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Dallas Afterschool Improves The Quality Of Afterschool And Summer Programs In Their Community

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- Benefit from existing Salesforce investment to deliver critical program information to parents in real time
- Capture community-related information from providers outside of programs
- Search programs based on specific needs and criteria
- Offer visual of program locations to help parents find nearby programs and help the organization identify gaps

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- Salesforce Nonprofit Starter Pack set the stage for systems expansion
- Custom Force.com Application using VisualForce integrated with geo-mapping functionality from Google Maps as a flexible, scalable web solution

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- Quick launch of community-focused program locator
- Generate thousands of page views from parents in need, serving the organization's mission
- Identify gaps in childcare resources quickly and effectively
- Communicate with programs throughout the county, opening up conversation about community assets
- Increase quality afterschool seats where they are needed most

“The locator tool has allowed us to identify gaps in childcare resources in our community quickly and effectively. Armed with this information, we are equipped to increase quality afterschool seats in areas where families and children need them the most.”

- Christina Hanger, CEO of Dallas Afterschool

Surface Salesforce Data to Meet Community Needs

Dallas Afterschool was working hard to ensure and improve the quality of all afterschool programs being delivered in the Dallas area. Programs were improving all around, but they realized they needed a way to deliver quality afterschool program information to parents in their community. The community lacked a resource that was user-friendly and would enable parents to find accessible after-school programming that met their needs.

They wanted to leverage their existing investment in Salesforce.com where they had critical information that could be made useful to a parent in their quest to find child care. In addition, they desired a way to capture additional community-related information on after-school and summer programs for hundreds of providers that weren't a part of their programs.

Locations and Visuals to Serve Parents

Build an Interactive Site Based on After-School Program Data Already Existing in Salesforce

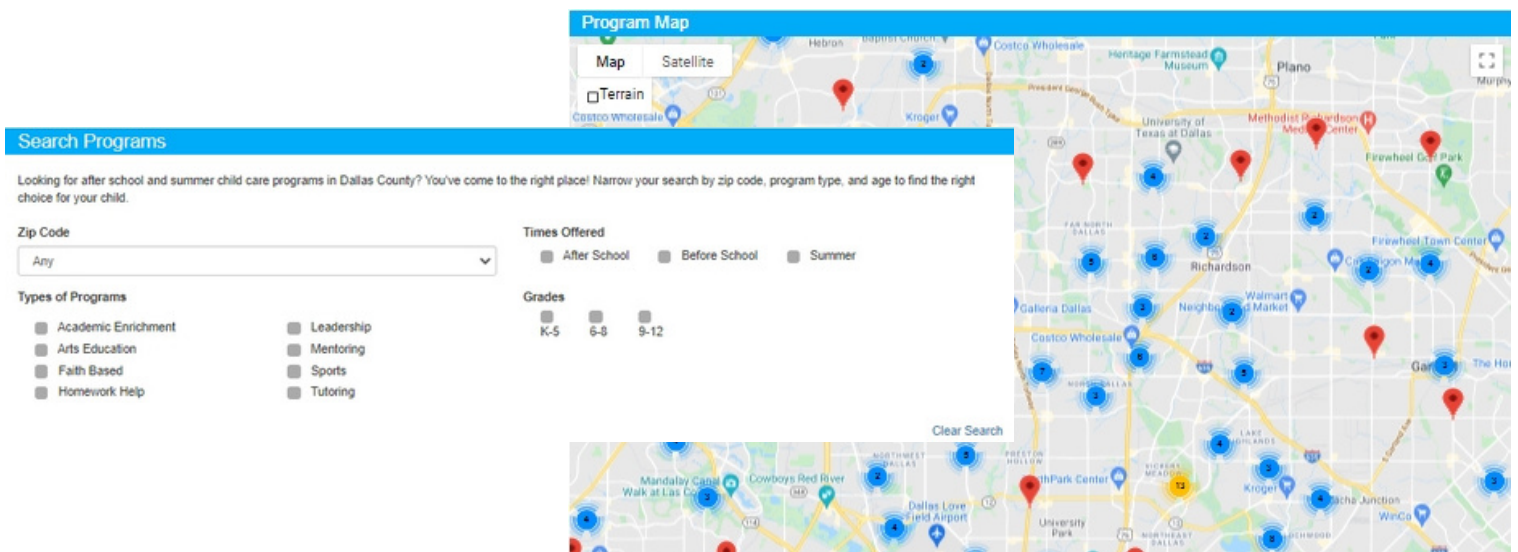
Dallas Afterschool evaluated a number of web-based solutions but chose the Force.com cloud platform for its flexibility and extensibility. We built a mobile-ready Force.com site using VisualForce that is able to pull data from Dallas Afterschool's Salesforce instance in real time.

Parents can now access a public website to search by program type, zip code, grade level and time. Search results contain basic information that is maintained by Dallas Afterschool, helping parents make more informed decisions to enrich the lives of their children.

Engage Potential Speakers via an Interactive Volunteer Sign-Up System

During the discovery phase, it was made clear that location was a critical factor for parents when evaluating different after-school programs. To address this issue, we wanted to provide a clear visual of where afterschool programs are located in the Dallas area.

We integrated a third-party app with Salesforce and Google Maps to embed a map showing each program location that is also available on the program finder website. Now, not only can parents conduct a search using zip codes, but they can also move and click around on the map to find different offerings.



Popular Resource for Parents, Key Insights for Organization

Parents in the Dallas area now have an easy-to-use, mobile-ready site that provides up-to-date, searchable information on quality afterschool programs in their area. As Dallas Afterschool's CEO says, **"The terrific thing about it is that it's easy to use and we can track experiences via google analytics."**

Soon after launching the site, there were thousands of page views. With the easy-to-use Program Submission forms that integrate new submissions from program providers directly into Salesforce.com, Dallas Afterschool now has information related to hundreds of providers that are available to the public on the site.

In addition to being a useful resources for parents, the locator tool also provided an important visual for Dallas Afterschool's CEO, Christina Hanger: **"The locator tool has allowed us to identify gaps in childcare resources in our community quickly and effectively. We can link it to a geocode system and graphically show people where there are program deserts for after school and where there is capacity. This gives us a way to communicate with programs throughout the county, and it opens up an ability to talk about what kind of assets our community has. Armed with this information, we are equipped to increase quality afterschool seats in areas where families and children need them the most."**



<https://dallasafterschool.org/>

Dallas Afterschool informs, trains, supports and evaluates afterschool sites that serve low-income youth in the Dallas area. Their goal is to help local afterschool sites achieve national quality standards for the benefit of the children they serve.

Dallas Afterschool is driven by research that shows the benefits of quality afterschool programs. High-quality programs have been shown to:

- Keep children safe between the hours of 3 and 6 pm when juvenile crime triples and children are much more likely to be victims or perpetrators of crimes like shoplifting, bullying, vandalism, as well as risky behavior like alcohol and drugs
- Help working parents - national research shows that parents miss an average of 8 days of work per year due to lack of reliable, high quality out of school time care
- Help children learn social and emotional skills they need to thrive and be successful in life
- Improve children's school attendance, behavior, grades and test scores