



North York  
Community  
House

**SHELLEY ZUCKERMAN**

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# **OUR JOURNEY IN**

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**2015 Pathways to Prosperity Conference  
Priority on Use of Technology by the Settlement  
Sector**

**December 1, 2015**





Embracing technology as part of  
organizational culture

It's a journey of experimenting and  
engaging



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**STARTING WITH**

**DIGITAL**

**STORYTELLING**

# OUR JOURNEY IN TECHNOLOGY STARTING WITH DIGITAL STORYTELLING



# OUR JOURNEY IN TECHNOLOGY STARTING WITH DIGITAL STORYTELLING



# OUR JOURNEY IN TECHNOLOGY STARTING WITH DIGITAL STORYTELLING







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SONY

VAIO

PLEASE,  
NO FOOD  
OR DRINKS

Where do I go from here?

Zwipes



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EMBRACING

DIGITAL  
STORYTELLING

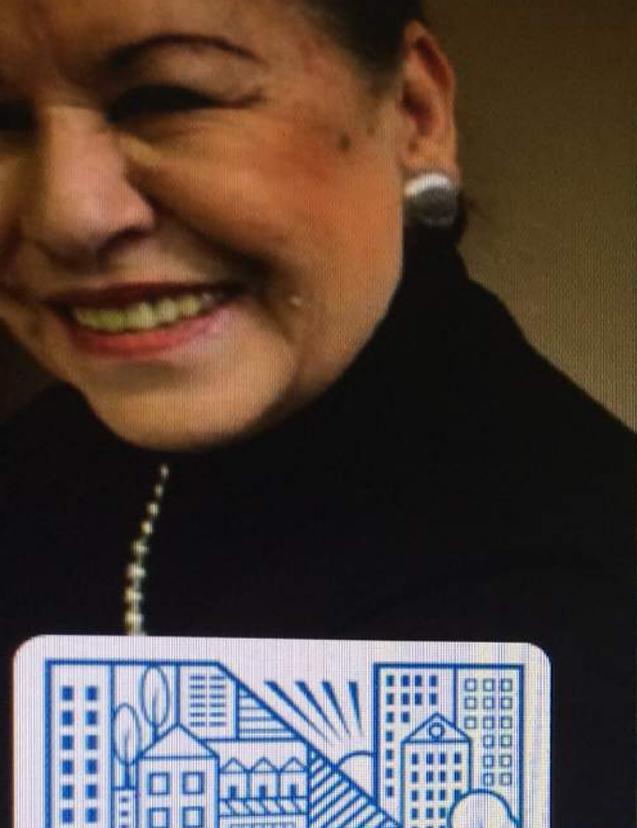


OUR JOURNEY IN TECHNOLOGY  
EMBRACING DIGITAL  
STORYTELLING

- | Began in **2008** with staff training
- | Integration into NYCH's programs
- | Impact on NYCH



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NORTH YORK COMMUNITY HOUSE



ANNIVERSARY



**North York Community**  
@nychonline

'NYCH' is a dynamic neighbourhood centre offering innovative programs and services to newcomers & residents, strong, healthy

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
5,245	1,906	2,728	982	12

Tweets    Tweets & replies    Photos & videos

Pinned Tweet  
 North York Community @nychonline · Oct 7  
 Celebrate our 25th Anniversary on Oct 29 with @NorthYorkArts @TOcentre & @choirchoirchoir: nych25.eventbrite.ca

**NYCH25**

Edit profile

Who to follow    Refresh    View all

**Wilson Luna** @wilsonluna  
 Followed by Boardroom Media  
 Follow    Mute    Report

**John Farr** @JohnFarr  
 Followed by City of Toronto  
 Follow

**Andray** @andraydominguez  
 Followed by Technocrat and  
 Follow



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USING

# SOCIAL & DIGITAL MEDIA

North York Community  
@nychonline

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services to newcomers & residents.  
strong, healthy

Tweets

Tweets & replies

Photos & videos



Pinned Tweet

North York Community @nychonline · Oct 7

Celebrate our 25th Anniversary on Oct 29  
with @NorthYorkArts @TOcentre &  
@choirchoirchoir: nych25.eventbrite.ca

NYCH25

Who to follow



Wilson Luna

Followed by 24,000+ others

Follow



John Furr

Followed by 1,200+ others

Follow



Andray

Followed by 500+ others

Follow

Engagement through social media

Creating opportunities for staff



**North York Community**  
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@choirchoirchoir: nych25.eventbrite.ca

- Who to follow
-  **Wilson Lum**  
Followed by @Buncheon...  
Follow
  -  **John Furr**  
Followed by @C...  
Follow
  -  **Andray**  
Followed by @Technica...  
Follow

**NYCH25**

# OUR JOURNEY IN TECHNOLOGY USING SOCIAL & DIGITAL MEDIA



**BUILDING AWARENESS &  
COMMUNITY CONNECTIONS**

**INCREASING  
STAFF  
ENGAGEMENT**



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# EMBRACING TECHNOLOGY

WITHIN NYCH



Communication and project  
management through cloud computing

Our experience with Mango Apps

# OUR JOURNEY IN TECHNOLOGY EMBRACING TECHNOLOGY WITHIN NYCH

- Home
- Inbox
- Messages
- Intranet
- Departments
- Team Connect ...
- Projects**
- Groups
- Files
- Wikis
- Events
- Tasks
- Ideas
- Media Gallery
- More

## Projects

All Categories



**Online Services Planni...**  
Last Activity: Nov 23, 2015



**Healthy Living Visioning**  
Last Activity: Nov 23, 2015



**Outreach Strategy**  
Last Activity: Nov 16, 2015



**Mentorship Program**  
Last Activity: Oct 29, 2015



**Democracy Talks**  
Last Activity: Oct 20, 2015



**Mid Year NOW 2015**  
Last Activity: Oct 17, 2015



**Community Development**  
Last Activity: Oct 14, 2015



**Financial Literacy**  
Last Activity: Oct 06, 2015



**Workplace Writing 1 - P...**  
Last Activity: Oct 05, 2015



**Democracy Talks Photos**  
Last Activity: Sep 08, 2015





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USING TECHNOLOGY FOR

# SERVICE PROVISION

OUR JOURNEY IN TECHNOLOGY  
USING TECHNOLOGY FOR SERVICE PROVISION



- | Online services workgroup
- | Partnering with ISANS for language programs
- | Goal of hybrid services across NYCH



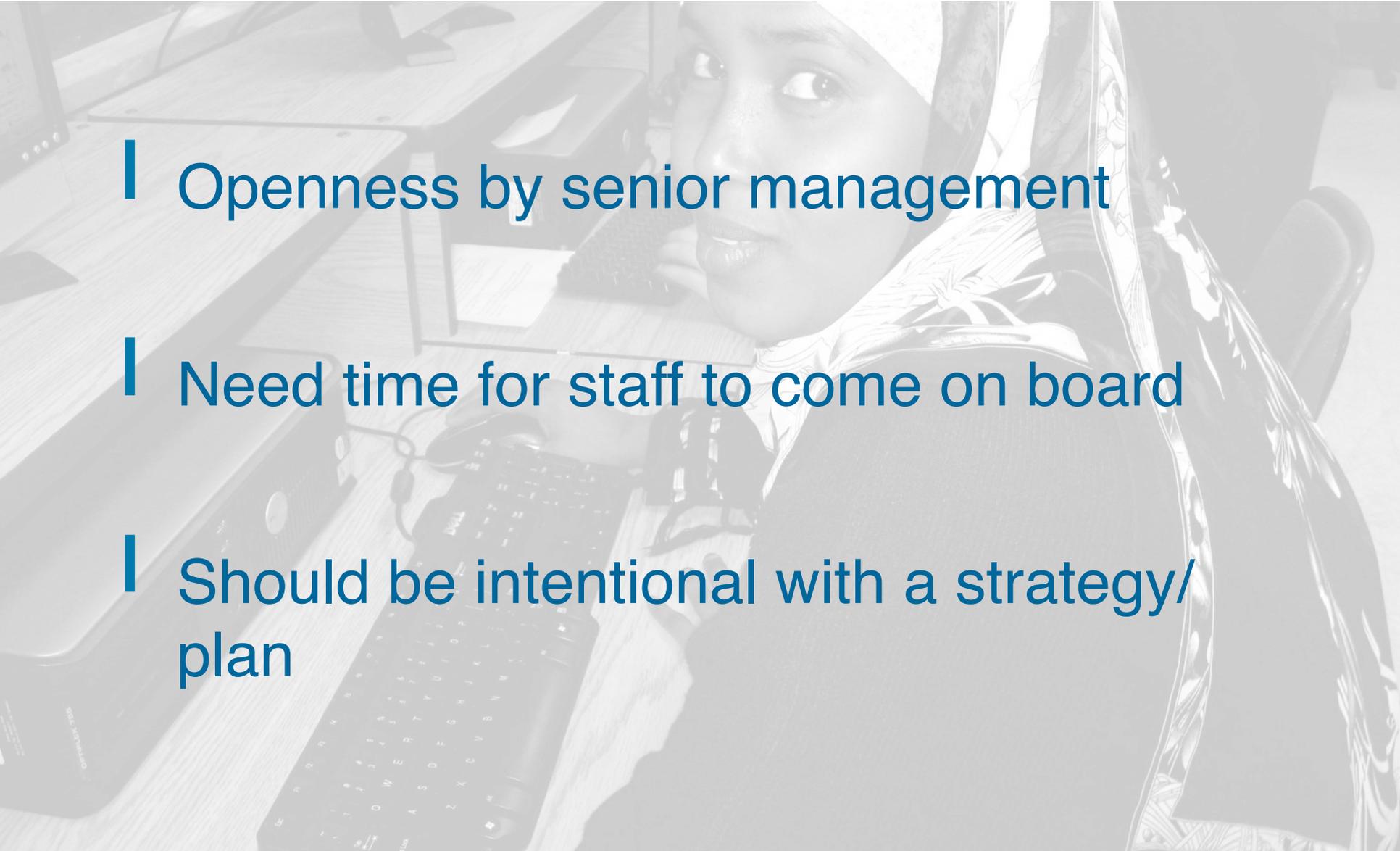
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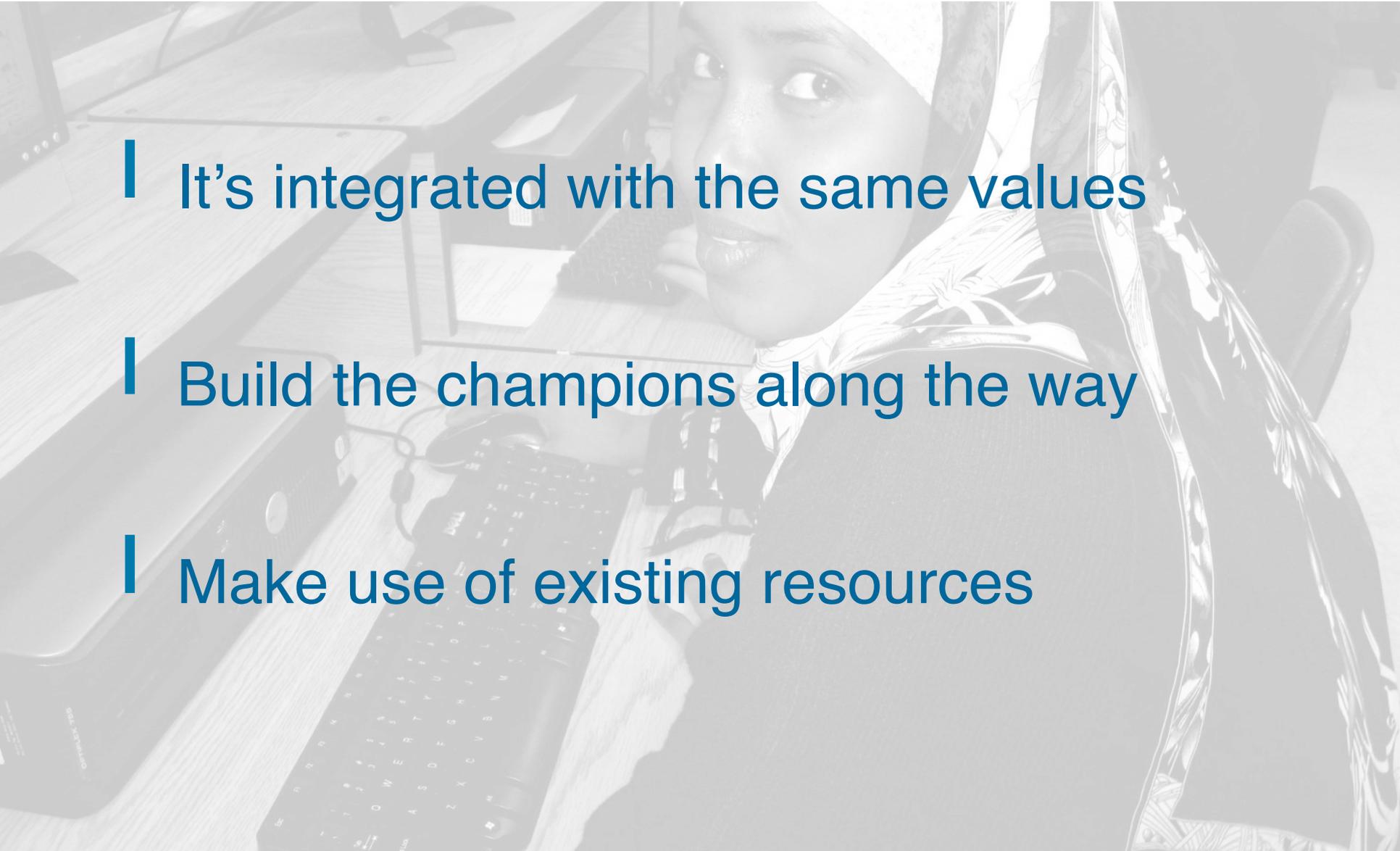


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# LESSONS LEARNED

- 
- | Openness by senior management
  - | Need time for staff to come on board
  - | Should be intentional with a strategy/  
plan

# OUR JOURNEY IN TECHNOLOGY LESSONS LEARNED

- 
- | It's integrated with the same values
  - | Build the champions along the way
  - | Make use of existing resources

# THANK YOU

[nych.ca](http://nych.ca)

[@nychonlin](#)



YouTube

