

Bloomfield-Garfield Corporation

Executive Summary

Community Partner

Amber Epps

Student Consulting Team

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Grace Kim

Background

The Bloomfield-Garfield Corporation (BGC) is a community-based and board-driven non-profit organization working to mobilize members of the East End neighborhoods of Pittsburgh to participate in efforts aimed at physical revitalization, an improved economy, and strengthening well-being. The wing of Bloomfield-Garfield operated by our community partner, [Amber Epps](#), has two primary programs of operation under the Youth and Employment operations at BGC. The first program is the East Neighborhood Employment Center (ENEC) and the second program is the College and Career Readiness Program (CCRP). The organization sought to leverage their pre-existing technologies better so that they can generate reports to present to stakeholders more efficiently.

Project Description

Project Opportunity

The project opportunity our team will leverage is the benefit BGC would have from the ability to produce useful reports to present to stakeholders so BGC can increase or maintain the funding of their projects. To do this, we will solve common problems and create documentation for BGC to fulfill these Salesforce use cases which aid in forming useful reports. With their recent switch from Google Drive to Salesforce, they had the most relevant information in Salesforce but needed help consolidating the old data in Google Sheets and switching it over to Salesforce. They also did not know how to use Salesforce effectively due to the recent and rushed implementation. BGC could use a better folder structure for their Google Drive which they use to store all their files. By organizing this Drive, we believe we can reduce the time it takes to find important files and folders they use the most. Solving this problem will hopefully allow BGC to fulfill its mission of improving the quality of life in the Garfield area and surrounding areas by keeping their community engagement programs possible.

Project Vision

Our main goal with this project was to produce accurate reports to maintain or improve funding. We improved the processes involved with their database management system by consolidating and cleaning up the Google Sheets data and creating documentation for use cases on Salesforce to create reports for clients. This allowed for a cleaner dataset without

duplicate and redundant data. Additionally, the reports generated as a result of our work will create value for BGC because it is important for marketing, having records of accurate data, and showing progress over time to funders of BGC. We made guides for the functions we solved on Salesforce so the stakeholders know about the changes we make and how to use Salesforce effectively so it can be a long-term solution even after we stop working on this project. We believe this was the best solution to the data management problems at hand because it cleaned up existing issues in data (duplicates, redundancies) and then we offered a new process of handling data and creating reports easily for the employees at BGC.

Project Outcomes

The organization's Google Drive is now appropriately restructured so it is easier to navigate and does not have duplicate

BGC staff members are now comfortable navigating through Salesforce and using the features they previously were not familiar with. Using our video guides and documentation, they have taught themselves to address their pain points while also equipped themselves with more knowledge about other features of Salesforce they can use.

Project Deliverables

The deliverables include the organization's restructured Google Drive and numerous Salesforce documentation guides in the form of documents, presentations, and videos that can be used for future training purposes.

Recommendations

One of our main recommendations was asking the organization to switch from using physical sign-up forms for new students to more modern digitally signed forms which would allow for better organization, maintenance, and future reference. The data collected from these forms could also be used for analytical purposes since it would be automatically saved in their systems. We would also recommend having a person within the organization who's responsible for the maintenance of the technologies being used. Having a point of contact within the organization to solve technical issues and guide unfamiliar staff would prove very beneficial to them.

Student Consulting Team

[Eshita Banerjee](#) served as project manager. She is a fourth-year student double majoring in Information Systems and Human-Computer Interaction with a minor in Business Administration. She is looking toward a career in Product Management.

[Ayaan Hussain](#) was responsible for the quality of the deliverables and the work being done throughout the project. He is a third-year student majoring in Information Systems. He will be interning at Amazon this summer and looks forward to a career in Information Security.

[Grace Kim](#) served as the client relationship manager. She is a junior majoring in Information Systems with a minor in Business Administration. She will be joining Affirm as a summer intern and is looking toward a career in software engineering.