

# **Persad Center**

## **Executive Summary**

### **Community Partner**

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## **Background**

The Persad Center is a non-profit LGBTQ+ Mental health facility that offers care and counseling for those in need. They aim to improve the health and happiness of the LGBTQ+ and HIV/AIDS community through a variety of counseling and outreach programs. They are based in Southwest Pennsylvania with one location in Pittsburgh and another in Washington, PA. The Persad Center was founded almost 50 years ago and has a long history as the nation's second oldest counseling center dedicated specifically for LGBTQ+ people. They have since expanded their services to include drug and alcohol rehabilitation, HIV and HIV/AIDs support, as well as community outreach.

## **Project Description**

### **Project Opportunity**

Persad Center did not have a centralized or collective way to survey and collect client and participant feedback. The survey responses were stored separately under each survey in their SurveyMonkey account, making aggregate analysis across different surveys difficult. Those who needed to see the results would have to export data from each survey manually as individual files each time they need up-to-date information. Solving this problem will allow Persad to gain more insight into their client's experiences. It will also allow program planners and executives to easily access this data to guide decision-making and to find persuasive feedback for grant providers.

### **Project Vision**

Our planned solution is to use SurveyMonkey connected to data sheets stored on OneDrive, this allows survey responses to be aggregated in a central location where staff members can easily access. Specifically, we planned to use Data Link Studio and Power Automate flow to automatically aggregate new data responses as they come in. In addition, we also planned to create basic summary statistics and visualizations to represent the data visually.

## Project Outcomes

The main outcome of our solution is a new process that automatically syncs responses to a centralized storage location. With this solution, the staff at Persad Center are able to access the updated data quickly and easily within their existing Microsoft 365 ecosystem. We synced data from multiple surveys to automatically aggregate so the Persad staff can have an overview of the demographics of everyone who visits the Persad Center for a service. Additionally, our project contains a dashboard of charts and summary statistics that automatically update when new survey responses are submitted, creating helpful visuals for the staff.

## Project Deliverables

The final deliverables consist of a folder on Persad's web environment containing the aggregated data sheets for the various existing surveys, the automation flows for the solution, and both an Admin and General purpose user guide for how to access and edit the system. A github repo containing the various excel scripts used in our solution was also provided as a backup for the work delivered in Persad's environment.

## Recommendations

If a future 373 team were to pick up development, we recommend continuing development on the automation process for creating new surveys. Currently, linking a new survey to our solution requires additional work that might be too complicated for the Persad staff. If this process can be automated, it will greatly reduce the time spent when updates to surveys are needed, and the Persad employees could potentially feel more comfortable about making these changes. We also recommend Persad to have the survey period open consistently throughout the year now that the process is automated. This would increase the number of responses so they can better analyze the data to improve their services.

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## Student Consulting Team

**Jonathan Namovic** served as the client relationship manager. He is a fourth-year student studying Information Systems with a minor in game design. He will be working with the ETC this summer.

**Ying Hu** served as the project manager. She is a third-year student majoring in Information Systems with an additional major in Statistics & Machine Learning. She will be interning at Capital One this summer.

**Aiyana Huang** served as the QA manager. She is a third-year student majoring in Information Systems with an additional major in Statistics and minor in Computer Science. She will be interning at Facebook this summer.