

TOP NEWS

Program lends tech support to local nonprofit agencies

Bruce Miller, The Examiner
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BALTIMORE -

In hopes of further maximizing their ability to manage constituent relationships, eight local nonprofits are participating in the University of Baltimore Center for Community Technology Services' first-ever TechOutreach program.

The organizations, selected from a group of 16 applicants, will meet throughout the spring with CCTS staff and Goucher College students and attend training sessions in communications goal-setting and technology implementation.

They also will survey current technology tools and attend workshops on crafting and implementing a technology project within their organization.

"I hope that our technology becomes a source of outreach for us," said Ruth Ann Norton, executive director of the Baltimore Lead Coalition, one of the eight participating nonprofits. "This can really help us expand our outreach and education and help people link into our services."

Gayle Carney, CCTS' executive director, said the program brings the nonprofits an awareness of new technology available and shows them how to best integrate it into their organizations.

"Nonprofits get assistance in technology in a lot of hobbled-together ways," Carney said. "Sometimes they just get funding, sometimes they just get consulting and sometimes they get some implementation services. To have a technology project really make an impact on any business, you need a comprehensive approach."

Carney added that the final phase of the program allows participants to compete for grants of up to \$3,500 to underwrite the cost of the technology solution identified during the program, as well as additional CCTS consulting time and follow-up.

Nancy Haragan, executive director of the Greater Baltimore Cultural Alliance, another participating organization, said programs such as this allow nonprofits to further streamline their operations.

"In some ways, the demand to operate more efficiently is much greater because there is no give in the budget of the nonprofit," Haragan said. "Investing in the efficiency that technology can offer is really mission critical for a [nonprofit] organization."

On the Roster

Other organizations participating in the TechOutreach program include:

» Govans Ecumenical Development Corp.

- » Patterson Park Community Development Corp.
- » Citizens Law-Related Education Program
- » Station North Arts & Entertainment District
- » Wide Angle Community Media and Young Audiences of America
- » The program is underwritten by the Goldseker Foundation, the Baker Foundation and the Baltimore Community Foundation.

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