

Appendix C: Performance against specific measures:

Communication activity / tool:	Measure(s):	Measured by:	Target:	Date for completion / review:
<i>Inform</i> newsletter	<ul style="list-style-type: none"> ▪ Numbers of subscriptions to increase ▪ Recipient satisfaction to be good 	<ul style="list-style-type: none"> ▪ Increase in numbers on distribution list. ▪ User survey 	<ul style="list-style-type: none"> ▪ 10% increase in numbers on distribution list by October 2009. ▪ 60% respondents to judge <i>inform</i> newsletter as “good” or better. 	<p>Target achieved – there has been an 11% increase. Oct 2008 = 598 Oct 2009 = 677</p> <p><i>(Note: not enough response received on first survey to provide baseline data. Will run again this year.)</i></p>
feconnect	<ul style="list-style-type: none"> ▪ Numbers of registered users to increase ▪ Numbers of active discussions to increase 	<ul style="list-style-type: none"> ▪ Website statistical measuring software on Community Server 	<ul style="list-style-type: none"> ▪ 20% increase in visits by October 2009. ▪ 20% increase in active discussions by October 2009. 	<p>Target achieved – there has been a 129% increase in visits. Oct 2008 = 243 Oct 2009 = 557</p> <p>Number of visitors per month is up 8.3% between Jan 2009 and Oct 2009. <i>(Note: cannot compare to old site as Analytics not in use - although this figure was much higher during the ILR change consultation period. Cannot measure active discussions with Analytics but increase in site visits suggests more activity.)</i></p>

	<ul style="list-style-type: none"> User satisfaction to be good 	<ul style="list-style-type: none"> Survey / feedback 	<ul style="list-style-type: none"> 60% respondents to judge feconnect as meeting their needs. 	<p>Target achieved – Results from perception survey showed that 70.3% of respondents that had used feconnect said that it met their needs.</p>
<p>Information authority website www.theia.org.uk</p>	<ul style="list-style-type: none"> Numbers of visitors to increase User satisfaction to be good 	<ul style="list-style-type: none"> Website statistical measuring software – WebTrends Pop-up survey / feedback 	<ul style="list-style-type: none"> 10% increase in visitors by October 2009. 60% respondents to judge <i>www.theia.org.uk</i> as meeting their needs. 	<p>Target achieved – there has been an increase of 45% in numbers of visits to the site. Oct 2008 = 15752 Oct 2009 = 22865 Number of ‘unique visitors’ per month increased from 1543 to 5287 in the same time – an increase of 243%.</p> <p>Target achieved – results from perception survey showed that 69.6% of respondents felt the website met their needs (‘completely’ or ‘mostly’).</p>
<p>Workshops, Advisory Groups and Online Communities</p>	<ul style="list-style-type: none"> Attendee satisfaction to be good 	<ul style="list-style-type: none"> Evaluation sheets (both) 	<ul style="list-style-type: none"> 60% of attendants to judge workshops/ groups “good” or better. 	<p>Target achieved – 91% rated the overall success of the event as ‘good’ or ‘very good’. <i>(Note: feedback from 101 delegates who completed evaluation sheets for workshops late Nov 2009 and LA group meeting Jul 2009)</i></p>

		<ul style="list-style-type: none"> ▪ Increase in numbers signed up for e-alerts ▪ Increase in membership of online communities 	<ul style="list-style-type: none"> ▪ No benchmark data available. ▪ No benchmark data available. 	<p>By the end of Sept 2009 we had over 800 subscribers to web alerts. (The service was launched in June 2009.)</p> <p>The online groups now have over 300 visitors per month. <i>(Note: there has been difficulty in getting group members to contribute in the group areas – we will promote over the next year.)</i></p>
Media Coverage	<ul style="list-style-type: none"> ▪ Increase in media coverage 	Media monitoring	*Any* increase in coverage from October 2008 – October 2009.	Target not met - no media coverage – positive or negative, but have had lots of positive coverage in partner publications.