

Nonprofit Service Canvas

Proposed Idea: Technology in Human Services Podcast

Your Name:

<p>What is the problem, gap or issue?</p> <p>Technology is not being adequately utilized in human services. Nonprofit human service providers are unsure of how to integrate technology. They are not funded or focused on tech as service innovation. Where innovation exists, info and knowledge gained is not shared adequately.</p>	<p>What is your solution?</p> <p>Share innovative technology practices and use in human services in an easy to access podcast. Have shownotes and links to resources for more information. Reach out to innovators in nonprofit human services, and other sectors, to share information & knowledge.</p>	<p>How does your solution benefit the client?</p> <p>Human service frontline workers want to use tech with clients, in part because clients are asking for it. My show will give them useful case studies, and I will extract best practice information for them, so they can incorporate ideas into their service delivery, or use them to help build an internal case at their org.</p> <p>Leaders will see the value of tech in service provision and be exposed to people and orgs like them that are innovating successfully.</p>	<p>Why are you uniquely positioned to provide this solution?</p> <p>I have a reputation/brand of a curator of some types of information. I'm really curious about all of these questions. I meet and know interesting innovators in human services.</p>	<p>Target Group/Client(s)</p> <p>Managers and nonprofit leaders Frontline human service workers Technology developers interested in working with nonprofits Potential clients</p>
<p>How is it being addressed today?</p> <p>Conferences & workshops Webinars Articles and research reports Interpersonal interactions</p>	<p>How will you measure success?</p> <p>I'll have podcast statistics I can refer to. I'll have interesting guests who share great information and knowledge. People will download and share the podcast.</p>		<p>How will you outreach / market?</p> <p>Social media channels where I have a good following. My consulting website/blog. Direct email or outreach to people who might be interested.</p> <p><small>(option: jump to Digital Marketing Canvas here)</small></p>	<p>Who is your first key audience (early adopters)?</p> <p>Human service leaders and frontline workers in the immigrant settlement sector</p>
<p>What resources are needed to make this proposed solution possible?</p> <p>My smartphone with phone call recording app. External mic for my computer, lavalier mics for in-person and to record my intros. Free audio editing software on my computer. My time to invite, interview, edit, upload/publish and promote the show.</p>		<p>What security, privacy & confidentiality concerns do you need to address?</p> <p>Interviews will be recorded and published in their entirety, so there are no concerns here.</p>		