

Key Performance Indicator Form

FUNDING OPPORTUNITY: Kūkulu Ola

PROGRAM TITLE: Aloha Workshops

APPLICANT: Aloha Nonprofit

PROGRAM IMPACT (Must be filled out)

These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a

These are the Key Performance Indicators (KPIs) that you are responsible for reporting:

- a. Number of on-island residents attending and/or participating in the proposed program
- b. Number of neighbor island residents attending and/or participating in the proposed program
- c. Number of out-of-state visitors attending and/or participating in the proposed program detailed by the U.S. state and international country
- d. Satisfaction level of attendees (majority are satisfied, likelihood to return; greater appreciation for Hawaiian culture/Natural Resources)
- e. Social media analytics
- f. Program-specific measures

Attendance (if applicable)	PY '23-'24 Expected Goal	Most Recent Actual Figures (Specify Year: 20XX)
No. of on-island residents attending and/or participating in the proposed program	150	100
No. of neighbor-island residents attending and/or participating in the proposed Program	30	10
No. of out-of-state residents attending and/or participating in the proposed program detailed by U.S. State	20	n/a
No. of out-of-state residents attending and/or participating in the proposed program detailed by international country	5	n/a

Educational & Learning Outcomes (if applicable)	PY '23-'24 Expected Goal	Most Recent Actual Figures
Percentage of participants who shared they learned something new as a result of their participation in the program.	75%	70%

Satisfaction Level (if applicable)	PY '23-'24 Expected Goal	Most Recent Actual Figures
Percentage who are satisfied with their experience	100%	100%
Percentage who are likely to return to the program in the future	90%	90%
Percentage of participants that have gained a greater appreciation for [Hawaiian Culture or Natural Resources]	100%	100%

Social Media Metrics (if applicable) Specify Platform/s:	PY '23-'24 Expected Goal	Most Recent Actual Figures
Total Posts during program year	100	80
Cumulative Followers	15,000	10,000
Increase in Followers over program year	5,000	2,000
Total Engagement (Facebook likes, Instagram hearts, Tik Tok likes/views etc.)	5,000	2,500

Program Specific Metrics	PY '23-'24 Expected Goal	Most Recent Actual Figures
<i>Example: Workshops / Classes / Volunteer Days</i>		
Workshops w/ Kumu	10	5
Videos Created	5	0
Total Cultural Practitioners Engaged	12	5
Total Participants	200	150