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Northwestsidecdc.org

NORTHWEST SIDE CDC INTERNSHIP PROJECT PROPOSAL

Our Mission: is to provide the Northwest Side and Belmont Cragin with the tools and resources to preserve affordable housing, prevent displacement, and provide business development assistance to local small businesses. We develop and implement innovative community-based strategies that drive economic opportunity, build resilient neighborhoods, and ensure an equitable framework for the future wellbeing of Belmont Cragin and the Northwest Side of Chicago. We advance our mission by providing technical assistance and access to capital for small business owners, counseling for renters as well as community development and cultural place keeping work. These initiatives build wealth, prevent displacement, and empower community leaders.

Our Vision is a resilient Latine community where all individuals, families, and business owners are thriving economically and culturally. We are working toward a future where everyone has the resources and support to achieve their personal potential and see their dreams become a reality.

Our Values:

- *Resident-Led:* We center the voices and leadership of Belmont Cragin residents in every decision, ensuring community priorities drive neighborhood change. From board to staff, we residents and program participants are central to decision making and programming.
- *Responsive:* We adapt quickly to emerging needs and opportunities, meeting our community where they are with timely, relevant support.
- *Relational:* We build deep, trust-based relationships across sectors, believing collaboration is the foundation of sustainable impact. We believe strong relationships are built on mutual exchange, where giving and receiving hold equal value.
- *Innovative:* We pilot creative solutions that challenge traditional approaches to community and economic development. We are inspired by thinking outside of the box and we welcome new ideas and approaches.
- *Data-Driven:* We use metrics and lived experience together to guide strategy, measure impact, and continuously improve outcomes. We value both quantitative and qualitative measures to drive impact.

About the Position: The primary goal for this intern position is to gather impact data from past program participants in NWSCDC's programs to support program evaluation, organizational communications, and fundraising. The student will conduct follow up phone calls to complete impact questionnaires, organize, and analyze data collected. This position reports to the Grants and Communication Manager and the Executive Director.

Internship Responsibilities:

Data Tracking & Reporting

- Communicating with prior program participants via phone, email, or in person.
- Enter new client data on data on multiple reporting software
- Analyzing data collected to evaluate programs and generate impact statistics.
- Maintain and update program data across platforms such as Salesforce, GrowthWheel, and internal tracking systems
- Ensure accuracy and completeness of client and program records
- Track key performance indicators (KPIs) such as number of businesses served, jobs created, and revenue growth

Program Evaluation & Impact

- Support the development and improvement of program evaluation tools (E.g. surveys, feedback forms, assessments)
- Analyze participant data to identify trends, gaps, and success stories
- Assist in measuring program outcomes and impact for funders and stakeholders

Storytelling & Communications

- Help collect client success stories, testimonials, and case studies
- Support creation of impact reports, one-pagers, and presentations
- Work with staff to translate data into compelling narratives for funders and the community

Program & Administrative Support

- Assist with workshop and event tracking (attendance, follow-ups, feedback collection)
- Support incubator program documentation and reporting

- Help organize files, systems, and reporting templates on Sharepoint

Deliverables

- Impact data collected from 5 past program participants per week.
- Quarterly Impact reports: A concise report summarizing businesses served, key outcomes, and program highlights for internal use and funders
- Program Tracking Dashboard: An organized Excel or Google Sheets dashboard tracking KPIs (clients served, workshops, outcomes, follow-ups)
- Clean & Updated CRM Data : Fully updated and accurate client records in systems like Salesforce and GrowthWheel
- Evaluation Tools & Summary Insights: At least 1–2 surveys or feedback tools, plus a short analysis of trends and participant outcomes
- Success Story Portfolio: Collection of 5–10 business success stories with photos, quotes, or short write-ups for marketing and reporting

Requirements

- Spanish/English bilingual, comfortable holding a casual phone conversation in both Spanish and English. The interview will consist of both English and Spanish language conversation
- Proficient with Microsoft Office, including 360, Excel, and Word
- Effective oral and written communication skills
- Ability to work independently and as part of a group

About the Project

The Northwest Side Community Development Corporation (Northwest Side CDC) is interested in exploring a partnership that would leverage data science to strengthen our small business and community development programs in Belmont Cragin, a predominantly Latine, low-to-moderate-income neighborhood on Chicago's Northwest Side.

A potential project would focus on helping our organization better collect, analyze, and utilize program data to improve outcomes for the entrepreneurs and residents we serve. This could include evaluating program effectiveness, identifying trends among small business clients, developing dashboards and reporting tools, analyzing participant engagement and outcomes, and helping us make more data-informed decisions about program design and resource allocation.

Through this project, the student would gain hands-on experience working with a community-based nonprofit organization that is both POC- and queer-led and deeply rooted in community engagement. They would develop an understanding of the social, economic, and structural challenges facing historically underserved communities while learning how data can be used as a tool for equitable community development.

The student would have the opportunity to work closely with program staff, organizational leadership, and board members to understand how community input, organizational values, and data intersect to shape decision-making. They would participate in program planning discussions, community development initiatives, and strategic conversations about economic development, small business growth, and neighborhood investment.

Key learning opportunities would include:

- Collecting, cleaning, and analyzing program and community data.
- Developing reports, dashboards, and data visualizations for internal and external stakeholders.
- Evaluating program outcomes and identifying opportunities for improvement.
- Learning how nonprofits use data to drive strategy, secure funding, and demonstrate impact.
- Presenting findings to staff, leadership, and board members.
- Understanding the role of data in advancing equitable economic and community development.

The ultimate outcome of this project would be stronger data systems, more effective programming, and improved decision-making for Northwest Side CDC, while providing the student with meaningful real-world experience applying data science skills to address community challenges and create measurable social impact