



## Community characteristics & orientation

Name: Brooklyn Coulson

Community & UN SDG(s): Non-Profit organizations within Saskatchewan (potentially across Canada regarding examples on how the goals can be implemented).  
Mainly goals 4.7, 17.17, however all goals will be featured in the project.

Date: October 20, 2023

### Instructions

Research the community you are most interested in exploring using links from the UN Sustainable Goals website (<https://www.un.org/sustainabledevelopment/>) and others. In your exhaustive research, answer the following.

Community characteristics		
Community life-cycle (current state)		
Where is your community in its life-cycle?	What you need to focus on:	Special needs
<input checked="" type="checkbox"/> <b>Just forming</b> Need basic tools to connect, but not sure from there	Research and/or discuss the potential of some basic tools with members, explore what ideas it might give them, and see what they might bring in with them.	- (learned through work that) there's been struggles to find practical uses of SDG integration within organizations - develop a tool that makes it simple to understand their roles within SDG's and track them in a meaningful way - help identify primary, secondary and tertiary goals that they align with - provide more locally relevant examples on how they can incorporate the goals into already established initiatives/programs
<input type="checkbox"/> <b>Self-designing</b> Information stage, but with a strong sense of what it wants to accomplish	Contribute ideas to the design. Analyze systematically the implications of their community design for technology, infrastructure, and technology skills.	
<input type="checkbox"/> <b>Growing &amp; restless</b> Ready to add new functionality to its tool configuration	Try to make this a community reflection and self-design event. Does their restlessness suggest a major change, such as a transition to a new platform?	
<input type="checkbox"/> <b>Stable and adapting</b> Just needing some new tools	How much disruption will the community tolerate? How will the new tools be integrated into or affect existing practices?	



## Constitution

### Diversity: How diverse is the community?

Topic	Your notes
What are the different types of members and what are their levels of participation?	The different types of members could be those who work in the non-profit sector (executive directors, program directors, communication and outreach managers, etc.) and their level of participation might vary. I expect there to be more lurkers rather than avid participators as this is more of a resource for reference rather than a discussion forum. The examples that people can submit will be monitored prior to posting, and will be posted generically by me rather than by account holders like a social media platform.
How spread apart is it in terms of location and time zones?	I want to keep it within Saskatchewan just for sake of project scope. However, technically anybody from around the world could access the website and use it if they wish. With that being said, I would like to keep the integration examples relevant to Saskatchewan/prairie provinces, but if this proves to be too difficult to find then I might reach out further and explore more Canadian provinces for examples.
What language(s) do members speak?	English primarily.
What other cultural or other diversity aspects may affect your technology choices?	The age of the user could influence the technology/design choices since those working within the non-profit sector tends to be older (30+). With that being said, there might be tech savvy people using it, while others might struggle with things like copying and pasting text in a word document. Also, older folks might find technology intimidating, especially if they haven't seen it or experienced it before (hence why AI might not be a good tool for this specific community despite it having the potential for excellent creativity/innovation).

### Openness: How connected to the outside world is your community?

Topic	Your notes
How much do you want to control the boundaries of your community? Does your community need <div> <input type="checkbox"/> To be private/secure           <input checked="" type="checkbox"/> Open boundaries           <input type="checkbox"/> Both private &amp; public spaces         </div>	Since this is a learning resource, I think that it should be fairly open. There isn't really a need for there to be private areas, especially since the users aren't needing accounts in order to view the content. Anybody that comes across the site can use the questionnaire and view the examples.
How does your community need to interact with other communities? Do you need common tools for sharing and learning with them?	There could be options to share the information to social media platforms, but that is the only thing I could think of. This is just a place for people to come and view the information available, I think if they had questions on the content available, or would like to see some other content then there could be a form that would take in suggestions (but this would be for me to facilitate better learning and content availability).

## Technology aspirations

**Technology savvy, tolerance, & constraints:** What are your community's technology interests and skills and patience thereof? What are the constraints imposed by technology factors?



Topic	Your notes
How interested is your community in technology?	Can vary widely, however, I'm assuming they aren't heavily interested; I'd say a medium - light interest in technology. This is based off of the experience I have had with people from other nonprofit organizations through my workplace (either directly or indirectly through coworkers and their experiences).
What is their capacity for learning new tools?	I would say they have a limited capacity in learning new tools. This is more so based on the fact that they are lacking the time to be able to learn a how a new tool works; they are usually understaffed and overworked as is, they may not have the time or the patience to learn something new. On the contrary, most of the people working within this field aren't necessarily young either, as people age they tend to become more cautious towards new technology.
What is the range of skills? If their interests and/or skills are diverse, could it cause conflict or distraction?	Their range of skills do vary, it just depends on their age, their experience and their willingness to explore new technologies. I have people within my workplace alone that can create fantastic content on Canva or are very efficient with excel spreadsheets, while others have problems converting documents into pdf format and haven't learned how to copy and paste. Since their skills differ, it might be hard to choose a design that will be easy to use/navigate, seem inviting, whilst not being too simplistic/hand holding like. I think the overarching interest in the non-profit sector and the desire to help the community will keep the community together and help to keep distractions/conflicts at bay.
How tolerant are members of the adoption of a wide variety of tools?	I would say fairly intolerant since they lack the time/resources to be able to spend an excessive amount of time learning how things work.
How many technological boundaries are they willing to cross, e.g. sign in to more than one web-based tool, learn to use new tools, or give up old favorites? This helps you understand what level of integration you need.	I would say the more simplistic the better. I think keeping everything on one platform would be best so that they aren't having to keep hopping from one place to another. I think that creating a website that does not ask for accounts would be more inviting since that would have to be yet another set of login credentials they would have to keep track of. Seems how the target audience may contain more older people than younger, it might be best to try and mimic the feel or flow of other platforms that they might use since they will be less likely to embrace change (just a thought to look into).
What are your members' technology constraints (e.g., bandwidth, operating systems, etc.)?	Operating systems can vary since every organization is using a preferred system. Same thing with what platforms they use for internal and external communication. This is why I believe having a website approach is best since anyone with an internet connection and a web browser can utilize this tool. Also having the potential to share to social media platforms might be great too since a lot of charities have a presence on at least once of these platforms and they tend to follow a lot of each others accounts to stay connected.
How much time are members able to be online and from where (office, home, field)? Some people have limited online time, or are able to be online only in specific locations. Others are always on. Very diverse situations can affect	It really depends on the charity, what programs they have, the role they play within their organization, and how many people they have on their team. The short answer is it widely varies, that's why I think it's best to create a place that houses information that can be accessed anytime, and from anywhere (online). There also won't be any time commitments to make it seem like a more realistic CoP.



participation

## Community orientation

**Relevance to community:** Use the range from 0 (no relevance) to 5 (high relevance) to determine what matters most to the community. Look at these from the perspectives of the different types of members (under “constitution”). Also discuss the “value-added” to each member group

0	1	2	3	4	5	Orientations	Variants	Key activities/your notes
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Meetings</b> Many communities place a great emphasis on regular meetings where members engage in shared activities for a specific time. Meetings, and the visible participation of members, assert the community's existence	<input type="checkbox"/> Face-to-face/blended <input type="checkbox"/> Online synchronous <input type="checkbox"/> Online asynchronous	Non-profits find it very hard to coordinate meetings as it is, plus this is not needed for the scope of my website. As such, I think it will not be a tool that is utilized (no value added).
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Open-ended conversation</b> Some communities maintain ongoing conversations as their primary vehicles for learning. Open-ended conversations are common when a community is co-located and people keep the conversation going as they “bump” into each other.	<input type="checkbox"/> Single-stream discussions <input checked="" type="checkbox"/> Multi-topic conversations <input type="checkbox"/> Distributed conversations	There is the potential to have multi-topic conversations since the SDG goals are very diverse and affect each other. However, I don't think I'm going to have a component in my site that will allow conversation between members since this is supposed to be a low commitment resource (potentially could be a future MVP to allow people to collab on similar local projects?)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Projects</b> In some communities' members want to focus on particular topics, go deep, and collaborate on projects to solve problems or produce useful artifacts. Learning is not just a matter of sharing knowledge or discussing issues. Members need to do things together in order to develop their practice. Projects usually involve a subgroup within the community	<input type="checkbox"/> Practice groups <input type="checkbox"/> Project teams <input type="checkbox"/> Instruction	Since I am aiming to provide more of a supportive role with this website, I think in the beginning it isn't necessary to have a project aspect to my website (especially since there is no conversation aspect present in my website at this time). I don't want to over complicate it in the beginning, but if I decide to add conversation in a future MVP, I could consider touching on this project aspect when charities converse and collab on local projects.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Content</b> Some communities are primarily interested in creating, sharing, and providing access to documents, tools, and other	<input checked="" type="checkbox"/> Library <input type="checkbox"/> Structured self-publish <input type="checkbox"/> Open self-	This is the basis of my learning resource, and so this brings a lot of value. The community can access this resource when they feel they have the time and



						content. Valuable and well-organized content is a useful resource for members	publish <input checked="" type="checkbox"/> Content integration	benefit from the SDG information that will exist here.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Access to expertise</b> Some communities create value by providing focused and timely access to expertise in the community's domain, whether internally or externally. Communities with this orientation focus on answering questions, fulfilling requests for advice, or engaging in collaborative, just-in-time problem solving	<input checked="" type="checkbox"/> Questions & requests <input checked="" type="checkbox"/> Access to experts <input type="checkbox"/> Shared problem solving <input checked="" type="checkbox"/> Knowledge validation <input type="checkbox"/> Apprenticeship & mentoring	I think that having the ability to ask for direction to certain resources, or clarifying content with the user is important. Also, since my website is housing information, I think it would be a great idea to also have links to other credible external information/websites to allow the user to have their questions answered without duplicating content that already exists.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Relationships</b> Some communities focus on relationship building among members as the basis for both ongoing learning and being available to each other. This orientation emphasizes the interpersonal aspect of learning together. Communities with this orientation place a high value on knowing each other personally, emphasizing networking, trust building, and mutual discovery	<input checked="" type="checkbox"/> Connecting <input type="checkbox"/> Knowing about people <input type="checkbox"/> Interacting informally	I know that in general, people who work in the non-profit sector are very personable and value connections and networking. I think for the needs of the core part of my website (resource sharing and finding out the SDG program alignment) I think I won't try and bring a social component to the site. Perhaps later on an MVP could contain a more social aspect for connecting and networking.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Individual participation</b> Learning together happens in the context of a group, but it is realized in the experience of individuals. People bring different backgrounds, communication styles, and aspirations to their participation in a community. People have different levels of commitment, they take on different roles, and they use tools differently	<input checked="" type="checkbox"/> Levels of participation <input type="checkbox"/> Personalization <input checked="" type="checkbox"/> Individual development <input type="checkbox"/> Multi-membership	Due to the nature of the website being informational, I think there is extra emphasis on individual development and differing levels of participation. If a charity has very little time, they might only try out the quick survey to find the SDG alignment. If someone wants to spend more time they can view the examples, look at the other resources available, etc. Having this freedom I think brings value.
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Community cultivation</b> Some communities are happy with loose self-organization and unplanned evolution, while others thrive on attention to community	<input type="checkbox"/> Democratic governance <input type="checkbox"/> Strong core group <input type="checkbox"/> Internal	As far as I'm aware, they would prefer loose self-organization, I don't think they would want another commitment added to their plate. I think by having it





						cultivation. They have a need to reflect on the effectiveness and health of the community to make things better, joined with a willingness to work on it	coordination <input checked="" type="checkbox"/> External facilitation	externally facilitated, they wouldn't have to worry about the quality of content on the website. As the website develops, there might be value added to have more external facilitation.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<b>Service context</b> In some cases, serving a specific context becomes central to the community's identity and the ways it operates. They may live inside an organization, whose charter their practice needs to serve. They may have a mission to provide learning resources to the world or to recruit members widely. Or they may seek interactions with other communities whose domain complements their own	<input type="checkbox"/> Organization as context <input checked="" type="checkbox"/> Cross-organizational <input checked="" type="checkbox"/> Other related communities <input type="checkbox"/> Public mission	The SDG's are the core topic of this community. I think having the members be part of this community due to the fact it is all about 1 core topic is valuable since they all have their own organizations and internal identities/communities.

### Scratchpad (other interesting insights, questions/answers, etc.)

- There is a tool on the SDG site that has examples for SDG implementation/success stories however the philanthropic section accounts for only 54/7999 submissions
- These submissions are of a wide variety and stem from many different countries around the world (both in developing and developed countries)
- Is time consuming to navigate through the individual initiatives since they are only sorted by 3 main categories (Goals, Entity Type, and Action Networks)
- Was sort of tough to find if you don't know what it's called or are new to the website (stumbled across it through links in a publication on the site)  
<https://sdgs.un.org/partnerships/browse>
- This website seemed to be accomplishing what it is that I'd like to, however they explicitly state that their services are "developed with a focus on large multinational enterprises. Small and medium enterprises and other organizations are also encouraged to use it as a source of inspiration and adapt as necessary."
- I tried to click into the SDG compass to see how they are accomplishing the goal of guiding companies on how they can align their strategies, measure and manage their contribution to the SDGs, however the website link would keep timing out
- They also have Action Platforms to advance activities and outcomes in relation to the SDGs, but they charge a fee (the link also said the page wasn't found)
- The SDG Industry Matrix has some interesting ideas, however they are again targeting companies who will have more resources (finances, time, man power, etc.) available to tackle the mentioned problems  
<http://sdgcompass.org/> (keeps timing out)  
[https://d306pr3pise04h.cloudfront.net/docs/issues\\_doc%2Fdevelopment%2FSDGCompassExecSum.pdf](https://d306pr3pise04h.cloudfront.net/docs/issues_doc%2Fdevelopment%2FSDGCompassExecSum.pdf) (outlines what



the compass hopes to assist with achieving)

<https://unglobalcompact.org/library/3111>

- The SDG's were developed for worldwide usage, and that includes a wide variety of institutions within many different sectors. Non-profit organizations already work around/with the SDG's on a daily basis; some goals are addressed directly, while others are addressed indirectly due to the complexity of the goals. Even though it would open more opportunities for collaboration/partnerships, some non-profits don't want to use limited resources towards something that they aren't "mainly focusing on"

- My website will help to bridge that gap so they can reap the benefits without sacrificing their limited resources

<https://www.igi-global.com/chapter/non-profit-organization-involvement-into-the-sustainable-development-goals/282940>

- This capstone paper highlights the fact that the non-profit sector is often left out when campaigns, progress and initiatives surrounding the SDG's are discussed.

- The non-profit sector played a large role in the success of the Millennium Development Goals, so this sector has the potential to play a larger role with the success of the SDG's (if they get involved)

- By associating themselves with a globally accepted standard (SDG's), it may provide more opportunities for the non-profit organization to collaborate and partner with other organizations/philanthropists. This, in turn, could bring more funding opportunities for the non-profit organizations

- An interesting solution was proposed (the 3-tier model) that helps organizations understand what their primary SDG goals are, and what other SDG's are affected (secondary and tertiary tiers). Might be valuable in showing the organization the interconnectedness of the goals, and how they could partner with other organizations they may not have considered

<https://bpb-us-w2.wpmucdn.com/usfblogs.usfca.edu/dist/9/244/files/2021/07/Capstone-Final-Greg-Justice.pdf>