

# **Dress for Success**

## ***Executive Summary***

### **Community Partner**

Tanya Vokes, Bridget McCoy

### **Student Consulting Team**

Alina Fang, Sofia Reyes Franco, Albert Lin

## **Background**

Dress for Success Pittsburgh is a nonprofit organization that provides professional attire, career development resources, and a support network to empower women entering or reentering the workforce. Serving counties across Western Pennsylvania for nearly two decades, the organization is part of a larger global network. While they offer essential services such as career coaching, digital literacy programs, and post-employment mentorship, their small team and reliance on manual processes limit operational efficiency and scalability.

## **Project Description**

### **Project Opportunity**

Dress for Success Pittsburgh was facing significant operational challenges due to manual data management processes, which limited their ability to serve clients effectively. Staff spent excessive time on manual data entry, struggled with data inaccuracies and duplications, lacked automated systems for key tasks, and dealt with website fragmentation and integration issues. With no dedicated IT personnel and inconsistent CRM training, technical issues often led to work delays, impacting their mission of empowering women across Western Pennsylvania.

### **Project Vision**

Our vision was to modernize DFS Pittsburgh's information systems by improving automation, reducing manual data entry, and centralizing fragmented digital tools. This involved evaluating and optimizing their current CRM (Salsa), exploring alternatives, and piloting digital workflows for client and donor data. We aimed to leave behind an intuitive and efficient system with robust documentation and training resources that ensure long-term sustainability for staff with varying technical experience.

## **Project Outcomes**

**Streamlined CRM Usage:** Created a handbook that reduced troubleshooting time by approximately 50% and improved staff confidence with the system.

**Enhanced Data Quality:** Eliminated database duplications and established maintenance procedures for continued data integrity.

**Improved Technical Planning:** Developed Wi-Fi and device recommendations that were incorporated into a grant application to address mobile service connectivity challenges.

## **Project Deliverables**

The team created a comprehensive Salsa CRM handbook with integrated video tutorials, consolidating instructions for all teams and including annotations, examples, and best practices. We completed a thorough database cleanup, eliminating over 500 duplicate records, and developed a detailed Wi-Fi solution document that analyzed options for mobile connectivity, which was subsequently used in a grant application for technology purchases.

## **Recommendations**

**Utilize the Comprehensive Handbook:** Staff should leverage the handbook for training and troubleshooting, designed to be accessible regardless of technical expertise.

**Maintain Clean Data:** Implement bi-monthly data audits using the handbook's guidelines to prevent duplicate records.

**Address Wi-Fi Reliability to Support CRM Use:** Invest in the recommended portable hotspots and tablets (detailed in our WiFi solution document) to enable consistent CRM access at all service locations. This recommendation has been included in a grant application.

## **Student Consulting Team**

**Alina Fang** was the Client Manager. She is a Senior majoring in Information Systems with a minor in Human-Computer Interaction. She will be working as a product manager at Speak after graduation.

**Sofia Reyes Franco** served as Project Manager. She is a Senior majoring in Information Systems with a minor in Cybersecurity and International Conflict. She will be starting a full time job at Microsoft this June and is looking forward to a career in Security Software Engineering.

**Albert Lin** was the Salsa/Technical Expert. He is a Junior majoring in Information Systems with an additional major in Computer Science. He will be interning at 3M this summer and is looking toward a career in Software Engineering.