

# Women Against Abusive Relationships

## Executive Summary

### Community Partner

Roxanne Elizabeth Epperson

### Student Consulting Team

Wenchao Hu, Cindy Jiang

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## Background

Women Against Abusive Relationships (WAAR) operates under the visionary leadership of Roxanne Epperson. The organization is dedicated to ending the cycle of violence against women and providing them with the tools needed for recovery and independence. As WAAR transitions into a more digitally enabled phase with its new initiative, "After Shelter Kare" (ASK), the focus has shifted toward leveraging technology to enhance connectivity between survivors and supportive services, including shelters and employment opportunities.

## Project Description

### Project Opportunity

The recent shift to digital operations presented WAAR with both meaningful opportunities and significant operational challenges. With limited staffing, Roxanne—the CEO—was tasked with manually managing participant data in Airtable, a time-intensive task that took focus away from the organization's mission. Without any automation or a reminder system, tracking and communicating with participants about events became difficult, often resulting in lower engagement. Additionally, the organization's website featured inconsistent formatting and unclear navigation, making it hard for users to register for events or access key information. To address these pain points, the project focused on implementing Airtable automations, building an integrated reminder system, and redesigning the website to improve user experience and program effectiveness.

### Project Vision

Our vision was to streamline WAAR's operations through a tailored Airtable-based system and an improved web presence. Airtable was selected for its user-friendliness, flexibility, and scalability, making it well-suited to WAAR's current workflows and long-term goals. The automation of data entry was designed to save time and reduce the manual burden on staff, allowing them to focus more fully on mission-critical work. This centralized, structured data also sets the stage for future program evaluation and data analysis. Furthermore, the introduction of automated reminders improves participant communication and event attendance, while the redesigned website simplifies registration, enhances accessibility, and showcases WAAR's impact through photo galleries and streamlined content.

## Project Outcomes

- Eliminated manual data entry by introducing automated data consolidation from multiple Google Forms, significantly reducing time spent on administrative tasks.

- Implemented a reliable reminder system, enabling timely communication with participants and increasing event engagement.
- Redesigned the website to improve navigation, accessibility, and visual storytelling through photo galleries.
- Collaborated closely with Roxanne throughout the project to ensure solutions aligned with her needs and capacity.
- Provided clear documentation and training materials to support ongoing use and onboarding of new volunteers.

## Project Deliverables

1. **Airtable Automation:** Set up automated workflows to consolidate participant data from six separate Google Forms into a single, centralized Airtable database—eliminating the need for manual data entry.
2. **Automated Reminder System:** Built a system within Airtable to send timely reminders to participants about upcoming events, helping improve attendance and engagement.
3. **Website Redesign:** Overhauled the WAAR website to enhance user navigation, added detailed event pages with photo galleries to improve accessibility and user experience.

## Recommendations

We propose the following next steps to further enhance the impact and sustainability of the implemented solutions:

- **Develop a Data Visualization Dashboard.** Build an Airtable dashboard to visualize key participant and event data—one of Roxanne’s top priorities—which would support data-driven decision-making and improve organizational insights.
  - **Maintain and Share System Documentation.** Ensure that the usage guide and documentation are actively used and kept up to date, so newly onboarded volunteers can easily learn and contribute to maintaining the system.
  - **Obtain Ongoing Participant Consent.** Implement a process to regularly confirm participant consent for receiving automated reminders and communications, ensuring ethical standards and compliance are upheld.
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## Student Consulting Team

**Wenchao Hu** served as the Project Manager, leading all client communications and ensuring that the project consistently aligned with client expectations from planning to execution. She was responsible for setting up features of both the Airtable database and the redesigned website. Wenchao is a third-year student majoring in Information Systems with an additional major in Human-Computer Interaction. She will be interning at Klaviyo this summer.

**Cindy Jiang** served as the Technical Lead, overseeing the technical development and implementation of the Airtable system and redesign of the website. She is also a project manager, ensuring each phase was delivered on schedule and met all key milestones. Cindy is a fourth-year student majoring in Information Systems with an additional major in Business Administration. She will be interning at Yunze Asset Management Co., Ltd. this summer.