

Baruch College School of Public Affairs
Center for Nonprofit Strategy and Management
IBM
and
United Way of New York City

Nonprofit Technology Challenges in the New Economy April 20, 2009

David S. Birdsell
Dean, School of Public Affairs, Baruch College

David's work centers on the nexus of communication, media, and information technology in politics, government, and nonprofit administration. He studies access to public access to information technology advises cultural and governmental organizations on technology policy. He has created more than 20 executive programs in collaboration with community partners to improve the quality of public and nonprofit leadership. An expert on political debating and author of four books and more than 30 articles, chapters and foundation reports on communication theory and practice, David is a regular guest commentator on debates and other aspects of political communication for local, national, and international television and print media. His work has been supported by many funders, including the Clark Foundation, the Pew Charitable Trusts, the IBM Endowment for the Study of Business and Government, the Lyndon Baines Johnson Foundation, the New York Community Trust, the JPMorganChase Foundation, and the Markle Foundation.

David serves on New York City's Broadband Advisory Commission and chairs the National Association of Schools of Public Affairs and Administration's Committee on Executive Education. He is a member of the Volunteer Consulting Group board and of the editorial boards of *Argumentation and Advocacy* and *Communication Theory*. He serves on the Advisory Board of the Computer Center for Visually Impaired People and the Media Advisory Board for the National Campaign to Restore Civil Rights. He received his BA and MA degrees from the University of Virginia and his Ph.D. in Public Communication from the University of Maryland.

Bill Ferns
Associate Professor, Zicklin School of Business

Bill Ferns, Ph.D., was the founder and coordinator for the Workshop for Advanced Information Systems in the Human Services (WAISHS) at Baruch, from 1993 to 1998. The majority of his research and development efforts have been in the use of information technology in the human services sector, and he has articles published on the use of expert systems in the social services. These articles have appeared in *Expert Systems with Applications*, *AI & Society*, *Journal of Technology in Human Services*, and *Applied Artificial Intelligence*, and as a chapter in *Practitioner-Researcher Partnerships: Building Knowledge from, in, and for Practice*, from NASW press. More recently, he has been working in the area of corporate social responsibility.

As a software developer, Bill has written software systems for the New York State Psychiatric Institute of Columbia-Presbyterian Hospital, the Neuropsychiatric Institute of UCLA, the National Development and Research Institutes (NDRI) and the Family Research Center, New York City. He has consulted with the New York State Education Board and the State of Indiana evaluating higher education technology programs. He also chaired the Advisory Committee of *Teaming with Technology*, a joint venture of AmeriCorps, United Way, and IBM that provided VISTA volunteers to social service agencies in New York City. He continues to provide training and consulting on IT management to non-profit organizations.

Bill is an Associate Professor of Computer Information Systems in the Zicklin School of Business at Baruch College, CUNY, currently teaching in the areas of accounting information systems and database design and implementation. Bill was the founding coordinator for Baruch's Full-Time MBA program. In this role, he designed and developed Baruch's first 'smart classrooms', utilizing a teacher's station equipped with a computer, audio, video, and full projection, and Internet connections at every student's seat. That design has been replicated throughout Baruch's new Vertical Campus.

Bill earned his MS in Business Computer Information Systems at Baruch, and his Ph.D. in Computer Science at the Graduate Center of the City University of New York.

Loren Miller
Director, Bushwick IMPACT (a Project of Agenda for Children Tomorrow)

Loren has run the Agenda for Children Tomorrow's family resource center in Brooklyn since 2006. Her non-profit experience started in rural Senegal in 1990, around the time the world-wide-web was being invented. She has since worked towards a range of social justice goals and community development projects. Loren has worked as a program manager, trainer, researcher and advocate, along the way partnering with government, international NGOs, and the private sector. Beyond NYC, she has worked in DC, Rhode Island, Haiti and Ecuador and speaks Spanish, French and Creole. Education: University of Pittsburgh Anthropology PhD Program; Brown University, BA French.

Ira Machowsky

Executive Vice President, FECS Health and Human Services System

Ira Machowsky has over 30 years experience working in the not-for-profit sector and currently serves as the Executive Vice President for F.E.G.S Health and Human Services System, one of the largest health and human service organizations in the country. In his current position, Mr. Machowsky has overall executive responsibility for the operations of the organization including all infrastructure and administrative support services as well as oversight of the organization's fourteen subsidiary corporations, which include both for-profit and not-for-profit entities.

Mr. Machowsky started his career as a Planning Associate for the Queens Urban Planning Group, a private urban planning consulting firm focusing on land use and transportation planning and economic development initiatives in New York City. Prior to joining F.E.G.S in 1980, he served as the Director of Employment and Affirmative Business Programs for IHB Rehabilitation Services, Inc., a not-for-profit organization serving the blind and visually impaired.

Mr. Machowsky completed his undergraduate studies in Urban Affairs and Policy Analysis at Queens University and holds both a Master's Degree in Rehabilitation Counseling from New York University and a Master's Degree In Human Resources Management from the Milano School of Management at New School University. He is a past Board Member of the National Rehabilitation Association, and currently serves as Board Member of the International Association of Jewish Vocational Service Agencies, and Chair of the Risk Management and Insurance Committee and Health Insurance Committee of FOJP Service Corporation representing over 100 not-for-profit organizations in New York City. He has lectured extensively on issues relating to IT, Infrastructure & Capacity Building for Non-Profit Organizations, Recruitment and Staffing, Human Resources and Social Entrepreneurship at professional conferences, Cornell University's, School of Industrial and Labor Relations, NYU Stern School of Business and the Columbia University Business School.

Kayza Kleinman, Director of Information and Technology Department, Jewish Community Council of Greater Coney Island

Kayza Kleinman is director of the Information and Technology Department of the Jewish Community Council of Greater Coney Island (JCCGCI). Since joining the organization in 1988

In her NPHD hat, Kayza provides senior level technology consulting services to small to medium-sized nonprofits. Her services include designing and presenting workshops, conducting organizational needs assessments, installing hardware and software, writing custom software, training clients in computer usage and website development. In addition, she provides guidance and oversight for other projects of the NPHD. She has overseen the growth and maintenance of the infrastructure needed to support JCCGCI's extensive service management and administrative needs, including design and implementation of systems to support client management, fiscal management and reporting to funding sources. She implemented the Department's technical assistance system. Kayza also supervises computer equipment maintenance and upgrade.

Under her direction, JCCGCI's NonProfit HelpDesk developed from a small demonstration project to a citywide service serving hundreds of nonprofit organizations.