

# Communities of Practice Visual Board 8 | Measurement



Measurement

Measuring your community performance is an ongoing process, not (only) a one-off annual exercise. The community manager takes responsibility for constantly taking the community's 'pulse'. This includes all quantitative and qualitative approaches to assess the results, engagement and vitality of the community (of practice) to make sure the community remains relevant in terms of its practice and the organisation's goals, stays engaged and delivers on its vision. All elements that make up a community's vitality are to be measured: the rituals and behaviours, as well as the activities and interactions that are in place or need to be put in place to meet the community's objectives. You always refer to the community's vision and objectives when you measure your community's performance.

While you assess both the tangible and the intangible output and impact of your community to prove its value, you are also measuring your community's performance. This will allow you to better understand what does not work, and why and how you could improve your community's operational model.

Make sure to identify and understand what usefulness and success mean to you, and to refer back to the community roadmap and the as your main overall performance measurement tools.

## 1 Levels of participation Vitality and engagement

Core group – the core group forms the heart of the community and together with the community manager operates and drives the community.

Active members - they work closely with the core group to help shape the direction and engagement of the community. They answer other members' questions, summarise knowledge pieces for others, create and share content

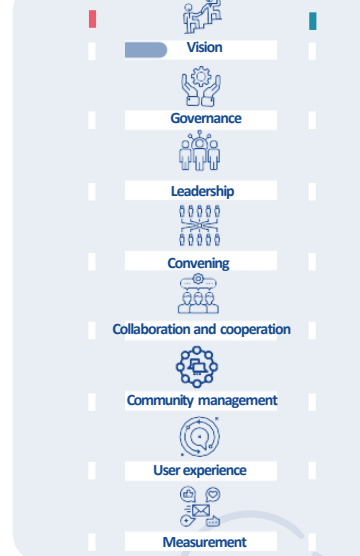
Participating members - they participate in community life occasionally by commenting, liking, rating and voting. They often contribute to community deliverables.

Peripheral members – they feel a connection to the community but engage on a limited basis. These could be newcomers or those who have a more casual interest in community activities.

Transactional members – they are the least connected to the community and may connect only to access community resources or to provide a specific service to the community.

Today Tomorrow Target

## 2 Evaluate how you are doing guided by the questions in the roadmap. Operational model and processes.



Go back to the community management visual board and see how you defined success

High success Low success

## 3 Take stock of the tangible results your community delivers.

Rate and explore content and processes. What did the community do?

## 4 What behaviours and rituals should you observe and encourage?

Keep and improve practice

Stop or change practice

Go back to the collaboration and cooperation visual board and see all of the content you create and curate and your processes, including their regularity. Position them according to the impact you think they had on the organisation.

Low impact

High impact

## 5 Take the pulse of the three main stakeholders and gather their feedback.



Sponsor



Core group



Members

## 6 Highlight the operational model domains that are rated as working best or worst by those stakeholders.

## 7 What are your thoughts about those stakeholder evaluations?

## 8 Analysis What did/does not work and why? What would you like to understand better?

## 9 Actions What can you learn from those measurements and how will you address the challenges/obstacles?

See the vision and governance visual boards: Address those issues by embedding them into your community's vision and governance.