

# CORD

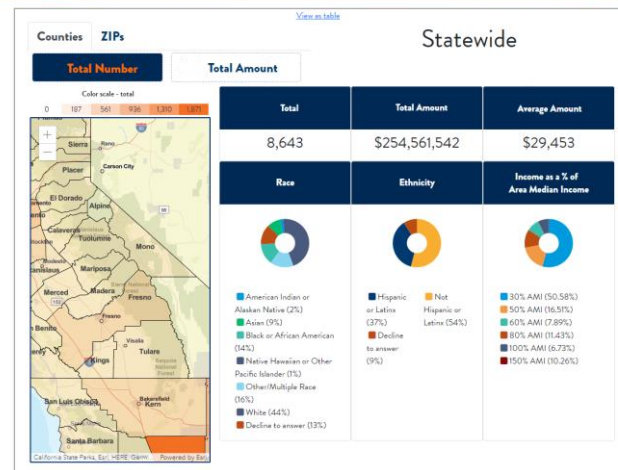
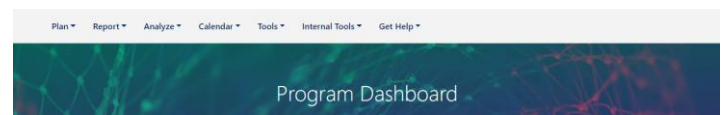
## CAMPAIGN OUTREACH RAPID DEVELOPMENT

Campaign Outreach Rapid Development, known to us as CORD, is a service that allows government agencies to manage marketing and outreach campaigns by providing all the necessary tools to capture, store, visualize, track, and analyze outreach data to effectively inform and provide services to the population that agency serves. CORD comes out of the box (OOTB) with census information already populated into the solution. This allows the client to input data through ad-campaigns, community-based organizations, and additional sources to be analyzed and presented in easy-to-understand reports. These reports help agencies create and adjust their marketing and outreach efforts based on which populations must be reached to ensure the program's success.

## Features and Benefits

### Real-Time Public Dashboard

With pre-built reporting to show success, CORD's public dashboard provides the benefit of ADA compliant real-time data, including a heatmap and statistics that ensure transparency in reporting. CORD's public dashboard can be posted into a government agency's own site without need for new websites, ETL's, or API's built out to disclose the data.



**CORD** | Home | Outreach | Analytics | Admin | John Doe

Outreach Activities Report: #5814

Campaign: CWOP 4.0 | Reporting Period: August 31 - September 10

Activity: #A13703

Select the activity type you want to report \*

Activity Date \* mm/dd/yyyy

Activity Metrics

Total number of COMPLETED interactions (i.e. responses received or completed full script)

Number of referrals to appointment platforms

Number of confirmed appointments facilitated

Location

Location Type

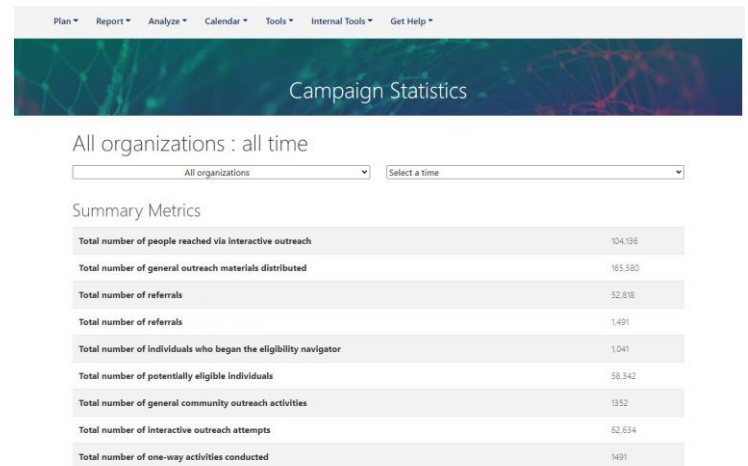
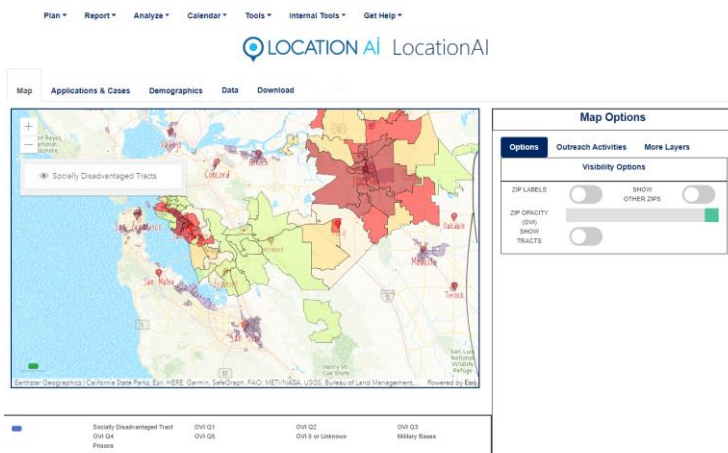
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### Dynamic Reporting Tool

Our dynamic reporting tool allows for everything to be done on-site without need for external tools, as organizations can fill in their data into CORD's data portal. Moreover, our report validation feature will identify any errors and prevent the submission of duplicate data that may result in false metrics and reports, allowing for a seamless, time-saving and accurate reporting.

## Readily Available Metrics

CORD permits for Community based organizations to not only input their own data, but to visualize their metrics while allowing those in administrative roles to access the total metrics for all organizations. With the use of these role-based permissions data is kept secure and it is ensured that sensitive information is only accessible to those that have been granted access.



## LocationAI

Integrated with the latest census data, CORD's LocationAI provides the latest data regarding age, gender, education, income, languages, occupation, race and ethnicity for each county, tract or zip code, allowing for the planning and performance tracking of outreach campaigns.

## Additional Features

**Secure Login:** Through our integration with Ping throughout all of CORD's features, including user and group level controls and access restrictions, information is secure and safe from unauthorized access.

**GeoFencing:** Our pre-built GeoFencing feature allows for internal and/or public users to view eligibility requirements specific to their geographic location

**Map:** CORD's Map allows for the visualization of outreach efforts and provides insight on possible improvements and shifting needs.

**Help Desk:** Through Jira integration, our Help Desk allows for quick reporting and solutions of technical issues.

**Downloadable Data:** In addition to our dynamic-reporting, the extract tool produces CSV files that can be used for additional ad-hoc analytical requests.

**Compliance Page:** Our compliance page allows for organizational heads to ensure compliance and up-to-date reporting across the campaign.

**Calendar Tab:** Our calendar tool allows for coordination and collaboration across many organizations through a calendar display of all organization events and activities.

**Email Notifier:** Our email notifier enables the ability to email all or a subset of users, as well as the use of automated and single-use emails.

**Organization Directory:** Our directory allows for readily accessible information that facilitates communications through its integrability with other features.

**Materials Library:** Our library tool allows for outreach and marketing materials to be available to organizations online so they can easily access and use them in promoting your mission.

**Report FAQs and Instructions:** Instructions on how to use CORD's reporting feature, as well as prebuilt FAQs are available for users.