Please Join Us

University at Albany’s
Nonprofit Community Engagement Series

Emerging Issues in the Nonprofit Sector

Sponsored by the University at Albany’s Rockefeller College and the Schools of Social Welfare and Public Health

May 9, 2014 from 8:00 am—12:30 pm

$25/session and light breakfast will be served

To Register, go to https://www.surveymonkey.com/s/86ZLWP2

Registration deadline is Friday, May 2

For technical assistance with registration, contact Yvonne Harrison at yharrison@albany.edu

May 9, 2014 Being in the Game: Optimizing the Impact of Information and Communications Technology in Nonprofit Organizations

With the global economic recession, nonprofit organizations throughout the world have had to respond more rapidly to changing conditions in the economic, social, technological and political environments in which they operate. These pressures have renewed emphasis on the need to be more responsive to stakeholder needs and to be more efficient, effective and accountable. One of the major tools with the potential for providing help in doing this is information and communications technology (ICT). This seminar, designed for non-profit leaders and staff, will address the value of ICT applications and tips on how to make them work in nonprofit organizations.

1. Why is it important for nonprofits to be on the “right side” of the digital divide?
2. What are the common types of social media applications and how do you get the most out of them?
3. How should you approach the management and leadership of ICT change in your organization?

AGENDA

Welcome: David Rousseau, Dean, Rockefeller College of Public Affairs and Policy

Keynote Speaker: Fran Barrett, Interagency Coordinator and Senior Advisor on Nonprofits to the Governor of New York

Nonprofit Leader Panel: Use of Social Media to Advance the Mission of the Capital District YMCA

   Erin M. Breslin, Director of Marketing and Membership

   Rob Totaro, Director of Communications

Faculty Presentation: Yvonne D. Harrison, PhD., Assistant Professor of Public Administration and Policy, Rockefeller College of Public Affairs and Policy, will discuss “Optimizing the Potential of ICT in Nonprofit Organizations”

Roundtable Discussions: Common issues nonprofits experience and recommended practices for effective use of ICT applications

Series Overview

Emerging Issues in the Nonprofit Sector is a series of nonprofit knowledge and resource-sharing events designed to bring University at Albany (UAlbany) faculty, students, staff and community leaders and experts together to:

- Identify and discuss nonprofit sector issues and concerns
- Share knowledge and expertise and identify issues requiring further research and education
- Coordinate the development and dissemination of knowledge through community-based research, education, and service initiatives

For more information: contact Peter Finn at pfinn@albany.edu, Yvonne Harrison at yharrison@albany.edu, Stephanie Wacholder at swacholder@albany.edu, or Patricia McGeown pmcgeown@albany.edu