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# Executive Summary

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CDVSA is looking for a new software solution to replace the current data collection and reporting system for its sub-grantees. The current system, which was built in Microsoft Access, has become increasingly inefficient and unmanageable over time. Because the current database files are both disparate and siloed among each sub-grantee, this creates several challenges for the seamless aggregation and reporting of data for federal funders. Some of these challenges include: inaccuracy and inconsistent data entry and reporting, manual compilation and counting of data, heightened administrative and financial burden, and reduced local capacity to provide services to survivors.

## Some of the overarching goals for the new system include:

- ✓ The development of a cloud based solution that will allow for browser level access while still maintaining security, confidentiality, and VAWA compliance.
- ✓ The ability to create segmentation or specific 'instances' of the software application for each sub-grantee in order to ensure data privacy and maintain organizational autonomy.
- ✓ The ability for organizational staff to have limited, role-based access to ensure that they only have visibility to data that is relevant to them.
- ✓ The ability to view audit trails for appropriate use of the system.
- ✓ The development of a CDVSA specific 'global' instance of the platform that will automatically aggregate de-identified data from each sub-grantee into accurate and meaningful reports.
- ✓ The option for programs who want to keep their current software platform the ability to manually submit their aggregate statistics into a secure form.
- ✓ The ability to generate one-click reports for major Federal funding streams, including but not limited to, VOCA, STOP-VAWA, FVPSA, & SASP.
- ✓ To have a HUD comparable solution that has built in data quality checking and generates one zip file that can be uploaded into SAGE.
- ✓ The ability for each local program to further customize the platform to meet the unique and specific needs of their organization.

# About Element 74

Element 74 is a technology company that specializes in software development and SaaS (software as a service) solutions. The company, which was founded by Chris Edmonds in the year 2000, is headquartered in Southeast Missouri and currently licenses and supports four unique SaaS products. Two of these software solutions are in the domestic violence and sexual assault field. Coalition Manager, which was developed in 2015 with the collaboration of The Missouri Coalition Against Domestic and Sexual Violence (MOCADSV), is currently in use by over 90 organizations across 45 States, including ANDVSA. Our team consists of a unique hybrid of both software engineers and advocates who have real world experience working at local programs or statewide DV/SA coalitions. This uniquely positions us to be a trusted partner that truly understands the mission and work of local victim service providers.



# History of Vela

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It was through our long-standing coalition partnerships that we became aware of the struggles and challenges that local service programs were experiencing with their current database solutions. It was further discovered that there was a great need for a better solution that was specifically developed for DV and SA direct service providers. Similar to our approach with Coalition Manager, we partnered with MOCADSV, as well as an advisory group of both large and small, as well as single and dual issue organizations. Through this collaborative partnership, Vela was born - a data solution that was truly created "by advocates, for advocates".

Vela, which was launched in 2019, has grown rapidly and is currently in use by over 91 organizations in 17 states. Worth noting, in 2022 we successfully launched two full statewide implementations in both Kentucky and New Hampshire. Vela's rapid success is directly correlated with our amazing team. Our development team consists of senior level software engineers with experience creating applications that offer extreme flexibility and precision. Our support and implementation team has over 100 years of advocacy experience and are passionate about the movement to end violence. They are also passionate to ensure that each advocate is supported and has the training and resources they need to accurately track and report on their data. We are honored to be considered as an option to support the Alaska Council on Domestic Violence and Sexual Assault, and grateful to share with you the work of so many to create a unique option for local service providers.



**Vela is a software solution specifically built for domestic violence and sexual assault programs that simplifies data entry, eliminates duplication, protects victim confidentiality, and significantly reduces the amount of time spent on reporting.**

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# Addressing CDVSA's Unique Needs

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## Survivor confidentiality – How does Vela meet VAWA, VOCA, and HIPPA confidentiality Standards?

- ✓ **Servers are hosted on Amazon Web Services (AWS)** with maximum level of security, including IP address restriction for access and multiple layers of authentication for select members of our team who have access.
- ✓ **The Database is also from Amazon's RDS** which includes an agreement for multiple levels of compliance, including a restriction that prevents Element 74 from logging into the database server. The databases are also encrypted at rest to provide maximum security and confidentiality.
- ✓ **Cloud Security and Audit Reports are provided by Armor Anywhere** (an industry leading threat detection and response system).
- ✓ **Vela development and support teams do not have access to client-identifying information** and cannot share that information even if subpoenaed.
- ✓ **Aggregate information** shared by each program is de-identified.
- ✓ **Confidentiality of services** can be maintained within Vela based on unique user role permissions.
- ✓ **Multi-factor authentication** may be enabled for each user.
- ✓ **Our support team consists of trained advocates** who understand the magnitude, dynamics, and symptoms of domestic and sexual violence. Vela holds the stories of survivors with utmost care and responsibility. Knowing the risks to survivors should data be breached by an offender or other party ensures that we take every possible action to support client safety and confidentiality in how data is kept, stored and shared. During training and at any time a new feature is released that could impact survivor confidentiality, our team validates that Victims have the right to confidentiality, to informed consent around how data is stored and shared. As a best practice, we encourage advocates to connect with survivors to make sure they understand how their data may be used in reports. Vela is survivor-centered and makes it possible for advocates to follow the 'minimal necessary concept' in how survivor data is accessed, maintained and shared in the database.



# Addressing CDVSA's Unique Needs (cont.)

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## How does Vela adapt data to support the diversity in funder definitions, requirements, and guidelines?

- ✓ **Incident tracking** – As VOCA, STOP VAWA, and SASP would like organizations to classify victimizations correlated to each service type, Vela is configured to track each victimization type as its own incident. Services, hotlines, and shelter enrollments are then attached to one incident within the system, allowing programs to justify that the organization provides qualified services and service types per allowable uses of VOCA, SASP, and STOP VAWA funding.
- ✓ **New and ongoing** – Built-in logic exists in Vela to ensure accurate reporting on which clients qualify as new (having received new services for the first time within the reporting period) or ongoing services (having received the specific service before).
- ✓ **Allowable vs. unallowable service tracking** – Vela supports organizations and State Administering Agencies in accurately tracking allocation of funds to priority categories by connecting services, incidents to billing sources and populating a timesheet. This timesheet can be filtered by funding source to show allowable vs. unallowable time and service allocations.
- ✓ **Demographic Mapping** – Each client in Vela has a client information section, where standardized data (gender, age, race/ethnicity, victimization) is stored, then mapped to each unique one-click grant report based on that report's specifications.
- ✓ **Served/Partially Served/ Not-Served** – Calculating logic for clients served (received service), partially served (received service and unmet request) and not served (has only unmet requests).
- ✓ **Primary/Secondary Victimization** – services are able to be provided to primary and secondary victims within Vela, based on each unique experience of a victimization. Services then are attached to a unique incident, so organizations can view which services were provided to primary or secondary victimizations and under which victimization type did they receive those services for.
- ✓ **Community Education and Non-Direct Services** – Vela Supports organizations in tracking community education, prevention, awareness, public policy and other non-direct service related work as allowable or unallowable activities.
- ✓ **HUD Comparability** – Vela is able to be offered as a HUD comparable database, and has been approved by the Institute of Community Alliances (ICA) as a comparable database in Alaska. Using Vela for HUD reporting ensures agencies receiving HUD funding to not need to use an additional database for their unique reporting requirements. To ensure we maintain our status as a HUD comparable database our team attends the monthly vendor calls, participates in committees when requested, and ensures we follow the schedule for system updates. Vela has one-click data reports for CoC-APR, ESG-CAPER, CE-APR, and Data Quality Reports for CoC-APR and ESG-Caper. The reports, once run, will export as a zipped CSV file which can then be uploaded to the SAGE portal.

# Addressing CDVSA's Unique Needs (cont.)

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## How will Vela Aggregate data for CDVSA's unique reporting needs across agencies using Vela, and those who choose not to?

Organizations across the State can choose to utilize Vela as their direct services database, or to continue using their current platform.

- ✓ For organizations that choose to use Vela, the data will be collected and mapped to CDVSA's uniquely created one-click report. When the program is ready to submit this report, they will simply run it, and click "Submit". This will pass the de-identified data to a form within CDVSA's unique version of Vela, where they will review that the information submitted was transmitted correctly to complete their submission.
- ✓ For organizations that choose not to collect their monthly service data through Vela, they will submit their data to CDVSA through a custom created form submission, similar to Google Forms or Survey Monkey.
  - Vela is a web-based application that can be accessed on any device with just a browser and secure internet connection.
  - CDVSA will be able to view which of all programs have already submitted their data for the reporting term.
  - They will be able to notify the organizations who have not yet submitted.
  - CDVSA will be able to see aggregate data combined from the submissions from Vela and the Form submission in data grids and graphical reports.
  - CDVSA will be able to filter the report by custom questions, timeframe, organization, and export the data to Excel.

## How does Vela Streamline Data Entry, and Cross-Staff Communication for Direct Service Providers?

- ✓ Vela is a web-based application that can be accessed on every device with browser and secure internet.
- ✓ De-Duplication and redundancy elimination – Demographic information is collected as part of the intake process, with the ability to select Data Quality fields related to Ethnicity, Hispanic/Latino, Gender Identity, Veteran Status, Marital Status, Education, SSN, and Date of Birth. Each of these dropdowns include HMIS data quality standards such as 'Client Doesn't Know,' 'Client Refused' and 'Data Not Collected.'
- ✓ To mitigate the possibility of duplicate entry, Vela has a robust client search capability that includes: detailed demographic information as well as references to a client's latest services, hotlines and program enrollments and which staff members worked with them most recently. Additionally, when attempting to enter a new client into the system, Vela automatically checks the client's first and last name as well as the date of birth to identify any pre-existing client entries that match this criteria.
- ✓ Each victim record has a unique Client ID in the system which can be connected to an unlimited number of services, enrollments, hotline records, assessments, information release forms if added as custom fields, etc. Every piece of data that is connected to a client is connected through their profile and accessed through the Client Dashboard.
- ✓ Advocates can quickly record multiple services to the same client, or the same type of service to multiple clients, by using the Save and Add Another feature. This feature copies the previous service entry and allows the staff to make any necessary modifications before saving.



# Addressing CDVSA's Unique Needs (cont.)

## How will local agencies gather data outside of one-click reports?

- ✓ **Agencies can use Vela to identify a broad range of trends and insights from the data**, including geographic differences in service provision, requests for service, as well as categories of services going unmet and where client needs exist. Through flex reporting, admins can understand the types of services they provide most often and to what demographics, geographies, and income levels. Through the use of custom forms, any additional questions or data points that need to be collected can also be reported on and analyzed.
- ✓ **For the ad hoc reporting, Vela has a Flexible Reporting module which allows users to filter Client and Service data** based on specified report durations or custom date ranges, client demographic information, victimization types, service types and categories, county or state of residence, residential/non-residential clients, group services, program enrollment, referral types, and many more options.
- ✓ **In the Flex Report, staff can easily identify what client is missing information** by grouping data by that column. Clients with no data added in that field will display first, and staff can then click into the client to update missing information.
- ✓ **Admins can create custom reports** and save these reports for quick access later. Each report is exportable to XLS or PDF.
- ✓ **All Client-Identifying information is able to be redacted** from Excel Exports and PDFs before printing.



# Addressing CDVSA's Unique Needs (cont.)

## How is Vela able to support a Statewide Launch?

- ✓ **When launching statewide, our development team has created the unique ability for councils and coalitions to host an over-arching “umbrella” site**, where they can login, and view de-identified data across all local Vela sites at once. Data is added at the local “raindrop” site, and flows up to the umbrella. The Council is able to pre-set configurations for service type and demographic mapping to support local agencies in consistency in practice, definitions, and quality of data reporting.
- ✓ **Vela has successfully launched in two statewide implementations**, in New Hampshire and Kentucky. In each implementation, our team listened and responded to the State's relationships with their programs, funders, and boards to hear the unique needs and stressors, and identify a structure for launch that made sense for them. In New Hampshire, our team worked prior to implementation to create New Hampshire's umbrella and raindrop sites before launch. Then, launched all organizations across New Hampshire in one day. That was possible because the organizations had already had a good working relationship with one another, and a practice of consistency in the data they were entering. In Kentucky, the modal was different. Each organization was given space to move forward with Vela or not on a timeline that worked best for them. The Coalition designated a support person who partners closely with our team to customize each local site to their needs.
- ✓ **Our support team is highly adaptable to the needs being experienced at the state and local levels.** We are eager to co-create an implementation plan that supports advocates across Alaska, as well as funders and stakeholders in meeting their grant reporting goals.
- ✓ **During the implementation process we will meet via Zoom** (or in person if preferred) to:
  - Create CDVSA's umbrella site – by creating and then mapping services, activities, victimization types, special classifications and program type to the appropriate reporting options.
  - Train CDVSA Admin Staff on how to generate reports, edit Admin settings, and login to raindrop sites.
  - Train organization staff admins on how to generate new accounts, run reports, assign billing and grant sources, approve timesheets, and other Admin functions.
  - During launch, advocate staff receive training around how to add new clients, hotlines, services, enrollments, and time tracking activities.
  - All training is provided by trained advocates and Vela support specialists. Vela is proud to meet each organization where they are at and understand that transition can be difficult for organizations as a whole and individual staff members based on their unique needs, roles, and skill-sets. In partnership with the admin team, we work to make sure each staff member feels supported and successful in using Vela.
  - Each training is recorded for the unique organization and can be accessed in the future by staff if needed. Additionally, the Vela Handbook has written instructions and training videos included for additional self-guided training.
- ✓ **Data Transfer** – We encourage the Council and each Executive Director of local organizations to read our Note for Vela Users Regarding Data Transfer. Our team will support organizations moving to Vela with a free data transfer of client basic information, including birthdate, demographics, addresses, and phone numbers. We are able to import additional service and enrollment information for the past two years for organizations who would like to do so at an additional cost of \$4,000 per data transfer. The data transfer process is unique to each organization, and largely dependent on the other platform the organization is currently using, the quality of past data entered, and the ability of the organization to clean the data before the migration to Vela. Our team works to communicate throughout the data transfer process around our needs, discrepancies in the data and structure between databases, and any expected warping in the data for each program. To learn more about the process and what local organizations can expect, please read more [HERE](#).

# Addressing CDVSA's Unique Needs (cont.)

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## Professional, Timely, Compassionate Assistance and Technical Support

- ✓ **Additional training and technical assistance is included in the monthly cost of Vela**, and our team is happy to continue and engage throughout the organization's use of the platform.
- ✓ **Vela support staff are located in Vermont, Wyoming, and Missouri.** Our business hours are 9:00AM EST - 5:00PM EST. In supporting Alaska in a Statewide launch, we are committed to extending our support hours in consideration of timezone differences.
- ✓ **Together our support team manages new requests for training or technical assistance through a support desk.** Advocates and staff are welcome to email [support@veladirect.com](mailto:support@veladirect.com) any time they need assistance or are experiencing a technical error. This email will be directed to each of our support members and to the ticketing system for processing. Our average response time is within four hours, and the average ticket is resolved within thirty-two hours. Support items that are determined as critical in nature are both prioritized and expedited.
- ✓ **Vela has a built-in notification system to communicate with users about scheduled and unscheduled system maintenance, updates, and ongoing new features releases.** We also communicate these items via our newsletter. After each system update or new feature release, we share video instructions and tutorials, as well as host a webinar to provide additional training and support. During this webinar, current Vela users come together to support one another, as well as share resources and user experiences.
- ✓ **Our development and support teams work together quarterly to release new system features and updates.** We listen to feedback from users and keep a curated backlog of features that will add value to the platform. The Vela team prioritizes the backlog based on the level of positive impact that a feature may have across the entire network of users. The features are then developed and tested on our staging environment. After the successful testing, they are released to the live sites.
- ✓ **Bug fixes and system patches are handled separately and released as needed.** Most of these happen off-hours and are announced before making any live changes.
- ✓ **We appreciate clients' interest in customizing Vela.** As long as the customization applies to everyone, then they are deployed for all users. In the event that the customization is unique for only a few clients, we program that as a configuration in our system that is optional for each organization to enable or disable. Every customization request is quoted separately, and the Vela team will provide the detailed execution plan for implementation which requires the client's approval.

# Proposed Timeline for CDVSA Launch

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Depending on when statewide implementation receives approval, the estimated launch process would take three months. The ideal scenario for local organizations and CDVSA is to be able to have all programs up and running July 1st so that there is a full fiscal year of data entered in one system, to reduce the gap in data entry.

## ✓ MONTH 1 – Creating space to listen and co-create a custom implementation plan.

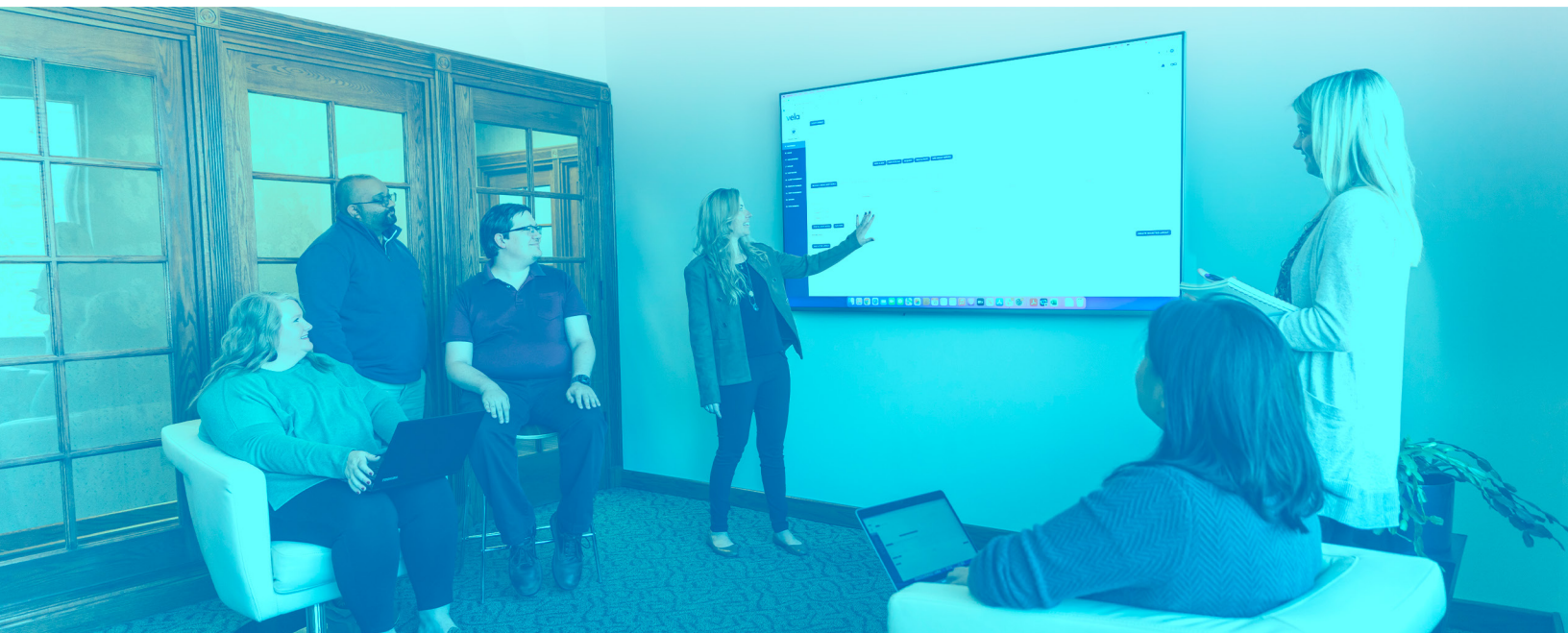
- Project planning and discovery with CDVSA Admins.
- Umbrella site setup.
- Local organization site setup.
- CDVSA customizations and additional needs.

## ✓ MONTH 2 – Development of customizations in partnership with CDVSA and Vela's development team.

- Adapting and refining the umbrella configurations.
- Testing mapping.
- Connecting with local organizations to adapt to unique needs, anticipated and unanticipated.
- Supporting organizations considering to move through the data transfer process.
- Working with the development team to ensure new features and CDVSA specific needs are met and working as expected.

## ✓ MONTH 3 – Supporting organizations through the launch process.

- Training and implementation begins. Working either to launch all organizations at once, or to support individually with unique launch days for each local service organization.
- Closely partnering with CDVSA staff to communicate and coordinate support across the state.
- Training non-Vela users how to successfully submit responses to the custom form.
- Identifying any gaps in service entry and building confidence and capacity for advocates across Alaska.



# Cost Information

## Vela Standard Pricing

TIER	ANNUAL BUDGET	ONE-TIME DEPLOYMENT	COST PER MONTH	COST PER YEAR
1	0-\$250k	\$1,500	\$400	\$4,800
2	\$250k - \$500k	\$3,500	\$500	\$6,000
3	\$500k - \$850k	\$5,000	\$650	\$7,800
4	\$850k - \$1.5m	\$6,000	\$900	\$10,800
5	\$1.5m - \$2.5m	\$7,500	\$1,250	\$15,000
6	>\$2.5m	\$10,000	\$1,500	\$18,000

*\*Data Migration fees may also apply depending on current or legacy database management system.*

## CDVSA Standard Pricing

Below is hypothetical standard pricing based on the current annual budgets of 20 ANDVSA organizations (see Appendix 'A'). The standard pricing does not include the volume or enterprise level discounts that are being offered to CDVSA and is only intended for comparison sake.

## Standard Pricing Summary

### One-Time Deployment for 20 Organizations

Based on our standard one-time deployment fees, the total would be ..... \$144,000  
 Assuming 10 organizations move forward with data migration (\$4,000 per organization).....\$40,000

**Total one-time deployment and data migrations fees .....\$184,000**

### Ongoing Cost Per Month for 20 Organizations

Secure hosting, unlimited technical support, and all future software updates included..... **\$20,600**

# Cost Information

## CDVSA Volume Pricing

### ONE TIME FEES

Hourly model to include the following:

- Base configuration of Vela that will be used as a standard across all member programs.
- Developmental programming customizations needed for CDVSA, including unique 'one-click' reports beyond the federal standards.
- Creation of a CDVSA 'umbrella' instance of Vela that will be able to pull aggregate, de-identified data from each organization using Vela
- All onboarding and training for each organization.
- Unique configurations needed beyond the standard for each organization.

Hourly model = 475 hours @ \$150 ..... \$ 71,250

Data Migration = 10 orgs @ \$4,000 ..... \$ 40,000

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**Total one-time deployment and data migrations fees ..... \$ 111,250**

**Total Cost Savings of one-time deployment and data migration ..... \$ 72,750**

### MONTHLY FEES

20 organizations would benefit from a 25% discount on all monthly fees ..... \$15,450

**Total Annual Savings of ..... \$61,800**

## Discounted Monthly Pricing:

# ORGS	DISCOUNT	TOTAL COST PER MONTH	TOTAL SAVINGS PER YEAR
10	15%	\$17,510	\$37,080
15	20%	\$16,480	\$49,440
20 or more	25%	\$15,450	\$61,800

The monthly discount is tiered and based on the number of organizations that adopt Vela.



# A True Long Term Partnership

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## Listening, adapting, and supporting through the challenges.

Vela understands the depth of impact a database transition has for each advocate, the work they are doing, and the organization as a whole. It is an enormous undertaking for the Council as well to consider adapting their entire State's data entry practices within three months.

Our goal is to do everything we can to anticipate the pain points and support them, and when not anticipated, to listen and work together to address the unexpected needs. Our team has the experience, resiliency, and passion to move through this process, and it is only through the shared commitment and partnership with CDVSA that we are able to be successful.

Over the last year of relationship-building, we are grateful for how we have seen organizations in Alaska partner to identify a needed change and to find a new solution that works for them. We are so encouraged and excited at the opportunity to be that solution. Thank you, for the opportunity.



# Appendix A

We used the following 20 ANDVSA member programs and their annual budgets to calculate our standard pricing comparison.

ANDVSA MEMBER PROGRAMS	ANNUAL BUDGET
Working Against Violence for Everyone (WAVE)	\$350,173
Cordova Family Resource Center (CFRC)	\$449,418
Helping Ourselves Prevent Emergencies (HOPE)	\$476,002
Unalaskans Standing Against Family Violence (USAFV)	\$584,802
Advocates for Victims of Violence (AVV); shelter	\$616,990
Seward Prevention Coalition	\$865,894
Alaska Native Justice Center (ANJC)	\$1,000,000
Kodiak Women's Resource Center (KWRCC); shelter	\$1,116,587
Emmonak Women's Shelter (EWS); shelter	\$1,151,984
Sitkans Against Family Violence (SAFV); shelter	\$1,182,143
Alaska Family Services (AFS); shelter	\$1,500,000
South Peninsula Haven House (SPHH); shelter	\$1,598,427
Safe and Fear-Free Environment (SAFE); shelter	\$1,690,504
LeeShore Center, shelter	\$1,776,305
Women in Safe Homes (WISH); shelter	\$1,948,516
Standing Together Against Rape (STAR)	\$2,054,713
Interior Alaska Center for Non-Violent Living (IAC); AWARE; shelter	\$3,000,000
Tundra Women's Coalition (TWC); shelter	\$3,279,766
Abused Women's Aid in Crisis (AWAIC); shelter	\$4,275,475
	\$5,953,351

# Thank you