

Issue, Client, & Competitor Analysis

La'Tisa Ward

COMM 303 Spring 2023



counseling

education

family

Overview of Ser Familia Inc.

- Started in 2001 to strengthen Latinos across the Atlanta metro area
- Belisa and Miguel Urbina launched the first program in the state of Georgia to help Latino couples
- The goal was to help the couples resolve conflicts as they navigate married life while adapting to a new environment and culture
- Ser Familia has five offices with programs including support groups, family workshops, and other educational programs
- This organization also serves as a resource to other organizations that wish to help the Latino community advance

How& Why: The 7 P's



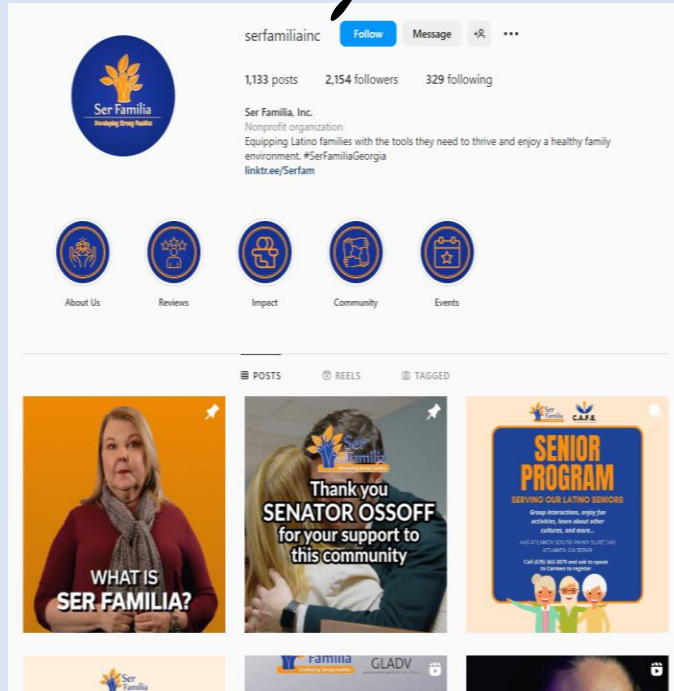
- 1. Product-** 71 partnerships throughout Georgia (monetary donations), clients (resources, education) 7 career agency partnerships (jobs and training)
- 2. Place-** Offices are resource hubs for 17 counties throughout Georgia, USA
- 3. Price-** Services are free, the organization wants Latinos to be able to get ahead
- 4. Promotion-** Social media(Instagram, Twitter, Facebook, and LinkedIn) and events and media press coverage
- 5. People-** 17 board members, 13 members on the leadership team including a therapy dog, Chrissie, partners donors, clients, volunteers
- 6. Process-** The “*Ser Familia Model*” After a client is referred, there is an assessment of every family member in the household over the age of 12. The results of these assessments combined with interviews with each family member allow our case managers to create, in partnership with each family, an Individual Family Plan. Each plan is unique and tailored to the family’s needs and goals (Ser Familia 2023).
- 7. Physical evidence-** Annual reports are made to measure the success of the organization and its mission. In 2021, this organization was able to serve 6,981 people across the 17 counties in Georgia. This may have been in the form of education, counseling, money, legal services, domestic violence programs, and more. This information can be found on their site.

Ser Familia's mission is to offer preventive family services and equip Latinos with the tools, resources, and skills they need to move from crisis to thriving

Mission



Instagram



Media



Facebook

Twitter



LinkedIn



Events

FEBRUARY 2023



GLADV Advocate Meeting ●

Let's talk about types of violence on youth experience "PREVAYL" Presenters: ...

 **10 FEB**

 12:00 PM - 2:00 PM

 Ser Familia's Kennesaw Office
Kennesaw



[VIEW DETAIL](#)


MARCH 2023

Fortaleciendo Familias 'Strengthening Families' (Norcross) ●

Where: Ser Familia, Inc., 5000 Peachtree Industrial Blvd Suite 160, ...

 **07 MAR**

 6:30 PM - 8:30 PM

 Ser Familia's Norcross Office
Norcross



[VIEW DETAIL](#)

Fortaleciendo Familias 'Strengthening Families' (Kennesaw) ●

Where: Ser Familia, Inc., 1000 Cobb PI Blvd NW Suite ...

 **07 MAR**

 6:30 PM - 8:30 PM

 Ser Familia's Kennesaw Office
Kennesaw



[VIEW DETAIL](#)

Reviews

5.0 ★★★★★ ✓

Current Employee, more than 1 year

Amazing work environment!

Oct 18, 2022 - Anonymous Employee in Kennesaw, GA

✓ Recommend ☐ CEO Approval ✓ Business Outlook

Pros

The staff is like a family! We all care very much about each other. Most of the time it doesn't feel like a job because everyone and the leadership team give us the best opportunity to be successful. Feels like a home away from home.

Cons

Limited vacation time but you get every holiday off.

4.0 ★★★★★ ✓

Former Employee, more than 3 years

Case Manager

May 5, 2019 - Case Manager

✓ Recommend ✓ CEO Approval ✓ Business Outlook

Pros

Great environment! We help the Latino community.

Cons

Some counselors doesn't follow Ser Familia's service model; but they finally left the company.



After research, these are some results from previous employees of the organization

1.0 ★★★★★ ✓

Former Employee, less than 1 year

Dreadful Workplace

Oct 19, 2022 - Anonymous Employee in Kennesaw, GA

✗ Recommend ☐ CEO Approval ✗ Business Outlook

Pros

Decent Salary , unless you are a masochist to endure the mental toll

Cons

I. Micromangement II. Deceptive information during interview, you apply for a certain position and you are given a different one III. Uncomfortable jobs interviews, management is more focused in talking horrible and very personal things

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😊 Helpful Share

Report



1.0 ★★★★★ ✓

Former Employee, less than 1 year

Unprofessional Nightmare

Mar 21, 2022 - Anonymous Employee in Kennesaw, GA

✗ Recommend ☐ CEO Approval ✗ Business Outlook

Pros

Pay, but not worth it considering the tortuous work environment.

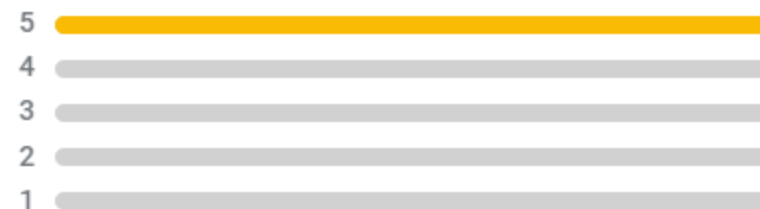
Cons

- no vacation or sick time. Any time that is given you are questioned about and sometimes it is not approved. - cameras with audio watching you 24/7. The owner sits all day watching the cameras and listening to private conversations. - no

[Continue reading](#)

[The organization has a 5.0 rating on Google from the reviews of 17 clients](#)

Google review summary ⓘ



5.0

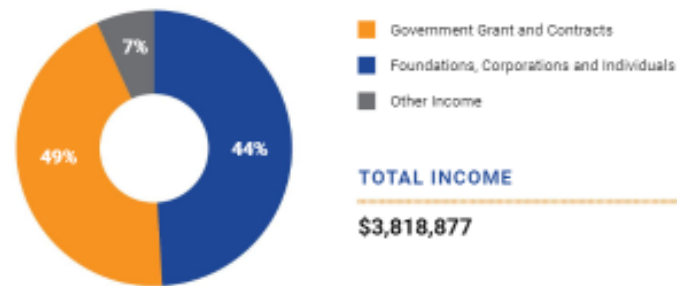
★★★★★

17 reviews

FINANCIAL

at a Glance 2021

INCOME



EXPENSES



With the inclusion of government grants and contracts, donations from foundations, corporations, and individuals, and 7% of other income, the organization can sustain itself with a total income of \$3,818,877. The total number of expenses is \$3,746,848, leaving the nonprofit with \$72,029 on the budget. These expenses account for program services, management and general employee payouts, and fundraising events.

STEEPLE ANALYSIS

- **SOCIAL**- There aren't enough ads and promotion being done to gain more clients
- **TECHNOLOGICAL**- Some clients may not have the skills to operate basic computer functions. This makes it hard to get education and some jobs
- **ECONOMIC**- The lack of money to afford clothing and food to work and learn to elevate. This lack is heightened due to our country's current inflation
- **ENVIRONMENTAL**- Some clients may be in negative or pessimistic environments and cannot improve due to the community around them
- **POLITICAL**- The government's decisions about nonprofits could affect this nonprofit and how it is operated
- **LEGAL**- Clients have protections of confidentiality while receiving services from the organization. Clients may not be discriminated upon
- **ETHICAL**- Who should be served and assisted first? Is the process of selecting clients for specific programs based on need, age, or education?

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