

## EXECUTIVE SUMMARY

The Chicago Housing Authority (CHA) in an effort to replace their spreadsheets and standalone databases as their method to maintain resident data implemented the Salesforce application. Salesforce is a web-based Customer Relationship Management (CRM) application. This application is used as a central repository tool to maintain primarily "10/1/99" resident data by Service Providers and CHA staff.

The "10/1/99" population consists of public housing residents that were identified during the developmental stage of the CHA Plan for Transformation as being associated with a property covered by an existing redevelopment commitment or in an advance planning stage. The Plan for Transformation, approved by the CHA's Board of Commission on January 6, 2000, provides for the rehabilitation or redevelopment of approximately 25,000 public housing units (information obtained from The Chicago Housing Authority website located at <http://www.thecha.org>).

The Division of Resident Services at CHA utilizes data to make sound, data driven decisions as it relates to allocation of resources and program delivery. Determining the relevant data for the purpose of review and analysis is a strategic and essential process aimed to assist the Division to achieve their goals.

The UIC Capstone Team, in a consulting capacity, assisted the Resident Services Division of the CHA to identify unmet reporting needs, specifically for Youth and Young Adult residents within Salesforce for the Community Development and Support Department. The Youth Opportunity Program is a new program in the Community Development department. At the onset of this project, there was only identifying information relating to the targeted populations of Youth and Young Adults. Now, the customized reports created by the UIC Capstone Team provide the Resident Services Division with a baseline of data for the targeted Youth and Young Adult populations within Salesforce. However, the data available in Salesforce is limited, potentially due to linkage issues or quantity and quality of data, and subsequently, all reports must be utilized with that knowledge. Nonetheless, the reporting developed by the UIC Capstone Team provides a template by which data can be captured and analyzed for greater empirical value in the future.

To visualize specified information within the database, the CHA uses the Dashboard system. Dashboards are created from custom source reports created within Salesforce and visually illustrate information on resident status within the agency such as employment, education, school name, housing eligibility, and housing status and type. In essence, it is a compilation of data sets about specified custom reports. The compilation of these data sets will provide the Resident Services Division a snap shot of selected information as well as decrease the amount of time it takes to gather relevant data. It will also decrease the amount of time and effort taken to create departmental reports on housing status, personal information, and various demographics, therefore increasing man hour efficiency.