Evolution of a COEE Outreach Management System

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1. Background
Previous systems for tracking outreach activity were fragmented, often missed key elements required for Cancer Center Support Grant reporting, and relied on manual data entry. Since 2016, our Community Outreach, Engagement & Equity office began utilizing multiple data systems to capture comprehensive event information, enabling data integration and creation of a dashboard to capture the "lifecycle" of an event within an outreach management system (OMS). In this abstract, we describe the evolution of our data systems, illustrating how each contributed to refining our process, ultimately leading to select REDCap (**R**esearch **E**lectronic **D**ata **Cap**ture) as the foundation for our new OMS.

2. Goals
We present the evolution of our data system, beginning with inheriting a fragmented data system, expanding it to include elements like data requests and outreach requests, integrating automated systems when applicable, and collaborating with other departments to enhance the usability of the new process. Our goals are to illustrate our data tool process, share lessons learned, and demonstrate the capabilities of a comprehensive OMS.

3. Solutions and Methods
Our OMS includes several key components: outreach requests, community partner information (identifying who is making the outreach request), event planning (tracking hours for community benefit), demographics of attendees through digital and scannable paper forms, and a post-event evaluation completed by the community partner who made the outreach request.

4. Outcomes
Before implementing the new OMS, we encountered challenges such as data duplication, data entry errors, duplicative efforts of team members, and missing data for outreach event and attendee characteristics and outcomes. With this new system, the lifecycle of an outreach event is managed in one system, allowing us to attend to missing information in real time. We were also able to integrate other elements of COEE activity, such as creating community benefit specific reports, requests for catchment area and community benefit data, and faculty requests for assistance with community partner research engagement through our Support for Community Organization Research Engagement (SCORE) initiative.

5. Lessons Learned and Future Directions
The lifecycle of an outreach event is complex, involving multiple stages from the initial event request to the final evaluation. Lessons learned included : 1) creating an OMS requires outreach team input and buy-in; it will likely change their process for conducting events, 2) developing a user manual is essential, 3) the format for communicating data via dashboards can influence the system selected and the data collection approach, and 4) it is key to select an OMS that can be adapted or expanded as new use cases and needs emerge. Our next step is to finalize a dashboard, COEE Metrics of Evaluation (COEE ME), that we can use to track metrics over time and across geographic space.