IUCG

Bad Communications --------> Great Communications

(best-in class status)

1. Identify Metrix to judge Communications
2. Strategy to Fix
3. Implementations

**Data Needed from BBBSEM**

* What is the ENTIRE communication process from Volunteer and Family (Signup --> First Contact --> Match) (Medium + Frequency)
* What changes where made during Covid
* How has it reverted back
* What are all the software tools used for Communication (Medium)
* Their relevance to communication to volunteer & family
* Any Problems with them?
* How is the current post-interview outreach process (volunteers)
* Staff Turnover Rates
* Who all take over
* What is the takeover process, especially transferring important communication admin rights and more
* External Feedback from Volunteers (supposedly few already present?)

**What we need to Research (External)**

* What should be the required 'best in-class status' communication
* How are other companies/nonprofits operating their communications successfully
* How are User Expectations changing? (for communication)
* What personalized communication and where do they prefer
* How effective are the use of SMS channels to users
* How more frequently would users want to be communicated?
* BBBSEM communication applications : Salesforce, FormAssembly, Acuity, and Mogli SMS (potentially more)
* What are they
* How do they help with communication
* How effective can they get / downsides
* Any better alternate options ?
* How can one transition well from Salesforce workflow to Salesforce Flow

**Extra:**

* Survey to Staff
* Where are they finding operations communications difficult (what is their current expertise)
* Where are the additional flaws that they see halting/deteriorating communication reaching best capability
* How well skilled are they to manage the communications well
* Survey to Users