

2021 Org Goals & Metrics

	2018 Actual	2019 Actual	2020 Actual	Q1	Q2	Q3	Q4	2021 Actual	2021 Goal	2021 Narrative
Research										
Research Portfolio										
# Total reports	58	53	58	11	12	13	16	52	52	
# in-depth reports	21	15	17	4	5	2	8	19	16	
# Focus	26	24	26	5	5	7	6	23	24	
# Taxpayer	11	10	8	2	1	2	1	6	9	
# Interactive DataTool	0	4	5	0	1	2	1	4	3	
# Other	0	0	2	0	0	0	0	0	0	
# Multi-media/video summaries	3	2	8	1	0	5	3	9	8	
# SE WI scope (only)	18	12	13	1	4	3	5	13	12	
# Statewide scope	40	40	35	9	8	9	10	36	37	
# Madison scope (only)	0	1	2	0	1	0	1	2	3	
# Other Local Govt				1	0	1	0	2	6	
Fiscal	30	25	29	6	4	7	8	24	24	
Economic Development	8	9	5	1	3	2	4	9	8	
Education	7	6	10	1	3	3	1	8	8	
Social Services	3	2	3	0	0	0	0	2	4	
Service Sharing	1	4	4	1	0	1	1	3	4	
Other	9	7	7	2	2	0	2	6	4	
Research Impact										
# of reports w/policy options or recs	6	9	9	3	4	1	5	13	10	
# presentations to government bodies			16	17	8	6	6	37	18	Skewed by 9 Ozaukee County fire presentations to boards and councils and 6 in La Crosse County
# presentations to civic bodies				3	5	3	2	13	8	
# policy achievements			6	x	x	x	x	5	4	Milw. strategic housing plan, MPD whistleblower reform, La Crosse/Holmen fire, Greater Racine fire, Ozaukee County fire
Communications										
Social Media										
Facebook followers	1,642	1,794	1,873	1,890	1,886	1,925	1953	1,953	2,000	
Facebook page visits				648	172	145	283	1,320	EB	(# of times page was visited)
Facebook page reach				1,980	942	2,925	2,933	6,980	EB	(# of users who saw our posts at least once, estimated) Up 14.3% from 2020 according to FB
Twitter followers	1,992	2,338	2,697	x	x	x	x	2,914	3,000	Only year total available

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Twitter engagements				923	877	812	821	3,433	EB	(# of times users interacted with our tweets)
Twitter impressions				152,300	138,600	118,200	110,600	519,700	EB	(# of times users saw our tweets)
LinkedIn followers	n/a	469	609	x	x	x	x	793	750	Only year total available
News Media										
Media hits	n/a	298	345	151	116	101	93	461	350	
Radio/TV interviews	n/a	61	108	22	28	20	17	87	110	
Website										
Unique page views	n/a	112,671	105,628	33,958	25,853	25,433	32,358	117,602	110,000	
Unique sessions	n/a	66,107	59,523	18,597	14,754	14,811	20,861	69,023	65,000	
Business Model										
Membership & Donations										
New member revenue	\$14,110	\$10,995	\$12,550					\$21,465	\$20,000	
Sustaining member revenue	\$455,396	\$406,891	\$362,034					\$344,590	\$305,000	
Chairman's Club (total # of members)	28	35	35					27	35	
Individual donations	\$35,153	\$63,866	\$68,712					\$45,540	\$50,000	
Grants & Contracts										
Contract income	\$167,863	\$128,937	\$192,080					\$141,084	\$150,000	
Grant income	\$194,000	\$209,935	\$224,800					\$234,200	\$225,000	
# new contracts consistent w/strategic plan			6					9	6	
Events										
# of events (in-person)	4	8	1	0	0	0	1	1		Salute
# of events (virtual)			7	2	2	2	1	7	5	Includes Annual Meeting & Forum Friday
Event attendance (in-person)	902	1625	232	0	0	0	248	248		Salute in-person registration
Event attendance (virtual)			769	438	210	148	218	1,014		Annual Meeting, Forum Friday, & Salute virtual
Net event income	\$37,581	\$35,142	\$8,945					36,361	\$20,000	