

One To World

Executive Summary

Community Partner

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Background

Established in 1977, One to World is a non-profit organization based out of New York that offers a variety of programs aimed to connect people across different cultures. According to their mission statement, “[to] advance global cooperation, One To World fosters intercultural understanding by creating face-to-face experiences among local communities, international students and Fulbright scholars.” One to World organizes events that expand learning through culture and host events that bring together students from around the world to share their perspectives and experiences. In 2019-2020, One to World organized 194 programs for 2,621 international students and American hosts, with 104 countries represented.

Project Description

Project Opportunity

In the early discussions with the client, it became apparent that the students who graduate from One to World’s programs are just as important as the students currently enrolled. This is because after graduation, some students become volunteers, members, and donors. These alumni come back time and again to participate in events and propagate the mission and values held by One To World with minimal outreach. However, if alumni do not seek out opportunities with the organization on their own, then there is no system in place for One to World to reach out. These alumni connections are not forgotten, but rather unnurtured. Tapping into this unrealized potential would ensure the sustained growth of One to World’s community in the long term.

Project Vision

Our team had two goals for the project: First, to extract, clean, and organize alumni records and other data that was lost in a previous website transfer. After this transition, there were approximately 30,000 records that were stuck in SQL tables, and the organization did not know how to access this data. If sustained connection between alumni and One to World was to be created, it needed to start with re-establishing communication with all the alumni of the past. The second part was to design an infrastructure to store and maintain alumni records in the future so One To World has a formal, organized process to establish and sustain alumni relationships that will drive the growth and continuity of the organization.

Project Outcomes

Through our partnership with One to World, we provided value through the pipeline that we created for alumni of their programs. Initially, they were not able to communicate or organize students as alumni of the organization. Through the pipeline that we outlined, they are now able to email and have students labeled as alumni after they graduate. On top of this, we provided them with past student data and event data that was inaccessible to them before. This allows them to analyze and understand past trends and present this to future donors or use this data in reports of progress. Finally, we created data collection recommendations that will help add value to future data they collect by ensuring that it is consistent among forms.

Project Deliverables

The deliverables include an outlined alumni pipeline process that future students will go through to become alumni of One To World. We included implementation and process documents that contain the reasonings of this pipeline, what needs to be done for each step, video walkthroughs, and resources to follow. We provided CSV files that came from previously inaccessible data and included documentation for the tables and their column headers. To enrich the insights One To World can gain from their data, we created best practice recommendations for future data collection and what questions may be useful to require or remove from their student forms.

Recommendations

In order to ensure that alumni contact information is up to date, we recommend that One To World add the functionality of students being able to edit their accounts on their website. We also recommend that alumni account types are created so that One To World can maintain different authorization levels for students and alumni.

For future IS teams working with One To World, they should examine the current siloed data between different departments and how to resolve the overlap of student information. As One To World transitions to a new CRM and migrates student and possibly alumni information over, there is an opportunity to solve their separate storage of data.

Student Consulting Team

Ivana Lin served as project manager. She is a third-year student majoring in Information Systems with an additional major in Statistics. She will be interning at Meta (formerly Facebook) this summer and is looking toward a career in software engineering.

Oliver Lance led client relations and communications. He is a third-year student majoring in Information Systems with additional minors in Computer Science, Game Design, Creative Writing (Poetry), and HCI. He will intern at Google this summer and hopes to continue his career in software engineering after he graduates.

Sean Tavares was the quality assurance manager. He is a fourth-year majoring in Information Systems with an additional major in Statistics. He will pursue a M.S in Statistical Practice next year at Carnegie Mellon University. His goal is to build a career in data science.