

CP OUTCOME ONE [CPO1]: <i>“To develop the personal and technical skills of [Community Practitioners]”</i>			
Outcome Indicators:		Sources of Evidence:	Information Needed:
CPO1-1	Number of [CP] training sessions at all membership levels	Activity Log	Training sessions recorded in Google Calendar and exported to spread sheet using GTimeReport. ¹ To collect the number of sessions, the number of participants, training location, trainer, and the level of the training. Enter data using the Storycircle ‘Activity Log’ system. ²
CPO1-2	Number of [CP] at all membership levels	[CP]database	Currently on MS Excel spread sheet but to be included in Drupal’s Views module ³ (will need online input form/page). Numbers given for each membership level. By recording this by the date (Month/Year) that an individual [CP] achieves an accreditation it is also possible to identify where Community Practitioners move levels and by how much (i.e. progression).
CPO1-3	[CP’s] self-assessment of skills	Skills Audit form	Participants complete an ‘Initial Skills Audit’ form prior to training (BASELINE) and a ‘Final Skills Audit’ form at accreditation (FOLLOW UP). Enter data into the Storycircle ‘Skills Assessment Tool’ for the specific training session. ⁴ Use the tool to cross reference scores for Initial and Final Skills assessments, and calculate extent of skill development achieved through the training offer, and the drop-off rate (Starters vs. Completers). Personal data and matrix scores (Personal Skills, Specific Skills) could eventually be logged on the [CP] database and reported on using Drupal’s Views module.
CPO1-4	Instructor’s assessment of [CPs’] group progression and achievement	Instructor’s Group Observation form	Instructors to take observation notes of group as both BASELINE & FOLLOW UP. Completed forms to be scanned as .pdf and stored in a folder (but could eventually be logged on training or [CP] database if functionality is developed). To include form and additional guidance in updated ‘Guidance to Instructors’.

CP OUTCOME TWO [CPO2]: "To sustain local groups of [Community Practitioners]"			
Outcome Indicators:		Sources of Evidence:	Information Needed:
CPO2-1	Number of monthly CP meet-ups held	Meet-up form	This should include attendance numbers of CPs for each meet-up event. All national partners could eventually report meet-ups to [Social Enterprise] to compile these in a spread sheet of national data. This could eventually take the form of some sort of log/diary/calendar, or even a 'Meet up' page using Drupal's Views module for groups to upload information from their 'Meet-up' forms.
CPO2-2	CPs take a lead at a local meet-up event	Meet-up form	Group chair to complete meet-up form to count the number of times CPs [to include additional details]: <ul style="list-style-type: none"> chair a session [CP name] lead a 'skill share' session [CP name, topic, outline] lead a 'guest speaker' session [CP name, guest name, organisation, topic]
CPO2-3	CPs participate in additional local networking	Meet-up form	Group chair to undertake 'news round'/ feedback from past month with group and add summary to the meet-up form. Also to include progression opportunities or work experience/employment.
CPO2-4	CP group interactions on-line	TBC. HootSuite, Mail Chimp, Disqus, Drupal Forum and Comments modules? ⁵	Procedure TBC. At present top-down mail shot from content manager to group is sent periodically. [Social Enterprise] to look for ways that more cross-group, bottom-up interactions might be achieved, but needs mechanism to be agreed first.
CPO2-5	CPs' assessment of meet-up group provision	Email/online survey	Undertaken annually or bi-annually. Request for feedback to include: <ul style="list-style-type: none"> aspects of the sessions they find useful/valuable from the sessions aspects of the sessions they think need improving (and how they think this could be done) ideas and suggestions for content/projects for forthcoming meet-ups

CP OUTCOME THREE [CPO3]:
“To stimulate the production of web content by [Community Practitioners’]”

Outcome Indicators:		Sources of Evidence:	Information Needed:
CPO3-1	Number of times CPs post content to CP site	Drupal Views content report	This indicator is concerned with WHO is producing content. Use Drupal Views to generate monthly content report in .csv format. To give a breakdown by: <ul style="list-style-type: none"> • User meta-data [cross-reference with CP database]: Location; Accreditation level; Age; Gender
CPO3-2	User definitions of community reported content	Drupal Views content report, needs Drupal Community Tags module ⁶	This indicator is concerned with WHAT SORT of content is being produced. Use Drupal Views to generate monthly content report in .csv format. Use report to identify trends and themes from (but also to consider refining categories used to reflect content being posted): <ul style="list-style-type: none"> • Use of admin-defined meta-data attached to content: Content ‘Type’ [e.g. video, photo, audio, and text]; UK regions; thematic ‘Categories’. • Use of user-defined ‘title’, ‘description’, and ‘tags’ of content • Crowd-sourced definitions by other site users: tags added using Community Tags module • Samples of content might also be taken for more detailed reflection
CPO3-3	CPs produce content for third-party outlets	TBC. Ad-hoc, requires CPs to inform [SOCIAL ENTERPRISE]. Catch? ⁷	Procedure TBC. [SOCIAL ENTERPRISE] to keep a record and consider how best to collect this – possibly as part of the ‘News round’ at the CP meet-up, and/or part of the monthly call-around to National Partners.

CP OUTCOME FOUR [CPO4]:
“To enhance public engagement with [Community Practitioners’] web content”

Outcome Indicators:		Sources of Evidence:	Information Needed:
CPO4-1	Number of unique visits to CP site	Google Analytics custom report ⁸	Use GA custom report on ‘Audience’ (visits, unique visitors, new visitors) to download monthly report in .csv format. NB. Audience data can also be broken down by top 10 or 25 cities to begin to locate audience.
CPO4-2	Sources of visitor traffic	Google Analytics custom report	Use GA custom report on ‘Visitor Traffic’ (direct, referred, search) to download monthly report in .csv format. Also to include visitors by search terms used, landing pages and mobile sources.
CPO4-3	Passive engagement with site content	Google Analytics custom report and ‘Flow Visualisation’ ⁹	<ul style="list-style-type: none"> Google Analytics - Use GA custom report on ‘Engagement with content’ (visitor behaviour metrics) to download monthly report in .csv format. NB. to include page views, downloads and responses to [SOCIAL ENTERPRISE]’s blog content, discussion papers etc. Could also use ‘user journeys’ and ‘visitor flow’ functionality in Google Analytics to consider number of steps [inc. drop-off rates] to content pages, ‘About’ page and any specific content that appears to be trending. Could also use a ‘conversion’ to count the number of unique visitors who view content pages within a set number of steps (can give as a % of all unique visitors).
CPO4-4	Active engagement with site content	Google Analytics custom report, Disqus Stats report, Drupal Views report - needs Drupal Flags module. ¹⁰	<ul style="list-style-type: none"> Use GA custom report on ‘Content Circulation’ to download monthly report in .csv format. Drupal - User interactions with content using Flags, Forum and Community Tags modules. [needs stats report in .csv using Views] Disqus - Number and nature of comments on CP Site content [needs stats report in .csv]. [TBC] Storify - Number and nature of comments on CP Site content [needs stats report in .csv].¹¹ [TBC] Possibly use additional web analytics to better follow circulation through social networks and wider web (HootSuite? Tweetdeck?) [needs stats report in .csv].¹²
CPO4-5	As above but for instances of ‘curated’ or featured content	As above	Procedure as above, but to use custom GA report and others from CPO4-4 to report specifically on engagements in instances of ‘curated’ or featured content. Cross-reference to Activity Log record of curation activities undertaken.

CP OUTCOME FIVE [CPO5]:
“To expand the network of licenced [Organisational Partnerships]”

Outcome Indicators:		Sources of Evidence:	Information Needed:
CPO5-1	Number of [SOCIAL ENTERPRISE]’s public engagements and marketing campaigns	Activity Log, CRM database	<ul style="list-style-type: none"> Activity Log entries for ‘Public Engagements’ and ‘Campaigns’ on Google Calendar exported to GTimeReport. Include staff member, locations of talks, titles of presentations and campaigns, descriptions etc. Download monthly report in .csv format
CPO5-2	Number of enquiries for Organisational Partnership status	‘Sales Lead’ on CRM database	To capture submitted expressions of interest. To confirm ‘source’ for each. Broken down by: potential value of sale, location of organisation, sector of organisation, size of organisation, extent of [Community Practitioner] training and support offer. Download monthly report in .csv format
CPO5-3	Number of Organisational Partnerships agreed	‘Sales’ on CRM database	Broken down by: value of sale, location of organisation, sector of organisation, size of organisation, extent of [Community Practitioner] training and support offer. Also by ‘Sales Type’ [new or repeat] and ‘stage’ [potentials, actuals etc.]. Download monthly report in .csv format
CPO5-4	Exchange of goods/ services/information between network of Organisational Partners	Catch	[SOCIAL ENTERPRISE] to include this as part of monthly updating calls/contact with partners. Could also automate a basic level of reporting back to [Social Enterprise] for Organisational Partners, to agglomerate data for regional/national/international level [TBC] .

Web references and tools:

¹ <http://www.gtimereport.com/>

² See the guidance document for the Storycircle 'Activity Log' system.

³ <http://drupal.org/project/views>

⁴ See the Storycircle 'Skills Assessment' tool and related guidance document.

⁵ <http://hootsuite.com/>; <http://mailchimp.com/>; <http://disqus.com/>; and http://drupal.org/project/advanced_forum

⁶ http://drupal.org/project/community_tags

⁷ <https://catch.com/>

⁸ <http://www.google.com/analytics/features/custom-reports.html>

⁹ <http://analytics.blogspot.co.uk/2011/10/introducing-flow-visualization.html>

¹⁰ <http://drupal.org/project/flag>

¹¹ <http://storify.com/>

¹² <http://www.tweetdeck.com/>

SAMPLE