

IBM Corporate Service Corps CSC USA 4 Donations Management

North Carolina State Commission for Volunteerism & Community Service

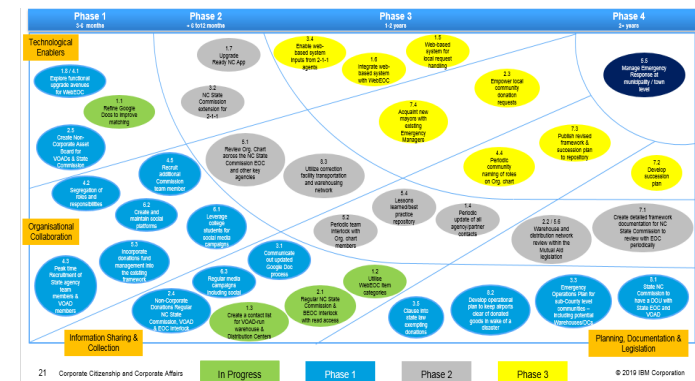


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#	Recommendation	In Progress	Short	Medium	Long	Later
1	Technological Enablers Leverage existing successes to produce a non-corporate asset board, assess tooling for capturing local needs and matching them to available resources by location, and categorise donations in a uniform manner.	✓	✓	✓	✓	
2	Organisational Collaboration Create strong ties using periodic interlocks between the key organisations receiving unmet needs and donation offers, to reduce the numbers of unmet needs across NC State, streamlining the information available to the public e.g. through social media.		✓	✓	✓	✓
3	Information Sharing & Collection Establish a robust communication framework between the relevant agencies enabling effective sharing of information, both in preparation for and during times of disaster, such as active distribution centres and key organisational members.	✓	✓	✓	✓	
4	Planning, Documentation & Legislation Refine existing frameworks, necessary legislation and documentation used across all key agencies, spanning all layers of society involved (i.e. State, County & Municipality), throughout the disaster response cycle.		✓	✓	✓	



CSC USA 4 - Donations Management



Executive Summary

The State of North Carolina relies heavily on voluntary organizations for managing donations during disaster response. The current system has manual, labor-intensive and inefficient matching, tracking and follow-through of unsolicited donations, using fragmented systems and approaches.

The key challenges are around...

- Management Information System
- Communication
- Existing Processes
- Staffing Gaps and Bottlenecks
- Existing Donations Management Framework
- Social Media and Public Awareness
- Play book and Leadership Handover
- Transportation & Distribution

This leads to...

- Gaps in donation matching and need hand-off
- Many donations not being fully or effectively utilized

This means that...

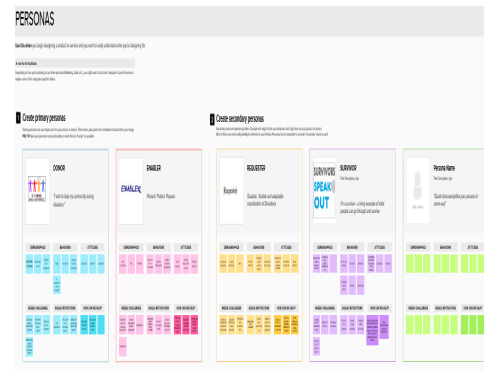
- Many donations not being fully or effectively utilized.
- Fundamentally, people's needs can sometimes go unmet



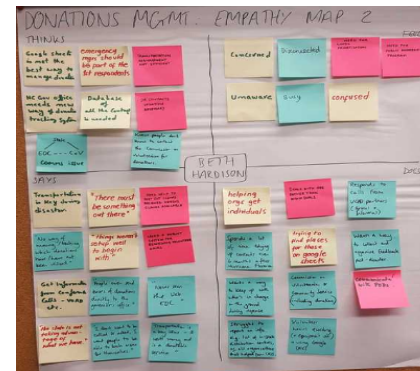
Design Thinking Approach



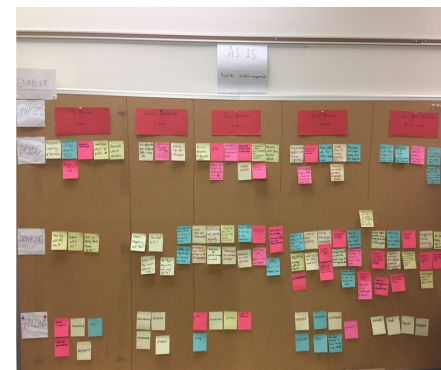
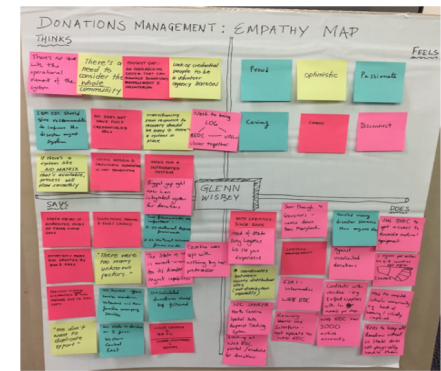
Stakeholder Map



Personas



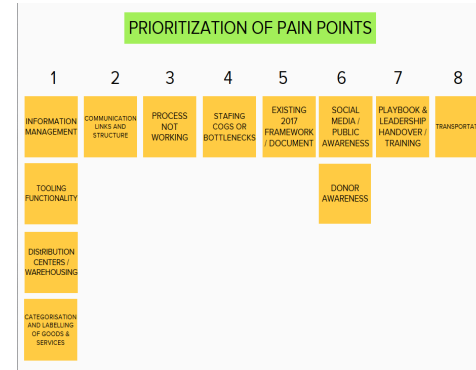
Empathy Maps



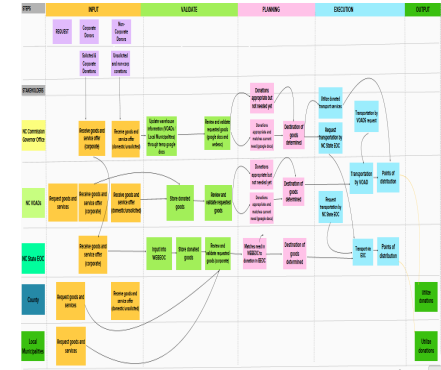
As-Is



Pain Points



Pain Point Prioritization



To- Be Process

Teamwork in Action

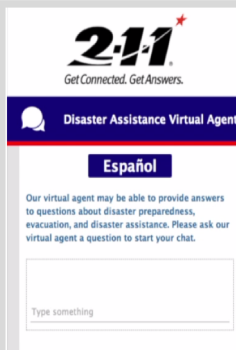


2-1-1 Chat Bot

Cognitive Automated Response Learning Agent (CARLA) used in Florida's 2-1-1 service.

It is a cognitive, interactive conversation agent, leveraging Natural Language Processing and AI to understand what the user is asking.

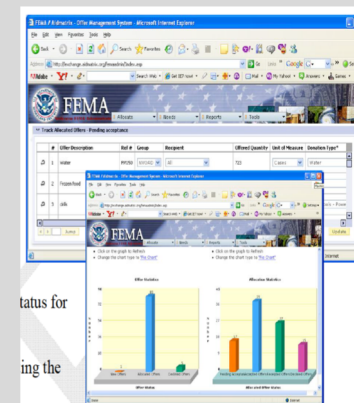
<http://carla-documentation.mybluemix.net/UnitedWay.html>



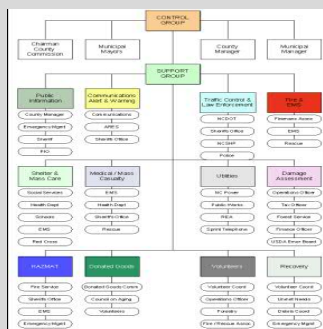
National Donations Management

FEMA used an application named AidMatrix which worked well and covered features such as:

- In-kind Donations Management
- Unaffiliated Volunteer Management
- Online Relief Warehouse
- Financial Donations Management



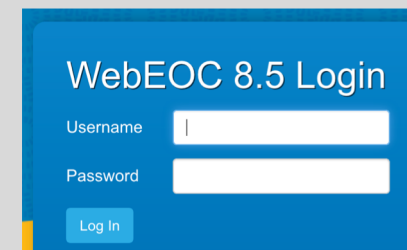
Benchmarking



Disaster Recovery Framework at local municipality level

Bertie County Emergency Operations Plan

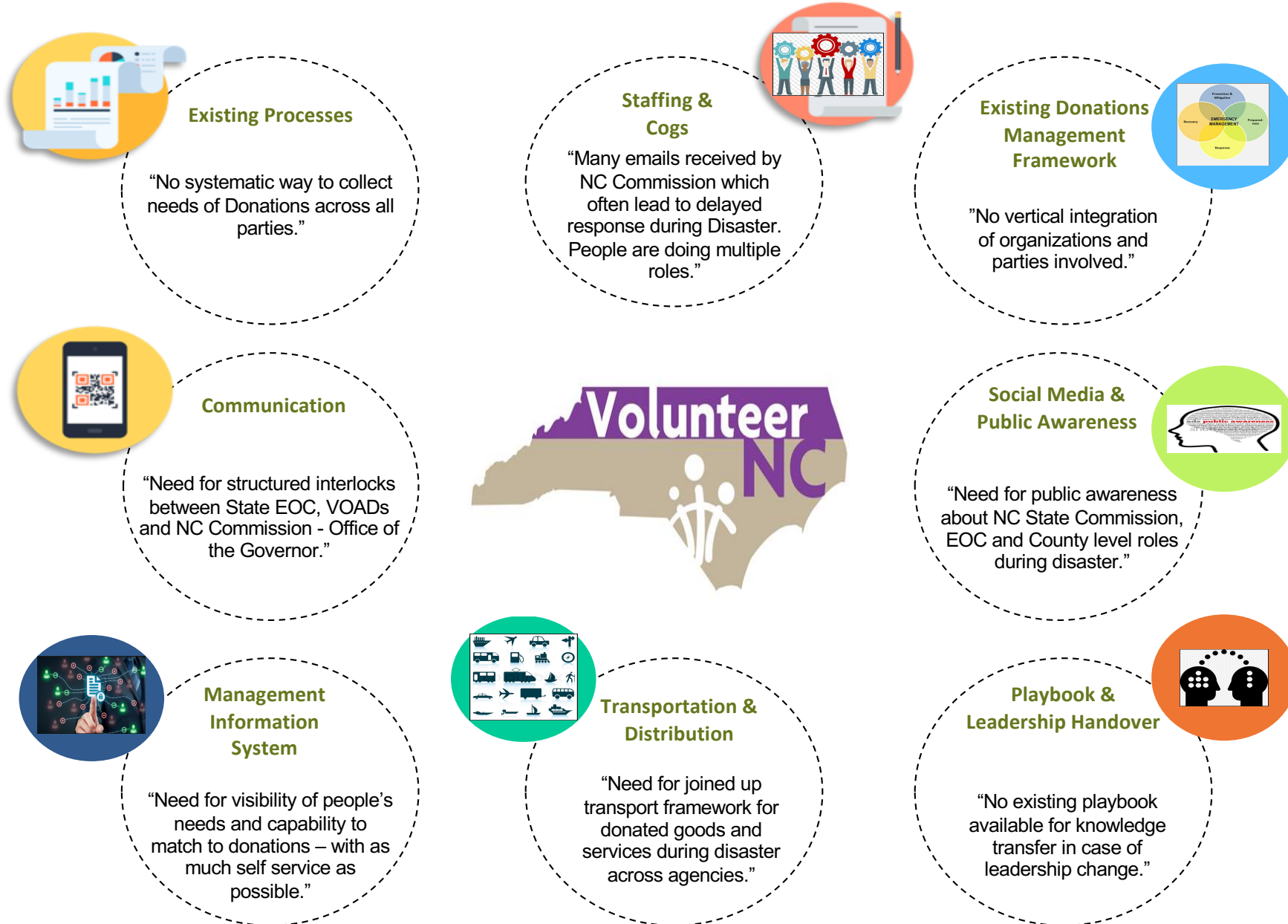
<http://www.co.bertie.nc.us/departments/em/EOP/eplan/webver/Donations.htm>



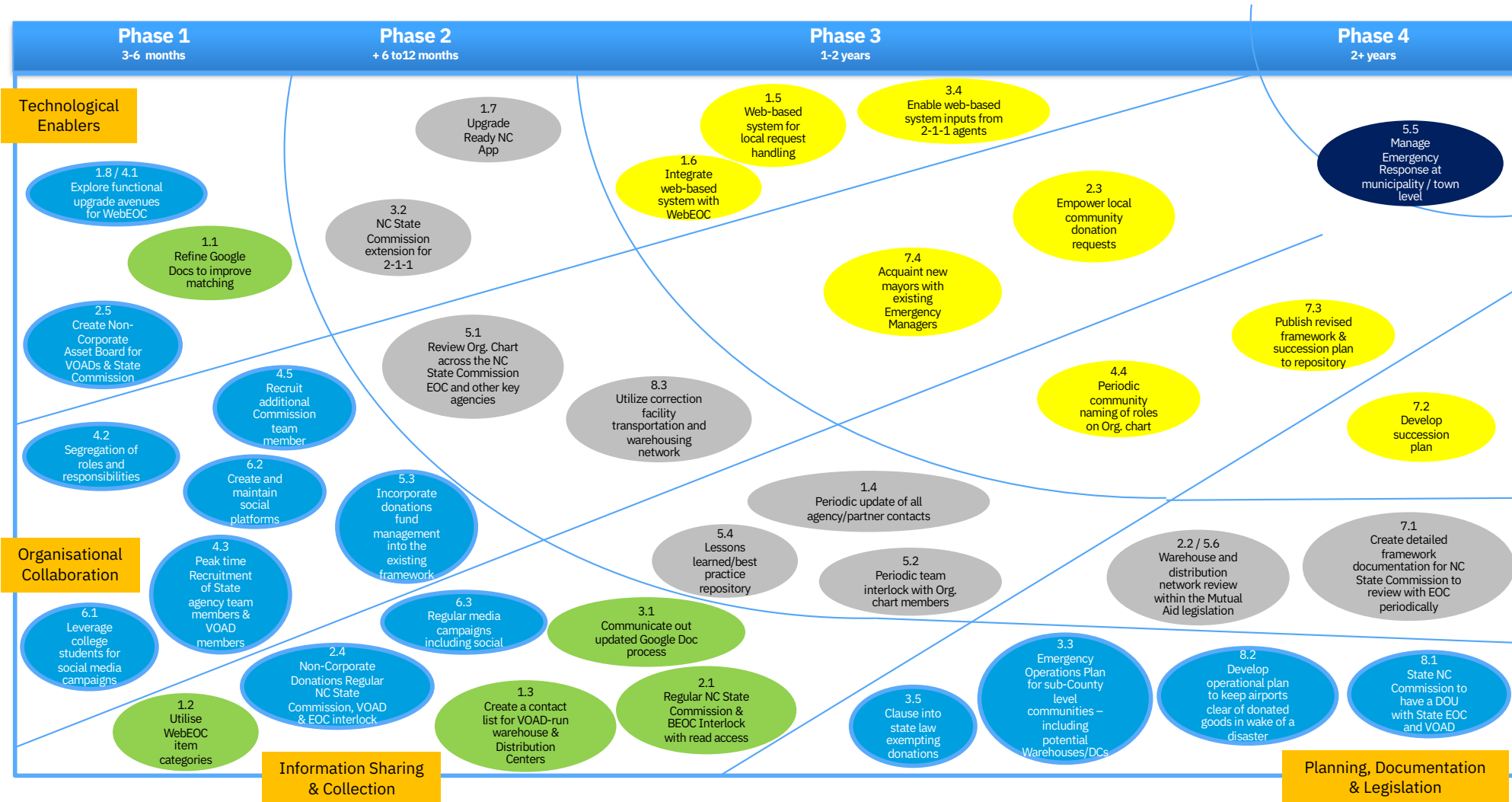
NC EOC Asset Board for Unsolicited Donations – BEOC (Corporate)

The NC State EOC (SEOC) has an internationally renowned bespoke asset board to virtually handle donation pledges from large corporations (known as the BEOC) which enables the SEOC to record donation goods pledges.

NC State Commission – Focus Areas



A roadmap for donations has been developed focusing on 4 key strategic initiatives



Immediate Solution Delivered

Google-based web forms created to enable self-service of needs requests, donation offers, contact updates, and distribution centers/warehouse location and inventory information.

Enables VOADs to register donations needs of a particular community or area.

Enables donors to offer donations centrally without having to directly contact the NC Commission.

Enables organisations to register their distribution centers and warehouses for the State Commission to know where to send donations.

Enables all relevant agencies involved in disaster management to input/update their contact details with the State Commission.

Realizing Initiative Outcomes

4 initiatives designed to enable a more effective donations management framework – reducing unmet needs.



Technological Enablers

- Centralized system to capture needs at a local level
- Streamline matching of donations to needs
- Reduced distribution time “speed to the need”



Organisational Collaboration

- Better understanding of the organizational structure and contact points for use during a disaster
- Clear communication links between all necessary bodies, agencies, and the public
- Needs met at the local level



Information Sharing & Collection

- Established information governance framework
- Structured sessions to promote sharing of information across organisations
- Greater visibility of needs at the local level



Planning, Documentation & Legislation

- Improved resilience in the event of organizational change
- Legislation and awareness that works for NC residents and organizing bodies
- Documented guidelines for implementation at local level



Key Strategic Initiatives

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3	Information Sharing & Collection Establish a robust communication framework between the relevant agencies enabling effective sharing of information, both in preparation for and during times of disaster, such as active distribution centres and key organisational members.	✓	✓	✓	✓	
4	Planning, Documentation & Legislation Refine existing frameworks, necessary legislation and documentation used across all key agencies, spanning all layers of society involved (i.e. State, County & Municipality), throughout the disaster response cycle.		✓	✓	✓	

1. Technological Enablers

Description: Leverage existing successes to produce non-corporate asset board, assess tooling for capturing local needs and matching them to available resources by location, and categorise donations in a uniform manner.

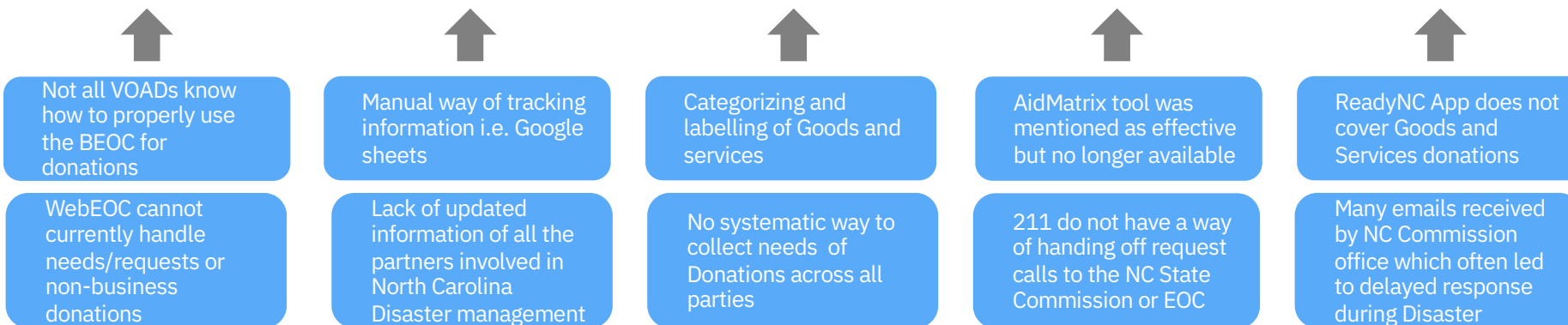
Rationale: To encompass all manual information (e.g. needs) capture methods into a centralized and efficient system, that will help streamline matching donation needs to the available resources, for distribution in a timely manner.

Strategic Initiative 1



- 1.1 Refine existing Google docs to improve ability to match needs to available resources
- 1.5 A web-based system that will help capture localized requests, offers for donations and services, match needs to available resources, and categorize / label goods and services
- 1.6 Integrate the proposed web-based system with WEBEOC
- 1.7 Upgrade Ready NC App to cover request / offers data as well as available number of beds in shelters
- 1.8 Explore avenues to include the management of needs/requests and non-business donations in WebEOC
- 2.5 Create an asset board in WebEOC for the NC State Commission and NC VOADs to use for unsolicited and domestic donations
- 3.2 Set up an extension from 211 to NC State Commission to handle requests for donations
- 3.4 Enable 211 agents to input requester / donors data in the proposed web-based system
- 4.1 Inclusion of a Request / Offer Management module in the overall Management Information System

Pain Points Met



2. Organizational Collaboration

Description: Create strong ties using periodic interlocks between the key organizations receiving unmet needs and donation offers, to reduce the numbers of unmet needs across NC State, streamlining the information available to the public e.g. through social media.

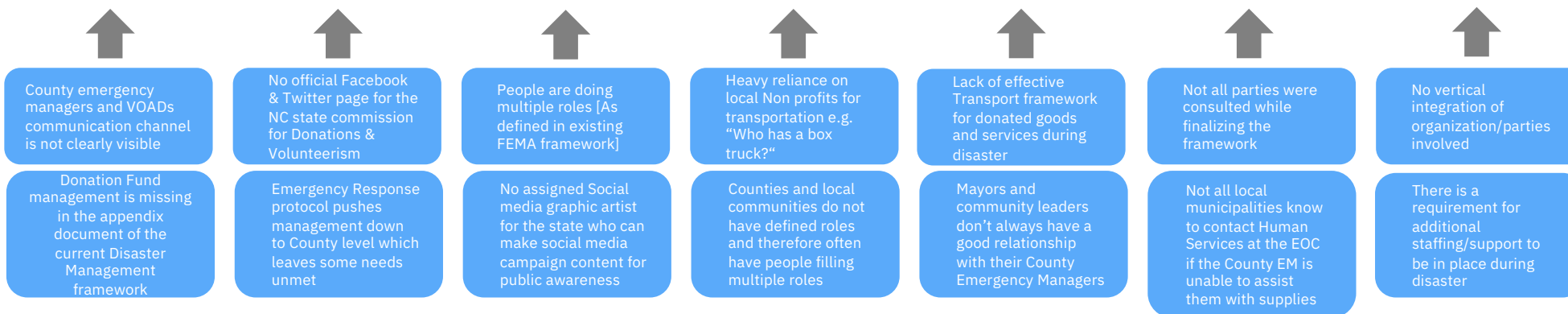
Rationale: To establish better understanding of the organizational structure and contact points for use during a disaster, with clear communication links between all necessary bodies, agencies, and the public, to ensure needs are met at the local level.

Strategic Initiative 2

Organizational Collaboration

- 2.3 Empower local communities to request donations below County level
- 4.2 Roles and Responsibilities segregation as per the defined framework
- 4.3 Recruitment of State agency team members & VOAD members to support in donation coordination during times of disaster (e.g. Google docs management)
- 4.5 Recruit an additional State Commission team member to support with implementation of recommendations and future disaster management
- 5.1 Review the NC Volunteer and Coordination Team Org. Chart across the NC State Commission EOC and other key agencies to agree roles, communication links and processes
- 5.3 Incorporate donations fund management into the Donations Management Framework
- 5.5 Manage Emergency Response at municipality / town level to increase the number of needs met
- 6.1 Leverage college students / interns through voluntary channels to manage social media campaign content
- 6.2 Create and maintain social platforms such as Facebook and Twitter (encourage following and sharing the official social media pages at community level via community groups and pages)
- 7.4 EOC to introduce new mayors to existing Emergency Managers and vice versa
- 8.3 Utilize correction facility transportation and warehousing network during disaster

Pain Points Met



3. Information Collection & Sharing

Description: Establish a robust communication framework between the relevant agencies enabling effective sharing of information, both in preparation for and during times of disaster, such as active distribution centres and key organisational members.

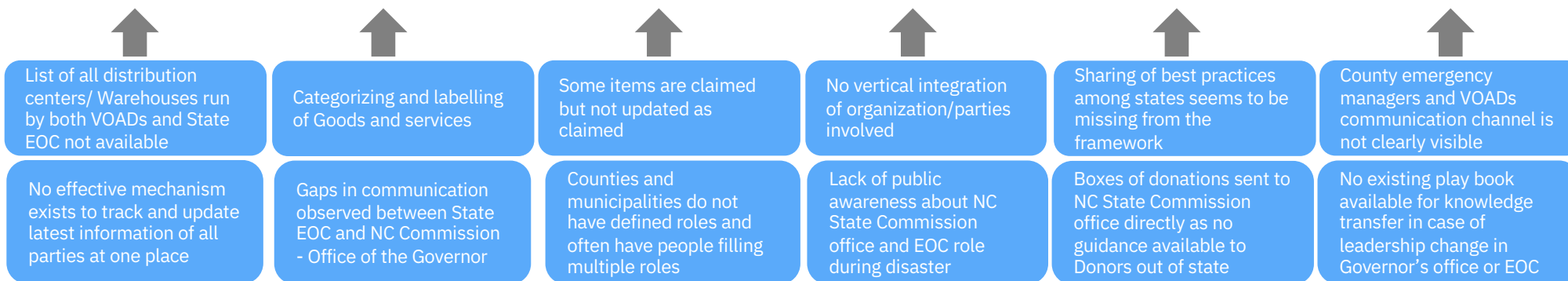
Rationale: To establish an information governance framework consisting of uniform terminology and structured sessions to promote sharing of information with the relevant parties, by establishing effective cross-channel communication.

Strategic Initiative 3

Information
Collection &
Sharing

- 1.2 Use item categories from WebEOC for consistent terminology across NC State Commission and VOADs
- 1.3 Create a contact list of VOAD-run warehouses and distribution centers
- 1.4 Periodically update contacts of all involved agencies and partners relevant to donations management
- 2.1 Regular interlock and sharing of information between NC State Commission and State EOC regarding corporate donations (Commission to have view / read access of BEOC)
- 2.4 Regular interlock and sharing of information between NC State Commission, VOADs and State EOC regarding non-corporate donations
- 3.1 Inform all VOADs and local communities of the updated Google sheet process
- 4.4 County EMs should request local towns and communities to name all people on the disaster org chart periodically
- 5.2 Periodic team interlock with designated members on the Org. Chart
- 5.4 Repository for lessons learned and sharing of best practices
- 6.3 Raise public awareness through regular media campaigns that focus on providing information about disaster response support (newsprint, television, social media platform, radio)
- 7.3 Publish these documents in a repository which is accessible to all concerned parties

Pain Points Met



4. Planning, Documentation & Legislation

Description: Refine existing frameworks, necessary legislation and documentation used across all key agencies, spanning all layers of society involved (i.e. State, County & Municipality), throughout the disaster response cycle.

Rationale: To improve the ability to respond to unmet needs at the local level through the sharing and distribution of resources (e.g. donations and services), and improve resilience in the event of organizational change.

Strategic Initiative 4

Planning
Documentation &
Legislation

- 2.2 Local Area Disaster Response Plan template for communities to designed to enable localized sharing of resources (guidelines) and contacts including VOADs
- 3.3 Implement a set of community guidelines (Emergency Operations Plan) for sub-County level communities to plan for and deal with disasters agreed by the NC State Commission and EOC (including potential distribution center/warehouse sites)
- 3.5 Add a clause into state law exempting donations received during disaster from state surplus regulation to speed up disposal
- 5.6 Review distribution and warehousing system elements of each County within the Mutual Aid legislation to improve the warehousing and distribution network (including a list of potential distribution centers and warehouses to be used by the County in the event of a disaster)
- 7.1 Create detailed documentation on existing framework (that will include processes to be followed, tools used, roles and responsibilities, etc.), and review and update this document on a defined periodic basis
- 7.2 Develop succession plan documentation which defines existing roles and responsibilities, training needs, knowledge transfer, timelines and final hand over sign off process (for NC State Commission, EOC and Counties)
- 8.1 State NC Commission to have a DOU with State EOC and VOAD Organizations for transportation needs during a disaster:
 - Review together (NC State Commission and EOC) availability of transportation resources and warehouse locations for donated goods
 - State NC State Commission and EOC to review with VOADS for availability of transportation resources and warehouse locations for donated goods
- 8.2 Develop operational plan to keep airports clear of donated goods in wake of a disaster
 - NC State Commission and EOC to provide guidance to airport operations on how to clear airports of donated goods

Pain Points Met

