

Business Objectives	Strategies	**Goals**	Metrics	Targets
What are our top three priorities?	How are we going to accomplish those objectives?	What critical few metrics are the true indicators that we're meeting yearly organization or specific project expectations?	What "nice-to-know" ratios or simple counts help us gauge if we're on track?	What represents good, bad, and ugly to suggest an initiative should be expanded, changed, or dropped?
<p>PRIORITY 1: To build a strong alumni community and culture by growing the number and diversity (by gender, ethnicity, corps year/region, alumni region, industry/profession, NPS) of alumni who are individually and collectively engaged in the fight for educational equity.</p>	<p>(1) Focus diligently on content strategy by creating content that adds value for target audiences, eliminate duplicative resources, keep content fresh and up-to-date, offer more publicly accessible content where possible and secure user feedback.</p> <p>(2) Identify well-defined audiences for each major feature set/content bucket and develop targeted outreach strategies.</p> <p>(3) Optimize user experience to make it easier and more compelling for alumni to access resources and take action.</p> <p>(4) Create and execute a plan for long-term, cross-channel promotion that drives traffic to and engagement with digital resources.</p>	<p><b>PENETRATION</b> % of alumni/2CMs who visit a public site or log into an authenticated space</p> <p><b>ENGAGEMENT</b> # and diversity of alumni/2CMs who take specific actions that can be readily tracked/measured (see robust list of examples in "Targets" section of Column E). % increase/decrease in # and diversity of alumni in high impact positions, including teachers leaders, school leaders and school systems leaders</p> <p><b>SATISFACTION</b> Level of alumni and staff satisfaction with available tools and resources</p> <p>*Note: Special emphasis will be placed on understanding how the alumni education community is utilizing and acting on the resources provided as part of the "Alumni Digital Experience" project.</p>	<p>% of defined target audience that visits or logs into a site on a daily/weekly/monthly basis</p> <p>% of defined target audience that takes a specific action on a daily/weekly/monthly basis</p> <p>% increase/decrease in # and diversity of engaged alumni</p> <p>% increase/decrease in # and diversity of alumni in high impact positions, including teachers leaders, school leaders and school systems leaders</p> <p>% increase/decrease in # and diversity of alumni subscribers to AA newsletters</p> <p>Level of satisfaction reported by alumni on their TFA alumni experience (perhaps add relevant question to annual alumni survey if this is not currently captured directly?)</p> <p>User engagement levels by NPS</p> <p>Change in CALI and NPS (compare CALI/NPS prior to and after execution of major milestones defined in project roadmap)</p> <p>Change in response to Gallup Staff Satisfaction Survey question: "I have the MATERIALS AND EQUIPMENT I need to do my work right" (compare response prior to and after execution of major milestones defined in project roadmap)</p>	<p><b>BENCHMARKS:</b> ~10% of alumni are currently logging into TFANet on a regular basis</p> <p>~30% of CMs are currently logging into TFANet on a regular basis</p> <p>Defined goal for existing "Content Communities" initiative with strong engagement plan in place: 25% of CMs visit a TFANet content community each month</p> <p>44% (or 14449) of 32178 alumni are currently engaged as donors and/or volunteers (will rise to ~60% once additional engagements are entered into TFACT)</p> <p>2013 Alumni Survey Completion Rate: 70% response rate</p> <p>-----</p> <p><b>TARGETS:</b> 40% of all alumni/2CMs visit the public "Alumni Digital Experience" per month within first year after major release takes place with no gaps in ethnicity Note: Set higher goals here for alumni educators (60%?) and AA staff (90%).</p> <p>25% of all alumni/2CMs visit the authenticated "Alumni Digital Experience" per month within first year after major release takes place with no gaps in ethnicity Note: Set higher goals here for alumni educators (50%?) and AA staff (90%).</p> <p>50% of alumni/2CMs who visit the "Alumni Digital Experience" platform/site per month take at least one well-defined action per month (e.g. register for an event, sign up for a volunteer opportunity, submit an application for an alumni award or fellowship opportunity, apply to an open job opportunity or resume collection, view, download or share a helpful resource, join a closed community, sign up for an e-newsletter, submit content for potential feature, etc.) within first year after major release takes place with no gaps in ethnicity. Note: Set higher goals here for alumni educators (65%?).</p> <p>At least 65% of alumni, 2CMs and staff who visit/log in and/or take a specific action will report a moderate to high level of satisfaction with their experience within first year after major release takes place with no gaps in ethnicity.</p> <p>Then reasses and set new, refined targets after first year!</p>