

## Does your chief executive speak geek?: survey findings



Over 100 (128) people completed the following survey during July and August 2011

### 1. Do you work for a charity?

Yes: 94.5%

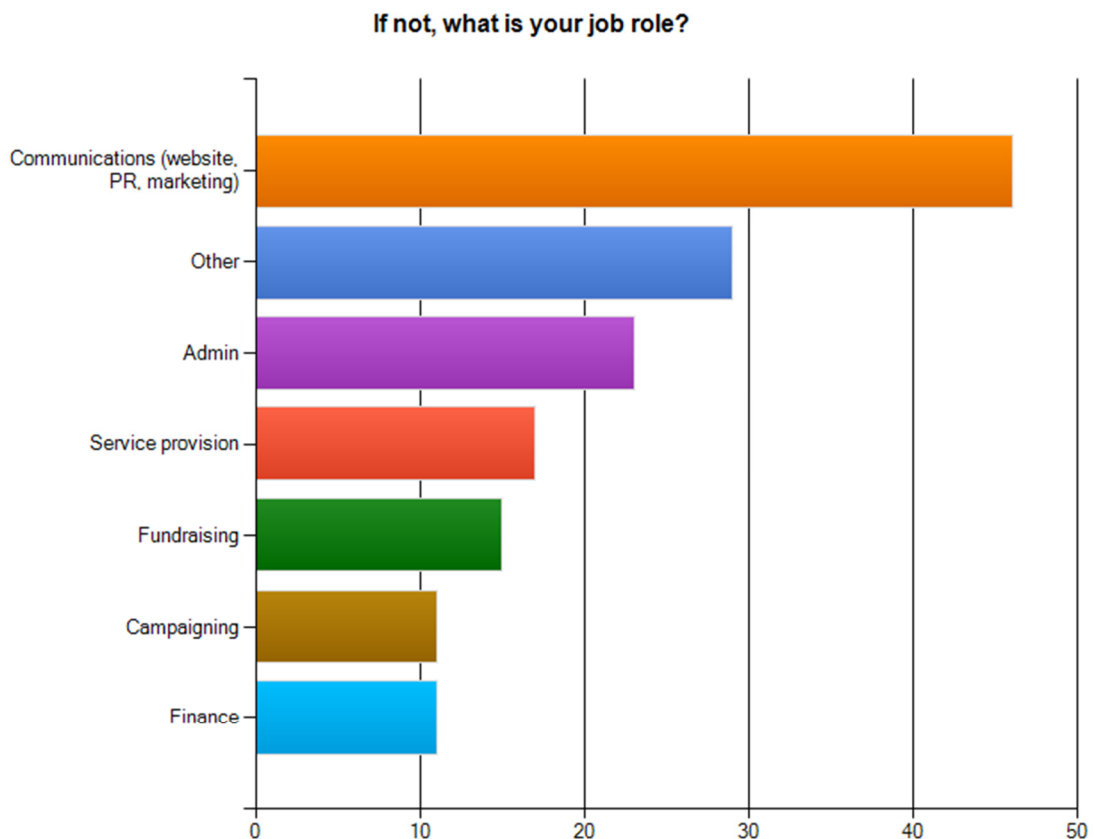
No: 5.5%

### 2. Do you work in IT (information technology)?

Yes: 27.0%

No: 73.0%

### 3. If not, what is your job role?



Fundraising: 15.0%

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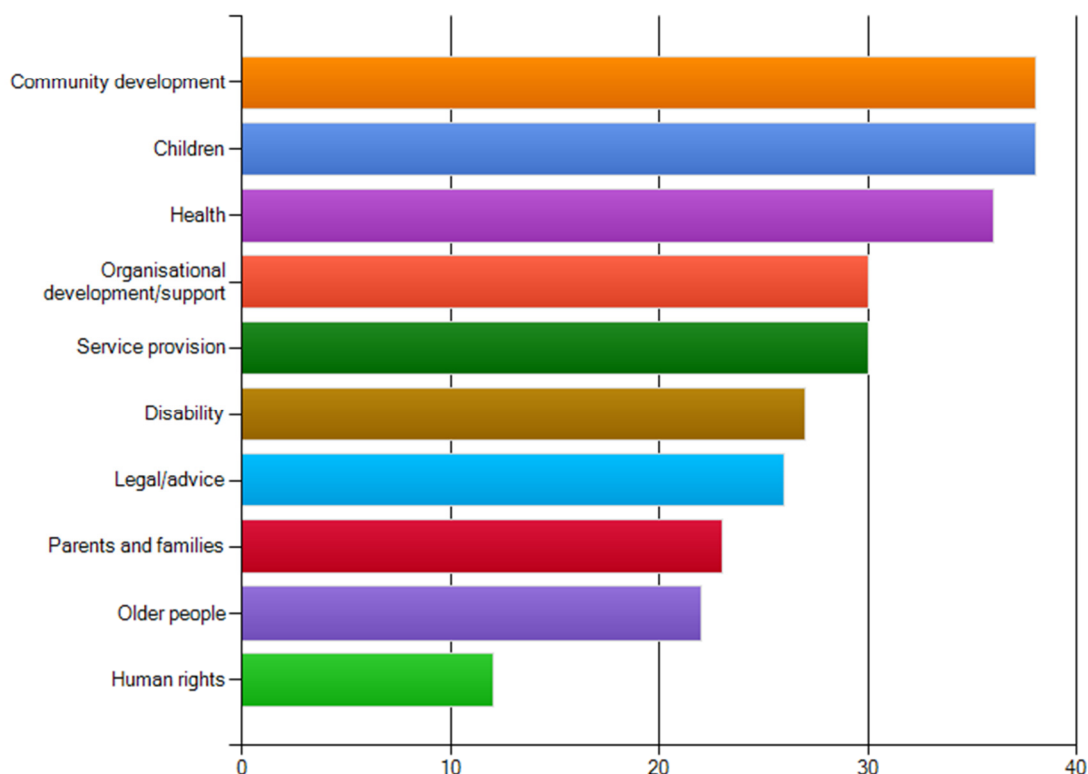
London Councils is committed to fighting for more resources for London and getting the best possible deal for London's 33 councils. London Councils has a website about its grants service. To read about our grants funding and the work of some of the 300 groups we support please visit [www.londoncouncils.gov.uk/grants](http://www.londoncouncils.gov.uk/grants)

|  |       |
|--|-------|
| Service provision:                       | 17.0% |
| Communications (website, PR, marketing): | 46.0% |
| Campaigning:                             | 11.0% |
| Admin:                                   | 23.0% |
| Finance:                                 | 11.0% |
| Other:                                   | 29.0% |

**If 'other', please tell us more:**

- I'm a bit of an "accidental techie" and used to work in IT—so staff come to me unofficially for help. And I often bring these skills into all discussions I participate in.
- Adviser
- Volunteer bicycle mechanic and trainer
- Manager
- I'm General Manager for a youth arts charity - I do all of the above and more as we only have two members of staff.
- Welfare law adviser.
- Chief Exec
- CEO
- Resources & Information
- Director
- Internal communications
- I do the IT on the side, I'm the classic accidental techie ...
- CEO [three people gave this answer]
- Office Administrator, Bookkeeper, Research Assistant and help out our IT manager
- Service Manager
- Engagement
- Project development.
- Retail
- Chief Executive
- Trustee
- Manager
- Policy
- Director
- Social Media Officer
- Evaluation research, teacher training
- Education/learning
- Chief Exec
- Chief exec
- Events and Project management
- Digital

#### 4. What kind of area does your charity work in? (tick all boxes that apply)



|                                     |       |
|-------------------------------------|-------|
| Health:                             | 34.0% |
| Disability:                         | 25.5% |
| Legal/advice:                       | 24.5% |
| Organisational development/support: | 28.3% |
| Community development:              | 35.8% |
| Service provision:                  | 28.3% |
| Children:                           | 35.8% |
| Older people:                       | 20.8% |
| Parents and families:               | 21.7% |
| Human rights:                       | 11.3% |
| Other (please specify)              |       |

#### 5. Is your chief executive a leader in using technology in an innovative way?

Yes: 31.0%

- They show good leadership and have embraced technology

Mostly: 59.5%

- They understand the benefits of technology, even if they don't understand exactly how it works

No: 9.5%

- Their attitude stops our charity making the most of technology:

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**Please tell us more:**

- I would choose No, but [our chief executive] is not an active obstacle to us using technology.
- I take the lead on most of our technology needs - we make the most of social media but are pretty stretched so don't have the time to really make the most of every opportunity.
- He has Twitter, Facebook etc
- Our CEO tweets and is really supportive of social networking sites as a means of really engaging people online.
- She tweets more than our corporate account - very concise, often emotive messages. Very good communicator.
- They've heard some of the words but don't always know what they mean. But at least they're receptive to trying new ways of doing things when they're explained, s-l-o-w-l-y
- Well aware of technology, often discusses new innovations but not actively pushing for it to be adopted.
- As far as I can tell. Lots of emphasis on major systems.
- Unfortunately, they also do not understand or accept the total cost of ownership of ICT, and therefore no measures are put in place to allow us to afford proper systems. The other barrier is ICT governance, they do not understand or accept that ICT needs to be planned and governed.
- A dinosaur approach
- They will not listen to other staff who have had specific training in new technologies.
- New website with numerous editors, links to social media made.
- Our President has implemented strategies to take advantage of technology. However, this isn't true of all levels, the two levels above me both view computers as a necessary evil, although they do use them and are developing their skills.
- I'm speaking for myself here (!), but I am a regular Twitter user and we have set up and make regular use of social media such as Facebook groups. We use Flickr and YouTube. We are also introducing a variety of new web sites, and also making use of an Intranet bulletin board for internal communication. I have led all these developments myself, and have a personal interest in the application of modern technology to further our charitable mission.
- Not only that she doesn't shy away from using technology but she is actively trying to incorporate new technologies in the delivery of our work. She is very capable in assessing the benefits technology brings and using it as a tool to help save time and money and improve quality of work.
- Our CE thinks they know about technology but doesn't really and makes decisions based on little knowledge.
- Use twitter Has iPad
- I try to use technology innovative ways to develop our core services, however budgets do not always allow for this
- Our CEO has just joined Twitter!
- She doesn't pioneer the use of technology but is grateful when someone suggests it!
- Our chief [executive] has fully embraced Twitter to actively engage with professionals and supporters. And staff who have followed his lead to a large extent. Not just the other way around.

**6. Is your chief executive confident in using newer technology?**

Yes, very confident: 24.0%

Yes, though they sometimes pretend to understand more than they do: 16.8%  
Quite confident: 34.4%  
No, not at all confident: 24.8%

**Please tell us more:**

- Not very confident or even interested personally, but supportive of its use by staff
- More than happy to embrace it as an organisation, but is generally left to Communications and Admin to use or apply newer technology.
- Does use social media, websites and email extensively but not really comfortable with them
- Our Director is happy to embrace new technology and gives everything a go.
- Depends which - is a heavy user of mobile email and uses Skype often, but not using social media at all.
- She herself is not confident but is aware of the benefits technologies can bring both internally and for delivery of mission
- Easily confused and equally easily impressed by technology.
- Chief Exec is very aware of and uses tech but doesn't actively push it on others. Mainly uses for person productivity.
- Degree in IT and and Post-Graduate qualifications in Information Systems Design
- As far as I can tell. No use of social media so far..
- She's probably got the cleverest phone of anyone in the organisation and knows how to drive it ...
- Prefers the old ways and prints all reading matter
- Outside work she likes her gadgets, latest technology etc.
- Would rather get someone else to do it for them!
- She's not technologically minded but is supportive of me in using new technology
- Newer technology? they podcast but do not blog nor tweet. they embrace cloud based services and keep up to date with developments in accessible technology
- I would say somewhere inbetween quite and not at all!
- Has the odd mishap and asks for advice when encountering something new, but all-in-all top marks
- She loves the benefits of the tech tools and embraces the concept of cloud technologies without necessarily fully understanding. We're likely to move to cloud solutions soon for our tech.
- Wary of social networking and web 2.0

**7. What do you think your chief executive sees as the main challenge in using newer technology?**

Time: 39.8%  
Money: 38.7%  
Loss of control: 15.1%  
Time-wasting: 6.5% (e.g. staff will spend time on technology like social media for personal reasons, rather than doing their jobs):

**Other: please tell us more:**

- Understanding is utility
- Workforce not predisposed to 'newer technology'. willing to embrace the essential - do not do geek!
- ROI is not enough to justify getting new tech.
- Having sufficient volunteer effort to run website, keep blog up-to-date etc

- Time wasting does not simply refer to the possibility that staff would spend time for personal use but the staff time involved in monitoring and updating social media resources. It takes away from front line service delivery
- Don't know, guessing
- I think it is more that we are small and do not have expertise in technology so we are not utilising it fully
- Don't know.
- The first three above are all relevant.
- Training
- No idea. He hasn't specifically told us whether or not he supports our use of new technology and he doesn't really get very involved with it. He doesn't seem to know what we're doing online, although recently and after much talking by the Fundraising/Comms team about the importance of new technology, he has finally set up a Twitter account and is following our charity feed!
- Not understanding how it works
- None
- I have not observed any issues with us using technology or social media
- Just generally distrustful
- Not all staff keen to take part.
- New technology is expensive and not always affordable for vol orgs. New technology is not always accessible to all and using it means less people can communicate with you.
- The true value - we have yet to see what actual impact new technologies will have on our charitable function in any real way.
- Lack of knowledge of true benefit of engaging with new platforms and who should take lead responsibility
- A very busy individual who can't spare much time in his day.
- In question 8 you are making the (possibly unwarranted) assumption that Facebook, Twitter, Flickr, YouTube and Skype actually HAVE benefits for our charity. I would be quite prepared to argue against at least some of these...
- Admin workers like putting back up tapes in and owning the knowledge and loss of control

**8. Do you think your charity's chief executive understands the benefits of the following technologies for your charity:**

|                   |             |       |
|-------------------|-------------|-------|
| Facebook?:        | No:         | 35.3% |
| Yes: 65.4%        | Don't know: | 29.4% |
| No: 18.3%         |             |       |
| Don't know: 16.3% | YouTube?    |       |
|                   | Yes:        | 63.6% |
| Twitter?          | No:         | 20.2% |
| Yes: 63.5%        | Don't know  | 16.2% |
| No: 24.0%         |             |       |
| Don't know: 12.5% | Skype?      |       |
|                   | Yes:        | 43.7% |
| Flickr?           | No:         | 31.1% |
| Yes: 35.3%        | Don't know: | 25.2% |

**9. Do you think your charity could save time or money if it used technology more effectively?**

|      |       |
|------|-------|
| Yes: | 78.1% |
| No:  | 7.6%  |

Don't know: 14.3%