The National Council of Jewish Women

Executive Summary

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Background

The Pittsburgh chapter of the National Council of Jewish Women (NCJW) is a volunteer organization and powerful force for social change. It was founded 127 years ago and at present, its network includes more than 2,000 volunteers, members, and supporters, ranging in age from children to the elderly. NCJW of Pittsburgh is on Murray Avenue in Squirrel Hill, located conveniently near many other Jewish Community Centers, synagogues, and kosher restaurants. This central location to many aspects of Pittsburgh Jewish life helps to integrate NCJW into the community and best help their constituents. Inspired by the Jewish value of Tikkun Olam ("healing the world"), NCJW takes a progressive stance on issues such as child welfare, women's rights, and reproductive freedom. Since last March, COVID-19 has impacted the community in significant ways. Subsequently, NCJW has operated completely virtually, holding all events, such as advice sessions and speaker series, over Zoom.

Project Description

Project Opportunity
NCJW offers a variety of virtual events in support of their programs that are open to their constituents and the public. NCJW utilizes several different technology platforms to manage the events including registration, attendance, and distribution of recordings. NCJW was in need of a technological solution to improve operational efficiency and reduce the number of manual tasks required for staff members to manage events. Streamlining the event registration and the recording sharing process would enable staff members to devote their time towards planning quality events rather than focusing on repetitive and tedious tasks.

Project Vision
The primary problem area that our team planned to address was the inefficiency of the current system to register for events and access recordings of previous events. Our project vision was to *build an event management website* that would be a one-stop-shop for event information, registration, and recordings thus *enabling NCJW to share their resources with a wider audience*. The system would be connected to the NCJW website and would allow users to

log-in and view upcoming events, register for the sessions, receive updates and reminders, and later gain access to Zoom recordings of past events.

Project Outcomes

The team built and deployed an event management website. To build this website, we used Wix, as its Wix Events app provided many built in features that NCJW was currently performing manually. We foresaw Wix Events as a technically digestible solution for NCJW staff. The website includes an upcoming events page where users register for events, a past events page where users can find event recordings, and a login feature. Primarily, the website improves efficiency of sharing event information and recordings. It reduces the amount of manual tasks NCJW staff have, as it automates processes such as emailing event reminders and Zoom invitations. The website also makes NCJW's resources more widely available as anyone can create an account, attend events, and find resources from past events. Also, NCJW can access user data, and use tools to organize or export the data to csv files. This allows them to easily analyze data such as event attendance to tailor their programming to better meet the Pittsburgh community's needs.

Project Deliverables

The NCJW is using the fully deployed event management website with their own administrative privileges. In addition, NCJW was provided with written documentation and video tutorials for both administrative and user actions and potential future enhancements.

Recommendations

In the future we're hoping NCJW is not only able to continue to add all new events but implement new features that were out of scope. For example, we've talked to NCJW about the possibility of tagging events (as in "Childcare", "School", etc.) and adding a search bar for ease of finding old events. They've also expressed interest in adding their online school store or thrift store to this website as they're unable to add commerce to their primary website due to administrative constraints.

Student Consulting Team

Megan Naji was the client relationship and transition manager. She is a junior in Information Systems with a focus in Social and Global Systems. She will be working with OPDC and BCAP this summer and looks forward to a career of community-based work.

Kat Phelps served as the project manager. She's a junior in Information Systems with a focus in Quantitative Analysis. This summer, she will be interning at Apple as a Product Manager within the Information Systems and Technology division.

Sara Wong was the quality assurance and technical lead for the project. She is a senior in Information Systems with a focus in Quantitative Analysis. In the fall, she will be starting her full-time job at Yext as a Software Engineer, in the New York City branch.