Team Red, White, and Blue
Chicagoland Data Analysis & Engagement

About Team RWB
Team RWB's mission is to enrich the lives of America's veterans by connecting them to their community through physical and social activity. We define enrichment as creating quality relationships and experiences that contribute to life satisfaction and overall well-being. Our concept of enrichment consists of three core components – health, people, and purpose. We accomplish our mission via our two core programs: our Chapter and Community Program and our Eagle Leadership Development Program. You can find more information about our mission, as well as our 2018 annual report, at www.teamrwb.org

Project Scope
Team RWB has three local chapters in the Chicagoland area. Each of these chapters is led by a team of volunteers, both veterans and civilians. Team RWB is seeking to better support these volunteers and their members through an in-depth analysis of localized data. NOTE: all Team RWB staff are remote workers. The Fellow will have regular in-person meetings with the Midwest Regional Director and will otherwise be expected to work from home. Team RWB does not have physical office space in the Chicago area.

The New Sector Fellow will spend Summer 2019 working with our Regional Director for the Midwest to conduct a deep dive data analysis of member participation in Chicagoland chapters. The final deliverable will be a set of reports and insights for Chicagoland leadership to drive 1) type, time, and location of event offerings; and 2) new veteran engagement opportunities and underserved areas. The fellow will have access to local Team RWB leaders and members, Midwest Regional Staff and Chief Operations Officer, and anonymized population data for the Chicagoland region. These insights will be derived from an analysis of 1) Salesforce membership and engagement data, and 2) openly available veteran population data, and 3) interviews with Team RWB volunteer leaders and staff. A successful final product may be considered for replication across the organization nationally.

Responsibilities & Deliverables
- In person or online interviews of Team RWB staff and volunteer leadership to understand strengths and challenges for member engagement
- Analysis of over 2,500 member records and associated data
- Analysis of Chicagoland events and participation data for the past 18 months
- Generate a range of reports showing key insights extracted from the relevant data and express them as value propositions for Chicagoland volunteer leaders
- Attendance at a number of Team RWB events (local to Chicagoland area) to gain familiarity with our served population

Qualifications
- A strong, self-driven work ethic and the ability to work outside of an office environment without daily supervision
- Excellent written and in-person communication skills, to include interviewing
- Analytical abilities, with particular interest in member or customer engagement metrics
- Advanced level of familiarity with using Microsoft Excel for data manipulation and analysis; familiarity with Salesforce is a plus
- Experience as a veteran or working with veteran organizations is beneficial