



**IQP Project Appendix ~ Customer Relation Management Integration for Refugee
Assistance in Berlin**

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Appendix A: Table of Contributions

Writing in the Booklet

Abstract	Michael Tsillas
Editing	Team
Introduction	William LaCourse
Editing	Team
Sponsor Description	Team
Editing	Team
History of the Refugee Crisis	Michael Tsillas
Editing	Team
The Role of NGOs and Government Involvement	Gary Kalmer
Editing	Team
What Can the Organizations Do for Refugees	William LaCourse
Editing	Team
Preface to Customer Relationship Management Tools	Ashton Kittur
Editing	Team
Methods Introduction	William LaCourse
Editing	Team
Objective 1: Characterize the Origin of GSBTB	William LaCourse
Editing	Team
Objective 2: Review and Reorganize the CRM for Enhanced Functionality	Gary Kalmer
Editing	Team
Objective 3: Integrating New Metrics into the CRM	William LaCourse

Editing	Team
Objective 4: Educate Employees on Updated CRM Services	Michael Tsillas
Editing	Team
Objective 5: Expand GSBTB's Social Network	Michael Tsillas
Editing	Team
Preface to our Research	William LaCourse
Editing	Michael Tsillas and Gary Kalmer
The Oppressive History of Assimilation	William LaCourse
Editing	Michael Tsillas and Gary Kalmer
Who is German? Questions of Race And Language	William LaCourse
Editing	Michael Tsillas and Gary Kalmer
The History of Oranienplatz and its Impact	William LaCourse
Editing	Michael Tsillas and Gary Kalmer
The Legislative Response of Germany	William LaCourse
Editing	Michael Tsillas and Gary Kalmer
Organizing the CRM Table on Monday.com	William LaCourse and Gary Kalmer
Editing	Michael Tsillas and Ashton Kittur
Organizing the Fundraising Aspect of Their CRM	William LaCourse and Gary Kalmer
Editing	Michael Tsillas and Ashton Kittur
Integrating Social Media Metrics into the CRM	William LaCourse and Gary Kalmer
Editing	Michael Tsillas and Ashton Kittur
Integrating Website Analytics	William LaCourse and Gary Kalmer
Editing	Michael Tsillas and Ashton Kittur
Educating Employees of GSBTB on the	William LaCourse and Gary Kalmer

Changes Made Through Documentation	
Editing	Michael Tsillas and Ashton Kittur
Creating A Social Map for Future Connections	William LaCourse and Ashton Kittur
Editing	Michael Tsillas and Gary Kalmer
Reccomendations and Conclusion	Michael Tsillas
Editing	Gary Kalmer and William LaCourse

Deliverables

Lead Design of the Booklet	Michael Tsillas
Organization Table	Team
Fundraising Table	Gary Kalmer
Social Media Metrics	Gary Kalmer and William LaCourse
Website Analytics	Gary Kalmer and William LaCourse
Survey Integration	Gary Kalmer
GSBTB Manual for the CRM	Gary Kalmer
Social Map	Ashton Kittur

Appendix B: Sponsor Description

Give Something Back to Berlin is an association that specializes in giving back to the refugees and migrants of Berlin. This organization provides services that connect migrants, refugees, and locals to engage in building an open and inclusive society. They facilitate activities such as language exchange programs, community dinners, and skill-sharing initiatives. GSBTB encourages volunteers to get involved and contribute to the integration process by sharing their skills and experiences with newcomers. It all started with a post “To whom it may concern, You live in Berlin or come here whenever you have an extra dime or some free time. You can’t think of a better place even though you sometimes get the feeling that ‘it was better before’” Annamaria Olsson posted this to Facebook back in 2012, which ended up going viral and

sparked a community movement. Olsson was a migrant herself who was inspired by various positive grassroots and saw an opportunity for a new approach to social integration.

Give Something Back to Berlin has many ongoing projects that teach new skills and provide services to help out refugees or anyone seeking a nondiscriminatory environment. One of GSBTB's signature features is their Agora Podcast, which highlights inspiring individuals who add to Berlin's multicultural life. This includes stories and experiences from guest speakers on issues ranging from human rights, diversity, and migrant identity and belonging. This podcast aims to inspire the community in Berlin and make a difference for migrants and refugees.

GSBTB hosts an Open Music Lab which offers free production courses for anyone interested in learning how to make music. They emphasize music making with zero discrimination and are committed to supporting refugees, asylum seekers, people who identify as female, non-binary, LGBTQI+, people of color, and people with disabilities. They work with their sister project known as the Open Music School, and have many mentors and community members who offer musical activities. There are opportunities for both instructors and learners through the Open Music Lab. The Open Language Cafe hosts language lessons open to anyone, including German, Arabic, and English with no registration required.

Along with the events and open clubs bringing people together, Give Something Back to Berlin wants to help those who are less fortunate. They have set up a program in which you can once again connect with others around you while also helping out those who are in need. Giving a space for people to help their peers needs donations, for this people of Germany can sponsor a dinner providing the expenses needed for the classes to make the food and distribute it to the public.

Open Kitchen, formerly known as the Refugee Cooking Group, is a project in Berlin that aims to foster social and cultural connections through food. The initiative creates welcoming spaces for interaction in a cozy environment, breaking down barriers and promoting the exchange of ideas among people from different cultures. Established individuals in Berlin can engage in a relaxed and friendly atmosphere while connecting with those from diverse backgrounds.

The project allows cooks with refugee or migrant backgrounds to lead the kitchen alongside volunteers and food enthusiasts. This collaboration allows them to showcase traditional dishes from various countries, including Sudan, America, Syria, India, and more. Since its inception in 2013, Open Kitchen has received positive responses and has been invited to serve food at notable venues in the city, such as Bite Club, United Street Food at Markthalle Neun, and the Berliner Philharmonie, highlighting its success and impact.

Former projects from Give Something Back to Berlin have focused on the integration of newcomers to Berlin. Many of these people come to Berlin as migrants and refugees, and they often face struggles with adjusting to a new lifestyle. Open City was the project that worked with these people to integrate them into society and make them "active contributors" within the cities they reside. They also have different workshops and activities that focus on different topics, such as supporting soup kitchens, hosting creative workshops, or even simple things like cycling

classes. Most projects listed by GSBTB focus on more marginalized demographics and work to make them feel included and give them a resource within the community.

Today GSBTB has a strong community filled with many diverse backgrounds and experiences. As an organization GSBTB has been at the forefront of integration work, they have created platforms bringing people together who without this company would not be able to contact each other easily. GSBTB has formed a community filled with civil engagement in which people come together to fulfill various projects ranging from gardening to language learning. Within just the first decade of becoming a full-time company, Give Something Back to Berlin has reached over 35,000 individuals and provided 160,000 volunteering hours. Their main goal has always been to incorporate as many migrants as possible to make sure their views and experiences coming from other countries are heard and incorporated into German culture, while also allowing these refugees to feel like they belong within the same culture they are building. To accomplish this they work directly with self-organized groups to develop new solutions.

GSBTB's hard work has paid off; since 2014, Give Something Back to Berlin has won an award every year including awards like "Social Innovation " presented by the Social Impact Lab. Even their programs, including the open music program, have won individual awards like the "Listen to Berlin" award by the Berlin Music Commission, and finally, their most recent award from the Alliance for Democracy and Tolerance was the "Active for Democracy and Tolerance.

Appendix C: The Full Manual

Monday.com Manual





WPI

Authors:

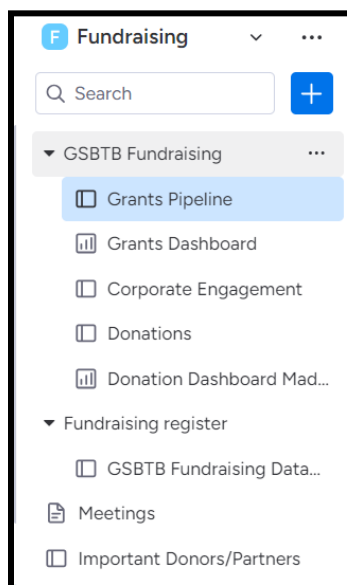
Gary Kalmer

William LaCourse

Michael Tsillas

Ashton Kittur

Fundraising Archives



Step 1: Setting up Archive Boards

Under the “Fundraising” tab, new boards will need to be created and titled by year. An example of this would be “2023 Grants”.

It would most likely be best to put the archives under their own folder so it stays organized.

Step 2: Automation

The first section recognizes that a due

Every day, if Due date for su... has passed and only if item is in Opportunities



Then duplicate the item and then move item to board

date passes on a grant in the opportunities group.

Next, Monday.com will duplicate the item so that no information is lost from the main board. It will then move the item into the archive board selected. Every year this automation will have to be edited to switch the board to the new archive. Finally, it will notify someone that the grant due date passed and was archived. (A custom notification can be created if you click “notify”)

Step 3: Repeat

A new board will have to be created each year since Monday.com does not currently have automation for this. The folders can easily just be called every preceding year. Also need to remember to change the folder name in the automation too. When the automation is first created, 2023 and 2024 dates may have to be separated manually since both have dates that have passed, however after that everything should work automatically.

Information Importing

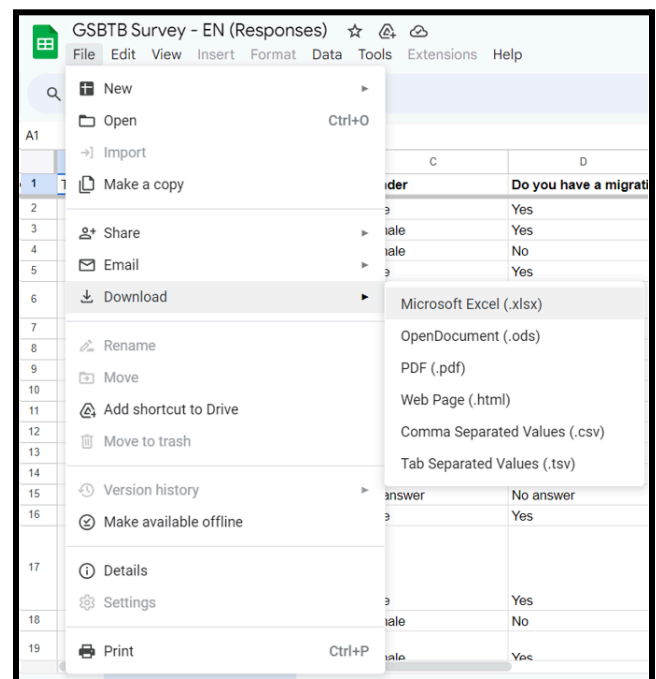
(For Google Sheets and Excel Files)

Step 1: Convert the Google Sheet to Excel

Monday.com only allows information to be imported from Excel spreadsheets.

To make this conversion:

1. Open the google sheet
2. Go to “File”
3. “Download”
4. “Microsoft Excel (.xlsx)”



Step 2: Importing the Information Into Monday.com

In the Monday.com board, click the arrow next to “New Item” and then click import. From here, you can select the Excel file you want to import and click next. You can then select the head item, which will decide the item title (Right now it is the timestamp).

This is the head item →
It serves as a title for the information that follows. In this case, the timestamp indicates a different person.

The screenshot shows the Monday.com interface. At the top, there are tabs for 'Main Table' and 'Google Sheets - Board V'. Below the tabs, there is a 'New item' button with a dropdown arrow. To the right of the button are 'Search' and 'Person' icons. A dropdown menu is open, showing options: '> _ Fc', 'New group of items', and 'Import items' (which is highlighted). Below the menu, there is a table with the following data:

GSBTB Survey - EN (Responses)	
Item	
<input type="checkbox"/>	4/8/2024 19:38:58
<input type="checkbox"/>	4/8/2024 19:47:27
<input type="checkbox"/>	4/8/2024 19:57:41

Step 3: Selecting the information that you want

The screenshot shows the Monday.com interface for mapping columns. It has two columns: 'Excel columns' and 'Existing board columns'. The mapping is as follows:

Excel columns	Existing board columns
Age 28-45	Age Range
Gender Male	Gender
Do you have a migration history? Yes	Migration S

Now it will let you select which column goes with what information. Columns will have to be

made beforehand so you can match the excel and existing columns. For example, “Age Range” was a column I made in the Monday.com table so I could match it with “Age”.

Click next and then start the import. Information will show up as a new group on the board.

Organizations Table

The screenshot shows a Monday.com table interface. At the top, there's a header 'Organisations' with a dropdown arrow. Below it, there are tabs for 'Main Table', 'Table', 'Experimental Table', and another 'Table'. To the right, there are icons for 'Integrate', 'Automate', and a user profile icon with 'Invite / 5'. Below the tabs, there's a search bar and filters for 'Person', 'Filter', 'Sort', and 'Hide'. The main content area is a table with columns for category names, account counts, and a 'Category' column with a bar chart. The categories listed are: Language (5 Accounts/companies), Government (18 Accounts/companies), Education (17 Accounts/companies), Social Organizations/Activities (88 Accounts/companies), Emergency Contact (4 Accounts/companies), Health (6 Accounts/companies), and Shelter. A 'Help' button is visible in the bottom right corner of the table area.

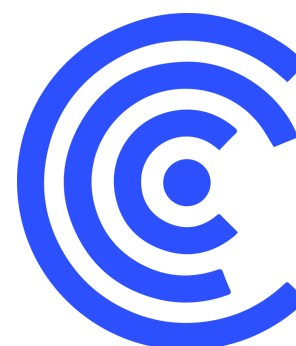
Category	Accounts/companies	Category
> Language	5 Accounts/companies	Category
> Government	18 Accounts/companies	Category
> Education	17 Accounts/companies	Category
> Social Organizations/Activities	88 Accounts/companies	Category
> Emergency Contact	4 Accounts/companies	Category
> Health	6 Accounts/companies	Category
> Shelter		Category

The organizations list has been organized by category to best fit the needs they address and how they help. Each group is sorted by the type organization, and when new ones are added just click sort at the top of the column and it will fill into the table. Unfortunately there is no auto-sort function at this moment.

Social Media

(Gathering data from follower usage)

Using a Google Sheets extension called “Coefficient”, you can import data from social media platforms such as



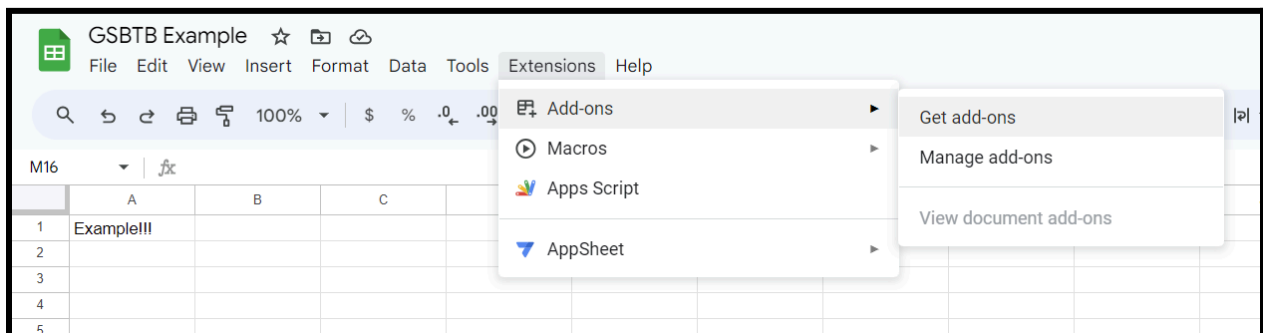
the daily foot traffic (profile views) and post interaction (Likes, comments, shares, etc.).

All you need to use it is the login for a supported social media platform (Username and Password).

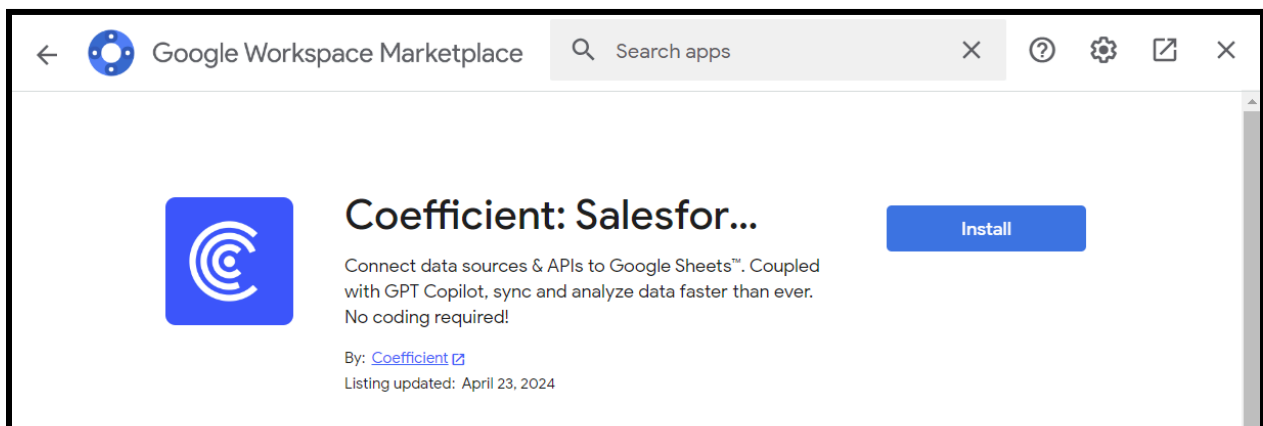
Step One: Make a Google Sheet and Download Coefficient

To download Coefficient:

1. Open the Google Sheet
2. Go to the “Extensions” tab
3. Under “Add-ons” click “Get add-ons”



4. In the “Search apps” bar, type “Coefficient”
5. Click on the extension that says “Coefficient: Salesforce, HubSpot Data Connector” (it’s the first one)
6. Click Install

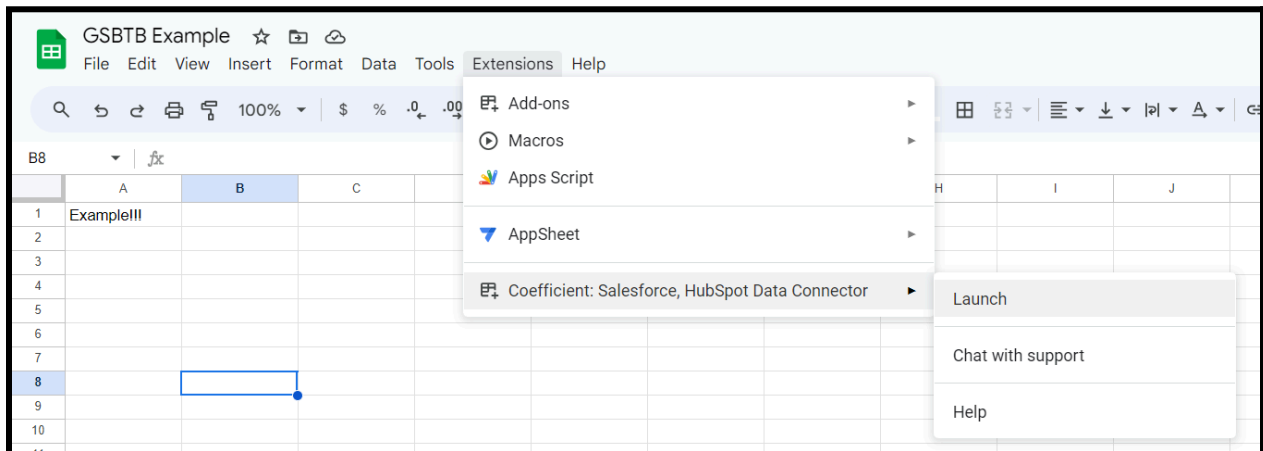


Step 2: Find the Account you want to take data from

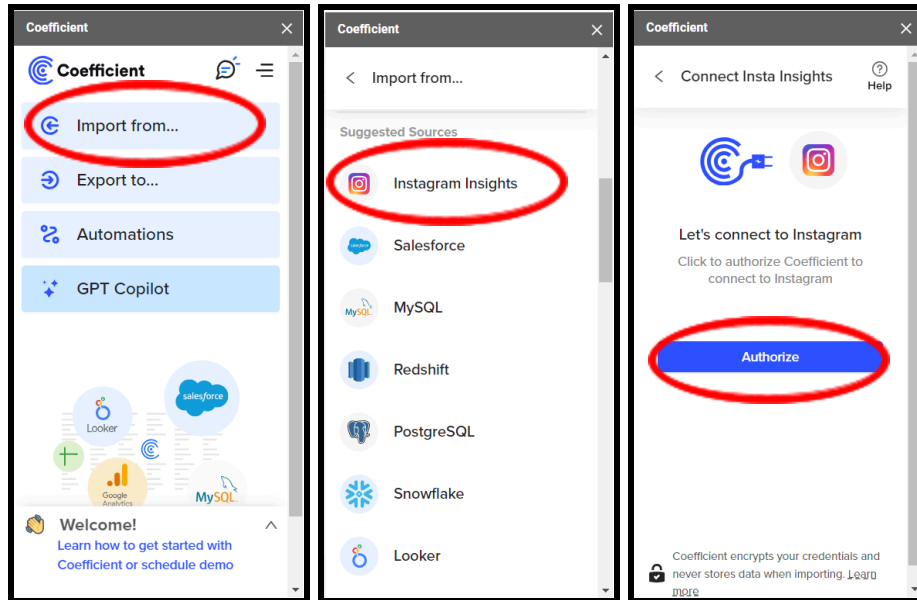
(We will use Instagram as an example, but there are plenty of options)

Now we connect the Instagram account to Coefficient so we can pull data from it. To do this:

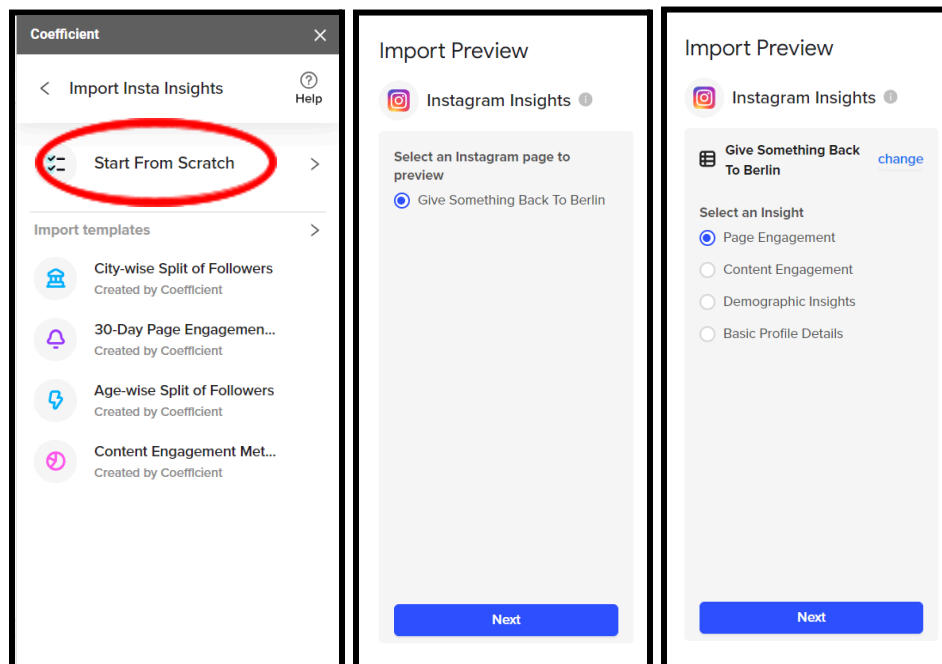
1. Go back into the “Extensions” tab in the Google Sheet
 - a. There will be another section where you can select “Coefficient”
2. Under “Coefficient”, select “Launch”



3. Select “Import from...”
4. Select “Instagram Insights” under “Suggested Sources”
5. Select “Authorize” and use your Instagram login details to authorize Coefficient’s connection to the account of choice

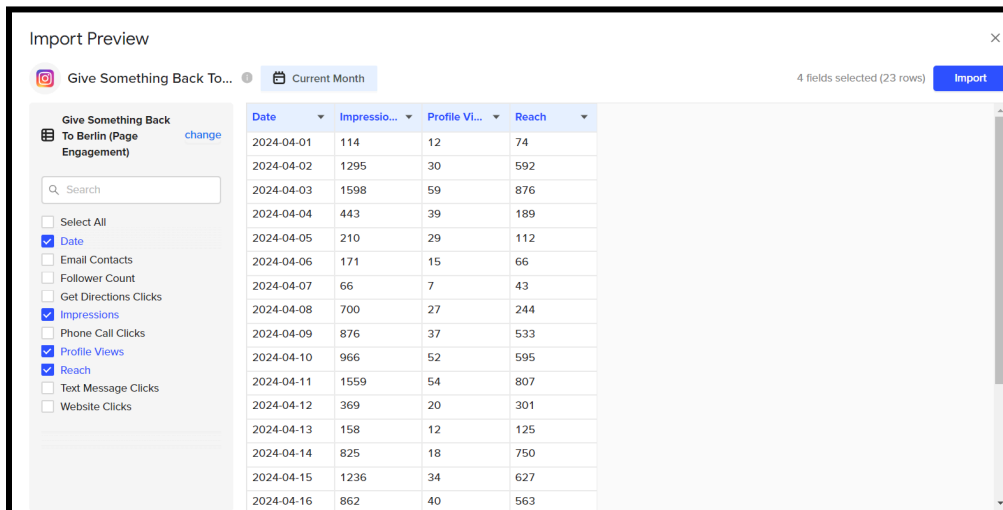


6. After successful connection, select “Start From Scratch”
 - a. An “Import Preview” window should pop up
7. Under the “Import Preview” window, you can select “Give Something Back to Berlin” and click “Next”
8. Now you can select on of the Insights you would like
 - a. For this example, we will look at “Page Engagement”



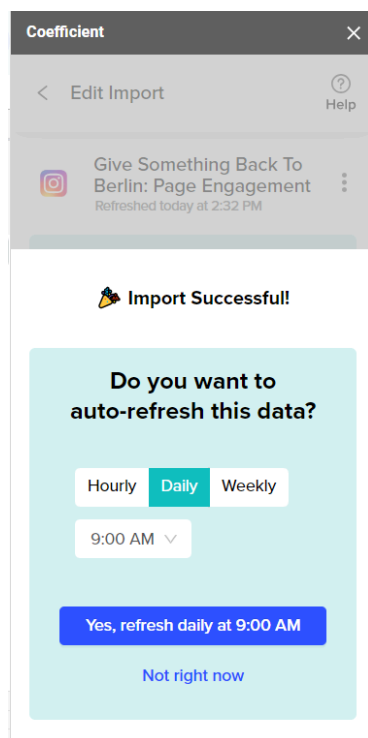
9. Select the data points you would like to see

- a. Selected here is “Date”, “Impressions”, “Profile Views”, and “Reach”



Date	Impressio...	Profile Vi...	Reach
2024-04-01	114	12	74
2024-04-02	1295	30	592
2024-04-03	1598	59	876
2024-04-04	443	39	189
2024-04-05	210	29	112
2024-04-06	171	15	66
2024-04-07	66	7	43
2024-04-08	700	27	244
2024-04-09	876	37	533
2024-04-10	966	52	595
2024-04-11	1559	54	807
2024-04-12	369	20	301
2024-04-13	158	12	125
2024-04-14	825	18	750
2024-04-15	1236	34	627
2024-04-16	862	40	563

10. Click import and the information will show up in the Google Sheet
Step 3: Automation



Automation is made very simple by Coefficient.

First, you can select whether you want information to update hourly, daily, or weekly.

For hourly:

Select how often you want to refresh (i.e. Every 2 Hours, Every 4 Hours)

For Daily:

Select what time of day you'd like the refresh to occur (i.e. 9:00 AM, 10:00 AM, etc.)

For Weekly:

Select the day and time you'd like the refresh to occur (i.e. Monday at 9:00 AM)

Next you click “yes” and the information will update and show up on the Google Sheet as often as you just selected.

Congrats, you have constantly updating social media data!

In the case of the Google Sheet that we already created for you and is inserted into the “Communications” workspace of Monday.com titled “Instagram Analytics”, we have inserted page engagement and content engagement for both the Facebook and Instagram accounts. Every month a new table will be added to the sheet that details the activity from the past month

If you want other data such as the demographics, you can simply follow the steps above and add a demographics table to the Google Sheet! Nothing will be deleted from the old tables when this happens.