




Dashboard 101

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 **empowering urban talent
to reach their potential**

LIVE UNITED 
UNITED WAY OF THE BAY AREA

to cut poverty, start here

What does this tell you?



What is a dashboard? (Stephen Few)

*Visual display
of
the most important information needed to
achieve one or more objectives
which
fits entirely on a single page/screen
so it can be
monitored at a glance.*



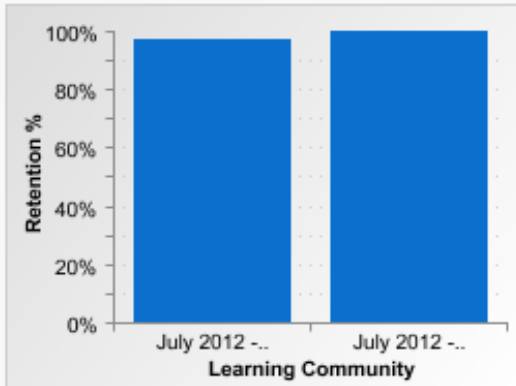
Why do I need one?

- Stop searching for information
- A guide to important decisions... tells the story
- Often result of clarity in planning
 - Logic model
 - Key (Performance) Indicators

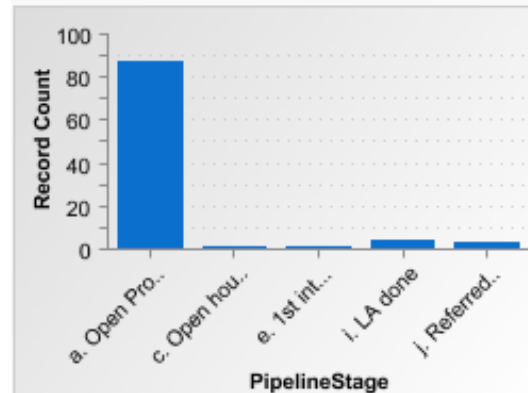
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Executive Director Dashboard

Retention by LC



Student Pipeline



Is my admissions team on track to fill the next class?

Positive Outcomes (Empl. or FT School)

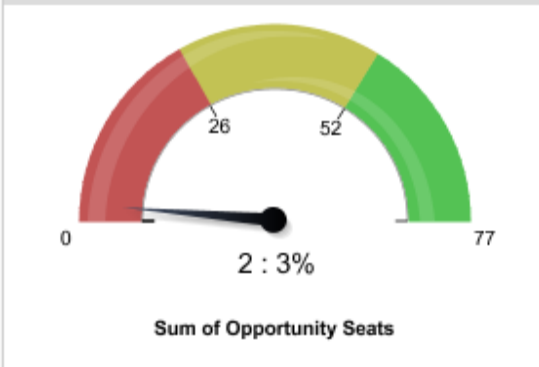


Key Metrics

- Retention
- Admissions
- Development*
- Internships
- Outcomes

*Development has it's own dashboard

IT Seats Confirmed



Yellow > 33%; Green > 66%

Enrolled Students - L&D

Track Assignment	Record Count
IT	79

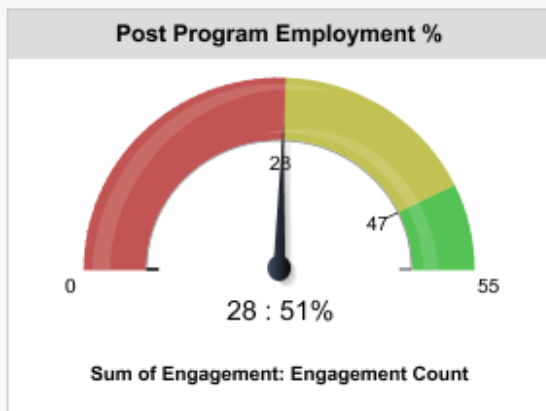


What do you need on a dashboard?

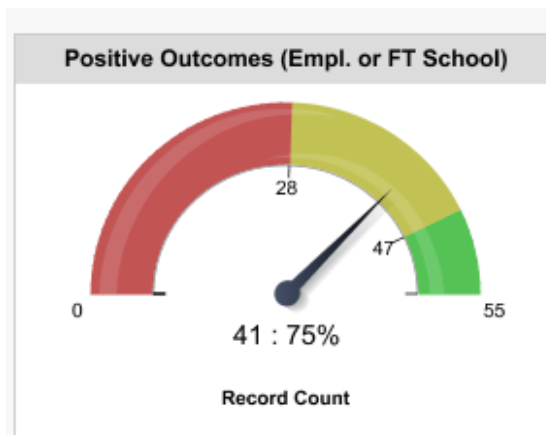
- Visual elements
- Information that connects to an objective or set of key objectives
- A one-page or one-screen view

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Career and Alumni Services Dashboard



Yellow represents >50% employment, green >85%



Avg Starting Wage

FT or PT	Average Starting Wage
Full-time	\$20
Part-time	\$15

Avg wage of students vs. nonstudents

Student: Higher Ed Summary	Average Starting Wage
FT	\$17
PT	\$19
Not in school	\$19
No data	\$14



What to consider as you build it

- Role: strategic, analytical or operational?
business intelligence, status, accountability, tracking
- Audience: Board, Leadership, Management, Donors, or?
- Span of data: the whole agency, program/department, or?
- Update frequency: daily, weekly, monthly, quarterly, or?
- Interactivity: static or interactive?

Good vs. Bad

Good:
effective gauge, clear story, context



Bad:
too much information, unclear story

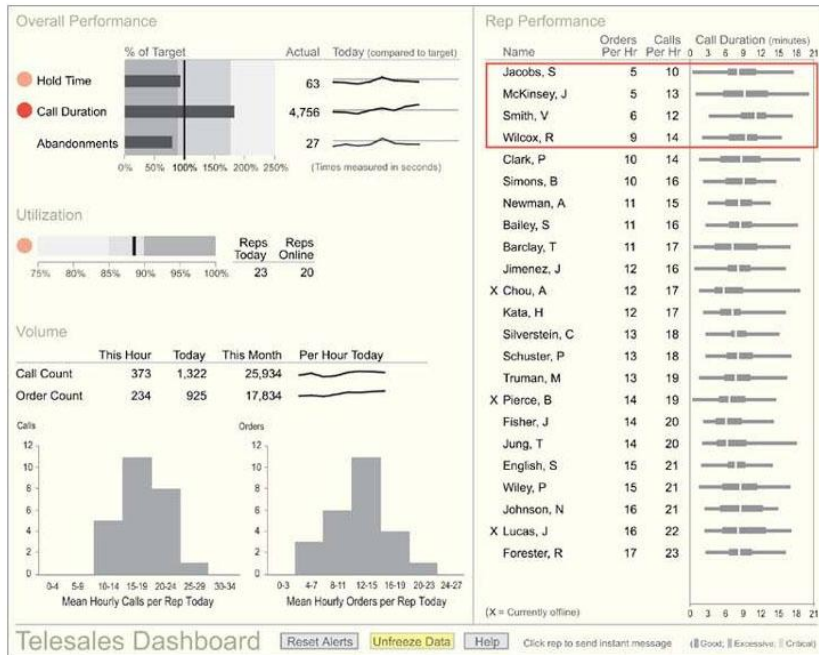


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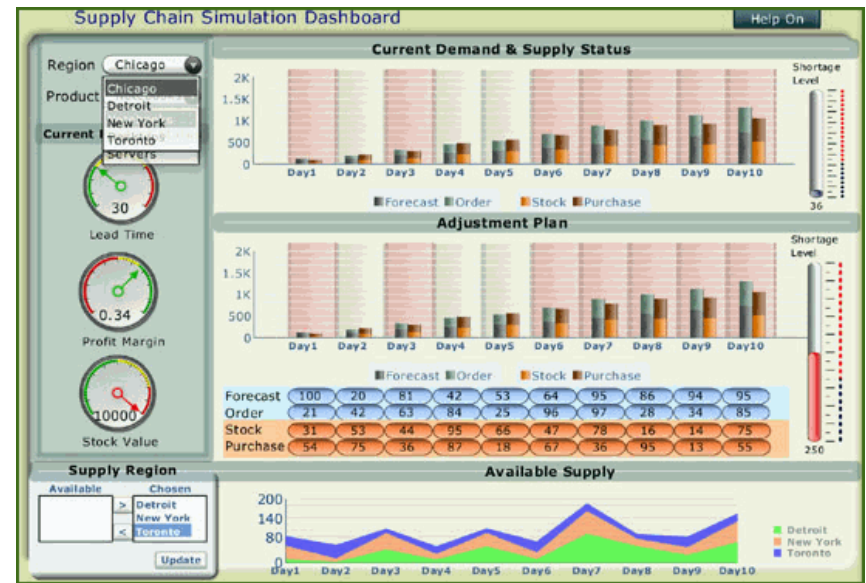
Good vs. Bad pt. 2

Good:
simple, few indicators

Figure 8-12. A sample telesales dashboard.



Bad:
too many indicators, confusing colors





Great resources... and THANKS!

- Stephen Few – Information Dashboard Design
- Your own logic models
- A little “KISS”

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