

# Internal vs. External Metrics

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# What's the difference?

## Internal metrics

- What metrics do we need to capture to measure our success?
- All about **goals**.
  - Link back to long-term strategy, mission-fulfillment

## External metrics

- What metrics do we need to capture to show our relevancy?
- What's impressive to our audience & stakeholders?
  - They want to know the impact of their investment.



# Keep in mind...

- Higher numbers don't always mean greater impact.
- Don't confuse outputs with outcomes.
- Don't look at data in a bubble.



# Case study: True Colors Challenge



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## What is it?

- Individualized e-learning for professionals working to address youth homelessness.
- Intensive 30 day sprint
- Goal: 75% of individuals who complete the challenge increase their knowledge by 20%.

## Internal metrics

- Course enrollments
- Course completions
- Pre- and post- assessment surveys

## External metrics

- Total staff trained
- % course completion vs enrollments
- % knowledge increase



# How to do it: Best practices for small comms teams

- Democratize your data.
- Have a data person on every project team.
- Get program staff input on grant reports & applications.
- When it comes to systems, integration and customization is key.
- Keep it simple. If you can't measure it, you can't manage it.





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COLORS  
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