Effective Chamber Dashboard Reports

ACCE University Webinar
April 27, 2017 from 2-3 pm Eastern

Presenters:
• Sarah Melby, Director of Information & Research, Association of Chamber of Commerce Executives (ACCE)
• Jodie Perry, President, Richland Area Chamber of Commerce, OH
• Tony Felker, President/CEO, Frisco Chamber of Commerce, TX
Like a vehicle dashboard, an organization’s dashboard report provides a visual display of key performance measures.

Join Tony Felker, CCE, President & CEO of the Frisco (TX) Chamber, Jodie Perry, IOM, President of the Richland Area Chamber of Commerce, and Sarah Melby, ACCE’s Director of Information and Research, to learn how chambers of commerce are creating and using dashboard reports to provide concise and timely information to their staffs and boards.

We’ll discuss different types of dashboard reports and dashboard creation tools to help measure chamber performance, set goals, and track changes in financial and programmatic functions.
“To measure is to know.”

-William Thomson, Lord Kelvin
Today’s Presenters: Sarah Melby

Sarah Melby, MLIS
Director of Information & Research
Association of Chamber of Commerce Executives (ACCE)
330 Braddock Place, Suite 300
Alexandria, VA 22314
(703) 998-3524
Email: hero@acce.org
Web: http://www.acce.org/
Facebook: https://www.facebook.com/ChamberExecutives/
Twitter: @acce_updates
Today’s Presenters: Jodie Perry

Jodie A. Perry, IOM, CCEO-AP
President
Richland Area Chamber of Commerce
55 N. Mulberry Street
Mansfield, OH 44902
(419) 522-3211
Email: jperry@richlandareachamber.com
Web: www.richlandareachamber.com
Facebook: www.facebook.com/richlandareachamber
Twitter: @RichlandAreaCh
Instagram: @RichlandAreaChamber
Today's Presenters: Tony Felker

Tony Felker, CCE, IOM
President/CEO
Frisco Chamber of Commerce
6843 Main Street
Frisco, TX 75034
(972) 335-9522
Email: tfelker@friscochamber.com
Web: www.friscochamber.com
Facebook: www.facebook.com/FriscoChamber
Twitter: @FriscoChamber
Instagram: @frisco_chamber

FRISCO CHAMBER OF COMMERCE
What does a Dashboard look like?

What is the purpose of a Dashboard?

Close your eyes to picture your vehicle’s dashboard....

Translate that to visualizing the health of your Chamber!
A dashboard...

- Is a visualization tool that displays vital information.
- Is a form of “Business Intelligence.”
- Can be flexible in the depth of information they provide, from broad overview to providing more details to track progress.
- Conveys real-time information, metrics, financials, or usage.
- Can measure overall org details or can measure specific areas like social media, communications, web metrics, membership stats, and financial... or a combination of this.
- Helps you monitor your chamber’s overall “health” and identify problem areas or successes.
- Enables strategic planning and decision making.
- Can be constructed with different software tools, like MS Excel.
- Will change and evolve over time...

Dashboard Report Pointers
<table>
<thead>
<tr>
<th>WHAT CAN YOU MEASURE?</th>
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</thead>
<tbody>
<tr>
<td>DATA!</td>
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</tbody>
</table>

- Budget performance
- Revenue & Expenses
- Staffing levels
- Turnover
- Dues vs. Non-Dues
- Social media stats
- Email open rates
- Legislative efficacy
- Progress against a defined goal
- Salary & benefits levels
- Policies & procedures
- Membership levels (new, retained, dropped)
- Programs
- Revenue sources
- ...and so much more!

*Chart provided by Jodie Perry, CEO at the Richland Area (OH) Chamber of Commerce and included in the "Measuring Your Success" panel handout from ACCE’s 2016 Convention.*
“What gets measured gets improved.”

– Peter Drucker

Tips:

You can use Excel to produce a spreadsheet, a graphic report or a combination of tables and graphs.

Pull charts and graphs from the Chamber Profile, Operations and Salary Reports in Dynamic Chamber Benchmarking and download samples from the library.
Five Easy Steps for Creating a Dashboard

1. **Determine what to measure.** Many chambers collect data related to membership growth and retention, market penetration, dues performance, revenues, expenses, social media reach, event participation, legislative successes and much more.

2. **Determine frequency.** Will it be monthly, quarterly or annual? Which option best suits your audience? If your primary objective is to measure against goals laid out in your program of work, adopt that same timetable for your dashboard reporting. The most effective dashboards include comparisons with another time period.

3. **Gather data.** You can easily collect your revenue, expenses, and membership data from the Operations Survey in Dynamic Chamber Benchmarking (DCB). You can also use DCB to create charts and graphs for your report. What does your current software allow you to measure?

4. **Gather constituent's feedback.** Do your metrics help tell your chamber’s story? For example, are you able to make inferences over time on membership retention and market penetration?

5. **Find the right format.** Do you prefer a visual report or are words and figures a better method of presenting your data? Do you want a simple one-page breakdown or a more elaborate infographic-style report? Plot it in a spreadsheet, then use the charting function. See examples from chambers in ACCE’s [Samples Library](#).
Dashboard Components Guide: Choose what is essential for your chamber.

### Basic model components
- Membership
- Membership retention
- 1st year retention
- Expense per member
- Overall membership numbers
- Total Revenue
- Total Expenses
- Net Assets

### Mid-level components
- Membership retention
- 1st year retention
- Expense per member
- Overall membership numbers
- Total Revenue
- Total Expenses
- Expense breakdow expenses

### Luxury model components
- Membership
- Membership retention
- 1st year retention
- Expense per member
- Overall membership numbers
- New members
- Total Revenue
- Total Expenses
- Expense breakdow expenses

<table>
<thead>
<tr>
<th>Events</th>
<th>Events</th>
<th>Events</th>
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<tbody>
<tr>
<td>Attendance (at signature events)</td>
<td>Attendance at signature events</td>
<td>Attendance at all events, including signature events</td>
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<tr>
<td>Event evaluations</td>
<td>Event evaluations</td>
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<td>Event revenues</td>
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<td>Event expenses</td>
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<tr>
<td>New memberships as a result of an event</td>
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<td>New memberships as a result of an event</td>
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### Staffing
- Turnover
- Revenue per FTE

### Communications
- Click/open rates
- Web traffic plus other social media stats (reach via Twitter, Instagram, YouTube, etc.)
- GR/Public Policy efforts
- Legislative victories
- Electoral wins
- Young Professional Programs

### Download this one-page guide here!
Welcome Jodie Perry!

Now... Dashboard Reports in Action!

• See Richland Area Chamber’s Dashboard Report examples in the Samples Library:
  1. Dashboard Report May 2016 - Richland Area Chamber of Commerce
  2. Dashboard Report March 2017 - Richland Area Chamber of Commerce

• Get "Measuring Your Success" panel handout from ACCE’s 2016 Convention, by Jodie Perry, et al
Don’t be afraid of the data – it’s better to measure it and set goals for improving.

Don’t get overwhelmed by data – it’s better to have just a few metrics that are meaningful than a whole page of useless data.

Don’t be afraid to personalize it – each organization will track slightly different stats that are meaningful to them.

Do make this a work in progress, feel free to add new stats and delete ones that you find aren’t adding value.
Welcome Tony Felker!

Now... Dashboard Reports in Action!

• See Frisco Chamber’s Dashboard Report examples in the Samples Library:
  1. [Dashboard Report January 2009 - Frisco Chamber of Commerce](#)
  2. [Dashboard Report May 2012 - Frisco Chamber of Commerce](#)
  3. [Dashboard Report December 2014 - Frisco Chamber of Commerce](#)
  4. [Dashboard Report March 2017 - Frisco Chamber of Commerce](#)
Try it out!

Dashboard Report in Excel (May 2016) - Richland Area Chamber of Commerce: The Richland Area Chamber's dashboard report shows social media activity, membership, events, and budget statistics as of May 2016. (See also the pdf version of this report.)
Resources on Dashboards

ACCE’s Chamberpedia pages:

- **Annual Reports and Financial Reports** (including Dashboards)
- **Benchmarking Operations**

ACCE’s Samples Library:

- **Dashboard Reports** examples, including the evolution of reports from:
  - **Frisco Chamber, TX**
  - **Richland Area Chamber, OH**

Chamber Operations Survey and Membership Statistics:

- Participate and access reports and stats in **Dynamic Chamber Benchmarking**
Resources on Dashboards, Continued

Articles, Handouts, and Online Guides:
- Ask HERO: About Dashboard Reports (Winter 2016), Chamber Executive magazine
- Dashboard Components: Choose what is essential for your chamber.
- Bethkanter.org – Nonprofit Blog
  - Dashboard Design Principles
  - Show Me Your Nonprofit Dashboard
- Models and Components of a Great Nonprofit Dashboard (May 2016), NonProfit Quarterly
- "Measuring Your Success" panel handout from ACCE’s 2016 Convention, by Jodie Perry, et al

Books:
- Excel Dashboards and Reports for Dummies (2016), by Michael Alexander
- Excel Dashboards and Reports (2013), by Michael Alexander and John Walkenbach
"If you can measure something, then you have some control over it."

-Rheticus (paraphrased)
Unsure how to start? Short on time? Benchmark it!

Adopt ACCE’s Chamber Report Card with Key Performance Indicators from Dynamic Chamber Benchmarking (DCB) as your dashboard report. Staffing, membership and financial statistics are available at a glance. This one-page report is currently available to survey participants for Fiscal Years 2012-16 via DCB in the Operations Survey section. (Click on "Reports and Charts" tab to download.)
Questions?

Ask ACCE’s HERO Team!

(Help, Expertise, Resources Online)

HERO@acce.org
703-998-3524