Assignment 1

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The organizations used on the spreadsheet are non-profit organizations in Louisville, KY. There causes range from health issue awareness, environmental sustainability, and support for the poor. There is a total of twelve organizations and fourteen business processes used to evaluate the use of these processes across all the organizations.

The three most common business processes are the display of the organization’s mission statement, a link for fundraisers and sponsors, and proof of cooperation with legal guidelines. All twelve of the organizations used these three business processes on their website. Displaying the mission statement is one of the most important business processes because it introduces their goal to the viewers. Since all are non-profit, aspects such as fundraisers and sponsors are an important resource. It is surprising that only nine organizations had donation links, which shows that most of these non-profits either depend on fundraisers and sponsors, or they only receive and ask for donations through mail. Proof of cooperation with legal guidelines is another important aspect because it shows that the organization is a real cause and takes any doubts away from their participants and viewers.

The three least common business processes are training and skills, sustainability, and blogs. Three of the twelve organizations allow the volunteer to learn valuable skills through experiences, education and leadership positions. There aren't many organizations that allows the volunteer to walk away with skills that will help them in their lives and better their community. At the same time the skills that are acquired from the service will create more leaders in the community which will help the future of sustainability. Sustainability is a business process the goes hand in hand with learning valuable skills and is often overlooked, practicing sustainability allows a company to use its resources in an efficient way and often helps the health of humans and the environment. Considering that only a quarter of the researched non-profit exercise sustainability can only mean that many organizations have overlooked this process or it’s only starting to make an impact. One process this is overlooked is blogs. Considering the purpose of blogs is to raise awareness, many organizations are leaning towards social media rather than blogs.

Down Syndrome of Louisville, Girl Scouts of Kentuckiana, and Blessings in a Backpack are the three organizations that represent “best practice” use of the web to support business processes. The use of a website makes it easier for the organization and its participants to communicate.  Girl Scouts of Kentuckiana used thirteen of the fourteen business processes listed, with blogs being the only process not used in the website. The reason that they represent the “best practice” is that all the thirteen processes are easily accessed on their homepage. It is reasonable that blogs are not included on the site due to the amount of updated newsletter as well as their extensive use of social media. Down Syndrome of Louisville and Blessings in a Backpack both have eleven of the fourteen processes. Just like Girl Scouts of Kentuckiana, these business processes can be easily and quickly accessed on the home page. Both websites do not have training/skills, sustainability, and blogs. These three seem unimportant because training/ skills and sustainability only seem useful to organizations that are environment-based such as WaterStep International and Girl Scouts of Kentuckiana. Blogs are not included in the three sites because newsletters are an efficient way to present announcements and news. Overall, organizations that represent the “best practice” must have at least ten out of the fourteen business processes used in their websites. More processes could be used depending on their team, but to have “best practice” for a non-profit organization, the website must show the organization’s mission statement and its compliance to legal guidelines, allow users to easily acess financial aspects such as fundraisers and sponsors, as well as a simple donation process. Getting viewers more involved would also encourage traffic on their site such as newsletters, event advertisement, family services, volunteer and employment opportunities, and much more. It is also very important for organizations to be involved in social media as it serves as a form of advertisement for younger generations.

HOOF has an unfinished website that has four of the fourteen businesses listed on our spreadsheet. It currently has a mission statement, events (summer camp only), social media presence, and an unfinished donate button. Thirteen of the business processes are recommended for HOOF to achieve the “best practice.” Girl Scouts of Kentuckiana would be the best template for HOOF considering that they have similar business processes. Their main participants are children and involvement in the environment (HOOF being more focused on horses). Therefore, one should expect the thirteen business processes used on their website. Once again, blogs are not needed since social media presence and updated newsletters are more efficient. HOOF should provide links to access each of the processes through their homepage as this will make it easier for participants, viewers, and the members themselves who are not very tech-savy.  The website should include a section where sponsors are listed which will become more attractive to those who plan on sponsoring HOOF since this is free advertisement and will also encourage donations. HOOF should also consider adding an online store which will bring in additional revenue and maybe turn their auction into a more organized bidding system alongside the online store. A payment system will need to be set up. Fundraisers and events should be advertised with a slide show on the front page to show upcoming opportunities. Volunteer and employment opportunities should also be one of their main focuses as they are a growing organization and will need volunteers in the future. Since many volunteers must be somewhat experienced or have knowledge of horses and horse care, a training and skills link should be included to encourage more volunteers. These are just some of the processes HOOF should follow and through these processes, ease of access for members and participants will encourage traffic and recognition. As a non-profit organization, a website would be the best and cheapest way to advertise their cause in our society.