Sweetwater Center for the Arts

Executive Summary

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Student Consulting Team
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Background

Sweetwater Center for the Arts is a nonprofit organization based in Sewickley, Pennsylvania, with a mission to enrich the communities it serves through inclusive art education and cultural programming. Since 1975, Sweetwater has hosted over 400 classes and events annually, offering disciplines ranging from ceramics and drawing to culinary arts and jewelry making. It supports over 300 regional artists and works with schools and community organizations to provide accessible programming, including need-based scholarships for underserved youth. Sweetwater is led by a dedicated team of six staff members and a board of directors, with a lean administrative structure that relies on collaboration and user-friendly digital tools.

Project Description

Project Opportunity

In preparation for the launch of its Artist Membership Program in Fall 2025, Sweetwater recognized a gap in its ability to systematically track program impact. There was no streamlined way to gather feedback, measure artist growth, or report outcomes to funders. The absence of a centralized feedback and analytics framework meant that important data was scattered, inconsistently captured, or missing altogether. This project provided the opportunity to design a sustainable and automated system that could collect, clean, and analyze data across multiple stages of the program lifecycle.

Project Vision

To meet this need, our team created a fully automated feedback and analytics platform built within the Google Workspace ecosystem. The solution includes an intake and a recurring survey connected to a centralized data hub, a backend cleaning script to format incoming responses, and a dynamic Google Sheets dashboard to visualize outcomes. By leveraging tools that Sweetwater staff already use and understand, this solution minimizes learning curves, avoids external licensing costs, and ensures long-term maintainability. The system was designed to be modular and extensible, enabling future staff or student teams to build on the foundation we've created.

Project Outcomes

Structured Artist Feedback System

Sweetwater now has standardized intake and recurring surveys capturing quantitative and qualitative artist feedback. Staff can track satisfaction, goal achievement, skill development, and milestones like exhibitions or income growth.

Automated Survey Distribution Logic
We developed both checkbox-based and date-based logic to automate survey delivery. Staff can now send personalized survey links with a single click or have surveys sent out automatically based on intake date or user-determined amount of time from the last response.

Automated Data Cleaning Pipeline
Survey responses are automatically cleaned for formatting and consistency, ensuring that all charts and summaries reflect accurate, normalized data.

Interactive Program Dashboard
A real-time Google Sheets dashboard now visualizes program data across cohorts. Staff can filter results by survey type or date and instantly identify trends, such as NPS scores or improvements in artistic milestones.

Project Deliverables

Our final deliverables include:
- A shared Google Drive with all forms, data sheets, scripts, and guides
- Intake and Recurring program survey templates
- Survey Queue system with automated dispatch logic
- Apps Script backend for automation and cleaning
- Live dashboard for program monitoring
- Modular documentation for staff onboarding and future development

Recommendations

We recommend **three** key next steps for Sweetwater:
1. **Explore Future Feature Development** – Add Etsy/social media integrations or data exports to Looker Studio for expanded storytelling and analytics.
2. **Reuse and Expand System to Other Programs** – Duplicate the system for use in other Sweetwater offerings such as youth workshops or seasonal programs, saving hours of manual reporting annually.
3. **Train Multiple Staff Members** – Designate at least two internal data stewards, provide them with a guided training session, and ensure sustainable knowledge transfer using our documentation.

Student Consulting Team

Jason Shen served as product manager. He is a fourth-year student majoring in Information Systems with minors in Business Administration and Decision Science. He will be graduating this summer and starting full time at Splunk.

Justin Zou served as the software engineer for the project dashboard. He is a junior majoring in Information Systems and Computer Science. He will be graduating May 2026 and will be working at Capital One this summer.

Octavius Tan served as the software engineer for the backend survey functionality. He is a junior majoring in Information Systems and Computer Science. This summer, he will be joining Meta as a Data Engineer Intern.