IT Strategic Assessment Report

29/11/2021

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# Executive Summary

Roo’s Wish at current possesses minimal IT infrastructure to support a growing number of needs identified by Foster Care Facilities. The needs of these Foster Care Facilities have continued to grow since Roo’s Wish has become involved in 2017. This has in turn continued to shape the goals at Roo’s Wish and foster expansion into more areas. As the number of services and projects continue to grow it is important the IT infrastructure is established to support these business processes. The IT infrastructure is best established early to avid having issues during growth and building the IT alongside managing rapid growth. Currently with minimal IT there is a lot to be desired as far as operational growth and improving efficiency in the processes at Roo’s Wish. The only processes currently aided by IT are Inventory Management, Accounting, and Marketing. The primary IT concerns are:

* Declining engagement with Facebook
* Inefficient inventory management
* Keeping social presences synced
* Backup of data is unsecure and only in a personal email
* Coordination with groups of volunteers (when composed of individuals)
* Knowing if donations have arrived at Foster Care Facilities
* Instagram has not had successful engagement
* Asynchronous communication with facilities
* No budget for future IT expenditure
* Phone used for the organization is also a personal phone

Most of these concerns come down to the efficiency with the tasks performed manually or the asynchronous management of communication and logistics. Due to Roo’s Wish being composed of a sole member outside of participation from friends / family, it’s understandable that the management of these processes must work around the personal and professional commitments of this person. In this case there are some smaller steps that can be taken to work towards future growth and eventually require a budget for such IT expenditure.

# History and Purpose

## History of the Roo’s Wish

In 2017 Charlene Shipley when visiting a Foster Care Facility noticed the hallway lined with large black garbage bags, for anyone familiar with the Foster Care system, a clear indicator of a child moving in or out of the facility. Upon seeing this and being moved by the sight Shipley decided that these children do not deserve to put all their belongings in a trash bag when they are going through this sometimes-difficult transition period. Immediately Shipley took a photo on her phone of the sight and made a post on Facebook, requesting any lightly used luggage or backpacks that could be given to these children. The goal set was to collect 1000 duffel bags. During this process the story of another girl in a Foster Care Facility caught Shipley’s eye and she reached out to ask what she could do for this girl. The response she received was not what she expected, the girl wanted a decorative comforter. Again, bothered by the idea that a 17-year old’s only request was her own comforter, the collection of blankets was added to the posting. At the end of the time-period, she had collected more than 2500 duffel bags and blankets for donation. What she witnessed was companies donating hundreds of bags at a time, groups offering to purchase new bags to donate, and people following up to see what else they could provide. This made it clear the biggest issue was awareness because people were willing to help if they could. It required a semi and a school bus to move all the luggage downtown to Benchmark Family Services. Benchmark ran out of room to store all the donations due to their limited space, prompting Shipley to take them to the State Foster Program. After also having some initial issues finding space for all the bags, they accepted them and dedicated a room to housing donations of this type. Shortly after this initial project other groups began to take up the cause of finding baggage and blankets. This freed up Shipley to take the steps to have Roo’s Wish established as an actual non-profit. Upon creating Roo’s Wish, she began to start collection for other items at Foster Care Facility requests.

Before long a Case Worker in Mead County reached out with a different type of request. In foster Care there are rooms designed for meeting before a transition. The intention of the room is to help acclimate parents to the child because whether this is a new family being introduced or a child returning to their biological family, the process is delicate and should be done in a safe space. The case worker told Shipley that the room was full of broken toys and furniture and having visits in this room would not help build fond memories for families to build from after the visit. The request was to help replace the games, toys, and possibly help fix some furniture. Understanding the goal of the room and wanting the best future for those children, Shipley wanted to not just replace broken toys and spruce up the area, she wanted to create a room that could provide the best experience for the children and families. Going above and beyond to redo the entire room putting in fresh paint and flooring, Shipley began to get requests from other counties. With these new requests she also received painting and flooring companies offering to donate the remodel supplies, as well as people offering to purchase games to donate. This prompted Shipley to setup an Amazon Wishlist where if she could get the word out, people could purchase games and toys that would be delivered directly to the facilities. For the time being Roo’s Wish has remodeled in 13 counties in the area.

Quickly following the completion of these remodels, it was close to the holidays and some churches in the area reached out with a request for stockings to provide during Christmas. The churches themselves donate gifts each year but can’t collect enough to provide a full stocking, which most of these children haven’t ever had before. This began what now is a 4-year running annual initiative to collect toys and games to fill stockings for children.

Currently Roo’s Wish still works to collect donations for several different needs and sometimes struggle to juggle how many needs are still left unfulfilled. Knowing there is a shortage in Social Workers, Shipley knows that anything she can do to help ease the burden on Case Workers is going to be of benefit. The primary goal of the Social Workers should be on the safety of the children, Roo’s Wish wants to be there to help provide some normalcy to these children’s lives during these times.

## Purpose of the Roo’s Wish

The purpose of Roo’s Wish is to improve the foster care experience through offering services that can improve day to day lives of foster families and helping collect items Foster Care facilities are currently in need of. The day-to-day goals and even the annual goals of Roo’s Wish adapt to encompass the goals and needs of State Foster Care Facilities but the overall mission to tackle these remains the same for Roo’s wish at all times.

# Management and Business Processes.

## Foster Care Requested Donations

The process involved in taking requests of Foster Care Facilities and Case Workers starts with an email, or in cases of frequent correspondence, a text message. After receiving the request usually, a post is created requesting the items in question. Posts are made detailing the objective and informing community members what items would be appreciated / how they can assist in case of more involved events. If it an item is for a specific location, and purchased via the Amazon Wishlist, it will go directly to the location it was for. In the case of items being left at a drop-off location, the donations are logged in an Excel spreadsheet at the convenience of the Volunteer. Once logged, an involved community member donating transportation services to Foster Care, will be contacted to come and retrieve the goods for distribution as necessary. Upon arrival the drop-offs are confirmed via email or text from the Facility or Case Worker.

The nature of the requests for donations varies depending on the needs of the Foster Care Facilities or families a Case Worker has noticed. These requests usually determine the primary goals at Roo’s Wish for any given period. While there are some year-round efforts undertaken, the requests and needs of this nature are the primary concern.

## Blanket and Baggage Donations

While following the same process as requests, the donations for blankets and baggage are a more year-round effort due to the constant flux of children going through foster care. Typically, the baggage and blankets are drop-off items rarely purchased through Amazon, so they are logged in Excel after collection from drop-off. The community member offering transportation will collect them on occasion to have them delivered to the state facility where a room is dedicated to these items.

## Room Remodeling

The remodeling of rooms came at the request of either Case Workers or Foster Care Facilities in different counties. Upon request companies who had extended offers to donate flooring and paint are collected upon since the first room undertaken attracted many donors. Toys and games can be donated for the rooms and delivered directly to the facilities via amazon or donations that were logged that will fit into room being designed are then taken to the facility during construction and added to the room.

## School Kits

School Kits are to give foster children a fresh set of school supplies for going back to classes. The goal is to allow these students to have the same back to school experience as everyone else and ensure they have the tools they need to succeed in classes. This specifically helps take the burden directly off of foster families to provide for the sometimes-exhaustive list of materials students need when returning to classes.

## Seasonal Stocking Stuffers

The seasonal stocking stuffers are a collection of games and toys collected the whole year as well as items donated for the holiday that are set aside for combination into stockings for the Christmas Holiday. Typically, a friend, family, or organization will have space that can be used free of charge to set up the event. An organization with community service interests is selected to come assist as there are normally several groups reaching out helping. The use of these groups works better than collecting individuals because if schedules change typically a group can be rescheduled as a group. If the individuals are asked to reschedule you will lose some of them due to conflicts. Also, the liability involved it higher when the volunteers are composed of individuals. Once the stockings are filled, they are distributed to the Foster Care Facilities for gifting to families and children.

# Current IT Environment

## Hardware

Hardware is the foundation of a company’s IT infrastructure. Roo’s Wish currently has virtually no hardware or any IT infrastructure to speak of. The website Roo’s Wish is hosted on is provided by YourChoice Concierge whose own website does not indicate website hosting as a service, the website is hosted by a community member free of charge but information on the hardware was unavailable. The only hardware maintained by the organization are an HP Notebook an iPhone 11. The HP Notebook is exclusively used for logging of inventory and donations. It was provided to Roo’s Wish upon request by a community member when the previous laptop stopped working. The iPhone used is the personal phone of the founder and is used for creation of posts to social media profiles, and communication via e-mail and text message with Foster Care Facilities, Case Workers, and Community Members offering services.

## Software

The software currently in use at Roo’s Wish is minimal with majority of their business processes being hands on packaging, transportation, or construction in some cases. Inventory management, communication and marketing are the only processes that rely of software controlled by Roo’s Wish. Donations are all logged in Microsoft Excel, these logs include Type, Date Received, and Value. Only including donor names in cases of monetary donation via check. Donations are only backed up via emailing a copy of the Excel spreadsheet, containing the logs, to the Roo’s Wish Gmail account. The Adobe Spark is used for making images and posts that are either uploaded to the website or used in on social media and is done on iPhone. All marketing is done through these social media posts to generate conversation about these events or donations. Communication is directly with the founder and takes place on the iPhone 11 used by them. For requesting updates on the website and informal communication with Case Workers are all done in the iOS messages app. Communication with Foster Care Facilities and organizations for events takes place via e-mail using the Gmail application for iOS.

## Staff IT Skills/Training

As far as staff the there are little to no IT skills/training required at Roo’s Wish. So far Roo’s Wish is primarily composed of Shipley with assistance from family and friends. The website Roo’s Wish is hosted on is not one that Roo’s Wish has direct control of. For a change to be made to the website an email or text is sent to the person who donated the website. The only skills to speak of are the ability to navigate iOS applications and create a simple blog post.

## IT Budgeting and Spending

Outside of the user’s own spending to upgrade their personal phone there is no budget for IT expenditure. The website provided to Roo’s Wish comes at no charge and is maintained and updated by that third party. The laptop being used for logging of Roo’s Wish donations was donated by a member of the community. There is not a fee included with their Social Media accounts. Currently the IT supporting Roo’s Wish has zero-cost outside personal spending. Any changes or updates made to software or hardware used are publicly available updates to iOS applications or donations of hardware from community members.

# Industry Competitive Analysis

Having now established a clear picture of Roo’s Wish, its purpose, and it’s processes it’s important we understand the position of Roo’s Wish within its market. This analysis should assist in developing a plan based on this position.

## Porter’s 5 Forces *(Michaux)*

**Competitive Rivalry:** Moderate, the competitive rivalry within the market of a non-profit organization is one with any other non-profit accepting donations for overlapping goods or services. There are millions of non-profits and people’s donations may go to whichever one is in front of them when they choose to donate. While the overall sentiment of helping people through gifting is present in both/all cases a competition between donor groups is still there. With organizations such as the Salvation Army, and Kosair’s Children’s Hospital funds and donations going to them will take away from the total number that Roo’s Wish could potentially collect.

**Supplier Power:** High,the suppliers in this scenario are the community members offering goods and services such as hardware/ services to maintain Roo’s Wish, or donations for the Facilities and families. Because Roo’s Wish operate almost exclusively on this assistance from the community, they hold a high degree of power over how operational Roo’s wish is.

**Buyer Power:** Low, the buyers in this scenario are in a similar position to the one Roo’s Wish has with its buyers. While the state does have some funding, they focus primarily on essential needs for the families going through the Foster Care System. The continued supply of additional donations and generated attention supplied by Roo’s Wish continue to assist in its ability to focus on these and not have to worry about creating a comfortable environment. Without Roo’s Wish they would lose a large source of generated attention and donations for their cause.

**Threat of Substitution:** High, Substitution here could be classified as the substitution for another type of non-profit for donations to go toward that maybe a new or rising issue in a community. There is always the potential for attention to generate around an issue previously overlooked or newly developed to draw the attention of donors. The potential for this to occur is random and unavoidable unless action is taken first to include this issue or need into the current organizational goals.

**Threat of New Entry:** Moderate, the barrier of entry is funding and manpower. It isn’t always easy to generate motivation to work not for profit. It relies on people joining selflessly and requires self-sacrifice. While people like this do come together to create non-profits it is generally upon an issue, they recognized needs attention and with the attention generated by Roo’s Wish this will most likely not be the priority for upstarts in the area.

## Organizational Structure

There is little to the actual organization Roo’s Wish and therefore there is not much to its structure. Roo’s Wish is comprised primarily of a single entity the founder/owner Charlene Shipley. If an organizational structure were to be identified, it would be during events and drives when volunteers are temporarily apart of the efforts of Roo’s Wish. During such time Roo’s Wish operates as a functional organization *(Cash 109)* with a centralized communication and decision-making authority. All functional areas report back to this central authority who in turn has a hand in each process undertaken.

## Stakeholders

**State Foster Care Facilities:** The State Foster Care facilities currently use Roo’s Wish donations and the attention generated by Roo’s Wish to manage requests and needs outside their current capabilities. While functional daily needs such as food and shelter can be provided, needs for individuals and specific locations sometimes require the assistance of the community. Without Roo’s Wish another outlet for outreach as well as a source of donations would be unavailable putting strain on capabilities.

**Foster Families:** The families that receive the donations provided by Roo’s Wish are also impacted by the success of Roo’s Wish. The donations collected and services provided by Roo’s Wish directly affect the day-to-day lives of these families. Children would still be dealing with the process of transitions with all of their items in trash bags without the efforts put forward by Roo’s Wish. The lives of these families would not be being improved at their current rate without the efforts of Roo’s Wish.

**Social Workers:** Social Workers currently can reach out to Roo’s Wish at their discretion when they notice the needs of an individual or facility are not being fulfilled. This allows activities outside the normal operational duties of the Foster Care to be pursued. In some cases, an individual may have extraordinary circumstances that can’t be highlighted by the Foster System because it maybe too much to reasonably ask for an individual. These cases can be brought to the attention of community members through Roo’s Wish where they may have fallen through the system without them.

# Envisioned IT Capabilities

## Leadership’s Vision

The primary focus of the envisioned IT capabilities resides in logging inventory. The envisioned IT would have all donations would require tag or slip of paper that details information on the donation. This information would include, Item Type, Date Donated, Donor Name (If Monetary), Value. This information would probably be typed into a form with an auto filling date that donors would print and attach to their donations. After collection from all the drop locations these tags would be able to be scanned into the log to avoid manual entry. The envisioned capabilities would need to be built upon the current website which Roo’s Wish does not have full creative control over. To be able to build toward this vision other steps must be taken in preparation. The establishment of a central location for information, and discussion would come first. The generation of attention to this location would come second and then once these have been taken and a budget can be created via donations or personal expenditure. With this budget the system for streamlining inventory management can be acquired.

## Top 10 Technology Issues

1. Facebook is becoming less effective as a marketing platform

The Facebook platform has been the primary form of engagement utilized by Roo’s Wish since it’s creation in 2017. As the organization has grown along with the needs of Foster Care, during this process, there has been a noticeable decline in the effectiveness of Facebook. The general level of engagement with the site has gone down despite the increase in active users over the past year *(Statista.com).* Due to this realization Roo’s Wish is worried about the future of their marketing without Facebook at its center. The functions at Roo’s Wish depend upon engagement with the community and interest generated via outreach.

1. Tracking of donations is time-consuming and all manually entered

Currently all the donations after pickup get logged sometimes up to a week after pickup due to the time-consuming process required to log donations from several drop-off locations. The process includes manually entering Type of Product, Value (which may require searching the product if the price isn’t stated or recognizable), and Date Received. Because only one computer is available for logging the current process doesn’t even allow for an additional person to assist in logging.

1. Keeping all their accounts up to date

Roo’s Wish has varying levels of control of its online presence. The website is usually updated very quickly after a text or email requesting a change be made, but the other 3 accounts (Charity Navigator, Facebook, and Instagram) are all managed by Shipley on top of all the other processes taking place. This leads to updating of the primary account on Facebook, with Instagram and Charity Navigator being less of a priority and updated less frequently. The knowledge on how to utilize Instagram as an organization is something they wish to improve because the barrier of knowledge is a large part of the lack of focus on Instagram.

1. Backup of data is unsecure and only in a personal email

Currently the only backups of organizational data are the occasional email to the Roo’s Wish Gmail account. This is the most convenient at present, but it is not a secure backup, if the email doesn’t get archived properly it may eventually get deleted, and there is only one backup location. In case of emergency there is no offline location of these backups for reference and if access to the email is in any way interrupted or inaccessible it would lock them out of all their backups.

1. Coordination with groups of volunteers (when composed of individuals)

Currently the primary focus when gathering volunteers is on organizations such as Girl Scout Troops and Community Service Groups because it accounts for a large amount of help with planning only required to be coordinated with one entity. In the past events that attempt to accept individual volunteers tend to be difficult because everyone is working with a different schedule. If something changes it may not be able to be rescheduled with the original amount of people leading to a lack of help on the day of the event.

1. Knowing if donations have arrived at Foster Care Facilities

Currently transportation for donations being dropped off at Foster Care Facilities is coordinated informally with a volunteer from the community that reached out offering the service. This means that there is not a shipping label or tracking available to let Roo’s Wish know that the good’s have been received upon arrival. Sometimes confirmation is delayed several days to a week.

1. Instagram has not had successful engagement

Roo’s Wish started using Instagram early but the experience level with Instagram possessed by the organization is very limited and in turn it is not updated as frequently or produced strong results in fostering engagement.

1. Asynchronous Communication with Facilities

Currently when donations are being delivered to Facilities, they can respond many days after the fact confirming the reception of these goods. Sometimes donations are a specific Case Worker’s request or for an individual family or child. Knowing these goods has arrived is a constant struggle to ensure a goal has been met. Transportation of these goods is often completed by a community member offering transportation services and therefore a receipt for delivery is not included like a FedEx or UPS shipping service.

1. No Budget for Future It Expenditure

The IT of Roo’s Wish is currently supported exclusively by the donation of goods and services to Roo’s Wish by community members. For this reason, a budget for IT expenditure was not required to remain operational small scale. The establishment of a budget to implement desired functionality will become important if growth is to be anticipated within the operation boundaries of the organization.

1. Phone Used for the Organization is also a Personal Phone

It is important that any personal data is kept separate from the organizations. In this particular case the phone housing Roo’s Wish email, and social media accounts is the same phone used for all personal business of the founder. There are currently no plans to purchase another phone for organizational use and separate this data.

# Closing the Gap

## Create low-budget website using Wiz or another host

The current system in place for the Roo’s Wish website provides minimal control and service at the convenience of a third-party. The only benefit of keeping the current website is the cost, being provided, maintained, and updated at no-cost by a community member it currently requires no resources to manage.

An organization’s IT provides an overall picture of the range of technical options available to the organization, and, as such, it also implies the range of business options. *(Cash 49)* With the growing number of needs constantly coming to light within Foster Care, the need to update and expand the tools available on the website grows as well. The ability to grow and accommodate more services builds upon open access and control to the website, without going through informal communication with a community member maintaining the website in their free time. IT Systems support data acquisition and flexible decision making and communication under conditions of change and uncertainty *(Cash 84).* The conditions surround Roo’s Wish include those of growth and change lending to this need for well-developed IT to adequately manage demands.A personal Wix Website with a custom domain is $14 a month with other easy-to build websites being in a comparable price range. Under the assumption this expenditure is taken the website will house the current information housed there as well as forms for signing up organizations for future events. Pages for Current, Year-Round, and Seasonal donations respectively, as well as a discussion board for community engagement and coordination.

**Effects on Stakeholders:**

Foster Care Facilities: The change in possession of the website would increase the detail provided on events and requests found on Roo’s Wish’s website. In turn this would improve communication of goals and provide information on what can be expected in coming months without lengthy back-and-forth communication.

Foster Families: The families involved in the Foster Care System will also benefit from the awareness provided by the website. If the website is effective in communication and generates attention the number of supplies and donations received by these families will in turn increase as well.

Social Workers: Social workers will also be up to date on events and donations in more detail due to increased control of the website. Outside of this awareness they are impacted very little by the changing of the website, they may see increased results for their requests if the site is effective.

## Create Forms for Scheduling Organizational Assistance

Currently there are usually organizations available around times of events or drives that would require more assistance than the day-to-day activities at Roo’s Wish. As the number of events hosted around the year increases the need to more formally identify and contact organizations will as well. Creating a form for use by organizational leaders identifying general information would provide Roo’s Wish with a pool of choices, where the organizations can be used for events that their numbers or skills are best suited for without back and forth communication. The information requested can be general but should include information such as: Organization Name, Number of Volunteers, Times/Days Available, and Contact Information.

**Effects on Stakeholders:**

Foster Care Facilities: Outside of possible increase in output from or number of events hosted to provide for these facilities this new form would have very little impact on the Foster Care Facilities.

Foster Families: There is a minimal direct impact on Foster Families, but they may benefit from increased output or number of events hosted that support their needs.

Social Workers: Creation of these forms does not affect the social workers working with foster care to a great degree, they have an easy resource to link individual looking to help and may see an increase in output from or number of events hosted to assist their requests.

## Break Down Current Collections into Categories

The current page for collections contains all the items Roo’s Wish is collecting in one place. This page houses a list of collections and donation drop-off locations. If the collections were broken down into subpages in the navigation bar on the website, it could help draw attention to current needs that are being actively focused on while also allowing people looking to help provide day-to-day items can locate those requests separately. While most of these pages will house similar information concerning the nature of donations being requested and drop-off locations, the breakdown by seasonal, year-round, and current needs would help to break up the list and draw attention to these needs in a more detailed manner.

**Effects on Stakeholders:**

Foster Care Facilities: Year-round needs may receive additional focus by being designated differently on the website. People that understand year-round needs may go overlooked during seasonal efforts and try to assist in donations that maybe lacking. In turn this should help maintain regular items don’t come at a decreased rate throughout the year.

Foster Families: The families involved in the Foster Care System will ideally have no issue receiving year-round donations distributed to them by the Foster Care system.

Social Workers: The Social Workers involved with communicating these requests should be able to easily identify if their task is being undertaken and what other efforts are currently underway. In addition to this they should not have to make requests for year-round items outside of normal routine during seasonal efforts due to the distributed focus between them.

## Create a Space for Updates and Discussion with the Community

To assist in the decline in engagement with Facebook and other social media presences, a Discussion Board or similar process could assist in keeping dedicated community members involved. The initial attention for the discussion board could be developed by posting about it on the social media platforms currently used. Posts about drives, an area for suggested focuses or requests from families in the Foster Care system can all be communicated directly with Roo’s Wish without having to be discussed amongst polarizing political posts and frivolous content littering people’s social media feeds. Ideally this discussion board can provide post updates directly to people’s email if opted-in and would assist in catching people’s attention outside social media. By tying communication into your existing architecture Roo’s Wish can apply the Internet Enabled Business Model to the organization and further increase efficiency in identifying and combatting rising needs.

**Effects on Stakeholders:**

Foster Care Facilities: By viewing the discussion board area they can view feedback from the community from an outside perspective and see what sorts of needs maybe going unnoticed even by them. If they wish to become members of the discussion board, they will also have an outlet for engagement through Roo’s Wish.

Foster Families: With direct access to a discussion board for Foster Care related conversation, families gain an outlet to voice their concerns or feedback directly to Roo’s Wish. Their needs maybe able to receive focus when it is more direct to source and not passed through Case Workers.

Social Workers: Social Workers would not need to participate in the Discussion board outside personal prerogative due to the nature of already being in direct contact with both families and Roo’s Wish.

## Use Google Drive or Another Form of Cloud Backup

The only form of backup currently being made of logs is an e-mail to the Roo’s Wish G-Mail account at random intervals. For secure storage of this data a cloud service should be used for remote access in case of emergency. Google Drive costs $1 for 100 GB of space which would not be filled quickly by excel files. In case of emergency or the need to check logs from a remote location or access to the Roo’s Wish email is unavailable the data in the donation logs would remain safe and accessible.

**Effects on Stakeholders:**

Foster Care Facilities: No direct effect on Foster Care Facilities.

Foster Families: No direct effect on Foster Families.

Social Workers: No direct effect on Social Workers.

## Generate a Printable Form for Donations

The current Inventory Management process is very time consuming, identifying the product, and its price would be difficult for one person to do in mass. Creating a form that can be printed and housing it next to the drop-off locations on the website with fields identifying these things could put some of this burden on the donor. If an IT budget is developed in the future the technology to add a scannable entity to the tag and have it logged into a database could be possible.

**Effects on Stakeholders:**

Foster Care Facilities: If the form is utilized properly by all participants, it could increase the turnaround time between collection of donations by Roo’s Wish and receiving the goods at the facilities. In turn this would increase the potential number of goods received in a single shipment.

Foster Families: No direct effect on Foster Families.

Social Workers: No direct effect on Social Workers.

# Conclusions

Roo’s Wish currently performs within its capacity and does not have issue reaching the goals it sets for itself. In the establishment and growth of the organization the awareness for needs of Foster Care Families has continued to grow but within the organization and in the community. The desire to grow Roo’s Wish and be able to assist in more ways drives expansion of Roo’s Wish’s current IT. Some issues identified are the depreciation in engagement with social media, the efficiency of inventory management, and asynchronous communication. Currently the IT at Roo’s Wish doesn’t lend itself to a redesign to accommodate changes to these systems and require the establishment of a website maintained by Roo’s Wish directly to avoid issues during future development. After this step is taken the organization can develop spaces to house forms to streamline communication, foster discussion and engagement and provide more detailed information of current focuses. By tying all of these function into a central location management of this space and collection of data becomes streamlined and in turn will allow for more time developing actions to combat new and rising issues. All of these assumptions also depend on ion the eventual establishment of an IT budget. The budget can even be a publicly sponsored go-fund me to continue the efforts made by Roo’s Wish, to ease financial burden on the organization.

# Appendices

## Basis of Analysis

IEBM: In my analysis if Roo’s Wish the primary issues that stuck out to me was how asynchronous the communication of requests, drop-off confirmations, and other correspondence was currently being carried out. The initial architecture for utilizing the internet in outreach and facilitation was already in use with the Roo’s Wish website and its social media accounts but to say it had communication tied into this system would be a stretch, outside post comments there is not much engagement available. This is the core focus of the Internet Enabled Business Model, tying communications into the legacy architecture of a firm or organization. By taking steps to assume control of the website Roo’s Wish has the opportunity to create pages for discussion of events and requests.

IT is defined by the Organizational Structure: The organizational structure of Roo’s Wish could be classified as Functional by the measure of there being a central point of communication and decision making. There are not any other breakdowns within the organization as there is only a single member functionally. This would be a determinant factor on how the IT should be developed. Rather than having functions supported by IT accessed by either computer, phone, or community members does not centralize this information and lend itself to efficiency. If Roo’s Wish centralized its IT into the laptop they are using, alongside cloud backups, it would streamline the process. The expectancy for future growth of processes would need to outweigh the ease-of access provided by the informal text or email update requests for the website currently used.

Information Technology is driven by two things, flexibility, and pace of change. Our ability to identify and develop the IT is essential to not allow the IT to become obsolete. Roo’s Wish is currently finding issue with the declining effectiveness of its social media and overall engagement after its initial rise to attention. The identification of this issue comes first and now that it has been recognized the IT currently used must be flexible and able to be updated to accommodate the community that is declining elsewhere. If Roo’s Wish is successful in building a community, they would also require more control of their website than they currently do to be able to accommodate the pace of change. As the community grows, they will need to be able to streamline communication and organization through the forms recommended. The ability to add the forms and update them in the future to be scannable would rely on this initial design be available to build upon.

## Technology Inventory

**Hardware**

* HP Notebook
* iPhone 11

**Software**

* Adobe Spark
* Microsoft Excel
* Facebook iOS app
* Instagram iOS app
* Charity Navigator iOS app

## Citations

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(49) “The IT Architecture provides an overall picture of the range of technical options available to a firm, and, as such, it also implies the range of business options.”

(84) “Information Technologies, for supporting data acquisition and flexible decision making and communication under conditions of change and uncertainty”

(109) Cash describes the characteristics of a functional organization

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