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# Executive Summary

The purpose of this document is to collect, analyze, and define high-level needs and features of the youth development and education programs at Kickoff for Kids. It focuses on the capabilities needed by the stakeholders and target users, and why these needs exist. Kickoff for kids is a non-for profit organization based out of Houston, Texas that wants to improve the technological abilities in Louisville, KY. This document is not limited to the Houston or the Louisville branch, as they often work together to achieve an overall goal.

# History and Purpose

## History of Kickoff For Kids

Amobi Okoye entered high school at the young age of twelve, where he distinguished himself both athletically and scholastically. He graduated from Lee High School in Huntsville, Alabama when he was only fifteen years old. Amobi was offered a scholarship to Harvard University, which he turned down in lieu of a football scholarship to the University of Louisville. After four football seasons and three and a half years of study, Amobi graduated with a degree in psychology; in 2007, at the age of nineteen, he became the youngest player to ever be drafted into the NFL. In that same year, Amobi started the Kickoff for Kids foundation in order to increase development in young underprivileged children through mentorship, education and physical activities. Kickoff for Kids is a 501 C 3 organization under The Amobi Okoye Foundation, which operates under the standards of non-profit organizations.

Amobi currently plays for the Chicago Bears as well as runs the Kickoff for Kids foundation. He is constantly working to better young adults and in order to do so, he has opened offices in Chicago Illinois, Louisville Kentucky, Huntsville Alabama and Houston Texas. The headquarters is in Houston Texas because Amobi was living and playing football in Houston when he first started Kickoff for kids. This is where any major decisions are made such as event planning, board meetings, finances, and any administrative actions needed throughout the organization.

## Purpose of Kickoff For Kids

The foundation’s mission is giving hope to kids throughout communities and building unity amongst children around the world. Amobi has an invigorating passion to help children by giving them hope for the future, and letting them know they can also achieve great things. Amobi is equally passionate about seeing communities transformed. He believes that, through partnership and collaboration, we can see the inner cities of America renewed and flourishing.

Kickoff For Kids was created to target local needs and the hope of funding some of the creative ideas that could be used to bring Amobi’s visions to reality. It gave local groups and organizations the financial ability to assist in helping young adults prosper in ways they might not have otherwise been able to. The main goal is always to building strength in communities, mainly through the youth. Kickoff for Kids makes this possible by powering each and every event with fun and enriching activities people of all ages can enjoy and learn from.

# Management and Business Processes

The Management and Business Processes of an organization describe the activities performed to accomplish a specific organizational goal. The processes for Kickoff for Kids are organized in order to accomplish the mission of giving hope to kids throughout communities and building unity amongst children around the world.

The major processes necessary for Kickoff for Kids are:

## Successfully Create Community Events – Kickoff for Kids puts on six or seven community events per year, nationwide. Each event brings them closer to their goal of building unity around the world, although with such few events they must execute each one with great success. Events range from football clinics like Cards Play to motivational rallies and educational budgeting event for young adults. Although each event is very different from the next, they are all serving the same purpose of giving hope to children within the community.

## Successfully Create Fundraisers – Fundraising is Kickoff for Kids main source of income, along with general donations and corporate sponsorship. Each fundraiser targets the general public for monetary donations as well as to gain awareness of what the organization is doing for the community. Each fundraiser allows Kickoff for Kids to improve the quality of their services as well as the quality of the lives of the children they are impacting. Without fundraising events and the support of the communities, Kickoff for Kids would not be able to complete its mission and vision.

## Recruit Volunteers for events and fundraisers – Each community event and fundraiser is crucial to the existence and purpose of the Kickoff for Kids organization and each event has one common need. Volunteers make up the engine that drives the success of each and every event and allows the organization to continue operating everyday. Without volunteers Kickoff for Kids would not be able to perform at the level needed to accomplish its mission.

# Current IT Environment

The current IT environment describes the organizations hardware and software inventory as the organization stands currently. Hardware consists of desktop computers, laptops, printers, scanner, phones, keyboards, mouse, physical storage devices and anything other physical piece of technology that is used to improve the operations for Kickoff for Kids. Software consists of operating systems, computer programs, computer applications, Internet connections, digital storage and any non-physical technology that is used to improve operations for Kickoff for Kids.

## Hardware:

The Louisville Kentucky office of Kickoff for Kids has a very limited hardware inventory. The hardware inventory consists of one personal Macintosh laptop, a personal printer and cell phone, which are all owned by the director, Chad Rimpsey. Chad also utilizes resources at his work, Humana Inc., such as a Dell desktop computer, solid-state storage, multiple printers, multiple scanners/copiers, a personal phone, and one mouse.

The Kickoff for Kids headquarters in Houston Texas has a much larger hardware inventory. The office uses mainly Dell and IBM products such as desktop and laptop computers, printers, scanners, and copiers.

## Software

In the Louisville office for Kickoff for Kids, Chad Rimpsey uses his own personal Macintosh laptop, which runs the Mac Operating system, for the majority of his work. His personal laptop runs applications such as Word, Excel, PowerPoint, iCalender, numerous web browsers, and many others. He also uses the resources at Humana Inc., such as the Windows 7 operating system on his desktop computer. At work he has access to an almost unlimited supply of applications such as Internet Explorer, Visual Studio, Visio, SQL, Microsoft Word, Excel, Access, Outlook, and even an AT&T telecommunications system for conference calls.

## Staff IT Skills/Training

The Louisville Kentucky office for Kickoff for kids has a very limited number of staff members and volunteers. The director of the Louisville office is Chad Rimpsey. He is the sole provider for this office and completes the majority of the work out of his own home. He has a degree in Computer Information Systems from the University of Louisville and has worked with Kickoff for Kids since the opening of the Louisville office.

Chad sets up events and manages the organization when he is not working for Humana Inc. or coaching football at a local school. Chad uses his personal Macintosh laptop, printer and home Internet connection to conduct any communications, promotions or event creation for the Louisville Office. His only source of labor comes from volunteers in the Indiana and Kentucky area of which he trains on the site of the event being held. Volunteers can perform tasks such as organizers, phone callers, sign hangers, designers, set up crew, break down crew, and even guest bartenders. Events can vary from fundraising events in the city all the way to physical and educational activities at a local junior high school. Without the motivation and dedication of the volunteers in Louisville, Kickoff for Kids would not be able to carry out its mission.

The Houston Texas office for Kickoff for Kids is the headquarters for the entire organization and it has control over each of the three other locations. This office houses the full time executive director along with board members that work on behalf of the Okoye foundation. Headquarters provides most of the support for the Louisville office by providing logistical support, administrative support, financial support, and a board of councilors that help with various functions. Is not unlikely to see frequent consultation appointments from professionals to ensure the integrity of the business functions are sound and support the organization’s mission and purpose.

## IT Budgeting and Spending

Kickoff for Kids has an IT budget, for the entire organization, of two thousand dollars per year. This budget is used for the maintenance and improvement of the technology used throughout the organization. If the Louisville office needs help with technology outside of the budget the Director would send a request to Amobi Okoye and the Board for an increase in budget for whatever is needed. More often than not, the request will be approved as long as the purpose will truly benefit the organization.

The budget is consumed mainly by technology maintenance, program and scholarship costs. The technology maintenance is the smallest portion of the budget because it is largely used to maintain the organization’s website. The initial creation of the website was done by a full time associate, although the organization moved on and hired a third-party vendor to perform any further preservation. In order for Kickoff for Kids to host a program or event they must pay for the use of the location of the event as well as any resources that are needed. These resources vary per event and are often a very small amount. The largest portion of the budget is used on the scholarships Kickoff for Kids offer. The organization has a partnership with the University of Louisville, which allows them to offer academic and athletic scholarships to the university. Kickoff for Kids also offers their own scholarships, which are offered to young adults in hopes to motivate and inspire them to achieve a higher education.

# Envisioned IT Capabilities

## Leadership’s Vision

Kickoff for Kids’ leadership vision stems from their organizational mission and vision, which is giving hope to kids throughout communities and building unity amongst children around the world. The organization hopes to grow the IT aspect of their organization so they are able to communicate to the young people all over the world. Also, they want to develop the Kickoff for Kids House application that is being pioneered in Louisville. This application is directed towards young adults in local schools and is intended to provide incentives for higher grades and extracurricular activities. The basic concept is the better the students do in school and the more sports or clubs they join, the higher amount of points they will earn. For each point a student earns it can later be redeemed for some amount of money, which can then be used to purchase items from their Kickoff for Kids House store. The K4K House application would be implanted into their website for students to check their points and purchases items online. The system relies on the schoolteachers and counselors to keep track of the student’s performance and enter points into the application’s database.

The Louisville office has specific goals for their regional branch such as expanding the Cards Play program, increasing visibility and fundraising where they can be self sufficient, and the launching of the Kickoff for Kids House in local schools. The Cards Play program is an event that allows students and young adults to work with the University of Louisville to build character, a better attitude and increase their determination to succeed. Successful fundraising will allow the Louisville office to become independent from the Houston office, which allows them to create more events and become a greater presence within the community. Since the Kickoff for Kids House application is being developed in Louisville, Chad Rimpsey has a goal of releasing finishing development and releasing the application to production by December of 2013. He hopes the CIS 420 class at the University of Louisville will be able to assist in this development.

## Top 10 Technology Issues

Kickoff for Kids’ top ten technology issues from the headquarters standpoint consist of the following:

1. **Website functionality**  - The Kickoff for Kids website was initially creation by a full time associate, although the organization moved on and hired a third-party vendor to perform any further preservation. The website has had more than a few hiccups since the third party vendor. Now the director of the Louisville office, Chad Rimspey, is often forced to fix bugs and update the website. The main structure and foundation of the site is up and running, although there are some functional changes that would be beneficial to complete. A few errors are things such as malware warning messages when clicking on links and the lack of functional appeal.
2. **Website maintenance** – The current website has information that is not up to date and it could use some work to increase usability. The information about programs and events does not provide accurate information to users. This must change in order to provide the consumers with the communication Kickoff for Kids is striving to achieve. The every day maintenance of the website could great a large in flow of consumers. The layout of the website is very basic and could use more attention to the user experience.
3. **Hardware products**  - The current hardware inventory is insufficient if the Louisville office wants to become a large influence in the community**.** The director would greatly benefit from an office where the organization can be operated from, rather than the director’s home.
4. **Hardware updates** – Kickoff for Kids headquarters has a mediocre hardware inventory, although they inventory they do have needs to be updated or replaced. The Dell and IBM machines are out of date and could be replaced with newer and faster. The Louisville office has a very limited hardware inventory so it would be very beneficial if the director was able to have a work computer with all of the needed power and space, rather than using his personal laptop.
5. **Software products**  - The Louisville office does not have enough software products to sustain a large IT presence in the Louisville area. The software needed to sustain a website and develop the new Kickoff for Kids House application is far greater than what they currently have.
6. **Software updates** – The current software for the Louisville office is mainly the software available at Chad Rimpsey’s place of employment so it is most likely up to date**.** Although, the use of Humana’s resources are not guaranteed and are not always applicable, depending on the work that is needed. The Louisville office needs to update the software on the directors work computer to allow the programming and administrative duties can be completed.
7. **Social networking** – In order to increase their communication skills with their target market and increase their ability to become a self-sufficient nonprofit organization, they must utilize social media throughout the organization. Their social networking, such as Twitter and Face book, needs to be monitored and utilized to provide constant updates and information to the users. This would create awareness and community involvement, which would increase the presence of the organization within the community.
8. **Online Donation Portal** – The website allows anyone with a credit card to kindly donate towards the good cause. Updating the current online donation portal by focusing the majority of the webpage towards donations and volunteer sign-ups could increase the financial stability and lead the organization towards become self-sufficient. Also, allowing more types of credit card providers to donate online would allow more individuals to donate because currently, only the MasterCard, Visa and Discover are allowed via the website.
9. **Online Purchasing Portal –** This online purchasing portal is currently non-existent but it needed for the Kickoff for Kids House application. The purchasing portal is an online store where the young adults and students can spend the points they earn on different products. This is an essential part of the K4K House, although it is very complex and will be very difficult for one person to create. The Louisville office does not have the staff and experience needed to develop the purchasing portal.

1. **System for Kickoff for Kids House Application** – The system to manage the K4K House application is a very complex system. The application needs a back end database to track the student’s performance and translate that into points. An excel spreadsheet could be managed until a more intelligent system is developed, although this would require commitment and time from the school staff as well as the K4K director.

# Conclusions

My recommendation for Kickoff for Kids in Louisville is to increase their awareness before beginning a large investment such as the Kickoff for Kids House application. The application is an end and currently, they need to create a path to reach that end. An increase in funding would allow them to spend more time and money on the development of large events and programs. Kickoff for Kids is a result control system because the students and young adults are measured by their performance in school and extra curricular activities. Without funding and support, Kickoff for Kids will not be able to create the system or keep up with the student’s information like they want with the K4K House application. The organizational structure is a divisional structure because it utilizes offices in Houston, Louisville, Huntsville, and Chicago. This allows Kickoff for Kids to venture into new markets and create a national presence. Once they are able to create a solid base of donations they will be able to increase their IT architecture. They can utilize social media and local organizations like the University of Louisville to create a foundation and presence in the community. Ultimately, Kickoff for Kids need someone or a group of people to manage the office full time because the Louisville Director is spread so thin he is unable to reach the maximum potential.

# Appendices

## Basis of Analysis

The Louisville Kentucky office of Kickoff for Kids is striving to become a self-sufficient nonprofit organization with a great technology presence. How can this be achieved? In order to increase their influence in the community they need to increase their ability to communicate to their target audience.

The role of IT, for Kickoff for Kids, is the medium used to communicate to local schools, organizations, and young adults throughout the community. The common medium is the Kickoff for Kids website and social media outlets. The website facilitates basic information about the company history, event dates, and available programs. Social media is used to create awareness of the organization as well as post real time updates of events and news. Combined, these are the main source of communication to their intended audience

The Louisville branch of Kickoff for Kids’ target market is the young adults and students in the greater Louisville area. The consumers are those who are eligible for the events, programs, and scholarships and choose to participate and take advantage of them. The consumers have the right to participate in events, apply for scholarships and better themselves with the help of the Kickoff for Kids organization.

Kickoff for Kids’ overall goal is to benefit the young adult and students in the community by providing inspiration and scholarships that will increase the likelihood of a successful life. Kickoff for Kids, as a nonprofit organization, has the right to receive and disseminate donations, create and host events, and provide services to underprivileged youth in the community.

Volunteers and patrons are the key to the Kickoff for Kids’ success or failure. The organization must have volunteers to manage and labor events. Patrons provide the donations and the money used to create and host events for the young adults. The volunteers and patrons have the right to physically or monetary donate their wealth to the organization in order to achieve the overall goals.

The threats of substitutes are very high, for Kickoff for Kids, because nonprofit organizations can appear in many different forms. Each new 501 C 3 organization can be a substitute as long as helping young adults and young children in some way. An organization does not have to use the same means to be considered a substitute as long as it achieves the same end.

Kickoff for Kids is a 501 C 3 non-profit organization, which means they are a tax-exempt organization that does not incur any return on their business. Any person or organizational entity that has the required capital, skill, zeal, and ability to complete the required applications can achieve the 501 C 3 status. This means the threat of substitutions is extremely high in this industry.

Kickoff for Kids ultimately gathers the inventory of human resources and donations in order to produce a beneficial event, which the student and young adults are able to consume. Since this is a nonprofit organization, the buyers are the consumers of the services of which Kickoff for Kids provides. The consumer’s power is high because they control where the organization can or cannot perform their services. There are a very large number of possible volunteers, although Kickoff for Kids have a very limited amount of schools and areas where they have to ability to create programs.

Kickoff for kids does not have suppliers per se, but they request services from volunteers and many vendors. As a nonprofit, they are constantly acquiring donations in the form of goods and services. These donations act as Kickoff for Kids’ inventory and can be used at their own discretion. Because of the large population in Louisville Kentucky, the supplier power is low.

Louisville Kentucky has hundreds of nonprofit organizations and with the threat of new entrants and substitutions being so high, it has a high probability of increasing. This means the competition is extremely high in this industry. The increased competition reduces the available resources, such as volunteers and donations each organization has access to.

If Kickoff for Kids chose to do nothing and continue on with their current business, they would continue to rely on the funds from their found Amobi Okoye to fund the majority of their programs and events. This would decrease their presence in Louisville and take them farther from reaching their goal**.** Doing nothing would not benefit the young adults and students because they would not be receiving the maximum benefit potential. The organization, as a whole, has a lot to offer and doing nothing is limiting their abilities. The volunteers and patrons would not be affected because they would continue to do the same amount of donations in the short term. In the long run, this could harm them because if nothing is changed they could venture to help a different organization.

Developing the Kickoff for Kids House application is a great opportunity to increase the involvement of the students and increase the popularity of the organization, as long as the application is proven to increase the likelihood of students doing better. The application will take a great deal of work from Kickoff for Kids as well as the school staff. The staff must constantly input the student’s information in order for the application to be successful. This will benefit the consumers because it provides them with an incentive and possibly increases their likelihood of living a better life. The volunteers and patrons would benefit because seeing a successful program will bring excitement when they are providing donations or volunteering. Lastly, the organization as whole would benefit if this is successful because it will greatly increase the presence in the community.

Increasing the importance of social media will increase the publicity Kickoff for Kids will receive, which will potentially increase the funds they will receive. The use of social media will help the organization stay on top of the current information, such as dates and details of events. It could also be integrated with the website because it is one key area lacking that type of information and that would influence the user’s knowledge as well. In order to reach their goals of becoming a self-sufficient nonprofit organization, they must create a large base of loyal donors. Once this is accomplished they will be able to move forward with large events. This will benefit the children because it will increase the amount of volunteers at the events and programs.

## Technology Inventory

The current technology inventory, for the Louisville office of Kickoff for Kids, is very scarce. The organization does not have the resources it needs to become a large influence in the community. In order to develop the Kickoff for Kids House application, the organization would need to greatly increase the amount of hardware and software they own. A database would be an essential piece of technology in order to track the student’s points and achievements. This means they would need some kind of database software such as SQL Management Studio on every computer. They would also need more than one computer to manage the online purchasing system that will allow the students to spend their points.

## Top 10 Technology Issues

1. **Website functionality**  - The website must be updated to provide an easier way for patrons and volunteers to provide donations as well as find information.
2. **Website maintenance** – The website must be maintained and updated regularly to provide accurate information about events and other news.
3. **Hardware products**  - In order for Kickoff for Kids to accomplish their goal of being self-sufficient they need to increase their hardware and the amount of employees to work on the projects**.** They need the hardware to allow the staff to create the K4K House application as well as manage the website and social media.
4. **Hardware updates** – The hardware inventory needs to be increased and updated to enable the organization to manage their social networking and create more events.
5. **Software products**  - The organization will need more software programs to manage the Kickoff for Kids House, such as SQL Server and Visual Studio**.**
6. **Software updates** – The majority of the software the Louisville office uses right now is not owned by Kickoff for Kids. Their software needs to be updated in order to sustain production and develop the K4K House application.
7. **Social networking** – The social networking of Kickoff for Kids needs to be utilized to increase awareness and hopefully increase donations. Increasing the publicity of the organization will increase the presence in the community.
8. **Online Donation Portal** – The online donation portal attached to website does not allow every type of credit card to donate**.** Also, it needs to be a point of focus on the website to increase the possibility of donations.
9. **Online Purchasing Portal –** The online purchasing portal for the Kickoff for Kids House application needs to be created**.**
10. **System for Kickoff for Kids House Application** – The entire system for the K4K House application needs to be created, although this will not be completed without an increase in the staff, hardware, and software inventory.

## Strategic Planning/Visioning Documents

Not available

## IT Budget/Spending Documents

Not available.