

# Language & Literacy Learning

## Empowering low-literacy and immigrant adults

By teaching adults the basic skills of reading, writing, speaking, and understanding English, the Literacy Council of Northern Virginia (LCNV) empowers low-literacy and immigrant adults to participate more fully and confidently in their communities.

Established in 1962, LCNV provides low-cost English language and literacy classes and prepares students for workforce entry through classroom, small group, and tutorial instruction.



### Challenges

- Outdated Microsoft Access Database prevented streamlined data entry and daily tasks for all literacy services required manual manipulation
- Database limitations caused significant amounts of duplicate data, hindering data clarity and reporting
- Teachers used paper to track student details (attendance, goals and progress), which required manual data entry
- Unable to efficiently manage volunteers due to manual tracking in spreadsheet-based process.
- Difficulty in tracking student, teacher, and volunteer history
- Donor tracking, prospecting, and fundraising efforts not fully integrated

### Project Highlights

#### **Using Higher Education Data Architecture (HEDA) and elements of the NPSP to accommodate Services and Cultivation**

- HEDA model incorporates Courses and Course Connections, Terms, Program Connections, and Enrollments to meet LCNV tracking needs
- Custom objects for Known Languages, Income, Course Hours, Student Goals, and Student Test Scores, complement HEDA to meet LCNV requirements

#### **Insight into Donations**

- Donations are now tied to the appropriate entity, enabling a clear view of an Organization's or Individual's donation history, cumulative reporting, and donor cultivation

#### **Said goodbye to paper**

- Salesforce Communities eliminated the use of paper to communicate classes and student rosters to teachers and provide an easy method for adding, tracking, and viewing course hours, test scores, and goals for each student

#### **Apps provide added value and critical functionality:**

- **Declarative Lookup Rollup Summary (DLRS)** is used to create rollup summaries for Program Start and End Dates, as well as for Donation totals and numbers for Donor Contacts and Organizations
- **GridBuddy** solved the requirement of easily entering class registrations as they are received from the field, as well as entering batch donations
- Online donations are integrated and acknowledged using **iATS**, which improves data consistency and reporting
- Manual donations are immediately acknowledged using a **Drawloop** button on the donation record to print the appropriate letter
- **Matching Gifts** enabled tracking partial soft credits, eliminating the duplicate donation dollars previously entered for individuals donating through an organization
- **Volunteers for Salesforce** is being used for volunteer recruitment, signup, and scheduling, eliminating the manual process for everyone
- **DemandTools** helped find and clean up duplicate data on both sides of the house (development and programs)
- **DupeBlocker** helps keep the database clean as records are entered

## Results

- Using Salesforce Communities has **decreased the amount of time** internal staff spends on communicating information to Instructors and Tutors
- LCNV is required to send data to a state database. The requirements change year-to-year, and typically states provide very little lead time for submission. In the past LCNV has barely made the deadline. With Salesforce implemented, **state-mandated data was easy to curate**, and LCNV **beat the deadline** by 2 days.
- Last semester, 418 students were enrolled in classes. Teachers would record class attendance in a Google Doc and then this data was re-recorded in an Access database. Now teachers enter information weekly through Salesforce Communities. With either two or three classes per week, a 12-week semester, and 418 students, **the new process saves 5,016 data entries per semester!**

The screenshot shows the Salesforce Communities interface for LCNV. At the top, there is a search bar and a user profile for LISA TRA... Below the navigation bar, there are tabs for 'Individual', '+ Follow', 'Edit', 'Update Individual', and 'Change Record Type'. The main content area is divided into 'DETAILS' and 'RELATED' sections. Under 'RELATED', there are three sections: 'Program Enrollments (0)', 'Course Connections (1)', and 'Test Grades (6)'. The 'Course Connections' section contains a table with columns for COURSE CON..., STATUS, RECORD TYPE, and COURSE OFFER... The 'Test Grades' section contains a table with columns for TEST GRADE A..., TEST NAME, TEST DATE, and SCORE. The 'Known Languages (2)' section contains a table with columns for KNOWN LAN..., LANGUAGE, IS NATIVE LANG..., and SPEAKING LEVEL.

Above

Left: Student record (Salesforce Communities)  
Right: Volunteer search

Right

Batch donations (GridBuddy)

The screenshot shows the Salesforce Volunteer Mgmt interface. At the top, there is a search bar and a navigation bar with tabs for 'Home', 'Volunteers Help', 'Volunteers Wizard', 'Shift Calendar', 'Find Volunteers', 'Engagements', 'Volunteer Jobs', 'Volunteer Shifts', and 'Volunteer Hours'. The main content area is titled 'Find Volunteers' and includes a 'CHOOSE CRITERIA' section with various filters for Volunteer Status, Jurisdiction, Years of Education Completed, Current Employment Status, Certification / Degrees, Skills, Volunteer Interests, and Availability. Below this is a 'VOLUNTEERS' table with columns for FULL NAME, VOLUNTEER STATUS, JURISDICTION, YEARS OF EDUCATION COMPLETED, CURRENT EMPLOYMENT STATUS, CERTIFICATION / DEGREES, SKILLS, VOLUNTEER INTERESTS, LAST VOLUNTEER DATE, AVAILABILITY, and VOLUNTEER LAST. The table shows one active volunteer from Alexandria City who is currently working full-time and has an advanced degree in education.

The screenshot shows the GridBuddy interface. At the top, there is a search bar and a navigation bar with tabs for 'Home', 'Grids', 'Grid Wizard', 'Getting Started', 'GridBuddy User Guide', and 'Buy GridBuddy'. The main content area is titled 'Accounts with Contacts and Opps | Accounts' and includes a 'New', 'Save', 'Refresh', 'Read Only', 'Mass Update', 'Filter', 'More', and 'Show...' menu. Below this is a list of accounts with columns for ACCOUNT NAME, PARENT ACCOUNT NAME, ACCOUNT TYPE, OWNER, and LAST MODIFIED DATE. The list shows three accounts, each with a dropdown menu for 'Individuals (1) New' and 'Donations/Grants (0) New'. The accounts are associated with the contact Steven Cornell (Dyans) and have a household type and LCNV Fiorita as the account type.

