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AAD 610
Comp. Tech

Midterm Project Report

Over the first five weeks of this term, I have been gathering the names and basic functions of software and web applications that are in use by nonprofit organizations. My reasoning for collecting such data is to help guide me through the myriad of CRM, fundraising, email marketing, and volunteer management programs that I may come across during my job search. At the end of Winter Term this year, I started to read through numerous job descriptions for positions within a variety of nonprofit sectors and discovered a sizeable gap in my knowledge as an arts leader.

By leveraging my last term in the Arts and Administration program to pull together bits of information and then placing them into one place, I feel as though I am now more empowered to speak in a language that I may have not have been able to articulate in an interview. I came into the Comparative Technologies class with a laundry list of projects to tackle before I rejoin the working force, the first of these projects was to distill the types of software and web-based programs I may encounter and then to draw up a reference tool. What I have created is a living spreadsheet in Google Sheets that I can update and share frequently. Below is a link to the current version of my work:

<https://docs.google.com/spreadsheets/d/1QyFZJXkWkfzOJV6gKDMSgzHzbahH0yAUvypb8Cq08Qo/edit?usp=sharing>

Though these spreadsheets are very utilitarian in appearance, this formal design will shape itself after additional research is completed. What the additional research will entail is the

identification and comparison of my spreadsheet to currently posted job descriptions within the fields of event management, marketing/communications/social media management, donor relations/development, operations (theatre/opera/dance/music/venue), volunteer management, and executive directorship. If these spreadsheets prove to be advantageous to have, I am more than happy to share it with others and to provide a copy to the Arts & Administration faculty for future cohorts so as they can complete their coursework here without any gaps of knowledge.

It should be acknowledged that more time is needed for a project of this nature as I learned there are dozens of CRM programs as well as volunteer management programs. The website Capterra has become instrumental in providing the quick snapshots of each program along with reviews, and the capability to do side-by-side comparisons of programs. Had I utilized this site earlier on, I may have been able to compile more information sooner, but as it stands, I have the ability to continue to add on and refine as needed.