

NATA Technology Curriculum

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Introduction

The use of technology can both simplify and complicate the life of an Executive Director. Without it, the synagogue will run inefficiently and be seen as behind the times. With it a congregation runs smoothly and effectively, but only if a staff is fully trained in the use of the tools they have.

Maintaining a balance of the use of technology and personal interaction is a fine line which should be regularly evaluated as it is easy to imagine congregants who feel like a staff is “impersonal.” One should always make careful decisions to use, or not use technology, when interacting with members or prospective members. An 80 year old member is more likely to find an email impersonal, than a young wedding couple who is confirming an appointment with the Rabbi.

A good Executive Director knows where the fine line is, and it able to work with their staff to coach them as to when it is okay to use the technology versus taking a personal approach.

Certain technologies are more critical to doing the job of an Executive Director, but many other technologies exist that would make running a congregation much more effective. This curriculum explores both the critical ones, and the ones that make the wish list, in order to keep Executive Directors within NATA on the forefront of synagogue management.

Technologies Critical To Doing The Job of Executive Director

SMARTPHONES

In today's world, Smartphones have become ubiquitous with businesspeople, and for an Executive Director it should be no different. While rarely are Executive Directors out jetsetting in the world, it is important for them to be out of their offices meeting with staff, congregation members, prospective members and individuals in their community. In doing so they need to feel comfortable that they are connected to their offices and staff, but not tethered to their desk.

When examining the advantages to using a Smartphone, other than for the obvious use of making calls, they provide useful tools in three major areas: personal productivity, social media and entertainment. Assuming the third one is not a reason for a congregation to provide the Executive Director with a Smartphone, here are some of the key applications for which an Executive Director should use a Smartphone:

Email

In a March 2013 Facebook-sponsored study, done by IDC (International Data Corporation), it was found that emailing was the most popular activity amongst smartphone users, regardless of age or gender¹.

Most Smartphones are capable of sending and receiving from multiple email accounts, independently, allowing the user to keep track of their personal email completely separate from their work email.

Calendar

Keeping track of meetings, services, appointments, etc. is made easy by using the calendar on a Smartphone. Beyond the ability to keep track of where to be, the calendar function can be used to create pop-up reminders of tasks that need to be accomplished and when to begin projects.

Texting

While email is used daily for communication, sometimes it is just not fast enough. Having the ability to text message with staff or Board members ensures that important messages get to the recipient instantly.

¹ <http://techpageone.dell.com/business/always-connected-idc-facebook-study-highlights/#.VASySPm-2Fw>

Social Media

More and more congregations are 'getting the word out' via social media such as Facebook and Twitter. All of the major Smartphone operating systems (IOS, Android, Windows, Blackberry) have either built-in or free downloadable applications (Apps) for the major Social Media sites allowing an Executive Director to shoot images or video at a meeting or event and upload it instantly for the congregation to see.

Photos

How many programs and events occur in your synagogue where you wish you had photos for your website, social media sites or your monthly bulletin? Camera quality continues to improve on Smartphones, which makes the ability to obtain decent photos easier than in the past.

Other Apps and Built-in Functions

Different Smartphone operating systems (IOS, Android, Windows, Blackberry) have different built-in functionality as well as the ability to download and install other applications, many of which are free. The value of having a calculator at your fingertips in budget meetings, or a Jewish calendar at programming meeting should also not be overlooked.

MAIL/CALENDAR SERVER

While having a standard, and often free, email account with companies like AOL, Gmail, Hotmail, MSN and Yahoo, users are provided with basic email and sometimes calendaring functions. However, having a Mail/Calendar server such as a Microsoft Exchange Server or even Google Apps for Business, which will allow your mail to be handled at your domain (ex. exec@yoursynagogue.org). Having a server-based solution adds significant functionality for the staff providing full access to the server from the desktop, mobile devices and tablets simultaneously. (NOTE: not every server-based solution allows for each of the following):

Shared Contacts

In a server-based environment, staff members can share certain items. One of the best items to share are contacts. This allows everyone to have access, on demand, to all names, addresses and phone numbers of members of the congregation, without the need to be in the office or connected to a membership database. In some environments you can even get fancier and add birthdays and anniversaries. Then, at a glance you can see who has a simcha, allowing the user to create a deeper personal connection with members of the congregation.

Group Calendaring

Keeping track of your own calendar is important, but being able to determine when co-workers are available, and having the ability to send meeting invitations saves a great deal of time typically wasted sending emails back and forth checking on availability.

Tasks

Another way to keep organized is by using a Task function built into some of the server-based systems, such as Microsoft Exchange. With Tasks, as new responsibilities come across your desktop you can add them to your task list, set the date by which they are due thereby keeping priorities in front of you.

SERVERS

With the price of computer hardware continuing to fall, and the cost of hard drive storage space even lower, there are few reasons not to have some form of a central server for the congregation. However, the design of that server space can vary greatly. Whatever configuration chosen should include two different types of space:

Private Space

Each user should have a directory on the server with access restricted to only that user. That allows certain files to remain private.

Shared Space

Many files that will need to be on servers are there to be shared between staff members. Creating 'shares' either for full staff use, or for sub-group use (e.g. Clergy or Preschool) is a great way to keep files organized and keep access available only to those who need it.

BACKUPS

A True Story: There was a 400-family congregation with one server and 6 workstations. One workstation became infected with a virus, and because the server and the remaining workstations were not protected, the virus spread to the server and a couple of other workstations. Additionally, there were no routine backups being made so the congregation lost a significant amount of data. As a reaction to the problem, the Executive Director instructed the part-time IT person to block many websites and removed the ability for any of the employees to plug thumb drives into the workstations. Seven months later the server and four of the workstations became infected with something else causing nearly a month of almost total downtime for the network.

Without a doubt, a catastrophic hardware or software failure can cripple a congregation for weeks or even months, and cost thousands of dollars in both wasted time and in recreating lost data. Because of the low cost of data storage, no congregation should be without a solid local or remote backup system.

Local Backups

A local backup could be anything from a tape device, to writable DVD's, to some form of Network Attached Storage (NAS) device that makes copies of files on the server on a regular interval. If running local backups, it is also important to consider how to rotate current backups offsite.

Remote Backups

Remote backups, also known as cloud-based backups, work by sending copies of data from a local server to a remote location via the Internet. In order to conserve space, some cloud backup companies use "incremental backups," which basically compares what is on the local server to the backup on the remote server, and only updates files that have been created, changed, or were removed since the last backup was completed.

CONGREGATIONAL MANAGEMENT SOFTWARE

Few things can keep an Executive and Synagogue staff more organized than good Congregational Management Software. While until a few years ago there were limited choices, now there are a number of competitors in the market.

Idealware, in their January 2013 publication, "A Guide to Synagogue Management Systems: Research and Recommendations,"² lists the key things that a synagogue management system should do. They are:

1. Family Unit and Household Management
2. Basic Constituent and Relationship Tracking
3. Member Management and Dues Renewal
4. Event, Honor, and High Holy Day Management
5. Yahrzeits
6. Donation Tracking
7. Observances and Gift Exchanges
8. Overall Online Constituent Interactions

² Idealware - A Guide to Synagogue Management Systems: Research and Recommendations. January 2013. Available online at <http://www.ujafedny.org/synergy-resources/>

9. Facility Management and Staff Scheduling
10. Hebrew and Religious School Management
11. Cemetery Management
12. Access and Security
13. Email and Direct Mail
14. Accounting Integration
15. Customization
16. Reporting and Querying
17. Usability, Support, and Documentation

Again, for the purpose of this body of work, no vendors are being highlighted or evaluated, but should you desire to see the evaluation done by Idealware, the aforementioned publication is available online (currently at no cost).

It is very likely that no single piece of software today can supply the full gamut of functionality listed in the Idealware report. The list is better suited as a guideline to examining capabilities when evaluating products.

Software

Whether it is the Clergy, Executive Director, Accounting or Support Staff, the best way to increase productivity and efficiently run a congregation is to have software appropriate to the jobs people are doing.

A Word About Software Licensing

Although it can be an expense difficult for lay leadership to understand the need to fund, it is incumbent upon us, as senior leadership of ethical organizations, to also ensure that we use appropriately licensed software. Shopping around for pricing on some of the major software packages, and using volume licensing can save the congregation money.

The Technology Wish List!

WI-FI

In today's world where people are constantly looking for bandwidth, having wireless in your synagogue is both a valuable tool, and a relatively inexpensive proposition.

From the perspective of the Executive Director, wireless internet access can provide the staff with untethered access to the synagogue network, make presentations easier in unusual places, and prevent the need to expand the wired infrastructure in the facility. It also allows connectivity by a myriad of newer devices that only connect via wireless access.

The benefits of a public wi-fi network are also significant. Having access to the internet is a wonderful way to bring and keep members in the building, which can lead to other engagement opportunities. If a congregation rents out its facility for meetings or other purposes, having wi-fi available is a terrific value-added proposition, potentially bringing groups who may not otherwise rent, and/or increasing the price that can be charged for the rental.

Precaution when installing a public wi-fi network: It is very important that when designing a public wi-fi network, it be completely segregated from the synagogue computer network. This configuration ensures that no one on the public wi-fi can snoop their way into things like the congregation's financial or other private member information. There are inexpensive hardware firewalls available to help make this happen.

TABLETS

A September 12, 2013 article on Forbes.com³ estimates that in 2013 over 227 million tablets were shipped and that number is expected to grow to over 406 million by 2017. Given their range of uses, having tablet computers available is both convenient and practical.

Considerations for Tablet Purchase

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<http://www.forbes.com/sites/louiscolombus/2013/09/12/idc-87-of-connected-devices-by-2017-will-be-tablets-and-smartphones/>

There are several operating systems for tablets (IOS, Android, Windows), and there are two types of connectivity (Wi-fi only, Cellular). Before purchasing a tablet it is important to know the differences, as well as to consider what the tablet will be used for, in order to get the most value from the purchase.

Remote Access

Given the improvements in available technologies allowing remote access to a computer network, tablets are an outstanding way of providing access to email, files and even software on a synagogue computer network. *Considerations:* If there is remote access to the synagogue computer network, establish that the method of doing so is supported by the operating system of the tablet. Additionally, if the access will typically be away from the facility's wi-fi hotspots, consider finding a tablet with cellular access and a data plan.

Presentations

Tablets, combined with wireless, or wired access, can provide the convenient ability to make presentations, whether to a Board of Trustees, or to an entire congregation. *Considerations:* Investigate input options available on projectors owned by the congregation, and then make sure that adapters are available from the tablet to connect it properly for presentations.

Education

As would be expected with the large increase in the use of the Internet, tablets and smartphones, there has been an explosion of web sites and applications dedicated to Jewish education and Jewish knowledge. Harnessing these opportunities within a congregational educational system shows students that Jewish education is not only important, but it ends up being 'cool' in their eyes. They are using these technologies at home and in their secular education, so it is imperative that Jewish educators provide the same opportunities. *Considerations:* If purchasing tablets for educational programs of the congregation, make certain that the technologies utilized in the education program are supported by the tablet's operating system and browser, and that sufficient wi-fi coverage is available in the facility.

HIGHLY FUNCTIONAL WEBSITE

In 2014 it is possible that every congregation has a website. They are inexpensive to create, and most synagogues expect that prospective members will do their research about a congregation online. With that knowledge congregations tend to focus website content on the clergy and staff, the programming, and opportunities to be involved. But what

features make a website more highly functional for the members and staff of a congregation?

Mobile-Friendly Site

With such a large upswing in the use of smartphones and tablets, consider the advantages to choosing mobile-friendly platforms for a congregational website. If the goal is to make it easy for people to see what is happening at the synagogue, it is important to make sure that the entire site is visible on every platform.

Website Statistics

Feedback is important, and what better feedback is there than knowing what pages of a congregation's website are being viewed the most? Many web platforms have the ability to add this feature for little or no cost, or it is also possible to use Google to gather these statistics (<http://www.google.com/analytics/>). With this feedback, for example, if statistics show that a high percentage of visitors read the rabbi's message, it may be important to rotate that message more often, to keep people returning to the website.

Reservations/Payments

Whether a congregation has a great deal of programming, or they consider themselves 'relational,' there are events, large and small, that bring people together. In order plan efficiently for these events, it is important to know if there will be 20 or 200 attendees, which requires reservations and in some cases, payments. Typical congregations assign a staff member to be the keeper of the reservations, and then staff from accounting has to either add the charges to a member's bill or they have to run the charges individually. Collectively this amounts to a great deal of staff time, before the clergy, maintenance staff or programmatic staff have done anything for the event. And when the final analysis of the event is done, rarely is this time part of the analysis.

While not typically a cost that congregations want to bear, having a reservations/payment gateway will often reduce the amount of staff time, which, if calculated would typically more than cover the expense. When analyzed, the efficiency produced by changes such as this can delay the expense of having to add staff, which ultimately helps the bottom line of the congregation.

Online Calendar of Services/Events

As described above, congregations tend to provide information about current and future programming on their websites. This allows members and prospective members to explore opportunities within the congregation. But to take full advantage of the technologies listed here, it is recommended that the calendar of events also directly link to the

reservation/payment system, as well as being capable of giving visitors the option to automatically add an event to their personal calendar on their smartphone, tablet or mail server's calendar. Although, as of the date of this writing there is no single technological format for doing so, check with local specialists to find out which formats are the most commonly used.

Online Donations

Much like the efficiencies produced by having a reservation/payment system, giving the community the ability to take online donations eases staff workloads and makes it easy for members/non-members to quickly make a donation of any size.

A Note Regarding Online Payments and Synagogue Banking

If a congregation is large enough to have multiple bank accounts, such as an operating account, a foundation account, a PTO account, a discretionary fund account, etc., strongly consider the value of implementing multiple online payment gateways.

In examining the cost of the time involved for this author's staff to reconcile the funds received online and distribute them appropriately, it was a far less expensive proposition to spend a few extra dollars per month to have multiple payment gateways. When web forms are created they are coded with the gateway based into which account the funds should be directed.

STREAMING

A grandfather is too ill to travel to his granddaughter's bat mitzvah. A college student is in the middle of classes, so he can't go home for the High Holy Days. What do both of these scenarios have in common? Had streaming of worship services been available, both of these individuals would have felt connected.

Internet bandwidth pricing is low and the computer hardware and software necessary to encode a stream is both inexpensive and not complicated to implement. There are also many companies who will serve the streams for a low cost, and companies who specialize in providing streaming for religious organizations.

So what is needed to make this happen? It is probably less than most people think.

Simply put, a camera attached to a computer and a connection to the Internet are all that are required. Basically, the images and audio from the camera are sent to the computer.

Software on the computer encodes the information and uploads it via the Internet to a provider who makes the stream available to view.

That is the simple version, but below are several options to improve the overall quality of the stream for viewers:

- A PTZ (Pan-Tilt-Zoom) camera (and control system) - Enables the opportunity to vary the viewers experience. If desired, a camera operator can pan a room to give the viewers a feel of the room or zoom in on a young man reading Torah for the first time, or the wedding couple under the chupah. If a still image is desired a PTZ camera can also be left unattended.
- Direct feed from the sound system - By taking a direct feed from the sound system, the quality of the audio of the stream will be significantly higher than by utilizing the sound from a microphone built into a camera.
- Camera quality - If possible, invest in a good quality camera, able to provide images in lower light situations, and also adjust to bright light.
- Recording device - consider adding a recording device, such as a DVD recorder, to keep copies of services/events. This can also be turned into an income stream if a congregation records life-cycle events and provides them to the families for a charge.

Caution about High Definition (HD) cameras: While the viewing of HD video is much more pleasing to the eye, be aware that streaming HD requires a considerable amount of excess bandwidth to deliver the video to your provider. Your stream provider will also be utilizing significantly more bandwidth to deliver the stream to your viewers, causing the potential for increased fees. Also be aware that downsampling (make a lower quality) an HD video to a standard-definition stream may produce a lower quality image than using a standard-definition camera.

CLOUD-BASED SERVERS

A January 27, 2014 article on the website, Silicon Angle, entitled “20 cloud computing statistics every CIO should know”⁴ highlights a few interesting statistics:

- Throughout the next five years, a 44% annual growth in workloads for the public cloud versus an 8.9% annual growth for “on-premise” computing workloads is expected.

⁴ <http://siliconangle.com/blog/2014/01/27/20-cloud-computing-statistics-tc0114/>

- 82% of companies reportedly saved money by moving to the cloud.
- 80% of cloud adopters saw improvements within six months of moving to the cloud.

But how does this apply to congregations? First some basic information about cloud computing.

VM-associates.com⁵ simply defines cloud computing by saying, “Generally speaking, ‘cloud computing’ is the use of the internet to run applications or store data. Until recently, most software programs ran on your personal computer. Cloud computing changes that: programs run on a remote server (or servers), accessed by (but not stored on) your computer.”

In synagogue terms, imagine not needing to replace or upgrade servers, having redundant backups of your system, not needing to replace desktops, and needing only limited on-premise tech support. That’s what moving to the cloud provides.

IP PHONE SYSTEM

Much like with cloud computing, moving to an IP-based phone system gives a congregation the freedom of having the most current voice technologies all the time, without many of the expenses for phone hardware, which, like many other things purchased, become obsolete within a short amount of time. Instead of calls being placed over analog or digital telephone lines, they are instead placed using the Voice over Internet Protocol (VoIP).

VoIP Phone Calls

About.com⁶ defines VoIP as a technology that allows telephone calls to be made over computer networks like the Internet. VoIP converts analog voice signals into digital data packets and supports real-time, two-way transmission of conversations using Internet Protocol (IP).

Hosted (or Virtual) PBX

This technology allows small and medium-sized businesses to have a sophisticated telephone system without the investment in telephone equipment. In fact, the entire telephone system is operated and maintained by your Voice-over-IP (VoIP) service provider. A Hosted PBX lets employees work from their home, a hotel or on their cell phone while still being connected to the same office telephone system. Just like a Fortune

⁵ <https://vm-associates.com/2011/07/21/definitions-dummies-cloud-computing/>

⁶ http://compnetworking.about.com/cs/voicefaxoverip/g/bldef_voip.htm

500 telephone system, you can transfer callers, put them on hold with music, set up conference calls or have the phone answered by an automated attendant who can direct callers to different departments.⁷

Combining VoIP technology with a hosted PBX solution leaves a synagogue with only a group of phones plugged into the data network. Other than losing power or Internet access, there is little else to go wrong. All hardware is kept with the provider and the programming of such is up to them.

Important Note Regarding VoIP/Hosted PBX - Although Internet access can be a single point of failure for VoIP technologies, should a congregation lose power or Internet access, at any time an IP phone can be taken to another location with Internet access (such as someone's home) and once it syncs up to the provider it will act exactly as if it is in the facility. This feature can also be used to make a home office seem exactly like an extension of the phone system.

CRM SOFTWARE

BusinessDictionary.com⁸ defines CRM software as an acronym for Customer Relationship Management software, which refers to software products that allow organizations to store, organize, synchronize, and search records relating to customer interactions. CRM Software may also include automation for business rules and business processes, such as contacting customers or sending out inventory replacement reminders.

So what does this have to do with congregations?

If congregations are engaged in shifting from the older programmatic models to an engagement model, there is, as of now, no better tool to track engagement. Although it takes a retraining of staff and a not so insignificant amount of staff time to enter the data, CRM software can provide the ability to track the number of events and types of events that members attend. With this information a synagogue can better identify and focus on engaging people they never see, compare which members are meeting other members, and evaluate the success of events and programs.

NOTE: There are a number of CRM software platforms in the marketplace. After realizing the value of CRM, and likely due to feedback received from congregations, recently some

⁷ <http://www.easyofficephone.com/resources>

⁸ <http://www.businessdictionary.com/definition/CRM-software.html>

Congregational Membership Software developers have begun to integrate CRM into their platforms. This author expects this trend to grow in the coming years.

Developing a Technology Plan

The thought of developing a congregational technology plan makes many Executive Director's shudder. In some congregations finances for technology only come when crisis occurs, and at other congregations there are very small technology budgets available annually. It seems that the lay leadership, many of whom are business people, would rather spend the money on people, not technology.

NonProfit Quarterly (NPQ) has an excellent article dated December 5, 2012 regarding the development of a technology plan⁹.

The article very astutely identifies several important points:

- A good tech plan grounds technology decisions in the mission of the organization to increase operational efficiency and effectiveness.
- One of the common obstacles to technology planning is tech fear.
- Many organizations become frustrated with the planning process due to a lack of a framework for evaluating their own technology capacity and benchmarking that against similar organizations.
- Effective technology planning requires leadership buy-in.
- Planning requires a commitment of time and money, which, as we all know, most nonprofit organizations lack.

When developing a plan, it is important to take into account lifespans of servers and workstations, and replacement costs vs. moving to cloud desktops and virtual servers. Additionally, every piece of technology in a synagogue has a usable lifespan. Remember to consider printers, software, copiers, sound systems, phone systems, postage machines, folding machines, and even alarm systems. Budgeting and planning for replacement can prevent potential financial nightmares for the congregation.

Other Important Considerations

HAVING A WELL-TRAINED STAFF

Spending money to provide a synagogue with the highest quality of computer networks, software, phone systems and video systems means little if the staff don't use them to their fullest capacity.

Life in a synagogue is usually fast-paced, with individuals expect instant gratification when requests are made. As new technology is added, as part of the implementation it is vital that time be provided to familiarize and train the staff. By giving employees the time to really learn the technology well, you are maximizing of the return on the investment. In many cases that investment can be measured by the cost of time saved in employee pay.

A Fictitious Example: Congregation Tikvah has always processed Preschool tuition credit card payments by members calling the bookkeeper and giving the card number over the phone, or by providing the card number on a printed invoice. The Executive Director investigates and adds the ability for members to visit the congregational website, fill out a form and submit the payment electronically. After approximately two hours of training time, the bookkeeper learns to check the email for submitted forms, and gather the matching email from the payment processing gateway showing the payment has been deposited into the congregation's bank account. The bookkeeper posts the payment to the appropriate software and is finished in less than 5 minutes. The old way, the bookkeeper might have been on the phone for 5-10 minutes with the member, then had to spend 5 minutes typing in the credit card number and running the charge. Once that was completed, and assuming they didn't have to track down the member if a card declined, they would spend another 3-5 minutes posting the charge appropriately. This process could easily take 10-15 minutes or more, versus the 5 minutes it takes with the new automation. While a savings of 5 to 10 minutes doesn't seem like much, when multiplied by the overall number of transactions the bookkeeper processes daily, weekly or monthly, the benefit becomes much clearer.

QUALITY TECH SUPPORT

Any time new technology is implemented, it is important to think about the ongoing tech support required to ensure that the staff is appropriately supported. While new technologies can save a great deal of staff time and significantly improve efficiency, having limited or no technical support can create huge inefficiencies.

When investigating any new technology, consider the type of available support for the purchase and inquire as to when extra charges be assessed for support. Also confirm the hours of support and how many support representatives work within the company.

Sample Questions when Interviewing Potential Vendors and Making Purchases

TABLET

- Is the Tablet compatible with my email/calendar system?
- If I want to use this Tablet for presentations, what type of audio and video outputs does it have, and what type of connectors will be needed to attach it to a projector?

I.T. VENDORS

- Does your company offer a Service Level Agreement (SLA) which outlines the amount of time we can expect to have to wait when there is an outage/repair issue?
- How does the staff of our synagogue open trouble tickets with new issues? (Email/Phone Call/Online Trouble Ticket System?)
- How many tech people do you have on your staff who work directly with the clients?
- If, at some point in the future we decide to leave your company, what kind of support can we expect?
- Can you provide three references who are similar in size to our organization?

WEB PROVIDERS

- What platform will the website be built on?
- Is it an Open Source Platform?
- Where will the website be hosted?
- Where will my mail be hosted?
- What are the hosting charges?
- What other ongoing charges will there be for the site?
- If we decide to change web providers, is the site built in such a way that we can just move the files to another server?
- I would like the DNS Administrative Contact to be someone at my synagogue if it isn't already, can you help take care of that?

CLOUD PROVIDERS

- What cloud platform do you utilize?
- Why do you think it is the best platform?
- Does the technology work on tablets? Which ones?
- Does the technology work on both PC and Mac?
- What are my Internet requirements in the facility in order to have appropriate bandwidth for the number of workstations I have?

- What is the best, most financially reasonable type of backup bandwidth I should have?
- Does your company offer a Service Level Agreement (SLA) which outlines the amount of time we can expect to have to wait when there is an outage/repair issue?

VoIP PHONE PROVIDERS

- How much dedicated bandwidth do I need, based on the number of phones in my synagogue?
- Does your company offer a Service Level Agreement (SLA) which outlines the amount of time we can expect to have to wait when there is an outage/repair issue?
- If we so desire, will someone on our staff be trained to make minor programming changes or do we have to go through your office each time?
- If we decide to change providers, are the phones we are purchasing standard enough to be used elsewhere?
- Are technology and programming upgrades to your system included in the pricing or will we be charged when there are major upgrades?

Exam Questions

1. Name three functions of a Smartphone which make them vital for Executive Directors?
2. Name and describe the two different types of backups.
3. List and describe three features of a highly functional website and explain the purposes of those features, and why they are important.
4. Identify 10 of the 17 key features the Idealware report says Congregational Management Software should do.
5. Describe in some detail what equipment is required in order to stream, and describe the basics of how the technology works.
6. Define the following terms:
 - A. VoIP
 - B. Virtual PBX
 - C. CRM
 - D. SLA
 - E. NAS