Lansing SAVE Performance Metrics

This document overviews the tracked performance metrics for the Lansing SAVE program during Fiscal Year 2021. All metrics are analyzed at least quarterly by the Lansing SAVE performance management team. The baselines and targets are reviewed and updated yearly based on new data updates. For more details about Lansing SAVE, visit their program website here.

Definition of Terms

Priority: a category or subject matter of which the program wishes to achieve results.

Bold Goal: A measurable, timeline-driven organizational or program objective that will lead to results in the identified performance priority categories.

Strategic Objective: The big-picture goal for the program; strategic objectives describe what the organization will do to fulfill its mission.

Goal: Goals are more specific than priorities, and there may be multiple goals for each priority. An organization may have short term, long term, and intermediate goals. Goals will be a blend of operational (process based) and programmatic (how well the processes are followed).

Key Performance Indicator (KPI): A prevailing metric that the city identifies as the primary way to measure progress toward the goal. A goal may have one KPI, but multiple additional metrics.

Data Collection Frequency: How often and when the data will be collected and analyzed.

Target: Values that represent where a specific metric should ideally be a certain point in time.

Baseline: A fixed reference point to measure and compare your progress against. This allows you to assess the performance of your project over time.

Priority: Increase Lansing SAVE account balances and participation rates through equitable and inclusive practices.

Bold Goal: The number of working-age Lansing adults with a skill certificate or college degree is **60**% by 2030.

Strategic Objective	Goal	KPI	Data Collection Frequency	Target	Baseline
Increase the average account balances of SAVE students	The average SAVE account will have a balance of $10.13 (this would represent a 5% increase from 2019).	Average SAVE account balance at the end of 2020. Track the average by sub-group.[1]	Monthly	$10.13 Average balance	$8.90 is the current average (2020) including seed and $9.65 was the average for 2019
Target outreach to non-depositors by cohort year	50% of Cohort 1 SAVE students will have made a deposit by the end of 2020.	Percentage of Cohort 1 SAVE students with a private deposit. Track the average by sub-group.	Monthly	50% (114 students)	52 of 228 students in Cohort 1 have made a deposit (23%)
Increase SAVE participation rate to 30% (currently 26%)	30% of SAVE have made a deposit into their SAVE account.	Percentage of SAVE students that have made a deposit into their account. Track the average by sub-group.	Monthly	30%	29% for 2018 (no 4th grade roll-in) 27% for 2019 26% for 2020

---

[1] Sub-groups include: race, school, grade, cohort, family composition, neighborhood (where possible)

Strategic Objective	Goal	KPI	Data Collection Frequency	Target	Baseline
Increase positive engagement behaviors during test and pilot phase (I.E. SAVE Night attendance, setting up direct deposit, in-branch deposits)	Increase the number of engagement points by 5%	Promising positive engagement behaviors increase by 10%	Quarterly	206 total points (5% increase)	**196 total points** 146 points - SAVE Night Attendance 48 points - In-Branch Deposits 2 points - Direct Deposits set up
Increase the number of new depositors	521 students (5% increase from 2019) will make their first SAVE deposit in the 2020 school year.	Number of students making their first deposit into their SAVE account. Track by sub-group and by year, including new depositors.	Monthly	521 students	496 students (2019) 384 students (May 2020)
Establish an incentive structure[2]	MSUFCU will deliver a draft incentive structure (6/30/2021). Once accepted, the goal will be set.	Increase in new depositors as a result of the incentive structure	Monthly	Target will be based on what is incentivized (6/30/2021)	Baseline will be based on what is incentivized (6/30/2021)

---

[2] See Assumption #3 on page 5

Strategic Objective	Goal	KPI	Data Collection Frequency	Target	Baseline
Track parent engagement around incentives	Determined after establishment of an incentive structure (6/30/2021)	Determined after establishment of an incentive structure (6/30/2021)	Determined after establishment of an incentive structure (6/30/2021)	Determined after establishment of an incentive structure (6/30/2021)	Determined after establishment of an incentive structure (6/30/2021)
Increase fundraising for the SAVE program through partnerships and grants[3]	TBD	$ fundraised through community partnerships and grants # fundraising opportunities pursued (Track by sub-group funders)	Quarterly	New fundraising vendor should support a significant increase over baseline. Determined after creation of a fundraising plan with vendor (1/1/2021)	2019-2020: Total: $8,968 Community Champions: $8,590 Kroger Rewards: $180 1:1 Fund: $198 Grants: $0

---

[3] See Assumption #4 on page 5

Lansing SAVE Performance Metrics – Assumptions & Considerations

Assumptions

1. June 30, 2020 data will become the baseline; June 30, 2021 will become the date for new goals, with a start date of July 1, 2020, coinciding with the start date of the MSUFCU & CAUW Contracts.
2. The Lansing School District has announced it will be virtual for the first marking period of 2020-2021; therefore, the performance management team must reassess all goals at the August 2020 quarterly meeting.
3. The incentives plan is part of the MSUFCU contract (a draft plan is due at the end of year one, or June 30, 2021). Once that plan is shared, metrics can be developed for tracking the impact of the decided-upon incentives.
4. A fundraising plan, similarly, will likely come out of our first few months working with CAUW, so those metrics will be developed over the coming months.
5. Participation rate defined: # of students (in total or in a subgroup) who have ever made a deposit to their SAVE account is the numerator; # of students still in district (in total or in a subgroup) with open SAVE accounts is the denominator. Divide for percentage participation.
6. Current Cohorts defined:
   a. Cohort 1 is the students enrolled in 2014-2015 as kindergarteners – entering 6th grade in the fall. (Currently 228 still in district)
   b. Cohort 2 is the students enrolled in 2015-2016 as kindergarteners – entering 5th grade in the fall.
   c. Cohort 3 is the students enrolled in 2016-2017 as kindergarteners – entering 4th grade in the fall.
   d. Cohort 4 is the students enrolled in 2017-2018 as kindergarteners – entering 3rd grade in the fall.
   e. Cohort 5 is the students enrolled in 2018-2019 as kindergarteners – entering 2nd grade in the fall.
   f. Cohort 6 is the students enrolled in 2018-2019 as 4th graders ("backfill") – entering 6th grade in the fall.
   g. Cohort 7 is the students enrolled in 2019-2020 as kindergarteners – entering 1st grade in the fall.
   h. Cohort 8 is the students enrolled in 2019-2020 as 4th graders ("backfill") entering 5th grade in the fall.

Considerations

1. The group gave a great deal of feedback about engagement having multiple audiences: Student engagement, parent/family engagement, community engagement, and school district staff (highly focused on teachers) engagement. Consider a plan for each? Separate goals?

2. Much feedback was given regarding keeping the goals flexible. Since we meet quarterly, what this could look like is a review of any goal where SAVE is falling behind or running ahead as compared to the goal, and an opportunity to update goals quarterly if needed, rather than annually.

3. The group identified a strategic objective of increasing Lansing SAVE's community awareness, however, the goal, KPI, target, and baseline need to be discussed and solidified by the performance management team.