



Data Collection

Salesforce has become the basis for DHTI's data collection practices, and we use several online services to collect data. Potential DHTI participants complete the Career Awareness Day Interest Form, and incoming participants complete the HCPI application. Both applications are connected to Salesforce through Zapier, a tool that automatically sends over 100 fields of data from both forms combined to Salesforce. Because of the limitations of exporting reports in Salesforce, we have begun to develop Power BI which is a better tool at bringing together all of the data from the various sources, and which provides DHTI with native connectivity through Microsoft products which we have purchased. These tools are important in building better visualization of data collected from various sources.

Salesforce currently uses several apps to organize data more effectively. The HEDA (Higher Education Data Management) app comes with processes built in that help provide an overall picture of class enrollment, completion rates, and potential participants. The Participant Tracking app is built in-house and is the center of demographic data collection obtained from wufoo forms. After participants have registered in the HCPI program, several objects such as Career and Program Plan, and Coaching Plan, track participants' progress as they are going through our programs.