Yam Education

Executive Summary

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Background

Yam Education is an innovative, digital educational platform that facilitates students' learning experiences by making education accessible anywhere, at any time. Although Yam is based in Madison, Wisconsin, its founders have roots in Africa; such roots have allowed the leaders of Yam to pull from personal experiences and relationships created in their communities and utilize them to reach their goal of helping students all around the world access education in a way that does not assume internet access or mobile networks. By summer 2023, Yam plans to fully roll out its pilot which partners with American colleges, such as Madison College and the University of Wisconsin - Madison. These partnerships will give students the opportunity to obtain an associate's and bachelor's degree through supported programs as well as earn badges and certificates in areas of interest.

Project Description

Project Opportunity

As Yam Education is still in its startup phase, there is a lack of a firmly established information management system, business structure, department hierarchy, and communication network to perform operations externally with students and internally between employees. Additionally, certain elements of Yam, such as the admissions process, have been identified as an area of opportunity for further streamlining in order to increase general efficiency. Lastly, both our team and Yam identified a need for the creation of a centralized advising process.

Project Vision

Our vision is two-fold, as we aim to relieve the multiple pain points Yam Education expressed to the team. First, we plan to focus our efforts on aiding the company in constructing a well-organized business structure and department hierarchy to lay the initial groundwork for a business model that the rest of operations can be structured around. Second, we plan to

integrate a singular student information system (SIS) for the Student Resources Department, which handles both the admissions and advising functions of Yam Education.

Project Outcomes

The team's project outcomes included working with Yam Education to construct a business structure with different departments, functionalities, and hierarchies within the company. Our hierarchy diagram worked to inform the expressed pain points which allowed our team and Yam to uncover its need for a solution in Student Resources, which includes the admissions and advising processes. Our team felt that an all-encompassing SIS would be the best fit for Yam, and consequently performed a thorough competitive analysis of the leading academic information systems that would best suit Yam's needs. We then pitched this information to Yam Education, in which the information system Classter was accepted and later integrated.

Project Deliverables

The project deliverables include a diagrammed business structure for Yam Education operations, the integration of Classter (specifically the Core, Admissions, and Academic CRM modules of the system), and a Google Drive that contains multiple forms of thorough documentation and resources for how to operate and maintain such aspects of the information system.

Recommendations

Building upon the team's outcomes, we recommend using Classter and the configurations we've made with the user documentation to hold capacity-building and testing sessions with real students. Our team believes this will generate necessary feedback from administrators, advisors, and students to create the most ideal version of Classter. We also feel that these sessions will inform further conversations with Classter about the purchasing of future service packages that are necessary for scaling up and integrating communication between Yam Education's existing platform and Classter.

Student Consulting Team

Tobi Adisa served as the Quality Assurance Lead. He is a fourth-year studying Information Systems and will be working full-time at Microsoft as a Program Manager after graduation.

Gabriella Ardiles served as the Project and Client Relations Manager. She is a fourth-year student studying Information Systems and Statistics and Machine Learning. She plans on returning to CMU in fall of 2023 for her master's degree in Machine Learning.

Simon Corpuz served as the Client Transition Manager. He is a third-year studying Information Systems with minors in Game Design and Human-Computer Interaction. He will be at Program to Aid Citizen Enterprise (PACE) as a data intern this summer.

Rachel Martini served as the Project Manager. She is a third-year studying Information Systems with a minor in Human-Computer Interaction. She will be at Deloitte as a Risk and Financial Advisory - Data Management Solutions intern this summer.