

# BUILDING A BETTER AFTERSCHOOL EXPERIENCE: DALLAS' DIGITAL INNOVATION WITH SALESFORCE

Salesforce

Sales Cloud

Service Cloud

Heroku



Dallas Afterschool works to level the playing field for children of all races and economic backgrounds by informing community stakeholders, supporting afterschool and summer programs and their staff members, and coordinating community resources. Dallas Afterschool envisions a community with the resources and the will to provide impactful learning beyond the school day for all children.

**40+%** increase in website traffic

**15+%** increase in registered programs

**20+%** increase in attendance

**25+%** increase in operational efficiency

## Challenges:

- Dallas Afterschool faced the challenge of connecting parents with high-quality afterschool programs that met their children's needs due to a fragmented and inaccessible program landscape.
- The organization struggled to accurately and efficiently track student attendance across multiple afterschool programs, hindering program accountability and operational efficiency.
- Dallas Afterschool lacked the ability to effectively utilize data to measure program impact, inform improvements, and demonstrate program value to stakeholders.



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

## KMS Impacts:



We built a mobile-friendly web application using Salesforce's platform. This application pulls real-time data from their Salesforce instance, allowing parents to search for programs by type, location, grade level, and time. This empowers parents with easy access to information and enables them to enrich their children's lives.



By integrating with Google Maps parents can not only conduct a search using zip codes, but they can also move and click around on the map to find different offerings.



We developed a mobile attendance app using the Heroku platform to streamline attendance tracking and empower teachers to efficiently monitor student participation.



By leveraging Salesforce reporting and Google Analytics, Dallas Afterschool has gained critical insights to optimize program performance, enhance student outcomes, and make data-driven decisions.



Sales



Service



Sites



## Other Technologies Used:

