



CLIENT JOURNEY

Use this activity to sketch a student's experiences with SparkPoint from entry to completion. This activity outlines how a student learns about SparkPoint, when and how they decide to connect with SparkPoint, how they access student services and their completion of programming.



OUTREACH

How does a student become aware of SparkPoint?

Students hear about SparkPoint offering rental assistance from a variety of sources, including staff and counselors from the Dream Center, EOPS, Veterans Services, and CalWorks.

OUTREACH

How does a student learn more about SparkPoint?

Off-campus potential clients access rental assistance by phone, email or partner referrals. Students continue to hear about rental assistance from counselors at the Dream Center, EOPS, Veterans Services, and CalWorks. A Dream Center staff member refers students to the SparkPoint Center. SparkPoint coaches reach out to the referred student.

CONTEMPLATION

How does a student decide to use SparkPoint services?

Interested individuals meet with SparkPoint Coaches and learn more about the process and documentation needed to access rental assistance and determine if they can meet the requirements.

ACCESS

How does a student continue or complete SparkPoint Programming?

Clients continue meeting with SparkPoint Coaches to continue one-on-one coaching to support long-term goals. Clients access services including credit building, savings counseling, food pantry access and career coaching. Clients can continue working with their SparkPoint Coaches for the next 6 to 24 months or until they achieve their financial goals.

ACCESS

How does a student access SparkPoint services?

Once applications are approved, clients or their landlords (depending on the case) receive rental assistance from the direct service partner agency.

CONNECTION

How does a student connect to SparkPoint services?

SparkPoint Coaches work directly with clients to collect or produce required documentation. SparkPoint Coaches make referrals to the direct service agency partner and send required documentation to them to process rent checks.

RE-ENGAGEMENT

How does a student access additional SparkPoint services after completion?

Once students successfully transfer or complete their time at the college, they can continue to meet with their coaches or access services as needed. Clients can also reengage with SparkPoint if the need arises in the future.

Things to consider:

- Create multiple Client Journey Maps for different populations as they interact differently with services.
- Design a journey that allows clients to move smoothly through the program to access multiple services without stigma.
- Continuously update this as the process changes with technology, staff turnover, and demographic changes.
- Account for every touchpoint where the client interacts with your Center.
- As many people access SparkPoint through basic needs services, determine how this may be different from accessing other services.
- Learn from both negative and positive experiences when making decisions.

Download the activity sheet here!