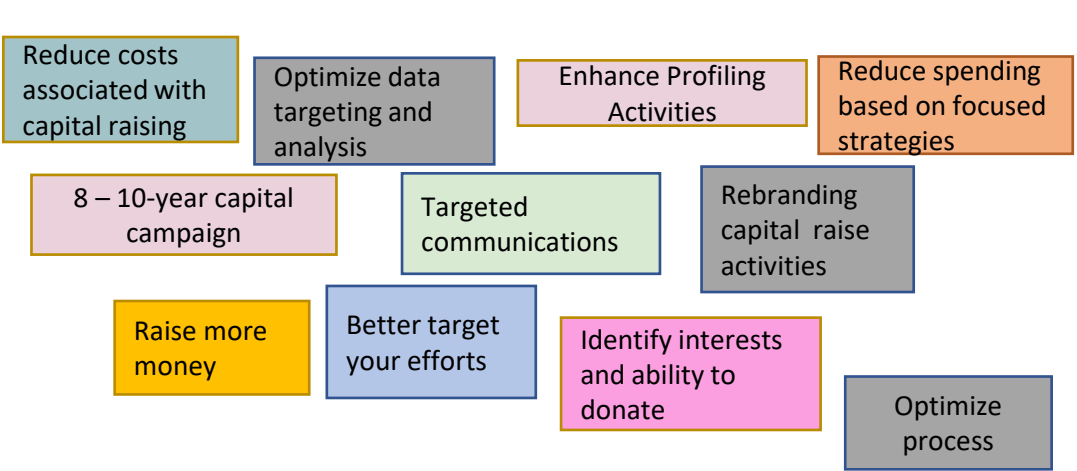
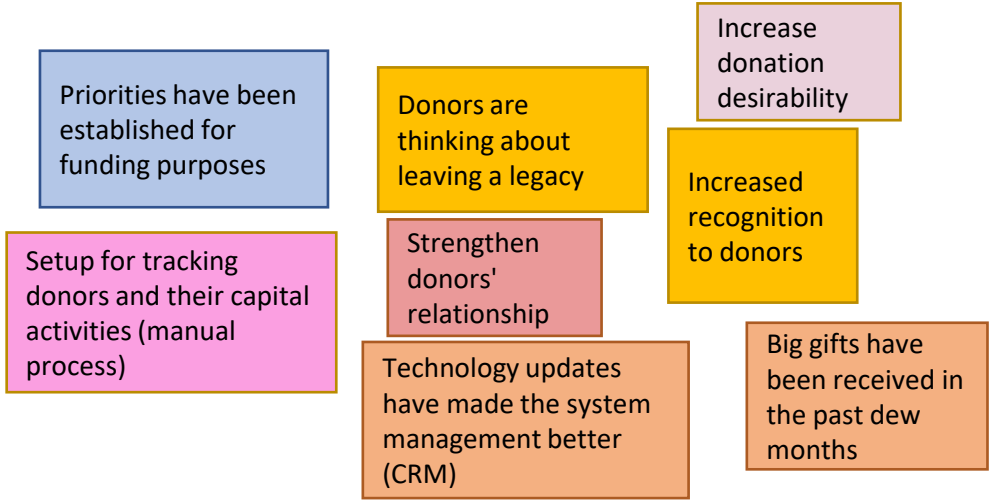


EMPATHY MAP: BUSINESS LANDSCAPE

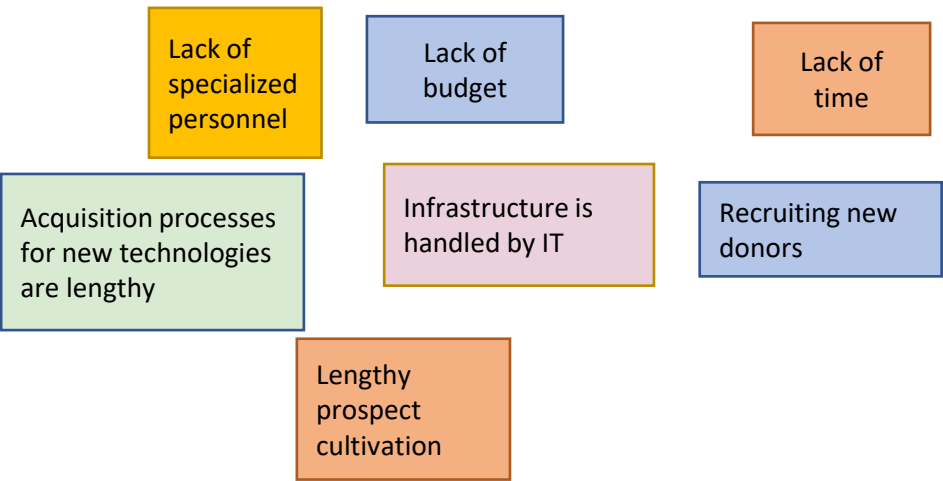
What are your business goals?



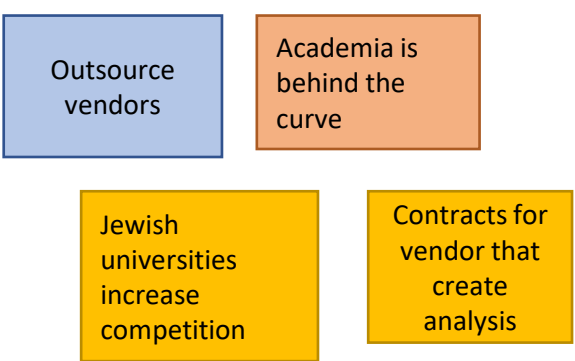
What are your successes today?



Internal difficulties or concerns?



External Challenges?



JOURNEY MAP: AS-IS DATA STRATEGY

PHASES: COLLECT | ORGANIZE | ANALYZE | INFUSE

	Collect	Organize	Analyze	Infuse
	<div>Alumni gets added to database as they graduate</div> <div>Parents get added to the system as students Enroll</div> <div>Admissions direct the inquiries to be added to database</div> <div>Connectors move data from admissions</div> <div>CRM</div>	<div>Removing duplicates is a manual process</div> <div>1 database</div> <div>Star Schema</div>	<div>SSRS for reporting/ CSV output</div> <div>No advance graphing capabilities</div> <div>No freedom or ways to explore data</div>	<div>Dashboards exists but not currently used</div> <div>VP gets reports to keep track of raising capabilities</div> <div>No automation</div> <div>Siloed process/ Data ownership is rigid</div>

STORYBOARDS: DATA USE CASE AND PERSONAS

Use Case	Data Source	Capabilities	Persona
Incorporating AI to your workflow to better target donors	CRM / structured data is donors' data	Vendors due low-level donor targeting /email campaigns etc.	Director of annual giving/ highly technical role
Automation enhancement	CRM / SSRS Reporting Layer (source system) –structured data	Reporting production and delivery (CSV with graphs / YOY)	Senior Director of Information Systems/ Highly technical role
Tech mining to remove noise on the data from news and reports / NLP	Source System / web scraping NLP – unstructured data	External Report / Setup by name	Director of Research/ Highly technical

PRIORITIZATION MATRIX

