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
  - <mark>increasing efficiency</mark>
  - <mark>improving customer satisfaction</mark>

Q: Can we develop metrics to measure success?

Examples

KPI 11	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%.

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

Performance Indicator	Actual 2017/18	2018/19 Target	Q2 ytd Target	Q2 ytd Actual
Visitors				
Number of visits to BL - excluding virtual	1,475,792	1,500,000	737,500	867,739
Number of visits to BL website - virtual	25,657,779	23,600,000	11,700,000	11,753,252

Jargon: Quantitative vs. Qualitative

Quantitative

Quantitative KPIs measure data in numerical terms, such as sales figures or website traffic.

Qualitative

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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