

Community Metrics Analysis

Identifying, researching, analyzing, and delivering targeted community metrics for your organization to use to inform and enhance operations

| Step 1 of 4 | How | Why |
|-------------------|--|--|
| Establish Metrics | <ul style="list-style-type: none"> • Work with client to clearly define the purpose of engagement • Identify the correlative and/or direct metrics to be targeted • Develop consensus with client on process specifics and contingency protocols | Identifying the right metrics is as difficult as it is critical. Stratiscope works with clients from the start to ensure clear outcomes are defined and common contingencies are prepared for. |
| Step 2 of 4 | How | Why |
| Research | <p>Leverage the approaches used in Stratiscope's proprietary Groundtruthing™ process, including but not limited to:</p> <ul style="list-style-type: none"> • Community leader outreach • Community convenings • One-on-one interviews • Extensive digital research | Communities are complex and collecting the right information to understand them requires agile and varied methods of research. Stratiscope's expertise is not only in collecting the right information, but also knowing what to do with it. |
| Step 3 of 4 | How | Why |
| Analysis | <ul style="list-style-type: none"> • Analyze findings for corroboration of correlative relationships and if necessary, return to step 2 to continue research • Analyze findings for accuracy, comprehensiveness, empirical value, and client value | Stratiscope is in the business of providing clients with Community Intelligence: the right information, not just any information. Rigorous analysis ensures that we meet those standards. |
| Step 4 of 4 | How | Why |
| Presentation | <ul style="list-style-type: none"> • Tailor deliverables to seamlessly integrate into client operations • Present findings to client | The right information in the wrong form seldom achieves its potential. We eliminate obstacles to that potential by formatting deliverables the right way. |

Result: A report on specific metrics, analyzed by community intelligence experts, and formatted to integrate seamlessly into your operations