

Creating Digital Savvy Public Interest Sector Leaders

Aka, Net Gain Executive Education Program

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Vision

Public interest execs regularly think about the role of tech in all their work. They have the know-how to manage technologists well and make good tech decisions. The best of these execs become role models who inspire change in their field.

Strategy

Long term: widely integrate tech literacy and strategy into exec education programs.
Short term: pilot this approach with (e.g.) Kennedy School and Rockwood.
Ongoing: create a network of exec educators who want to do this work.

Content

1. **Strategy** (aka transformation and disruption)
 - *Design thinking, extensive case study work on disruptive use of tech.*
 - *Example use: quickly and creatively responding to ebola crisis w/ data.*
2. **Literacy** (aka how the internet works 101)
 - *Basic concepts: the cloud, data, servers, networks, secure vs. insecure, etc.*
 - *Example use: converse competently w/ tech staff or w/ the media.*
3. **Leadership** (aka building tech onto your org and practice)
 - *Agile, open source, collaboration, managing techies, product mgmt., etc.*
 - *Example use: converse competently w/ tech staff or w/ the media.*
4. **Planning** (aka getting shit done)
 - *Org systems, ROI, metrics, resource planning, procurement, data and privacy*
 - *Example use: making good planning and budget decisions w/ tech staff in org.*
5. **Theory** (aka how is the internet changing the game?)
 - *Social and industry trends, network economics, new logic of workers, etc.*
 - *Example use: inform strategy and thinking about role of your org / agency*

Audience

Tech curious EDs, CEOs, VPs and board member from government, non-profit, foundation and socially-conscious business sectors. Build cohorts across sectors.

Delivery Model

Assumption #1: best and most sustainable path is to embed technology deeply into existing government and non-profit executive education programs.

Assumption #2: learning happens best when it's hands on and practical. Put case studies at the core of this work, both from successful orgs and from real work of participating leaders.

Assumption #3: we get lasting impact if we create cohorts of leaders studying this stuff at the time – and connected to each other afterwards as they apply their learning.

Assumption #4: there are frustrated but tech curious public interest leaders out there. These are the best people to prototype this on. We need to find them.

Assumption #5: some % of existing exec educators would be thrilled to be more tech savvy. Weave these people into a network to develop curriculum and deliver programs.

Timeline and Resources

Step #1: research to flesh out the idea and benchmark against similar approaches in private sector exec education. Also, source partners. \$xk funded by Mozilla. Q4-15

Step #2: searching out and interviewing exec educators who could advise and might want to get involved. Convene as starter network. \$xk funded by Mozilla. Q4-15 or Q1-16

Step #3: develop and pilot simple curriculum in context of specific existing programs, e.g. Kennedy Exec MPA or Rockwood Fellows course. \$xxk from Net Gain partners. Q4-15???

Step #4: evaluation and larger design meeting w/ exec educator network to develop more fulsome curriculum and roll out plan, more resources. \$xk from Net Gain. Q3-16???

Issue: realistically, we need to do at least step 1 before we can make sizeable grants, maybe even step #2. Pushing grants out this year may be hard unless we give to placeholder org.