Pittsburgh Fellows Alumni Association

Executive Summary

Community Partner
Laura Moyer
Anna Scofield
Julie McCormick

Student Consulting Team
Christie Chang
Andy Gao
Amy Lin

Background

Founded in 2005, Pittsburgh Fellows is a post-graduate professional development program that integrates their careers with faith. Their mission is as follows:

Pittsburgh Fellows promotes the well-being of the whole of the community of Pittsburgh by training college graduates to be values-driven, ethical business leaders who integrate Christian faith with a vocational calling for business.

After graduation, each of the fellows joins the Pittsburgh Fellows Alumni Association (PFAA), a group focused on maintaining existing relationships and building new ones, as well as keeping the alumni involved in the program. We are mainly focusing on the Pittsburgh Fellows alumni network and the problems they are currently facing.

Project Description

Project Opportunity

The project opportunity is to improve the efficiency of communication with and within the alumni network, in hopes of increasing awareness and commitment within the alumni. Improving alumni communication is essential since the alumni network serves as an integral part of the Pittsburgh Fellows program. Some problems that the client mentioned in our meetings have been difficulty in searching for information through emails, in updating contact information, and keeping information organized using Google Drive and email.

Project Vision

Our team's project vision is to create a solution that improves alumni communication and engagement by improving upon their current system of email and Google Drive. Based on the requirements and needs of our client, our solution focuses on facilitating the communication with alumni, including sharing event details, and making management of all information pertaining to alumni relations easier for the board. Our solution aims to include an event management system, a system to broadcast pertinent information, and a database of alumni that can be updated.

Project Outcomes

The outcome of our project resulted in the creation of a Slack Workspace for alumni-to-alumni communication and a website hosted on Wix where the alumni board is able to display upcoming news and events to alumni. In addition, the project resulted in the training of two alumni board members on the use of our technology solution, as well as detailed documentation for future maintainers of the project.

Project Deliverables

In our project deliverables to our client, we provided a fully set up website, Slack system, and thorough documentation on how to use Slack and the Wix site from both the administrative and user side. We also included other materials such as a logo, email templates, and research insights.

Recommendations

We recommend that the client team continues to encourage the rest of their members to sign up for both Wix and Slack, and to educate them about the benefits and usability of each. We also recommend that the client team makes sure to update and maintain the site regularly. Because the site will need to stay current to be useful, it's important to demonstrate to those who signed up why it was worth doing so, and maintenance of the site will only get more and more difficult once off track. It may be helpful to establish a system or procedure to make sure it's done, or assign a specific role to manage it.

Student Consulting Team

Christie Chang served as project manager. She is a fourth-year student majoring in Information Systems with minors in Human-Computer Interaction and Engineering. She will be working for Apple after graduation, going into a 2-year rotational program.

Andy Gao served as the technology analyst and quality assurance. He is a third-year student majoring in Information Systems with a minor in Computer Science. This summer, he will be working as a Cybersecurity Analyst at Praetorian.

Amy Lin served as the experience designer and researcher. She is a fourth-year student double-majoring in Information Systems and Human-Computer Interaction with a minor in Business Administration. She will be pursuing a career in user experience design in the Bay Area after graduating in May.