

# DIGITAL WM NEWS™

Compiled and collated by RnR Organisation

Vol 1 Issue 8 August 2017



*Digital WM News is a monthly compilation/curation of #techforgood news, events/training, offers/tips, people, reading and vacancies of interest to people in the voluntary, community and social enterprise (VCSE) sectors from around the West Midlands – circulated via email; **subscription details on P.4***



## News

### EIGHTH ISSUE OF DIGITAL WM NEWS

Welcome to the eighth issue of our monthly newsletter. It's aimed at helping people in the voluntary, community and social enterprise (VCSE) sectors around the West Midlands to get more out of technology and the web. We love hearing what you, our readers, think about it. Comments on Issue 7 included: "I like the newsletter and always forward it around the office to colleagues, especially those in finance and personnel. Please keep on sending it out!!"

We also love getting your news, events/training, offers/tips, people, reading and vacancies for consideration. Please keep sending them.

**Deadline 21<sup>st</sup> of each month**

- **Pauline Roche, RnR Organisation**

### FREE HELP WITH YOUR CHARITY COMMUNICATIONS

*Could your charity use some creative ideas from a group of keen and bright students?*

Does your communications strategy need an update? Or perhaps you're thinking about a new campaign, or struggling to reach particular audiences?

Send a short brief using the form below, and if your project is chosen, students on the [Communicating Causes course at Cardiff University](#) will spend 8 weeks during **October and November 2017** working on a strategy and sample content. To be sure that your project is likely to be suitable, you can have a [look at the assignment brief](#).

Briefs need to be received by **20 September 2017**.

### GET DIGITAL'S NEW HEATMAP HIGHLIGHTS LARGE AREAS OF DIGITAL EXCLUSION ACROSS THE UK

"...The Get Digital Heatmap shows the likelihood of digital exclusion across the UK at local authority level. It uses eight different digital and social metrics to calculate the overall likelihood of exclusion. The heatmap was developed with the Local Government Association and the London School of Economics and Political Science (LSE), and draws on research from the [2017 Get Digital Skills Survey](#), also produced in association with Lloyds Banking Group.

Common causes of digital exclusion are lack of skills or the confidence to use them; lack of access to infrastructure and fast broadband; the cost of devices and fees for broadband subscription and mobile data; and a lack of personal motivation to value the gaining digital skills as relevant and important."

Full story [here](#)

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## CALLING NFPS TO SPEAK OUT ON THE ROLE OF TECH

“Not for profits around the world are being called on to take part in an annual research project that seeks to gain a better understanding of how organisations use technology to engage their supporters and donors.

The Global NGO Technology Report, now in its third year, is the only research project dedicated to studying how charitable organisations worldwide use web and email communications, online and mobile fundraising tools, and social and mobile media to engage and inspire their donors.”.



## Events/Training

### Sept 18<sup>th</sup>

Net Squared Midlands

[Digital Storytelling for nonprofits workshop: Storymakers 2017 event](#)

Impact Hub Birmingham, Oxford St Digbeth, Birmingham

### Sept 21<sup>st</sup>

[Code Club Training Session - Telford](#)

University Centre Telford, Level 3, Southwater One (SW1) TF3 4JG

### Sept 23<sup>rd</sup>

[Hack the Midlands](#)

Millennium Point, Curzon Street, Birmingham

### Sept 25<sup>th</sup>

ORG Birmingham

[Cybersecurity for 'real people'](#)

BOM, 1 Dudley Street, Birmingham B5 4EG

### Oct 6<sup>th</sup>

[6th Birmingham CSR Summit: Tech for good](#)

iCentrum, Holt St, Birmingham B7 4BP

The survey is open until the end of October with the Global NGO Technology Report set to be released 29 January 2018

Full story and link to survey [here](#)



### RNR ORGANISATION FINALIST IN BIRMINGHAM AWARDS 2017

We've been nominated for a Birmingham Award in the Social Enterprise Category – if you like what we do, please vote for us here <http://www.birminghamawards.co.uk/voting/>

### Oct 21<sup>st</sup>-22<sup>nd</sup>

[Open Data Camp 5](#) (unconference)

Queen's University, Belfast

### Oct 26<sup>th</sup>

[VCSSCamp](#) (unconference)

Innovation Birmingham, Holt Street, Birmingham B7 4BB

### WEEKLY/MONTHLY MEETUPS

[Birmingham Open Code](#) - weekly (Tuesdays) open study session for folks who program (in any language) or those who want to get started learning to code

[fizzPOP](#) – Lock picking every 2<sup>nd</sup> Wednesday of month

[Net Squared Midlands](#) – monthly

#techforgood meetup

[Tech Wednesday](#) – monthly meet up for like-minded individuals in the tech industry in the Birmingham area

### CONTROL R: Free charity digital training course

First free digital marketing training tailored for charities and nonprofits from Platypus Digital <http://www.platypusdigital.com/control-r-charity-digital-training/>

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## Offers/Tips

**RNR ORGANISATION BROKERAGE:** One of the roles we envisage for this newsletter is to bring together practitioners in our core activities of digital skills development and voluntary sector (asset-based) development.

We currently support and deliver this activity through a variety of programmes and networks including Net Squared Midlands, Charitable Trusts West Midlands, West Midlands Open Data Forum and general advice and training to VCSE organisations.

We therefore see the opportunity of using this 'Offers/Tips' section to broker connections between people with skills who want to support VCSE organisations and VCSE organisations who need this type of support.

**Interested?** Please email us at [RnR.Organisation@gmail.com](mailto:RnR.Organisation@gmail.com) about your interest and use the word 'Brokerage' in the subject line. Thanks.



## People

[Mandy Johnson](#), newly arrived CEO at [Small Charities Coalition](#), [wrote a brilliant blogpost](#) in May, identifying three key themes she wants to remain mindful of as she embraces this new challenge – thinking digital first, championing mental health and collaborating- we at RnR Organisation are big fans!



## Reading

### [How Much Should You Pay For A Charity/Nonprofit Website?](#)

By Andy Pearson, 17 Jan 2017

“There aren't many things that vary in price as much as a charity or nonprofit website, which can easily range from £0 to £100,000. This makes it very difficult for you to know how much to

budget for your website and whether any particular website agency or provider is offering good value for money.

This post explores the two key components that affect the price you pay for a website: the technology you use and the amount of strategic input you need. We give you guidance on how much you should expect to pay for different website design products and services so that you can speak to website agencies with greater confidence”.

### [Why I choose digital maturity over digital transformation](#)

By Jo Wolfe, 12 May 2016

“...If we quantify our current digital maturity we can better advocate for ourselves as digital professionals, and make the case to senior management for investment. We can also track our progress over time as we address gaps...”

### [Making Digital Skills Initiatives Inclusive By Design](#)

By Vicki Hearn, 1 August 2017

“...[Digital Reach](#) is a new programme which aims to help 4,000 of the UK’s hardest to reach young people acquire basic digital skills. Uniquely, the initiative puts expert youth organisations at the

heart of programme delivery - those who hold the trusted relationships with the young people currently on the wrong side of the digital divide. Six pilot schemes, running in partnership with organisations such as The Children’s Society and UK Youth, will support disadvantaged young people to gain purposeful digital skills and, importantly, the confidence to pursue the opportunities these skills bring”.



## VCSE Digital Vacancies (listed by Closing date)

**Sept 4<sup>th</sup>**

[Contracts, Compliance & Support Officer](#)

Witton Lodge Community Association

**Sept 5<sup>th</sup>**

[Media and PR Officer](#)

RoSPA

**Sept 7<sup>th</sup>**

[Impact Analyst](#)

UnLtd

[Logistics Administrator](#)

British Red Cross

**Sept 10<sup>th</sup>**

[Admissions Coordinator](#)

Teach First

**Sept 14<sup>th</sup>**

[Marketing Assistant](#)

St Giles Hospice

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