



A learning management system for progressive activists

Data x Power Fellowship 2022  
By: Chris Robles and Gina Cruz

 **JIRAFA** 's mission is to

**create accessible self-paced training resources  
for folks across the progressive ecosystem,  
including those who've never engaged before.**

# Why JIRAFRA??

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- We were inspired by the term 'Jargon Giraffe'!
- There's a lot of jargon in the progressive world, with Jirafa we aim to demystify those words through course content that's fun and easily accessible in a variety of ways and languages.
- In our work experiences we noticed a glaring lack of training materials in multiple languages.

# Why JIRAFRA??

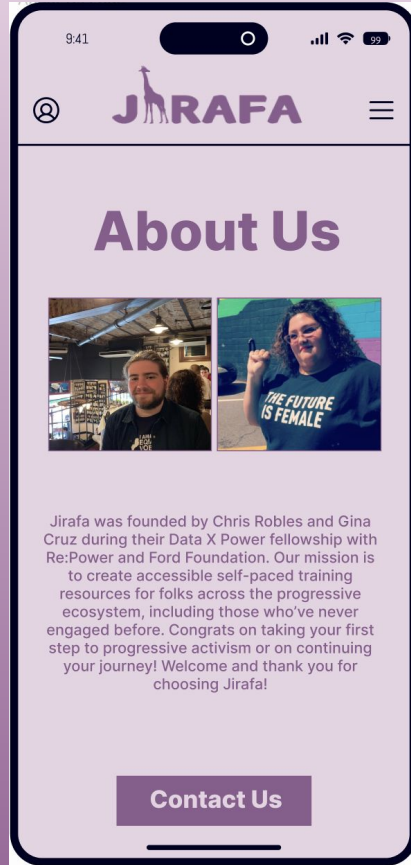
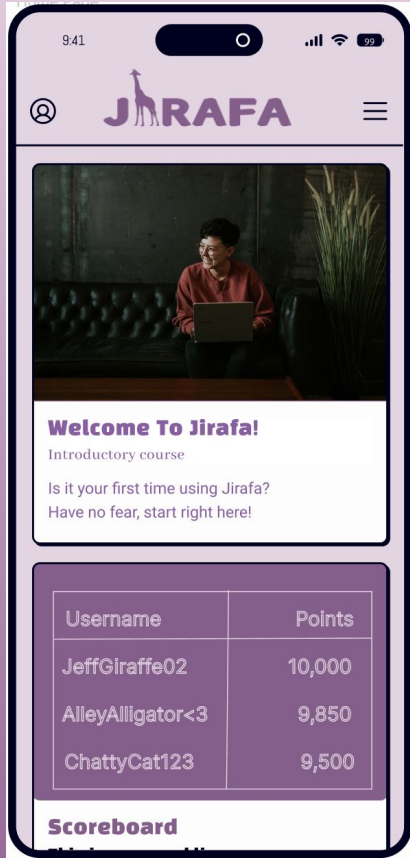
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- With Jirafa we plan to bridge the accessibility gap, and not just via translation, but by addressing various tech levels, learning styles and experiences as well.
  - We really want to meet folks where they are, even if this is their first time touching a computer or volunteering!
  - We recognize not everyone learns the same way, so all our curriculums are built with a variety of learning styles in mind, and courses are meant to be repeated as needed because learning is lifelong!

## Why JIRAFRA??

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- We also noticed a lack of quality control in what training materials are provided by vendors. They vary widely tool to tool and are often intended for admins only, so not accessible for any volunteers who may be working with the front end.
- With Jirafa we plan to widen the scope of what tools have accessible training materials and who the trainings are meant for.
  - We plan diverse curriculum for our courses, that contain content and examples actually applicable to real life in the progressive ecosystem.



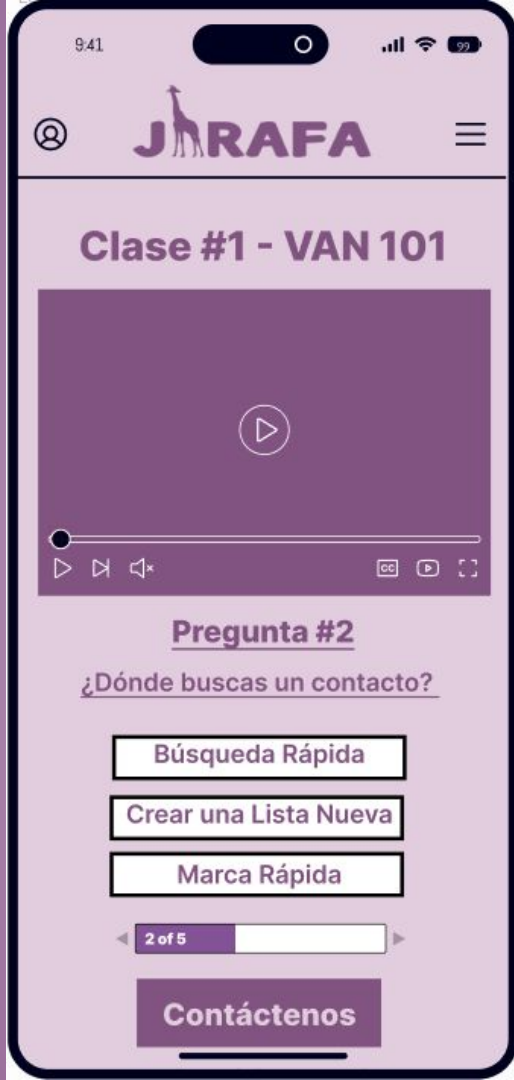
# Homepage

- To be as accessible as possible to users and for trainers, Jirafa would be designed as a mobile app, accessible on iOS and Android.
- During the last year we have taken courses on Python 3 and Django. We also utilized Figma wireframe and plan out the mobile application.

# Gamification

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- We know fitting in time to learn when you already have a busy day is hard so we wanted to make Jirafa fun, something to look forward to doing!
- Completing certain things, like a course or a quiz, will earn you points which you can exchange for things, plus the ability for your public username to be listed on the scoreboard!
  - Organizers like goals, so we want to take that to the next level by encouraging competition and creating FOMO around what points can be exchanged for.



# Course Page

- Our course pages would include multilingual video demos for users to watch and review whenever they want.
- After watching the video, users would be asked to answer several questions before they can move on to the next section of the course.



# Intro to VAN - Volunteer Level Course Outline

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- What is VAN
  - Who is Bonterra?
- Data in VAN
  - Different tabs in VAN
- Logging into VAN
  - Creating an ActionID
- Switching between states and committees (data volunteers only)
- Quick Look Up
- Intro into Personal Records
- Creating a list in MyVoters
- Save your search
- Call Lists (phonebank lead volunteer)
  - Print
  - Manual Data Entry of call lists
- Virtual Phone Banks (VPBs)
  - How to create a VPB
  - VPB calls using MyVoters
  - Open VPBs

# Our Vision for the Future

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- VAN may be the first tool related course we're putting together but there are many courses we want to continue building out!
  - Other tools (Action Network, Moblize, OpenField, etc.)
  - Soft Skills (Personal Story, Writing a script)
  - Hard Skills (Writing an Organizing Plan, the Hard Ask)
  - Data as a Career
- We still have some progress to make on the tech side of things but we are committed to continuing our personal development into 2023 so we can take Jirafa to the next level!

# **Thank you!!**

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**Kemi + Toria**

**Ari Trujillo-Wesler**

**Oscar Boleman**

**Re:Power**

**Ford Foundation**