

## Changing Information and Communications Technology: *What will it mean for your organisation?*

### Group discussion:

#### So *what* are the implications of ICT change for membership?

- The two key things changes in technology are driving are:
  - Changing relationships - broader social networks
  - Changing sources of information – not from a centralised organisation
- When so much is moving so fast and we're so far behind, what should we focus on?
- What does free information mean for membership fees?
- We need to develop *valid strategies* and concentrate on what's effective for *our members and users*
- We need wind back to the offer and feel and culture of the organisation – and not focus too much on tools.
- We shouldn't get over-worried about it all – technology is just an amplifier of what people want to do anyway, and makes it easier to get those things done
- Is everything just going to move online? No, you can replace some aspects of eg events but not what actually matters – being face to face – there's still a need for high quality, friendly events in a nice place
- The roles needed (convenors, intermediaries) are not those that membership organisations uniquely offer
- We have a role in spreading best practice
- We have to lead the way (as umbrella bodies) for smaller organisations with less capacity who are our members
- There's a tension between the needs and wants of current and future (and to a certain extent older and younger) members

**Now what strategic decisions and actions need to be taken to seize the opportunities and meet the challenges around ICT change and membership?**

- We can leverage the social networks of individual members to grow our membership
- Our organisational structures are silos/barriers
- There are new competitors for volunteers and revenue
- Because it's redefining roles, we need to enable and account for strategic volunteering
- People care about causes, not organisations – and now they can move
- So we need to link into newer, smaller organisations
- There's a big need to create divergent strategies – online for those who can/want to engage that way and human interaction for those who can't/won't/don't
- There are changed expectations – to gift economies, for example. Why don't we behave that way as organisations?
- Do you need extra staff? With new skills?
- Will technologies save money enabling us to fund the above investment?
- How do we keep hold of our special identity (generosity) whatever tools we adopt? – and how does the fact that this characterises much of social media use mean that we can use this to our advantage?
- How do we use codesign and collaborative experiences?
- Should we build new platforms or go to where our users are already?