

# A Strategic Planning Case Study: Implementing a Data Dashboard for a Non-Profit Board's Self-Evaluation, Monitoring, and Evidence-Based Decision Making

by Veronica Smith, veronicasmith@data2insight.com

## Themes



Facilitating relationships



Seeking role clarity



Creating an explicit plan



Identifying the right metrics



Enhancing sustainability

### Questions for assessing a board's/organization's dashboard readiness:

- 1) Is the board satisfied with the information it currently receives?
- 2) Does the board feel it needs more meaningful measures of performance or mission effectiveness?
- 3) Does the board know what these measures should be?
- 4) Do board members already know what it is that should be measured in a dashboard?
- 5) What kinds of data are already being gathered and compiled to address the board's need?
- 6) How difficult would it be to provide the data desired for the dashboard measures?

### Resources:

*Information Dashboard Design; The Effective Visual Communication of Data*, by Stephen Few, O'Reilly, 2006.

*The Nonprofit Dashboard; A Tool for Tracking Progress*, by Lawrence M. Butler, BoardSource, 2007.

staceybarr.com—202 Tips for Performance Measurement.