

Goal of this document is to create an RFP for a Community Doctor Program that customers can use to prepare their applications for the grant funding of their doctor program. This is the first macro grant being created to test out the concept of the Blueprint Grant Program.

Blueprint Grant: BP-CDP-20-001

Grant Title: Community Doctor Program

Blueprint Pillar: Community

Subcategory: Support

Estimated Total Program Funding:

Status:

Unapproved / Forecasted

Award Ceiling:

To be communicated at a later date

Award Floor:

To be communicated at a later date

What you get:

1. Swag to support your program and reward doctors
 2. Level 3 Support from Tableau Product Experts
 3. Experts review your program submission and provide guidance
 4. Structure for your program & tips based on previously successful implementations
 5. ... and more..
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Resource Opportunity Number:

BP-CDP-20-001

Original Closing Date for Applications:

Dec 31, 2020

Resource Opportunity Title:

Community Doctor Program

Current Closing Date for Applications:

Dec 31, 2020

Opportunity Category:

Funding Instrument Type:

Discretionary

Grant

Category of Funding Activity:

Cost Sharing or Matching Requirement:

Community

No

Expected Number of Awards:

Application Required:

10

Yes

Posted Date:

Version:

Jul 24, 2020

Synopsis 1

Last Updated Date:

Jul 29, 2020

Blueprint Value Number(s):

1.001 -- Community Programs to Improve Support of Tableau Workbook Development

Eligibility

Eligible Applicants:

Others (see text field entitled "Additional Information on Eligibility" for clarification)

Additional Information on Eligibility:

- CSM Support Customer Accounts
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Program Description:

The Community Doctor Program is for any organization seeking to foster a peer driven [Data Culture](#) by removing roadblocks while using Tableau and expanding the use of Tableau within their organization. The Community Doctor Program identifies individual, departmental, or organizational knowledge gaps and technology trends within their organization; develop centers of excellence to self-service Tableau or Data innovations and provide 'frequently asked question' solutions to users; and provide peer-to-peer training opportunities.

Today Versus Future State

Today if you need help, you look online or you ask folks for helpful advice. But what happens if you are still stuck and just need to set up a 30 minute meeting with someone to help? That is when we want to call in the Tableau Community Doctor Program. In the future we want you to log your request to sit down for 30 minutes with someone more knowledgeable on the subject.

Volunteer Doctor Program

Tableau users can submit their Tableau problem to our central page. Another Tableau user sees a problem they know

the solution to, can then sign up to resolve that specific issue. They can schedule up to 30 minutes to resolve that issue, which they record on our value submission form..

Thank You Rewards

We can issue appreciation awards as well as Tableau swag to folks that participate in the program as Tableau Doctors. The below is a tiered structure and can be an example of the type of thank you rewards provided to support the Doctor Program. (See below for examples of *thank you rewards*.)

What Tableau Provides You

- Tableau will provide you with an award of Tableau expert time to support the program and answer tough questions that exhaust the expertise of internal experts. Call this Tableau expert your Level 3 Support. If someone in the organization can't answer the question, that Tableau expert will jump in.
- Tableau will also provide you with a grant for Tableau swag to reward and thank doctors for supporting the community.
- Lastly, Tableau will meet with you periodically to review the program and offer additional support as needed.

What We Need From You?

No Tableau expertise is required to run the program. This role includes starting the program by recruiting a core team of doctors, and completing an application for a Blueprint grant from Tableau to support the program. On-going support of the program requires collecting value submissions from completed sessions, awarding thank you swag to doctors, monitoring open tickets and escalating tough issues to Tableau experts.

Recruitment Flyer

We are looking for volunteers to help us start a Tableau doctor program.



Reward Suggestions (This is a suggested structure, any prize level below can be substituted for other swag).

Note, that due to availability, prizes may be substituted at any time for another prize(s) of equal value. Prizes may be traded down to a lower value prize

1 Office Shift = 3 Value Submissions = Helping 3 Patients Up to 30 Minutes Each

1 Office Shift Internal Recognition Thank you Certificate & 'Data To The People' Sticker



Bronze Internal Recognition Award & Data Thumb Drive & 'Who's Your Data' Mouse Pad

3 Office Shifts



Silver Internal Recognition Award & Tableau Coffee Mug & 'Who's Your Data' Mouse Pad

5 Office Shifts



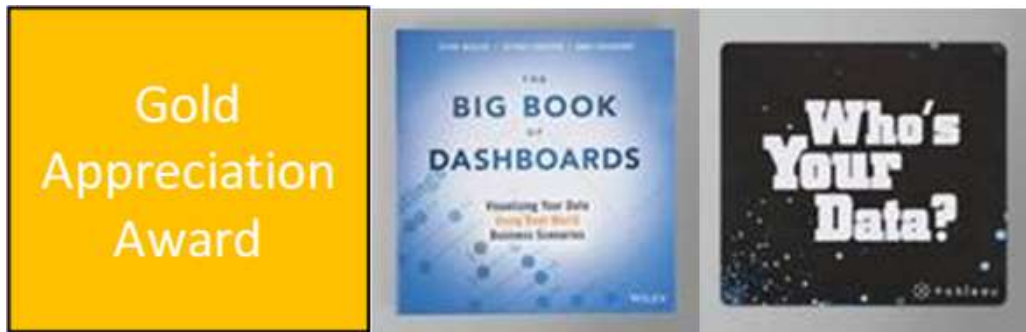
Gold Internal Recognition Award & Data Baseball Cap & 'Who's Your Data' Mouse Pad

7 Office Shifts



Gold Internal Recognition Award & 'Big Book of Dashboards' & 'Who's Your Data' Mouse Pad

11 Office Shifts



15 Office Shifts Gold Internal Recognition Award & Tableau Half-zip Hoodie & 'Who's Your Data' Mouse Pad



17 Office Shifts Platinum Internal Recognition Award & Data Smartpack Bookbag & 'Who's Your Data' Mouse Pad



20 Office Shifts Platinum Internal Recognition Award & Tableau Bluetooth Headphones & 'Who's Your Data' Mouse Pad



FAQs

1. **When do we reward doctors?** At the closeout process of the grant
2. **What prizes / swag can we use to reward doctors?** Any, the largest swag reserved for the full-time doctor
3. **Can the entire sum be awarded to one person? Are there limits on how much one person can receive?** The program is intended to reward many doctors that assist the program and should be structured in a way to maximize the program budget and receive the most value from doctors for the funding allocated. While it is perfectly ok to award a doctor a higher value swag item or perhaps even pair up two swag items together, we also need to explain what the doctor did in order to justify receiving recognition. Program funding is good for one year and a new grant would be required to fund an additional program year.
4. **Do we need to cap the call to a specific time limit?** Yes, doctors are only working on bite sized issues. I would only reward doctors for each value write-up they submit and call that 30 minutes of help. To reward additional time would be an incentive for our doctors to continue to support the team and act as a consultant which we do not want. We want to reward doctors in a similar way to the insurance industry, \$ for each visit or code filled out. It is up to the doctor to find the most efficient means of supporting their patient.
5. **What if a customer still needs help?** Then they can kick the ticket up to the Tableau team. We have the ability to support tickets that exhaust the internal resources of the team. We have experts that can tackle tickets and provide needed resolution to tough problems. We can even discuss augmenting the team with additional resources in order to achieve specific project milestones or tasks.
6. **Do we need to keep the session to one topic?** Yes, doctors may only be an expert in their one field. It is ok for someone to return with the same dashboard and a new topic. However we ultimately want to monitor the program for repeat offenders that frequent the service with the same dashboard. The team may benefit from considering an augmented team member to support that project/dashboard.
7. **Do we need doctor to fill out the value form?** Yes, that will be used to inform internal leaders on what technologies people are using, where they are having trouble, any emerging trends coming out. It also informs us of the value the program is driving and the unlocked human potential that we drove with our program. Collecting value submissions also is required by our compliance policies governing the program, and are in place to ensure we do not create the perception of quid pro quo.
8. **Do we have to pay for the swag?** No, Tableau is sponsoring your company's doctor program and awarding a dollar value to reward doctors. We plan to use the closeout process to review submissions and send swag to doctors at that time. Like an arcade, Doctors will be trading the value submission they collected throughout the year for swag and rewards.
9. **How do we distribute swag globally?** We can send a box of swag to you and can ship anywhere you need the swag to go. We ideally want for there to exist a closeout process approving documentation showing that the doctors performed value driven work. Once reviewed, the final required amount for rewards will be determined and reduced from the program budget. Then a box of swag can be sent to your central program leader or regional lead for distribution.
10. **Where do we go to see new swag?** <https://www.bdasites.com/tableau/Main/Default>
11. **How do we decide how much for the grant?** Please feel free to shop, this is a fun experience. Imagine what you would want to receive as a doctor, from the program to working on other people's problems. We want to include a note from our executive sponsor as a thank you which has a lot of value in itself. We want to pair with an internal HR recognition program and use a combination of the three to reward doctors. Then we should come up with an amount of value submissions required to achieve our highest level and work down from there. Here is an example reward structure...

Link to Additional Information:

<https://www.tableau.com/community/toolkit/data-doctor>

Grantor Contact Information:

If you have difficulty accessing the full announcement electronically, please contact: ggani@tableau.com