ALA Information Technology

Strategy & Project Summary of Operating and Capital Investments
ALA Mid Winter Meeting – January 2020
FY20-FY24
Jim Gibson, ALA Interim CIO
Sherri Vanyek, Director, IT
DelCor IT Summary

The goals of the ITMM report conducted in late 2018 were to provide insight on 4 key areas with progress to date from the start of the interim CIO on February 5, 2019 and are on the following slides:

• Network Infrastructure
• Data Management
• Digital Presence
• Technology Management
ITMM Recommendations Progress

Infrastructure Management Progress since August 2019:

• ALA will proceed with the plan of *temporarily* co-locating the existing servers at an off-site data center.
• The office move plan and budget is currently being re-worked.
• ALA will decommission the legacy services Novell and Windows 2008 environments.
• A total laptop refresh was completed by December 2019.
• Knowbe4 Security training was rolled out annually to all ALA staff.
• The Security Audit was completed and the two most vulnerable servers were removed.
ITMM Recommendations Progress

Data Management Progress since August 2019:

• The Salesforce Pilot went live in July 2019 for Advocacy and August 2019 for Development.

• IT staffing for a User Experience Manager was completed in October of 2019 and a DBA position has been posted and interviews are in progress.
ITMM Recommendations Progress

Digital Management Progress since August 2019:

• The digital asset audit was completed in April of 2019. Final count: 265 digital properties (excludes ALA Connect, email marketing, social media).
• A decrease in the digital footprint of 30% was achieved by December 2019.
• Archiving protocols around decommissioning sites were revisited and reinforced.
• A user’s group for staff content editors has been established.

Next Steps:
✓ Establish Accessibility and Analytics standards
✓ Revisit intake process when creating new properties
✓ Start work on Content & Digital Strategies
ITMM Recommendations Progress

Technology Management Progress since August 2019:

• An interim CIO is in place until April 2020 from DelCor and a permanent role is in the investment budget for FY21.

• A new IT organizational structure has been finalized.

• The IT Ticket Tracking System has been upgraded as of October 2019.

• A weekly high-level project portfolio and scorecard have been created.
## IT Current Project Portfolio

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Objective</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Management (Connect module) - Requirements Gathering</td>
<td>Ability to appoint volunteers to committees, track applications, and maintain historical records</td>
<td>Engagement</td>
</tr>
<tr>
<td>Finance – Cash Based Reporting</td>
<td>Ability to forecast cash flows. Manage actual cash inflows and relate to accrual inflows</td>
<td>Workforce Agility</td>
</tr>
<tr>
<td>Finance – Great Plaines Upgrade</td>
<td>Great Plaines upgraded to latest version, is hosted in the cloud, is accessible from off the ALA network. Reduces our need for remote access software.</td>
<td>Workforce Agility</td>
</tr>
<tr>
<td>AirTable Pilot Program</td>
<td>Define use cases, determine how Airtable can support, productize repeated workflows</td>
<td>Workforce Agility</td>
</tr>
<tr>
<td>SalesForce Phase 2</td>
<td>Add additional tracking for Advocacy, Development, and explore other areas to benefit from the software. Enhanced ability to mobilize members on Advocacy issues. Reduces member touch points for Fundraising. Improves the ability to track relationships for Advocacy and Fundraising initiatives.</td>
<td>Fundraising/Advocacy</td>
</tr>
<tr>
<td>Business Intelligence Software RFP</td>
<td>This will enable all units to make better decisions on real-time data. Provides the ability to collect data from multiple systems into a central location and extract comprehensive and interactive reports. Reduce labor cost by approx 1% annually (assume 50 users). Increase potential revenue by creating data products.</td>
<td>Business Intelligence</td>
</tr>
</tbody>
</table>
IT Sample Scorecard
Sample IT Dept Scorecard - December 2019

<table>
<thead>
<tr>
<th>ALA.org</th>
<th>iMIS</th>
<th>Connect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uptime Goal: 99%</td>
<td>Uptime Goal: 99%</td>
<td>Uptime Goal: 99%</td>
</tr>
<tr>
<td>Uptime Actual: 100%</td>
<td>Uptime: 100%</td>
<td>Uptime Actual: 100%</td>
</tr>
<tr>
<td>Unique Visitors: 382,239</td>
<td>Discussion Posts: 3208</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ALA Store</th>
<th>Dues &amp; Donations</th>
<th>Salesforce</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uptime Goal: 99%</td>
<td>Uptime Goal: 99%</td>
<td>Uptime Goal: 99%</td>
</tr>
<tr>
<td>Uptime Actual: 88%</td>
<td>Uptime Actual: 100%</td>
<td>Uptime Actual: 100%</td>
</tr>
<tr>
<td>Unique Visitors: 39,441</td>
<td>Unique Visitors: 9,982</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network Infrastructure</th>
<th>TrackIT</th>
<th>TrackIT Response Timing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uptime Goal: 99%</td>
<td>Tickets Opened: 265</td>
<td>Critical Tickets: 1.13 hours*</td>
</tr>
<tr>
<td>Uptime Actual: 100%</td>
<td>Tickets Closed: 251</td>
<td>High Tickets: 2.24 hours*</td>
</tr>
<tr>
<td>Up for 685 days</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shibboleth</th>
<th>Network File Server</th>
<th>KnowBe4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uptime Goal: 99%</td>
<td>Uptime Goal: 99%</td>
<td>Compliance Goal: 99%</td>
</tr>
<tr>
<td>Uptime Actual: 100%</td>
<td>Uptime Actual: 100%</td>
<td>Compliance Actual: 98.1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tests Sent / Failed: 259/5</td>
</tr>
</tbody>
</table>

*Numbers are for Demonstrative Purposes Only

1 - ALA Store outage 12/9/2019 to 12/13/2019
ALA Technology Investment FY19-FY24

**FY19 – FY24** – Total Investment Budget - $5,930,500

**Requested Investment Budget:**

- $1,360,500 FY19 operating + capital
- $4,570,000 $3,793,000 operating FY20-24
  $777,000 capital FY20-24

FY20-FY24 Roadmap and projects listed on next slides
FY20 Overview of in Progress Projects Costs

• Move to new location (separate budget) - $710,715
  • Unified Mgmt. Platform, Co-Location, Cloud, Wireless, Phones, Consulting

• CRM SalesForce implementation - $127,000 (capital has been spent)
• Single Sign-On Support - $16,000 (operating)
• Data Center Design - $63,000 (operating)
FY20 Overview of Investment Positions

• UX Manager - *$130,000 (Started October 2019)

FY21 Overview of Investment Positions

• Chief Information Officer - *$185,000 (assume September 2020 start)
• Business Analyst - *$90,000 (assume October 2020 start)
• ALA Connect Specialist - *$90,000 (assume October 2020 start)

* Salary amounts are for a full year
FY20-FY24 Estimated Direct Savings for IT Projects

• Data Center as a Service Project –
  Estimated savings of $50,000 in reduced cost per year in 2022 – 2024.

• Managed Service Provider –
  Estimated savings of $25,000 in reduced labor cost in FY2020.
  Estimated savings of $96,000 in reduced labor cost annually in FY21-24.

Total estimated savings of $559,000 for FY20-FY24.
Thank you!

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