

# Parent Empowerment in Education

## Measuring What Matters



### Subscribers/Supporters

An individual who has made a deliberate choice to give your organization unique identifying information – online or by signing up in real-world events – so that they can have ongoing engagement with your organization and its content. Not all Subscriber are necessarily Supporters. Some Subscribers may in fact be opposed to your organization's agenda, but want to consume content you are providing.

**Most organizations only define Subscribers/Supporters based on measures of reach and engagement. However, several also define Subscribers/Supporters based on online actions** that individuals take and can be tracked (though many organizations consider these people to be Active Members).

As a reminder, **your organization should 'Goldilocks' what it measures.** You should only capture measures that help your organization make better decisions to increase impact (and are practical to collect).

#### Common measures of reach include:

- o # who have given your organization their email, mailing address, and other unique information through any channel (online or real-world)
  - # who sign up for your website content (if you ask for sign up)
  - # who sign up at real-world events
- o # who receive email from your organization (specifically, individuals who have given unique identifying information to your organization)
- o # who receive mail from your organization (specifically, individuals who have given unique identifying information to your organization)

**Common measures of engagement** by individuals who you have provided unique identifying information to your organization:

- **Online engagement:**
  - o # who spend time on website (and average time spent)
  - o # who spend time on specific content (and average time spent)
  - o # who spend X minimum time on specific content such as videos
  - o # who download content
  - o # who request mailed content
  - o # who open emails
  - o # who click through email to content, and measures of time spent on content
- **Real-world engagement**
  - o # who attend an event or workshop
  - o # who attend an event or workshop and sign up to become a new Subscriber/Supporter

**Common measures of action:** Several organizations define a Subscriber/Supporter not just on their reach and engagement, but if they take actions online (for other organizations, these are measures to define an Active Member). Common measures include:

- **Online action**
  - o # who have signed a petition
  - o # who have engaged with an authority figure by sending a letter online
  - o # who have engaged with an authority figure by sending a report, article or analysis
  - o # who have completed a survey
  - o # who have posted their story online