

Key Performance Indicator Form

RFP: Kukulu Ola

PROJECT TITLE: Aloha Workshops

APPLICANT: Aloha Nonprofit

PROJECT IMPACT (30% of Score) (Must be filled out)

These indicators of success should reflect measures that can be reliably and accurately attained, and that demonstrate a successful project, as articulated in the proposal outline. While some measures may be qualitative, please provide detailed quantifiable values, where possible. Additional measures are encouraged and should relate to one or more objectives for the program as described in the narrative questions. Social media measures are applicable only if the measure supports the nature of the proposed project. If the project does not engage social media, these sections can be left blank. Awardees must provide a selection of measures tailored to the unique mission of its project.

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 project
- b. Number of neighbor island residents attending and/or participating in the proposed project
- c. Number of out-of-state visitors attending and/or participating in the proposed project 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. Project-specific measures

Attendance	2022 Expected Goal	Most Recent Actual Figures (Specify Year: 20XX)
No. of <u>on-island</u> residents attending and/or participating in the proposed project	200	350
No. of <u>neighbor-island</u> residents attending and/or participating in the proposed project	200	100
No. of <u>out-of-state</u> residents attending and/or participating in the proposed project detailed by U.S. State	0	0
No. of <u>out-of-state</u> residents attending and/or participating in the proposed project detailed by international country	0	0
Educational & Learning Outcomes	2022 Expected Goal	Most Recent Actual Figures
Percentage of participants who shared they learned something new as a result of their participation in the project	75%	60%
Satisfaction Level	2022 Expected Goal	Most Recent Actual Figures
Percentage who are satisfied	90%	85%
Percentage who are likely to return to the project in the future	75%	75%
Percentage of participants that have gained a greater appreciation for [Hawaiian Culture or Natural Resources]	100% greater appreciation for Hawaiian Culture	100%

Social Media Metrics Specify Platform/s:	2022 Expected Goal	Most Recent Actual Figures
Total Posts during program year	20	10
Cumulative Followers	2500	2000
Increase in Followers over program year	500	350
Total Engagement (Facebook likes, Instagram hearts, Tik Tok likes/views etc.)	500- FB Likes; 300 IG hearts; 1,000 Tik Tok likes, 15,000 Tik Tok Views	N/A
Project Specific Metrics	2022 Expected Goal	Most Recent Actual Figures
Workshops	8	6
Practitioners presenting	10	8
Number of products made by participants	400	350
Percent of participants who feel they have gained knowledge of a cultural practice	100%	90%

B.2. Describe how the data will be collected. What kind of surveys will be administered? How will attendance be tracked and verified? What will be the source of your media metrics? (max 4,000 characters)

Data is collected through pre-and post-surveys at workshops as well as direct feedback from interviews with participants and presenters. Attendance is tracked through sign-in sheets. Social media metrics will be gathered by program analytics available on each site.