

Unit 2 Portfolio Project

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ESOC 314
12 April 2021

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Digital Incorporation in Corporate Giving

I have always admired STEM-based corporations that are always looking for advanced solutions which takes many intelligent minds to truly come together. Honestly, I wasn't aware of all the factors that come into play when it comes down to online presence regarding STEM topics such as sustainable energy. Electricity concerns most homeowners and renters overall due to the strong concentration over the years about renewable energy. The following observation provides a great breakdown on how these monitoring and tracking tools are essential for building work and community relations in the Corporate Giving department.

Myra provided insight on some of the data that was being collected while working at an electric utility company. Tools like Microsoft Teams, Outlook, WebEx, and Excel allow for her to collaborate with her colleagues and fulfill all her tasks in her daily agenda. Outlook is specifically used to access and organize your emails, calendar, contacts, and other files. When Myra was describing her extensive usage about Outlook, it reminded me Michelle Hlubinka's, "The Datebook," which is based on the central idea of living in a society of timekeepers and time managers. According to the "The Datebook, as we ascend to adulthood, we are "inducted into the responsibility of managing our own time..." (Hlubinka 79). Myra did share something in common with one subject, Ginger, from "The Datebook," which is color coding their tasks and priorities based on urgent deadlines, personal errands, and of course work-related duties.

Microsoft Teams is similar to Zoom and WebEx because of its main purpose collaborate virtually and communicate, however, Myra mentioned how her company prefers Microsoft Teams because it's the most secure and stable option for virtual meetings. As it's widely known, Myra uses Excel the majority of the time to assemble spreadsheets and budgets due to her

consistent cooperation with the Accounting department at her company. During the pandemic, Myra did confirm her team and herself were forced to teach themselves how to experiment with technology and use all kinds of digital platforms with the pressure of pressing deadlines working remote. However, Myra did acknowledge how despite the frustration it truly does benefit her in the long run. In reference to Julia Taylor Kennedy's article, "Our ability to collect, store, combine, and analyze data from different sources gets more sophisticated by the day," (Big Data, Virginia Woolf, and the Right to be Forgotten).

As I stepped into the role as a field researcher during this interview, I learned how truly useful, it is to take note of the interactional detail you receive in order to provide insight into your interview subject as a whole. These observations can support and successfully lead interviewers to settle on a cause and effect. "...in preserving the details of interaction, the researcher is better able to identify and follow processes in witnessed events and hence to develop and sustain processual interpretations of happenings in the field," (Emerson 14). As a result, writing fieldnotes or in my case recording the interview and transcribing it gave me the detailed descriptions that helped me reach a firm understanding of the active roles that goes into the "doing" aspect of social realities.

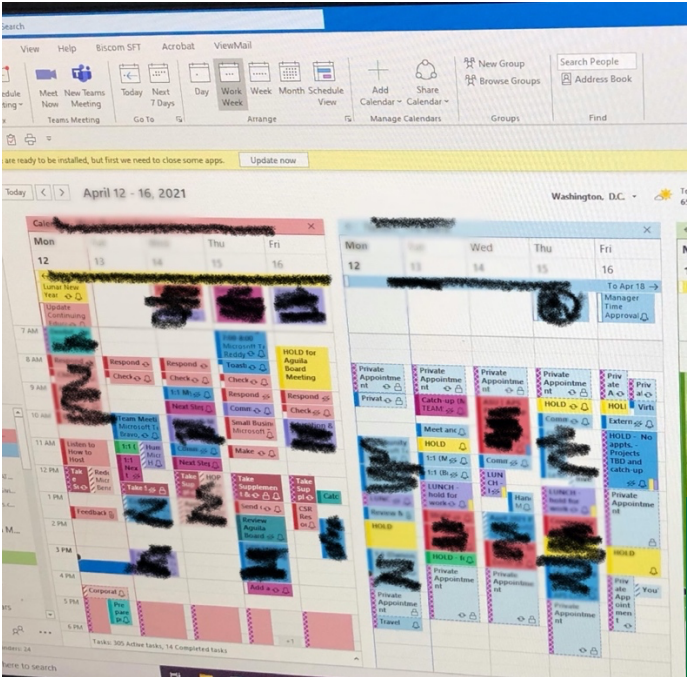
Ultimately, with Myra's experience in Corporate Giving has given her various resources and opportunities to build her skillset and learn about different specializations central to STEM. I would like to acknowledge how impressive I believe it is for somebody to be responsible for numerous administrative duties and still manages to find time to enroll herself in leadership and volunteer activities.

Reflection Q & A

A. What are some types of visual evidence of data-tracking software tools used directly or indirectly by Myra?



Above (2 Pictures): Two examples/forms of virtual conferencing platforms used by Myra



Bottom left picture: A prime example of Myra's Outlook agenda (with anonymity of course)

B. Why did you select the THREE visual images you selected to highlight your interviewee's overall narrative and relationship to data collection software and/or privacy?

I selected the visual images because of the relevancy to Myra's daily utilization of these applications to perform her duties and interact virtually with her coworkers. Myra did allow me to take a picture of her agenda but did blur out and covered some private and confidential work details. I felt as though the image still showed a great example of how her agenda is kept organized even with the editing and integration of her other team member's schedules and events.

C. Describe the primary characteristics of the interviewee that you want to highlight or emphasize. Does he or she explicitly claim to care about privacy, health, well-being, material attainment, or personal growth? What does he or she value above all in terms of the data you collected?

The primary characteristics of the interviewee that I want to highlight is how she implemented her creative and logical thinking skills to find her niche and target groups she found a personal connection with through her department. I believe using the Internet to find your passion and learn has the potential to lead you to wonderful opportunities and build relationships.

D. In one sentence, how would you describe your interview subject's relationship to his or her digital footprint and the data to which he or she entrusted you with access?

I would describe my interview subject's relationship to her digital footprint as a gradually beneficial process of realizing there are features and pros of sharing specific aspects of your personal data such as publishing your work schedule and meetings for colleagues to view on Outlook.

E. What is the overall impression you want to leave readers with about your interview subject and his or her data tracking experiences or digital footprint? In other words, what aspects of your interview subject stand out the most to you after completing your oral interview?

The overall impression I would like to leave readers with is Myra's motivation towards developing professionally by immersing herself in leadership and development programs such as joining Hispanic Organization for Leadership and Advancement (HOLA), Toastmasters, and Aguila Youth Leadership Institute. In addition, I would like to note how her involvement does come with personal hurdles such as learning the basics of excellent public speaking and learning how to write and brand herself in presentations, which I share in common too. I believe it can be difficult to break down who you truly are and cater your speech or writing to a specific audience. She did mention in the interview how she is becoming more comfortable and learning more about security features and what personal data is okay to share in certain scenarios or atmospheres.

F. What do you think readers will find most important or compelling about the person you have interviewed and his or her relationship to privacy or publicity?

I think what readers will find most important is how working professionals should always seek new tools or strategies to improve their professional and personal development. Myra engages

herself in volunteer opportunities, leadership institutes, and seminars to not only learn more about her field of work but also

G. What is the common ground shared between the interviewee and the target audience for this interview? How will readers of this project relate to the interview subject in their daily lives?

The common ground shared between the interviewee and the target audience is learning about our surroundings and what it can offer us with the hope to give back. Through the crazy and busy schedules, we will always find time for what's important to us.

H. You are required to include a final visual image in your portfolio. Why did you select this particular single image to conclude your Unit Two portfolio? How does this single image encapsulate your project's overall proof of concept?

I chose the first image displayed in pg. 3 because it symbolizes the innovation and teamwork that takes place at Myra's company. Many people have misconceptions when it comes down to sustainable energy and power plants, which is why Myra's department focuses on keeping their social media feeds active in order to educate consumers about their mission and values. This single image encompasses the people at this electric utility company looking forward into the future of technology and innovation.

Work Cited

Julia Taylor Kennedy et al.'s. *Big Data, Virginia Woolf, and the Right to be Forgotten*.

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Hlubinka, Michelle. *The Datebook*.

<https://d21.arizona.edu/d21/le/content/996779/viewContent/10027748/View>

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<https://d21.arizona.edu/d21/le/content/996779/viewContent/10027747/View>

Transcribed Interview

Q: Before starting the interview, I want to thank you for letting me interview today, so my first question today is what is the general description of what your job entails?

A: So our department basically collaborates and coordinate partnerships with organizations with like-minded organizations to help us strengthen local communities it's basically in our area where is Anna-based so we want to focus on all the areas of need so our department is responsible for being aware of what's going on in the community and especially during a pandemic what we've done in the past has shifted our direction now it's in a different area there's a lot more focus on the homelessness there's a lot more focus On getting people back into the workforce so many people lost their jobs so it's more what the community needs the time so our focus shifts and we work with other organizations that really are focusing on those same efforts because if we tagteam it we can make it just a broader impact a lot more impact people so our job strictly is to make the community to help the community develop and just at this point stay afloat survive

Q: Yeah, and I appreciate that you like we're more specific about like the specializations you guys do in that job too and also are there like any leadership or development programs you are involved with if so like what are they?

A: So the company is huge on development Implementing and learning programs so we do a lot of conferences through the Boston College Center and normally travel difficult with the pandemic board now doing just remote work it's just strictly out and we attended those conferences along with like a CCP conferences there's Arizona grant makers forum and they encourage that we participate in these conferences because these particular organizations Courtney all the utilities in the nation and so then we depart all the various community first apartments in for all these utilities we have we join heads up for me this is what hasn't in and we really learn from each other's mistakes and winds too so that's always a big plus in my rule aside from that they really have implemented I develop Strategy where they force you to push yourself beyond your comfort zone and learn new techniques they've updated our software we are using teams as a method of collaboration and messaging within the company the company it's just always challenging us with technology and best way to handle security art PII personal information we have to have a high-level security being challenged with technology and so are they constantly ask with me I needed to personally develop a lot more of the one on one scale where I wouldn't speak to somebody and I just blew go off talking and lose my train of thought that happens when you have so much information and it so they really Join our Toastmasters club which I've done and it helps it really helps you become more comfortable with speaking so no regrets there I also they really encourage encourage porch service so you serve on boards for a local nonprofits and profits need that help they don't whatever they are they want to put it back into their program into their efforts and not so much into their payroll so we serve as volunteers in their board to tell me know if this works for your financials are good here or so there's a lot of

areas of specialty in a lot of areas where they need to help I am serving on the board Aguilar leadership Institute and out if that's been extremely rewarding and it's helped me develop also professional in so many ways you learned from your other board members in from the organization as a whole We do teach you the struggles to understand what's really out in the community so you know when I bring it back and then we also have they called employee network groups OK acronym is Angie's and the most corporations have those and they gather in it will have an LGBT that Angie we have the Ole Hispanic leadership one we have wise women that it's just basically just women that are all about development and there's energy like because we have the new Clearfield it has a lot more of the next GEN so the next generation ENG is also there I serve as a chair for Ola was In front of the company be comfortable with speaking give them the information they need like that's just more about developing my ability to present to speak to collaborate and business acumen as well because you're learning about other business areas not just my own and I think that I like that there's corporations who do you support and push their employees to to get involved in leadership and development programs because if anything it pushes them to do better and to become more motivated in there and they're working out we have a new CEO and he just recently joined us as he is a CEO two years ago and he really brought with him it would be called the promise and lean sigma and it's basically for you to be Able to streamline and simplify identify an issue that it's just a waste of time basically and he let take that on as your challenge streamline it fix it so that you don't have so many different people doubling efforts and dad and he said he's encouraging you to challenge things a question the way things are done it's too easy for companies to become comfortable with this is how it's always been down there for that and it may not be the most practical way but leaving Sigma Delta focus is for you to be able to streamline it simplify it so that you can all grow as a whole and it's great concept he brings tons of nightlife knowledge and just a great guy

Q: That's a good basis to like work from and are there any tools or processes used to track your monitor important data and/or information in your position?

A: Yes, so we are federally regulated so that basically the federal government regulates how we distribute energy how we spend our money how what we do with it because a portion of how we spend our money really affects our shareholders and customers so they're always monitoring to make sure that it's been it's been spent in the right places when it comes to my area community affairs which is the area philanthropy or we contribute to the community their biggest focus we would when they have a monitoring court you would call it a court our court is the corporation commission and they regulate what utilities do in Arizona and are so they regulate and they're looking to make sure that we are not contributing funds miss you Eating funds in the area they want to make sure that there isn't any money that's going to get us leverage for something else like oh I'm gonna give you this donation but an exchange truly just we are helping the community and this is what it's going to do so our main goal is to capture every single relationship we have a date at a databases that's managed by Blackbaud it's gift gram aching is a software system that tracks every single application that comes into our system for funding anything that leaves our system and it is uses an audit source to report out who were giving the money to and that is published in our annual report it's public so it goes out to the Polishery and people read it and they know what we're doing with it So it's a public record we have to be as transparent as possible people expect so we do for audit purposes and for transparency we do capture it in that grant making software in it at this point you know we were trying to we can

track what kind of program in education but based program whether it's he didn't go more into a rural area or was it more in the city so it has some coding options so that you can break it down that way so that's how we capture all of that and aside from our separate Excel options that I use just to capture our budget and we had to compare it to that in our accounting department so we have those one on one meetings with our accounting department where we we compare numbers and be like hey this is what I've got and we clear it up so this way we have it Opportunity for it to be clean and streamlined by the time end of the year when you're reporting those numbers everything matches.

Q: Lots of teamwork and teambuilding and collaboration is key and does the department you work in active on any social media?

A: Oh yes, so the public it's interesting because our company has always been one of those companies it does the most will always be the tops in the community but it is fact we really do follow JD power and they there like a benchmarking type of set up where they will monitor different companies and be like oh this one right here they rank you and see what happens is that if we don't use the social media there's a lot of programs there's a lot of good We use Facebook we use Twitter we use we have our own links our own newsletters so we use them a great deal because there's customers that are not aware of maybe discount programs that we have we offer because they don't check the mailers that you send them there's people that don't check their mail only know how to check social media so we have to make sure we can capture the different types of customers we have so we do do the mailers as well and we sent the email but then you had captured a completely separate group with social media and another thing there is that we make our job opportunities available there your social media people I think now because of LinkedIn there's a lot of activity we do a lot of LinkedIn make people aware of programs funding programs we I have scholarships internships all that is we'd like it to be out there so that people can see OK it's all this is the part company that just bills me every month and my rates just went up no that's not the point look at look at all they do in the community and if they were gone what would what would it be were the largest taxpayer in the state of Arizona oh really I did not know that we are the largest taxpayer so if we went away you know where exactly would stay be there in Mesa big difference very very big difference so you just need to make the people aware regretfully they their perception of us as a company will be based on their rates so if we don't make them aware of the other things we do we will continue to be don't be this misconception of us So number one it helps us image wise for them to be aware of what we do but it also helps us reach to those reach out to those customers that don't check their mail they don't check any of the paperwork that's put on their doorstep or that's in their email so it helps us reach a different group of people so that we use it a great deal.

Q: So, transparency is definitely key

A: Oh yes!

Q: Has any of these tools or apps you use work on purposes taught you like new skills and consider valuable to know in your work or personal life?

A: As a technology were using yes oh absolutely I mean there's always a way to streamline one's crazy lifestyle I mean you do your beer balancing work along with home and family and you want to make time personal time for people important to you as well I do use basically continue to use outlook for my regular everyday life monitoring and reminders and tasks I mean that to me is just auto pilot because without the technology do you recommend for college students who are looking into like these resources to improve themselves and for the future workforce you think that looks a great resource to look into more seems to be kind of a big universal programs yeah it's its most companies have outlook tends to be born in the most common so it's 88 they believe they tend to keep it just because it's something that people already trained but it does link so many different Email your calendars it's just that so many functions that are very convenient

Q: OK and like has any of these data tracking tools like raise any ethical or privacy issues for you?

A: So, not another data tracking version of it not that software are use of social media yes because I am very private with my personal social media but in order to do my job and help spread awareness I am now making people aware of where I work which is something that I usually would not have done so that pushed me somewhat into an awkward feeling but I needed to get past it and in the past if there's other security functions within social media to protect your information and you post whatever you want and you can limit He's white and so you can look further into those options if that's such a big problem but definitely that was extremely uncomfortable for me data tracking is not uncomfortable for me and because I'm wired that way OK I'm wired that way it's just like their house. If anybody if I were to just get up and have to win the lottery left then I need to comes in after me to be able to follow the pattern to see it I didn't see it that way that's very true so to me consistency the way I track things Roy report things we like to keep it as consistent as possible because it's a good method of succession planning whoever comes along after you have to be able to to pick up where you left off till another.

Q: Are any of these new data check Are you looking to incorporate new ones in your department?

A: I am sure we are at this point because it wasn't because of the pandemic it started a tablet earlier than that but all companies are being asked Cat to measure their impact in the community because now it's being asked to report out so we have to tell them oh in the education space we were able to help also many organizations that helped so many students so they need us to be able to give them a number or percentage something they want to know this about companies and most shareholders want to make sure that they're there contributing or investing in companies that are doing some good in the community until now it's been asked of us that we report that information out so we need to see if one or so He use can capture that information so now we are taking coursework taking courses and participating with other peer companies and discussions defined how dare it capturing their information and what we can do with what other programs we can take on to be able to monitor that now we've just acquired a different program and we are just in the stages where we're learning to use it in all its features to ensure that we can capture this information and then report out at the end of the year what kind of impact we made so this is new to us 100% first year we do that

Q: Like they say knowledge is power and my last question is besides using zoom regularly, has working remote during the pandemic made you more text savvy or just being inclined to experiment with digital more?

A: Absolutely, so each one of us we are you We were all sent home March of last year and are still long so getting all these people that we are constantly collaborating in meetings and conference rooms to be able to do it via zoom in mind you it was it with the challenge there was we weren't we're not allowed to use them oh OK so our company will not allow us to use zoom because there's at the security for zoom users is it does it need to expectations so we were the incorporated teams it's it's me but office 365 Inc. teams and that particular program was sent out to us not only were we sent out to start from scratch and Marge from home and make it work but we were sent out and given new software to use and hold our meetings virtually Without interrupting somebody so you just start learning like new tricks as to what is proper etiquette for virtual meetings along with helpful information but it really pushed a lot of and I could see a lot of people and my team members outside their comfort zones including a lot of my leaders I think that our leaders a lot of our leaders were used to say hey can you just go ahead and schedule that for me or because they didn't know how to do it themselves so they couldn't use the technology themselves this kind of push them into it they all have no choice but to learn how to do it themselves so it really put us all in a phase that is probably a very good thing because we're probably a little more efficient by now I would like to think that but it really did push us into yeah change in atmosphere changing the way we communicate and then change the software And all at once and so it becomes it becomes extremely challenging but I would honestly tell you it's a great thing OK yeah and I automatically thought that most companies use zoom because so many people that's like the new main stream thing now it's like using zoom for every meeting whether it's school or something else that is there several options there's a WebEx and there's a Zoom officer but because we our park power company and we are a nuclear plant we can't our security or cyber security is extremely high level so if they don't need the security settings then we can't use it because it gives people a window to hack into our system and just shut off the lights and so it becomes in So any time that we're having a meeting with an external partner and they are sending it to us with zoom then we participate in the zoom meetings with our personal computers or cell phones but not with corporate computers

All right so I really appreciate you taking the time to for you to speak with me and inform me more about what you do with the company. Hope you have a great day!

Glad to help!

Informed Consent Document for Interviewee Participation in ESOC 314: Theories of New Media Portfolio

Project Title: Digital Incorporation in Corporate Giving

Project Team Members or Member:

Andrea Paredes

Sponsor:

Dr. Victor Braitberg, victorb@email.arizona.edu

Purpose of this study:

I am conducting a study on the digital tracking apps and processes being used in the subjects' field of work, specifically in the corporate giving department of a corporation. The focus will center around the interview of a community affairs support technician. This subject highlights how her company culture motivates and pushes employees to grow professionally and inspires them to get involved in leadership and development programs. In addition, the interviewee describes how the use of data tracking tools and software are some of the few contributing factors in accomplishing her short-term and long-term goals in her position. This project will also provide the necessary information that will ultimately fulfill course credit for ESOC 314, Theories of New Media.

What the study involves:

I would like to interview an employee who works in corporate giving at an electric utility company, through a series of questions catered to her 3 years of experience in that specific department. I will record the interview in a private setting to allow for the interview to provide any personal information they may wish to disclose, whether personal or private. I will use the interviewee's own answers to provide a in depth evaluation into what pros and cons come with sharing information. I would like to explore topics of data, privacy, and publicity using concepts and skills I have learned from my course, ESOC 314, Theories of New Media.

Participation, risks, and benefits:

Your participation is voluntary—you do not have to participate if you do not want to.

There are not any risks that we know of if you participate—but no benefits either. Except that we hope to be able to include you in telling the story of how and why digital incorporation and interactions are one of the key components in building community relations and educating the public.

How we will record your story and use it in our project:

I would like to record this interview so that I do not have to completely rely on notes. My project pertains to theories of new media, and your consent to participate means that you consent to our use of the photos, recording, etc. in our new media project. I will share this portfolio project with you and my ESOC 314 class by email. The interview will be transcribed and available as an MP3.

Anonymity:

If you wish to remain anonymous, we will not in any way link your name to the story you share with us. However, if you do not wish to remain anonymous, or if you would like us to identify your story with a pseudonym, we can make that accommodation.

Would you like to remain anonymous in our study and project? Yes No

May we use your real name in our study and project? Yes No

DocuSign Envelope ID: 1CCED2A6-68FD-4020-84CA-E57A20CFD081

If you would like us to identify you with a pseudonym in our study and project, please print the pseudonym here:

Myra

If you have any questions, feel free to ask me any time.

Consent:

- You consent to participate in this study.
- **You may verbally consent and your verbal consent certifies that you have decided to participate in this study.**
- You consent to our use of your photo, video, or voice.
- You understand the information given to you.
- You understand that your participation is voluntary and that you may stop at any time.
- You are 18 years of age or older.
- If you request it, you will be given a copy of this form to keep.

Myra

Printed name of participant

DocuSigned by:
 

4/12/21

Signature of participant

Date

Andrea Paredes

Printed name of person obtaining consent

DocuSigned by:


04/12/2021

Signature of person obtaining consent

Date