

# Supplemental Materials for Revamping the Customer Relationship Management System for the Somali Youth Development Resource Centre (SYDRC)

An Interactive Qualifying Project  
Submitted to the Faculty of  
Worcester Polytechnic Institute  
In partial fulfillment of the requirements for the  
Degree of Bachelor of Science

By  
Matthew Dzwil  
James Hammel  
Bradley Markiewicz  
Matt Worzala

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Submitted to:  
Dominic Golding  
Lorraine Higgins

Sponsor: Somali Youth Development Resource Centre (SYDRC)

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# Supplemental Materials

## SM-A: The Development of the Somali Community in London

Britain and Somalia have a long history together – part of Somalia was a British Colony known as “Somaliland” until it gained independence from Britain in 1960 (Janzen, 2021). Somalis have been migrating to Britain for over one hundred years. The first wave of Somalis settled in the capital after they were recruited to fight for Britain in World War One. In the 1980’s Somalia went through a civil war, causing another large wave of Somalis to immigrate to the United Kingdom (Open Society Foundation, 2014). Within the UK, many Somali immigrants have settled in London, within the boroughs of Brent, Tower Hamlets, and Camden. The 2021 England and Wales Census does not distinguish among ethnic groups from Africa, so it is difficult to find estimates of how many people of Somali heritage are living in Camden today. However, one report estimated that between 6,000-8000 Somali-born British citizens were living in Camden in 2007 (Open Society Foundations, 2014). In 2020, Somali was the third most widely spoken language in Camden schools, with 1,250 speakers (Camden Profile, 2022).

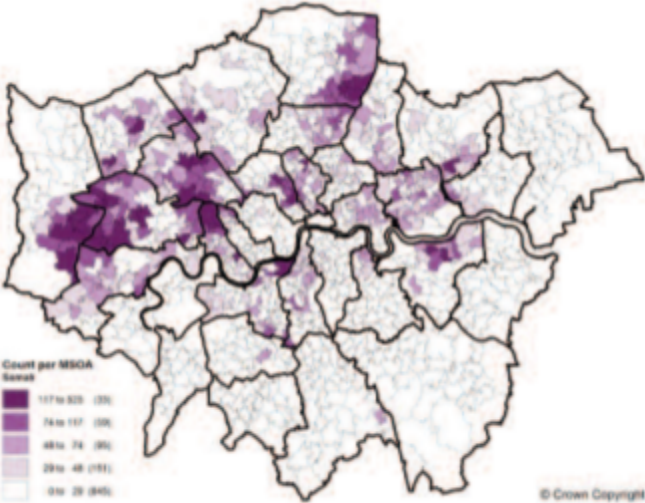


Figure 1: Distribution of Somali-Speaking People in London (Ahn et al., 2010)

## SM-B: Another Case Study

In another study done on a large, service based non-profit, Kelly Grattan researched what went wrong with their CRM implementation. Three years prior to the study, the organization tried to implement a CRM but gave up due to a lack of results. At the time of the study, the organization attempted to find another CRM but failed to close a deal. In order to avoid the pitfalls of this organization, she offered a list of critical success factors:

- Implementation Approach: Do not make the process too fast. It is important to be flexible to make adjusting to unforeseen circumstances easier.
- Metrics: Understand what the end goal of the CRM implementation is for staff and customers.
- Adoption and Buy in: Making certain that all portions of the staff are on board is guaranteed to make an easier implementation of a CRM.
- Project Management: There must be a leader of the group to keep the goal in focus and everyone on track.

Implementing these strategies can contribute to a CRM that allows a nonprofit to gather more funding with more informative performance metrics. More funding can be reinvested throughout the organization to support the community with more programs that cater to the main goal of the nonprofit (Grattan, 2012).

## Appendix A

We received IRB Exemption for this Survey.

### **SYDRC Views Wishlist: Survey Script**

Please feel free to add anything that you find frustrating, takes too much time, or anything else. The form can be filled out as many times as desired.

Name?

Department?

Please describe any issues in Views or any wishlist items you would like to see.

# Appendix B: Proposed Gantt Chart Schedule for the team in London

Objectives/tasks	Week 1							Week 2							Week 3							Week 4							Week 5							Week 6							Week 7						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49
Identify best practices																																																	
Background Research																																																	
Interview Views Developers																																																	
Interview nonprofit users of Views																																																	
Determine design requirements																																																	
Survey staff																																																	
Survey clients in SYDRC																																																	
Draft interview script																																																	
Pilot test/revise script																																																	
Interview and observe Staff																																																	
Transcribe interviews																																																	
Code & analyse content																																																	
Design/Test updated software																																																	
Update software																																																	
Pilot test/revise updates																																																	
Final Interview with staff and clients																																																	
Analyse results																																																	
Develop and Implement Staff Training																																																	
Develop Training Materials																																																	
Conduct Training Tutorials/Workshops																																																	
Prepare report & recommendations																																																	

## References

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