

CASE STUDY

TRANSFORMING WORKFORCE DEVELOPMENT AT SCALE: HOW UNIVERSITY CITY DISTRICT EXPANDED IMPACT WITH FAYE



ABOUT UNIVERSITY CITY DISTRICT

The University City District (UCD) is a nonprofit organization founded in 1997 to enhance economic prosperity and quality of life in University City, Philadelphia. Through partnerships with local institutions, businesses, and residents, UCD leads initiatives focused on workforce development, public space improvements, community safety, and local engagement.

A key program under UCD is the West Philadelphia Skills Initiative (WPSI), a nationally recognized workforce development program. WPSI connects unemployed and underemployed Philadelphians with job opportunities through cohort-based training programs aligned with employer needs.



THE CHALLENGE

As WPSI expanded, its existing Salesforce system struggled to keep pace with growing demand.

Key challenges included:

- Inability to connect applicants to multiple programs without creating duplicate records
- Inefficient, manual application approval processes
- Limited scalability to support increasing program volume
- Data quality issues impacting reporting and applicant tracking

UCD needed a more efficient, scalable system to manage growing applicant volume while improving data integrity and operational workflows.

"Faye spent time learning our use cases and our internal language. The product they delivered was exactly what we were looking for, and included some additional features that made it super easy to use."

- Sr. Manager, Economic Development & Analysis



THE SOLUTION

UCD partnered with Faye to enhance its Salesforce environment and modernize its applicant management and approval processes.

Data Management & Deduplication

Faye implemented enhanced data tracking and integrated FormAssembly with Salesforce to reduce duplicate records and improve applicant data quality. This enabled better tracking of returning applicants and more accurate reporting.

Streamlined Approval Processes

A redesigned approval system introduced:

- A Red / Yellow / Green status indicator for quick decision-making
- An intuitive approval queue with alerts and notifications
- Simplified workflows that reduced the number of steps required for application review

This significantly improved speed and consistency in application approvals.

Scalable Program Infrastructure

Faye optimized the system to support future growth by enabling:

- Applicants to be matched to multiple programs without duplication
- Increased data handling capacity
- Flexible program management for expanding training offerings

This positioned UCD to scale operations efficiently as demand continued to grow.



RESULTS

The transformation delivered measurable improvements across operations and program impact:

- 60% increase in program growth, expanding from 15 to 24 programs
- Enrollment growth from 195 participants to a projected 300+
- 44% increase in applicant engagement, with significantly higher application volume
- 75% reduction in approval time, streamlining decision-making
- Reduction in application review steps from ~20 clicks to just 5

With improved data quality, faster approvals, and scalable systems, UCD can now serve more applicants more effectively.

By modernizing its Salesforce platform with Faye, University City District strengthened its ability to expand workforce development programs and continue driving meaningful community impact.

