FINAL PRESENTATION

Alisa's

Angels

NOVEMBER 2020

Our Team

BCOM Warriors

Agenda

01 Data Collection: Why?

02 Branding

03 Logo

04 Recommendation

05 Timeline

06 Q&A-Moving Forward

Data Collection: Why?

New Application questions

Web-Traffic Data

New Application Questions

What is your Preferred Gender?

- Cis-Male
- Cis-Female
- Trans-Male
- Trans-Female
- Non-Binary

What race/ethnicity do you identify with?

Have you submitted a FAFSA?

If so please link your SAR as well as the College you plan on attending.

How did you find out about the organization?

What is your religion? If none apply please answer N/A

Data Collection | Branding | Logo | Recommendation | Timeline

Google Analytics

62% of non-profits are not capturing data on user behavior while on the website

- Google Analytics is free to use
- Very low time commitment required
- Enables tracking of website engagement through conversion goals
- Easy to use, and easy to implement

Cookies

- 99% of users ignore and accept cookies warning
- Most users do not understand cookies

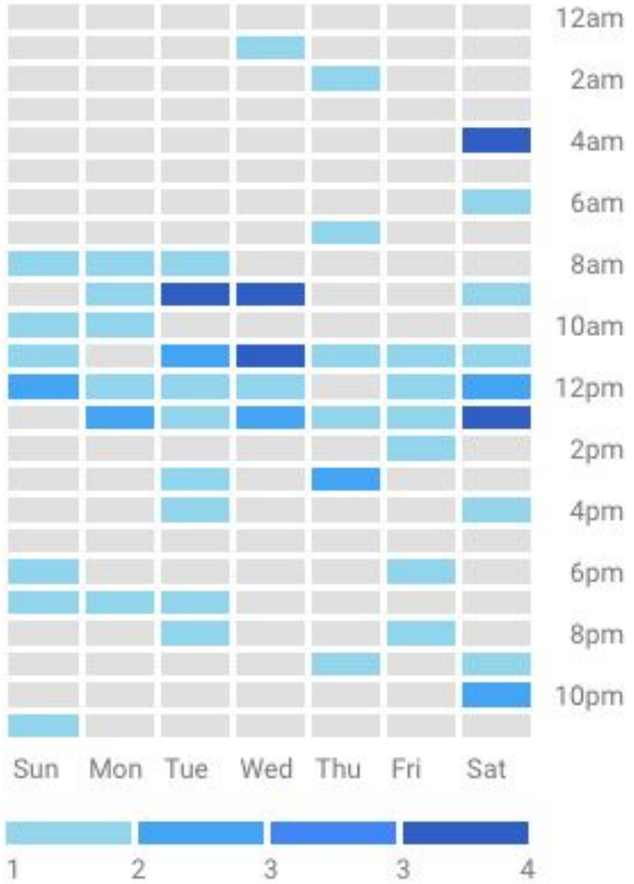
Large non-profits utilizing cookies

- St Jude's
- American Heart Association
- Buick-Achiever's scholarship
- UNCF Organization

Users
115
↑62.0%
Sessions
168
↑80.6%
Bounce Rate
73.21%
↓11.6%
Session Duration
1m 29s
↓24.1%
20
15
10
5
0
01
Sep
01
Oct
01
Nov
Last 90 days
AUDIENCE OVERVIEW

When do your users visit?

Users by time of day



Where are your users?

Sessions by country

What are your top devices?

Sessions by device

Desktop

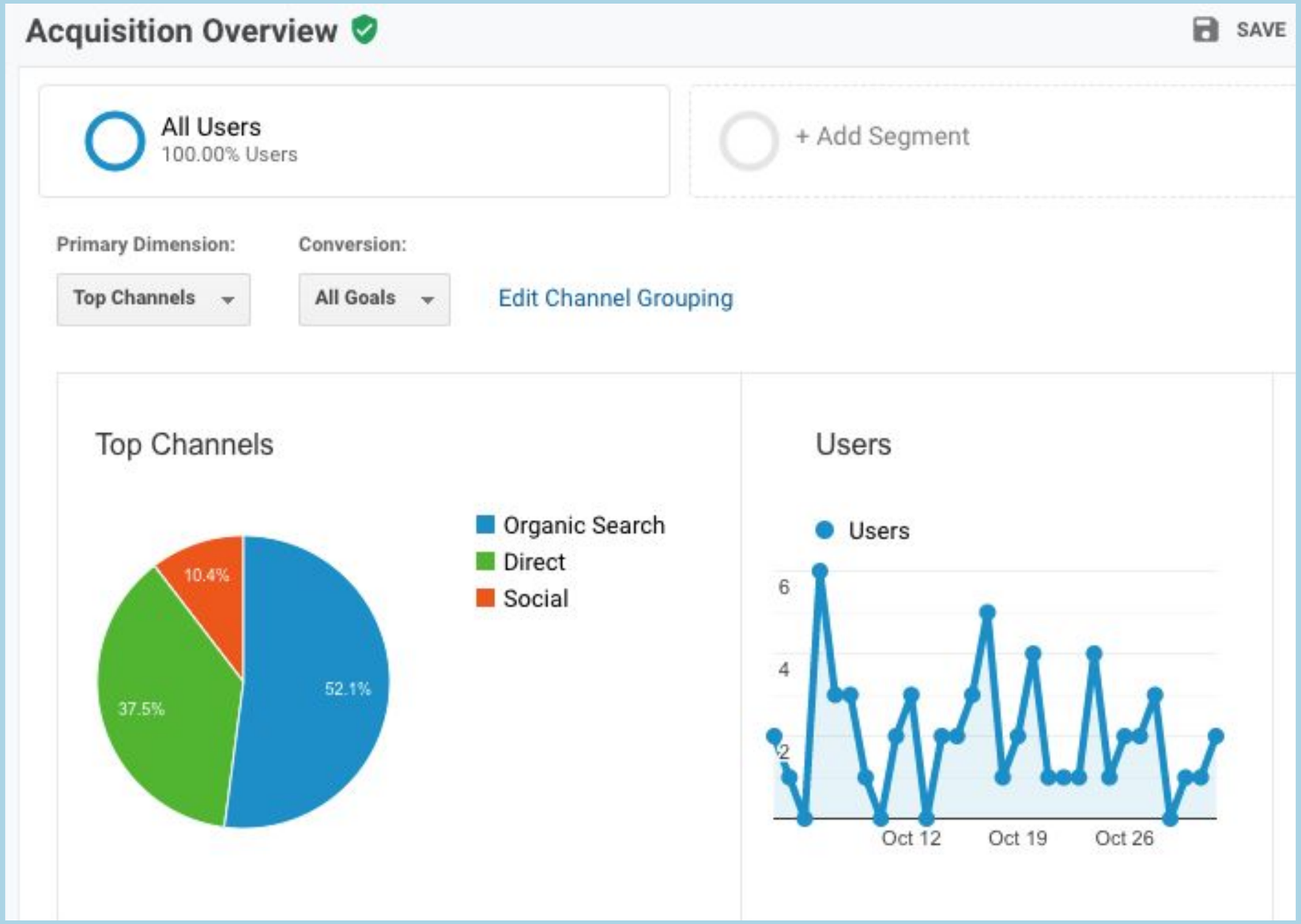
69.2%

↓ 10.0%

Mobile

30.8%

↓ 42.9%


Acquisition Overview
SAVE
All Users
100.00% Users
+ Add Segment
Primary Dimension:
Top Channels
Conversion:
All Goals
Edit Channel Grouping
Top Channels
Organic Search
Direct
Social
10.4%
52.1%
37.5%
Users
Users
6
4
Oct 12
Oct 19
Oct 26

Google Analytics

Data Collection | Branding | Logo | Recommendation | Timeline

Branding

Neutral Colors

- **Neutral Fonts:** Times New Roman
- **Neutral Color:** Teal, Green, Orange
- Imagery of Men and Women

Religious Bias

- Cross synonymous with Christian faith
- Benefits of Secular Alignment
- Good for Social change organizations
- Increased Diversity within organization

Analysis

- Specific and targeted data collection on scholarship applicants is essential
- Google Analytics' price is right (free), easy to implement, and can provide valuable insight on customer behavior.
- Unintentional bias related to color and religion can skew an organization's applicant pool

Recommendations

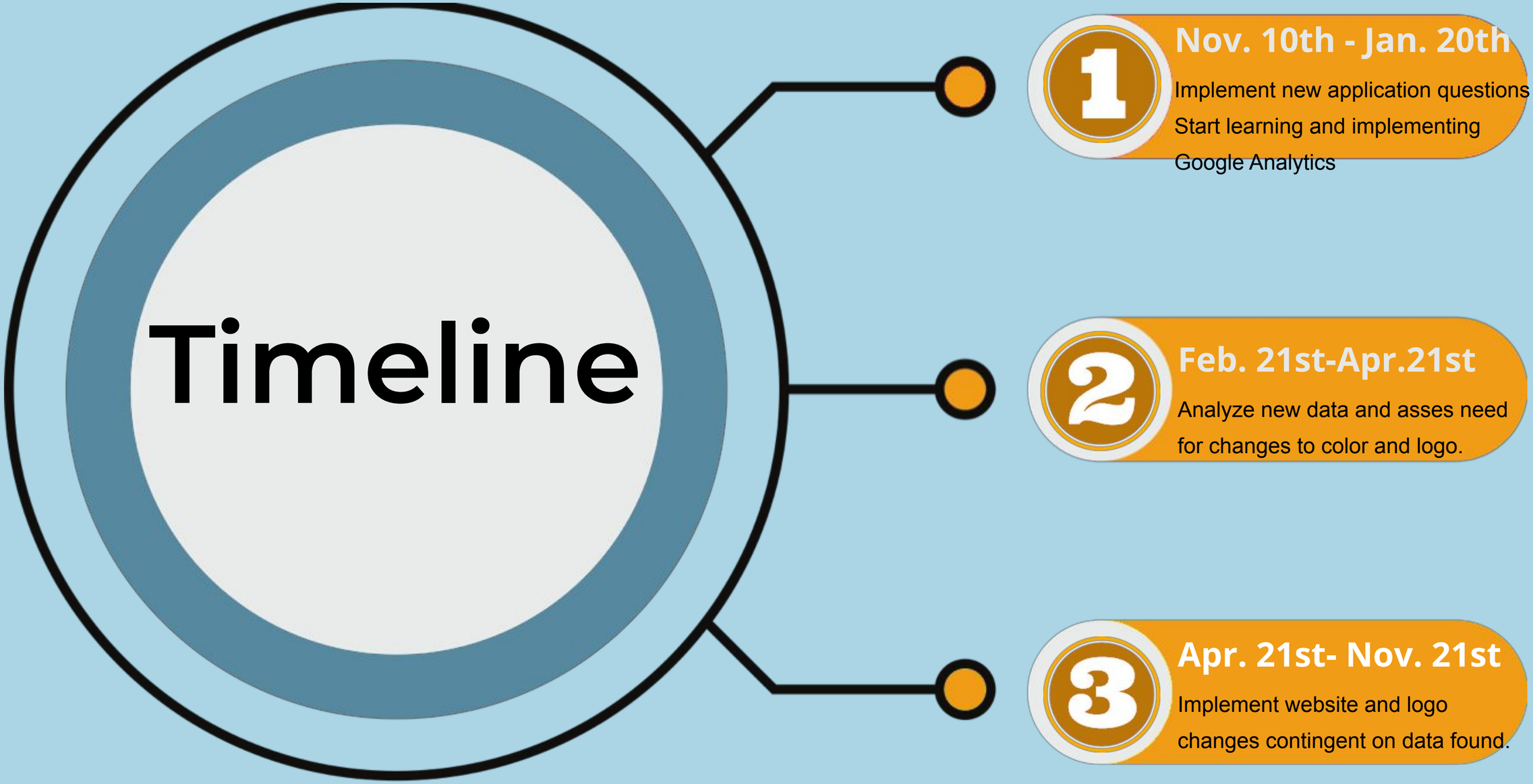
Data Collection

- New Questions into application
- Google-Analytics for data tracking

Color and Logo

- Website color changes to Teal, Orange, and White
- Logo changes to male and female doing community service

Timeline



1 Nov. 10th - Jan. 20th

Implement new application questions
Start learning and implementing Google Analytics

2 Feb. 21st-Apr.21st

Analyze new data and asses need for changes to color and logo.

3 Apr. 21st- Nov. 21st

Implement website and logo changes contingent on data found.

Implementation and Cost

Google Analytics

- Implementation time (8-16) hours
- Suggested time would be 2-4 hours per week for 1 month

Website and logo redesign

- Logo Generator ($0-$50)
- Visual Designer ($300-$500)
- Website ($1000-$2500)

QUESTIONS?

Contacts- Email List

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