Discussion: Measuring Impact

DPC Unconference

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Q: When tasked with setting key performance indicators for a service - what should we use to demonstrate the impact of a digital preservation service/our work?
Jargon: What is a KPI?

- Method of measuring performance
- Should be based on what’s important to the organisation
- Most KPIs focus upon measures such as:
  - improving revenue
  - reducing costs
  - increasing efficiency
  - improving customer satisfaction
Q: Can we develop metrics to measure success?
Examples

| KPI | Environmental sustainability | Become one of the most sustainable research intensive universities in the UK with substantial reductions in our carbon emissions | Reduce carbon emissions: scope 1 and 2 by 60%, scope 3 by 30%.

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>Outcomes</th>
<th>Indicators</th>
<th>Indicator Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading Borough Council</td>
<td>Enrich individual lives, strengthen communities and improve places where people live through culture and sport</td>
<td>Number of in person visits to museums and galleries per 1,000 population (BV 170b)</td>
<td>Stronger communities</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Performance Indicator</th>
<th>Actual 2017/18</th>
<th>2018/19 Target</th>
<th>Q2 ytd Target</th>
<th>Q2 ytd Actual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visits to BL - excluding virtual</td>
<td>1,475,792</td>
<td>1,500,000</td>
<td>737,500</td>
<td>867,739</td>
</tr>
<tr>
<td>Number of visits to BL website - virtual</td>
<td>25,657,779</td>
<td>23,600,000</td>
<td>11,700,000</td>
<td>11,753,252</td>
</tr>
</tbody>
</table>
Quantitative KPIs measure data in numerical terms, such as sales figures or website traffic.

Qualitative KPIs measure non-numerical data and are described as "descriptive" characteristics or subjective interpretations of a person's opinions.
Q: Can we measure impact beyond simple statistics?
Q: How can we flag quality over quantity?
Q: Can we measure the cultural impact?
Q: Can KPIs be environmentally sustainable?
Q: Have we answered the following question:

“When tasked with setting key performance indicators for a service - what should we use to demonstrate the impact of a digital preservation service/our work?”
THANK YOU!

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