundation.

QUESTION ONE

What are the most ripe and promising opportunities for using technology to advance the common good, including creating access to resources and information among the region's most vulnerable communities?

(Four breakout circles; total of 31 participants)

DETAILED NOTES FROM CRITICAL QUESTION ONE

An emerging frame for core values

- Ensure privacy is integrated into services/devices.

- Creating trust: secure communication, ownership evidence, voting.

- It's ALL about privacy also.

- "Vulnerable populations are preyed upon a lot. Its more than encryption, it's about trust and making sure it's not used against us."

- User friendly!

Using technology to address social inequality

Innovate to solve problems – What can disruptive technology mean in relation to social inequality?

- Close the innovation gap – same that is happening in business world to nonprofit sector; using the state of the art tech to make decisions about specific programs; use of social mobile tech to disrupt housing or homelessness; educationally discrepancies, etc.

- Quasi Code of America type work; closing the gap and disruptions.

- Tech convenings; think tanks to have "hack-a-thons."

- Zigging when people are zagging. We need deep problem solvers and collaborators, not this hyper-community-ization. How do we keep accountability while still collaborating? We can, we can solve.

Address systemic problems/basic needs

- Systemic problems focus, food/shelter, not everyone thinks we can work on that through tech, but we should.

- Should be able to address housing, transportation, etc.; needs: Maslow's needs.

Equity in access

- Ease of access; make tech easier to use; motivating tech for research; make it cool to solve a problem by using tech; from schools on up; a second skin they realize that using tech is good rather than fearing. ACCESS.

- Using publicly accessed place; tech anywhere that people can use it – all open spaces. Make tech a part of everyone's life; take the elitism out of it – make it routine.

- Most people carry computing power in their purse; ways to facilitate personal use of tech? Can we make Wi-Fi everywhere not spotty; teaching coding in communities - not only Wi-Fi but energy/battery use.

- Internet booth in every corner.

- Charging stations should be everywhere.

- Real world that is not Palo Alto or San Francisco – including others that have difficulty accessing.

Equity analysis for new technologies

- Private sector tech should incorporate analysis of do no harm; value based. Think about unintended consequences – who is left out/harmed.

Engage users in development

- Opportunity to engage more members of vulnerable communities; in development; rather than tech for tech sake; how to engage them: going to the source and finding the problem and folks affected by the issue, brainstorm, innovate and what's most useful for them.

- Getting people together in a room – vets/youth – whatever, build solutions to identify issues.

- Having clients consult in design and implementation of new technology.

- Nobody knows the system than the people who are receiving the resources. Having the clients in consulting and designing the technology. They know what will and won't work.

Leverage widely embraced media, such as texting, for innovation

- Take the opportunity to use the mediums with which people are most comfortable.

- Use the mediums that people are most comfortable: texting/messaging for example. Leverage 211 data and texting to "push info."

Focus on young people

- Involve more tech active youth from low-income communities; digital natives that adults may not be thinking about it – youth driven.

Bridge and Connect

- Creating an app illustrating the skills of community workers and volunteers.

- LinkedIn for community members. People in community have many strengths but we don't tap in because we don't know them. We can tap other agencies to do facilitation, so if there was an app that says a community member can do translation, school district, etc. If the app can list untraditional assets with a fee structure, it allows people to be paid for their services, not FREE. Skills for living wage. One Degree can do it. San Jose about to go to living wage. These jobs can be part time works, they're moms and have multiple jobs and under the table. Access opportunities that can tie people to specific needs, short term projects. Not a lot of money for many things, but can have a series. Social justice issues outreach/turnout. Organizations like to say they turn out a lot of people, but that's about trust. But if you're working WITHIN the community.

- Social network for everything; no social network for the social sector; its missing. Being connected to your community – NextDoor is scratching. LinkedIn as pro identity; nonprofit interfacing together online. Relationships are important to community health for cross bonding and growing.

- Reroute mass transit funding to ridesharing, on demand services.

- LinkedIn for promotoras, community leaders to connect them to economic opportunities.

Connect services with people and improve access to social infrastructure

Improve coordination around social infrastructure

- Coordinated infrastructure; shelter beds for homeless/foster youth; coordinated system.

- Homelessness coordination throughout the bay area; use tech to identify those needs. Identify housing for homeless.

- Online housing information.

- Streamlining or unifying website services across city lines.

- Portability of your benefits when you move to different counties. Should be automatic. Portability of data at the client level.

- A great thing to do is to share more data across regions, especially helpful for smaller communities. Under the right circumstances, people move, it would be great if one community did a tool and then shared it. Sharing data to really map the problem.

- Clearinghouse; eligibility enrollment discrimination online; virtual assessment for service provision; how do we do this in low-income communities; through chatting perhaps.

- Common app for all the services for nonprofits and government access (housing apps benefits, etc.).

- Code for America has great SNAP benefits, app for enrollment and keeping track.

- Talking about mode and what's on the other end. For example, access to banking to be able to have financial access; healthcare if you can't pay for healthcare how do you get it through tech?

- Resource clearing house; no place where I can type my needs and one app to go to each of those resources. Surveying the need.

- Leveraging existing services with existing tech (texting) and leveraging existing services with new tech.

- The sky idea, pursuing automatic enrollment into government programs automatically: Prop 47, Medi-CAID, Headstart, etc. We know your info and income, you should be pre-enrolled and send you opt-in.

- So much resources that can be pushed out via text, but not enough free referral services that can be texted (not charged data) as well as crisis hotline for people in need to connect with service.

Medical

- A person with disability finding a doctor. Connecting desire and need/easy.

- Coordinate better medical resources in Bay Area.

- Health care - remote diagnoses, monitoring, data collection, low cost triage, (low cost portable equipment, diagnoses).

Streamline access to government services

- Pro-active, instant automatic enrollment in government programs for which you are eligible.

- Coordinate access to multiple services. You sign up for CalWorks, what about healthcare and housing? Instead of saying "Good Luck!" Take existing offerings and then cross pollinate. Use whatever the existing platforms are, website, etc., just LINK to other programs.

- "Common application" for services – understanding user needs ~ possibility to integrate platforms/services.

- Common assessment that routes person to most efficient service.

- One stop portal for all government interaction; DMV; forms.

- Dashboard to government offices.

- 101 cities in Bay Area are not working together; share resources via tech – housing, transportation, where we don't' have to meet in a space. Problem solving together.

- EPA might have more access.

Central information portal – streamline access to information

- When you go to a city's website to look for a job, they're all in different places and asking for different things. Streamlining information. Integrating services to auto-populate for other services. Burden to go through to sign up for services is improved.

- Like common application for colleges. Now you can get license and voter registration in at the same time. Be a registered donor, etc.

- Common application idea: assessment application that allows specialization to be ordered. What if every organization used the same intake application that allows them to know where to route the person who needs the services and if that org has the space for them? Intake and referral application with common assessment process.

Real time responsiveness to crisis

- Help people in crisis immediately: suicide prevention, counseling.

- Platform to access (not just find) resources available in community using real-time data requires infrastructure.

- Information delivery via SMS technology.

- Online mobile access to crisis or emergency resources. E.g., temporary housing, battered person shelters, legal aid, etc.

Increase access to information

- Improvement of resources; high tech libraries; coding programs and other programs for community to access.

- Use technology to provide information to low-income/immigrant parents and other caregivers (e.g., positive parenting, early academic skills, health and safety. I like the idea of an app that you can get people to sign up for the app, to include deadlines for kindergarten, preschool education, etc.

- Platform that answers people's concerns on different issues – information platform.

- What's real? What's alt-facts? Work with clients to find out what's real. For clients, dealing with the day-to-day, I don't know what the tech is but it's an opportunity. How to push out real information for what you should be worried about, what you shouldn't be worried about.

- So much resources that can be pushed out via text, but not enough free referral services that can be texted (not charged data) as well as crisis hotline for people in need to connect with service.

- Take the opportunity to use the mediums with which people are most comfortable.

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Broaden basic access, identify and address gaps

Communications/Broadband Access

- Basic needs, broadband access. 95% of Fortune 500 companies, the apps are all online. For basic needs, if you want to apply for a job, you can only go online. That creates a gap. How you can make services available online and mobile friendly. Maybe no laptop or desktop at home, need mobile.

- People we work with have texting and mobile, very heavy text usage, but no broadband.

- Like TOMS, if you buy a phone then someone else gets a phone.

- Free smart phones to vulnerable families. $20 for an actual phone is available.

- Free broadband; so many people don't have access to internet in home; Eureka California broker for free broadband – access Humboldt.

Leverage tech infrastructure to increase access to broadband

- Microsoft has TV whitespace that can be used by re-allocation of that spectrum. There are so many places where there are still those lines, Fremont has that, I wonder if these old TV/telephone lines can be re-allocated for broadband access. Spectrum re-allocation.

Linguistic access

- Language access and culture.
- Making services available online and mobile friendly.
- Language culturally sensitive translation services.
- Partnerships with tech and telecom companies for their platforms.
- Language and cultural sensitive, text in that language. From countries where they're from.

Build tech capacity in the social sector

Match talent with need in the social sector.

- Community engagement; volunteerism, "I'm interested in doing this and here are ten organizations that can use you." Connecting desire and need/easy.
- Skills for volunteers are highlighted and bring them on to help.
- Connect skills and volunteers to social sector.
- Using tech to unite needs of private/social sector – unite talent; people at large.
- Twitter has a project in the Tenderloin, neighborhood nest. Employees can volunteer there and meet members of the community to bridge the gap between tech and neighborhood. Neighborhood Nest Model.
- Use tech to unite the talent of the private sector with the needs of the social sector at scale.
- Leveraging knowledge or skills from tech community or providing environment for folks to enter the field. Bringing in the right talent into the field, to make it attractive. Folks who are willing to sacrifice their value to make the right tools.

Build capacity of nonprofits to adopt/adapt technology

- Building capacity and user capability, whether youth or adults, to utilize tech. Capacity building on both client-side and nonprofit side. Difference between end user experience vs. improving organizational capacity to improve the user experience. There's a lot in the way to get to the user experience side.
- Tech companies host hack-a-thons to problem solve around social services that are out of their purviews.
- Supporting nonprofits to know what tech exists; social sector just doesn't know it; how to select it, consulting, training, etc.

- Up-to-date tech tools for nonprofits; upgrade tech tools.

- WebMD for nonprofits; what's your need?

- Free equipment from technology corporations.

Build Capacity of nonprofits using tech tools, resources, models

- Developing true open source models; easily redeploying existing solutions.

- Huge need for collaboration within nonprofits in the social sector, as well with the tech sector. Resources, data, tech, open source platform, free resources, etc., that can be shared amongst different agencies. For access.

- I appreciate the open source platform; there's a larger direction towards that, but with open source, there's a lot of customization. Consultants, etc. We need true open source models. There's amazing efficiencies with "they already did it."

- Partnerships with tech companies, for hardware or software as well as platforms. Building that platform is expensive, but wouldn't be great for Verizon to give it to us.

- Inspiring more technical talent to work at (tech) nonprofits and open source platforms; collaboration among nonprofits and tech.

- How do we engage tech sector; needs list from grantees and providers with resources. Perhaps an intermediary for more advanced technology.

Civic engagement

Connecting people to information

- What's the info that we use, civic engagement - what does it mean to be a citizen, how are people representing us? How did my representative vote and what's happening around issues that I care about?

- Information platform that explains executive orders as they are announced and can translate into multiple languages.

- Helping vulnerable individuals and families weed out what the true impacts are of the current administration's actions in their world. Not sure what the best vehicle for this is.

Connecting people to action

- "Micro-civics" – small ways to get rewarded as you go about your day; don't just engage; it's purposeful. What is my obligation as a citizen?

- Tool or service; are folks familiar with "see, click, fix" for local government?

Connecting communities to civic processes

- Community convening use tech; participate remotely.

- City council chambers/media center that can bring a mobile studio to a gathering. Web stream live and check-in through Twitter.

- Town hall meetings - video recorded, web streamed. Can use City Council chambers with video installations. Can use Community Media Center's TV studios; can get mobile AccessTV systems to record at any location.

Advocacy, organizing and democracy

- Using tech to create empathy; augmented reality or virtual reality; storytelling through texting; community page to tell stories; what is the community experience.

- When I look at Facebook/Twitter voice of nonprofit is absent; our newsfeeds are personalized that don't include the needs, values, etc. There is something to amplify the needs of civil society. Expand on empathy.

- Harness social network to amplify the voice, values and needs of every nonprofit cause.

- Think of the powerful tool for many; mobile input; hands of many.

- Advocacy - there are so many organizations that have moved affluent community, but we haven't yet reached lower income population (Move On, democrats, etc.). Some of that access and not having information be discoverable or accessible. Text-based advocacy would be powerful.

- How we use social media to empower social movements: engage the voices of the communities we're trying to serve. How to elevate those voices. Connect social movements. Volunteerism and advocacy.

Data

- Data collection - some health clinics can collect data.

- Better collection of data to inform government process and nonprofit sector.

- Better collection of community level data to inform nonprofit and government policy and actions.

- Real-time usage rather than year-long and delayed evaluation.

- Better evaluation through tech to improve outcomes.

- Better evaluation of current providers to improve outcomes.

- Real time data for decision-making instead of year-long process. Rapid Response.

- Learning directly from community; direct feedback to community; SMS services for surveys and get information from constituency. Going to the source.

- Big Data to better target service; the backend is to have better data to make better choices about when/where, etc.

- Getting all the counties on the same page on what positive outcomes that can benefit our communities. Someone might live and work in different counties and fluid, but we can't just think about the borders of cities and counties: funding, data sharing, etc. It's a take on collective impact, but for the whole Bay Area.

- Learning directly from community members about their needs.

- Our data is used to target us for ads - use it for good. What do people really need?

- Inter-jurisdictional data sharing – "mapping the problem" by discipline or focus area, e.g., housing.

- Predictive analytics: use the data to predict trends to deploy resources in more targeted way. Predictive analytics.

- Tech is good at building models, record systems; predictors based on new info; in education looking for predictors – does the test in fourth grade predict kids in college; or tardiness, how does it inform programs that are supplementing programs in low-income communities.

- Use tech to gather and analyze users data of public sector resources to predict trends.

- Sometimes people want to improve data, but it's about user experience.

Education and training

Education

- We are not building the right STEM education for the kids being raised here. Need rich STEM education here. We have great youth here yet we're importing talent from around the whole world; provide rich, coherent and ongoing STEM education opportunities to all students not ghettoization. Pre-K to college pipeline.

- Tech for social education.

- Advanced and free education; using the internet and using online tools – Coursera; internet is perfect opportunity; available for everyone.

- Providing more access to youth; schools and opportunities for all students to get engaged.

- Education to remote communities.

- YouTube tutorials.

- No more arts in school. Why not do a film at MOMA or Symphony and stream it to kids? Access.

- Going back to access through tech for all students; involving more tech active youth from low-income communities; digital natives that adults may not be thinking about it – youth driven.

Tech training for tech jobs

- Access to resources jobs, trainings, etc. Access for young people and vulnerable communities.

- Training and equipping people to use tech.

- Reaching young people – education, jobs, justice, health.

- Training young people in tech.

Transportation

- Uber will have flying cars; transportation in low-income communities; Uber-like service for those in need.

- For transportation, optimization problem; use tech to make recommendations to connect tech to infrastructure; use predictive technology for improving exiting transportation systems.

- Re-route mass transit to ride-sharing, like subsidize Lyft/Uber, you don't need to build rails; will give people access outside of the community.

For philanthropy

- Get direct feedback from nonprofits and using that information to inform decision-making and grantmaking – do we need more resources/allocation; what does the community actually want?

QUESTION TWO

What are the barriers that get in the way of using technology to advance the common good (particularly among the region's most vulnerable communities)?

(Two breakout circles; total of 19 participants)

DETAILED NOTES FROM CRITICAL QUESTION TWO

Entrepreneurial risk is not the culture. Little appetite for risk

- Fascination with cute and quick wins that are more about info than actual services.
- Funders and nonprofits thinking of tech development as one-time investment instead of ongoing program operations.
- Public sector not adjusting structure/ staffing to put tech at center of service delivery strategy.
- Government funding for social programs (grants and contracts) -- RFPs exclude tech and innovative solutions.

Importance of human connection and user-centered design

- Language barriers, physical disability.
- Lack of (or perception of) skills.
- Importance of human connection in receiving services; opportunity to share and be heard.
- Technology cannot replace trained person providing legal/social services.
- Good tech design takes great communication and engagement of end users.
- Tech design software that is difficult for end users to use. Example, Windows 10 with no start menu; need to test with common users.
- Old (legacy) technology development; clunky RFPs.

Insufficient resources

- Lack of funding/support from community.
- Nonprofits and community not knowing how to leverage tech community and tools.
- Massively inadequate funding/investment strategy/agenda to compete at scale with private sector.
- Philanthropy operates programmatically; tech thinks systematically.
- Tech sector investment does not value social good.
- Tech companies don't invest in social good in any significant way.
- Lack of funding for innovation and risk-taking in nonprofits.
- Technical debt of government and nonprofits (old legacy and paper systems).

- Insufficient capacity and capital for tech infrastructure in social sector -- both sector wide and organization level.

- Unwillingness or inability of nonprofits to pay salaries even vaguely approaching market rate.

Access

- Discoverability; can't find the existing tools. Lots of reinventing the wheel.

- Device and broadband access.

- The necessity for updates, especially for transitioning communities.

- The community itself may not have access to technology.

- Politics and corporate greed = reduced access.

- Low income communities are consumers not creators of technology.

- Limited understanding of what's available, the opportunities.

- Communities like elderly and young children.

- Many communities, especially most vulnerable, lack access to platforms and hardware.

- Language access.

- Access and opportunities in vulnerable areas. Both nonprofits and communities.

- No "accessible" technical standards. Agreement for public sector/nonprofit development to use non-cutting edge tech that people/organizations may not have access to.

- Publicizing useful apps.

Tech sector bias, non-inclusive design

- In the Bay Area tech companies don't advocate for policy that provides for basic needs like rent control, etc.

- Hard to rate? Grade different types of tech to support people and initiatives.

- Software has built-in biases that harm communities.

- Most tech companies are solving problems not relevant to low-income communities.

- Tech tools built by people without the lived experience, lack of diversity.

Digital literacy and fear barriers to tech adoption

- Users, adoption, fear.

- Time for nonprofit professionals both adopting new tech and learning about opportunities.

- Lack of technology understanding.

- Fear "it is not for me" and "it makes me more vulnerable."

- Lack of resources and education to support and understand tech.

- Digital literacy, but really understanding what that means.

- Tech literary.

- Lack of updated technology; actual new computers or Wi-Fi.

- Fear of the unknown. Listen and experiment.

- Not responsive development. Needs to be ongoing.

- Barriers for end users: seniors -- user acceptance and access, especially low-income, disabled, immigrants -- language or culture, poor/homeless – transient.

Eco system. Ways to adopt and use technology to advance the common good

- Incentive structure for investment in tech for good needs work! Scale needs this.

- Identify the basic needs for your nonprofit so everyone to be on same page/playing field.

- Lead by example. Take risk, share what works, learn from others. Innovation.

- RFPs require evidence base and so you are years behind in new solutions.

- Better data; keep data current.

QUESTION THREE

How can we best engage the technology sector to identify and invest in opportunities to develop effective and accessible technology solutions that advance the common good (particularly among the region's most vulnerable communities)?

(Four breakout circles; total of 23 participants)

DETAILED NOTES FROM CRITICAL QUESTION THREE

Build an on-ramp for tech participation

Prepare by building relationships, understanding needs, cultivating allies

- Finding an executive champion locally.

- Work with greater nonprofit community to develop one voice.

- Connecting technologist with users and community leaders and conversations about what are the needs. Before there's a solution there needs to be a relationship first.

- An awareness of the two sides. Creating that space for those conversations to happen.

- Joint Venture Silicon Valley; needs to be a revitalization.

- American Leadership Forum.

Understand/communicate the return on investment for tech

- Return on investment. What's the social ROI? Make tangible for investors to understand what is the investment and the benefits in one year, two years or five years.

- There is an emotional side and there is a way to appeal to their aspirations of changing the world. Maybe in their companies they don't have the ability to address the social needs. Appeal to ideals and sense of guilt. Who are we appealing to? Individuals and tech companies. Specific corporate social responsibility departments that are crafting the image and brand of the company. Recognizing that nonprofit sector has something to offer to the tech field in helping their brand.

- Identify profit potential from social needs.

- Conversations around cultural adaptation of focusing on communities rather than profit. In most cases build on ROI for investing in social sector adaptation.

- Showing the tech sector that doing good can also mean doing well. Profitability.

- Value has to be beyond something beyond just profit. Reputation, brand, retention of employees, etc.

- If you have a local presence you should have local presence.

- Appeal to their 1) ideals, 2) sense of possibilities to change the world, 3) guilt about income inequity, 4) anxiety about the future, and 5) sense of outrage.

- Companies have to make money – if there is an opportunity for a revenue stream – they might go for it. If it is presented as charity – that is how it will be treated.

- Major foundations of corporations – they do not do these things privately or without a lot of publicity.

- If you find a need and present it to tech companies – they will do it – if they can get something out of it.

- Giving them an opportunity to make impact (the tech companies). Letting them get in the party. Figuring out how to present it and provide them with the solution.

Government investment in or subsidy for tech participation

- Financial investment from government.

- Explore ways to offer revenue stream to tech companies for participating in public/private partnerships.

- Scotland has single payer health system – there is government investment. US does not invest. There is a movement in civic involvement on the local level. Government can have a huge effect if it gets involved on the –local level. Government investment in to communities can actually be done by citizen pressure – going to the government and putting forward your need. Civic engagement to push government involvement/investment. And how can they get the tech sector engaged?

Educate the tech sector/early engagement and awareness

- Community conversations – highlight nonprofits. All hands meeting.

- Engage more people in the tech sector – and define the ways they can help.

- Education opportunities – there is very little voice of our communities in the tech companies – talent is recruited from outside the region. There is a not a native voice in some of these volunteer opportunities. It seems foreign to them.

- Education, acceptance and recognition of the situation for private sector.

- Educate the companies about community needs, what communities are facing – so they can integrate it.

- Community session with companies and their employees – they don't know the state of the community. The employee base is doing well – but they don't' know what is happening outside of their community. Can SVCF go in to the population to talk about the challenges in the region? Example: Oakland schools are very stretched...students don't grow up with computers in their hands. Some of the schools they are donating to are targeted and often private. What happens to the other schools?

- Persuasive communication, in regards to importance of tech sector's role in addressing community need.

- Educate tech folks to better understand the "client" Insuring all are treated equally regardless of "vulnerable-ness" – San Mateo County created a new data base – and it wasn't thought about in the client centered approach. It was really about tech. There needs to be an education of the tech sector – that needs to realize that there is a person across the table from me and really create an

understanding that their client isn't our client (as a nonprofit) and if the nonprofit is able to serve a client better – it will benefit everybody. It will make the experience better for everybody. Including the two different poles and figure out how they match up.

- Tech companies will pursue it and pursue it like mad – a lot of nonprofit organizations and foundations are really mindful of how they provide services and grants. I don't think companies are necessarily thinking 'do no harm," "including the community," or "thinking big picture." Are they thinking about what would happen if they only fund private schools?

- Use data to drive action. Data side of things. We can leverage more data because tech companies do that, but they will be more inspired to do the work with community if they have more information about the problems in the community and also the impact data.

- Guide tech companies to policy and D and I training normalizing policy discussion.

- Education. Tech needs to understand how the nonprofit field works.

Make targeted metric-centric asks

- Nonprofit can message their work so that it is more attractive to tech companies. And the community benefits. Need to be metric centric and how it may benefit the companies in the long run.

- Make a specific ask so it can be measured and impact can be quantified. Makes it easier so that a company can say they can invest in that.

- Come with a specific ask (supported by data) that can be measured to quantify impact. Tech sector to engage in the data and database. Then be able to pull that data the impact. But nonprofits are not always great about being able to pull that data to show that return on investment.

- Clarify and make concise the specific need to tech. Asking the specific questions and identifying the needs so that it's not so broad.

Cross sector partnerships

- Including tech companies from the beginning of ideation. Work from the beginning in the designing of the solution together – rather than just a "fix it.' Working from the base up.

- Partner with tech nonprofits – Code for America, FHI360, TechSoup, Inveneo, examples. Inveneo's tech salon used virtual reality and augmented reality virtual reality for social good. Tech nonprofits are the in-between – harnessing what they know is great. They can be a link or a bridge.

- Look beyond the low hanging fruit—the "sexy" orgs. Raise awareness of the orgs that are doing the day-to-day work that may not seem so exciting. How do you go deeper? Ideas for bringing those issues and make it more attractive.

Nonprofit role in cross sector partnership

- Nonprofits need to be more proactive, aggressive.

- Tech can provide the right solutions. Nonprofits can inform on specific needs and issues and be proactive and specific of needs.

- Nonprofits can guide tech on policies and products push diversity and normalize the conversations around these issues in the tech companies.

- Solutions that are designed are user friendly for the nonprofit and would be useful to have follow-up and support. And that will encourage the nonprofit to use the tool because of the follow-up.

Match and connect tech resources with nonprofit sector

Overall

- Help better align tech sector need and nonprofit needs –today they don't match. Misalignment between what the tech sector does and what the actual needs are in the nonprofit sector. There are companies who volunteer their developer's time – but the nonprofit may or may not have the capacity or bandwidth to work them. The company sees it as an HR program – and there is a misalignment with volunteerism and what the nonprofit sector really needs. If the tech sector is serious about helping – they need to know what is needed. This misalignment at the company level - they have a bottom line, board – don't know if it can ever be aligned – but there is an opportunity to get closer. Highlight organizational level.

- Challenge is that there aren't enough intermediaries between tech and nonprofit communities. Many people are in one world or the other. There needs to be an intermediary that can connect the dots and match the needs with the opportunity.

Match resources, not necessarily financial

- Maybe tech companies can help with marketing and messaging the work. Engaging the right resources from the company.

- Work with tech to surface offers of space, resources and product.

- Free or deeply discounted software/hardware for nonprofits and most vulnerable communities.

- In kind versus $ versus leveraging hard skills of employees. Maybe create a database of what are the needs and match with skills out there, i.e., Taproot.

- Transfer tech perspectives to nonprofit and social sector. The user-centered design that is prevalent in tech. How can that expertise in designing the user experience to improve the client experience and client engagement. We don't necessarily think that way in human services.

- US State Department Tech camps model – "Tech speed dating" - brought together civil society groups and technologists to come together in short period of time.

- Have tech companies fund positions.

Match tech talent to nonprofit needs - volunteerism

- Nonprofit building volunteer opportunities that fit the tech workflow. Using the tool and tech flow that tech people are used to using.

- One stop shop for tech voluntary opportunities.

- Code Alliance matches nonprofit with tech needs and send volunteers with skills to help. Lifting up the level the nonprofit takes a while. Setting up the expectation. Bridging the link. Codealliance.org.

- Bridge of opportunities between the community and needs – internal champions to take on projects that would be helpful to the community. Getting them engaged with the work. Bridging them to the important issues.

- Match.com for tech sector and advancing common good + vulnerable communities.

- Volunteer opportunities that fit into tech work flow. One stop for tech volunteer opportunities. More focused way of publishing those opportunities.

Match financial resources

- Existing idea I'd like to see more of it. Salesforce one percent of investments in communities – that hits a lot of things. And how can more companies have that investment? Potential significant amount of money. Financial, product and human investments.

- Work with tech organizations or expand or introduce programs/policies similar to the one percent pledge, offering their platforms and tools for nonprofits at a largely discounted or free rate.

- Matching donations/giving circles at corporations/within companies. Maybe since companies don't have to buy lunch but can contribute lunch money to organization. Plays into the guilt that people may feel. Micro-civics. And create connection.

Build capacity of nonprofit sector

- Why would a community be prevented from using the technology: 1) Are they not aware, 2) do they not trust it, or 3) can't they afford it?

- Nonprofits don't know that there are tons software and apps out there that will solve their problems – they need capacity and information to be able to know what they can already access. Tech is not currently selling to the nonprofit community.

- Challenge is that there aren't enough intermediaries between tech and nonprofit communities. Many people are in one world or the other. There needs to be an intermediary that can connect the dots and match the needs with the opportunity.

- Access to up-to-date hardware for nonprofits in a timely fashion. Having access in addition to training.

- Connect social services and other nonprofits with information, training, capacity building- lots of great software and apps exist they know that or how to apply them.

- Training nonprofit staff.

- Creating ecosystem where technology is integrated in to the solutions that the nonprofits are coming up. Building the technological capacity of the nonprofits in terms of tech understanding and expertise.

- Have tech companies fund positions.

- Building technical talent within nonprofits, leveraging expertise of tech community.

Engage technology sector in education and training

Education

- Need for technology in education – everything is done on laptops – where there are healthy scholarships; technology comes home and in the community. It becomes part of the normal educational activity. Tech needs to be in the system from the get go.

- Provide education opportunities so youth in underserved communities are prepared to build tech tools for their communities. Pre-K through college pipeline.

- Technology in education – using technology for collaboration. Students aren't prepared to collaborate. A lot of tech companies pushing in to education with what they think are cool, but they aren't using evidence based approached to really engage and adopt to push in to education tech for collaborative learning. Would it really solve the problem? Schools also don't know about the resources; finding the triangle with educators, research and the tech itself. There is a lot in the world but people don't know about. If you don't include the right people in the design…

- Engage in adapting evidence based approaches to ed-tech for collaborative STEM problem solving.

- Advanced and free education for all via internet.

- Equipment (up-todate) for schools and individuals in underserved communities.

- Resources (via internet) connected so that individuals don't have to search for individual programs.

- Interest in "coding boot camps" and other STEM education related activities; create opportunities for better and deeper engagement with communities.

- Identify needs generated from community. Invest and develop diverse talent.

- What is the end product? Common good, a better educated population. How tech combine to create better quality education. Reading is the key. How do you bring tech to address that need.

- "Reading is the Key." Embrace reading opportunities for the underserved.

Engage tech around training and preparation for a diverse workforce

- Identify needs generated from community. Invest and develop diverse talent.

- More opportunities for diverse communities to work in tech.

- Trying to serve communities – involve them in the solutions. But there are communities that are left out – how do we actively bring them to the table? We tend to 'ghetto'-ize education.

- And how do we help the young people in the communities so they themselves can enter the tech sector and are prepared to serve and be pro-active to help their communities?

- Technology literacy; professional development, entrepreneurs in their communities with new viewpoints; language.

- Up-skilling low income community members.

- More opportunities for diverse communities to work in tech – internships and mentorships, etc. More of the communities involved with the work and their perspective will come to the work.

- Hour of Code – it starts exposure – but it falls off the bridge. It's a classic short-term play? Is there an opportunity to replicate that: "One hour of ___?" How do you make a short play work?

- Can tech fill the market for specific need of population? They are already trying to build the skill set but missing the entrepreneurial piece.

Collaborate around social solutions

Innovate for greater good

- Seek out the opportunity to serve us all.

- Move tech companies out of a niche so tech embraces all of us and appeals to the human side; tapping into the social side.

- Bridging technology - social issues and users — ability to embrace and resonate with individuals. It's like they speak different languages. There is a technology fear. Understanding where users are in the pipeline. The problems need to come from the community and tech needs to solve so that it's seen as relevant.

- Highlighting what's new and unique and if this is happening somewhere else and being able to build on.

- "Hack weeks" based on social issues or community problem more than corporate issue.

- Marketplace for civic tech/innovation.

- Connect with incubation hubs and accelerators.

- Hack weeks focused on local community issues.

Convene to collaborate and innovate

- Educators and students/research/tech companies (written in triangle); how do we bring all three to the same room for an extended time?

- Nonprofits/community/tech – similar triangle.

User friendly

- Make design of solutions user friendly.

- Bridge the divide between technology developers/innovators and users on the ground.

- Need for human centered design (HCD)/understanding user needs.

- Educate users (clients) – tech isn't scary it is the evolution – and the more information people have the less intimidating it will be.

Collaboration across tech companies

- Facilitate small group of contractors that pulls from different companies. Need to be concrete and discrete in the project. Calling for collaboration among tech companies.

- Council tech companies to pool resources to solve problems such as transportation, housing, etc.

Engage tech sector to mobilize for change.

- How is social media potentially it? The capturing of hashtags - it blows up. What is the thing that gives voice and bridges the gap between vulnerable communities and young communities that actually do care? Technology is a part of the play of the larger community organizing.

- If there isn't a moment right now – and the country is mobilized and engaged. Is there a moment in time of engaging the employees and bringing their expertise to help community partners mobilize social movement for the benefit of the end-user and to give voice?   Starting from the bottom up. Is there a moment in time right now? Using the momentum of the current environment to give the otherwise voiceless to influence policy and volunteerism. We ought not squander this moment.

Adapt existing all access technologies

- If the mantra is mobile – how do we bring mobile access to all kinds of things? Mobile access to benefits, information, etc. How can we ensure there is 'no wrong door' for the community? Can tech provide the expertise in this design?

- Use social media to promote apps or services to help people access them.

- Could there be integration of software? 211 on Facebook or chat?

- Find assets that serve us all, i.e., connect home.

- Use social media to share opportunities. Promotion of opportunities and resources that available.

For SVCF

- SVCF "seal of approval" a set of metrics that a tech provider has met a specific standard to adapt to a sector.

- 20% time at Google.