

MiHC LA PUERTA – TECHNOLOGY CONSULTANT

DESCRIPTION

MiHC Background:

The Michigan Hispanic Collaborative (MiHC) is a 501(c)(3) nonprofit organization that distinctively mentors and supports academically ambitious low-income Hispanic high school and college students in under-resourced Michigan Hispanic communities. We work to eliminate equity barriers that stall academic and employment opportunities, with an overall goal of rapidly reducing the 40% Detroit Latino poverty rate through economic leadership via a bachelor's degree and beyond.

Project Description:

We are seeking a consultant to carry out short-term projects related to MiHC's digital portal La Puerta (Spanish for "the door"). The La Puerta portal provides a digital roadmap to help students, parents, and young professionals navigate their way to and through college and careers by simplifying the complex ecosystem. Unmatched by other tools, La Puerta is the first to engage first generation, low-income Hispanic high school students and parents in a comprehensive and culturally relevant way.

The La Puerta consultant will support MiHC as we work to invest in La Puerta to ensure it is adequately equipped to serve students and families. Specifically, the consultant will evaluate the platform's website architecture (currently housed on Wordpress) and provide recommendations for improvement. The consultant will also work with MiHC staff to update content onto the platform.

MiHC's standard of excellence mandates that we partner with content experts that are recognized as leaders in their field. We also hope that those we hire are committed to our mission and have values that align with our organization's work.

This is a short-term project (approx. 6 months) with a minimum commitment of 100 hours per month. Details will be confirmed upon the start of the project.

Preferred Qualifications:

- Experience working with Wordpress, Google Analytics, and other similar platforms.
- Bachelor's degree in Computer Science or related field.
- Experience working with User Experience.

Project Tasks:

The La Puerta consultant will:

- Evaluate current website platform (Wordpress) and make recommendations for improvements
- Meet with web development firm to understand technical details of website architecture
- Work with MiHC staff to finish all content modules
- Make content updates accordingly (uploading new content as necessary)
- Support the creation of training materials for MiHC staff
- Benchmark other student-focused technological platforms and identify gaps

- Meet with MiHC leadership to provide updates on workplan.

Deliverables:

This consultant will provide:

- Report with recommendations for technological improvements
- Updated content on La Puerta platform

Interested candidates must provide a resume and cover letter outlining relevant experience by February 4, 2022 to amandas@mihc.org.

Individuals employed by the Michigan Economic Development Corporation may not apply.

Consultant will be required to sign a Non-Disclosure Agreement.