

Center For Community Change

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Nonprofit

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BACKGROUND

Center for Community Change (CCC) is a Washington DC based non-profit entity that helps progressive grassroots organizations to build effective systems through which they can change their communities and public policies for the better. From the very beginning, the Center's purpose has been to help establish and develop community organizations across the country "... to bring attention to major national issues related to poverty," and "... to help insure that government programs are responsive to community needs."

PROBLEM STATEMENT

CCC provides campaign support to many progressive organizations. The support includes generation of targeted voter lists and preparation and distribution of issue fliers and documents. Access to data and management of data has always been a problem. However, in the recent years, access to data has become easier than in the past. Ironically, however, this made CCC operations much more complex. The ad hoc processes for generating and distributing lists and fliers became hard to manage as the field organizations stepped up targeted efforts and issue-related activities.

CCC clearly faced a scaling problem where handling 25 organizations and supporting their needs during the 2006 campaign season appeared impossible.

ISI SOLUTION

ISI was engaged by CCC with a very short time frame to implement a system to automate parts of the overall workflow. As a part of the project, ISI basically overhauled the entire workflow by building an interactive online platform and numerous adapters to handle data from all sources.

The system called the 'Civic Engagement List' (CEL) was used effectively by all field organizations, and will continue to support CCC during campaign seasons in

the future. Currently, CEL will allow CCC to scale enough to handle 5 times the current load.

One of the key aspects of CEL that made it effective was the fact that a significant amount of work was decentralized. ISI focused more on integration of the field activities through adaptors that exchanged data over standardized transfer channels and formats.