

A GRAND CHALLENGES IMPACT LAB PROJECT

THE BRIDGE CARE CENTER

COMMUNICATION/ORGANIZATION SYSTEM
PROPOSAL

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FIRST AND FOREMOST WE'D LIKE TO SAY

THANK YOU!

Our team would like to send a big thank you to the employees of The Bridge Care Center and as well as our professors for making this class happen!

EXECUTIVE SUMMARY

The Bridge is a drop-in-day non-profit organization in the Seattle neighborhood of Ballard that works hard to provide resources and promote advocacy for those experiencing homelessness. The Bridge Care Center needed our team to create a communication and organization portal for the employees of the Bridge Care in order to increase the efficiency and productivity of their work, both with the public and internally.

Our team utilized Sharepoint in order to create a portal for all employees to access. Through this site, employees will be able to document visits and resources, stay in contact with one another, have all documents in one source, and as well as keep tabs on other local organizations that they work with.

For all organizations, especially small non-profits, an efficient and productive administrative system is incredibly essential. It is at most important to have a solid foundation behind the scenes in order to have donations and outreach programs to work as smoothly and effectively as possible.

With the implementation of Sharepoint, this work will allow the Bridge Care employees to have a way to document and communicate with one another in an organized manner. With a strong administrative system, the employees will in the end be able to reach out to more neighbors, connect them with resources, and stay up to date with the location, needs and concerns of all neighbors. In turn, this will help Bridge Care better serve unhoused populations, and hopefully make life a little bit easier for those experiencing various hardships.

PROBLEM

What problem are we working on?

The problem we are focusing on for our project is creating a central communication and storage system for the employees of Bridge Care. The system needs to be one accessible to all employees from both computer and mobile devices. Communication and organization is essential for all employees of the Bridge Care Center, as the health and safety of the people they serve in the community rely on them. Many of their customers don't have a reliable schedule and employees of Bridge Care can go weeks or months without having contact with them. The other focus of the problem is that whatever storage system we design for the Bridge Care needs to follow HIPAA regulations. Much of the information about the public the Bridge Care serves is health related. Since customer data is being recorded, it is important to protect clients' identities and health information with the best level of security available.

What evidence do we have that this is a problem?

Currently, members of Bridge Care are storing information about clients on paper or are using several different digital storage systems like BaseCamp and Google Drive. The written information is stored in locked filing cabinets, meaning it is difficult to share information about clients in real time. The consequences of using these types of storage solutions are noticeable in real time. Client information is lost and there is no effective way to share client details as the information comes. As a result, this makes it difficult to understand and address the needs of people experiencing homelessness in the area. The lack of a central hub for communication and information is evidence enough that this is a problem that needs to be addressed.

Who faces this problem?

The people that face this problem directly are the employees of Bridge Care. Without this problem fixed, they will not be able to do their jobs effectively and won't be able to take care of their customers. Indirectly, this problem affects anyone experiencing homelessness who comes to the Bridge Care Center to seek help. If client information is not well organized, Bridge Care is unable to help their customers to the best of their ability.

Why does this problem exist?

We believe that this problem exists because it can be intimidating to jump head first into a new way to organize your work. Since it often takes a lot of time, it seems easier to continue to use old methods of organization and communication. This is why communication at the Bridge Care took place through the weekly staff meeting or urgent text messages. This is also why client information was hand written and locked in filing cabinets. It is hard to break out of your comfort zone, especially when the ways you were doing things were working. The other reason this problem exists is because for a non-profit organization, costs are often a factor. While many organizations use HIPAA compliant organization tools, they can often cost far too much.

THE CUSTOMER

Who is our customer?

The beneficiary of our prototype is the employees of the Bridge Care Center or "The Bridge." The Bridge is a drop-in-day non-profit organization in the Seattle neighborhood of Ballard that works hard to provide resources and promote advocacy for those experiencing homelessness.

As of right now, The Bridge team is composed of 5 members. Left to right: Jen Manlief (The Director), Carrie Yu (Associate Director of Operations), Jenn Adams (Outreach Manager), Cami Freeman (Associate Director of Programs), and Josh Perme (Outreach Manager).



THE CUSTOMER



Why do they face their problem?

As stated above, The Bridge is struggling to find a digital system to record notes and share relevant client information amongst each other. This problem is due to not finding a HIPAA-compliant system. The Bridge needs one as the information that they store is composed of personal identification details of their clients.

Why haven't they solved this problem themselves?:

The truth is that financial measures restrict The Bridge. Unlike other larger non-profit organizations, The Bridge can't afford HIPAA compliant software as they tend to range between \$800-\$1000 a month. This price doubles The Bridge Care Centers operations costs, and with only five members on their team, they simply can't afford it. They are also very busy and are restricted by time.

SOLUTION

With our communication and organization solution, The Bridge Care Center will be able to have a platform that is collaborative, user friendly, and modern. With many online programs to choose from, our team decided that the use of a Sharepoint site would be most beneficial for the employees of Bridge Care. Sharepoint checked off all of the boxes: the site is secure and HIPPA compliant, it is collaborative, and most importantly; the program was within budget. The team went through a thorough and iterative design process that consisted of creating a prototype and receiving feedback from employees. The initial prototype can be found in Appendix 1.

FEEDBACK

After creating the prototype sharepoint site, the team had a meeting with several employees in order to obtain feedback. After a few iterations, these were the key take aways from the beneficiaries:

- The simpler the better. Our mentor stressed that the less overwhelming the site, the more likely the employees will actually utilize and benefit from it.
- Emphasis on contacts. Because the main use of this site will be to document neighbors who come into The Bridge Care Center, a key point was to create multiple ways for employees to keep track of who comes in, what day, and what resources are used.

The feedback obtained from our mentor and other employees was incredibly beneficial and allowed for our final product to be appealing to the eye, collaborative, and user friendly. The following pages will go over the changes made to several tabs: the home, contacts, notebook, and staff documents tab.

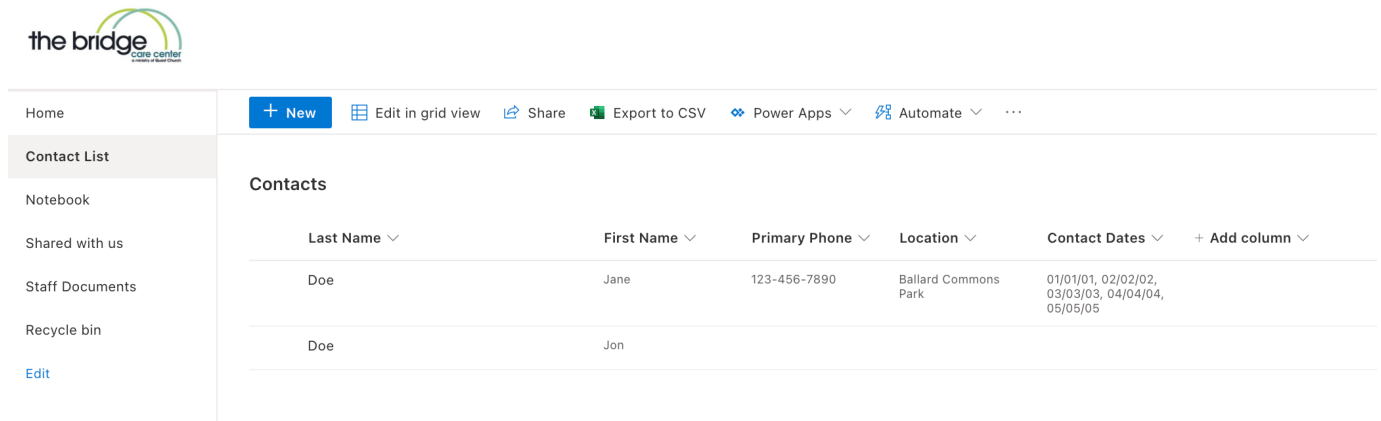
FINAL PRODUCT: HOME

The screenshot displays the final design of the Bridge Care Center SharePoint home page. It features a clean, user-friendly layout with a left-hand navigation menu, a central content area with a large welcome message and employee photo, and a right-hand sidebar with weather, local resources, and social media links.

From the feedback, our team was able to go through several design iterations of the site. Here are the major changes for the home page that were made in order to create the final product:

1. The sidebar is simple and does not have any unnecessary tabs to allow the welcoming screen to be less overwhelming
2. Personal images were implemented to allow the site to feel more personal and welcoming for the employees
3. An introduction news page was created with a summary of all of the elements of the site and where to find them
4. Quick links to local resources and organizations that The Bridge Care works with and also their social media accounts

FINAL PRODUCT: CONTACT LIST



the bridge care center

Home + New Edit in grid view Share Export to CSV Power Apps Automate ...

Contact List

Notebook

Shared with us

Staff Documents

Recycle bin

Edit

Contacts

Last Name	First Name	Primary Phone	Location	Contact Dates	+ Add column
Doe	Jane	123-456-7890	Ballard Commons Park	01/01/01, 02/02/02, 03/03/03, 04/04/04, 05/05/05	
Doe	Jon				

One key component that was created after receiving outside feedback was the contact list. Our mentor and other employees explained the need for a way to keep track of neighbors coming in and documenting information along with that. The contact list allows all employees to:

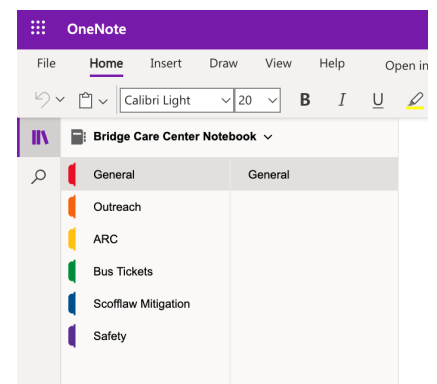
- Create a new contact
- Include a phone number if applicable to the situation
- Add a location of where this neighbor is currently located
- Input dates of the last time an employee was in contact with this person

FINAL PRODUCT: NOTEBOOK

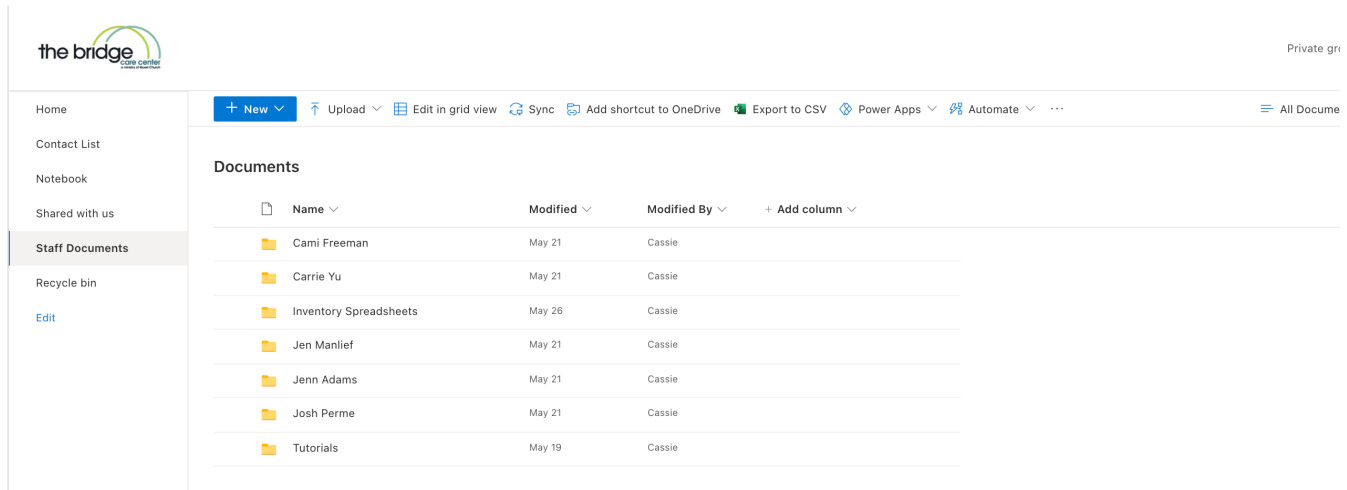
Several changes were made to the notebook tab as well after receiving feedback. It was requested that several more subcategories were to be made rather than just a contact table. The new subcategories that were requested were:

- Outreach
- ARC
- Bus Tickets
- Scofflaw Mitigation
- Safety

These categories within the notebook will allow employees to have the ability to document certain resources used and events that have happened.



FINAL PRODUCT: STAFF DOCUMENTS



The last tab that was created was the Staff Documents tab. This was created to allow all employees to have their own folder in which they can input files, documents, links, etc. all in one place.

An Inventory spreadsheets folder was also created to store all spreadsheets documenting resource inventory. It was stressed by the director and Associate Director of Operations that this is a must for the site.

The last folder that was created was a tutorials folder. This folder is filled with many links to Microsoft Support pages that are incredibly detailed and provide tutorials on how to edit, manage, and utilize Sharepoint. Our team thought that this was a crucial aspect of the design of the page to ensure that this will be a sustainable solution for the Bridge Care Center employees.

NEXT STEPS



Our plan for collecting primary data on the effectiveness of our solution involves a mix of interviewing as well as data analysis. We plan on continuously requesting feedback, even after the quarter is over. Specifically, we really wanted to learn more about if people could use Sharepoint easily from their mobile devices, as this is what Bridge Care will mostly be doing. We want to test Sharepoint with all of the employees and gather feedback based on this!

In addition to this, we have located a helpful analytics page on the Sharepoint site, which allows users to track how many times people are logging on, inputting information, and using the app features. This can help us get a general understanding of if the employees find Sharepoint a good tool that supplements their work, as increased use correlates to the effectiveness of our solution.

Bridge Care was accepted for the Non-Profit donation from Microsoft, so everything was free. This donation is renewed every two years, but as long as the Bridge Care Center remains a 501C3, their subscription will remain free.

The next steps for implementation are showing the employees how to effectively manage the site by linking helpful resources. Our last steps will be giving access to all of the Bridge Care employees (Cami, Jen, Jen, Josh, Carrie), and testing our product's effectiveness by utilizing the analytics resources.

By having a more efficient organization and communication system, Bridge Care will be able to reach more neighbors, connect more neighbors to resources, and stay up to date with all neighbor needs and concerns. In turn, this will help Bridge Care better serve unhoused populations, and hopefully make life a little bit easier for those experiencing various hardships.

ANALYTICS PAGE

Page Analytics



Page viewers

Last **7** 30 90 days

3 ▼ **25%** since last week

5 ☺



Page views

Last **7** 30 90 days

18 ▼ **68%** since last week

128 ☺



Average time spent per user

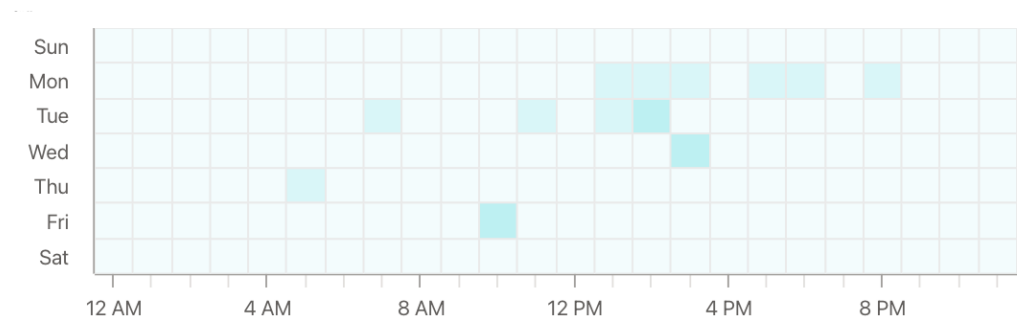
Last **7** 30 90 days

8m 23s ▼ **11%** since last week



Page traffic by time

Last **7** 30 90 days



APPENDIX A

PROTOTYPE

P Prototype

Private group ☆ Not following 👤 1 member

- Home
- Conversations
- Documents
- Notebook
- Pages
- Site contents
- Recycle bin
- Edit

+ New ▾ ⚙ Page details 📊 Analytics

Published 6/1/2021 ✎ Edit

News

+ Add ▾

Welcome Bridge Care!

Cassie yesterday

Activity

<p>SitePages Welcome-Bridge-Care!</p> <p> Cassie Edited about a minute ago</p>	<p>SitePages 9uxcvbjs</p> <p> Cassie Added about a minute ago</p>	<p>SitePages i7x8v0sh</p> <p> Cassie Added about a minute ago</p>
<p>The new Prototype group is ready</p>		

Documents

[See all](#)

+ New ▾ ⬆ Upload ▾ ⋮ ≡ All Documents ▾

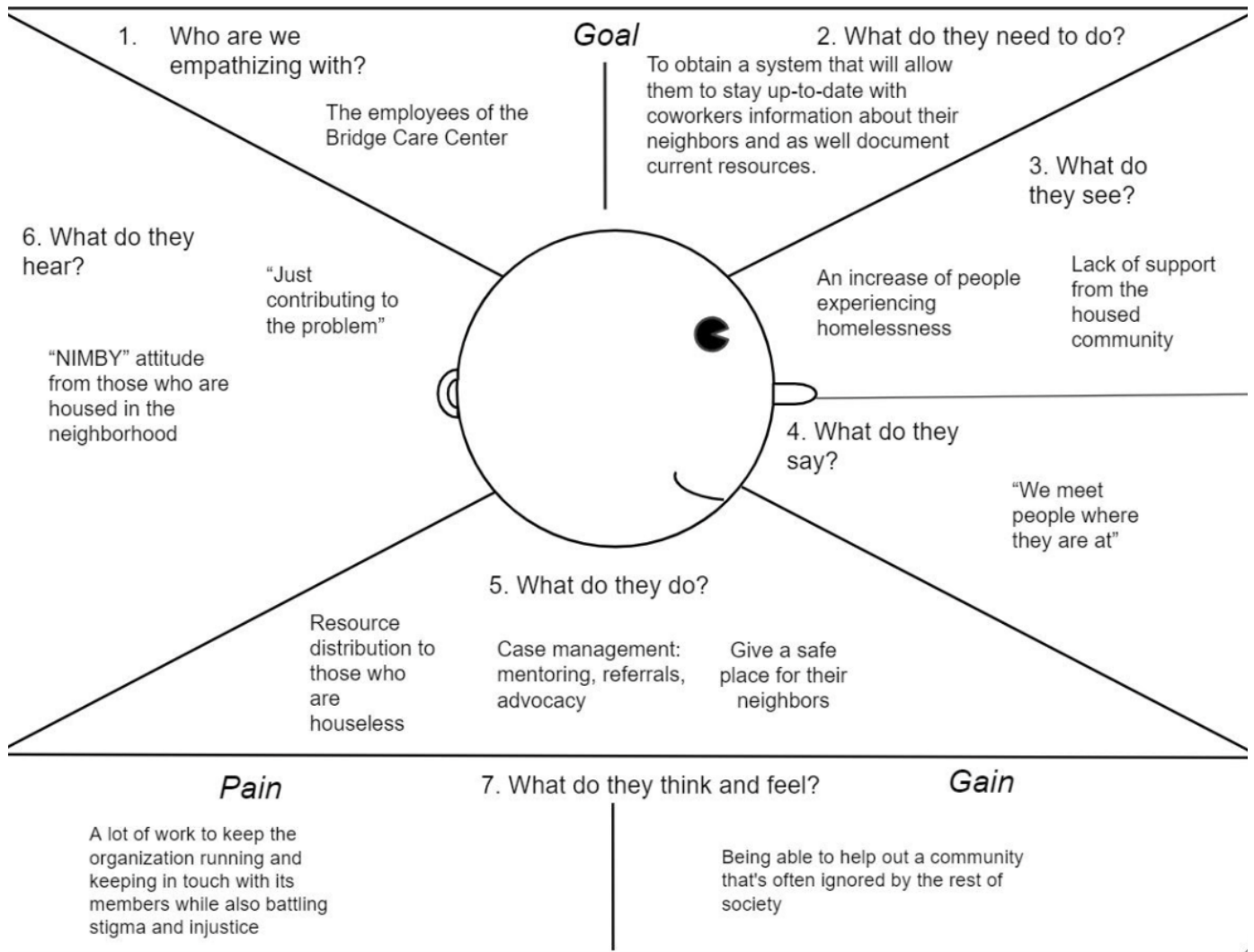
Name ▾ Modifi



This folder is empty

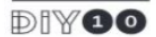
APPENDIX B

EMPATHY MAP



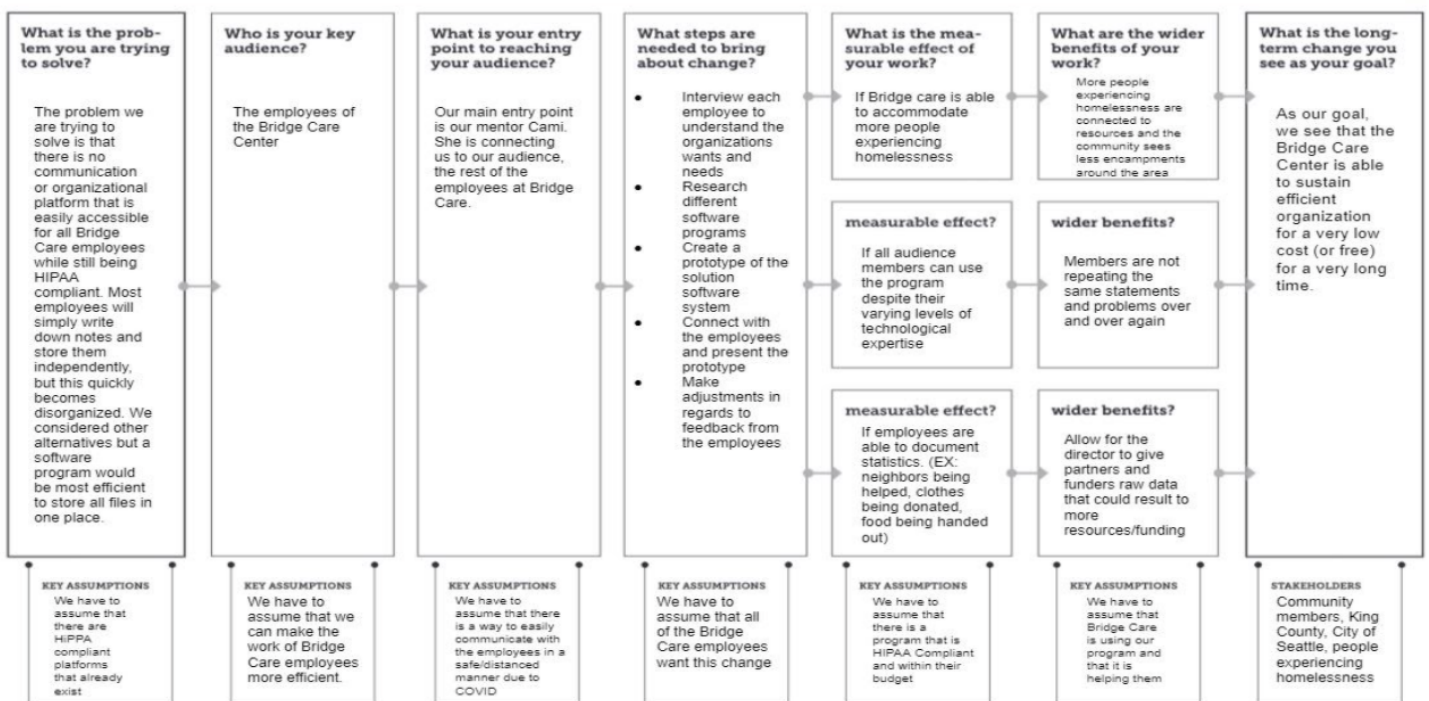
APPENDIX C

THEORY OF CHANGE MODEL



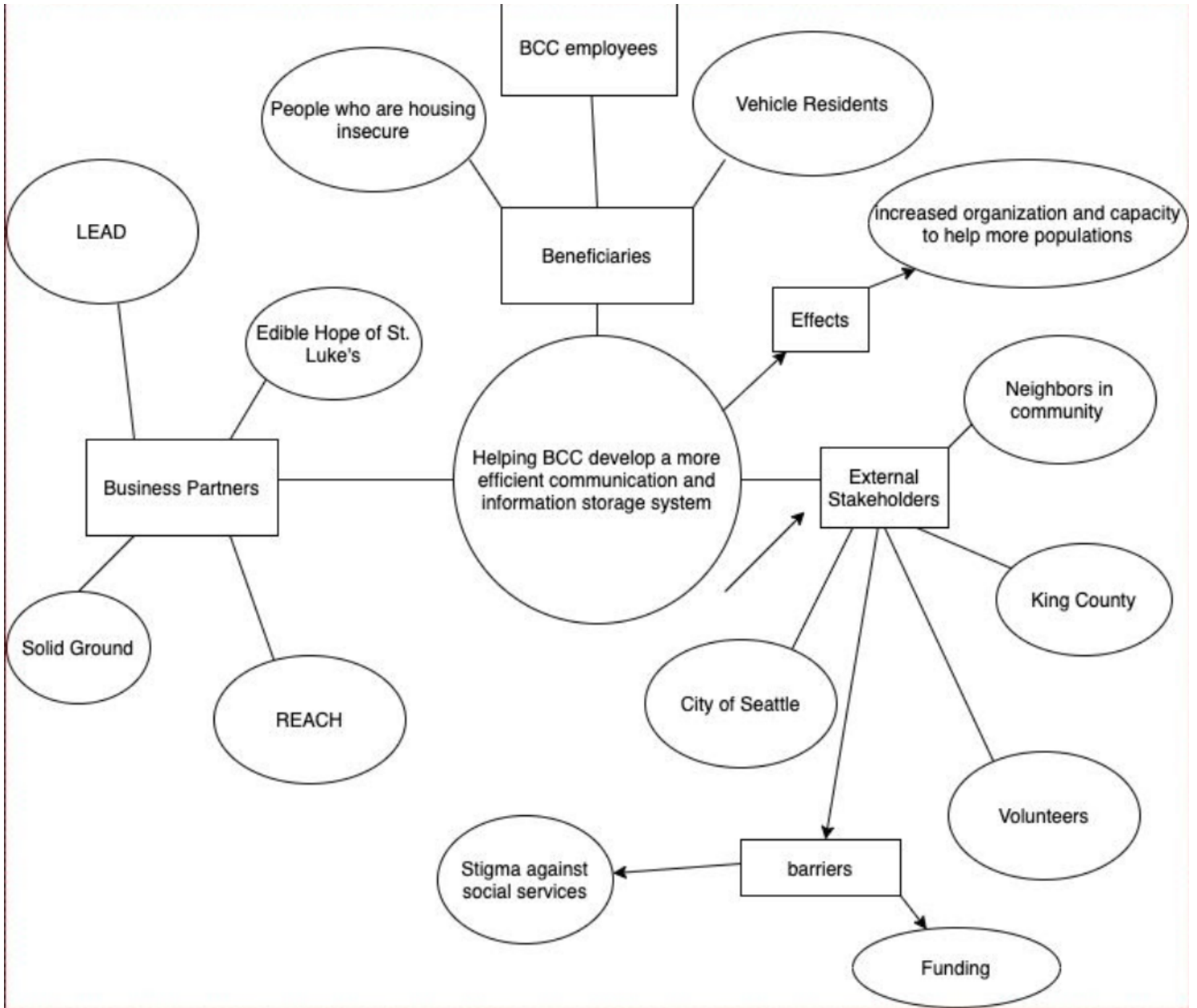
I want to clarify my priorities
by defining my goals and the path to reach them

THEORY OF CHANGE



APPENDIX D

SYSTEMS MAP



APPENDIX E

STORY IN SEVEN SENTENCES

Once upon a time, Josh was working at the Bridge Care Center, a non-profit, as the outreach manager. He heard the concerns of people experiencing houselessness and helped connect them with necessary resources and supplies.

Everyday, Josh checked in on community members where they are at and used a tiny field notes notebook to log and stay up-to-date with their whereabouts, concerns, and needs.

Until one day, Josh realized the current organization system was not working how he wanted it to, as he was losing information and was having trouble staying up-to-date with his coworkers on important information about our neighbors. He noticed there was a lot of repetition in the conversations he was having with the team.

And because of this, Josh and the rest of the Bridge Care team decided to meet with a group of students at UW to help them find potential solutions to their problem.

And because of this, this group of students at the UW worked on developing a more efficient communication and organization platform for all of the employees at Bridge Care to use

Until finally they found Sharepoint; a communication and organization software system that is customizable and fits all of Bridge Care employees' prioritized needs.

And ever since that day, repeated conversations are a thing of the past. Josh is able to, along with the other Bridge Care employees, meet people where they are at, help more people find stable housing, and provide more supplies to those in need while staying up-to-date on Sharepoint.