Hebron Community Center

Executive Summary

Community Partner
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Student Consulting Team
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Background

The Hebron Community Center is a nonprofit in Penn Hills that offers programs and rentals but struggles with inefficiencies due to fragmented systems and heavy reliance on manual data management by its small team. Disconnected workflows, manual verification of waivers and payments, and gaps in financial tracking place an unsustainable burden on Executive Director Jennifer Balkey. Fully integrating Zoho One, automating key processes, and improving internal communication would streamline operations, strengthen financial stability, and reduce administrative workload.

Project Description

Project Opportunity

The Hebron Community Center faced operational inefficiencies stemming from a fragmented technology stack that relied on loosely integrated platforms. This setup created issues in managing activity sign-ins, verifying payments, and tracking waivers, resulting in manual work, lost revenue, and liability risks, especially for youth programs. With limited technical expertise and no dedicated IT support, HCC's systems were difficult to scale and maintain, placing a heavy burden on Jennifer Balkey. Although the center had previously explored alternative CRMs, cost and complexity led them to abandon those solutions.

Project Vision

The vision for this project was to create a sustainable, integrated system that would reduce inefficiencies and support HCC's growth. By fully integrating operations within Zoho One and automating key workflows like check-ins, payments, and waivers, we eased Jennifer Balkey's administrative burden while improving data accuracy and scalability. Alternatives were considered but set aside in favor of a cost-effective solution aligned with HCC's existing tools and long-term needs.

Project Outcomes

We redesigned Hebron Community Center's CRM system by building an integrated system, especially the participant check-in process in Zoho One, automating waiver verification, payment validation, and member tracking. Our solution replaced manual processes with dynamic forms, CRM-driven logic, and real-time workflows, reducing check-in times and eliminating lost revenue from unpaid participants. We also developed a custom administrative dashboard that gives staff and volunteers a unified view of attendance, payments, and expiring waivers, greatly improving operational efficiency and data accuracy. By consolidating all operations into Zoho and eliminating the need to manually manage both Google and Zoho systems, Jennifer can now spend far less time troubleshooting technical issues and more time focusing on community outreach, programming, and growing HCC's impact.

Project Deliverables

The project deliverables include custom Zoho Creator Check-in Forms, automated Workflow Scripts, a User Guide outlining system operations, and Check-in Decision Trees to guide participant flows. Together, these components create a streamlined and sustainable check-in and membership management system for the Hebron Community Center.

Recommendations

In our final report, we recommend that the Hebron Community Center use the time saved through system automation to actively promote memberships, expand and diversify its programming, and implement an integrated calendar for real-time event updates. We also advise beginning long-term planning for securing an independent facility to support future growth. To sustain technical improvements, we suggest completing Stripe payment integration, developing a member portal, and strengthening internal staff training to maintain the system independently. Together, these steps will help HCC increase revenue, grow community engagement, and ensure long-term operational stability.

Student Consulting Team

Jessie Chen served as the co-technical lead and client relationship manager. She is a fourth year student majoring in Information Systems and Art, with minors in Human-Computer Interaction and Game Design. She will be working as a Research Assistant at the Center of Transformational Play this summer.

Sophia Witt was a co-technical lead and client transition manager. She is a fourth-year student majoring in Information Systems with an additional major in Human Computer Interaction. She will be working next year as a Software Engineer in New York City.

Thomas Xiao served as Project Manager for this project. He is a third-year student majoring in Information Systems with a minor in Business Analytics & Optimization. He will be joining Deloitte Consulting this summer.