ALUMNI RELATIONSHIP MANAGEMENT SYSTEM
Engaging communities

CONTEXT
Seattle Youth Garden Works (SYGW) empowers homeless and underserved youth through garden-based education and employment.

PROBLEM
SYGW did not have any formal way of contacting their alumni, which impacts the ability of the program to continue supporting the youth and to evaluate their longterm success.

SOLUTION
A two-way communication strategy supported by a mix of unified media efforts that relies on generating and maintaining engagement.

HOW WE DID IT
✓ Stakeholders interviews
✓ Requirement analysis
✓ Process modeling
✓ Implementation in partnership with Salesforce consultant

IMPACT
✓ Evaluation of program success
✓ Tool to continue supporting alumni after graduation

ACTION
Organization provides useful information

MEDIA
Organization receives alumni information

OUTCOME
Alumni keep engaged
Alumni more willing to stay in touch

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