PAWS Data Pipeline

PAWS
PHILADELPHIA
ANIMAL
WELFARE
SOCIETY

Chris Kohl & Karla Fettich (PAWS)

PAWS Mission:

make Philadelphia a no-kill city where every healthy and treatable pet is guaranteed a home

2005

PAWS Founded

City's Lifesaving Rate
11%

2018

3 Locations
2 Low-Cost Clinics

In 2018:
3,584 Pets Rescued
36,871 Clinic Patients

City Lifesaving Rate
86%

Why is PAWS so Special?

City's Largest Rescue Partner & Provider of Low-Cost, Basic Veterinary Care

100% Donor Funded
91 Cents of every Dollar Collected goes Directly to the Animals

Staff: 70; Volunteers: over 1500

Schedule for
Saturday, November 26, 2016
You are scheduled

9:00am to 11:00am
Dog Care Volunteer - GF [Description](#)

Schedule

*November 10th: 11:30-3 - Petsmart event - Broad & Washingt

11:00am to 3:00pm ▓▓▓, Lisa Note:	
11:00am to 3:00pm ▓▓▓, Bonnie Note: event (experienced volunteer required)	
3:00pm to 7:00pm ▓▓▓, Clare Note: Do	

Cat Care Volunteer - GF [Description](#)

9:00am to 11:00am ▓▓▓, Gabriela	

Dog Care Volunteer - GF [Description](#)

9:00am to 11:00am Fettich, Karla	
9:00am to 11:00am Kohl, Chris	

Calendar view

Exit

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Cat Care Volunteer
                              11:00am   Gabriela

Dog Care Volunteer - GF Description
                              9:00am to 1
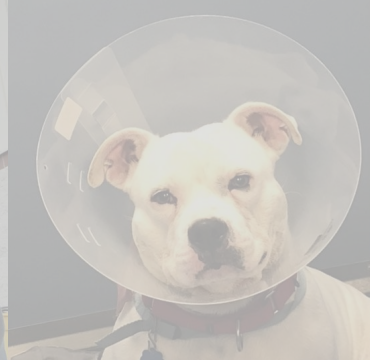   9:00am to 11:00am Kohl, Chris

Calendar view

Exit

Where IS Everyone??

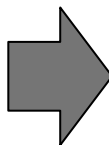# Our First Experiment

Volunteerism

Volgistics

Volunteer Mgmt
- Volunteers
- Shifts / Work Opportunities
- Event Staffing
- Work History
- Communication

R LADIES PHILLY

- Key Correlations
- Great Insights

PAWS PHILADELPHIA ANIMAL WELFARE SOCIETY

- Enhanced the Volunteer Program
- Results!!!

Schedule for
Saturday, October 5, 2019 Previous day Next day

You are scheduled
9:00am to 11:00am
Dog Care Volunteer - GF Description

Schedule

*October 5th - 9:30am - 2pm: Farmer's Market at Pretzel Park Description
9:30am to 1:30pm ▓▓, Ashley Note: Dog handler/transporter for Farmers Market Pretzel Park
9:30am to 2:00pm ▓▓, Brynn Note: Table staff for Farmer's Market
9:30am to 2:00pm ▓▓, Kathy Note: Table staff for Farmer's Market - can transport supplies

Cat Care Volunteer - GF Description
9:00am to 11:00am ▓▓, Cara
9:00am to 11:00am ▓▓, Megan
9:00am to 11:00am ▓▓, Gabriela

Dog Care Volunteer - GF Description
9:00am to 11:00am Fettich, Karla
9:00am to 11:00am ▓▓, Hannah
9:00am to 11:00am Kohl, Chris
9:00am to 11:00am ▓▓, Anne
11:00am to 1:00pm ▓▓, Brittaney
11:00am to 1:00pm ▓▓, Avi
1:00pm to 3:00pm ▓▓, Avi
1:00pm to 3:00pm ▓▓, Katherine

Gray's Ferry Mentee Shift for dog care (for shadowing only) Description
9:00am to 11:00am ▓▓, Brittaney Note: Dog care with Chris or Karla

YES!

Experiments / Learning To-Date

R-Ladies Philly

Volunteerism

Volgistics

Volunteer Mgmt

Volunteers
Shifts / Work Opportunities
Event Staffing
Work History
Communication

Adoptions

Trello

Workflow Mgmt

Adoption & Foster App. Processing
including history & follow-up

Petpoint

Shelter Mgmt

Animals
Adopters
Fosters

Valuable Learning
In Silos - A Lot of Wrangling

Experiments / Learning To-Date

Chefs' Night
for PAWS

Salesforce
Relationship Mgmt

Donors
Giving History

Managed Integration

Classy
Online Fundraising Mgmt

Donation Pages
Recurring Donor Mgmt
Campaigns
Ticketed Events
Peer-to-Peer Fundraising

Routine E-Mail
Campaigns

Salesforce
Relationship Mgmt

Donors
Giving History

Managed Integration

iContact
Email Marketing
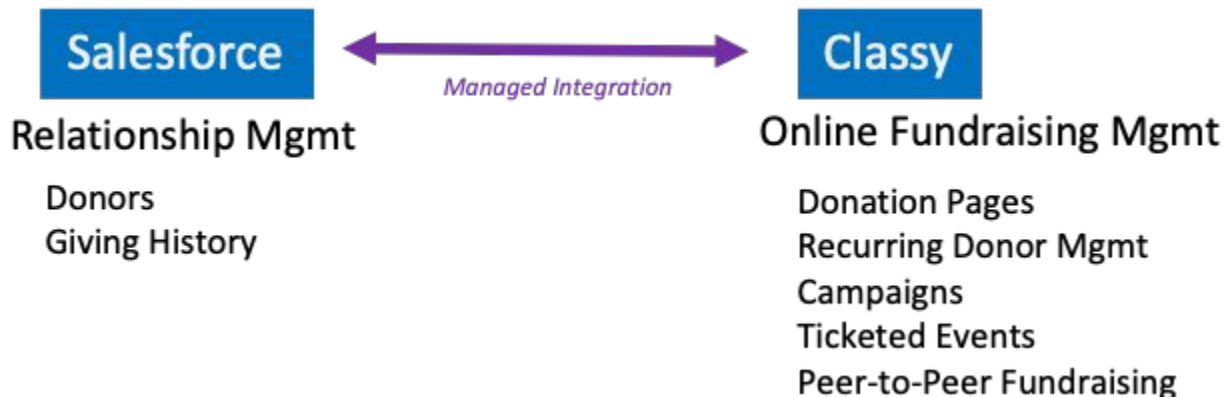
Automated Interfaces ......

Experiments / Learning To-Date
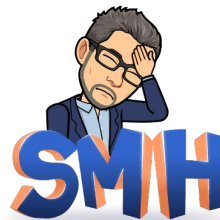
Chefs' Night for PAWS

Routine E-Mail Campaigns

Salesforce
Relationship Mgmt
Donors
Giving History

Classy
Online Fundraising Mgmt
Donation Pages
Recurring Donor Mgmt
Campaigns
Ticketed Events
Peer-to-Peer Fundraising

Salesforce
Relationship Mgmt
Donors
Giving History

iContact
Email Marketing

Inconsistent / Unintended Consequences

SMH
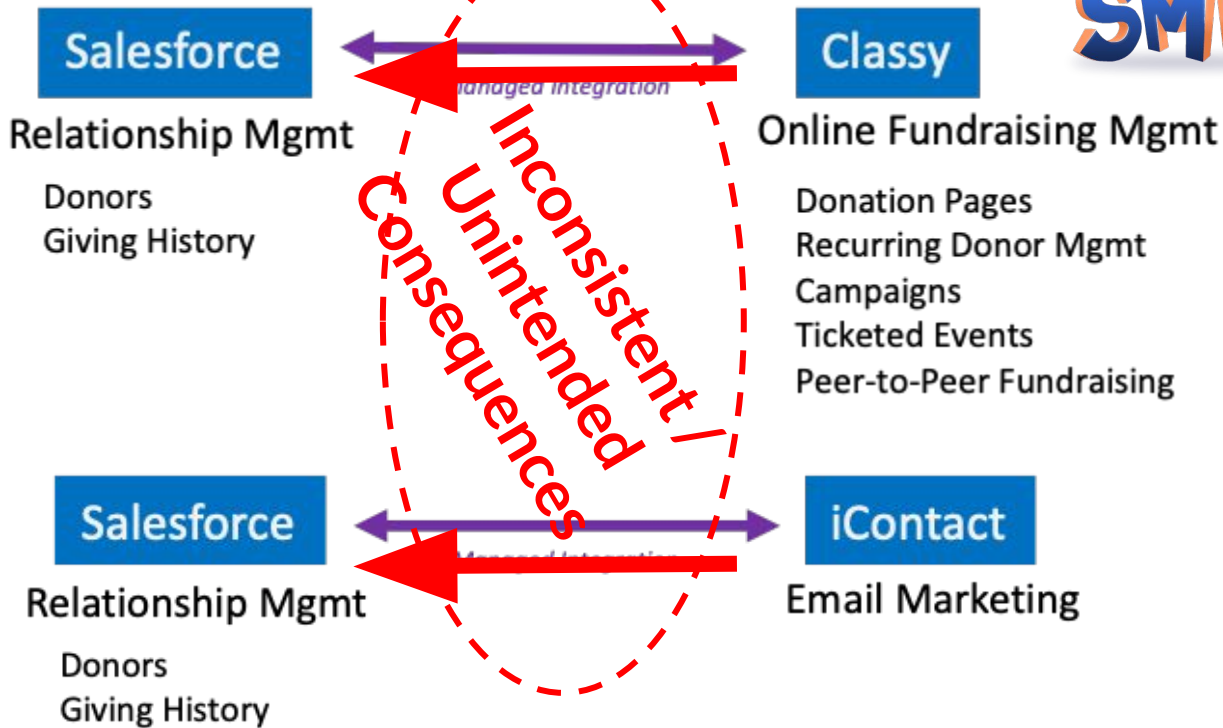
Automated Interfaces are Only Somewhat Reliable
Simple Use Cases Only

Need: Constituent Management

Donor

Adopter

Volunteer

Foster Parent

Attendee

Clinic Client

Champion

Friend

Name
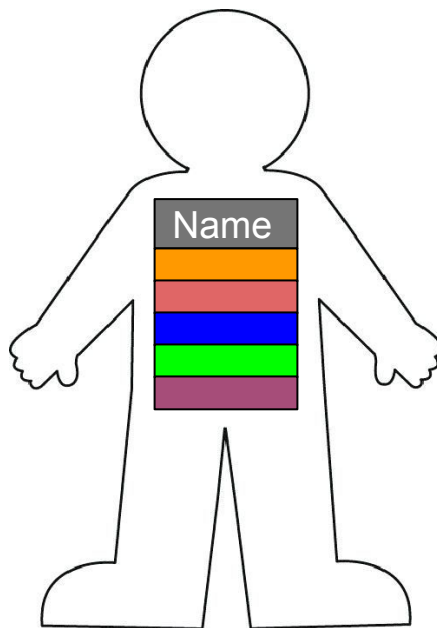
Recognize
Nurture
Connect w/ Passions

Need: Analytics - Discovery & Management

- ## Patterns, Correlations, Insights
  - Adoptions, Fosters, Volunteers, Donors
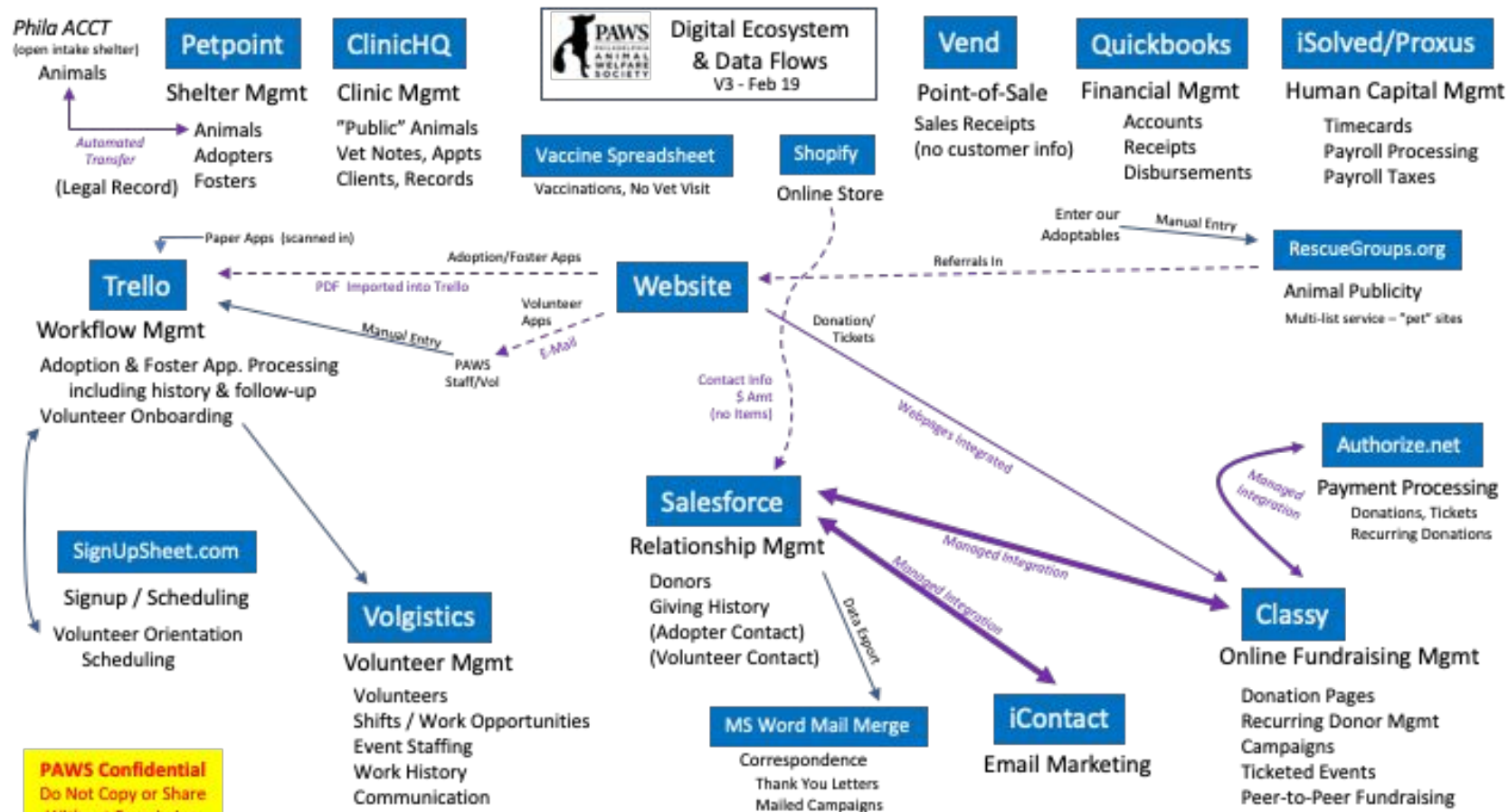 - Exploratory in Nature.   Uncertain Outcomes

- ## Operational Metrics
  - Unit & Time Measurements
  - Example: Time-to-_____ (adoption, volunteer, placement)
  - Structured, Repeatable, Known

PDP Project

Current Data Environment

Phila ACCT
(open intake shelter)
Animals

Petpoint
Shelter Mgmt
Animals
Adopters
Fosters
(Legal Record)

ClinicHQ
Clinic Mgmt
"Public" Animals
Vet Notes, Appts
Clients, Records

PAWS Digital Ecosystem & Data Flows
V3 - Feb 19

Vend
Point-of-Sale
Sales Receipts
(no customer info)

Quickbooks
Financial Mgmt
Accounts
Receipts
Disbursements

iSolved/Proxus
Human Capital Mgmt
Timecards
Payroll Processing
Payroll Taxes

Automated Transfer

Vaccine Spreadsheet
Vaccinations, No Vet Visit

Shopify
Online Store

Enter our Adoptables — Manual Entry

RescueGroups.org
Animal Publicity
Multi-list service – "pet" sites

Paper Apps (scanned in)
Adoption/Foster Apps
PDF Imported into Trello

Trello
Workflow Mgmt
Adoption & Foster App. Processing
including history & follow-up
Volunteer Onboarding

Manual Entry

Website
Volunteer Apps
E-Mail
PAWS Staff/Vol

Referrals In

Donation/Tickets

Contact Info
$ Amt
(no Items)

Webpages Integrated

SignUpSheet.com
Signup / Scheduling
Volunteer Orientation Scheduling

Salesforce
Relationship Mgmt
Donors
Giving History
(Adopter Contact)
(Volunteer Contact)

Managed Integration

Managed Integration

Authorize.net
Payment Processing
Donations, Tickets
Recurring Donations

Managed Integration

Classy
Online Fundraising Mgmt
Donation Pages
Recurring Donor Mgmt
Campaigns
Ticketed Events
Peer-to-Peer Fundraising

Volgistics
Volunteer Mgmt
Volunteers
Shifts / Work Opportunities
Event Staffing
Work History
Communication

Data Export

MS Word Mail Merge
Correspondence
Thank You Letters
Mailed Campaigns

iContact
Email Marketing

Current Data Environment

Clients

Unknown Walk-Ins

Fosters / Adopters

Volunteers

Donors / Attendees

Friends, Champions

Phila ACCT
(open intake shelter)
Animals

Automated Transfer

(Legal Record)

Petpoint
Shelter Mgmt
Animals
Adopters
Fosters

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"Public" Animals
Vet Notes, Appts
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PAWS
PHILADELPHIA ANIMAL WELFARE SOCIETY
Digital Ecosystem & Data Flows
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Signup / Scheduling
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(Adopter Contact)
(Volunteer Co...)

Data...

Managed Integration

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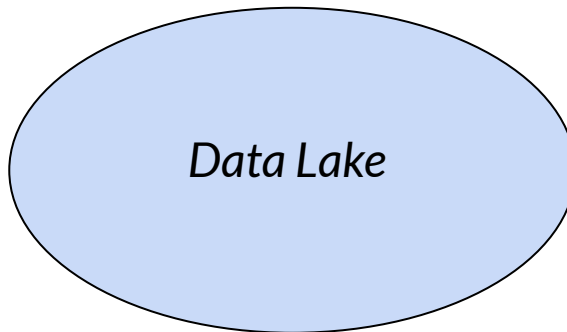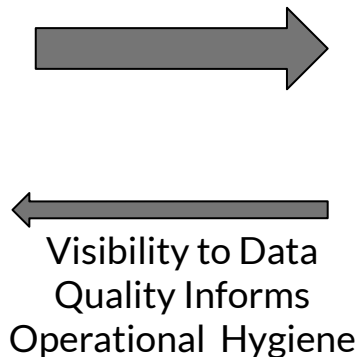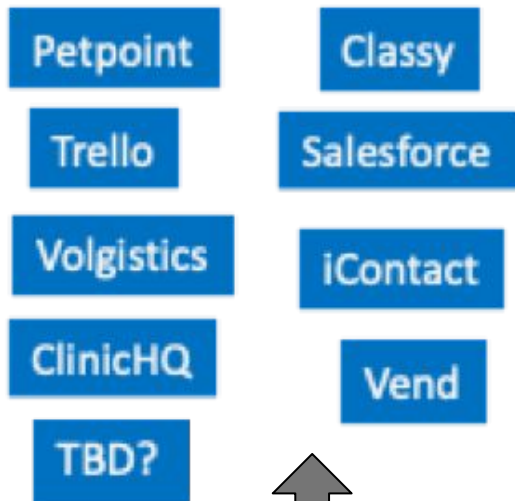Thank You Letters
Mailed Campaigns

iContact
Email Marketing

The Vision

Operational Systems that Work for Daily PAWS Operations

An Interim Place to Receive, Combine, Analyze, Discover, Clean, Enrich, & Prep Data

Petpoint

Classy

Trello

Salesforce

Volgistics

iContact

ClinicHQ

Vend

TBD?

Data Lake

Ongoing Data Science to Discover Patterns, Correlations, Important Data

Visibility to Data Quality Informs Operational Hygiene

Enriched, Validated, Correct Data Loaded into Operational Systems for Ongoing Use

Outcomes
- Accurate, Complete Constituent Profiles
- Operations Set Up Meaningful Data, Which Help Operations, ...

Possible Approach

One Approach

PAWS Data Lake

Systems of Record

Category	Source				
Adopter Foster	Petpoint				TBD
Volunteer	Trello / Volgistics				
Client	ClinicHQ	Extract & Input	Various Hygiene, Combinatorics, Data Prep	Export & Load	Salesforce — 360 Constituent View
Donor	Classy / Salesforce				
Friend/ Champion	iContact		Data Audit Reports / Ongoing Data Science		TBD
Customer	Vend				

Operational Reporting

Source Hygiene; Cleaner Data In

New Data Discoveries Patterns, Correlations, ...

The Goals

- Support Efficient Operations

- Leverage Function-Specific Tools

- Facilitate Clean, Meaningful Data

- 360-Degree Constituent View

- Operational Reporting & Insights

Ease of Use and Reliability are Priority

What's Next?

- Now: Brainstorming, Gathering Interest

- This weekend: ⟶

- Next Week: Start Weekly Meetings @ Code4Philly

  - Organize, Set Direction, Make it Happen

  - Chris, Karla and/or other PAWS Rep Present

- January: Deliver V1 to PAWS!

Join us!

Saturday, October 26, 2019
The Navy Yard

PAWS mutt strut

CELEBRATING 13 YEARS

Solution Brainstorming!

Considerations

- Ease of Support
  - PAWS is not an IT Org, and has limited budget for "tech"

- Flexibility Over Time
  - Data, Conventions, Uses can Change over Time
  - Example: Trello Cards Evolve to meet Operational Needs

- Ease of Ongoing Configuration
  - Adjust to "Flexibility" without Coding

#paws_data_pipeline