Chelsey manages Heifer International’s digital workplace, The Corral, and supports internal communications.

Chelsey and her husband, Marlon, live in Arkansas. They enjoy traveling and movie theater popcorn.
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AMERICAS
Ecuador
Guatemala
Haiti
Honduras
Mexico
Nicaragua
United States

576
Number of employees
August 2019

AFRICA
Ethiopia
Ghana
Kenya
Malawi
Rwanda
Senegal
Tanzania
Uganda
Zambia
Zimbabwe

321
Number of employees
August 2019

ASIA
Bangladesh
Cambodia
India
Nepal

125
Number of employees
August 2019
CHALLENGES

Remote workers need better technology solutions.

Remote workers miss out on information, documents, and meetings.

Remote workers don’t feel like part of the team.
69% of remote workers face challenges they would not encounter in an office setting.

57% miss out on important information because it is communicated in person.

39% are unable to access important documents or information.
Heifer’s Digital Workplace acts as a space for:

- Daily news and announcements
- Top-down, bottom-up communications
- Employee and team recognition
- A hub connecting enterprise systems
This infographic gives employees a path to follow so they stay informed on strategic updates and connect with people doing the work.

Employees choose the level of information they need, and access to these resources and events through The Corral.
The Buzz
Social blog, microblog, photos and events
Activity – 186.9K

Human Resources
Benefits, Professional Development, Job postings, and policies
Activity – 49.9K

Leadership
Strategic updates, boardroom microblog, and CEO Twitter
Activity – 22.5K

Brand Portal
Branding assets, guidelines and FAQ forum
Activity – 20.5K

Newsroom
Latest news and events
Activity – 38.9K

Finance
Global teams, procurement, risk management and impact ventures
Activity – 15.7K
LEADERSHIP SPACE

Connects employees to leaders and gives leaders a place for greater visibility and transparency in top-level decisions and information.
BRAND PORTAL

Centralizing our branding assets and updates saves us time and keeps everyone on the same page.
43% of respondents said they avoided sharing a document because it was too hard to find. That’s up 12% since 2018.
WORKING WITH WIKIS

The Corral has three primary wikis:

- **Finance** – terms, tutorials and policies
- **Heifer Labs** – crowdsourcing innovations
- **Corral Glossary** – helpful tips and tutorials
MOBILE APP

Our Communication Officers around the world feature stories about the people and partners we serve.
Employees have options to give feedback in multiple ways and at various levels.
ASK LEADERS

Using Microsoft Forms, employees can submit a confidential question, comment or idea to Leadership.

Leaders respond in an Igloo forum.
The Igloo Org Chart integration* widget helps us illustrate the relationships and relative ranks of job positions within the organization.
ACTIVITY

- Views increased from 376.9K in 2018 to 395K in 2019 – an increase of 18,100 views throughout the year.

- Comments dipped slightly by 143

- Likes nearly doubled from 2,817 to 5,520

- Ratings improved from 559 to 1,525
ELEVATING EXPERTISE

To better connect employees with each other, we created an online Think Tank.
EDUCATION + GAMIFICATION

PLAY FOR 75th ANNIVERSARY

Goal: Increase Contributors + Engagement
The Buzz is our social zone where employees can give kudos, say thanks or send inspiration.
U.S. + INTERNATIONAL USERS

2018

- U.S. 82.51%
- International 17.49%
EMPLOYEE-FOCUSED

- Improved design for mobile users
- Stylized for Heifer’s brand
- 90% average open rate

NEW HEADERS  CUSTOM LIST  BRANDED ICONS  CUSTOM COLORS

BANANATAG.COM
We noted that the sessions on The Corral shifted from Tuesday to Wednesday when we sent our e-newsletter on Wednesday.

Most users visit The Corral from 8 a.m. to noon on weekdays.
A COMMUNITY OF PRACTICE

33 Members
(Content Creators)

Quarterly Calls

Confidential Feedback

1 CRConnect Award

2 Digital Workplace Nominations
SMALL CHANGES LEAD TO BIG RESULTS

AUDIENCE
2017 VS 2018

SESSIONS
Doubled from 65,935 to 132,268

AVG. SESSION DURATION
Held steady at about 6 minutes 22 seconds

PAGE VIEWS
Doubled from 233,824 to 470,696
SMALL CHANGES LEAD TO BIG RESULTS

CONSUMERS & CONTRIBUTORS

Total Contributors
Increased from about 6 percent at baseline to 12.6 percent in 2019 (weighted average)

Total Consumers
Increased from about 50 percent at baseline to 70 percent in 2019 (weighted average)
FOLLOW US

heiferinternational

@Heifer
@HeiferCEO

heifer-international

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