Keywords

Speakers

Chloe (65%), Andrea (15%), Christopher (11%), Nina (9%)

Oh, hey, Nina, Hi,
everybody, hey,
thanks. Chloe, Hi,
Chris. Go
ahead and get started. Nina, I just have you lead so you can walk through what Chris has sent us. Chris, you can give us any updates, and then I'll jump back in to talk about the other thing Chris that I sent you a voice note on and the rest of the team knows related to our other client, but I'm gonna let you all kind of handle this first part of the conversation.
Yeah, for sure. Chris, thanks so much for sharing the CMS like loom video and the opportunity to demo before this, I was just sharing with Chloe and Andrea that it looks great number one and two, it feels super intuitive and straightforward, easy to use. So like your description in the loom video is great, but I actually was able to test it too, and I made update, like the updates that you and I talked about for the demo app, for the pages available on the on the CMS. I like made those updates, and it seemed like pretty intuitive, easy to use. And I refresh the platform, and they all appeared as I input them. So yeah, no feedback. Really, I'm excited to like that we have this feature and to start using it. So yeah, the only thing is, I noticed when you click publish changes, the screen doesn't change. Just for anyone that publishes changes like the screen doesn't update or change. So I thought maybe it didn't go through. So I click Publish again. But then when I went to look at the history, I saw that I accidentally published twice, yeah, does that make, you know I'm talking about I do. Okay, cool, yeah, but that was the it worked beautifully. Yeah?
Awesome. That's That's great news. I'm really excited to hear that. There is one question I have for you, though, when you're trying to find a page to edit, I created three different ways you can go about it. Do you have a preference? So, like, there was a drop down and there's like a drop down that you can expand. Do you have a preference? Just so I can clean up that. Do
you want to choose one approach? Is what you're saying Pretty much, yeah, let me just take another look.
After looking Nina, I'm giving you the authority to make the decision, since you'll be doing it more than others, so we'll go with what you want.
Well, so a question, I think generally, like when the platform is ready for students, we probably wouldn't want page numbers at the bottom, just because we don't want students to be like, I don't like, see 45 pages and be like, Oh my god. How am I supposed to get through this?

Because it's not actually a full page of content. So I think the page numbers are helpful for us internally, because then because we can say, Okay, I'm going to make an edit to this page number. Sometimes it can be a bit harder based off of, like, just identifying the concept, yeah, I would probably say, like, module unit, page number is the easiest way to do. That makes sense right now, but in the future, form of the platform, we would want to maybe remove the page numbers. So I don't know if that makes sense for this process. If we're able to remove the page numbers in the future?

Yeah, we can always hide the page numbers. Okay, remove them. Yeah. So that's an option we can always easily that's

available to us. Okay, then I would, I think that makes the most sense and all, because that's what we talked about with Renee too. So I can let her know that page numbers can be removed, but just for right now, as we're, like, direct each other to check out a page or to check out an edit, like, I think it's helpful to have the page number, actually,

yeah. I agree. Awesome.

Yeah. So then I think the quick jump, like approach maybe then right Chris, where you have, like, the module, the unit, that page number might be,

yeah, I figured that might be it, but I wanted to hear from you if you prefer it the other way. Okay, awesome. Thank you. Cool, awesome. Anything, any other updates, or anything you have for us today?

Chris, as far as updates, I think we've covered everything. Um, yeah, no updates at this moment. Now that we have the green light as far as the CMS, then I think I can start adding the rest of the pages and modules using the same format. Yeah, yeah, no, that's great. This is great, but no other updates on my end. Okay,

great. So you have the intro and the credit system modules, which you can I do with those, and then we'll be on like, a rolling basis, sharing them, the rest of them with you, starting this week. Yeah, we have more now, yeah.

And then once the CMS is built, we can be responsible for inputting so you can focus on the bigger things. Chris, All right, awesome. We're cooking with grease. Y'all Okay, so moving away from Smith a little bit. So Chris, as you know, there's kind of been like a project within a project here, which was what we were building for Smith, is really our kind of education hub version of what we call the impact story, right? So this is where we're housing all of our educational content. We have another client to put it nicely, very quirky. They're highly disorganized in a hot mess. But it is what it is. They are a client that will also be using the impactory, but instead of for the education side, they need a data platform. I'm not sure how they are, as large as they are, and they literally have had no data system ever like to track their impact, but they haven't, and that's why they brought it in a little over a year and a half ago. So what we are essentially offering them like, what they have, what we've pitched to them is, again, that we can give them a license to 10 sevens data warehouse, Data Platform thing, which is where they can upload, of course, their data that they will continue to own onto our platform that will just kind of help them synthesize their impact data. But the kind of beauty of out, you know, licensing our data platform is that you can do the add on license of our trauma graph right so you have all of your organization's data in there, and maybe you want a side by side view of let me look at the trauma graph of Maryland alongside my program data, because I want to see them kind of side by side. So that is what we now get to build because they received grant dollars that we co

wrote with them to build this kind of data warehouse. So again, in the same way that we're kind of like building we we didn't have, technically, the impact rate with Smith. I mean, we did, but it was through, as you know, like third party platforms. Now we're like, building our own thing that we can then replicate for other clients. We're essentially doing the same thing with this client. So we will build their kind of bespoke, but really white label data warehouse and kind of data dashboard. But in addition to that, we will be building the trauma graph that you've kind of already started to mock up and stuff as well, because they will likely be licensing access to that so that they can look at their data that is unique to their programs, alongside our data that we own, but we get to share our maps and stuff with people who want that. So that is essentially the kind of task or the project that we are working on. I'll stop there, in case you have any questions, and I can keep giving you further information.

Yeah, no. Sounds really interesting. I do have a few questions. So this data warehouse, you mentioned that there might be a feature where you can compare they can compare their data to your data, yeah, now the data that's been compared is that fixed data. Is that data that's been collected from the use of the trauma graph,

it's fixed. So kind of concrete example some of the bread and butter programs of our client is like, they do a lot of like, they actually have housing for survivors of domestic violence, for example, so they might have all of the data about what's maybe their income, or maybe some qualitative measures that they've been able to synthesize through their case profiles, and then we actually have made a trauma graph that overlays financial trauma and the severity of domestic violence by state. So they could maybe look at that financial trauma graph and then compare it like, oh, wow, this person is coming from a hot spot, and maybe we need to target some of our case managers in this neighborhood, because we are using the trauma graph to kind of help. So that's essentially like what it would look like. Yeah, that makes a

lot of sense to me. I'm just

kind of thinking about as like a split green a split screen feature. So to be clear, like we won't ever actually share our data sets. That's just something that I won't do from a business perspective, but also just from, like, a compliance we, we are not required to follow HIPAA, but I just use that as our compliance standard anyway, because talking about people's, like mental health, I still think should be HIPAA compliant, so we're never going to share the actual data, but we, as you know, will like share the maps, and you can dive in deeper and get closer. You can go down to the neighborhood level and all of that. You can see what percentage of our data set is experiencing something, but they'll never actually see the raw data, whereas our platform is where they can put their raw data. So the and Andrea feel free to jump in at any point. But what we've essentially uncovered, so our client is the YWCA. It's the women's version of the YMCA. And so they have, it's a national, federal, federated model. So they have their headquarters in DC, their USA, and USA is purchasing the license for all of their chapters. They have 196 local chapters. So technically, Chris, the way that we're really building this is, yes, USA is paying for it, but we are actually already going to start with 196 unique institutions that are getting this and those 196 local associations, none of them actually like the even though it's a federated model, they all are using different ways to, like, collect their data. Like, a lot of it is spreadsheet or by hand, or frankly, not at all. Some people actually have, like, a data platform that they're using, but they like, hate it, and so we've, over the last year and a half, like, really tried to understand, what do they actually want? What would be really useful if they had one stop, a one stop shop,

to this warehouse all their data, which also then allows them to centralize it as a network. Because right now they're like, being surveyed to death. They literally get a survey, like, every couple of months asking them for information about what they're doing that USA is like, can you tell me, like, how many people did you serve? And then the next month it'll be like, how many grants did you get? And then the next month is like, how much funding Did you rate? It's like crazy. Whereas if they actually, if everybody used the same platform, it could just be published at the chain. So USA kind of gets its own version where it kind of collates all of the data, but the individual chapters get, like their own much better, more functional data warehouse, and then they are obviously heavily interested in 10 sevens research and how that informs a lot of their work. Because, again, they do a lot of stuff with child care and domestic violence and like women's economic empowerment, so It crosses all of the kind of other health care is obviously a big one too. So they do cross sections a lot with our research. Yeah, yeah. I think, like, they do not have a centralized data system. And Frank, not only that, but they also, like, don't collect impact data. Like they just, at most they are collecting, how many people are they serving? And like, did they feel good about like, it's just kind of like, Were you satisfied with our program? So we're also helping them with like, off the shelf surveys that they can have for their clients to actually get, like, real data to measure their impact, which they don't have right now, go ahead Andrea, I'll call you off.

Yeah. I was just gonna add to and I think you hinted at this, Chloe is like some of the local associations on the ground are in like, you know, LA, but some are in a very rural town in Illinois and or like Alaska. And that really feeds into how much bandwidth they have and how much money they have and how much data prowess they have. So like when we did all this research last year, some of the people we talked to were the actual data people. So they have a pretty sophisticated understanding of the data that they have and do the best they can with very limited resources. Some people, some organizations, it's literally two full time employees, and everyone else is volunteer to help make programs run. So I think even though we're saying like a comprehensive, sort of centralized data dashboard, we really want it to feel user friendly because they're not very sophisticated. So I think it's like, the reason it hasn't it's been hard to, like, find a different system to do this is because we don't want to over complicate it, like it truly is almost like, I want to log in and just like, see a reminder of how many programs were in California last year under child care. Like, I don't think it's like this, like, super sophisticated thing. It's just, they truly just need a place where they can go and, like, see all the data that they're collecting, or we've collected for them, and put back in the platform. And the other thing that's really important to them is being able to see what other organizations are up to. Because they, especially neighboring organizations, are like, Oh, that place over in that part of New York State is doing this, and we want to do that here. And right now, it's very like, you know, I just, I have to send them an email or call them, or see them at an event in order to talk to them. Talk to them. But it'd be great if they could just go into this platform and say, like, oh, in Buffalo, they're doing X, Y, Z, and I can actually just take this program for how I see it like on this platform. So my my rambling, like, sum up is that, yes, it's a comprehensive Nina dashboard, but I think what's the priority is, like, it has to be really usable for, like, even the most basic of users. So I think that's why we haven't been able to make it yet, because some of the platforms that exist like that are really complicated, right? And you don't need it to be the most complex, complicated thing, right?

And even, to be clear, like Chris, they they have not even had a data person at the USA level. Like, their data person was like a former elementary maths teacher who, like, didn't know what a correlation was, right? So, like, yes. Like, will we have correlations, sure, for people who really know what they're talking about, but to Andrea's point, it's just kind of like they don't even have good data. But even if they had good data, they, like a lot of them, really will not know what to do with it, unless it is incredibly accessible, right? And we are helping with that. But this really is just about kind of like people really want to be able to write a grant and say, Hey, in the state of New York, I think there's like 20 different chapters, and it's like of the 20 chapters in New York, 70% of our programs are dealing with women who are snap eligible. Like they would love to be able to see that, but they don't have any dashboard where they could, like, actually verify that information. And so that's really what they're trying to do at the end of the day. Like, we call it a data dashboard, but they're really just trying to have a place where they can get really strong data, to build a narrative, to raise money. Like, let's just be real about it, because they need money for their programs, and especially given what's going on in the country, everybody has lost a boatload of money because they relied on federal funding. And so, like, this data dashboard is, like, necessary even more so because they don't, they have to, like, go into philanthropy, which we know is also, like, not really giving that much right now, but like, they don't have anything that they could say. Like, all they could say right now is, will you serve 100 girls? It's like, that's not compelling.

Yeah, you almost feel like it's like a data intranet. You know, it really is. It has that kind of vibe, you know, when you log on to your like, company internet and like, there's, like, pretty basic announcements and things, but it also is just like a repository for everything you kind of need to know about the organization, and that's how they can find their data. Yeah?

And in some ways, that's why we call it a warehouse, because it's like, yeah, they're not putting this data anywhere. Like, honestly, the surveys kind of become their warehouse, but it gets stale after you complete the survey, right? Like they don't kind of actively collect anything until they're forced to fulfill their requirement as a chapter to like reported it up the chain, and that's like another part of the problem, because people are taking weeks to fill out a survey. Now, let me be clear, the person who was before that would like, make people fill out an 800 question survey, which was wild, but like, when we made it, even when we made it, you know, 45 to 50 questions, it took people, like, three weeks because they they just don't put their data anywhere. So they have to go talk to people like, oh shit. Like, I have to figure this out. Like, can you go tell me what this is so they, like, literally, just need a place to put their information. Yeah. Okay, so that's kind of what we're building on the like, specific to YWCA, but really, how I want us to approach the team, and I have talked about is we're building, I mean, it's funny because, like, I always laugh. I'm like, we are not becoming a software company, but I guess at this point, we can offer the impactry in so much that we have a custom data platform that integrates into our trauma graph tool and stuff like that, which I think is that is our value add. Like, I do think that there are obviously, like, good data platforms out there. Like, we use them right now, because all of my qualitative data is on max QDA, which is a German company, because I really love the way that they help me, like, code my qualitative data, but like, I guarantee you, Chris, when you see it like, you're going to be like, I can build this myself. Because, I mean, it is, I think that simple. It's just like, I've not had a platform that could do that. But like, it also from an internal perspective, yeah, we could house all of our warehouse, all of our data, in one place that would

be nice too, because I'm bouncing from Qualtrics to Tableau to max QDA. We also have another platform called Atlas. So like, I would obviously take you through all of this. So in some ways, like, we are using this capital to build again, our own thing to make us more efficient. But we also know, as you know, our clients are essentially asking for the same platforms to be able to access the research that they want to license from us. Right

now, this makes a lot of sense. I would love to see the different platforms that you use in now. Yes, and also, I do have a question for you in terms of how the data flows in general. So you have your data fed into the platform. You have these different chapters, they, how do you envision that they upload their information. How often? What does that flow look like? Ideally?

I mean, that's such a good question. I think in some ways I would for the chapters we we end up, we'll end up having to probably create a best practice system for them. I mean, that's also why they kind of brought us in, right? Because, to be honest, from our vantage point, like, again, we have all these platforms internally, but like, I'm updating our data pretty frequently, at a minimum monthly. So like, they should be doing the same, considering how many women they serve, I feel like, like, yeah, they definitely need to do that. And, you know, again, I don't think we are. We did not promise this. I don't think we will, but like, in some ways, our hope is that this could be a one stop shop for them, like they really should stop doing things in spreadsheets. That's like you talk about HIPAA compliance. They are required to be HIPAA compliant because they're dealing with homeless people and all that kind of stuff. So they they definitely don't have the data security that is required, but it needs to be on a certainly a frequent basis. But to your point, to Andrea's point, it's like a it's a repository internet. It also, in some ways, is like a synthesizer, right? Like, not saying people are not intelligent enough to create a percentage, but like, the platform's gonna have to do it for them. Like they're gonna type in. We had 168 people. 108 of them ate breakfast this morning, it needs to spit out a report that's like, pretty and comprehensive.

I see, well, you okay, I think I'm getting the clear picture now. So, okay, okay, that's interesting. I see, yeah,

super basic, at least for them. But you know, additionally, when we did our help, what they hired us to also do on the consulting side is we did run correlational analyzes. We did run multivariate regressions and to help identify those things. I don't think that functionality needs to be on their stuff, but I'm just saying that that's that is something we need internally, because I do that all the all of the time, right? Like, if I'm trying to explain the variance of how often people are monitoring their bank account, like, I am going to do a regression for that, and so I end up doing that on a different platform, so, like, the capability will be there. Because if we ever did get a client that's like, yeah, I want to be able to do multivariate regressions. Like, okay, we could turn that on for them. But for this particular client, we're talking very

basic, yeah,

but that's to your point in terms of, like, how data talks to each other is the platform is kind of meant to be accessible enough where, again, to your point, we can see that I'm making this up. 67% of the women that come to us experience financial shame. Right then they can click over, maybe do a split screen, where they look at our shame indicators by neighborhood about where they are, and that then helps them tell a story about the impact that they're having. So not only does our platform kind of where give them the opportunity to come up with that 67% number, but they also were able to pull a diagnostic tool from the platform that they give to the women

who come in, so that they could actually say, Oh, we use this diagnostic survey tool on all of our people that we have cases for, and we had them take it so that we can then identify what percentage of them are experiencing financial shame or whatever. So we also have a different other tools, like surveys and diagnostic things and whatever that they can leverage from the platform. But again, they wouldn't otherwise we don't sell that outright, like I'm not going to send you a PDF of that. You have to have a license in order to access those tools.

Okay, that makes sense. Chloe, what do you think about I would love to see. I'd love to walk through step by step, like some of the data that they might be looking for Yes, and also some of the steps that you walk through yes and but more importantly, you know, like you pointed out, they're basically trying to find data points that can help them raise what does that look like? I'm sure it varies, but what does that look like? And also,

so we did a comprehensive we called an impact survey, and they used to do this on an annual basis. And as we said, their previous data person was just not qualified at all, so nothing was ever really done but their annual survey data. So we rewrote it, and the purpose was to gather a lot of different data points from these different local on the ground organizations. So we launched that got all the data back. So that could be a good place to start because we survey with you so you can, like, see what kind of questions you're asking. Yeah, and honestly, it's like the impact survey was really comprehensive, but we're actually trying to decide on them with this week is how they kind of categorize their impact and talk about it because the way they were talking about it before. Because, as Chloe said, it's like, they have housing for domestic violence survivors, they have childcare, they have gyms, they have leadership programs for Teen Girls. Like, they have a lot of amazing programming, but they talk about it very broadly. Like they're like, oh yes, support women, racial justice, yay. But like, they cannot speak to like, a single program. No, they're actual programs where they're like, holding like community meetings with like leaders and making actual differences, but they have no way to track any of it. So basically it's like, we sent out the survey to, like, find out what all those things were, and so ask them for specific types of data and data points. So we have all of that data and we have the survey, and I feel like that's probably the best place to start with. Like, awesome kind of what we really wanted was, like, it would be great if we could take all this take all this stuff we collected from you in this survey and put it in this dashboard and Exactly, yeah, go get it. Because what is also happening is their data. People send out these surveys, and then you have her pick up the data back. So they're never well, I spent hours filling out this survey that you sent me, and I would love to actually know what it says, right? I don't know because you never sent it back. So it's like the dashboard is also this way of like reporting back out on the stuff that we collect from them, right?

So I think that will be good for us to walk you through, Chris, and then I think what we'll do to start that meeting is, I want to show you what we collect irrespective of client, or how we collect it, right? So I want to show you Max QDA. I want to show you Atlas, yeah, I largely use Qualtrics. So like, I'm I'm fine if there was a way. I don't know if Qualtrics what their API situation looks like, but if there was a way for us to just embed it cool, like, I'm fine with that as a preliminary I just like all of their statistical analytical tools. So, like, if it ain't broke, let's use it. But if I don't have to, like, log on constantly, and it's something that we can just use, that'd be great. Like, I personally like them better than Tableau. But I can show you all of those tools to kind of give you a sense of this is what it takes for us to actually synthesize all of the data that we

collect and then convert or, I mean, I guess in addition to that, we can show you exactly what Andrea was just talking about, because at the end of the day, like, what we noticed from our clients is they want both. It's like, help us figure out our data problems 10, seven, and so that's what we're doing for YWCA. But then they also see the data that we have and the research that we publish, and they're like, holy crap. How do we get our hands on that? And how do we leverage that alongside our own data, and that's essentially the solution that we're coming up with. So the impactor you like has to do both, but we're treating those as two separate licenses, right? So it's like, yes, we're helping you have, like, a better data impact data situation that, like, involves thinking about complex ideas, like financial trauma, financial shame, wealth, justice, like our thing, right? I don't want to, and this is obviously on Andrea Nina's field. But, like, we're not out here trying to say that we are a generic, you know, data software that anybody can use. It's kind of like we would only work for you if you were interested in the conceptualizations that we actually study, which a lot of people are. But like, if you're, I don't know, like a random accounting business, like, that's not gonna we're, we don't, we're not selling to you. But so there's that. And then on top of that, because I think, to be honest with you, we will probably end up getting people licensing both is, yes, we want your data platform. In addition to that, we want the add on that allows us to look at our own data in conversation with your data and research makes

sense. Makes a lot of sense, yeah,

whereas, again, that license also exists for, you know, I was doing some consulting for the Urban Institute. They have plenty of data dashboards for themselves, but they would want to be able to obviously license the trauma graph side of things so that they can leverage our maps for the work that they're doing. So obviously, that could be a standalone too, but for for our institutional clients, like a YWCA, they will probably end up being like, we would love your data dashboard, and we would love the add on, yeah.

Okay, yeah.

So this, what I'm excited about, is when we get this right, because I know that we will like that? Is it like our solutions are built, and of course, we'll have different versions and growth over time, but this is the last piece, because what ends up happening, and, you know, it's just been part of business, leaving the money on the table. But, you know, I gave a speech, what a couple of months ago, right? Guys, and everybody at that point came up to me at the end, and they were like, how do I license XYZ? And obviously we don't have that platform, so we can obviously reach back out to them now, but like, this is typically what happens, is, at a minimum, people want to license the trauma graph and the research and all that stuff. Then they'll realize, oh, we should probably get the data dash four, two or whatever. Or we want the trauma graph research thing, and we want the ED hub, because we have a number of people that we teach that we want them to have access to your education content or whatever. So now all of our solutions are built, and we can just kind of go into autopilot in some ways,

yeah, yeah. Makes a lot of sense. One more thing I think we should keep in mind, maybe after the next call, is how you would like to license these things out, because that would affect how we build it out, how we how we fetch the data, how it's consumed. Yeah.

I mean, that's fair. I mean, this is where to your point. We want to give you enough information for, frankly, us to defer to you, because I think what you and I were talking about, right, like it does make sense from a trauma graph perspective, to look at it from a usage lens. Because to

Andrea's point, we're dealing with local associations that have, could have two employees up to, like, 50. There's like, a huge range, so that is going to, like, complicate things. But again, I'm just thinking more broadly about other institutions that you know might want to use this. There is a world in which one day Smith might want to license the trauma graph stuff, because they might be doing additional initiatives where they want access to our research outside of the education content. So I agree with you. I think that's something we need to think about. And I'm hoping that once you see all of the inputs on our end, that might become a little more revealing to you. Yeah, I think so to Yeah,

and written out a proposal in the past for this written by someone who predated you, Chris, and a lot of the steps, I think, still apply, but to your point, we should have, like, a conversation about the exact type of data we want In the platform, and then talk about, actually, how we build it so and the licensing structure, yeah,

so we'll send that to you too. That actually is the last question that I end up having. So I know Thursday we were all, did I make that up? No, Thursday we were all going to meet two who, frankly, talk about the trauma graph. I think we can now, like, maybe just expand the scope of the conversation and let's just call it the impactory in general, and that's when I can answer some of these initial questions for you, Chris, I did have one question, though, if everybody has a little flexibility on time, I now have to go to the doctor in the middle of that meeting, is it possible to move that call up an hour?

Let me take a look. So

10 PST,

yes, one est, yes, yeah,

yes, that works.

Okay, wonderful. Okay, Nina, do you mind doing that? And can everybody stay for an hour? Is that okay?

Yeah, I'll make that change. Okay,

perfect. So what we'll plan to do, Chris is, beforehand, we're gonna send you something that we wrote for YWCA a while ago to Andrea's point, it was the person that preceded you. So you unfortunately know the level of detail and work and whatever that went into his work. So at a minimum, the reason why I'm sending it to you is because it's what we sent to client to then send to the fundraisers. So in some ways, this is kind of just like a very, very low key roadmap of what we would build for them, but I think you and I can go through and, like, actually probably be a little bit more detailed, because we still would have to submit a version of this now back to their funder. It's not super deep, but, like, it also is just like a nice place for us to plan. So we'll send that to you ahead of time, and then I'll make sure that we all kind of come with, you know, Andrea, can we'll come with all the or we can actually go ahead and send you the survey and all that we made a deck with all of the questions and why we're asking them, and blah blah. So we can send you that for sure, along with the actual survey. And then what I'll do is make sure that I come with all of our data platforms, but I'll least send you the names of them so that you can, like, go on their websites and look at how they're built or whatever.

That sounds awesome. That sounds great. That's a great start.

Okay, wonderful. All right. Other than that, we are meeting with Renee tomorrow. I'm going to go over thank you for your help the pricing for the licensing with her. So I'll just keep you posted on what she preliminarily says. Again, she may not make the decision right away, but I'll let you

know how that goes so, just so you can anticipate what the kind of technical maintenance will look like.

Sounds good? Is

that with her tomorrow or on the 11th? Chloe, oh, I don't

know. Is it not tomorrow?

I extended the time on the 11th because I think that's

Oh, that's what she said. Okay, wonderful, yeah, I'm glad to be wrong. We have even more time. Yes, great, cool. Then Chloe, I'm gonna send you that tomorrow. That's

not exactly yeah, yeah. Now we can take our time, and I will try not to overthink it too much between now and then, but maybe give us a little bit more time talk about that. Do we have a call with her tomorrow?

Nina, we have our right. We have our sync with her. We, I just extended the one next week so we can do our Smith stuff, and then you guys can stay on and talk about license.

Got it and sorry, this is totally irrelevant to you, Chris, but do we, we don't have any podcasts this week, right?

Yeah, no, that was gonna follow up with you on that. She no one has signed up. Okay, cool. Yeah, right. But that should we talked about that tomorrow, because I'm not even

sure if she sent it.

Yeah, okay,

that's fine. That actually does remind me something, Chris, we've told you this, that we're kind of, we made like, a custom podcast with them and their students and stuff. Yeah, I guess. I assume this is very simple, but on the final version of the platform, are we just gonna, like, have a separate page in the navigation bar that's like the podcast? What do you think is the best place to put it?

We could do that. That would be a straightforward approach. If we have content on the platform that's related to the podcast, it may be better to have the podcast links in those parts of publication depends on, like, what the material is and like, what the topics are. If you can send me what the topics are about, I could like, yeah, make some suggestions and,

yeah, okay,

I can overview, yeah. Either I can send email Chris,

okay, we can actually do both like. We can have like,

I think that might be the best. Yeah.

I think so too, yeah, because, I mean, there's obviously our podcast, but we've been linking some of our favorite podcasts, or at least, like excerpts from them that down the line. I was curious if, like, we could get them to auto play, like all NPRs podcasts wonderfully, like, let you in bed and they give you the API and everything. So it'd be pretty cool. I think it would be cool if it just, like, started talking, because then it kind of forces them to listen. But they them to listen, but they can always turn it off, but we kind of like the stuff that we included. I actually want them to listen to because it's fascinating, but small clips, you know, not like 45 minute episodes. All right, cool. All right. So we've got our marching orders. Chris, a lot of it's us sending stuff to you, and then we'll all touch base on Thursday, and we'll go from there. Sounds

good. All right,

thanks, everybody. Thank you.

10Seven + Seed App Weekly Sync

Transcript

Christopher Igbojekwe and the team discussed updates on the CMS platform, which was praised for its intuitive design and ease of use. Nina Killingstad noted a minor issue with the "Publish Changes" button. Christopher and Nina debated the best method for navigating pages, opting for a module-unit-page number approach. The team also discussed a new project for the YWCA, involving a custom data platform and trauma graph to help them track and synthesize their impact data. The platform aims to centralize data collection, improve data accessibility, and support fundraising efforts. The team plans to send additional materials and meet again to finalize details.

Action Items

- [ ] @Christopher Igbojekwe - Discuss the licensing structure and technical requirements for the data platform during the next meeting.
- [ ] @Chloe McKenzie - Send Christopher the previous proposal for the YWCA project and the impact survey.
- [ ] Extend the meeting time on the 11th to discuss the YWCA project in more detail.

Outline

CMS Demo and Updates

- Christopher Igbojekwe thanks the team for their feedback on the CMS demo video and mentions that the platform looks intuitive and straightforward.
- Nina Killingstad confirms the updates made to the demo app and mentions a minor issue with the "Publish Changes" button, which she accidentally clicked twice.
- Christopher Igbojekwe asks Nina about her preference for finding pages to edit, offering three different methods.
- Nina Killingstad suggests using the "module, unit, page number" method for now but mentions that page numbers might be removed in the future.

Discussion on Page Navigation and Data Platform

- Christopher Igbojekwe and Nina Killingstad discuss the best approach for navigating pages in the CMS, with Nina preferring the "module, unit, page number" method.
- Andrea Lynch and Chloe M discuss the need for a data platform for another client, the YWCA, to track their impact data.
- Chloe M explains that the YWCA will be licensing the trauma graph and data warehouse from 10Seven, allowing them to compare their data with 10Seven's data.
- Andrea Lynch highlights the importance of the platform being user-friendly, especially for local associations with limited resources.

YWCA Data Platform Requirements

- Chloe M details the YWCA's need for a centralized data system to collect and synthesize their impact data, which is currently scattered across different chapters.
- Andrea Lynch emphasizes the importance of the platform being accessible and user-friendly, even for basic users with limited data prowess.
- Chloe M explains that the platform will help the YWCA raise money by providing strong data to build a narrative for fundraising.
- Andrea Lynch mentions the need for the platform to allow users to see what other organizations are doing, facilitating collaboration and learning from each other.

Data Collection and Analysis

- Christopher Igbojekwe asks about the frequency and method of data collection for the YWCA chapters.
- Chloe M explains that the chapters should update their data frequently, ideally monthly, and that the platform will help them stop using spreadsheets.
- Andrea Lynch mentions the comprehensive impact survey conducted with the YWCA, which gathered various data points from different local associations.
- Chloe M discusses the need for the platform to synthesize data and provide comprehensive reports, making it easier for the YWCA to understand their impact.

Licensing and Future Plans

- Christopher Igbojekwe suggests discussing the licensing structure for the data platform and trauma graph to ensure it aligns with the YWCA's needs.
- Chloe M agrees and mentions that the platform will also be used for other institutional clients, such as the Urban Institute.
- Andrea Lynch suggests having a detailed conversation about the exact type of data to be included in the platform and the licensing structure.
- Chloe M plans to meet with Renee to discuss the pricing for the licensing and will keep Christopher Igbojekwe updated on the progress.

Next Steps and Meeting Schedule

- Chloe M proposes moving the next meeting up an hour to accommodate her doctor's appointment.
- Christopher Igbojekwe and the team agree to the new meeting time and plan to send additional materials to Christopher Igbojekwe before the next meeting.
- Chloe M mentions the need to discuss the podcast feature with Christopher Igbojekwe and suggests having it integrated into the platform.
- The team agrees to touch base on Thursday to review the materials and discuss the next steps for the YWCA data platform project.