

Measuring impact – recording support metrics to uncover trends and drive change

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The appeal of metrics

Useful for:

- Measuring value
- Justifying initiatives
- Planning budgets
- Determining staff levels
- BUT need to be...

Quantitative

- Easy to record
- Reflect the value of work





The problem with metrics

- Not all work is easily quantifiable
 - Highly subjective, or qualitative work
- Performance cannot be judged when metrics are dependent on external factors
- Too easy to make illogical comparisons
 - Lost context
- Some systems/workflows do not record meaningful metrics

Research Operations – a prime example



Common issues

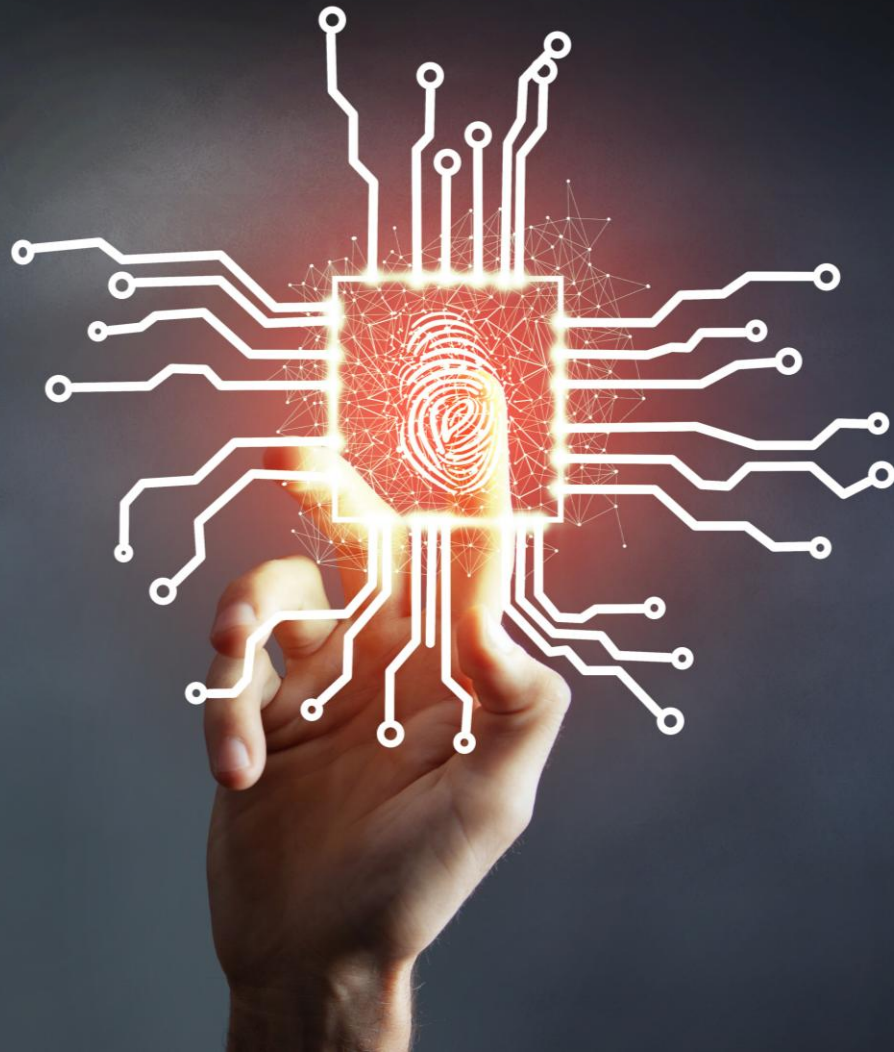
- Highly varied work using many workflows/systems
 - No clearly extractable metrics
- Qualitative work
 - Difficult to quantify meaningfully
- Non-sensical metrics
 - Determined by external factors (Research Integrity investigations, quality of Ethics applications etc)
- Difficult to link to a return on investment (ROI)
 - No direct financial return
 - Focus on “social license”



Taking control

- Determining the desired reporting elements
 - Demonstrate workload
 - Log interactions
 - Visualise scale of support provided
- Breaking down tasks to quantifiable elements
 - Time spent
 - Audience/client details/associations
 - Interaction/activity type
 - Complexity of work
- Make it easy!





REDCap – data capture

- REDCap is familiar and flexible
 - Fast development
 - Secure
 - Basic data mining capability
 - Easy maintenance
 - Wide compatibility

Bespoke solutions

- Each team within RIEA developed a team specific survey to best quantify their work
- Team members were involved in design, testing, and modification processes
 - Captures team specific knowledge
 - Determines level of detail required
 - Ensures ease of use
 - Enables streamlined processes
 - Develops meaningful shortcuts
 - Provides ownership



RIEA – current status



Adding value – enabling extended analysis

REDCap reports and dashboards

- Pre-programmed

- Easily accessible

- Basic visualisations

Easy exports with wide compatibility allow for further options for analysis

- CSV – Excel, Power BI dashboards

Reporting made easy

- Control over the metrics captured
- Meaningful, quantifiable data is available
 - Time, effort, audience are collected in meaningful ways
 - some data is comparable across teams
- Standard reporting is quick
 - REDCap reports and dashboards
- Deeper analysis is possible
 - Excel
 - Power BI





Feedback and limitations

Staff feedback

- Logging represents extra workload for staff
- Time is needed to integrate logging into workflow
- Relatively quick and easy

Management feedback

- Quantifiable metrics makes reporting easy
- Potential deeper analysis of data

Limitations

- Not a perfect quantification
- Some nuance lost
- Does not solve the “link to ROI” requirement

Thanks!

