Key Performance Indicators (KPIs)

For PILR Training

Product Strategy Team
Chris Spicuzza - Lead
Precious Chase - Apprentice
Poonam Bhogale - Apprentice

Executive Summary

KPI Report: PILR Training

This report presents a comprehensive overview of the Key Performance Indicators (KPIs) established to measure the success of PILR Training's website redesign and overall organizational performance. Some of these KPIs will be used to generate content for the website, showcasing the results and impact of our efforts, which will be valuable to our target audience of donors and investors. The KPIs are designed to track progress, identify areas for improvement, and demonstrate the impact of our efforts to stakeholders.

Methodology

Our KPIs were developed based on a combination of industry best practices, user research, and expert analysis. Prior to tracking progress and identifying areas for improvement, it is crucial to establish a baseline measurement for each KPI. The percentage goals for our KPIs were determined based on our research of industry benchmarks and analysis, with the understanding that they may need to be adjusted as we gather more data.

Key Findings

- **Website Redesign:** We have set ambitious goals for website traffic, user engagement, and conversion rates to measure the success of our redesigned website.
- **Social Impact:** We aim to increase the number of students impacted by PILR's training programs by 5% quarterly.
- **Fundraising:** We have established a goal of increasing overall funding by 20% within the next fiscal year.
- **Social Media Engagement:** We aim to increase social media engagement by 30% within the next fiscal year.

Recommendations

To achieve our KPIs, we recommend implementing a strategic approach to website optimization, content creation, social media engagement, and fundraising. We recommend the implementation of tracking tools and continuing to monitor our performance and make adjustments as needed to ensure ongoing success.

Conclusion

By tracking and analyzing these KPIs, we will be able to measure the effectiveness of our efforts and make data-driven decisions to improve our product as well as PILR Training's performance. This report provides a solid foundation for our KPI tracking and reporting efforts, with the expectation to continue to refine our approach as the organization evolves.

Introduction

PILR Training is a non-profit organization dedicated to providing training and resources to coaches of under-resourced student athletes. With the goal of promoting personal growth and social equity within the sports community, PILR offers a variety of programs designed to provide resources for the needs of athletes dealing with food insecurity, mental health, gun violence, and more.

Key Performance Indicators (KPIs) are quantifiable metrics that measure the success of an organization's initiatives. By tracking and analyzing KPIs, PILR can assess the effectiveness of its programs, identify areas for improvement, and demonstrate its impact to stakeholders.

By monitoring KPIs related to website traffic, user engagement, conversion rates, and social media engagement, we can assess the effectiveness of the website redesign and its ability to attract and retain visitors. KPIs focused on donor acquisition, retention, and fundraising performance provide valuable insights into the organization's financial health and impact. KPIs that measure PILR's social impact, such as the number of coaches and athletes served, contribute to our content strategy. This data can be used to create compelling stories and case studies that resonate with our target audience of donors and investors.

Methodology

KPI Development:

We have developed these KPIs based on a combination of industry best practices and insights gained from user research with our target audience of

donors and investors. This comprehensive approach ensured that our KPIs are relevant, measurable, and aligned with our organization's goals.

Benchmarking and Baselines:

To accurately track progress and measure the impact of our initiatives, we will need to establish baselines for each KPI. These baselines serve as starting points for comparison and help assess the effectiveness of our strategies.

Percentage Goal Setting

The percentage goals for our KPIs were determined based on a combination of research of industry patterns and benchmarks, with analysis based on the current project's progress and standings. The justifications provided outline the rationale behind these goals. However, it is important to note that these goals may need to be adjusted as we gather more data and gain a deeper understanding of our performance.

Continuous Improvement

We recognize that KPI development and goal setting is an ongoing process. As PILR Training evolves and our understanding of PILR's performance improves, we can continue to refine the KPIs and adjust the goals accordingly. This iterative approach will ensure that KPIs remain relevant and effective in measuring our progress and driving positive change.

Key Performance Indicators (KPIs)

Donation and Funding

Goal: Increase overall funding by 20%

Measurement:
- **Total Funding Growth:** Calculate the percentage increase in total funding received compared to the measurement cycle

Metrics Tracked and Potential Sources for Metrics:
- **Donor Acquisition:**

- Number of new donors acquired: Track the total number of new donors acquired through various channels (website, events, social media, email). [Source: Donor database, CRM software]
- Donor acquisition cost: Calculate the total cost of acquiring new donors (e.g., advertising, marketing,fundraising events) divided by the number of new donors acquired. [Source: Financial records, marketing analytics]

- **Donor Retention:**
  - Donor retention rate: Determine the percentage of donors who continue to support the organization in the current fiscal year compared to the previous year. [Source: Donor database]
  - Donor lifetime value: Calculate the total revenue generated by each donor over their lifetime. [Source:Donor database, financial records]
  - Donor churn rate: Determine the percentage of donors who cease their support. [Source: Donor database]

- **Funding Campaign Effectiveness:**
  - Fundraising campaign revenue: Track the total revenue generated by each fundraising campaign. [Source:Financial records]
  - Fundraising campaign ROI: Calculate the return on investment for each fundraising campaign. [Source:Financial records, marketing analytics]
  - Donor acquisition cost per campaign: Determine the cost of acquiring new donors through each fundraising campaign. [Source: Financial records, marketing analytics]

- **Grant Acquisition:**
  - Grant award amounts: Track the total amount of grants awarded. [Source: Grant database]
  - Grant application success rate: Calculate the percentage of grant applications that are approved. [Source:Grant database]
  - Grant reporting compliance: Ensure timely and accurate submission of grant reports. [Source: Grant database, internal records]

- **Online Donation Trends:**
  - Mobile giving: Measure the percentage of donations made through mobile devices. [Source: Payment processor data]
  - Peer-to-peer fundraising: Track the performance of peer-to-peer fundraising campaigns. [Source: Peer-to-peer fundraising platform data]
  - Recurring giving growth: Monitor the growth of recurring donations. [Source: Donor database]
  - Social media fundraising: Evaluate the effectiveness of fundraising efforts on social media platforms.[Source: Social media analytics]

Justification for the 20% Increase in Overall Funding Goal

- **Historical Performance and Industry Benchmarks:**
  - Analysis of Previous Year's Performance: Evaluate the organization's funding growth in the previous fiscal year. If the organization has consistently achieved growth, a 20% increase aligns with historical performance.
  - Comparison to Industry Standards: Benchmark the organization's funding growth against similar non-profits in the same sector. If the industry average is higher than the organization's current growth, a 20% increase can be justified as a goal to catch up to industry standards.
- **Strategic Initiatives and Planned Improvements:**
  - New Fundraising Campaigns: If the organization has planned to launch new fundraising campaigns or initiatives, a 20% increase can be justified based on the expected impact of these efforts.
  - Enhanced Donor Engagement: If the organization has implemented strategies to improve donor engagement, such as enhanced communication or personalized experiences, a 20% increase can be justified based on the anticipated positive impact on donor retention and giving.

Social Impact

Goal: Increase the number of students impacted by PILR's training to 50, and then a 5% increase quarterly

Metrics:

- **Initiatives Led:** Track the total number of community initiatives led by coaches throughout the year. Maintain a log to easily count and categorize these initiatives. [Source: Tracking Database or Spreadsheet]
- **Frequency of Initiatives:** Track how often initiatives are conducted over the year (e.g., monthly, quarterly) to understand engagement trends. Gather copies of newsletters or other promotional materials distributed to raise awareness about the initiatives. [Source: Coaches Activity Reports, Newsletters and Promotional Materials]
- **Types of Initiatives:** Categorize initiatives based on their type (e.g., health and wellness camps, fundraising events,educational workshops, mentorship programs, volunteer activities) to analyze the diversity of community engagement. [Source: Event Management System]
- **Participation Rates:** Measure the number of student-athletes, community members, and other stakeholders participating in each initiative. This can help gauge the reach and impact of the initiatives. [Source: Survey and Feedback Tools]
- **Partnerships Established:** Track the number of partnerships formed with local organizations, schools, or businesses as part of the initiatives. This can strengthen community ties and improve the initiatives' effectiveness.[Source: Community Partner Feedback]
- **Coaches Involvement:** Measure the level of involvement from each coach (e.g., planning, execution, follow-up) in the initiatives to ensure commitment from the coaching staff. [Source: Attendance Records]
- **Feedback on Initiatives:**
  - Collect feedback from coaches on their experiences leading these initiatives, including challenges faced,resources needed, and perceived benefits. [Source: Survey, Focus Groups]
  - Collect feedback from participants regarding their satisfaction and perceived impact of each initiative.

- ○ Analyze feedback from organizations and groups partnered with the coaching staff on initiatives to realize insights into effectiveness and outreach of initiatives.
  - ○ Analyze social media posts related to the initiatives including likes, shares, comments, and overall reach.
  - ○ Conduct longitudinal surveys to assess long-term impacts and satisfaction from participants or community members regarding the initiatives. [Source: Community Partner Reports/Feedback Forms, Social Media and Marketing Analytics, Satisfaction and Impact Surveys]
- **Follow up on Initiatives:** Evaluate the sustainability of the initiatives by tracking follow-up activities or long-term engagement with the community. [Source: Marketing and Outreach Materials]
- **Community Impact:** Assess the impact of each initiative through surveys or feedback forms from participants or community members. This could include questions regarding satisfaction, perceived value, and outcomes achieved.[Source: Coaches' Reports]
- **Longitudinal Impact:** Conduct follow-up surveys with community members after initiatives to assess the longer-term impact and any changes in community attitudes or behaviors as a result of the initiatives. Track discussion about upcoming initiatives and strategic planning. [Source: Minutes from Planning Meetings]
- **Survey Response Rate:**
  - ○ Track the total number of surveys sent out to student athletes and the # of completed responses to calculate response rate.
  - ○ Measure the percentage of student-athletes who participated in the survey compared to the total number of student-athletes. This helps ensure that the sample is representative.
  - ○ Maintain a list of all student-athletes to compare against the survey responses for accurate response rate calculations. [Source: Google Forms, Survey Monkey, Qualtrics, etc and Institutional Records]
- **Access Improvement Rating:** Develop a specific rating scale (e.g., 1 to 5 or 1 to 10) in the survey for student-athletes to quantify their perception of access improvement. This could include questions on access to (training resources, academic support, and mental health services). [Source: Survey Instrument]

Goal Justification:

A 5% increase per quarter is achievable given PILR's focus on expanding initiatives, enhancing coach capacity, and strengthening community partnerships. An aggressive goal aligns with the organization's mission and commitment to making a significant impact. By strategically targeting these areas, PILR can effectively reach a larger number of students and drive positive change within the community.

Navigation Menu

Goal: Increase engagement with key sections (About, Initiatives, Resources) by 30%

Measurement:
- **Current Engagement:** What are the current engagement levels: Determine the baseline click-through rate (CTR) for each section (About, Initiatives, Resources) during the month before the redesign.
- **Set numerical target or percentage increase:** Aim for a 30% increase in clicks on these sections within three months post-launch.
- **Set timeframe:** Achieve this goal within three months after the website relaunch.

Metrics Tracked:

- **Total Clicks on Navigation Menu:**
  - Track the number of clicks on each key section (About, Initiatives, Resources) on a weekly or monthly basis to monitor overall engagement.
  - Set a baseline and compare this with weekly/monthly data after the redesign.

- **CTR (Click-Through Rate) for Key Sections:**
  - Calculation: (Total clicks on a specific section / Total unique visitors) x 100.
  - Measure the CTR for each key section to understand the percentage of visitors engaging with that content.

- **Section-Specific Conversion Rate:**

- ○ Measure the effectiveness of the navigation by tracking specific actions on each page (e.g., clicks on "Learn More" or "Donate" within those sections).

- **Traffic Sources:**
  - ○ Monitor the traffic sources that lead visitors to engage with the navigation (e.g., organic search, social media, email campaigns).
  - ○ Identify which sources drive the highest engagement with specific sections (About, Initiatives, Resources).

- **User Path Analysis:**
  - ○ Analyze user journeys to see if the navigation leads users to desired outcomes (e.g., users who navigate to "Initiatives" are more likely to donate or engage with a CTA).
  - ○ Monitor drop-offs or areas where users abandon the navigation.

Justification for 30% increase in Navigation Menu engagement:

- **Website Relaunch and UX Improvements:** With a website relaunch, it is assumed that improvements to the user interface (UI) and user experience (UX) will make the navigation more intuitive and engaging. A 30% increase aligns with the expected lift in engagement from a more accessible, faster, or better-organized navigation.
- **User Behavior Post-Redesign:** Research shows that after website redesigns, users often explore more of the site as navigation becomes clearer and content becomes easier to find. A 30% increase considers that post-launch, users will explore the new design, driving more engagement with key sections.

Newsletters

Goal: Increase the number of newsletter subscriptions by 25% quarterly, following the establishment of a benchmark.

Measurement:

- **Current number of subscriptions:** Establish a baseline measurement before implementing changes.

- **Total number of subscribers:** Track the number of new subscribers each month.
- **Conversion rate:** Calculate the percentage of website visitors who sign up for the newsletter.
- **Sign-up form engagement:** Analyze clicks, abandonments, and other interactions with the sign-up form.
- **Traffic sources:** Monitor referral traffic and channels contributing to newsletter sign-ups.

Sources: Google Analytics, Email Marketing Platform, CRM System, Database/Back-end System, Lead Generation Forms

Justification:

A 25% quarterly increase in newsletter subscriptions is achievable given the newness of the offering and the potential for significant growth. By optimizing the sign-up process, implementing targeted marketing campaigns, and providing valuable content, we can attract a large number of subscribers and foster engagement with our audience.

Backlinks

Goal: Increase press mentions and backlinks by 40% within three months of the website relaunch.

Measurement:

- **Current Number of Press Mentions/Backlinks:** Identify the baseline number of mentions and backlinks received in the month leading up to the website relaunch.
- **Set Numerical Target or Percentage Increase:** Aim for a 40% increase in mentions and backlinks within three months post-launch.
- **Set Timeframe:** Achieve the target within three months after the website relaunch.

Metrics Tracked:

- **Total Number of Press Mentions:** Track the number of times PILR is mentioned in online news articles, blogs, or press releases over time.
- **Total Number of Backlinks:** Count the total number of external websites that link back to PILR's site over a set period.

- **Domain Authority and Link Quality:** Monitor the domain authority (DA) of websites linking to PILR, ensuring that backlinks come from credible and high-quality sources. Evaluate the link quality: Are the backlinks coming from relevant and authoritative sources in the social impact, sports, or non-profit space?
- **Referral Traffic from Backlinks:** Track the number of visitors landing on PILR's site via backlinks from other sites. Measure the engagement of these users (time spent on site, pages visited) to determine if the backlinks are driving quality traffic.

Sources:

- **Media monitoring services:** Use tools like Google Alerts or Mention to track real-time press mentions.
- **SEO tools:** Use tools like Google Search Console, Ahrefs, or SEMrush to monitor backlinks and domain authority.
- **Google Analytics:** Track referral traffic and user engagement.

Justification:

A 40% increase in press mentions and backlinks is achievable considering the following factors:

- **Historical Performance:** If PILR has had consistent press mentions and backlinks before the relaunch, a 40% increase can be ambitious but achievable, particularly with new visibility from the relaunch.
- **SEO Strategy and Tools:** Using SEO tools, you can project backlink growth based on keyword improvements,content marketing, and PR efforts. If your SEO strategy is robust, aiming for 40% ensures your target is challenging yet possible.
- **Website Relaunch Impact:** A well-executed website relaunch can attract increased media attention and generate more backlinks.
- **Targeted PR Efforts:** A focused PR strategy, including press releases, media pitches, and relationship building, can lead to more press mentions and backlinks.

Social Media

Goal: Increase social media engagement by 30% following the establishment of a benchmark

Measurement:

- **Overall Social Media Engagement:** Calculate the average engagement rate across all social media platforms.
- **Social Media Followers:** Track the number of followers on each platform.
- **Social Media Post Engagement:** Monitor likes, shares, comments, and clicks.
- **Social Media Reach:** Measure the total number of people who see your posts.
- **Social Media Mentions:** Track mentions of your brand or content by other users.
- **Social Media Traffic:** Measure website traffic from social media channels.
- **Social Media Conversions:** Track donations, sign-ups, purchases from social media.

Sources: Social media platform analytics, Google Analytics, CRM software.

Justification:

A 30% increase in social media engagement is achievable due to the current underutilization of social media channels and the potential for growth. By implementing a strategic approach, including content development, community management,and advertising, we can effectively leverage social media to enhance brand awareness, engage supporters, and drive fundraising efforts.

Recommendations

The product strategy team for the PILR Training project, phase 1 recommends implementing the following KPIs to measure the success of the website redesign and overall organizational performance. These KPIs are designed to provide valuable insights into the effectiveness of our efforts and generate compelling content that resonates with our target audience of donors and investors.

By tracking these KPIs, we can gain a deeper understanding of how our website is being used, identify areas for improvement, and demonstrate the impact of our work to stakeholders. This information will be essential for

making data-driven decisions and ensuring the ongoing success of PILR Training.

Value of KPI Tracking

Tracking these KPIs will be essential for several reasons:

- **Product Success:** By monitoring website traffic, user engagement, and conversion rates, we can measure the effectiveness of the website redesign and identify areas for improvement.
- **Organizational Performance:** Tracking KPIs related to donor acquisition, retention, and fundraising will provide valuable insights into the overall health of PILR Training and inform strategic decision-making.
- **Content Generation:** Many of the KPIs, especially those related to social impact, can be used to generate engaging content for the website, attracting our target audience of donors and investors.

Tools

To effectively track and analyze KPIs, we recommend researching and investing tools and software with the following recommendations:

- **Web analytics:** Google Analytics for comprehensive website tracking and analysis.
- **SEO tools:** SEMrush and SimilarWeb for keyword research, competitor analysis, and backlink monitoring.
- **Database software:** A robust database to store and manage KPI data.
- **CRM software:** A customer relationship management system to track donor information and interactions.
- **Spreadsheets:** Excel or Google Sheets for data analysis and reporting.
- **Feedback tools:** SurveyMonkey or Typeform for collecting feedback from stakeholders.
- **Heatmaps:** Hotjar or Crazy Egg for visualizing user behavior on the website.
- **User behavior tools:** SessionCam or FullStory for recording user sessions and analyzing behavior.

- **UTM parameters:** Use UTM parameters to track the source of website traffic and measure the effectiveness of marketing campaigns.
- **Email analytics:** Tools like Mailchimp or Constant Contact for tracking email open rates, click-through rates, and unsubscribes.
- **Ahrefs:** A comprehensive SEO tool for backlink analysis, keyword research, and competitor analysis.
- **Social media analytics:** Platforms like Facebook Insights, Instagram Insights, and Twitter Analytics for tracking social media engagement and performance.

By utilizing these tools, PILR Training can effectively track and analyze KPIs, gain valuable insights, and make data-driven decisions to improve performance.

Conclusion

This report has provided a comprehensive overview of the Key Performance Indicators (KPIs) established to measure the success of PILR Training's website redesign and overall organizational performance. By tracking and analyzing these KPIs, we can gain valuable insights into our progress, identify areas for improvement, and demonstrate our impact to our target audience.

Key Findings:

- The KPIs we have established provide a comprehensive framework for measuring the performance across various areas of the organization.
- We have set ambitious goals for website traffic, user engagement, conversion rates, social impact, fundraising, and social media engagement.
- The data collected through these KPIs will be invaluable for making data-driven decisions and improving performance.

Recommendations:

- We recommend implementing a robust data tracking and analysis system to ensure accurate and timely reporting of KPIs.
- Research and invest in suggested tools and software required for tracking data to ensure accurate and efficient KPI measurement.

- We recommend regularly reviewing and adjusting our KPIs as needed to align with evolving goals and priorities.
- We recommend utilizing the insights gained from our KPIs to inform strategic decision-making and drive continuous improvement.

By following these recommendations, PILR Training can effectively leverage KPIs to measure success, identify areas for improvement, and achieve strategic organizational goals.

Appendices

Following the formal KPI report, additional social impact KPIs were developed to offer the stakeholder more comprehensive measurement opportunities, guiding the nonprofit's strategy while also providing valuable content for the website to engage donors and investors. Those KPIs are added here in the appendices:

KPIs for Optimizing the Impact of Sports

These KPIs will help track progress toward goals and ensure that initiatives are making a meaningful impact in the sports community.

Based on PILR goals to optimize the impact of sports, here are tailored Key Performance Indicators (KPIs) for each objective:

KPI: Student Athlete Barriers and Impact on Quality Participation
Measurement: Measure the percentage of student-athletes reporting improved access to resources (e.g., equipment, facilities)
Goal: Reduce Barriers Impacting Student-Athletes' Quality of Participation 10% per quarter within one year where 40% of surveyed students report improved access within one year.

Metrics to Track:
- **Participation Rates**
  - Retention Rates - track the percentage of student-athletes who continue participating in sports year over year.
- **Barriers Identification**
  - Specific Barriers - track the qualitative and quantitative data on the specific barriers faced (e.g., financial, academic, social, psychological).

- **Health and Well-being**
  - Mental Health Indicators - track improvements in mental well-being
- **Resources and Support**
  - Resource Availability - Measure the number of support services available (e.g., mentoring, counseling) and assess their adequacy.
  - Resource Availability - Track the percentage of student-athletes using available resources, explaining the gap where needed.
- **Equity and Inclusion**
  - Equity in Funding and Resources - Evaluate whether funding and resources are distributed equitably among various teams and programs.
- **Satisfaction and Engagement**
  - Satisfaction Surveys: Regularly measure student-athletes' satisfaction with their sports experience, coaching staff, and team dynamics.
  - Engagement in Team Activities: Capture data on attendance and participation in team practices, meetings, and community events.
- **Community Engagement and Support**
  - Support Network Evaluation: Assess the perceived support from coaches, staff, and peers through surveys and interviews.
- **Feedback Loops and Continuous Improvement**
  - Regular Monitoring of Metrics: Establish a system for ongoing assessment of these metrics, providing feedback mechanisms for student-athletes to share their experiences regularly.
  - Action Plan Development: Create strategic action plans based on aggregated data to address identified barriers effectively.

KPI: Number of initiatives launched to address student barriers (e.g., scholarships, transportation)
Measurement: Measure the number of initiatives launched that successfully address student barriers.
Goal: Launch at least 2 initiatives annually.

Metrics to Track:
- **Initiatives Count**
  - Total Initiatives Launched: Count the total number of initiatives launched within the year aimed at addressing student barriers.
  - Initiatives by Category: Breakdown the total number into specific categories (e.g., scholarships, transportation, academic support, mental health resources).

- **Initiative Details**
  - Description of Each Initiative: Maintain a detailed record of each initiative, including its purpose, target population, and type of barrier addressed.
  - Implementation Timeline: Track the launch dates and timelines for each initiative to ensure that they are implemented within the planned period.
- **Participation Metrics**
  - Student Participation Rates: Measure the number of students utilizing or participating in each initiative (e.g., number of scholarship applications).
  - Demographics of Participants: Collect demographic data of students participating in each initiative to understand reach and inclusivity.
- **Outcome Assessment**
  - Impact Evaluation: Assess the impact of each initiative through pre- and post-implementation surveys or focus groups to evaluate effectiveness (e.g., improvement in student retention, perceived support).
  - Success Stories: Track qualitative feedback and success stories from students who benefitted from the initiatives (e.g., testimonials).
- **Resource Allocation**
  - Budget Tracking: Monitor the financial investment in each initiative, including total expenditures and sources of funding.
  - Resource Availability: Evaluate whether adequate resources (staff, materials, etc.) were allocated to support each initiative.
- **Collaboration and Partnerships**
  - Number of Collaborating Departments: Track how many departments or organizations were involved in launching each initiative, promoting interdisciplinary collaboration.
  - Community Partnerships: Measure the number and type of partnerships formed with external organizations (e.g., local businesses, community organizations) for support.
- **Feedback Mechanisms**
  - Student Feedback: Collect regular feedback from participants regarding their experiences and suggestions for improvement.
  - Stakeholder Evaluation: Gather input from faculty, staff, and administration involved in the initiatives to assess overall satisfaction and identify areas for improvement.
- **Longitudinal Tracking**
  - Follow-Up Surveys: Conduct follow-up surveys after implementation to understand the long-term impact of the initiatives on student success and barrier reduction.

○ Annual Review of Initiatives: Review the effectiveness of previously launched initiatives to determine if they should be continued, modified, or discontinued.
- **Report Generation**
  ○ Annual Impact Reports: Create an annual report summarizing the number of initiatives launched, participation rates, outcomes, and overall impact on addressing barriers.

KPI: Percentage of coaches trained in recognizing systemic issues
Measurement: Measure the number coaches trained and their ability to recognize systemic issues that are impacting student athletes.
Goal: 90% of coaches complete training programs within two years.

Metrics to Track:
- **Training Completion Metrics**
  ○ Total Number of Coaches: Track the total number of coaches eligible for training within the target timeframe (e.g., total coaching staff).
  ○ Number of Coaches Trained: Measure the actual number of coaches who have completed the training program.
  ○ Percentage of Coaches Trained: Calculate the percentage of coaches who have completed the training relative to the total number of coaches (Number of Trained Coaches / Total Coaches * 100).
- **Training Program Details**
  ○ Training Sessions Offered: Track the number of training sessions or workshops conducted on recognizing systemic issues.
  ○ Training Duration: Record the length of each training program (e.g., hours of training provided).
- **Knowledge and Skill Assessment**
  ○ Pre- and Post-Training Assessments: Conduct assessments before and after training to measure improvements in coaches' understanding of systemic issues impacting student-athletes.
  ○ Knowledge Retention Evaluations: Implement follow-up assessments several months after training to evaluate knowledge retention over time.
- **Feedback and Satisfaction**
  ○ Participant Feedback Surveys: Collect feedback from coaches who completed the training program regarding the content, delivery, and applicability of the training.
  ○ Satisfaction Ratings: Measure overall satisfaction with the training experience using a standardized survey.
- **Application of Knowledge**

- ○ Implementation of Learnings: Assess the extent to which coaches apply the knowledge gained in their coaching practices, possibly through self-reports or observations.
- ○ Follow-up Check-ins: Conduct periodic check-ins with coaches to discuss how they are implementing recognition of systemic issues in their interactions with student-athletes.
- **Impact on Student-Athletes**
  - ○ Survey of Student-Athletes: Gather feedback from student-athletes regarding their experiences with coaches post-training, specifically on issues related to systemic barriers and support.
  - ○ Reporting of Systemic Issues: Track any increase in reported systemic issues by student-athletes that coaches have recognized and addressed since completing the training.
- **Program Improvement**
  - ○ Training Iteration Feedback: Collect data on aspects of the training that could be improved based on coach feedback, leading to adjustments in future training programs.
  - ○ Frequency of Training Updates: Monitor how often the training content is reviewed and updated to remain relevant to current systemic issues.
- **Compliance and Accountability**
  - ○ Tracking Participation Over Time: Create a timeline for when each coach completes the training to monitor progress toward the 90% goal.
  - ○ Reporting Structure: Establish a reporting framework to hold departments accountable for ensuring that coaches complete the training within the two-year timeline.