

Salisbury University

Technology Field Engagement Report

HALO Ministry Homeless Shelter

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CMAT 465 - Communication Technology

Dr. Agarwal

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## **Introduction & Research Goal**

This semester, our group, consisting of five communication technology students, partook in a field engagement project wherein we conducted visits, interviews, and volunteer hours at HALO Ministries, a local homeless shelter in Salisbury, MD. After our initial visit, we collectively developed a research goal, which we used throughout the entirety of this project to focus our efforts toward a specific technological aspect where we believed the organization could improve upon. Our formal research goal reads as follows, “assist the HALO Ministries Homeless Shelter in terms of optimizing the way that their current technologies function. These consist of an inefficient database to post schedules and a paper sign-in system for the volunteers.” This goal fueled our efforts in assisting HALO to the best of our abilities and provide them with knowledge that would prove to be beneficial for the organization in the future.

## **Roles**

Throughout the process, our group consistently worked with three key full-time employees at HALO. Celeste Savage, perhaps the most crucial employee at the Ministry, founded HALO in 2004 as a single homeless and has held the title of Executive Director ever since. She oversees the day-to-day operations of each of the four locations. Savage also approves most of the decisions made for HALO, included picking and choosing which technologies are used throughout each establishment. Angel Simpson, Savage’s right-hand woman, holds the formal title of Women’s Program Administrator and aids the Executive Director in several different ways, ranging from the hiring process to managing the volunteers. The third and final employee that our group worked closely with is Operations Manager Theresa Schevel. She handles most forms of both internal and external communication within HALO. Schevel’s

position can also be compared to that of a secretary.

### **Day to Day Operations**

Upon conducting visits and interviews, it was important that our group inquire about the daily operations of HALO ministries, so that we could properly address the problems and recommend solutions accordingly. We wanted to make sure that our group could optimize HALO's potential technology options as best we could. There are four different locations run by HALO, including the main Day Facility, the Emergency Shelter for Women and Children, the HALO Café, and the Bargain Center/Thrift Ministry. Each of these locations is focused on aiding the homeless and low-income population in the Eastern Shore region and have both full-time employees and volunteers in place.

The Day Facility is where HALO all began. It can be described a standard shelter and is open to any and all homeless people in Wicomico County or the surrounding area. Here, they offer the homeless case management opportunities, showers, restrooms, voicemail, storage facilities, as well as GED, Bible study and life skills courses. This is the location where most of the volunteers are located.

The Emergency Shelter for Women and Children provides homeless mothers and children with a safe place to stay for as long as one night up to several months at a time. The Emergency Shelter also provides other services, such as nightly Church services. Here, it is crucial to have adequate technological means due to the severe and urgent nature of this particular shelter.

The HALO Café was opened in 2010 and has served over 374,974 meals to the low-income and homeless population of Wicomico County since then. Providing nutrition to those in need is the main goal of this establishment. That cannot be accomplished without the proper

systems in place to help ensure that that can be accomplished.

The final location, the Thrift Ministry, is very important to HALO overall. Not only does it provide a bargain center, where donated items are sold to the general public and the homeless can work, but this building also houses all of HALO's central offices. This location provides the central source of income that, in addition to private donations, funds the entire HALO ministry, so that it can operate efficiently. Again, it is crucial to maintain a decent form of technology that can be utilized to help the organization at this location.

### **Observations and Journals**

Our group as a whole had the opportunity to spend time with HALO as an organization to get a feel for the way in which they operate on a day-to-day basis. After keeping detailed records of our experience with them, both in our journals and observations, multiple themes came to light that helped to guide the way that we approached our project. Many of the themes are synchronous with barriers as they are an organization that has a lot of room for technological advancement.

First and foremost, our group immediately caught onto how antiquated their current technologies truly are. For example, the check-in system is simply signing your name from pen to paper. This is then manually transitioned and recorded into an Excel spreadsheet. We were initially going to focus on finding a more efficient and updated check-in system, but soon realized that theme of outdated technologies spread throughout the whole organization. Even in the bargain center, they use a cash register that is manually operated and has seen better days. They are an organization that makes do with what is in front of them, but they focus very little on innovation. The next common theme that our group took note of is how thin the administration spreads themselves. Running a non-profit homeless shelter is a 24/7 job that holds constant

responsibility and means that a lot of people are dependent on you. For this reason, the administration is forced to focus more on day-to-day operations to make sure things are running smoothly, which leaves very little time for making changes or advancements in technology. They are spread out physically among the main administrative office, the shelter, and the bargain center which all together make up HALO and each have to be managed in order for the organization to run efficiently. With all of these stresses weighing on only a few people, the lack of available time for anything else became apparent.

We were then first introduced to the Community Church Builder wherein many of their scheduling problems lie. The administration explained to us that it is neither the most effective nor the most efficient program, but it is what they have used for years. It was designed for small church groups, so it is not even catered toward an operation their size. They recently opened a men's shelter in addition to all of the other facilities that they are in charge of, so they are progressively growing with technology and equipment that is not keeping up with them. This also demonstrates antiquated technologies because of the system's inefficiencies in keeping up with the organization's needs. However, they continue to struggle with it because it is what they are familiar with.

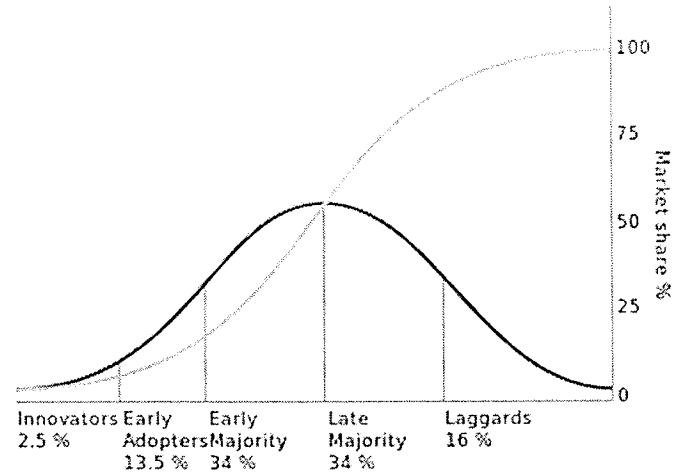
Collectively among our group, the biggest common observation was the administration's resistant attitude toward changes in technology. This is a result of all of the previous observations and barriers coming together. They work hard day and night to maintain the shelter and its operations, but because of this they turn a blind eye to the good that new technology could bring to their organization. Even a better scheduling system could make the administrator's lives a little easier and would take some responsibility off their plate. After all of us spoke with the administration and got a better sense of their operations, they were honest in saying that they

are aware of these issues. They know that they are not the most innovative organization, but they are unsure of the repercussions following too much change to their daily schedule. They have fallen into routine and are hesitant to accept advice in the form of technological advancements.

All of the observations and journals have the basic theme that the level of technology is hindering the good work that HALO does to better the community. The staff and volunteers work very hard to keep up the facilities that house the homeless, while steering them toward better opportunities and a brighter future. With improvements in technology, they can streamline their efforts and have the chance to focus more on the big picture.

### **Theory**

In order to gain a better understanding of the HALO organization, our group decided to utilize the Diffusion of innovations theoretical perspective developed by Everett Rogers. This theory seeks to provide an explanation for how, why, and at what rate new ideas and technologies spread. Rogers expanded this theory by developing the idea into a model that contained several distinct successive groups to represent the dispersion of innovative technologies and how these were affected by certain opinion leaders. The model is easily exhibited as a bell curve on a graph (found below) that shows the groups adopting the technology as well as the market share reaching the saturation level over time.



The five groups represented are innovators, early adopters, early majority, late majority, and laggards. As demonstrated by the percentages, most people fall into the category of the majority whether it is the early or late adopters. However we quickly learned that at HALO, we were interacting with people who would likely fall into the laggards or late majority roles in the diffusion of innovations theory. This is demonstrated by some of the outdated technologies that they used every day in combination with feelings of aversion to any degree of change. An example of this is the methods that they use in order to track the amount of hours that people volunteer for. Their current method involves a pen and single sheet of paper at each location for people to record their times of work. These sheets of paper are collected and then manually entered into an excel spreadsheet at the end of each week. We interviewed the person who does this, and it ends up taking her several hours in order to fully complete this process. A way to make this more efficient is to eliminate multiple steps in the process by having volunteers sign in on a digital platform that would record and track all of the information instantaneously. Platforms such as these are quite common now and are well into the “laggard” stage with almost complete market saturation. We observed a common sentiment among the

administration that they felt they did not need to change since they believed that they had been effectively running things a specific way while utilizing certain technologies since the organization's creation. As a group we agreed that it would be counterproductive to try and persuade them to change their ways, as that could be perceived negatively and effectively work against any progress trying to be made. Instead, strategy that might work in the future for an organization such as HALO would be to utilize certain individuals inside the organization that could fulfill the role of opinion leader to the group. This way, the others in administration wouldn't feel like they were trying to be persuaded by an outsider as they could readily observe the efficiency that certain technologies could provide their organization since it is being used by one of their own members.

### **Recommendations**

When coming up with alternatives for Halo's current technology we first needed to decide which five were the most important to focus on. To do this we used our research goal to start us off. We chose to find better alternatives for the online database they use and their check in system for volunteers. We also chose Facebook, the phones and face to face communication as the other 3 since they were also the most used technologies.

Right now Halos uses an online database called Church Community Builder or CCB. While they have learned how to use this program the best they can, we found it really didn't do what Halo was looking for. The scheduling part of it is very confusing for users to read, it works slow and it's very hard to sift through all of the volunteer data. The CCB also costs between \$3,000 and \$5,000 a year and for a non-profit we knew that had to be lowered. After some research we found two alternatives we thought would work best for Halo, Volgistics and Cervis.



Volgistics was our number one choice for so many reasons. It has multiple calendars so they can have one for events and one for volunteers instead of having everything all on one like they do now. It has automatic schedule reminders that it sends out to volunteers to let them know they have a shift coming up. It also can easily store and retrieve volunteer data plus it has a number of filters to narrow down their search. This would save so much man power since right now they have to go through the entire volunteer list to find the person they want. One of the best parts about Volgistics though is that it only costs \$38 a month! That means Halo would save at least \$2,500 a year. The only downside to Volgistics and the reason Halo refuses to use it is that Celeste used to use it and had a bad experience with their customer service since it's an email only type of thing.

The other alternative we came up with was Cervis. Cervis uses the cloud so everything is very fast especially compared to the CCB they use now and the events calendar is much simpler to look at. It also tracks volunteers and their hours as well as has a search feature to find the right volunteers easier. It also comes with free online training videos as well as webinars to help new users learn all that Cervis does. They even have a 5 of 5 star rating for their customer support which we thought was great since we knew Celeste had such an issue in the past with Volgistic's support. Cervis also only costs \$25 a month, which would save them \$2,700 a year! Unfortunately Celeste said she liked nothing about this program and didn't like that it had so many features to learn.

One thing we learned just from asking about these alternatives is that Halo is very set in their ways and although they asked us to help them find new, better alternatives, they don't seem to really want to change what they have.

The next technology we focused on was their pen and paper check in system for volunteers. As of right now the volunteers simply put their name and their time in and out on a sign in sheet. Later in the day it is taken to their offices where someone manually enters in all the hours into an Excel spreadsheet. Because of this they waste many hours of manpower that could be spent doing other things. It is also nearly impossible to filter through volunteers to see how many hours they have worked total. To fix this we came up with two new ways to check in. One was the VicTouch system which is an add on to Volgistics and the TimeStation app.

The VicTouch is a simpler way for volunteers to check in and out and they can also schedule themselves for the times they are available. Just like Volgistics the VicTouch also has extremely easy to follow videos online of exactly how to use it. It also only costs about \$9 more a month in addition to Volgistics monthly fee. The only possible downside we came up with was that Halo would need to buy a touchscreen, iPad or keypad to use it. Surprisingly Celeste really liked that it used a touchscreen or keypad and would gladly buy one to use this system. When we asked what she didn't like she had no answer!

The next recommendation we came up with was the TimeStation app. This is a free to download app that allows the administrators to print out filtered reports to see exactly what they are looking for, it clocks in and out all volunteers and its very easy to use as well as mobile. The way it works is all volunteers are given a printed out QR code that they simply scan using their smartphone or a company one when they get there and before they leave. The downsides to this are that Halo would need to pay the premium rate for the app if they have over 10 people using it which they definitely would but it's a small fee and would save more money than paying someone to log all the hours by hand. On other downside with a simple solution is volunteers may lose their QR code. We recommended keeping extras copies handy just in case this happens

but they are easy to reprint if need be. When asked how she felt about this app, Celeste was indifferent about it. She didn't hate it but because she didn't know anything about it she didn't like it either. She did however say she would look into it giving up hope that after learning more she may try to implement it!

Another technology we wanted to give alternatives for was Facebook. Currently Halo uses Facebook to reach its volunteers and post when they need extra help as well as any events they have going on. For this we chose Twitter and LinkedIn as our alternative recommendations.

We picked Twitter as a possible option because Twitter seems to be a much more popular site than Facebook these days. It's also made for people to post quick updates which is what Halo is doing on Facebook now anyways. There are also several other great features about Twitter. Halo can post multimedia items like videos and pictures, it's fast and keeps them constantly connected to followers, and lots of people use Twitter especially young college students which are a big section of their volunteers. The downsides we found were that getting followers may be tricky right away but at least it's completely free so they really have nothing to lose by using it. Celeste's thoughts on Twitter like several other recommendations were simply that she didn't know how to use it but she would try to learn.

The other recommendation we had was LinkedIn. Unlike Facebook, LinkedIn is specifically for professional use. Halo can still post things about events and when they need more volunteers just like they do now but it will also possibly recommend their page to users it feels would work well with Halo therefore giving them a bigger following. Celeste said she does have a LinkedIn account but doesn't use it so again she would look into it and try and learn it.

The fourth technology we looked at was their phones. Currently they use the phones as their only form of non face to face communication. We wanted to give them a few options of

other applications to use to possibly help them be more efficient when it comes to communication between employees only. We decided the best alternatives were Google Hangouts and texting. These are both text based instead of voice calling so if someone can't answer the phone right then they can answer back as soon as they get it. This means no calling 3 or 4 times to get each other.

Google Hangouts is like a newer more exciting version of the AOL Instant Messenger we all used to use years ago. It's completely free to sign up and not only can you send instant messages but you can also voice call and video chat with it. Making an account is easy they just have to each make a Google account if they don't already have one. Then add each other to their list of contacts and that's about it. Once they get the Google Hangouts page they simply pick who they want to talk to and send a message. When we asked what they thought of this we didn't really get an answer either way, not even an "I'll look into it".

The other alternative was texting. We felt this was a good option for the same reasons as Google Hangouts, it is quick and they can have several people in a group message if they want. Another great thing about texting is that everyone already has a cell phone and all phones come with unlimited texting now so there's no extra fee to what they would be paying regardless. Celeste really liked that it was a great means of communication between individual people and small groups but not for larger groups. With this I don't think she realized this was focused on being only for communication between the three employees they have and not as a way to reach volunteers or groups of many people.

The final technology we looked into was face to face communication. We felt this was an important one to think about since they have several different locations and may not all be at the same one at the same time. This was they can get as close as possible to seeing each other when

far away which means less room for misinterpretation. We decided to recommend Skype and FaceTime.

Skype is a good option because they can video call as well as send messages simultaneously. It is also a free download to the computer or their phone. The only real downside to Skype is that they may have a slow internet connection, which means lagging, or choppy videos and they may not have a webcam hooked up to their computers but they can buy cheap ones or use their phones. This was another one that Celeste said she had used a little bit but didn't know much about. She did say she would look into it more since she really liked how similar it was to face to face communication and she likes that she could see facial expressions.

The other alternative was FaceTime. FaceTime has basically the same features as Skype except you must have an iPhone to use it. Because of this Celeste was a little iffy about it. We feel she once again thought this was for communicating with volunteers and not just employees so that's why she was wary about it. If the three employees have iPhones there is no issue but unfortunately we did not find this out.

Overall the biggest barriers we found when recommending these new ideas to Celeste from Halo was she wasn't interested in learning much in the way of new applications. One thing we did like was that anything she had tried before, except Volgistics, she said she would look into more. We were also surprised at how few things she really didn't like at all since we had had several issues previously with getting Halo to try and branch out to try new things.

## **Reflection**

Working with HALO was certainly a learning experience for all of us. This was the first time some of us had the opportunity to even to visit a homeless shelter, let alone volunteer and suggest improvements they could make with their technology. I think we

were learning along with Celeste and her team the different competing models to what they are using now. For some of the Competing Models, she totally did not understand, or see the purpose in using it. However, after it was explained to her, she was saying how great of an idea it was. Being that they have so many locations, they could use a more efficient way to communicate between that space gap.

One thing we learned is that it is hard trying to coordinate our personal schedules with those of Celeste's, and also others that work with her. Celeste is a busy person because she essentially runs the whole operation. Due to that, she is always running all over the place. We went to a couple of locations before actually finding her to do the interview about the competing models with her. Another thing we learned is that everyone at the organization wasn't as enthusiastic about the project as we were. At times we showed up for interviews, yet interviews did not take place and had to be rescheduled.

Another thing that we learned is that communication can often be misinterpreted, or information can be left out. At one point, finding the address to her exact location was a struggle, and that was in part due to that the address to her office wasn't correct with the street name.

In terms of technology, a major thing that we learned throughout this process is that with the generation before us, they don't necessarily see the need to change how they have been doing things. Either that or they do see a problem, but for some reason there aren't any plans in place to take the necessary steps to make changes. Celeste was actually familiar with some of the things that we suggested to her already, and she even told us about it, but they are still using an old check-in system, along with other things.

Technology is naturally a part of our generation's culture. General knowledge is no longer sufficient anymore. From a young age we were introduced to it and now we don't even have to think twice about how to operate or fix something. That seems to be one of the main objectives in this class, to share what we know since we were essentially honed this way. We mentioned FaceTime as one of the alternatives and she wasn't too familiar with what it was, but us as college students use it almost every day. So that shows a perfect example of the gap in the generations.

When interacting with the client as a technology consultant, we realized that in order to advise the client, we must know what we are talking about. We had to help HALO realize why they need these services we are suggesting, how it is more efficient than what they are currently using, and how much easier it would make their day-to-day operations.

In conclusion, we had a lot of barriers throughout our project, yet we got through them. HALO was the perfect organization to work with because they have little recent technologies that they are using. Hopefully they will consider our advice and make the necessary changes in order to help their business run smoothly.

## **Research Goal**

The research goal for our group is to assist the HALO Ministries Homeless Shelter with their communication techniques, especially in terms of optimizing the way that their current technologies function, which consists of an inefficient database to post schedules and a paper sign-in system for the volunteers.



## **Identification and Schedule**

**Group Members:** John Giffin, Brittany Lee, Shannon Loughrige, Maddie McGinty, Alex Newcomb

**Project Identification:** HALO Ministries

**Schedule:** Wednesday 2/10 1:30pm-2:30pm (Shannon), Friday 2/12 9am-10am (Brittany & John), Monday 2/15 11:30am-12:30pm (Alex), Wednesday 2/17 1:30pm-2:30pm (Shannon)



February 10, 2016 HALO Ministry Salisbury, MD – Shannon Loughrige, Journal Observations

Time	Who is Involved	Technologies Involved	Observations	Questions
1:30-1:35pm	Celeste Savage - Executive Director Angel Simpson - Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system - can view personnel information, send mass emails, upload files, create events schedules and work-time schedules	Very slow - not efficient and not everyone knows how to use it	Do they use CCB for all of their communication? Is mass email their main for all of communication?
1:35-1:40pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system – can view personnel information, send mass emails, upload files, create events schedules and work-time schedules	Schedule revolves around Sunday - can’t schedule anything on that day	Is there a way to develop two separate calendars in order to reduce clutter?
1:40-1:45pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system – can view personnel information, send mass emails, upload files,	No difference between the work schedule and the event schedule, so difficult to put both on the calendar without it being cluttered	Seems like they need a forum similar to that of Facebook or GIN Systems - would either of those work?

February 10, 2016 HALO Ministry Salisbury, MD – Shannon Loughrige, Journal Observations

		create events schedules and work-time schedules		
1:45-1:50pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system – can view personnel information, send mass emails, upload files, create events schedules and work-time schedules	Sometimes loses data and crashes due to the amount of users	They have an Internet server and modem - but is it capable of moving at a faster speed or holding a more sophisticated data system?
1:50-1:55pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system – can view personnel information, send mass emails, upload files, create events schedules and work-time schedules	Needs to be cleaned up because people are in the data system that no longer work/volunteer there	If they cleaned out the amount of people in the system, would it run faster?
1:55-2:00pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator	CCB – “Church Communication Builder”: Cloud/Internet-based software system used to hold employees/volunteers/guests in a data system – can view personnel information, send mass emails, upload files,	Overall, very inefficient and probably not benefiting this nonprofit organization	Would they be open to newer, faster technologies that essentially do the same thing and much more?

February 10, 2016 HALO Ministry Salisbury, MD – Shannon Loughrige, Journal Observations

		create events schedules and work-time schedules		
2:00-2:05pm	Celeste Savage - Executive Director Angel Simpson - Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” - just a piece of paper with a sign-in sheet that employees/volunteers write their name/date/time on	Sign-in sheet is very inefficient	Why don't they just find an online system that could record this and put it straight into the CCB system?
2:05-2:10pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” – just a piece of paper with a sign-in sheet that employees/volunteers write their name/date/time on	Provides people with the opportunity to lie (writing in pencil could let people potentially erase and change their hours)	Do they know that this paper system could cause problems in the future?
2:10-2:15pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” – just a piece of paper with a sign-in sheet that employees/volunteers write their name/date/time on	Stored in a binder with no way to go back and look at extremely old records of sign-in	Have they had these problems before in the past, too?
2:15-2:20pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” – just a piece of paper with a sign-in sheet that	Ineffective when it comes to logging volunteer/employee hours - harder to see who has worked when and how many hours	Would they be open to converting all of this data and logging it online?

February 10, 2016 HALO Ministry Salisbury, MD – Shannon Loughrige, Journal Observations

		employees/volunteers write their name/date/time on		
2:20-2:25pm	Celeste Savage - Executive Director Angel Simpson - Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” - just a piece of paper with a sign-in sheet that employees/volunteers write their name/date/time on	Literally none of this sign-in data from the paper sheets are recorded online	Could use an online Excel sheet, so that at least the data could be found somewhere on the computer
2:25-2:30pm	Celeste Savage – Executive Director Angel Simpson – Programs Coordinator Ms. Eartha - Pastor	No form of sophisticated/online technology used to “clock-in” or “clock-out” – just a piece of paper with a sign-in sheet that employees/volunteers write their name/date/time on	Have not really considered other technologies in order to record this data	They are simply unaware of how they could use the Internet to help them record this information more efficiently

**In-Depth Observation Table**

<b>Framework Bullets</b>	<b>Technology/User Role</b>	<b>Observation—Needs, Barriers, Facilitators, Training etc.</b>
<i>Theoretical Features</i>		
<p>Rogers Diffusion of Innovation</p> <ul style="list-style-type: none"> <li>- process by which innovation is communicated through certain channels over time among participants in a social system</li> </ul>	<p>Relatability Triability Observability Late Majority Early Majority</p>	<ul style="list-style-type: none"> <li>- the technologies they use are easily relatable because they are all older but they are not consistent with what other organizations of their kind are using today</li> <li>- they haven't decided what does and doesn't work for them because they have only tried the paper sign in sheet but nothing else</li> <li>- it's difficult to observe because we didn't see anyone sign in first hand but we imagine a sign in sheet would be hard to use because of the need to file them all and transfer them to a computer program like excel</li> <li>- they are a part of the late majority because they have yet to adopt many newer technologies</li> <li>- they are not part of the early majority because they have not tried to explore new technological opportunities</li> </ul>
<p>Garbage Can Model</p> <ul style="list-style-type: none"> <li>- process of decision making where preferences, technology and participation are not clear</li> </ul>	<p>People Choices</p>	<ul style="list-style-type: none"> <li>- Celeste (exec. Director) – She decides all the communication channels like CCB model</li> <li>- Angel (programs coordinator) – She communicates with the volunteers about the different programs</li> <li>- Eartha – communicates with the ministries that come in and talk</li> </ul>
<p>Media Richness</p> <ul style="list-style-type: none"> <li>- a communication medium's ability to reproduce the information sent</li> </ul>	<p>- face to face  -email</p>	<ul style="list-style-type: none"> <li>- employees and volunteers often meet in an office and discuss what needs to be done, usually one person in charge of the communication (Celeste) and then she relays it to everyone else</li> <li>- email is used to communicate with everyone including volunteers to schedule volunteer hours</li> </ul>

**In-Depth Observation Table**

over it	-phone	- communicate with volunteers and other publics
Impression Management	-Face to face	- everything is Celeste's decision because she is the exec. Director and if she uses it everyone else will follow suit
- conscious or unconscious process when people attempt to influence the perception of others about a technology		
<i>Technological Features</i>		
Hardware features	computer	For CCB system-scheduling, events, volunteer info, other data
	Phone	Communicate with volunteers and publics
Software features	excel	To input volunteer hours to keep track of them
	Internal server	wifi
Usability		
	paper	Main form of communication between exec. And volunteers n regards to scheduling hours (clock in/out)



HALO Interview Transcription: Angel

Maddie: Alright...um...so basically, what is your role here at HALO?

Angel: I am the Day Facility and Women's Program Administrator. \*Hands me business card\*

Maddie: Oh, awesome. Thank you. And what does that entail?

Angel: Everything. I am more-or-less in charge of the day facility, which is the "during the day" program where guests can come in and they have to take a class in the morning and a class in the afternoon. And then they can come in for showers, computers, phone; just a place to be...and then the women's shelter.

Maddie: And that's at night, right?

Angel: Mhm. And the Journey of Hope program.

Maddie: Okay, and is that where they kind of have an extended stay?

Angel: Mhm. It's a life-change program.

Maddie: Okay, cool. And I guess with all that being said, what technology do you use on a daily basis to get all of this completed and done efficiently?

Angel: Laptop, Ipad, cell phone.

Maddie: And what's your preferred method of contacting people back-and-forth? I guess people that you work with or people that...

Angel: Uhh...mostly for me, it's texting if it's my volunteers and email through our...um...we have CCB, Community Church Builder, which is a network for all our volunteers and so we can email out of that.

Maddie: Okay, perfect. And um...what are some improvements that you want to see in the technology around here? If the opportunity were to present itself.

Angel: Um...and we are getting better. We...um...I'd like to be able to, and I think we are going that way. To hook up to...we have flat screen TVs so that we can put messages and stuff on them for our guests. Um...and I mean if I'm dreaming big, then I'd like to have the Smartboards for our classes.

Maddie: Oh that would be great! Yeah.

Angel: Yeah, and our system is...um...like right now I cannot get my email for HALO on my laptop, so I have to get it on my Ipad and my phone.

Maddie: Oh, why doesn't it work on your laptop?

Angel: Something happened with my laptop. It was all on there and then they did something...and it is now gone.

Maddie: Oh no. And I think, my group was thinking, about focusing on kind of the check-in process. Cause I remember when we were talking about how we wanted to approach doing this, that when I was helping out with my hours, that the check-in process was completely like manual, just kind of writing in. Do you think there's any, like if you wanted to see any kind of improvements there?

Angel: Yeah, oh, obviously. And I would actually like to...well we had...Celeste has discussed this before, is for each of our guests either to have an ID card or something, so that when they come in, just like a scanner, they would just scan it in and they would go, the data would be inputted that way. And then that shows when they were here, when they left, and it wouldn't be the manual input, as such. And when we go to look someone up in the computer, you know, we would have a face to match, you know, the name. Especially, for someone who isn't here all the time.

Maddie: Right.

Angel: To be able to know that.

Maddie: Okay, that's a great idea. I know it would help a lot of streamlining.

Angel: Right, and even in the shelters, I would like to see that in the shelters also because, like, we had a gentleman who got put off the property for 6 months last night. So I knew who he is, but some of my volunteers might not know who he is. So if he comes in the day facility, they are not going to know who he is.

Maddie: Oh, true.

Angel: Whereas, you know, if we had that, you know...

Maddie: You could put him in as something or to scan in, or if he refused to then...

Angel: Right, right.

Maddie: Okay, yeah. That's a great idea. Do you have...do you think...I'm sorry. What are the obstacles, I guess, that you can see with implementing new technologies around here? Do you see any...I guess with the ID cards, specifically...or I guess in general?

Angel: CASH.

Maddie: Yeah, yes.

Angel: It's the cost of, you know, the system for one. Um...and um...I guess just training. And you know, for the guests...um...it would be, you know, sometimes we see the same guests all the time. So, you know, it probably wouldn't be a problem for them. But the ones we see once or twice to, you know, give them an ID, a picture, and then they'd be gone the next day.

Maddie: Yeah. Oh yes, so I guess it would kind of be hard to like to decide when is a good time to give you an ID, and stuff like that. Um, alright! I guess, is there any other thing about technology...any other...um...because I'm out of questions!

Angel: Oh wow! That was great! Um, I think, well and we have our security system which is right there. Um...and I don't deal with that very much, but I'm sure it could probably use some updating.

Maddie: Okay, some updating?

Angel: But I do like the check-in process and have everything...cause right now everything is still paper, paper applications, you know, rules and stuff like that. And so...

Maddie: Alright, perfect! Well then, I guess, I told you I wouldn't take up too much of your time and there you go!

Angel: Okay that was good! That was good!

Maddie: Just some quick information.

Angel: So what made you change from social work to communications?



## Celeste Interview Questions

1. What is your role at halo?
2. What technologies do you use and what are they for?
3. How do you communicate with other employees?
4. How do you communicate with the people who take advantage of what halo does?
5. Explain the ccb system you use.
6. How much does that cost?
7. Have you come across any issues with the CCB system?
8. Do you take advantage of the cloud at all?



## Celeste Savage Interview Transcription

**Key:**

**AN = Alex Newcomb (interviewer)**

**CS = Celeste Savage (interviewee)**

**AN:** So, our first question is, what is your role at HALO?

**CS:** So, I'm the director.

**AN:** What do you do, exactly? Are you the one that's in charge of all of your technology stuff?

**CS:** I started HALO. I was founder of HALO and I oversee everything that goes on here.

**AN:** So, as far as the technology stuff goes, it goes through you so that you know what's going on. What kinds of technologies do you guys use and what are they for? So, there's like computer programs and phones and stuff?

**CS:** We have our volunteer database. It's not the best thing in the world, but we have a volunteer database. We use social media, we have a server.

**AN:** That's really it, right? Just want to make sure.

**CS:** Mhm, yeah. I mean I don't know what else.

**AN:** Ok, you use phones, right?

**CS:** Yeah. Of course we have cell phones for communicating.

**AN:** When you say that "volunteer thing," do you mean that CCB thing?

**CS:** Mhm.

**AN:** Ok, Shannon kind of told me about that, but I wanted to make sure. So, how do you communicate with other employees?

**CS:** Email, by email most of the time, and then we have our weekly meetings.

**AN:** Ok, easy enough.

**CS:** I also have a, maybe out of order, but I don't do it with the employees, but what I do do is called "constant contact," that's with the volunteers and we have about 600 volunteers.

**AN:** That's a lot, what exactly is the "constant contact" thing? Is it like an online thing?

**CS:** It's still an online email base, but we get a little more done with that.

**AN:** But it's an email thing, back and forth?

**CS:** No, it's more of an "e-bulletin" or an "e-newsletter" type.

**AN:** Ok, and how do you communicate with the people who take advantage of what HALO does, so like customers of the store, the people are using the homeless shelter?

**CS:** The customers at the store is mostly a Facebook or a direct email constant contact. The guests, there is almost zero technology used, it's pretty much word of mouth or a referral agency-type thing.

**AN:** Ok, do you do any fliers or anything?

**CS:** Yeah, we do brochures and fliers and things.

**AN:** Ok, because you've got like some print out stuff, too. Can explain to me more about the CCB system that you guys use? Because, like I said, Shannon basically just kind of went over a quick little thing about it, but what does it do, exactly?

**CS:** I think probably John has a vast knowledge of that because I went into a lot of detail with him on that. We can put the volunteers name in, the address, we can flag it for whatever purposes we need – if they're CM-trained, if they've gone through our HALO 101 training. I can see any of that. I can see whether there is a guest that is a volunteer. I know where they go to church if they fill that out, I know their skill sets, if they fill that portion out, and that is our contact. I can go into and I can set the volunteers up in groups and I can email the group as a whole. I can export an email and send it to three different groups at the same time. The problem that I have with it mostly is the calendar – scheduling their hours because it is a church-based communication data system, it basically runs off of Sunday and then maybe a special event or practices, or that very simple scheduling where my scheduling, I have seven different ministries



and we have close to 600 volunteers, so I don't have the luxury of good scheduling information and pieces with this.

**AN:** Ok, so do you think that's maybe something you all would try to get fixed by talking to us?

**CS:** I definitely would fix it, yeah. But, having said that, everything I said prior to that is what I also would want in a system.

**AN:** So, you want like a profile kind of thing of each volunteer so you can see exactly who they are, how to contact them, what skills they have and what they can and can't do, necessarily, and their schedule and then be able to put them into a calendar that works better than what you have now.

**CS:** The calendar that I'm using right now is actually an event calendar, which means if I have, for say, the day facility, I'm putting all of my people into the calendar. So, as you see here, there's the event calendar. So, right now I have all of my peoples' names and when they're working or volunteering. So, if I go in there and say, "we're going to have a guest speaker that's going to be speaking," I'll go in there and it'll get lost because we're using it as a scheduling thing calendar and not as an event calendar.

**AN:** So, are you looking for something where one system is like two separate calendars? One is for events with things happening, and the other one is just for scheduling volunteers.

**CS:** Right. There has to be a scheduling one. The "events" is an important one because if it's a whole volunteer database, they should be able to go on, while we have our gala, and see on this date we're having our gala. But, instead, if, depending on what I have it positioned on, they're seeing everyone's work.

**AN:** And then, how much do you all pay for this?

**CS:** \$3,000. Too much. That's a lot of money.

**AN:** One of my other questions was what kinds of issues do you have with it, but we've already gone over that. And then, do you guys take advantage of the Cloud, like saving things on the Cloud?

**CS:** No, it's not that I wouldn't, it's that I'm not high-tech, so I'm just beginning to learn how that works. Would I take advantage of it? I really would have to see how it really worked.

**AN:** I was going to say, I'm not exactly sure how you guys would do things between like different places that you all own, but basically the Cloud is like saving everything on a far-away thing, and then you can just log in on a different computer instead of emailing stuff back and forth.

**CS:** To me, this is a, I would to call it a Cloud. I can get to it anywhere, so on anybody's computer, I can key in my information then I can pull this bad baby up. So, to me, it's ok, it's just I don't know enough about it to really set it up.

**AN:** I need to think of more questions, now. We went through all my questions.

**CS:** That didn't take a half an hour.

**AN:** I know, I wasn't expecting to go through them that fast.

**CS:** Well, I think part of it is John knows how the CCB runs because I've went into a lot of detail with him, but that's the biggest fix, to me, is the volunteer coordinating piece.

**AN:** My other question, so how do people sign-in when they come?

**CS:** They email or they call in and say "I want to serve."

**AN:** And then what do they do when they get here? Just show up and start working?

**CS:** No, we email them back and tell them which ministry and what date they're coming in and that sort of thing. If we had a volunteer database that, one, they could possibly go on and block off their time that they could volunteer and then we punch it in to where we want them to serve and the dates they have available and then shoot it back to them, it would save a lot of time. And then everything we do is manual.

**AN:** When you came in and talked to us I think you said something about how they email you when they can work, and then you have to figure it out and email them back and put them on the schedule, instead of them just doing it themselves.

**CS:** I will probably never have them do it themselves, no matter what kind of database we have. The kind of system that I want would allow them to give me the block of time that they can serve

and the hours, and then we put them it because I have a lot of volunteers, and we have some volunteers that like to serve every single solitary day, the same hours all the time, and that's wonderful, except for nobody else has the option to serve. And then you also have, like for instance, I have volunteered that I have been with me since I opened, which was in 2007, and if they don't key it in then they get knocked out and as far as I'm concerned, if we have this as an example, we have these two ladies that volunteer with me on Thursday nights in the shelter and they've been with me since I've opened back in 2007, and the only time they don't serve on Thursday nights is if they go on vacation or they're sick, and I know about that, they let me know. All the other times through thick and thin, they've been there, so I wouldn't allow any other volunteer to come in and knock them off of that scheduled date.

**AN:** So, you still want control over who is where? But you want to know when they can work.

**CS:** Yeah and I mean if some of them can work on Thursday night and I need that third person, then I'll plug them in, but I don't want them to plug themselves in. I wouldn't allow that to happen.

**AN:** Ok, and then I think you said something else about how when they get here, they sign in on a paper and then someone else takes it.

**CS:** Yes, they manually sign in and then it is manually put into the computer.

**AN:** Have you thought about doing anything different or tried anything?

**CS:** Yes, where they either punch in their number or swipe their badge. You know how you swipe a badge and it marks that you're in? Yeah, I would love that. I would totally love that. Or, at least, an ID that they could go to a stationary computer and say I'm here.

**AN:** Yeah, that would be so much faster to just clock-in real quick.

**CS:** And I would need to have – like this one can do that, this data system can do that, the only problem is that I have to go in and set up all the different times, but the only thing it does is put you in, it doesn't clock you out. It's church, so it doesn't matter. For me, volunteer hours matter.

**AN:** You still want to be able to count how long people were here and how many hours and all.

CS: Right, so if you're here and you're here for two hours and at the end of the year, they've served 500 hundred hours, then I want to know. So, I would want that kind of report that says "they've worked every Thursday night for two hours faithfully for 52 weeks, so they've worked 104 hours this year."

AN: About how many different places are there that people volunteer?

CS: Let's see – men's, café, journey of hope, women's, day facility, thrift ministry, office, and harvest of hope. Eight.

AN: So, you'd need eight different sign-in places?

CS: Yes and no. I could have like my day facility, my journey of hope, and my women's shelter is in one location and could be on one computer and they just punch in what ministry they're serving in, or if they come in and they punch in their number, the thing pops up and says "Alex is serving in day facility," you'd just click the button at the time you got in and like whenever you go out type of thing.'

AN: So, I think that's kind what our group is leaning towards was finding a way for you all to have people do a clock-in, clock-out type of thing and make it easier on you all than having to take a paper thing and then type it all in to Excel and then have that figure out how many hours people worked.

CS: When you do have the Excel, we do that. This is the other part – what is it saved under? So, that's what has to be put in every time and when you think about how many centers and volunteers, that's a lot of work. So, now what you have is Darlene is listed, but she's done chapel and she's done women's shelter. Well, I just want to know women's shelter by Darlene. I can sort some, but I can't sot everything.

AN: That's so much work, but that's impressive though that you put that much time and effort into all of this.

CS: I think it's important.

AN: It definitely is, but I think that's what we're trying to focus on the most, and then when John came in and after he came in and talked to you about the CCB thing, we realized how many scheduling issues and stuff that you have with that, I think that's kind of our other thing.

**CS:** Now, are you trying to find a software or create a software.

**AN:** Find. None of us are computer-science people.

**CS:** I'm going to be perfectly honest with you, and I think I said this to John as well, the biggest problem that I have is not finding it, I can find it, I can take you right to a software right now that will probably do everything that I would want it to do, the problem that I have is setting it up. It's not even the cost, cost is simple. About \$2,500 less than what I'm paying, however, it's setting it all up and then training, that's the issue.

**AN:** So, finding something that's easy to use.

**CS:** I'll show you. It's really cool, it's really a nice thing, I just don't have time to put it together (shows Alex a program video on the computer). It's web-based, you can go to it anywhere. This answers that questions and that is this. SO this comes up on the computer, that's the PIN number, you put in your PIN number and there.

**AN:** So, maybe that's something we can try. It's such a good idea.

**CS:** Well, I don't have it, I got rid of it.

**AN:** But, you have the ability to have it.

**CS:** Right. So, you have like, that's how many volunteer records that's in this thing and that's how many hours, it's right in front of me. So, I'm going to go to a presentations tomorrow and I can say, "do you know how many hours?"

**AN:** You have the knowledge about this and all, it's just training people how to use it and getting it started. Maybe we can put some of our project toward that.

**CS:** See, this is the part of it where it's the type and flag. If I had a group that knew what they were doing and could get in there and do that, this is the one I would probably go with. It's easier to use, like I said, I don't have paid employees. I have just very few paid employees and I don't have a high-tech person here or even medium-tech person here that can figure out how to do all this and have the time to do it.

**AN:** When you say "figure it all out," what parts need to be figured out?

**CS:** Well, it's not so much the figuring out as much as it is just getting the thing. I want to be able to tell somebody, I want this, this, this and this. This is the divisions that we have – we have drug corps, we have communities for college, we have community service for school, we have corps-appointed, we have regular volunteers, we have special event volunteers, and all of that has to be either flagged or put in there.

**AN:** Can you change where it is says it to your own type?

**CS:** You can, but you have your own piece that has to go with that. Tags and flags are two different things and it explains in here how to do it. I spent so much time trying to figure out how to do what, and then I have to take all the volunteers we have and put it into the data system.

**AN:** And that would take a while?

**CS:** Yeah and I don't mind it taking the time as long as you have to get the whole thing set up.

**AN:** So that's the worst part?

**CS:** Yeah. And the second is just getting that information, a volunteer keyed in so it gets the information. That's the two biggest issues. But it is a pretty good organization, I was a little upset when I cancelled them out because somehow or another my password got lost in here, and my number that they gave me, and when I keyed it in it kept moving it out and then they don't have any phone number where you can talk directly to a person, it's all computer. They wouldn't respond. The way this is set up is when you get an account then you can send them a question and they respond back to you, but they respond back to you in your account and I can't get into my account. There is a number that you can call, but you don't talk to anybody, you just leave a message, so I called them. I sent them a billion emails. And I mailed them snail mail, but they never responded. They responded when I said "cancel my account." "We're sorry, there's protections that we have." Ok, well you're the one who got rid of my number. I'm putting in the number that you gave me and yours is the one that knocked it out. See, now that's when I get scare, because if that kind of thing happens and they have all my information because it's on the Cloud and I can't get it, then how am I supposed to operate? If I can't get in, I can't operate it. Same thing for CCB, but I've never had that problem.

AN: So, maybe if we find you a new one that's not this one either. A phone number to a real person?

CS: Yeah, a real person would be great. I mean, I don't understand these people. You would think, of course I'm sure they get busy and inundated with questions galore, they got 5 million volunteers that they track.

AN: Do you have any other things?

CS: No, I have looked at Razor's Edge, but that was like 7 years ago, so that might be something that you would look at and it might work. I've looked at Tapestry, I was definitely not impressed with that one, but that was like 7 years ago. The thing with CCB was I was on staff at Oakridge Baptist Church and they brought in CCB for the church, so I was trained. We went through a lot of training and it was set up by someone that was a CCB person, so everything was set up, so it was just a matter of training. So, I just knew how to use it, so then when I got it, I already knew how to set everything up and what I was looking for and all this kind of stuff. And then we still had more on it than I can do, but I would like it so that I don't have to hire somebody to manually do this stuff. I'm getting ready to hire a volunteer coordinator, when I hire that person, he or she, whatever it may be, I want them to be able to do the people-person stuff and very minimal data input stuff. Razor's Edge, Tapestry and there's another one out there that I haven't looked at yet, but I think that you had to call and set up an appointment and they walk you through it. I thought for me on that one, is if it's that difficult that I'm going to have to take my time to hear you talk about it and you can't show me anything. I like this one right here because I can watch everything and it's right on their website. I mean this is like that, but there you go.

AN: What are these called so we can try and find another one?

CS: I don't know what to tell you, let me see.

AN: Volunteer logistics?

CS: There's logistics, but service is the one. Yeah, it's volunteer management system is basically one of the things I think you can look it up under. But, here's what this looks like and that's it.

AN: There's nothing.

CS: I mean this is old-school. I don't like this, I like pictures.

AN: Yeah, pictures are good, less words and more looking at things. So, it's volunteer management system software?

CS: Yeah, it's some kind of volunteer management software or whatever.

AN: Alright, no more questions for you, I'm done now, I'm very helpful.

CS: Good.



Interviewer John (J) talks with interviewee Theresa (T), assistant to organizational leader. Theresa stays very busy and had to reschedule the interview because of it. She had limited timeframe and in order to conduct the interview she had to do it while still running the office, so people were coming in and out and she still had to answer the phone. I cut out all of the extra sound where the interview was interrupted.

J: So the first question I'm going to ask you is what technology do you use on a daily basis here at the organization?

T: Well, the computer, my office phone, and cell phone that I use every day.

J: So, is there any specific software that you use on the computer?

T: I use Publisher, Microsoft Office, and some days Photoshop.

J: Ok, so with Office is it just strictly for publications or do you use it other things?

T: I make data entries into Excel, and Word for letters, and Publications for flyers and things like that.

J: Do you all just have the offices here, or are there other places where someone would need to access the information that you might have made with Excel or is there a server here?

T: Yes, we have a server here.

J: So you could just access the Excel files from Celeste or something like that.

T: Yes.

J: One thing that Celeste was mentioning to me was that there is this online program called Community Church Builder.

T: Mhm, CCB.

J: CCB that's it, I got a brief idea from Celeste but would you mind telling me a little more about that?

T: It's a database for our volunteers, we keep all of our volunteers in there. Through that we can send emails, we keep notes in there, we can upload their applications right to that database. It stores a lot of information for us.

J: Is it helpful?

T: Yes, it is, very helpful.

J: Is there anything that you would want to change about it, that would make it more helpful for you?

T: A better scheduling piece would be great, it's not a very good scheduler. You know, scheduling the volunteers, it would be nice to have a better way to schedule them.

-8 minute break where someone came into her office

J: So, we were talking about CCB. The current thing you have does do scheduling?

T: It does but it's not a very good way to schedule.

J: Is it because it wasn't made for that or it's not user friendly?

T: It was made for scheduling one day a week for a church, not a daily basis. It's for a church, it's set up for a church to use, but since we are not a church and we operate everything. That's designed just for churches that have one or two services a week. So we are going around that restriction a different way. But anyway, I guess I like it, and it's what we use!

J: So I was thinking that there could be a way for that could be easier for you guys, a different way to schedule.

T: We have checked out two or three different programs and I didn't like any of those.

J: Were they hard to use?

T: There were hard to use and they weren't very user friendly. This is user friendly, we just have to use it a little differently so it'll work. You know, there are pros and cons to any system.

J: Sure, it works. So, how many volunteers do you all have and have to keep track of?

T: We have over 700 total volunteers, about 250 active volunteers. So we have to get all of those scheduled on a monthly basis. So, it's a lot of scheduling.

J: It's a lot of scheduling with something that doesn't really make scheduling easy?

T: Exactly.

-5 minute break for phone call

J: So for all of these volunteers, how do you keep track of them like the hours they do and things like that?

T: They record their hours, they handwrite them on a log sheet, and then we put them into Excel. We physically type them into Excel and generate reports.

J: Really? And so these sheets, they come from like the cafe or another HALO location?

T: Yeah, they come like this (she shows me a stack of them) each week. And we type in every name on the sheets, and then Excel will calculate their hours. So it's a lot of work to it, we don't have a program designed for it. So we manually do a lot of things.

-10 minute break for office meeting

J: Something like a program, like you were saying, could save you all a lot of time. That's something where we might be able to help you all. So, with the CCB, when people want to volunteer, they go on there and do it on their own?

T: No, we do it all here. Because we don't want certain people signing up, like if they don't know how to book something, I don't want them signing themselves up because then we could get 6 or 7 volunteers at the same place that I don't need. So, we do it ourselves, it doesn't do online scheduling. Not many of the other ones I've seen do online scheduling either, so we actually manually do the schedule.

J: So maybe, something where you all could see the monthly schedule, for example, and then the volunteers could see it but they couldn't change it.

T: Right. With this they can see the schedule and they can email me and say "I see empty days, I can do this day or this". They just can't put it in themselves.

J: So do they have to make a profile for CCB for themselves, or is that all done by you all?

T: They first fill out an application when they complete the training and we put that into the CCB. So I have all of their information that way. So when I put it in, I have it accessible anywhere. (Cloud network)

-5 minute break for office phone

J: So you all said that you looked into new systems, are they costly?

T: All of them are costly, they are all about the same price it's just they aren't as user-friendly as what I have now. We pay for it once a year, each year.

J: So a subscription based platform?

T: Yes.

J: I feel like if you all are paying for something, then you should at least get a quality scheduling tool.

T: Well it is a quality scheduling tool, it just was designed for a church. So for a church it's a quality scheduling tool but for us it is not. We aren't using it the way it was intended. The church that I attend uses this and it's great for their scheduling purposes. They work for that one day a week, and it was designed for that, it wasn't designed for seven days.

J: So it really works for them?

T: It really works for them. Here we have eight ministries that work seven days a week and they have three ministries that work one day a week. So it works well, it's a great tool, it's just that we aren't using it... correctly (laughs)

J: It sounds like it's a handy tool, but hopefully we can find something else that might be better so we could make a suggestion for you all for something that will help you. But thanks a lot for meeting with me.

T: I'm so sorry it's been so busy in here.

J: No problem at all, thank you for fitting me into your busy schedule.



## HALO GROUP- DRAFT ANALYSIS TABLE

Brittany Lee, Alex Newcomb, Shannon Loughrige, John Giffin, Maddie McGinty

### 1. CCB

#### Competing Model 1: Volgistics

Does Like: It's 100% computer based, love the layout, and all the information it collects

Does Not Like: No phone numbers.

#### Competing Model 2: Cervis

Does Like: Nothing.

Does Not Like: Too complicated system for the size that we are.

### 2. Check In-System

#### Competing Model 1: Vic Touch

Does Like: Either touch computer or keypad to use.

Does Not Like: Nothing.

#### Competing Model 2: Time Station App

Does Like: *(will look at it, had never heard of it).. Did like the fact that the app was free.*

Does Not Like: *(will look at it, had never heard of it)*

### 3. Facebook

#### Competing Model 1: Twitter

Does Like: Doesn't know how to use but will learn and use

Does Not Like: Doesn't know how to use but will learn and use

#### Competing Model 2: Linked-In

Does Like: Has one, but does not know how to use, will be using

Does Not Like: Has one, but does not know how to use, will be using

HALO GROUP- DRAFT ANALYSIS TABLE

Brittany Lee, Alex Newcomb, Shannon Loughrige, John Giffin, Maddie McGinty

**4. Phones**

**Competing Model 1: Hangouts**

Does Like:

Does Not Like

**Competing Model 2: Texting**

Does Like: Means of communication for individual specific groups

Does Not Like: Use as a means of communication in broad

**5. Face to Face**

**Competing Model 1: Skype**

Does Like: Can see faces and not be in person, Have used, but not initiated herself

Does Not Like: *Is looking into it..*

**Competing Model 2: Facetime**

Does Like: Have used, but not initiated herself

Does Not Like: Need to have an I-Phone

## Technology: Field Research

5 Foundational/backbone technologies being used at your organization:

1. CCB
2. Check-In system
3. Facebook
4. Phones
5. Face to Face

### Technology 1

Features of technology:

Technology	Features	User Skills Required	User Challenges/Facilitators
CCB	Scheduling	Typing	Scheduling only does events not events and volunteer hours
	Emailing	Internet familiarity	Slow
	Work and event scheduling	Understanding of software	Hard to sift through data

Market analysis

Technology	Price/Features	2 Major Competing Models	Price Features
CCB	\$3,000-\$5,000/year	Volgistics	\$38/month
		Cervis	\$25/month

Competing Model 1

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
Volgistics	Scheduling	Offers multiple calendars	No over the phone customer support, all through email
	Saves reports	Can send reminders to volunteers via text and email	
	Schedule reminders	Easily stores and retrieves volunteer information with many search filters	

Competing Model 2

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
Cervis	Tracks volunteers/ hours	Cheap	Possibly has too many features which could be confusing
	Makes events simpler	Up to date and fast	
	Allows for online posting	Online training and webinars/5 of 5 stars for customer service	

### Technology 2

Features of technology:

Technology	Features	User Skills Required	User Challenges/Facilitators
Check-In system (paper->excel)	No interent needed	Writing	Very hard to sort through volunteer names/hours
		Ability to use MS Office	Save each document every time
			Takes a very long time

Market analysis

Technology	Price/Features	2 Major Competing Models	Price Features
Check-In system (paper->excel)	One time purchase of \$200 for MS Office	VicTouch from Volgistics	Volgistics with VicTouch added \$48/month
		TimeStation App	Free

Competing Model 1

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
VicTouch	Allows volunteers to clock in and out	Easy to use	It adds to the monthly cost
	Volunteers can schedule themselves for available times	Helpful online videos	Would need to purchase a touchscreen



			monitor or iPad
	Receive messages from Managers	Saves a lot of time and man power	

Competing Model 2

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
TimeStation App	Prints reports	Can easily print reports using filters	Volunteers need access to a company iPad/iPhone
	Clock in and out	Simple to use	Need to pay for a premium version for more than 10 volunteers
	Mobile		Volunteers may lose their paper QR code

**Technology 3**

Features of technology:

Technology	Features	User Skills Required	User Challenges/Facilitators
Facebook	Can connect with community	Internet knowledge	Getting followers/likes
	Post events and pictures	Knowledge of facebook features	Lots of features and colors to confuse you
	Send messages		

Market analysis

Technology	Price/Features	2 Major Competing Models	Price Features
Facebook	Free	Twitter	Free
		LinkedIn	Free

Competing Model 1

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
Twitter	Post tweets	Lots of people use Twitter	Getting followers
	Post pictures	Fast and constant	Not very personal
	Create polls	Post multimedia items	

Competing Model 2

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
LinkedIn	Updates	They can chose who they want to volunteer for them	Getting followers
	Pick volunteers	People can see when they have posted updates	

**Technology 4**

Features of technology:

Technology	Features	User Skills Required	User Challenges/Facilitators
Phones	Voice calls	Can talk	Sometimes people don't answer
	Transfer calls		
	Voicemail		

Market analysis

Technology	Price/Features	2 Major Competing Models	Price Features
Phones	N/A	Google Hangouts (GTalk)	Free
		Text messaging	Part of their cell phone plan

Competing Model 1

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
Google Hangouts	Video chat	Easy to use	Maybe someone doesn't want to make a Google account
	Voice calls	Making an account is easy	
	Instant messaging	Have a list of contacts	

Competing Model 2

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
texting	Quick	Everyone has a cell phone	Some people don't like to text
	Simple	No learning required	
	To the point		

**Technology 5**

Features of technology:

Technology	Features	User Skills Required	User Challenges/Facilitators
Face to Face	You can see them	speaking	Response time is limited
	Less room for misinterpretation		

Market analysis

Technology	Price/Features	2 Major Competing Models	Price Features
Face to Face	free	Skype	Free
		Facetime	free

Competing Model 1

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
Skype	Voice calls	Wouldn't have to leave their desk	Internet may be slow
	Video chat	Message while chatting including sending screen shots/allows multitasking	May not have a webcam
	Messaging during video chat	You can see facial expressions	

Competing Model 2

Model 1	Features	Pro Features (Organizational benefits, User fit)	Cons—Features (Costs, User training/fit, challenges)
FaceTime	Video chat	No extra apps needed	Android users
	Portable	Can move the phone with you to go show something	Bad internet connection
	Built into phone		

## HALO Barriers

Maddie McGinty

Our goal for this project is to assist HALO in streamlining their day-to-day operations by introducing a more updated system that caters to their needs more than the one that they use currently. This concept seems to be a simple solution, but our group has faced many barriers along the way in an attempt to improve its level of technology. Some of these barriers include the overall attitude of volunteers and staff toward change, the age of the current staff running HALO, and finally the amount of time that the staff is willing to commit to learning the new system.

To begin, the biggest problem that our group as a whole has faced is the staff's lack of motivation for making changes. Through interviews and volunteer hours spent in the facility, we got the impression that the staff was not the most willing to cooperate or keep their minds open to incorporating new concepts into their program. They recognize that there are problems with their current CCB system, but ironically they did not seem to be interested in taking on a new system. The CCB system has scheduling problems and does not allow the user to use different calendars that separate shifts for volunteers, events, etc. The system also does not have a way of tracking volunteer hours, so they are all recorded manually on paper as volunteers sign in and out. A member of the staff then has to take those time sheets and manually record them in an excel sheet. We have explained that there are other options which could be presented, but again this gesture was met with uncertainty.

A big factor that plays into the staff's attitudes toward technological advances is their generally older age. Our group, as college students, is constantly having to adapt to changes and innovations in technology, but HALO has proven to be a complacent organization when it comes to technology. They stick to the programs and methods that they have used for a long time in

order to complete the day-to-day operation, so they would belong on the late spectrum of technology adopters.

Finally, the HALO staff has given the impression that they do not think there is time during their busy day to incorporate training for a new system. The different staff members rotate from the men's facility, women's facility, bargain store, and the main office. This scattered staff, along with events scheduled throughout the day and HALO patrons needing assistance, make it difficult to find time for anything more. However, our group has found tutorial videos for new systems that last no longer than a few minutes and go over information on a very basic level. With all things considered, HALO staff could be standing in their own way of streamlining and improving the way in which the organization is run. If volunteers and staff approached our suggestions and ideas with an open mind, then they would be giving themselves more opportunity to better their organization and help themselves move along in a more efficient manner.