

Charles Street Area Council (CSAC)

Executive Summary

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Background

The Charles Street Area Corporation (CSAC), a nonprofit in Pittsburgh's Perry South, revitalizes Charles Street Valley, home to 216 households. Established in 1973 and active in housing development with the Northside Leadership Conference in the 1980s and 1990s, CSAC engages the community through various initiatives. Despite its efforts, CSAC lacks a formal tech planning process, with technology needs handled ad hoc by the executive director and secretary. Its mission is to empower residents and revitalize the community by providing access to resources and services.

Project Description

Project Opportunity

CSAC's main challenge is upgrading its website into a central, user-friendly platform for effective two-way communication. The site currently suffers from low engagement, requiring a strong rollout strategy to boost resident interaction with new features. Addressing this through website improvements and a publicity plan is crucial for fostering a vibrant community atmosphere. These enhancements aim to improve residents' quality of life, streamline communication, and enable active resident participation in community initiatives. By making the website interactive and resident-focused, CSAC seeks to enhance inclusivity and transparency.

Project Vision

This project enhances CSAC's website interactivity and content to boost communication and engagement in Charles Street Valley. The goal is to establish a platform for two-way communication, empowering residents to participate actively in community affairs.

The solution proposes a newsletter system, feedback submission pages, community resource access, website analytics, and a publicity campaign to increase adoption. These features promote engagement, accessibility, efficiency, and resident participation, supporting CSAC's mission of community revitalization and empowerment.

By leveraging technology, the updated website aims for a more inclusive, efficient, and sustainable community engagement approach, benefiting residents, leaders, and CSAC. This infrastructure development foresees a unified and brighter future for Charles Street Valley.

Project Outcomes

From a people perspective, the project enhanced two-way communication between CSAC and Charles Street Valley residents with new website features and a newsletter. It allowed residents to provide feedback, voice concerns, and engage in initiatives while reducing CSAC staff's manual communication workload.

In terms of process outcomes, the project streamlined CSAC's information dissemination with a MailChimp-integrated newsletter system, centralized community resources on the website, and established a systematic feedback collection via Google Forms. Documented workflows and training materials support these capabilities.

On the technology front, the CSAC website has interactive elements like newsletter signup, 311 complaint submission, and event calendars. When these changes are live, the integrations with Mailchimp, Google Forms, and Matomo analytics will promote the site and boost engagement. This modern solution efficiently addresses communication challenges and fosters a participatory community aligned with CSAC's mission.

Project Deliverables

Our project deliverables include these tools: Mailchimp Newsletter, 311 Complaints webpage, Newsletter Archive page, Social media posts, and a Subscribe to Newsletter section. We also include documentation on all of these tools, Google Forms, and necessary login credentials.

Recommendations

Recommendation 1 - Conduct training sessions for the CSAC team to maintain and update the new website features, newsletter campaigns, and analytics tools to sustain the improvements made.

Recommendation 2 - Implement a structured feedback process for continuous improvement based on resident input and engagement metrics to enhance CSAC's capacity.

Recommendation 3 - Develop a comprehensive Social Media Engagement Strategy to extend the project's reach and effectiveness.

Student Consulting Team

Aarav Tanti is a third-year student in Information Systems and is pursuing a minor in Business Administration. He will be interning at Boston Consulting Group this summer and is looking forward to a career in management consulting.

Ellen Fang is a third-year student in Information Systems and is pursuing a minor in Software Engineering. She will be interning at Ancestry this summer and is looking forward to a career in software engineering.

Roshni Surpur is a fourth-year student in Information Systems and a first-year student in the Master of Software Engineering program. She has minors in Business Administration and Software Engineering. She will be interning at Microsoft this summer and is looking forward to a career in software development and product management.