



www.caraabrown.com

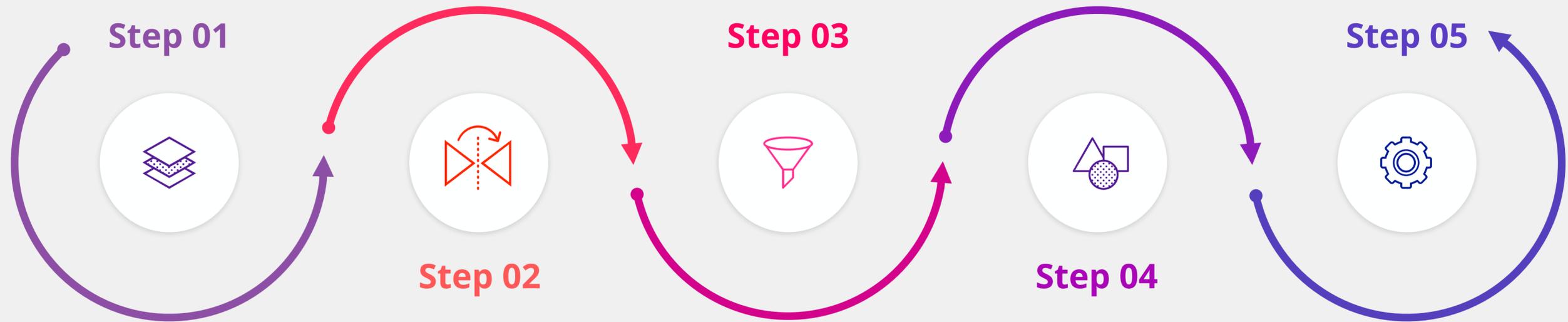
Mapping

Design Strategy + Service Design

Successes



Process Map



Challenge

I was contracted to create fund raising collateral

•

Active Listening

Empathy

Refine

Identified a deeper need and reset the objectives

•

Curiosity

Ideation

Lo Fi Prototype

Research

I collected qualitative and quantitative data

•

Surveys & Interviews

Qualitative Research

Insights

Assessed the data, surfaced insights & themes

•

Data Dashboard

Impact Journey

Build

Impact story telling with data visualizations

•

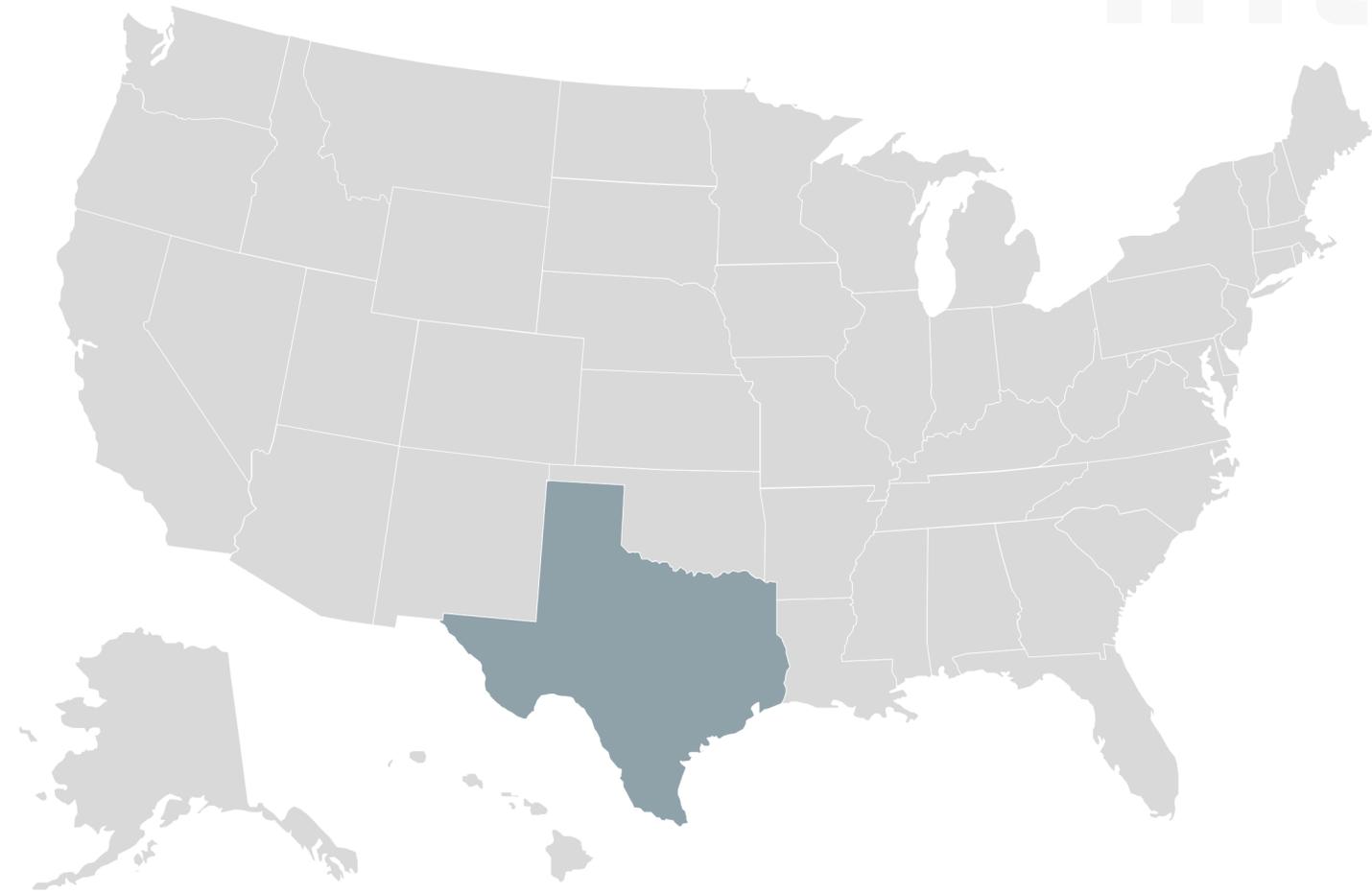
Bootstrap

Adobe Indesign

United States

WHAT I WAS CONTRACTED TO CREATE

Interactive Map



The Initial Request

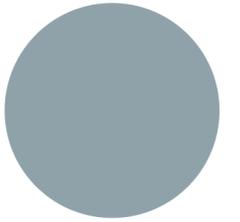
Create an interactive map that can be used as collateral to secure funding for its cornerstone program, Pathway to College.

ISSUES HIDDEN FROM VIEW

The Challenge

WHAT WAS NEEDED TO FULFILL THE REQUEST

- EOYDC didn't have a clear, concise value proposition.
- Their marketing collateral fell into 2 categories - designed specifically for 1 funding opportunity or designed to cast a wide net and appeal to all possible funders. This created scattered brand messaging.
- Their 20 year old website was pieced together over time and didn't have a page that communicated their value in a succinct and attention grabbing way.

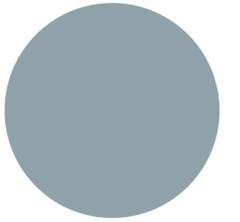


ISSUES HIDDEN FROM VIEW

Pain Point

WHAT IS THE ROI ON AFTER SCHOOL HOMEWORK HELP OR CARING ADULT GUIDANCE IN THE LIVES OF AT RISK YOUTH?

- Non-Profits have a challenge translating their qualitative value into quantitative data in their appeal for funding. This also negatively impacts their reporting to justify their spending. Evaluating qualitative services in quantifiable terms and quantifying impact is seemingly an impossible task.



THE WORK BEHIND THE WORK

New Objectives

- Clearly define the features, advantages and benefits of the service offering on the lives of students and the local community.
- Communicate how EOYDC is delivering on their service promise through data story telling.
- Frame the EOYDC service model.
- Visually communicate impact with high quality, attention grabbing, interactive visual design with the specificity to communicate the benefits but general enough to appeal to a variety of funders.



01

02

04

05

METHODOLOGY

Reverse Engineering

Let the findings speak for itself. Filter the data several ways to surface themes and trends. Use this collection of insights to crystalize the impact story.



METHODOLOGY

Qualitative Research

Contact and survey 350+ past participants to capture milestones along their life and career trajectories. Interview a random selection of participants to gain deeper insight into which elements of the programs impacted them the most.



Research Dashboard



DEMOGRAPHIC

HIGH SCHOOL

UNDERGRADUATE

GRADUATE

PROFESSIONAL

CAREER

INTERNATIONAL

362

TOTAL ENTRIES

192

MALES
53.0%

168

FEMALES
46.4%

Blanks 0

309

African American

3

Asian/Pacific Islander

2

Caucasian

3

Ethiopian

27

Latino/Hispanic

94

CATHOLIC

Bishop O'Dowd 57

St. Joseph of Notre Dame 8
De La Salle 1
Holy Names 16

St. Mary's 10

St. Elizabeth 2

Moreau Catholic 0

Salesian 0

Carondelet 0

23

PRIVATE

Head-Royce 0

Maybeck 0

College Prep 0

University Preparatory Charter Academy 0

Lionel Wilson College Prep 16

Lighthouse Charter School 3

ASA Academy 2

Lick Wilmerding 2

8

ALTERNATE

GED

6

171

PUBLIC

Castro Valley 4

James Logan 3

Conley-Caraballo 0

Castlemont 52

McClymonds 5

Fremont 19

Skyline 30

Arroyo Viejo 1

San Lorenzo 7

Emery 0

Encinal 0

Berkeley 3

Deer Valley 1

San Leandro 5

Hayward 6

Mt. Eden 0

Tennyson 0

Oakland 12

Oakland Technical 13

Newark Memorial 0

Oakland International 0

Oakland School of the Arts 4

Alameda Science/Technology Institute 3

Mission San Jose 1

Washington 0

JFK 0

Irvington 0

American 0

John Swett 2

272

students were admitted to undergraduate colleges & universities 75.1%

Degrees Conferred 236 87%

Current Students 46 17%

Community College 64 24%

UC 24 9%

Cal State 58 21%

HBCU 2 1%

Ivy League 2 1%

NCAA 6

Youth Leader 128 47%

Pathway to College 133 49%

GED Grad 4 1.5%

Community College Degrees

AL 2

Alaska 0

AZ 2

AR 0

CA 170

CO 0

CT 0

DE 0

DC 8

FL 3

GA 27

HI 2

ID 1

IL 2

IN 0

IA 0

International

59

students continued on to graduate level programs 21.7%

53 90%

13

64 24%

24 9%

58 21%

2 1%

6

35 59%

33 56%

1 2%

6

students pursued the highest professional degree level in the perspective field 2.2%

6 100%

1

64 24%

24 9%

58 21%

2 1%

6

7 117%

3 50%

0 0%

Architecture & Design 1

Arts 9

Athletics 32

Banking & Finance 6

Business 18

Communications 4

Construction & Development 4

Culinary 2

Education 21

Entertainment 13

Environmental 2

Farming & Agriculture 0

Fashion 2

Government 9

Healthcare & Pharmaceuticals 16

Hospitality & Dining 2

International 2

Law 9

Law Enforcement 6

Manufacturing 0

Military & Defense 2

Non Profit 24

Politics 0

Real Estate 3

Retail 1

Science 3

General Service 13

Social Services 1

Tech 3

Theology 1

Transportation 3

Veterinary 0

OTHER 1

Current Students 94

Entrepreneurs 7

29

1 PAGE NARRATIVE SITE

Mapping Success

OVERVIEW

In this retrospective analysis, I tell the story of EOYDC's qualitative impact in terms of quantitative outcomes in the lives of participants.

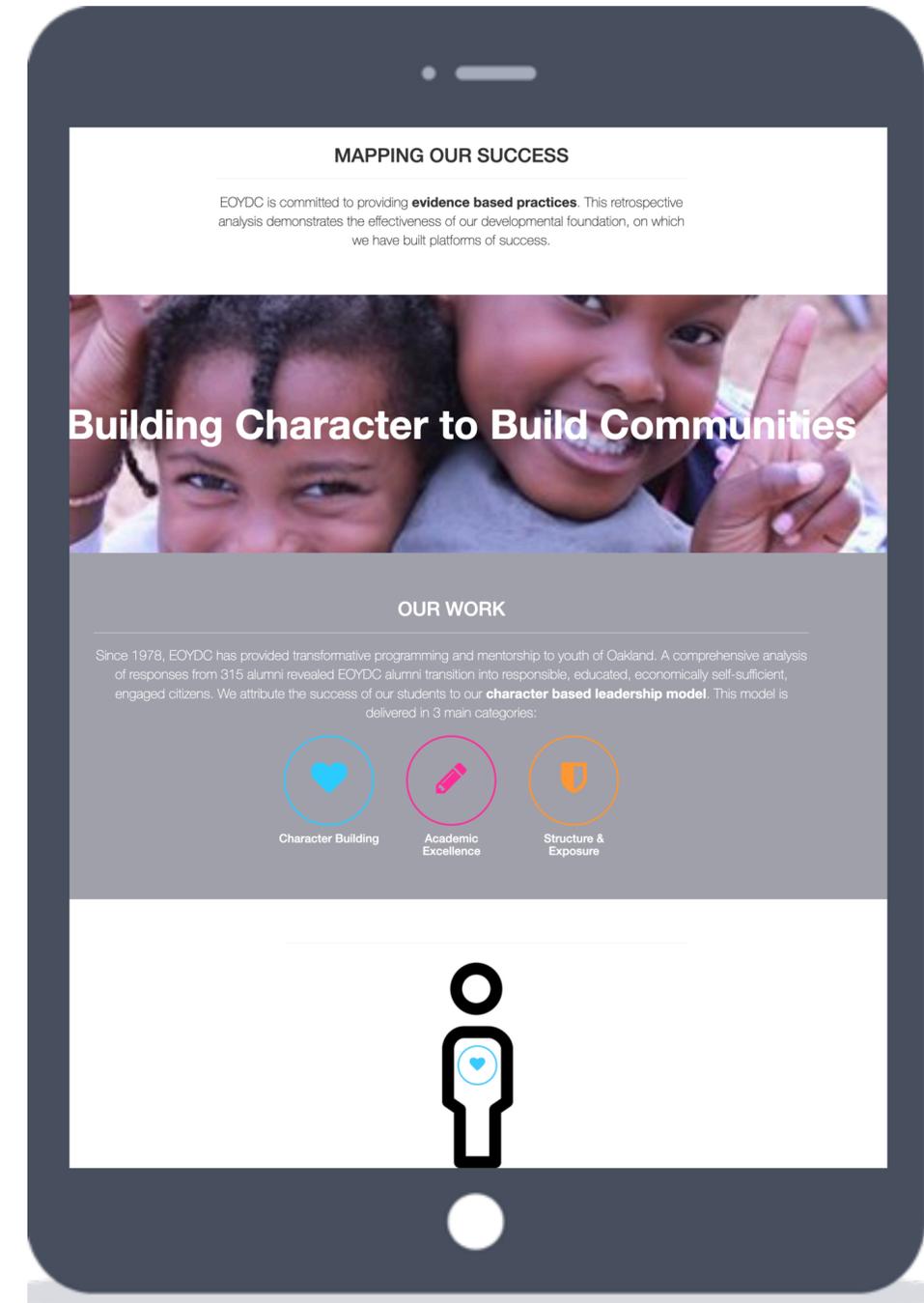
VALUE CATEGORIES

The biggest value provided to participants were delivered in 3 main categories - character building, academic excellence and structure & exposure.

MODERN TOUCHPOINT

The findings created a foundation for brand messaging that was used throughout the organization.

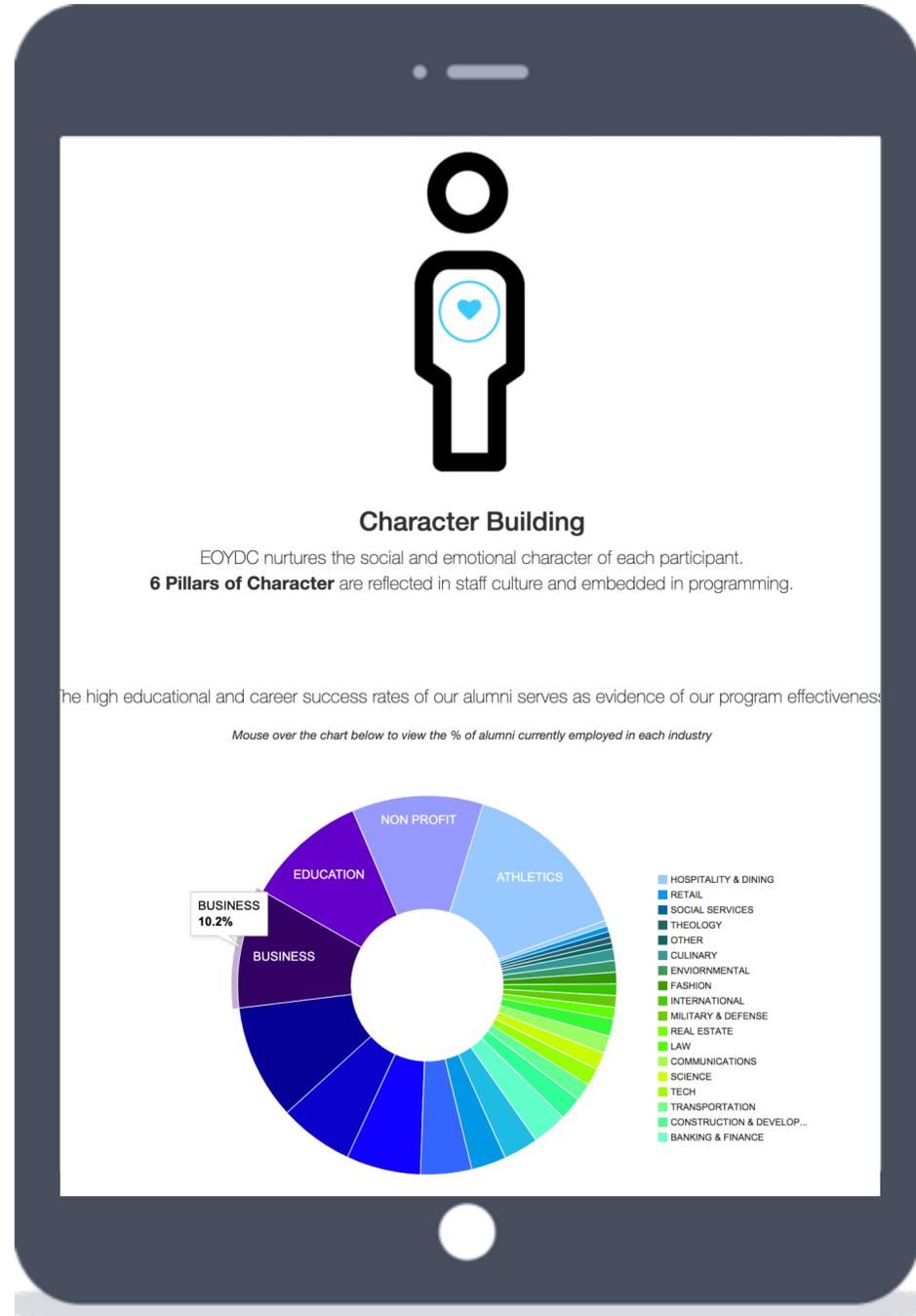
VISIT THE SITE



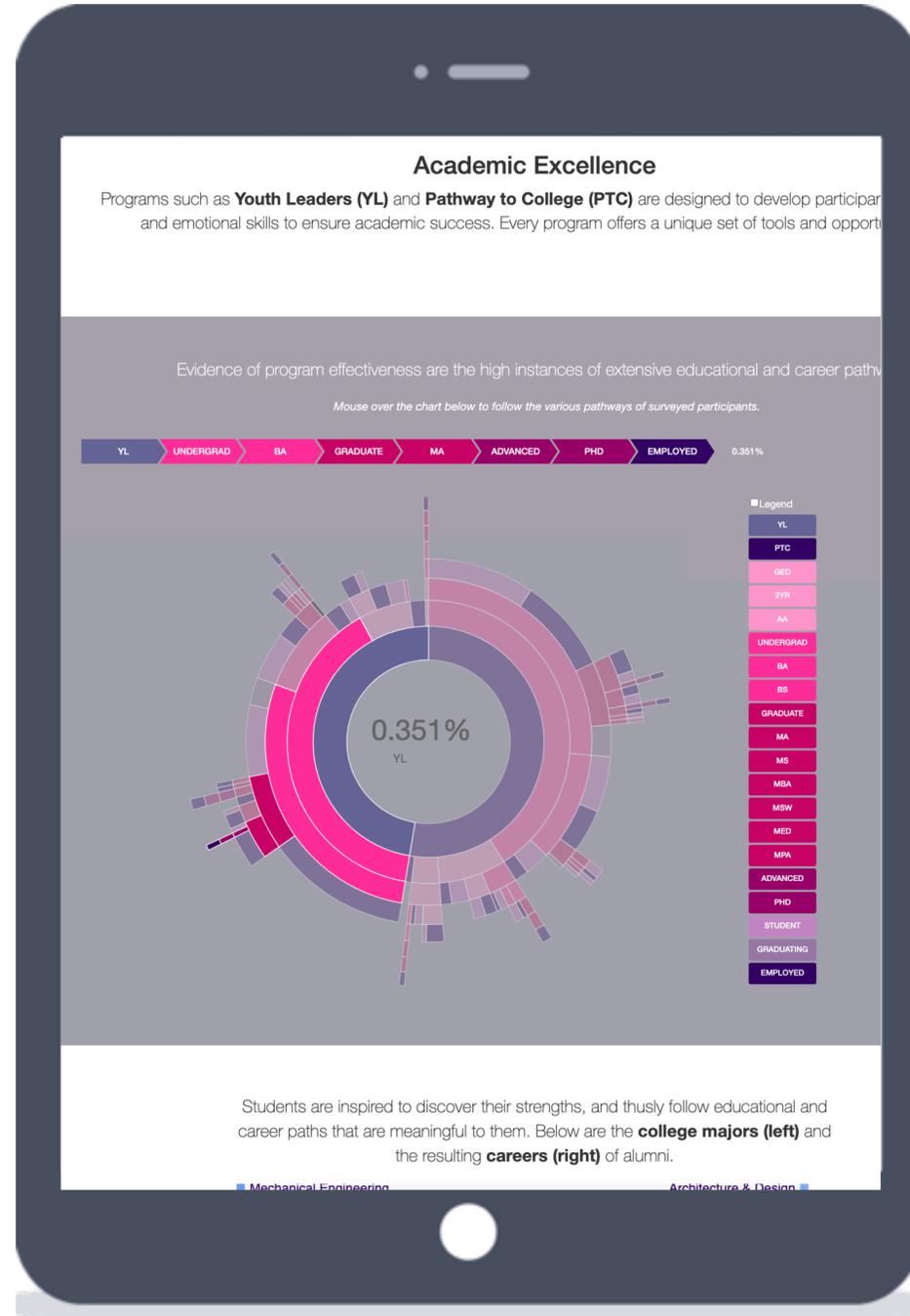
caraabrown.github.io/eoydcmappingproject/

DATA VISUALIZATIONS

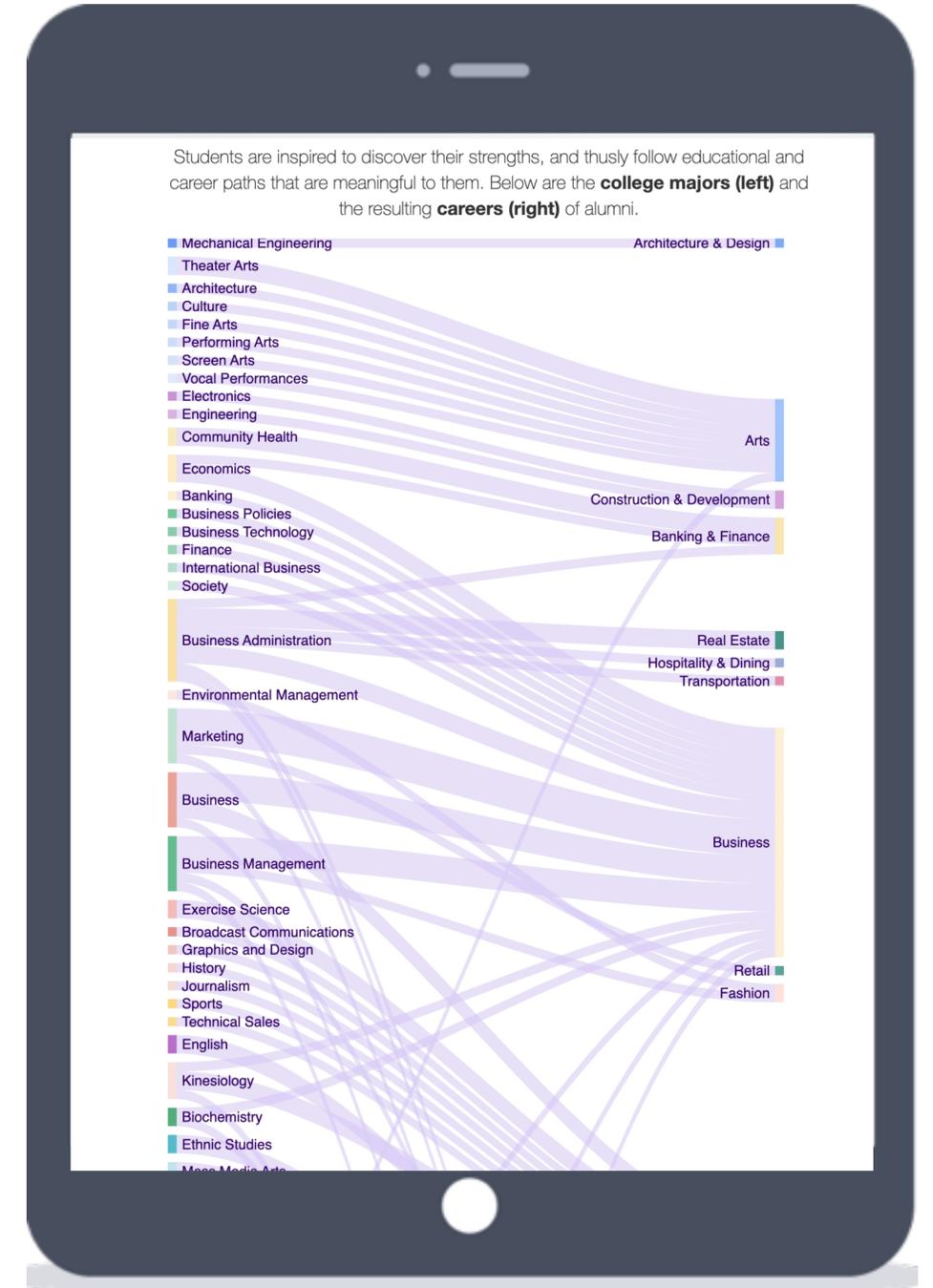
This interactive donut displays the % of alumni currently employed in each industry



Track the pathways of past participants from program participation to current career.



Discover the college majors (left) and the resulting careers (right) of alumni in this sankey diagram.



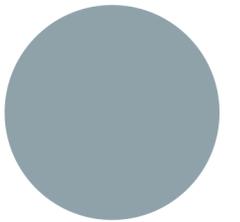
WELL DESERVED

WHEN PREPARATION MEETS OPPORTUNITY

Amazing Benefit

\$500K PROPELNEXT GRANT

I was invited to present my work for the highly coveted PropelNext grant panel during their evaluation of EOYDC. This project was the foundation for EOYDC's appeal for funding and a major contributing factor in obtaining this grant.



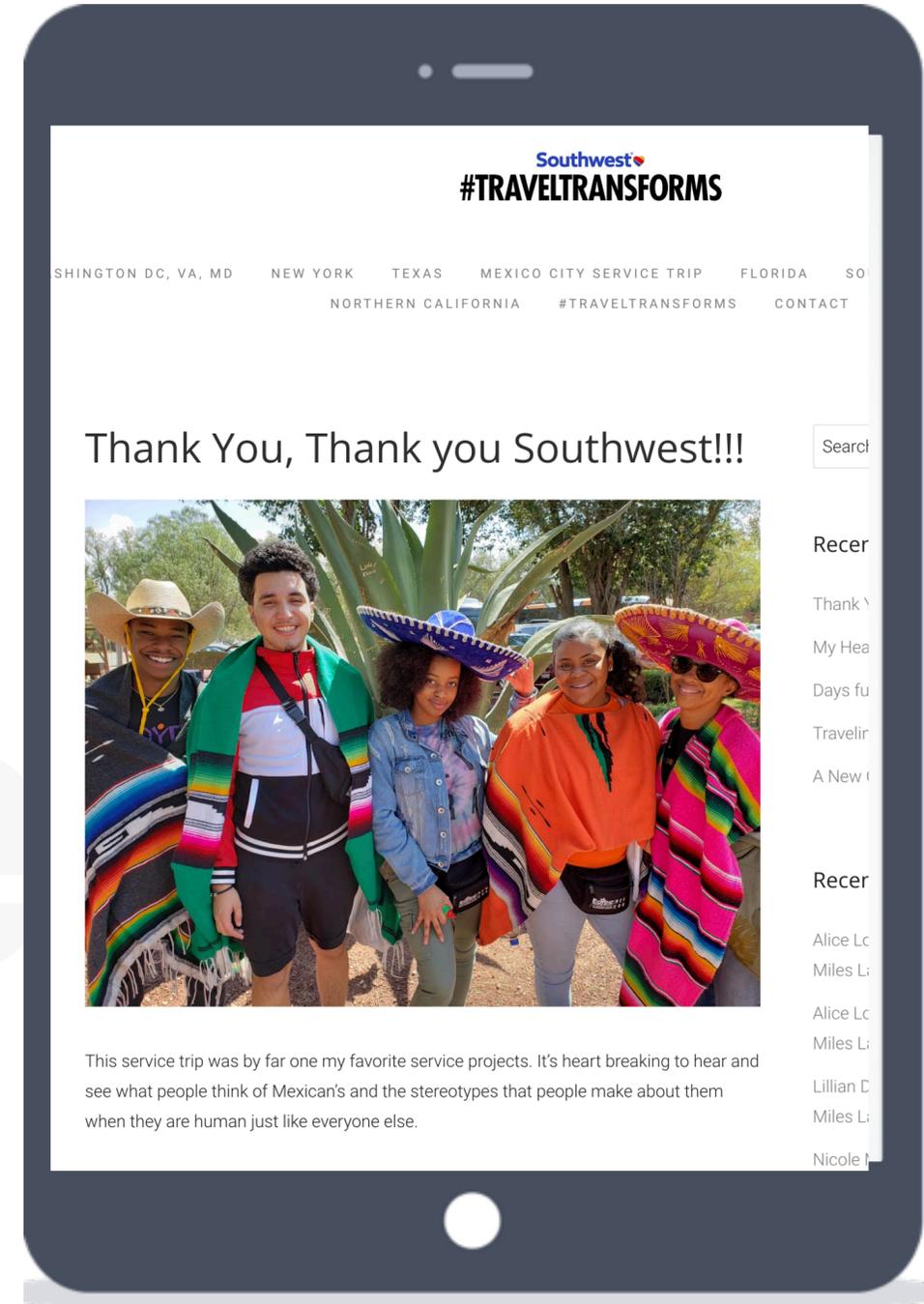
WHAT IS OFTEN HIDDEN FROM VIEW

Delightful Benefit

#TRAVELTRANSFORMS EXPANSION

The interactive map was such a hit that it inspired a spin off blog, Travel Transforms. I designed the blog to highlight student travels. Students were able to contribute as copy and photo editors as well. This platform strengthened the relationship with the partner sponsor, Southwest Airlines.

VISIT THE SITE



traveltransforms.eoydc.org

WHAT IS OFTEN HIDDEN FROM VIEW

Delightful Benefit

Grant Writer Tool

My research dashboard became a tool used by the grant writer to collect stats and data snapshots for grant applications and reports.

Tool : Google Sheets

