

Eldorado Case Study (Spring 2017) Udorami.com



Background:

Eldorado High School is one of the largest high schools, with over 2000 students in the APS school district. Every year, their teachers and administrators face shortfalls in supplies for the classroom, for students in need, and for projects like the academic letter project. One of the ways they work to address these shortfalls is through the Eldorado Parent's Organization (EPO). This small but dedicated team works with teachers and administration to annually collect lists of needed items. Historically they've shared these lists via the monthly Eldorado high school newsletter.


Procedure:

This year, with APS's blessing, we took a different approach. We worked with the EPO and teachers to compile the lists in March (late in the school year). Items on the 3 lists comprised represented almost \$9,000, and included both basics and specialty items. We are treating the application as a minimum viable product and worked to solve problems for the community, contribute to an area of need, and also learn more about what the customer requested.

On March 27th, after a mention of EPO in the newsletter, the lists received 27 clicks through the school's EPO website day of publication, with continued traffic throughout the remainder of the school year. It received secondary bumps with every newsletter published. Every interaction with EPO staff has been positive. They appreciated the pictures, the direct links to the products and the printable lists so they could still hand them out if needed. In my interview with Toni Harstead – EPO supply closet owner, it's been estimated that an extra \$300 worth of supplies have been donated to the closet- thanks to the simplicity of the Udorami button to create the lists, and of being able to share the online links from both websites and newsletters.

Feedback:

To get the entire teacher and parent population on board, 3 changes need to be made to expand the user base:

- 1) Make creating a login very very simple – FB or something similar - **On Jamii's short list**
- 2) Make sharing lists much easier – bulk upload of credentials instead of manual login so that they can share directly with the 2000 person email list for the school. **Added ability to easily create link, or email non-member, friend or circle.**
- 3) Make it an Application in the Apple store. -  **In contract with local company, Noventum**

Eldorado post on website:

DONATIONS NEEDED!

Eldorado Parents Organization is asking for your help. As the school year starts to wind down, please consider going to one of the wish lists below and contributing an item or two to our organization. We are partnering with a local startup – www.udorami.com – to share the wish lists with our parents and partners. **Login encouraged but not**



required. Please choose a list and donate an item or two for our teachers and staff. After you've purchased it, mark it, and send it to the school office clearly labeled "ELDORADO PARENT ORGANIZATION", so we don't double purchase! We've included links to make it easier to purchase (the pictures and links help) but you're not required to buy from these stores. For more information about how to use the Udorami application to make your own lists, please start [here](#).

- Link to the [EPO Classroom Supply List](#) - supplies for our teachers that budgets aren't covering
- Link to the [Academic Letter List](#) – Honor our students for their academic accomplishments!
- Link to the [Eagle Closet](#) - Help our kids in need!

Thanks, your EPO staff. Let's finish this year right!

Atrisco Heritage Academy HS Case Study (Fall 2016/2017)

Background:

Atrisco Academy is also one of the largest high schools, with over 2000 students in the APS school district. Every year, their teachers and administrators face shortfalls in supplies for the classroom, and especially for students in need. Their family center works extra hard to meet some basic needs for students as well as classroom needs for teachers. We have set up several lists for them and their teachers have figured out, themselves how to create and send lists.



Procedure:

We gave a couple five minute presentations to the faculty during their staff meetings just before the end of 2016. A few teachers signed up and two teachers made lists. We needed the work done from Eldorado's experience to get the site working better so we could find those lists. Donations were made by a local company, and presented at the end of the school year (spring 2017)

In the fall of 2017, a further introduction and demonstration meant even more teachers signed up. One even texted a link of her list to us...for more classroom donations. Now the family center has a few lists and received donations of clothing. Christmas means food, including turkey and ham. They are able to help with non-perishables, but are now seeking turkeys and hams in the final week of school. More instruction and linkage with donor partners is needed. **For a look at some of the lists they have, go to [udorami.com](#) and scroll down to the "List We Love" area. Click on the title under each picture. Or, under "Lists", search [Holiday Food Boxes](#) or [Jaguar Clothing Closet](#)**

Fourteen Schools in Zone two signed up for an introduction to Udorami (late Fall 2017)

Background:

We were invited to be part of Community partner introductions for zone 2 principals and community partners. Thirteen schools signed our list to receive visits and an introduction. One school reached out to me without signup and we demonstrated and then signed her up, went through a couple examples. We left her APS approved brochures to give to others who would like to get in on the Udorami experience. We will attempt to visit most schools either the second week back in January.