

Women Against Abusive Relationships

Executive Summary

Community Partner

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Background

Women Against Abusive Relationships (WAAR) operates under the visionary leadership of Roxanne Epperson. The organization is dedicated to ending the cycle of violence against women and providing them with the tools needed for recovery and independence. As WAAR transitions into a more digitally enabled phase with its new initiative "After Shelter Kare" (ASK), the focus has shifted toward leveraging technology to enhance connectivity between survivors and supportive services, including shelters and employment opportunities.

Project Description

Project Opportunity

The shift to digital operations presented WAAR with significant challenges and opportunities. Previously reliant on paper-based record-keeping, WAAR faced difficulties in tracking participant engagement and analyzing the effectiveness of its programs. The project aimed to address these challenges by implementing a centralized, digital database management system to modernize and streamline WAAR's operations.

Project Vision

Our vision was to transform WAAR's operational framework using a cloud-based database platform—Airtable. This solution was selected for its user-friendliness, flexibility, and scalability, making it ideal for WAAR's current and future needs. The implementation of this system was intended to enhance data management, facilitate staff collaboration, and improve program evaluation capabilities.

Project Outcomes

1. **Technological Enhancement:** Successful integration of Airtable as WAAR's central data management tool, significantly improving data storage, accessibility, and security.
2. **Operational Efficiency:** Reduction in time spent on administrative tasks, from approximately 10 hours per week to under 2 hours, allowing more focus on participant interaction and program development.

3. **Data-Driven Decision Making:** With the new database, WAAR can now generate detailed reports and visualizations that provide insights into program effectiveness, participant progress, and areas needing improvement.

Project Deliverables

The deliverables for this project included:

A custom-designed Airtable database with filters, forms, and email automation system, which is tailored to the specific needs of WAAR, including participant tracking, program management, and outcome reporting.

Comprehensive training materials and a detailed guideline handbook to ensure the sustainability and effective use of the new system by WAAR staff.

Implementation of visual dashboards that offer real-time insights into the data, supporting strategic decisions and continuous improvement of services.

Recommendations

For WAAR to fully benefit from the new system, it is crucial to:

- **Automated Communication Tool:** Develop or integrate an automated tool within the database that schedules and sends follow-up communications to past participants based on predefined intervals.
- **Data Analysis Features:** Enhance the database's analytical capabilities to interpret the responses received from past participants, providing actionable insights into their well-being and any necessary follow-up actions.
- **User Privacy and Consent:** Ensure that the system incorporates robust privacy protections and obtains consent from participants for ongoing communication, aligning with data protection regulations.
- **Enhance Filter Options:** Gather possible filter options or refer to the current team's "[Filter Option](#)" documentation to experiment with implementing the new filters and add documentation to the Database Guideline Handbook on how to implement each of these new filters.

Student Consulting Team

Ariel Kwak served as the Product Manager for this project, where she was responsible for setting up the essential features of the database and ensuring that the project aligned with client expectations throughout its implementation.

Nitya Girase, the Technical Lead, oversaw the technical aspects of the database implementation, ensuring that each element was customized to meet the specific needs of WAAR.

Grace Liao took on the role of Scrum Master, managing all client relations and project scheduling to ensure that every phase of the project was delivered on time and met all predefined milestones.