

Branches: A Mentor System for UofL

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Agenda



The Problem

- Estimated 8% attrition rate of CIS Student Body
 - 44 students each year * \$ 14,000 in tuition per year over 5 years = \$3,080,000 in lost revenue
- Lack of community within student body
- Lacking sense of engagement between alumni and the university
- No streamlined donation process for CIS
 - Assume \$100 donation per month x 12 months = \$1200 in potential revenue lost

Our Solution

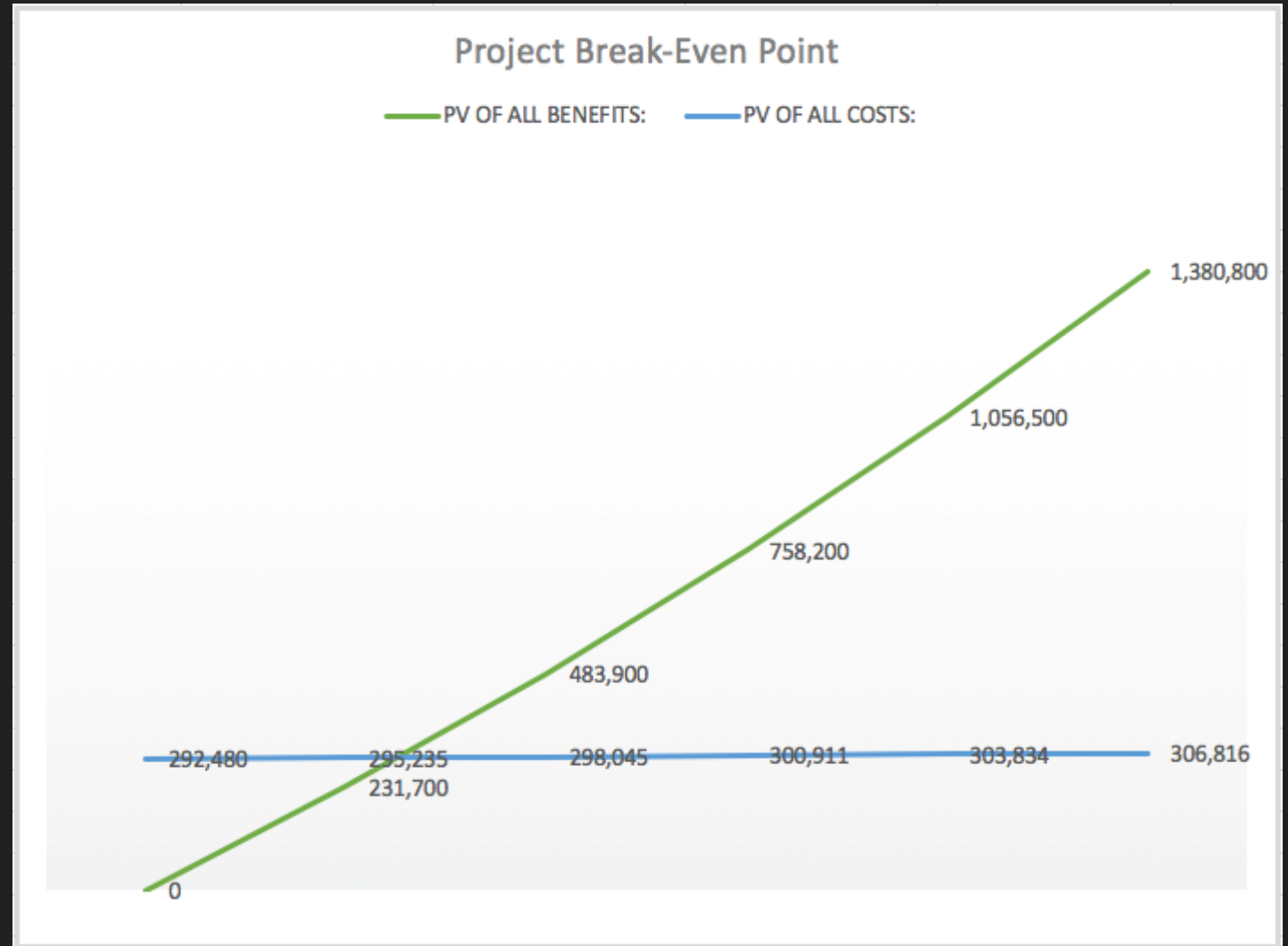
- To create a CIS Mentor Program that will:
 - ✓ Foster a sense of community among CIS students
 - ✓ Establish a support system for students
 - ✓ Build relationships between students and alumni
 - ✓ Ultimately see a rise in the CIS graduation rate
 - ✓ Engage alumni after graduation
 - ✓ Facilitate easy donations

Financial Projections



Financial Information

- Benefits surpass costs 1.25 years after implementation
- Student retention, increased program donation generates potential >1M in revenue after 5 years



Cost-Benefit Analysis

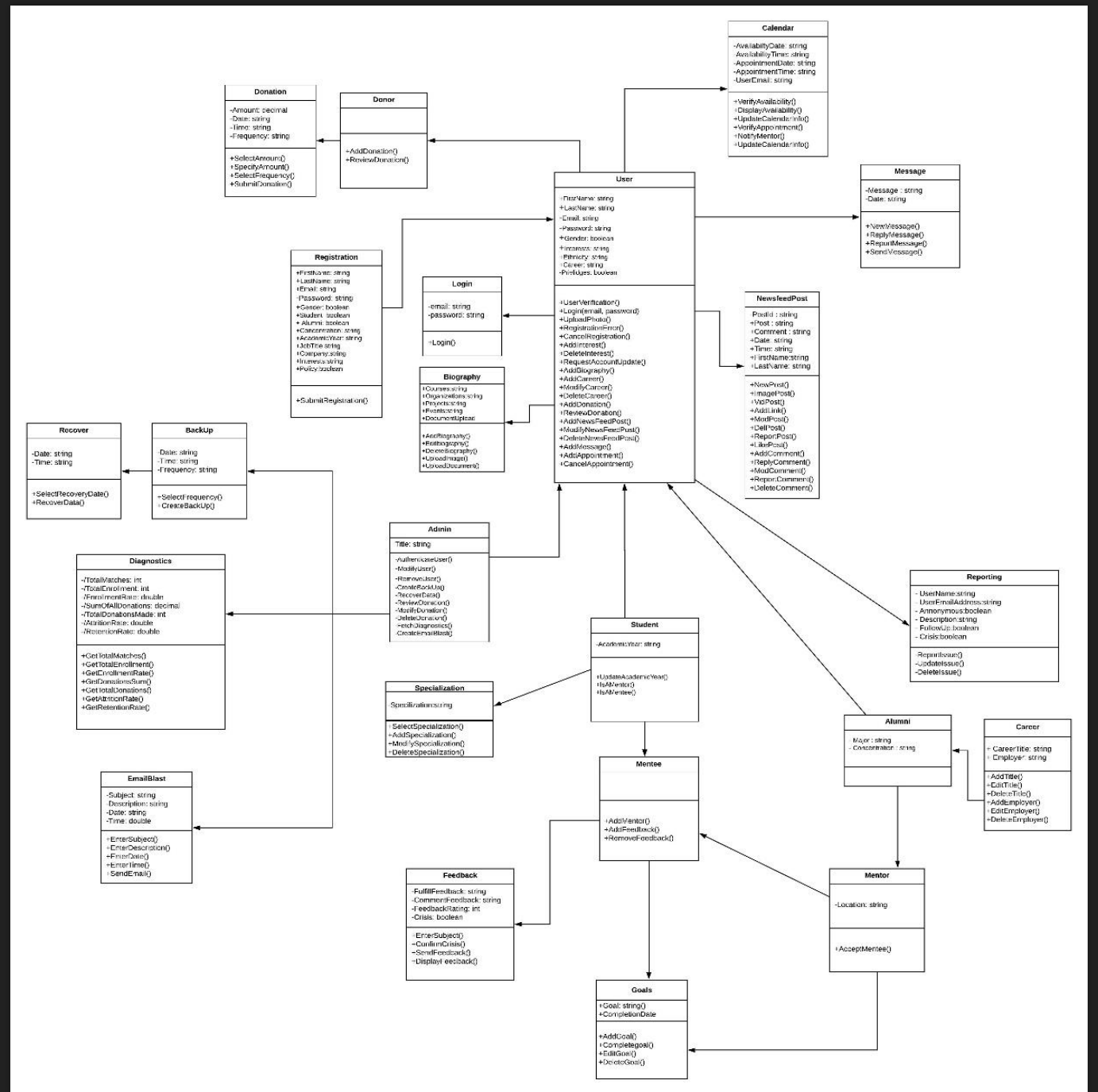
ASSUMPTIONS /OUTCOMES	As-is	Conservative	Slightly Conservative	Expected	Slightly Optimistic	Optimistic
Retention Rate	92%	94%	95%	96%	97%	98%
# of Students Exiting	44	33	28	22	17	11
Total Donors	0	10	15	20	25	30
Average Donation	0	10	20	30	40	50
Lost Revenue (1 year)	\$616,000	\$462,000	\$392,000	\$308,000	\$238,000	\$154,000
Revenue Retained (1 year)	<u>\$0</u>	<u>\$154,000</u>	<u>\$224,000</u>	<u>\$308,000</u>	<u>\$378,000</u>	<u>\$462,000</u>

Data Overview Preview



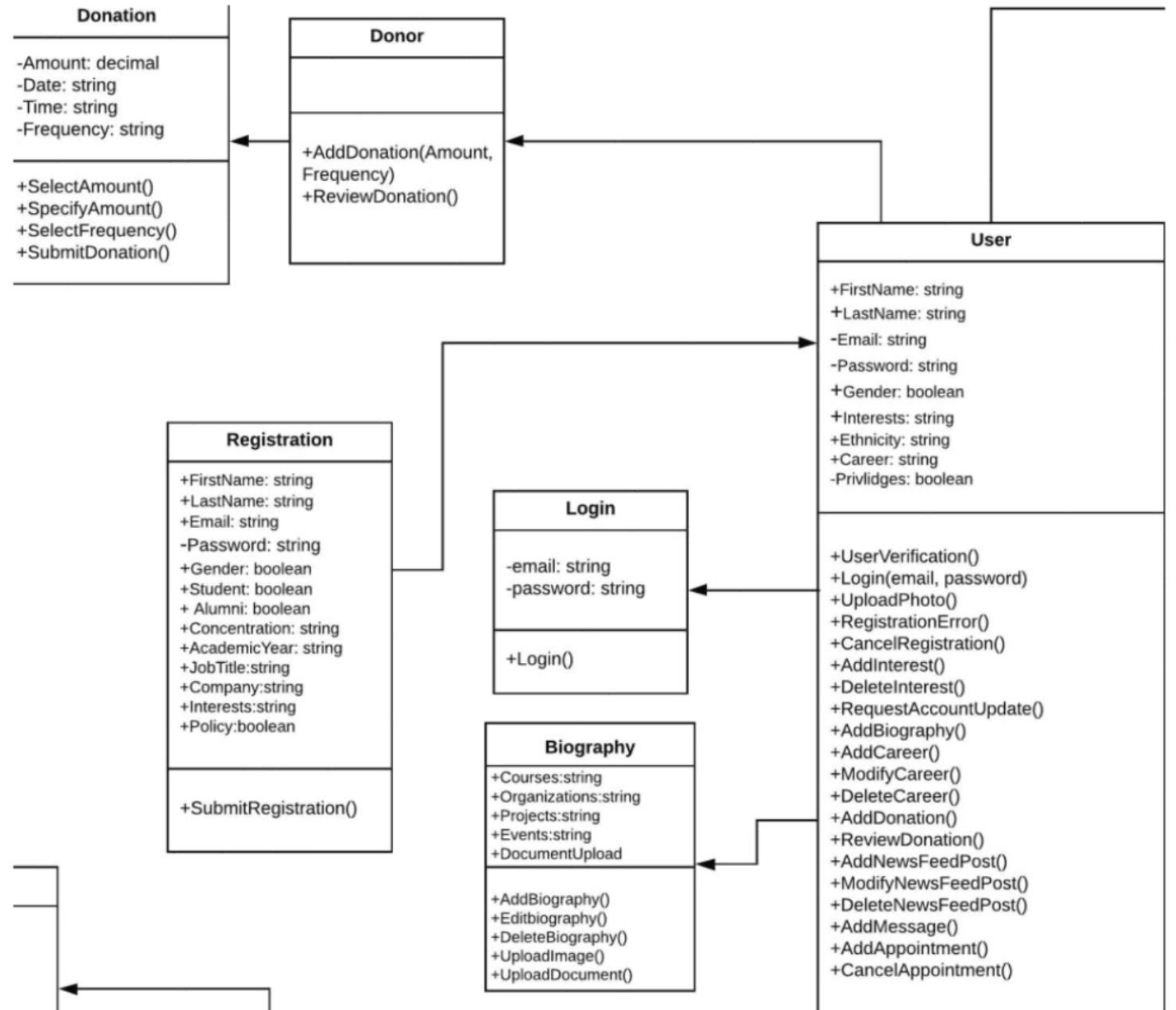
Class Preview

- This Class Diagram shows the foundation of the Branches system & how each class within the system will interact to ultimately stem the CIS attrition problem.
- Derived from use case verb-noun analysis

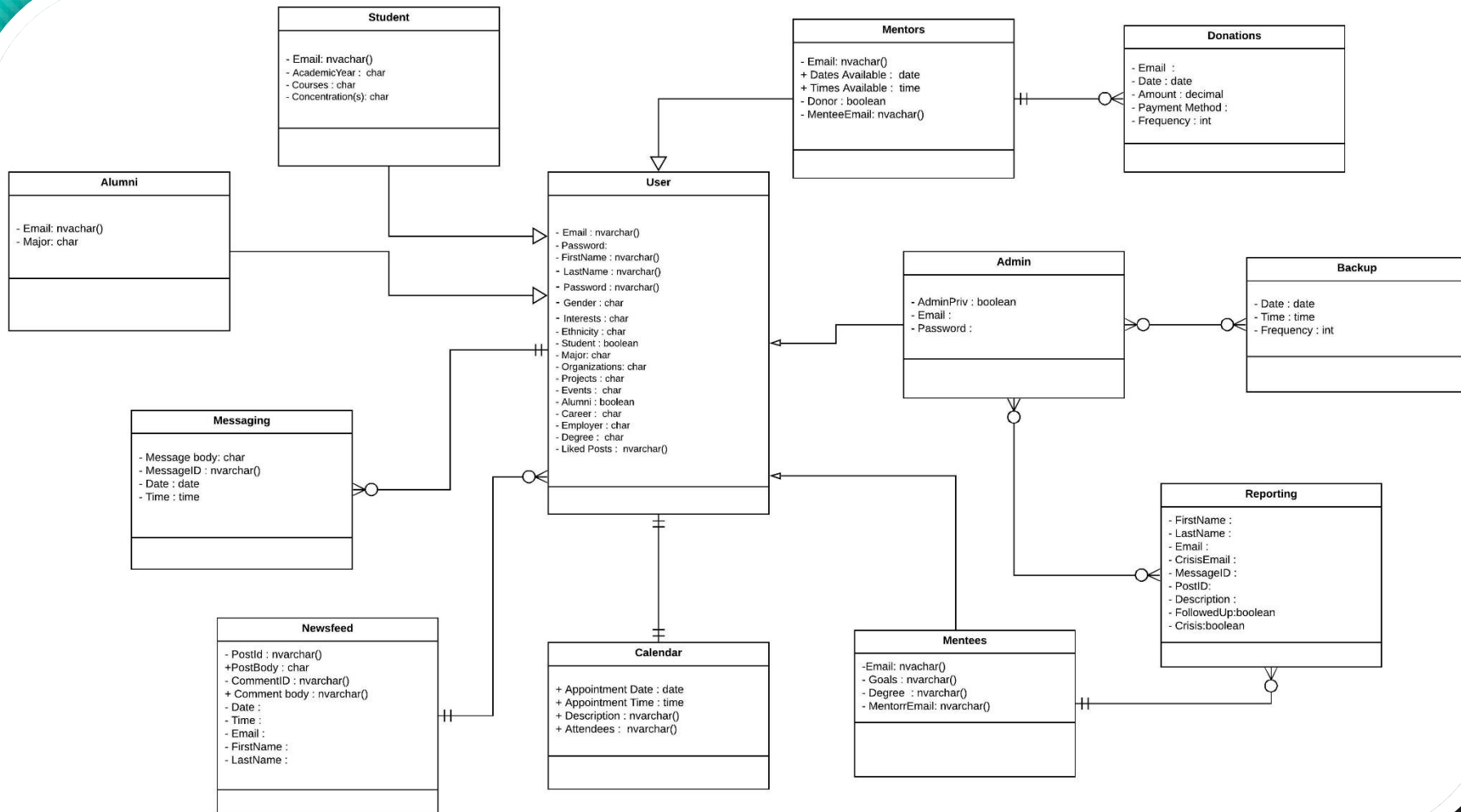


Class Diagram Snapshot

- A class is like a blueprint to a house, while an object is like a house built from that blueprint.
- +SubmitRegistration()
- +Login(email, password)
- +AddDonation(amount, frequency)



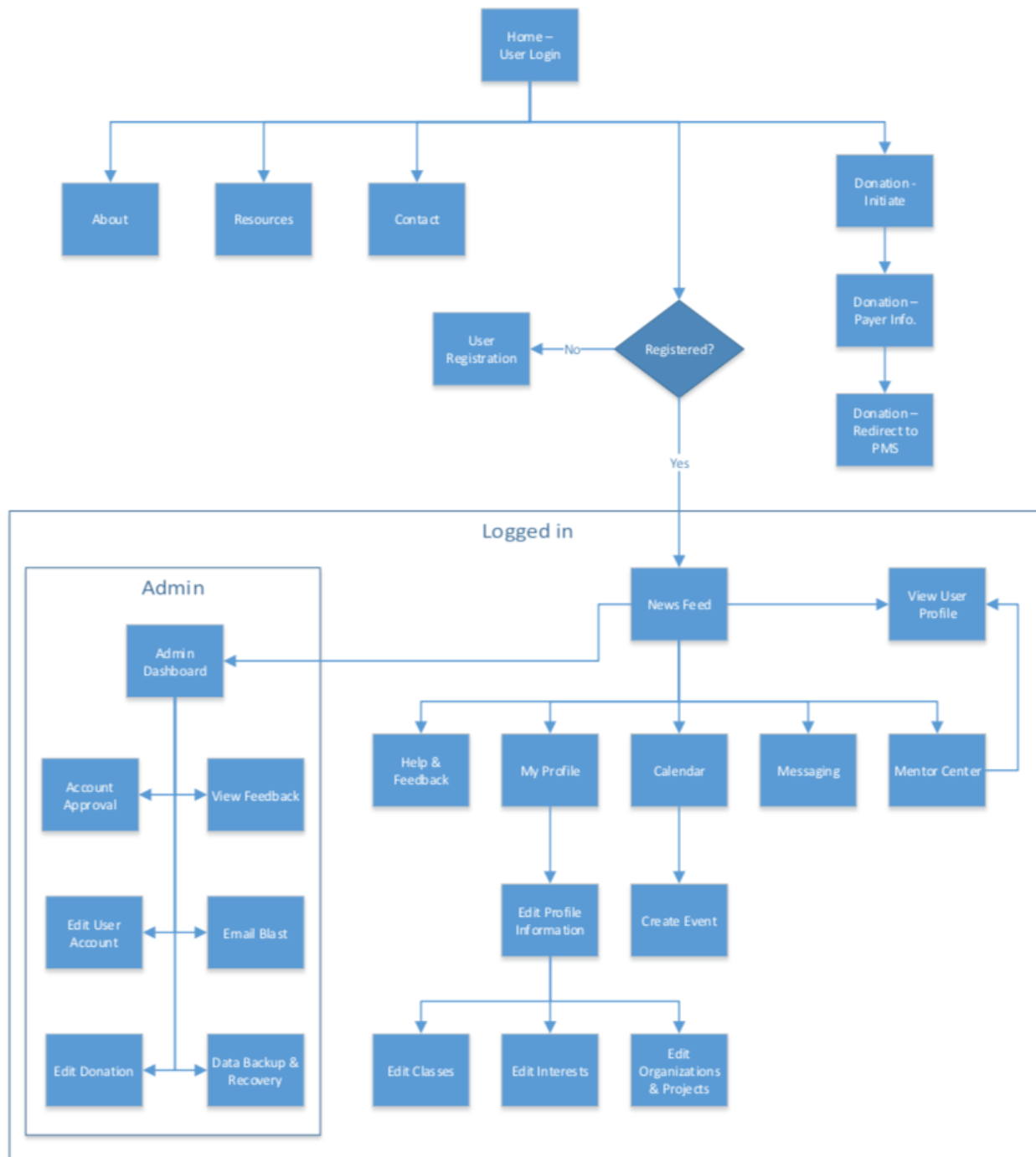
Entity Relationship Diagram



Site Navigation & Prototypes



System Overview: User Navigation Diagram



- Most functionality restricted to registered users
- Donors may not be registered users



Prototypes

Welcome Screen

Branches for UofL

← → ↻ http://brancheslou.com

Branches


For UofL

Home	About	Resources	Contact	User Login	Donation
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Welcome to Branches:

A Tool Created by UofL Students
for UofL Students

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.

Branches for UofL

← → ↻ http://brancheslou.com

Branches

For UofL

Home About Resources Contact **User Login** Donation

New User Registration

User Information

First Name

Last Name

Email

Password

M F

Upload Photo

Please choose a photo for your user profile. Image types supported include gif, jpg, and png.

[image.jpg](#)

Areas of Interest

X html X css X C# X Soccer

User Type

CIS Student

Academic Year

Junior

CIS Concentration

Web Development

Alumni

Professional Title

Company

I agree to the [privacy policy](#)

I agree to the [code of conduct](#)

User
Registration
Prototype

New User Registration Request: Admin View

Branches for UofL

← → ↻ http://brancheslou.com

Branches

For UofL

Home	About	Resources	Contact	User Login	Donation
------	-------	-----------	---------	------------	----------

New User Registration Request

First Name: Jane
Last Name: Doe
Email: jadoe01@louisville.edu
Password: *****
M/F: F
User Type: CIS Student
Academic Year: Junior
Concentration: Web Development

[Contact User](#)

Profile Prototype: User View

Branches for UofL


http://brancheslou.com

Branches

For UofL

Home About Resources Contact User Login Donation

Profile
Calendar
News Feed
Messaging
Mentor Center
Help & Feedback

 **Sally User**
University of Louisville - Junior
Information Security
Expected Graduation: December 2020

About Sally

Hometown: Louisville, KY
Age: 21
Ethnicity: Nepali

Biography:
I'm a gemini vegetarian, and my best bud is a small chihuahua mix named Bruiser who I rescued last year. I am very involved in my campus Gay-Straight Alliance and volunteer at the local humane society in my spare time.



Ask Me About:

- CIS 150 - Fund. of Info Sys
- CIS 199 - Soft Dev I
- CIS 300 - Comp Info Sys

Social Links

[f](#) [t](#) [in](#) [git](#) [link](#)

Organizations & Extracurriculars

-  Volunteer, Kentucky Humane Society
2017 - Present (2 years) | Louisville, KY
-  GSA, UofL
Jan 2019 - Present (2 months) | Louisville, KY



Interests

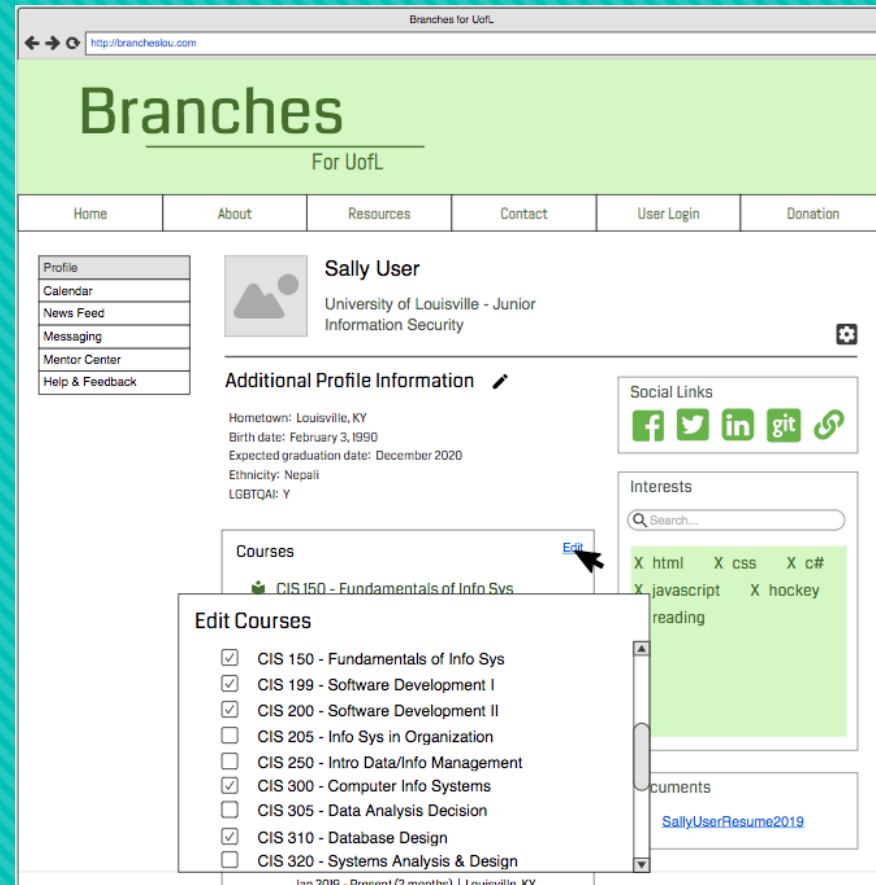
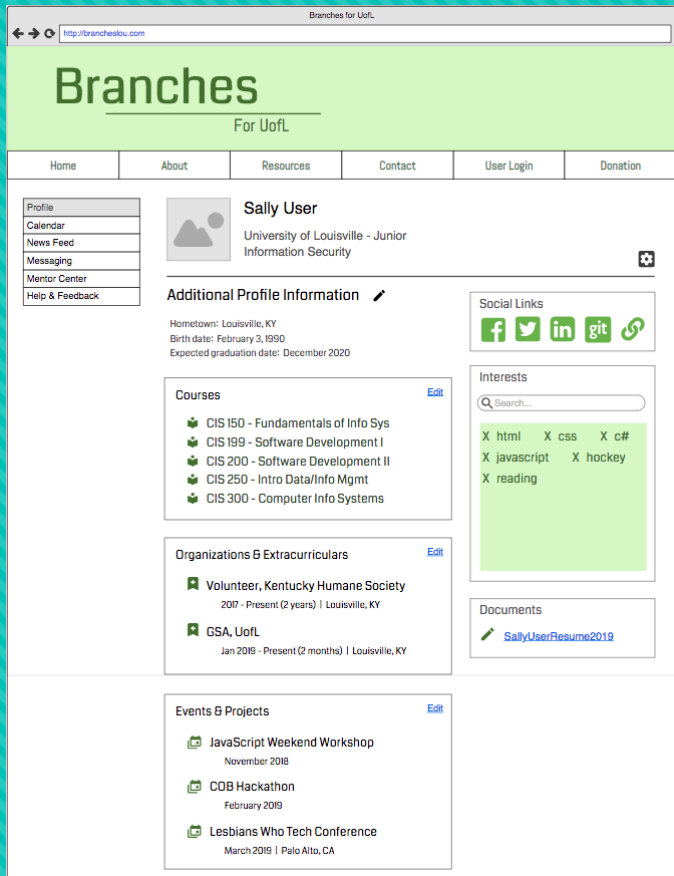
HTML CSS C#
JAVASCRIPT READING
RUNNING

Documents

[Check Out My Resume](#)

Events & Projects

-  JavaScript Weekend Workshop
November 2018
-  CSS Workshop



Edit Profile Prototypes

Branches for UofL

http://brancheslou.com

Branches

For UofL

Home About Resources Contact User Login Donation

Profile
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Search Interests

- HTML
- CSS
- C#
- JavaScript
- Tennis

Search Criteria


- Information Security
- Web Development
- M F

I want to see users that match my:

- Hometown
- Ethnicity
- Native Spoken Language
- Religion
- LGBTQAI Identification

Max Ernst


UofL, Senior
Information Security



Contact Mentor View Profile

Hannah Hoch


UofL, Junior
Web Development



Contact Mentor View Profile

Tristan Tzara

Humana
Software Developer



Contact Mentor View Profile

Mentor Match Prototype

News Feed Prototype

The screenshot shows a web browser window with the URL <http://brancheslou.com>. The page title is "Branches for UofL". The main heading is "Branches" with a subtitle "For UofL". The navigation menu includes "Home", "About", "Resources", "Contact", "User Login", and "Donation".

On the left side, there is a sidebar menu with the following items: Profile, Calendar, News Feed (highlighted), Messaging, Mentor Center, and Help & Feedback.

The main content area shows a user profile for "Sally User" with a search bar. Below the profile, there are tabs for "General", "UofL", "COB", "CIS", "CIS-199", "CIS-250", and "CIS-300".

The news feed displays three posts:

- John Kimble** 6:37 PM
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui.
5:00 PM Friday, August 23, 2019
1 reply
- Agador Spartacus** 9:42 AM
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui.
- Albert Goldman** 10:57 AM
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque.
- Dainne Wiest** 2:34 PM
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id.

At the bottom, there is a "Write Message" input field with a plus icon and icons for @, smiley, and link.

Branches

For UofL

[Home](#)
[About](#)
[Resources](#)
[Contact](#)
[User Login](#)
[Donation](#)

Profile
Calendar
News Feed
Messaging
Mentor Center
Help & Feedback

October 15, 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		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		

[Schedule availability](#)
[Book an appointment](#)

[Link an external calendar](#)

Calendar Prototype



Meeting with Jordan Clements

2:30 PM Tuesday, October 15, 2019

[Cancel appointment](#)

Appointment Prototype

Branches for UofL

← → ↻ http://brancheslou.com

Branches

For UofL

Home About Resources Contact User Login Donation

October 24, 2019						
Su	Mo	Tu	We	Th	Fr	Sa
		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		

Book an Appointment with your Mentor

Which day would you like to book an appointment?

What time would you like make your appointment?

Your mentor is available on this day from:
3:30 PM to 5:30 PM

Branches

For UofL

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[News Feed](#)
[Messaging](#)
[Mentor Center](#)
[Help & Feedback](#)

Messages




[Inbox](#)
[Sent](#)


Jarvis Cocker

March 12



Mark Sandman

February 28



Janie Jones

February 12



Nina Gordon

January 25



Andy Rourke

January 22



Todd Trainer

December 29, 2018

Mark Sandman

February 28



Quisque laoreet sem

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec du. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna.

Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam.



[COB Event Link](#)

5:00 PM Friday, March 29, 2019

Messaging Prototype

Branches

For UofL

[Home](#)[About](#)[Resources](#)[Contact](#)[User Login](#)[Profile](#)[Calendar](#)[News Feed](#)[Messaging](#)[Mentor Center](#)[Help & Feedback](#)

Help Center

Report an Issue

Name:

Email Address:

 I would like to remain anonymous

Brief description of issue:

[Privacy Policy](#)[Code of Conduct](#) I consent to follow-up communication about my issue This is a crisis issue

Report Issue Prototype

Donation Prototype

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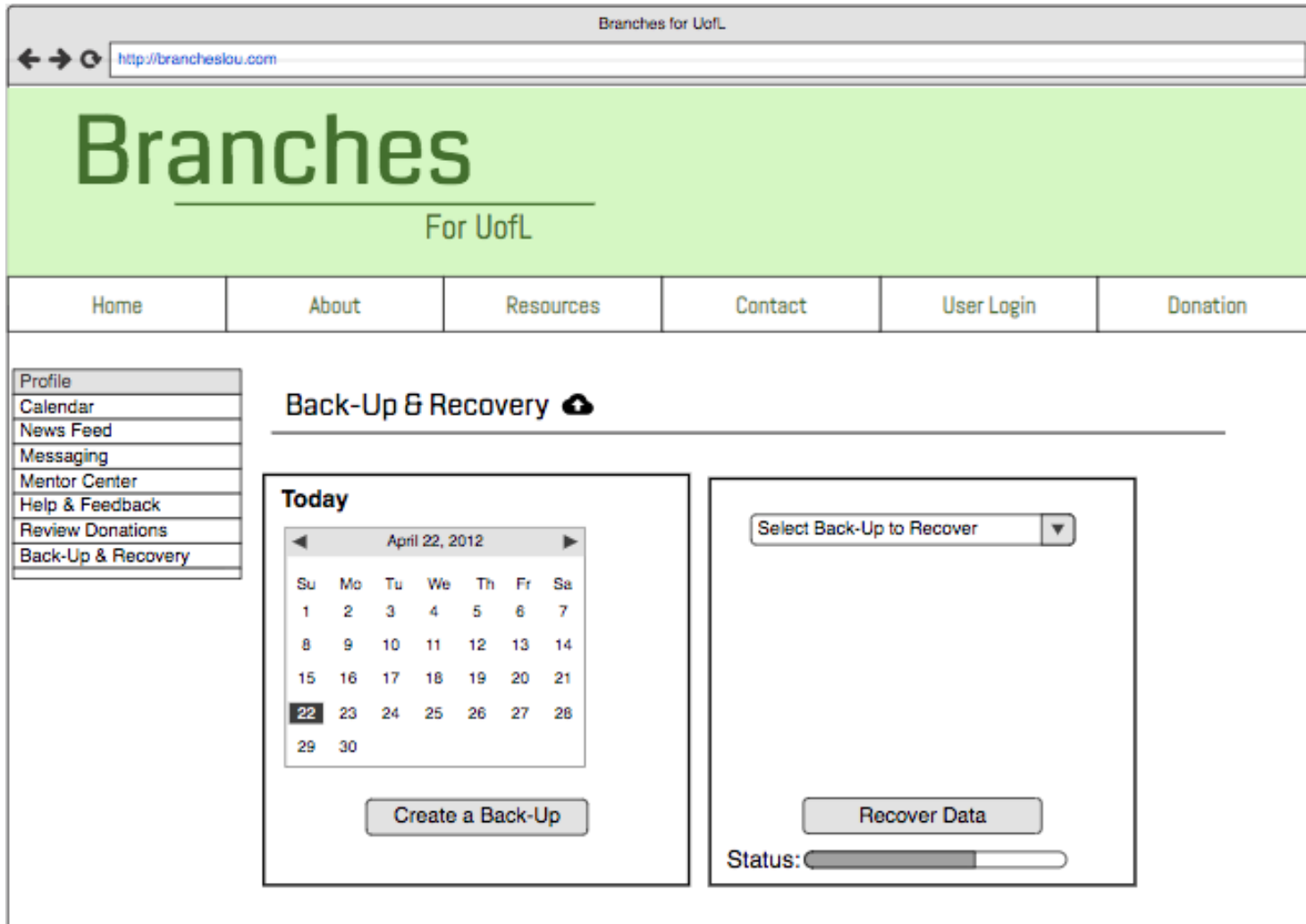
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The UofL CIS department depends on generous donations like yours to purchase equipment, software, and fund professional development that helps keep our department thriving and able to keep up with the fast-growing world of IT. Your gift helps us continue to provide an excellent environment to develop tomorrow's tech professionals!

Please select your gift amount

Yes, I would like to make this a monthly gift

 Secure



Backup
Prototype:
Admin View

Conclusion

Branches will...

- Foster community between CIS students, stem the 8% attrition rate
- Develop relationships between current students and alumni of the program
- Increase donations to the CIS program by improving the donation system

Questions?

Thank you for your time!