

Case Study:

New Settlement Apartments

| Summary

Challenge

New Settlement hired us to use metrics and analytics to inform their program, quantify their success rate, and provide results on client outcomes.

Process

We customized Salesforce to manage scalable program growth. We turned laborious data entry into click-of-a-button updates.

Results

In 6 months, we built a database that showed real-time outcomes and reduced data entry time by at least one full time employment per year.

*“(Yurgosky’s work) was always **ten steps beyond what I thought it would be.** “People really feel like it’s helping them do their day-to-day work, and they really felt heard during the process. **The possibilities are endless.**”*

Allison Palmer

Director of New Settlement’s College Access Center

Blow up

the filing cabinet

Transform the data and reporting practices of a non-profit that relies on over 5,000 paper files (and a ton of spreadsheets) to help serve underprivileged New York City youth. Use metrics and analytics to inform their programming, quantify their success rate, and provide real, meaningful data on client outcomes.

| The Process

*“We’ve **never** been able to track how involved people are in our program”*

Allison Palmer

Director of New Settlement’s
College Access Center

A program that helps thousands of low-income youth get on track for college. Those students have added up over the years, and Allison found herself regularly searching a myriad of spreadsheets as well as nearly 5,000 paper files just to produce basic reports.

“We’re a large organization that operates on a very small scale in terms of technology and staffing” Allison commented. “For twelve years, I haven’t been able to access data in the moment. I couldn’t come up with very basic things and, because we were growing so much, I wasn’t able to manage the data that we needed to collect.”

| The Process (continued)

New Settlement Apartments partnered with Yurgosky to build a custom-tailored Salesforce instance that would not only facilitate scalable program growth, but would also track class attendance, job retention, and — most importantly — show tangible outcomes for New Settlement's myriad of programs.

Together, New Settlement and Yurgosky analyzed NSA's program and reporting needs, and determined ways to replace the outdated system of file folders and spreadsheets. They focused on turning laborious data entry into click-of-a-button updates, and fine-tuning applications to track class attendance, academic performance, college admissions, and employment outcomes. Employing a quick-sprint iterative process, Yurgosky deployed feature after feature, focusing on real-time feedback from Allison and her team;

in just six months, New Settlement had a robust system that reduced staff data entry time by at least one FTE per year.

And **how's that working out?**

| The Results

*"This database is the **best thing that's ever happened to me.**"*

*"I'm not kidding! [Yurgosky] created more than what I asked for, and had **the knowledge base to elevate it to the next level.** It's better than what I imagined it would be."*

Allison Palmer

Director of New Settlement's College Access Center

| The Results

New Settlement now has a database that **shows real-time outcomes, logs class attendance, tracks client employment,** and has turned reporting from a **weeks-long ordeal into a one-click feature.**

Most importantly, it's freed up weeks of staff time to focus on better serving students. Yurgosky's work *"was always ten steps beyond what I thought it would be,"* Allison said. *"People really feel like it's helping them do their day-to-day work, and they really felt heard during the process. **The possibilities are endless.**"*

| The Team

NSA NEW SETTLEMENT APARTMENTS

A non-profit organization that not only provides income-based affordable housing, but also offers services to support the larger community. Focusing on mentoring youth and helping them find employment and gain access to college, NSA handles around 1,000 students per year.



YURGOSKY

Yurgosky is an expert strategy, analytics, and technology development company focused on serving nonprofit, higher education, and social enterprise organizations. Yurgosky leverages strategic insight and technology innovation to unlock the performance potential within organizations.

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