NONPROFIT INFORMATION SESSION
AGENDA

01 BRIEF INTRO TO UTSA SCHOOL OF DATA SCIENCE
   About the school, components, & program staff

02 PROGRAM OVERVIEW
   Investment from H-E-B, purpose, intended outcomes

03 STUDENT SELECTION
   Eligibility, recruitment efforts, & interest levels

04 PROJECT SELECTION PROCESS
   Research question, data in hand, timeline, & application process

05 QUESTIONS
   Q&A session
The first of its kind in the state of Texas, UTSA’s School of Data Science brings together the colleges of Business, Engineering, and Sciences by offering 12 data-intensive degree programs.

Our world-class 35 core faculty, faculty fellows, and staff work in tandem with hundreds of students to discover, teach, learn, and use data science and analytics for positive societal and economic impact.

UTSA is designated as a Carnegie Classification of Institutions of Higher Education R1 Research university, which places us among the top 4% of research universities in the nation.
The Data Science & AI Community Innovation Scholars program will provide students with opportunities to support nonprofit organizations in better understanding and using their data, while the students gain direct professional experience and help increase the community impact of San Antonio's nonprofits.

**DATA FOR SOCIAL GOOD**
Exploring & envisioning data-intensive practices that are scientifically rigorous and socially responsible.

**INAUGURAL SUMMER INTERNSHIP**
Commitment to education, service, and research.

**INTENDED BENEFITS**
Institution, student, and partner organizations
PARTNERSHIP

ROLES & RESPONSIBILITIES

UTSA
- Design, develop, and oversee program
- Select students
- Select nonprofit partners
- Provide student compensation
- Ensure completion of non-disclosure agreements

United Way of San Antonio & Bexar County
- Co-design and co-develop program
- Support nonprofits in the development of applications
- Promote program among partners
- Host one team as a project partner
STUDENT SELECTION

STUDENT PROFILE
- Upper division (60+ hrs)
- Interdisciplinary
- 3.0 GPA in relevant courses

CODING
Programming experience preferred, but can also complete LinkedIn course beforehand

APPLICATION
- Personal statement
- Resume
- Commitment
Each student team will be actively working on its assigned project for an estimate of **17 hours per week** between weeks 3 and 10. That's a total of **126 hours** to work on their assigned project.
<table>
<thead>
<tr>
<th>Month</th>
<th>Day/s</th>
<th>Week</th>
<th>Holidays</th>
<th>Objective</th>
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<tbody>
<tr>
<td>May</td>
<td>17</td>
<td>Orientation</td>
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<td>Intro to program, team building, technical skills</td>
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<td></td>
<td>20-23</td>
<td>Week 1</td>
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<td>27-30</td>
<td>Week 2</td>
<td>27 - Memorial Day</td>
<td>Research methods, technical skills, team assignments</td>
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<td>June</td>
<td>3-6</td>
<td>Week 3</td>
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<td>Understanding the problem - data cleaning</td>
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<td>10-13</td>
<td>Week 4</td>
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<td>Understanding the problem - Develop strategy</td>
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<td>17-20</td>
<td>Week 5</td>
<td>19 - Juneteenth</td>
<td>Scoping solutions - implementation</td>
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<td>24-27</td>
<td>Week 6</td>
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<td>Scoping solutions - implementation</td>
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<td>July</td>
<td>1-4</td>
<td>Week 7</td>
<td>4 - 4th of July</td>
<td>Scoping solutions - implementation</td>
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<td>8-11</td>
<td>Week 8</td>
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<td>Scoping solutions - implementation</td>
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<td>15-18</td>
<td>Week 9</td>
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<td>Polishing your data story</td>
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<td>22-25</td>
<td>Week 10</td>
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<td>Polishing your data story</td>
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<td>29-31</td>
<td>&quot;Week 11&quot;</td>
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<td>Wrap-up, presentation prep, celebration</td>
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WEEKLY SITE VISITS TO NONPROFIT ORG.

Purpose – Site visits help students attain contextual knowledge about their projects.

LOGISTICS

• Beginning week 3 - June 4th/5th
• Once per week - Tues. OR Wed - 5 hours
• Point of contact (consistent through program duration)
• Background check where needed
• Parking
• Workspace for at least 2 students
PROJECT SELECTION

TWO-STEP PROCESS

I. PROJECT INTAKE:
Application form submitted by April 5th, 2024. Gathers all initial information about proposed project (details, goals, methodologies, and data).

II. PROJECT SCOPING:
Additional follow-up will be conducted with selected proposals from the intake process to ensure desired outcomes are achieved. This phase will conclude with the signature of MOUs.
A successful application will feature:

1. A data-related problem to solve or question to be answered through research and data analysis/science skills
2. Data in hand – in consideration of the timeframe
3. An organization’s capacity to support student teams
4. Potential for longevity & sustainability
5. Strong rationale for why and how the project will make a positive social impact
PROPOSAL DEVELOPMENT

Formulating a research question related to:
- Service delivery and outcomes
- Fundraising and events
- External engagement (volunteer / donor / board)
- Marketing and communications (web, social media, email, media)
- Community needs
- Other areas of agency operations

Procuring sufficient data for analysis:
- Client management data
- Donor management data
- Board and volunteer management data
- Google analytics
- Content Management data
- Community demographic data
SAMPLE PROJECTS

1. Program Efficacy

**Question:** What attributes (sociodemographic and program engagement) of enrolled clients are correlated with achievement of program outcome(s)?

**Data Source:** Client Management System; 5 years client enrollment demographics, intake and exit assessment results

Analysis: Exploratory to understand structure, patterns, and relationships

2. Donor Behavior

**Question:** Based on agency giving history, what giving patterns can we anticipate over the next three years?

**Data Source:** Donor Management System; 5 years donor demographics, giving history, and engagement

Analysis: Predictive modeling using machine learning algorithms
SAMPLE PROJECTS

3 Brand Perception

**Question:** How have community perceptions of our agency changed over the last five years?

**Data Source:** Eight years of social media engagement, media coverage, and reviews

Analysis: Sentiment analysis using natural language processing

4 Community Data

**Question:** How closely do our geographic and demographic service patterns align with community characteristics and distribution of need?

**Data Source:** One year of deidentified client data with demographic categories and census data

Analysis: Interactive mapping visualization
APPLICATION

CLARIFYING QUESTIONS

SECTION I: Organization details

SECTION II: Organizational data capacity

SECTION III: Project proposal

SECTION IV: Data use, storage, and practices
KEY DATES

2024

- February 6 - Student application opens
- **March 1** - Nonprofit application opens
- March 13 - Student Application closes
- **April 5** - Nonprofit application closes
- April 12 - Student selections announced
- **April 26** - Nonprofit projects announced
- **May 10** - Signed MOU due to UTSA
- **May 17** - Orientation
- May 20 - 1st day of internship
- **July 31** - End of program/Celebration
Q & A