

August 2023

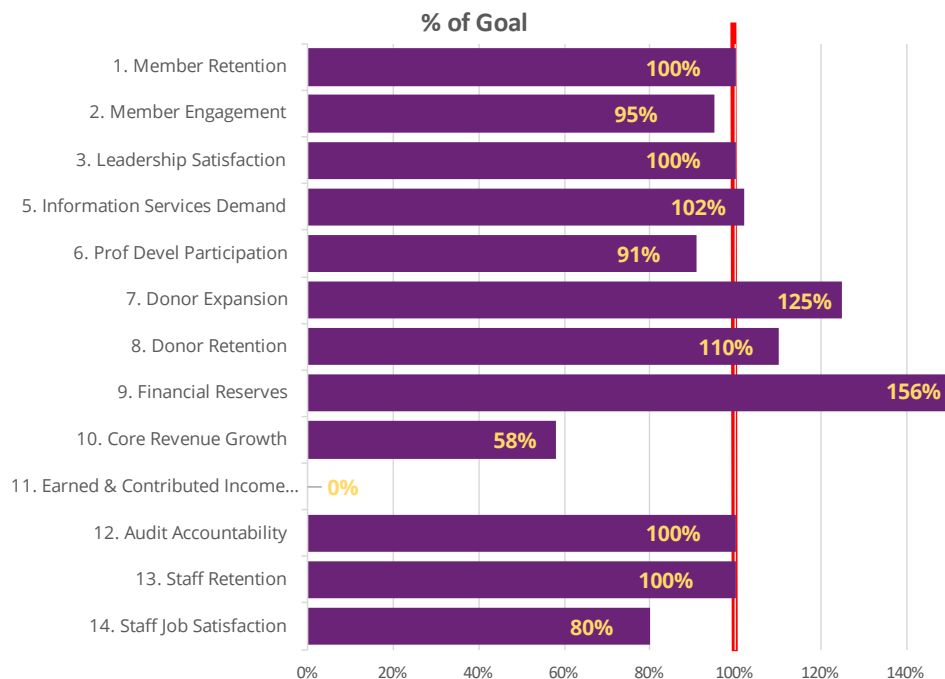
Performance Metrics



This dashboard serves as a tool for monitoring NASAA's health and fitness. These indicators offer straightforward quantitative touchstones for tracking our operational strength over time, and they align with standard measures of best practices for professional associations. The results are monitored by NASAA's Planning & Budget Committee.

While these metrics capture important aspects of NASAA's management performance, they don't tell the whole story. They are just one strand of NASAA's [four-part measurement and evaluation strategy](#).

For additional information, see NASAA's [Information Services Summary](#), [Action Plan Highlights reports](#), [Diversity, Equity and Inclusion logs](#), [member interview results](#) and [program evaluations](#).



1. Member Retention

Indicator	Number of state arts agencies with active memberships in NASAA
Data Source	Member status tracking
Target	56 agencies, 100% member retention
Latest Data	56 agencies (100% of goal) as of August 2023
Past Performance	55 agencies (98% of goal) in 2018 56 agencies (100% of goal) 2019 - 2022

2. Member Engagement

Indicator	Breadth of member participation in NASAA
Data Source	Includes volunteer service on the board, committees or task forces; participation in learning events; participation in feedback loops; requests for information, etc.
Target	56 agencies, 100%
Latest Data	53 agencies (95% of goal) as of August 2023 (year-to-date figures)
Past Performance	56 agencies (100% of goal) in 2020 55 agencies (98 % of goal) in 2021 55 agencies (98 % of goal) in 2022

3. Leadership Satisfaction

Indicator	Member satisfaction with NASAA among top agency leaders
Data Source	Annual field interviews of executive directors, council chairs and deputy directors (beginning in 2024)
Target	90% of respondents rate their member satisfaction as are "satisfied" or "highly satisfied" with NASAA
Latest Data	90% member satisfaction (100%) of goal in 2023
Past Performance	81% satisfaction (90% of goal) in 2020 89% satisfaction (99% of goal) in 2021 90% satisfaction (100% of goal) in 2022

The average member satisfaction rate for professional associations is 78%, according to the International Association of City / County Management Agencies. For leadership groups having more interactions with NASAA—and comprising a dues decision-making cohort—NASAA has set a higher bar.

4. Overall Member Satisfaction (Coming in 2025)

Indicator	Member satisfaction with NASAA
Data Source	Membership opinion polling of all staff groups
Target	78% of respondents rate their member satisfaction as are "satisfied" or "highly satisfied" with NASAA
Latest Data	N/A (poll begins in 2025)
Past Performance	N/A (poll begins in 2025)

5. Information Services Use

Indicator	Percentage of member states contacting NASAA to request research help or technical assistance
Data Source	Analysis of requests tracked through member database
Target	50 agencies, 90% or higher per fiscal year
Latest Data	51 agencies (102% of goal) as of April 2023 (year-to-date figures)
Past Performance	53 agencies (106% of goal) FY2020 53 agencies (106% of goal) FY2021 52 agencies (104% of goal) FY2022

6. Professional Development Participation

Indicator	Number of states participating in Assemblies, Executive Forums or online learning programs
Data Source	Registration records
Target	56 agencies, 100% per year
Latest Data	51 agencies (91% of goal) for NASAA's 2023 Learning Series (year-to-date)
Past Performance	51 agencies (91% of goal) in 2020 52 agencies (93% of goal) in 2021 51 agencies (91% of goal) in 2022

7. Donor Expansion

Indicator	Growth in new contributors to NASAA
Data Source	Annual fund analysis of individual contributions. Calculated on a calendar year.
Target	20% per year
Latest Data	25% (125% of goal) January 2022 - January 2023
Past Performance	17% (85% of goal) January 2019 - January 2020 10% (50% of goal) January 2020 - January 2021 23% (115% of goal) January 2021 - January 2022

8. Donor Retention

Indicator	Renewal rate for NASAA donors
Data Source	Annual fund analysis of individual contributions. Calculated on a calendar giving year.
Target	65% per year
Latest Data	72% (110% of goal) in January 2023
Past Performance	58% (89% of goal) January 2019 - January 2020 55% (85% of goal) January 2020 - January 2021 62% (95% of goal) January 2021 - January 2022

9. Financial Reserves

Indicator	Size of board-designated operating reserve
Data Source	Audited financial statements
Target	Per NASAA board reserve policy, 25% of core expenses average (excluding pass-through expenses)
Latest Data	38.9% (156% of goal) as of September 30, 2022
Past Performance	26.8% (107% of goal) as of September 30, 2019 29.1% (116% of goal) as of September 30, 2020 38.6% (154% of goal) as of September 30, 2021

10. Core Revenue Growth

Indicator	Annual change in core revenues
Data Source	Audited financial statements. Includes membership dues, our NEA grant, NEA cooperative agreements and interest income.
Target	5% year-to-year growth
Latest Data	+2.9% (58% of goal) for FY2021–FY2022
Past Performance	+9.1% (182% of goal) for FY2020-FY2021 +1.4% (28% of goal) for FY2019-FY2020 -.5% (0% of goal) for FY2018-FY2019 National Arts and Humanities Youth Program Awards program sunset occurred in FY2018

11. Earned & Contributed Income Growth

Indicator	<i>Annual change in revenues from earned and contributed sources</i>
Data Source	Combines conference funding and individual, corporate and foundation giving as well as fees realized from consulting engagements and annual conferences.
Target	5%
Latest Data	-61.3 (0% of goal) for FY2021–FY2022
Past Performance	+586.5% (11730% of goal) for FY2020-FY2021 -68.5% (0% of goal) for FY2019-FY2020 +92.3% (1846% of goal) for FY2018-FY2019 Four-year change: +137.3%

These numbers fluctuate due to special projects and/or pass-through funds. Variations in conference dates (relative to NASAA's fiscal year) and convening sizes (Assemblies vs. Executive Forums) will also affect these percentages.

12. Audit Accountability

Indicator	<i>Attainment of excellent accounting and management standards</i>
Data Source	Independent audits. This measure isolates five factors: material accuracy of financial statements; strength of financial management procedures; compliance with uniform administrative requirements; compliance with standard cost principles; and adherence to all requirements for federal awards.
Target	Clean audit across all 5 factors
Latest Data	5 of 5 (100% of goal) for FY2022 audit
Past Performance	5 of 5 (100% of goal) for FY2019 5 of 5 (100% of goal) for FY2020 5 of 5 (100% of goal) for FY2021

13. Staff Retention

Indicator	<i>Retention of personnel in key staff positions</i>
Data Source	Employment records for full-time staff positions
Target	Retention rate of at least 93% (turnover of 1 or fewer positions per year out of 15 FTEs)
Latest Data	100% retention / 0 turnover (108% of goal) to date in 2023
Past Performance	86% retention / 2 positions turned over (90% of goal) in FY2020 93% retention / 1 position turned over (100% of goal) in FY2021 100% retention / 0 turnover (108% of goal) in FY2022

14. Staff Job Satisfaction

Indicator	<i>Attainment of positive employee job satisfaction ratings</i>
Data Source	Annual staff survey
Target	90% job satisfaction among NASAA staff
Latest Data	72% job satisfaction (80% of goal) as of December 2022
Past Performance	65% job satisfaction (72% of goal) in December 2019 79% job satisfaction (88% of goal) in December 2020 79% job satisfaction (88% of goal) as of December 2021

15. Equity Metrics (Coming Soon)

NASAA's comprehensive equity audit will facilitate conversations about NASAA's equity goals and how we will measure and report on progress made toward them. We anticipate that this effort may result in the addition of DEI-related metrics to this dashboard in the near future. In the meantime, please refer to NASAA's Diversity, Equity and Inclusion Activities at NASAA [current year](#) and [archive](#) reports.