

Simple Metrics Template for Communities of Practice

This document is part of the Communities4Dev CoP Toolkit featuring practical resources to help you develop impactful Communities of Practice in the development sector. [Access the full CoP Toolkit.](#)

1. Measuring progress towards your objectives

Pick one of the objectives that your Community of Practice (CoP) aims to fulfill. To help you, recall your Inputs/Outputs/Outcomes table and your CoP Value table, and focus on Outcomes and Value (think of the vision for the CoP and the impact you want it to have). Write your objective for this exercise below.

What overall CoP goal or objective would you like to track?

What are some possible Qualitative and Quantitative Metrics that you could use to track progress against your overall objective? How would you track and measure success?

What kind of quantifiable metrics would indicate success? How would you demonstrate that you are getting closer to achieving your objective?

What kind of stories would indicate success?

Once you have a few ideas for Metrics (how to measure progress towards your Objective), you will need to be strategic and only select the most relevant. To guide you in your selection, try to answer these questions:

- Will it be easy to measure?

- Do you have an audience for this measure? Who is interested in this measure? Your Community Leader? Your Sponsor? Your Members? The team?
- Will the information be used to guide a decision? Is it actionable?
- Does the information clearly help you track progress towards the objective?

Once you have a couple of metrics, that you think are reasonable to track, plug them in below and try to answer the next set of questions:

Metric/Indicator	How will you measure it? How will you collect the data?	How frequently will you measure it?	Who will be responsible to track this?	What is your current benchmark?

Note: Metrics can end up driving your engagement activities – keep your objective in mind and most importantly keep in mind what behaviors you want to see and promote in your CoP – if possible, try to track things like trust and relationships

2. Measuring the success and impact of any specific activity

Think about the next activity that you are planning, whether it is a workshop, a BBL, and online discussion, a conference call, or other. Write it down below and also indicate whether it supports one of the overall objectives/goals of your community.

What is the next CoP activity that you are planning?	What overall CoP objective does this activity support?

To measure the success and impact of the activity you should identify two types of metrics. For each activity that you organize, you will first want to know whether and how it really contributed to your overall CoP objective, so let's start there.

How will you know that this activity did contribute to the overall objective? Could you use some of the indicators from the previous exercise (if the objective is the same)?

You will also want to track information that will help you as a team with your decisions, such as how to improve the activity for the next delivery, whether the activity was a worthwhile investment and should be repeated, or which other activities could be organized as follow up initiatives.

After the activity is over, how will you, as a core team, evaluate its success? How will that evaluation inform your next steps?

Additional ideas:

- Is the activity intended to spark action and how will you track whether the intended action is taken by members?
- Did the activity encourage members to take more actions, become more involved or use more knowledge in their everyday work? How will you track?
- Good will, social capital, is the CoP making a difference? Will the members recommend the CoP?