

Dashboard 2016

Program	Main objective	Measure	Unit	Explication	
	Bring the most relevant trends	FTF meetings	Number of attendees	Numer of experts that attend the meeting in Madrid	
			Average quality (5=max, 1=min)	Quality of the forum as result of the survey to attendees	
		Conferences	Number of conferences	Number of conferences completed	
			Number of attendees	Number of attendees (offline and online)	
			Average quality (5=max, 1=min)	Average quality of conference according to post-conference survey	
	Create the most recognized network of innovation experts	Communication	Number of visits to the FTF website	Total visits to the FTF website	
			Number of online visits	Number of downloads of the publications	
			Number of views of the videos	Total views of the videos	
		FTF community	Number of FTF members	Total number of FTF members registered with FIBK in its intranet	
			Av. satisfaction (5=max)	Average satisfaction of FTF members with FIBK activities - gathered through annual survey	
	Prepare the future leaders for the changing world	Partners	# w/ traditional course	Number of universities and business schools with You Akademia with 12 offline sessions (traditional)	
			# w/ blended course	Number of universities and business schools with You Akademia with 4 offline sessions (blended)	
			% public / private partners	Percentage of public vs. private partners (in Spain there are 83 Universities, out of which 53 are public)	
			Satisfaction index	Satisfaction index as result of a questionnaire	
		Students	# students per year	Number of students in You Akademia	
			# of alumni	Number of students that have studied You Akademia	
			# of projects	Number of projects presented during the course of You Akademia	
			# of internships for students	Number of internships for You Akademia students	
			Satisfaction index (NPS)	Net Promoting Score	
		Faculty	# of faculty	Number of professionals that teach at least once during the year at You Akademia	
	# of sessions per faculty	Average of sessions per faculty			
	Satisfaction index	Satisfaction index as result of a questionnaire			
	Spread knowledge acquired at the Foundation	MOOCs	# courses per year	Number of courses ongoing in the year	
			# courses total	Total number of MOOCs	
			# students signed for the course	Number of students that signed for the MOOCs	
			% of students that finished course	Percentage of students that finished the MOOCs	
			Satisfaction index	Satisfaction index as result of a questionnaire	
	Investment program	Startups	# of Startups analyzed	Number of Startups registered and analysed by the Foundation team	
			# of Startups invested	Number of startups financed through equity of convertible loans	
	Foster entrepreneurs in Spain	Number of	# employees	Number of employees in the startup portfolio	
		Online	Number of visits to the	Total visits to the Entrepreneurs website	
		Community	Entrepreneurs engaged	Number of entrepreneurs engaged for content creation	
	Investors engaged	Number of investors engaged for content creation			
	Other partners engaged	Number of other partners engaged for content creation			
Communications	Press	Readers	Readers	Estimated readers of media where FIBK's appears. Clipping tool	
		Comercial Value	% data	% of articles which we know commercial value	
			Comercial Value	Comercial Value of these appears	
	On line content	Unique User	Users	Users that have had at least one session within the selected date range. Includes both new and returning users.	
		Sessions	Users	Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a	
		Avg. Session	Time	The average length of a Session.	
		Bounce Rate	%	Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).	
	Mail Marketing	Suscribers	FIBK	Number os person suscribes in Foundations data bases	
		Mail sent	Users	Mails sent monthly	
		Mail Opened	Users	Mails open monthly	
		Clicks	Users	Click in link of mails monthly	
	Social Networks	Followers	Total		Persons who follow our social network platforms
			Facebook		
			Twitter		
			Youtube		
		Impact	Total		Visits on our social networks platfroms
			Facebook		
			Youtube		Visualizations of our videos
		Interaccions	Total		Likes, share, retwvts...actions wit our content in Social networks platforms
	Facebook				
Youtube					
Engagment	%		Interactions/followers. Indicator of our followers activities		