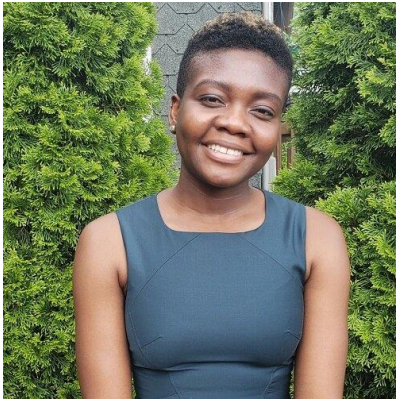


**2021
COLLEGE CHANGES EVERYTHING[®]
CONFERENCE**

Introduction to Chicago Scholars

- Chicago Scholars are academically driven, first-generation and low-income students who come from every zip code and community area in Chicago
- We empower students with mentorship, opportunities, and resources to go to their top-choice colleges, graduate, and become Chicago's next generation of leaders
- We believe education is social justice
- We believe Scholars are resilient and capable
- We believe Scholars thrive when they find community

Chicago Scholars Portal Team



Noufo Nabine

Scholar Alum

Manager of Career and Leadership Development

Summer internship and resume curriculum designer



Cason Brunt

Director of College Success and Post-Secondary Leadership Development

Gamification Curriculum Designer



Daniel Rossi

Managing Director of Data Solutions and Evaluation

Project coordinator, evaluator

What is a Student Portal?

What problem is your organization trying to solve through technology?

What problems was CS trying to solve?

- One centralized location to host information and content
- A digital space to deliver content to students and alumni across the country
- Community building and connection

Who to Serve?

# Users	Stakeholder	Type(s)
600	Scholars, High School Seniors	Participant, Scholar
2,000	Scholars, College Students	Participant, Scholar
1,500	Scholars, Alumni	Participant, Scholar
200	Students, Community-Based Partners	Participant
275	Mentors, for HS Seniors	Volunteers/Staff
275	Mentors, for Year 1 College Students	Volunteers/Staff
400	College Representatives	Community Partner
100	Career Partners	Community Partner
900	Families	Participant
45	Full-Time CS Staff	Staff
30	Part-Time CS Staff	Staff
25	CBO Partner Staff	Community Partner

Prior State: Frankenstein Systems

DATA SYSTEMS

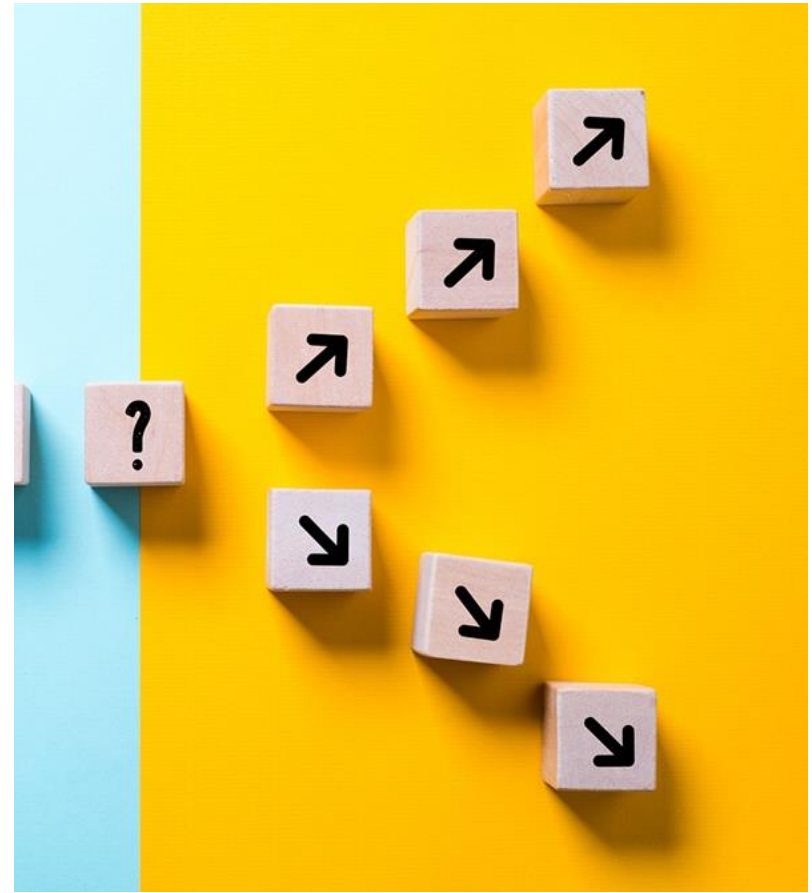
- Salesforce
- Salesforce Community
 - Data Entry and review
 - File storage
 - “Chatter”
- Form Assembly
 - Data Entry and review
 - Syncs to Salesforce via API
- Google website plug-ins

PUBLIC SYSTEMS

- Website
- Google Drive
- Newsletters
- Outlook emails
- Klipfolio
- Tableau

Vendor Selection

- What are the most important criteria in your vendor selection?
- How are vendor decisions made at your organization?



Requirements Gathering

- Focus groups and listening sessions for each stakeholder group
 - Different stakeholders want different functions
- “Genius bank” strategy sessions with board and community partners
- Vendor identification

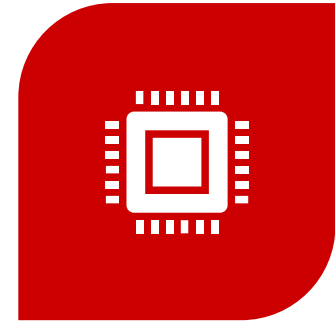
Key CS Requirements



NETWORKING,
COMMUNICATIONS, AND
CONNECTION FOR LARGE
GROUPS, SMALL GROUPS,
AND INDIVIDUALS



TRAINING, CURRICULUM,
AND GAMIFICATION OVER
AUDIO, VIDEO, AND
LIVECHAT



APP BASED TECHNOLOGY
& INTUITIVE INTERFACE

Key CS Requirements

Functionality

- Social networking
- Mobile App with push notifications
- Content delivery
- Gamification
- Jobs Board
- Ability to handle 10,000+ users at a time

Administration

- Support
- Integrations
- READI (Racial Justice, Equity, Accessibility, Diversity, and Inclusion)

Vendor Selection: Process

- Issued RFP
- Developed standard scoring system
- Reviewed with staff at multiple levels of the organization

Vendor Selection: Trade-Offs

- Ease of content delivery vs. fun and engaging
- Vendor Size
 - Larger vendors have smoother, more robust systems
 - Smaller vendors have better support and customization opportunities
- Integrations vs. usability
- Cost vs. functionality

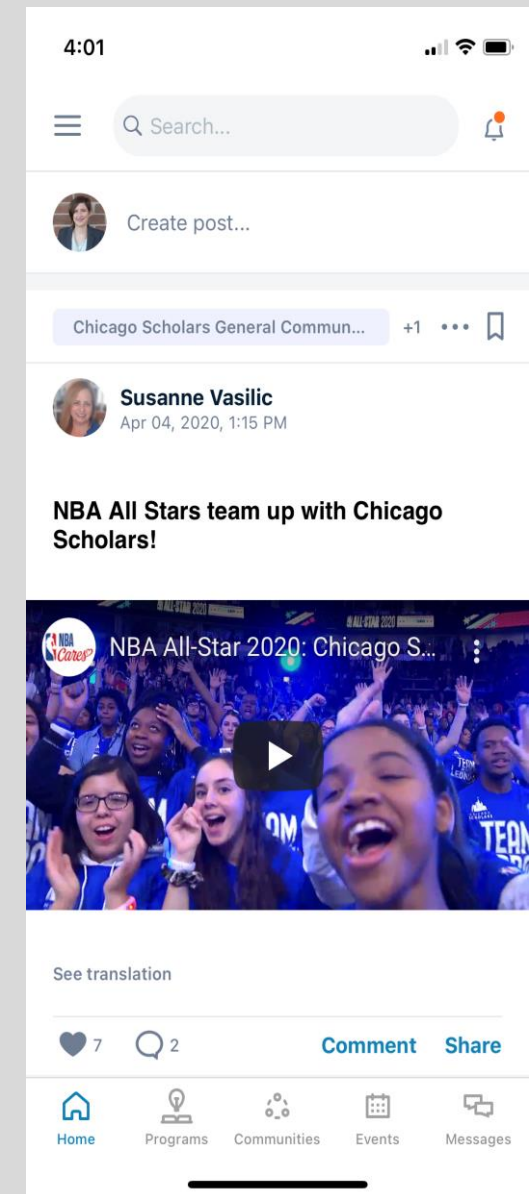
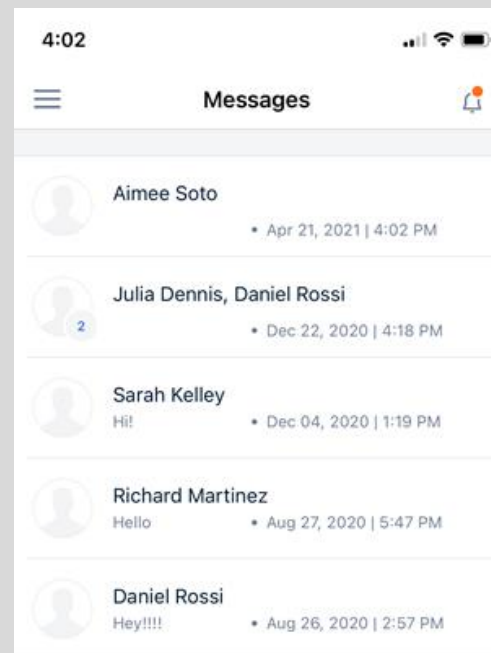
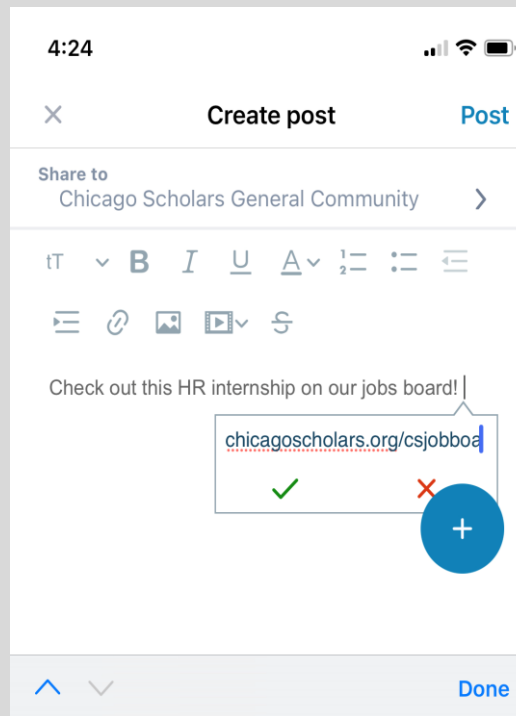
Powered by Action

- Chicago-based company
- Mission Aligned
- POC owned and led
- But most importantly, PbA excelled in our most critical requirements



Community

- Social space to share resources
 - *Check out this internship opportunity...*
- Ask and Answer questions
 - *Anyone available for an informational interview in finance?*
- Direct messaging
- Content Delivery
- Webinars



Project Management

- Committee with a dedicated representative from each CS team and PbA
- Weekly meetings (1 year+)
- Vendor provided significant support & training
- Led by Chief Operations Officer
- Required iterative, evolving feedback
- Ultimately, we created a new position to lead the project: Director of Virtual Engagement

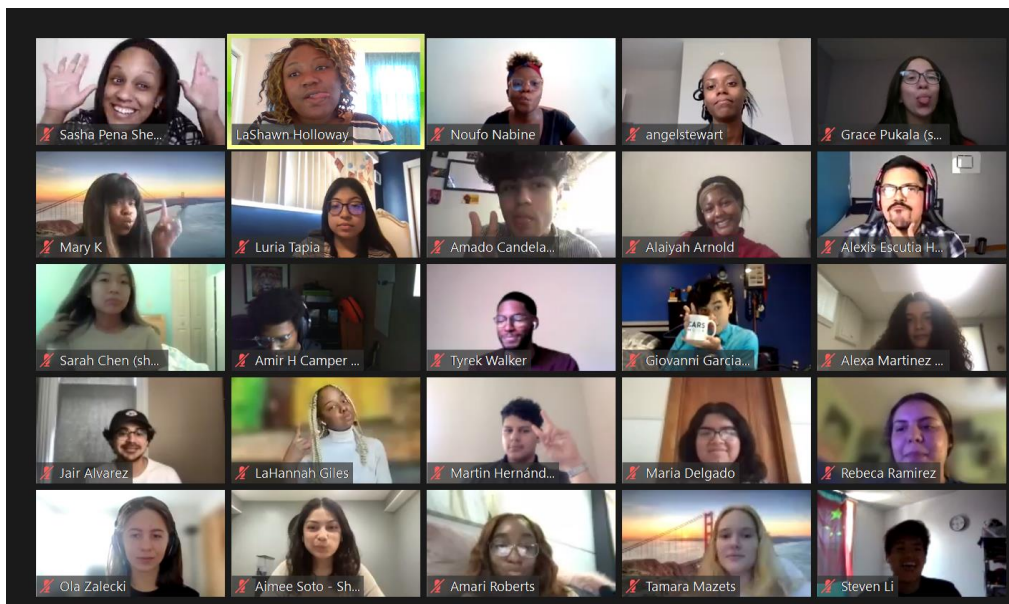
Change Management

- Technology onboarding is people management
- Fundamental shift in work
- Balance growth and capacity

Emerge Program

- Emerge is an 8-to-10-week paid summer internship and leadership experience for rising Sophomores and Juniors.
- This program provides career readiness and learning opportunities through our virtual Friday Growth Lab session.
- **PBA Program** to build complementary modules to the Friday Growth Lab sessions. Components of the program: video and activities
 - Pre-internship
 - During internship
 - Post internship**PBA Community**, to share resources, post highlights and to community build.

Emerge Program



Chicago Scholars: Emerge 2021

Modules

1 Pre-Internship

Sort By

Date created

Filter by category

Select

No content yet

2 During Internship

3 Post Internship

MEET YOUR COACH

Emerge Scholars! Want to know more about your Emerge Coaches this summer? Read below throughout the next few days!

College Success

- Who we are and what do we do?
- Communities for networking and support
- Academic, Career, and Engagement program modules grounded by our Arc of Optimal Scholar Success Leadership Development framework to spur meaningful engagement
- Onboarding and Informational Resources

What's next?

- Continue rolling out to existing stakeholders
- Grow to new populations
- Earned Income Strategy
 - Job Board
 - Advertisements (Colleges, companies)

Questions?

Stay in touch!

- Partner with us!
 - Recruitment (11th grade and younger)
 - Bring your students to Onsite (12th grade)
 - Advocacy & Coalition Work
- Reach out
 - Noufo Nabine, nnabine@chicagoscholars.org
 - Daniel Rossi, drossi@chicagoscholars.org
 - Cason Brunt, cbrunt@chicagoscholars.org