Impress White Paper

1. Introduction to Activities Analysis

- **Organization workflow.**

  Impress is an organization that works globally for more than 15 years and actively contributes to the community. Impress headquarter is Daruvar, Bjelovar-bilogora county, Croatia, but has 5 more offices in Bjelovar, Grubišno Polje, Zagreb and rural areas Sirač and Bastaji. Impress cooperate with more than 90 partners from 35 different countries and organize global events, actively is involved in national, European and world levels with the mission to give equal opportunities for everyone, especially concentrated on youth. Impress is Eurodesk Multiplicator– member of the information network of the European Commission, has a Youth center, Youth Info center that is part of the European Counseling and informing Agency, Volunteer Center, STEM Center, Intergenerational center, Start-up incubator, Job club, Child Center. Impress is accredited for European Solidarity Corps- hosting, coordinating and sending organization, Erasmus+ center giving opportunities for young people, especially in rural areas to take part in different Erasmus+ programmes. In our organization, we have several areas in which we work such as national projects, European projects, and international projects which involve collaboration with different partners from different countries of Europe and world. In order to create this document we have put in place a communication between all departments in our organization and together we have taken the opinions and feedback of all the team members in our organization. The methodology that we have used to choose the processes that we would map through was the short questionnaire to choose the top processes that we would analyze in the process of our organization The initial assessment of the organization's workflow involved conducting interviews with key stakeholders, reviewing existing documentation, and analyzing data on process performance. We examined the flow of tasks and information within and between departments to identify bottlenecks, redundancies, and areas for improvement. These processes helped us to create a list of the processes that need to be prioritized in order to improve them and raise the efficiency and effectiveness of the labor staff to an efficient and productive team.

- **Mapping criteria**

  In order to map the processes that we would need to improve and put in place more action and tools to reach the highest results we have used three criterias that are crucial for us and the most important for our mapping process.

1. First criteria is the Strategic Importance: Processes that are critical to achieving the organization's strategic objectives are prioritized for detailed mapping. These include

core operational processes that directly impact our organization mission, vision, and goals.

2. Second criteria is Resource Intensity: Processes that consume significant resources, such as time, labor, materials, or budget, were selected for detailed mapping. We identified resource-intensive processes that help optimize resource allocation, reduce costs, and improve overall efficiency.
3. Third criteria is Frequency and Volume: These processes are performed frequently or involve a high volume of transactions and are prioritized for detailed mapping. Understanding these high-volume processes will help our organization identify bottlenecks, inefficiencies, and opportunities for streamlining.
4. Fourth criteria is Performance Metrics: Processes with performance metrics indicating suboptimal performance or areas for improvement are prioritized for detailed mapping. Analyzing performance metrics helps us identify opportunities to enhance productivity, quality, and effectiveness.

- **Importance of chosen processes in achieving organizational goals**

The processes that we have put in place in our organization in the mapping process and following with the analysis of them have a great impact in the achievement of the goals and mission of our organization.

1. **Content Creation Process**: The content creation process involves several stages aimed at developing and sharing information, ideas, or messages effectively. It typically begins with planning, where the content's purpose, target audience, and key messages are defined. Next comes the creation phase, which can include writing, designing, filming, or recording the content. After creation, the content is often edited or refined to ensure clarity, accuracy, and relevance. Finally, the content is distributed or published through various channels, such as websites, social media, or traditional media outlets. Throughout this process, the goal is to create engaging and valuable content that resonates with the audience and achieves the desired objectives. This process is crucial for our organization in order to connect with the community, to share the work that we are doing, to connect and create coherence with the community, to involve the community in the events and the activities that we are organizing. This process is important in spreading the message with the community, audience, people we work with and cooperators. We share the goals and mission through content that we create in different formats.

2. **Collaboration and Partnership Process**: This process entails establishing and nurturing relationships with external partners, organizations, and stakeholders to support and enhance educational initiatives. It includes tasks such as identifying potential partners and collaborators,

initiating and maintaining communication channels, negotiating partnership agreements or contracts, and coordinating joint projects or events and also it includes maintaining effective communication channels with external partners, collaborators, or stakeholders. It includes activities such as relationship building, information sharing, and issue resolution, with the aim of fostering trust, collaboration, and alignment of goals between the organization and its partners. This process is on the top of our priorities in the mapping process since we have a broad cooperation in different projects in the frame of Erasmus+, European Solidarity Corps, Small scale partnerships, medium scale partnerships, internships, local cooperation, regional and national partnerships. This whole map of partnerships and corporations requires an integrated platform to follow the permanent communication with the partners related to projects, deadlines, meetings, material sharing etc.

3. **Digital Marketing Process**: This process involves monitoring, analyzing, and interpreting data from social media platforms to evaluate performance, understand audience behavior, and inform marketing strategies. It encompasses tasks such as data collection, analysis, and reporting, with the goal of optimizing social media efforts and driving engagement, brand awareness, and conversion. This process is important to analyze the audience we are connected with and how it can be improved in the system of following the effectiveness of communication through the social media platforms with the audience. This analysis makes it simpler for the team to have organized strategy of social media and plan of content that the audience is engaged mostly.

4. **Multilingual Outreach Process**: This process focuses on reaching and engaging with diverse audiences by providing translated content and language support. It includes tasks such as identifying target languages and audience demographics, translating educational materials, website content, and communication resources into multiple languages, ensuring linguistic and cultural accuracy in translations, and providing language assistance and support to participants who speak different languages. This process aims to enhance accessibility and inclusivity, allowing individuals from various linguistic backgrounds to access and benefit from educational programs and resources offered by the organization.

2. Mapping of subprocesses

The subprocesses are crucial in separating the big processes in an organization into smaller processes and to make it easy for the team to follow the activities that go under these subprocesses. In order to create this system of following the activities that each team member is active on we have mapped subprocesses and broken them down to subprocesses and activities part of these subprocesses. Subprocesses of content creation in our organization. Here are some common subprocesses that are often involved in the content creation process:

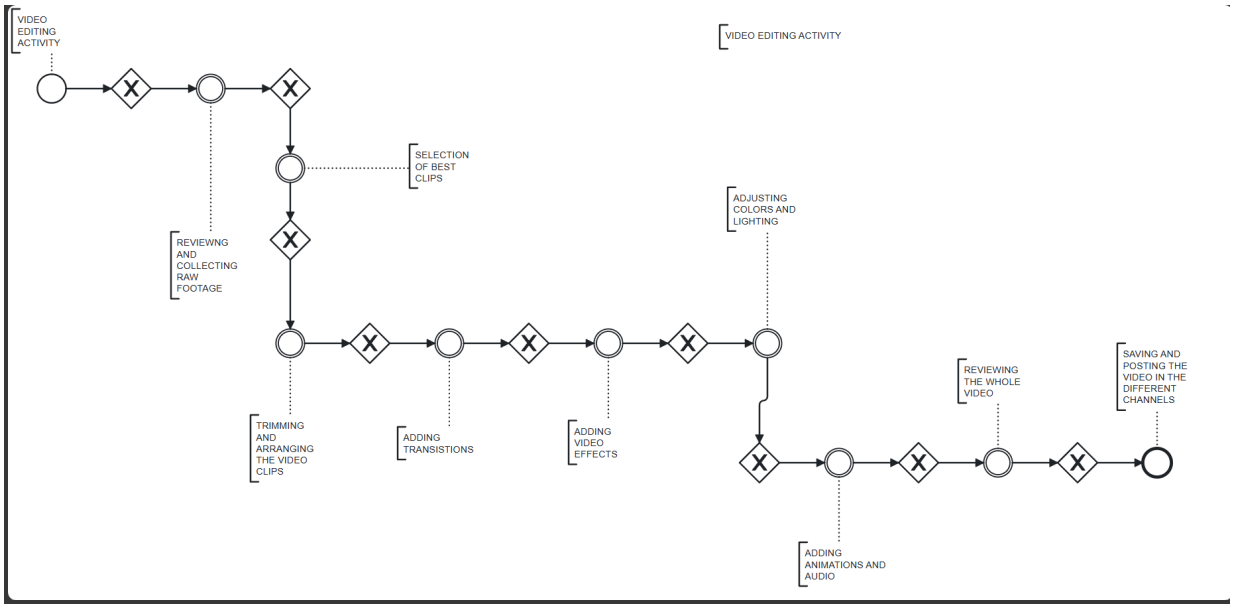
1. Research and Planning:
    - Conducting market research and audience analysis.
    - Defining content objectives and goals.
    - Developing content strategies and editorial calendars.
    - Brainstorming and ideation sessions.
2. Content Ideation and Creation:
    - Generating ideas for content topics and themes.
    - Outlining and drafting written content, such as articles, blog posts, or social media posts.
    - Creating visual content, including graphics, illustrations, and infographics.
    - Producing multimedia content, such as videos, podcasts, or webinars.
    - Designing and formatting content for various platforms and channels.
3. Content Editing and Revision:
    - Reviewing and refining content for clarity, accuracy, and relevance.
    - Editing written content for grammar, spelling, and punctuation errors.
    - Optimizing content for search engines (SEO) and readability.
    - Incorporating feedback from stakeholders, subject matter experts, or editors.
4. Content Publishing and Distribution:
    - Uploading content to websites, blogs, or content management systems (CMS).
    - Scheduling and publishing content across social media platforms.
    - Distributing content through email newsletters or marketing campaigns.
    - Promoting content through paid advertising or influencer partnerships.
5. Content Performance Monitoring and Analysis:
    - Tracking key performance indicators (KPIs) such as website traffic, engagement metrics, and conversion rates.
    - Analyzing audience feedback, comments, and social media mentions.
    - Identifying trends and opportunities for content optimization and improvement.
    - Reporting on content performance and effectiveness to stakeholders.

These subprocesses collectively contribute to the creation of high-quality, engaging content that resonates with the target audience and achieves the organization's content marketing objectives.

Below we have analyzed two of the activities that are part of the subprocesses of content creation and the steps that these activities follow in order to have the final result. First we have analyzed and broken down in small steps the video editing activity and second we have analyzed the PPT creation activity. These two activities we have used BPM platform to make a scheme of the steps that these activities follow to the final result.

1. **Video Editing activity:**
    - This subprocess involves the editing and post-production of video content. It includes subprocesses such as reviewing raw footage, selecting the best clips, trimming and arranging video segments, adding transitions, visual effects, and animations, incorporating audio elements like background music or voice overs, adjusting colors and lighting, and rendering the final video output. The goal is to create visually appealing and engaging video content that effectively communicates the intended message to the audience. The final goal is to create some activities which lead to a product, content which spreads the message, and the mission of the organization with a wider audience.

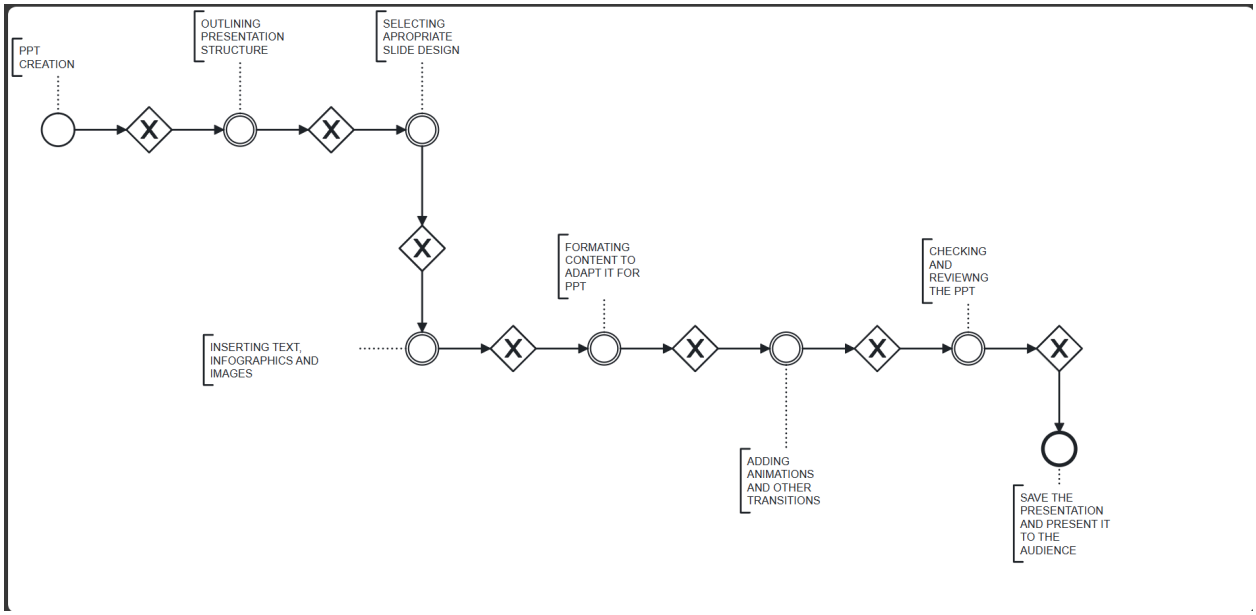
Video editing activity



2. **PowerPoint (PPT) Creation activity:**
    - This activity focuses on creating visually impactful and informative PowerPoint presentations. It involves tasks such as outlining the presentation structure, selecting appropriate slide layouts and designs, inserting text, images, graphics, and multimedia elements, formatting content for clarity and readability, adding animations and slide transitions for visual interest, and reviewing and revising the presentation for accuracy and coherence. The goal is to develop compelling

      presentations that effectively convey key messages and information to the audience.

PPT creation activity



Collaboration and partnerships are another process that we have mapped and analyzed in our organization to find the best tools that will provide us to keep on track with the communication with different partners and be as much effective as possible in realizing the joint projects and strengthen cooperation. Below we have listed subprocesses that we follow in our organization and then we have analyzed one of them which is communication with the partners and cooperators:

1. Identifying Potential Partners:
   - Researching and identifying organizations, institutions, or individuals that align with the organization's mission and objectives.
   - Assessing potential partners based on their expertise, resources, and compatibility with the organization's goals.

2. Initiating Communication Channels:
   - Reaching out to potential partners through email, phone calls, or networking events.
   - Introducing the organization and its initiatives to potential partners.
   - Scheduling meetings or discussions to explore collaboration opportunities.

3. Negotiating Partnership Agreements:
   - Drafting partnership proposals or agreements outlining the scope, objectives, and responsibilities of each party.
   - Negotiating terms and conditions, including resource allocation, timelines, and deliverables.
   - Reviewing and finalizing partnership agreements in collaboration with legal or administrative teams.

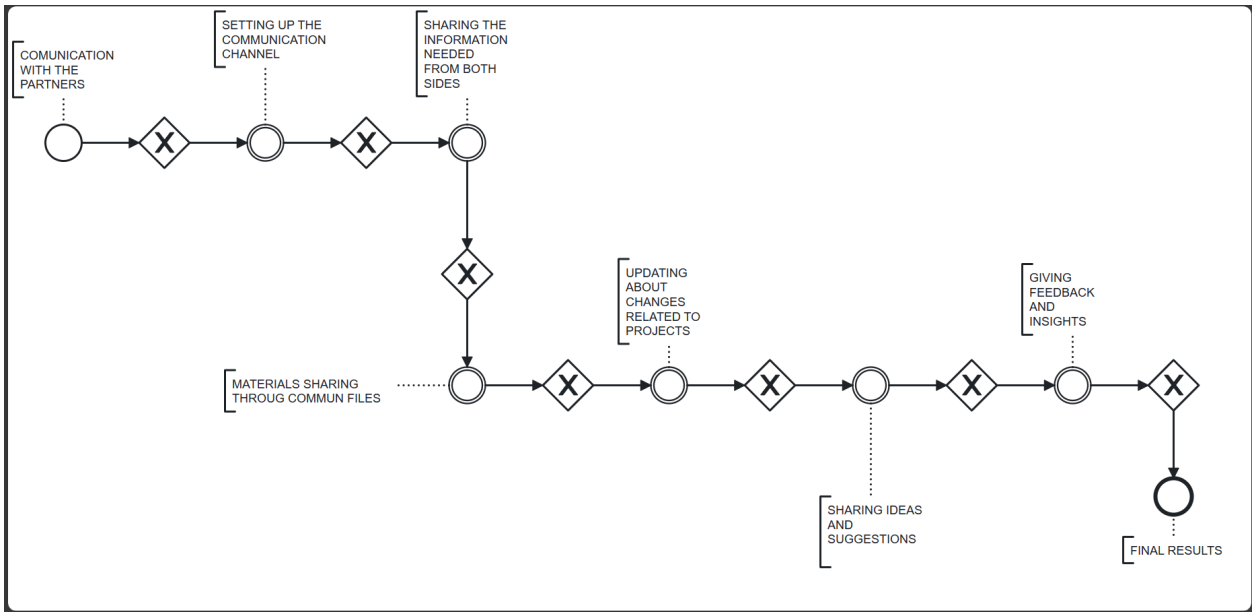
4. Coordinating Joint Projects or Events:
   - Planning and organizing collaborative projects, events, or activities with partner organizations.
   - Assigning roles and responsibilities to team members from both organizations.
   - Establishing timelines, milestones, and communication protocols for project implementation.

5. Maintaining Effective Communication Channels:
   - Regularly communicating with external partners to provide updates on project progress, share relevant information, and address any issues or concerns.
   - Facilitating regular meetings, check-ins, or status updates to ensure alignment and collaboration.
   - Resolving conflicts or challenges that may arise during the partnership through open communication and problem-solving.

6. Building Relationships and Trust:
   - Cultivating strong, trusting relationships with partner organizations through consistent communication and mutual respect.
   - Engaging in activities or initiatives that demonstrate commitment to the partnership and shared goals.
   - Providing support and assistance to partners as needed to foster a collaborative and supportive environment.

These subprocesses collectively contribute to the successful establishment and maintenance of partnerships and collaborations that support the organization's educational initiatives and goals.

Activity: Communication with partners



3. KPI for each selected process

For each selected process we have put in place relevant KPI that are directly related to the process in our organization and also KPI that are connected with the effect that this process is related to the users and members of our organization.

1. Content creation process

Audience Engagement Rate: By this KPI we measure the level of interaction and engagement that our organization content generates among its target audience. It includes metrics such as likes, shares, comments, and other forms of audience interaction on social media platforms, websites, or other communication channels.

Content Reach: By this KPI we measure the extent to which the organization's content is reaching its intended audience. It includes metrics such as the number of views, impressions, or website visits, indicating the overall reach and visibility of the content. A broader content reach indicates that our organization is effectively disseminating its messages and engaging with a wider audience, which is crucial for raising awareness, promoting initiatives, and achieving organizational objectives.

Beneficiary Feedback Score: This KPI measures the level of satisfaction and feedback from the organization's beneficiaries regarding the content created. This mostly is measured with the direct feedback that our members and the community share with us about the content that our organization is sharing and on which the community is also included in different events, campaigns of informing, local initiatives and so on.

2. Collaboration and Partnership Process

Partnership Growth Rate: By this KPI we measure the rate of growth of collaboration and partnerships by the time. This measures the new initiatives that our organization takes in order to broaden the cooperation with partners in local, regional and european level and beyond. By this KPI we measure on a yearly basis the number of new partners and cooperations built in the period of time.

Partnership Effectiveness Index: This KPI assesses the effectiveness and efficiency of the organization's partnerships and collaborations in achieving shared goals and objectives. It includes metrics such as the level of alignment between partner organizations' missions and strategies, the degree of collaboration and communication between partners, and the outcomes or impact of collaborative projects or initiatives. A higher partnership effectiveness index indicates that the organization's partnerships are well-aligned, productive, and mutually

beneficial, contributing to the successful implementation of programs and the attainment of organizational objectives.

3. Digital Marketing Process

Conversion Rate: By this KPI we measure the percentage of recipients who respond to a call-to-action in a marketing campaign and take a desired action, such as registering for a course, subscribing to a newsletter, or downloading educational materials. These numbers are related to the target groups and directly connect us with the members of our organization and their engagement with different marketing, promotion and information campaigns.

Engagement Rate on Social Media: This KPI tracks the level of interaction (likes, shares, comments) that content receives on social media platforms relative to the number of followers or views. It helps gauge how compelling and relevant the content is to the target audience. By analyzing these data we follow which content is most liked from the audience and gives us feedback for the future content plan and also what is relevant for the audience that follows us.

4. Multilingual outreach process

Language Accuracy Rate: By this KPI we measure the accuracy of language translation and localization in outreach materials. It assesses how well the translated content maintains the original message's intent, tone, and context. High accuracy rates ensure that messages are culturally and contextually appropriate across different languages, which is crucial for effectively engaging diverse communities and ensuring that the information is correctly understood.

Reach in Target Demographics: This KPI tracks the extent to which our outreach efforts successfully engage specific linguistic or cultural communities. It measures the distribution and consumption of our outreach materials among intended audience segments. By monitoring this KPI, we can evaluate the effectiveness of our multilingual strategies and adjust our approaches to better connect with and meet the needs of our diverse target populations.

3.1 KPI for subprocesses

1. **Video editing activity**

Viewer engagement rate: We measure the level of the engagement of the audience with the video content, such as comments, likes, sharing.

Video quality: We measure the standard quality of the video on technical elements, and the feedback by the audience.

2. **PPT Creation activity**

Time measure: We measure the time spent to create the presentation and human sources involved in creating the presentation.

Audience engagement: By it we measure the engagement level, questions, comments, and interactivity of the audience with the presentation.

3. **Translating activity**

Accuracy Score: The level of translating accuracy. This measures the accuracy of translation (scale 1-5 by bilingual reviewers).

Cultural Sensitivity Score: Measured on the score scale (scale 1-5 by target audience) how the translation complies with the cultural level of the sensitivity.

4. **Analyzing Impact on Social Media**

Engagement Rate: By this KPI we measure the engagement of the audience in the social media content (% engagement per post).

Growth Rate: The percentage of new followers based on monthly analysis (% increase in followers)

Time Measure: By it we measure the time spent Daily/weekly on analysis of social media channels of the organization.

5. **Communication with Partners**

Response Time: This KPI measure spent for the communication process (hours from query to response)

Number of Successful Collaborations: This KPI measures the successful collaborations with different partners implemented during a period of time, calculated in a 6 months timeline.