Managing with Data: The New Normal - Big Data, Analytics and Measurement

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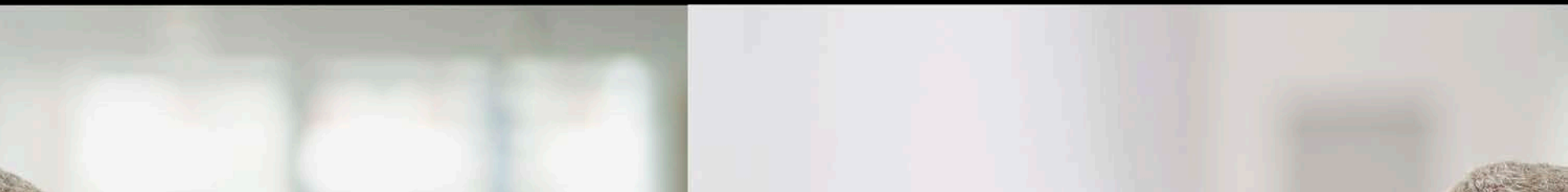
Strategy Management Product Manager, SAS

Businesses, Industries and Government have a lot of data that can’t be used for decision making.

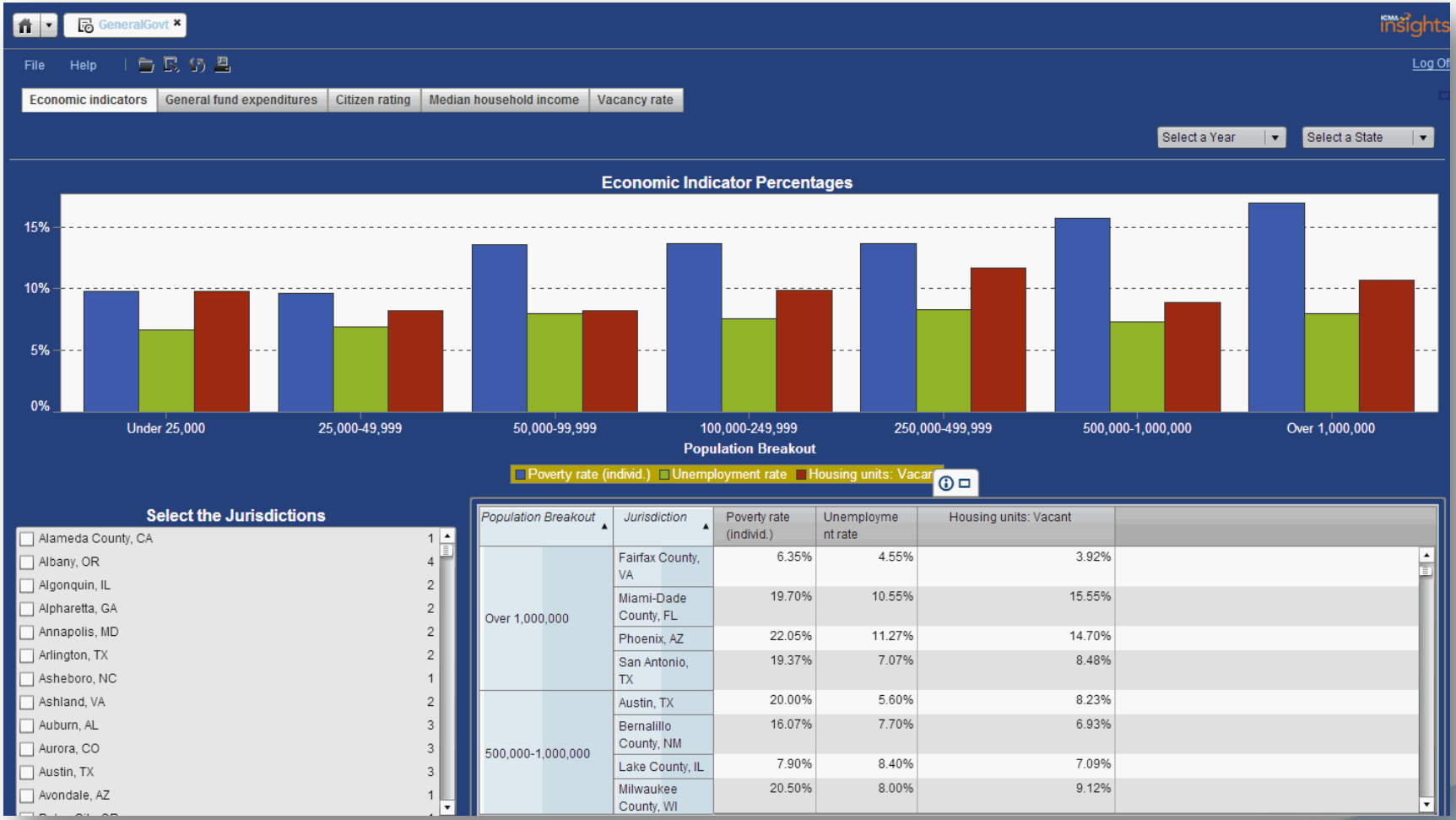
Some organization are collecting a lot of data, but this data is not connected to the key processes used to manage local government.

As a result some local government leaders feel that, citizens don’t trust them to make efficient and effective decisions.

Have the information you need to make great decisions today. Have the insight you want to plan for the future.



Evidence-based decision making with ICMA Insights™ helps deliver the performance citizens expect.



Population Breakout	Jurisdiction	Poverty rate (individ.)	Unemployment rate	Housing units: Vacant
Over 1,000,000	Fairfax County, VA	6.35%	4.55%	3.92%
	Miami-Dade County, FL	19.70%	10.55%	15.55%
	Phoenix, AZ	22.05%	11.27%	14.70%
	San Antonio, TX	19.37%	7.07%	8.48%
500,000-1,000,000	Austin, TX	20.00%	5.60%	8.23%
	Bernalillo County, NM	16.07%	7.70%	6.93%
	Lake County, IL	7.90%	8.40%	7.09%
	Milwaukee County, WI	20.50%	8.00%	9.12%

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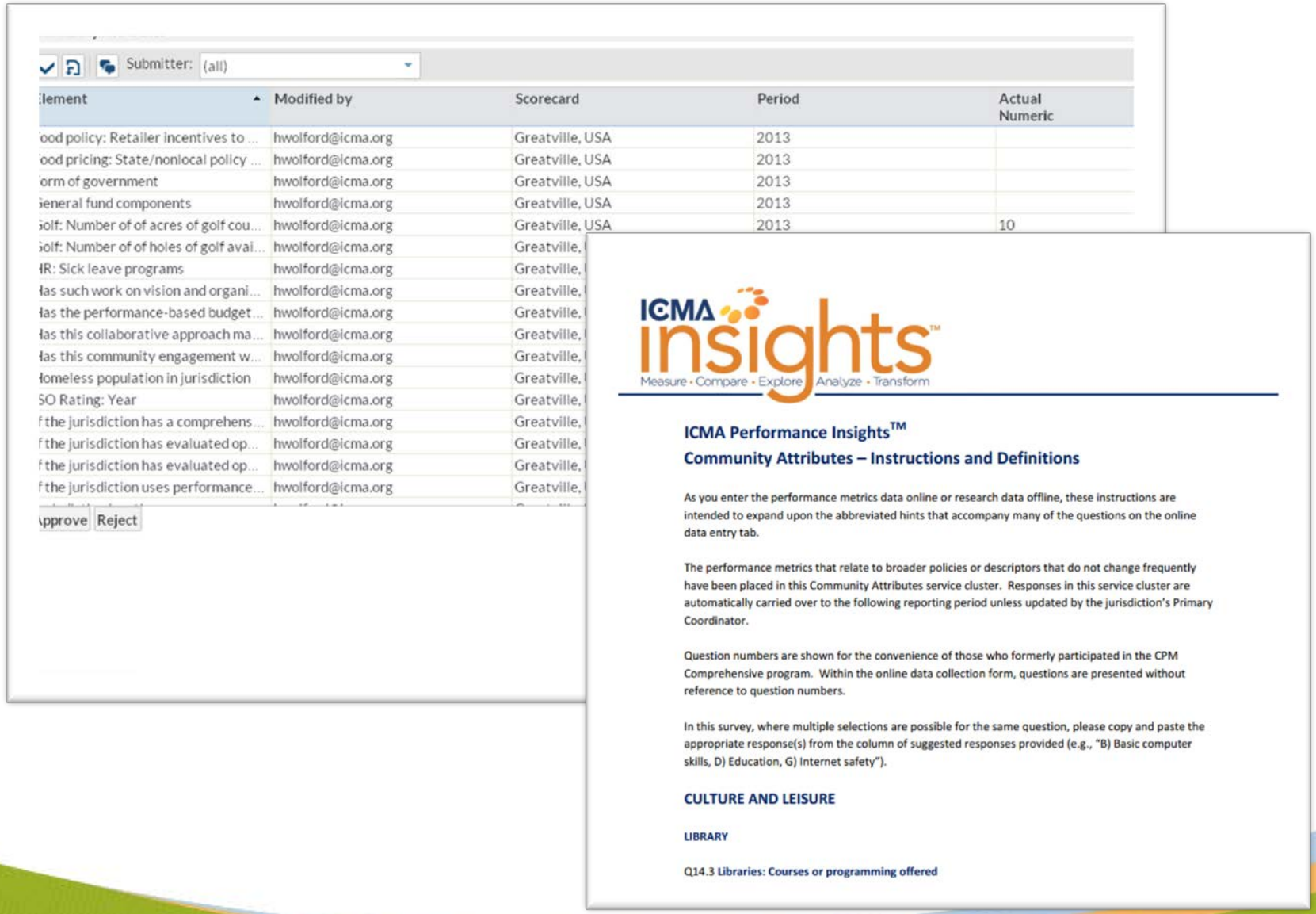
Collect credible performance data for decision making

Know what to measure. Know how to measure it.



Submitter: (all)

lement	Modified by	Scorecard	Period	Actual Numeric
ood policy: Retailer incentives to ...	hwolford@icma.org	Greatville, USA	2013	
ood pricing: State/nonlocal policy ...	hwolford@icma.org	Greatville, USA	2013	
orm of government	hwolford@icma.org	Greatville, USA	2013	
eneral fund components	hwolford@icma.org	Greatville, USA	2013	
olf: Number of of acres of golf cou...	hwolford@icma.org	Greatville, USA	2013	10
olf: Number of of holes of golf avai...	hwolford@icma.org	Greatville,		
R: Sick leave programs	hwolford@icma.org	Greatville,		
las such work on vision and organi...	hwolford@icma.org	Greatville,		
las the performance-based budget...	hwolford@icma.org	Greatville,		
las this collaborative approach ma...	hwolford@icma.org	Greatville,		
las this community engagement w...	hwolford@icma.org	Greatville,		
omeless population in jurisdiction	hwolford@icma.org	Greatville,		
SO Rating: Year	hwolford@icma.org	Greatville,		
f the jurisdiction has a comprehens...	hwolford@icma.org	Greatville,		
f the jurisdiction has evaluated op...	hwolford@icma.org	Greatville,		
f the jurisdiction has evaluated op...	hwolford@icma.org	Greatville,		
f the jurisdiction uses performance...	hwolford@icma.org	Greatville,		

pprove Reject

ICMA insights™
Measure · Compare · Explore · Analyze · Transform

ICMA Performance Insights™

Community Attributes – Instructions and Definitions

As you enter the performance metrics data online or research data offline, these instructions are intended to expand upon the abbreviated hints that accompany many of the questions on the online data entry tab.

The performance metrics that relate to broader policies or descriptors that do not change frequently have been placed in this Community Attributes service cluster. Responses in this service cluster are automatically carried over to the following reporting period unless updated by the jurisdiction's Primary Coordinator.

Question numbers are shown for the convenience of those who formerly participated in the CPM Comprehensive program. Within the online data collection form, questions are presented without reference to question numbers.

In this survey, where multiple selections are possible for the same question, please copy and paste the appropriate response(s) from the column of suggested responses provided (e.g., "B) Basic computer skills, D) Education, G) Internet safety").

CULTURE AND LEISURE

LIBRARY

Q14.3 **Libraries: Courses or programming offered**

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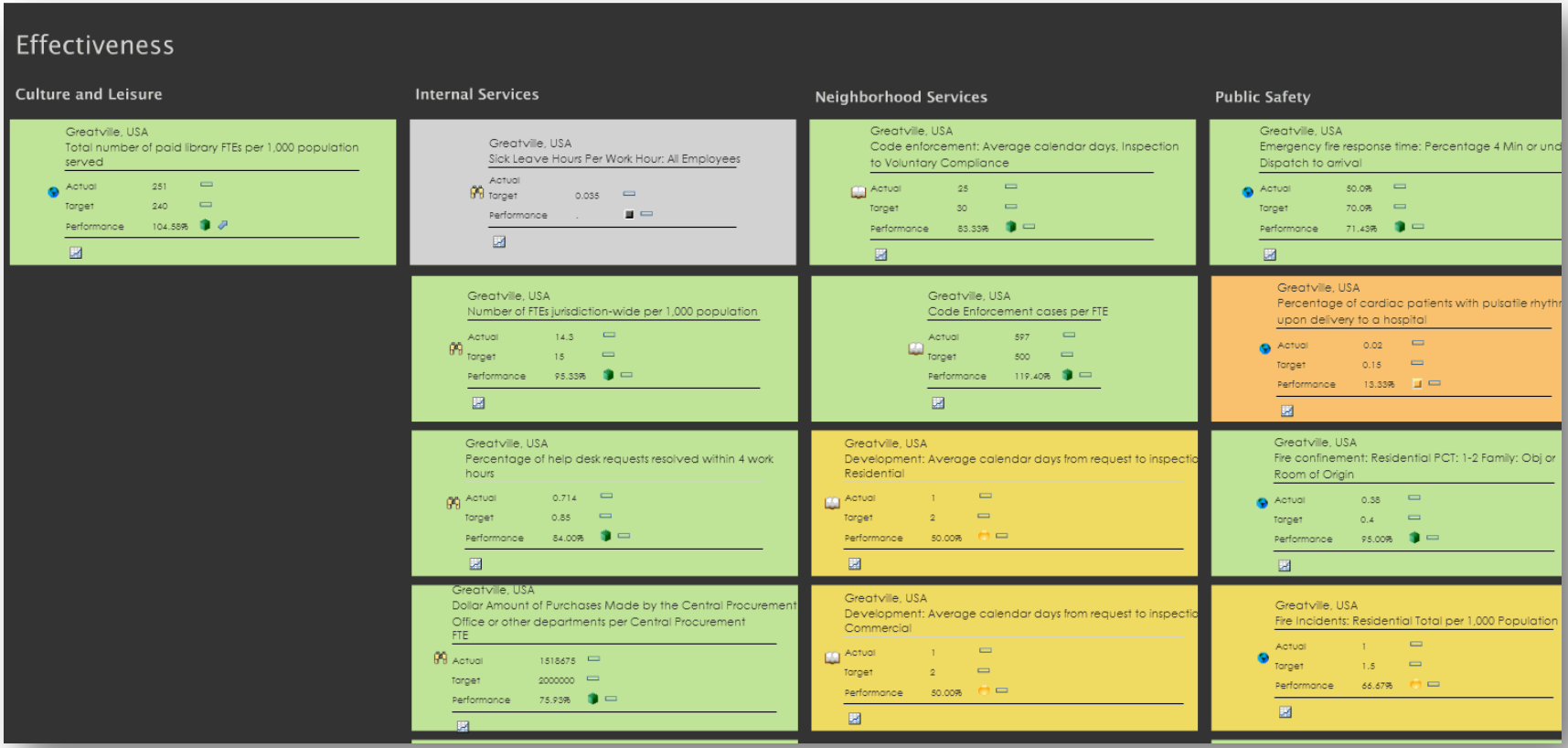
"In the long term the most important question for a company is not what you are but what you are becoming."

--Gary Hamel

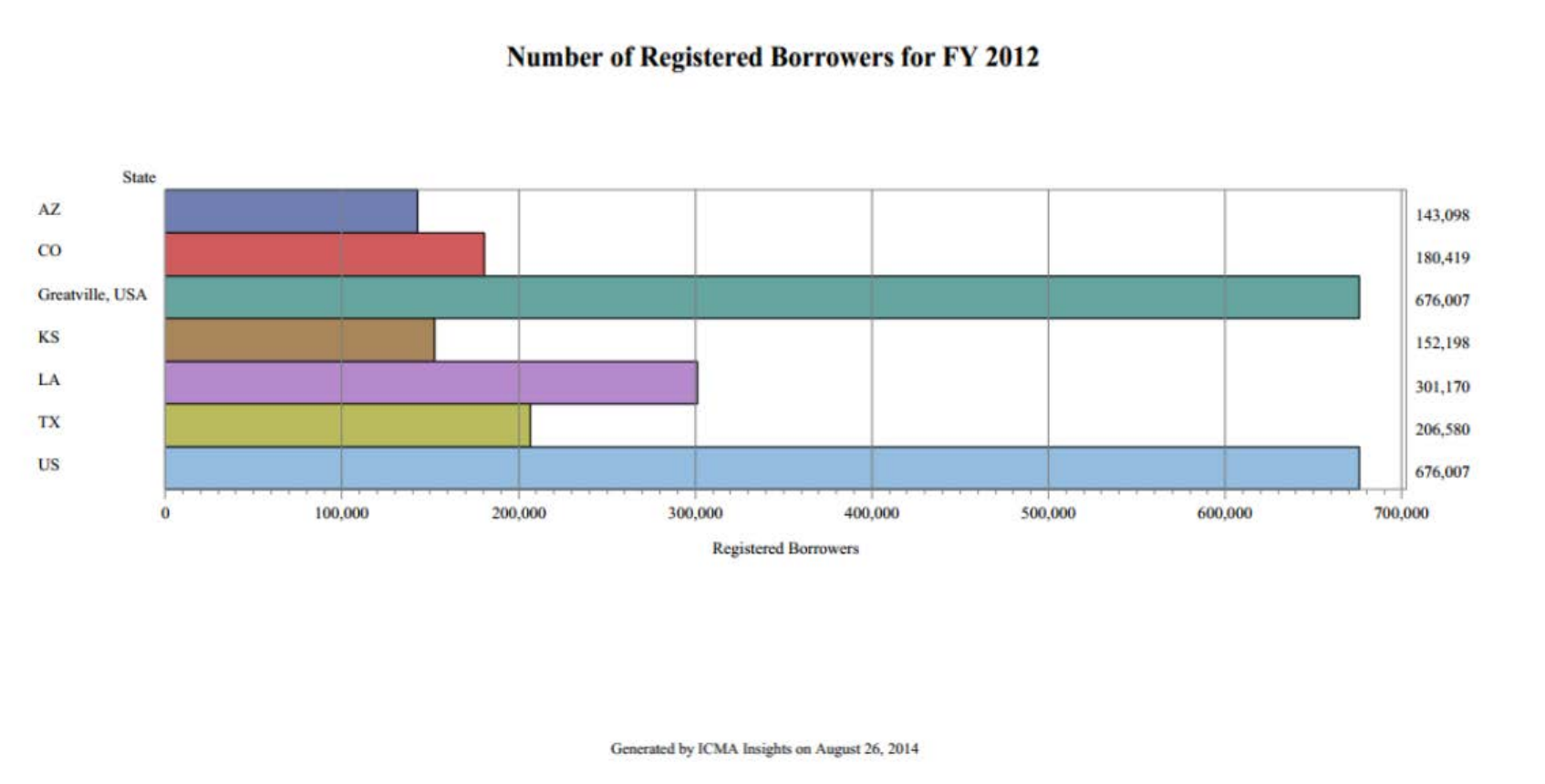
Knowing how well you are performing improves your success.



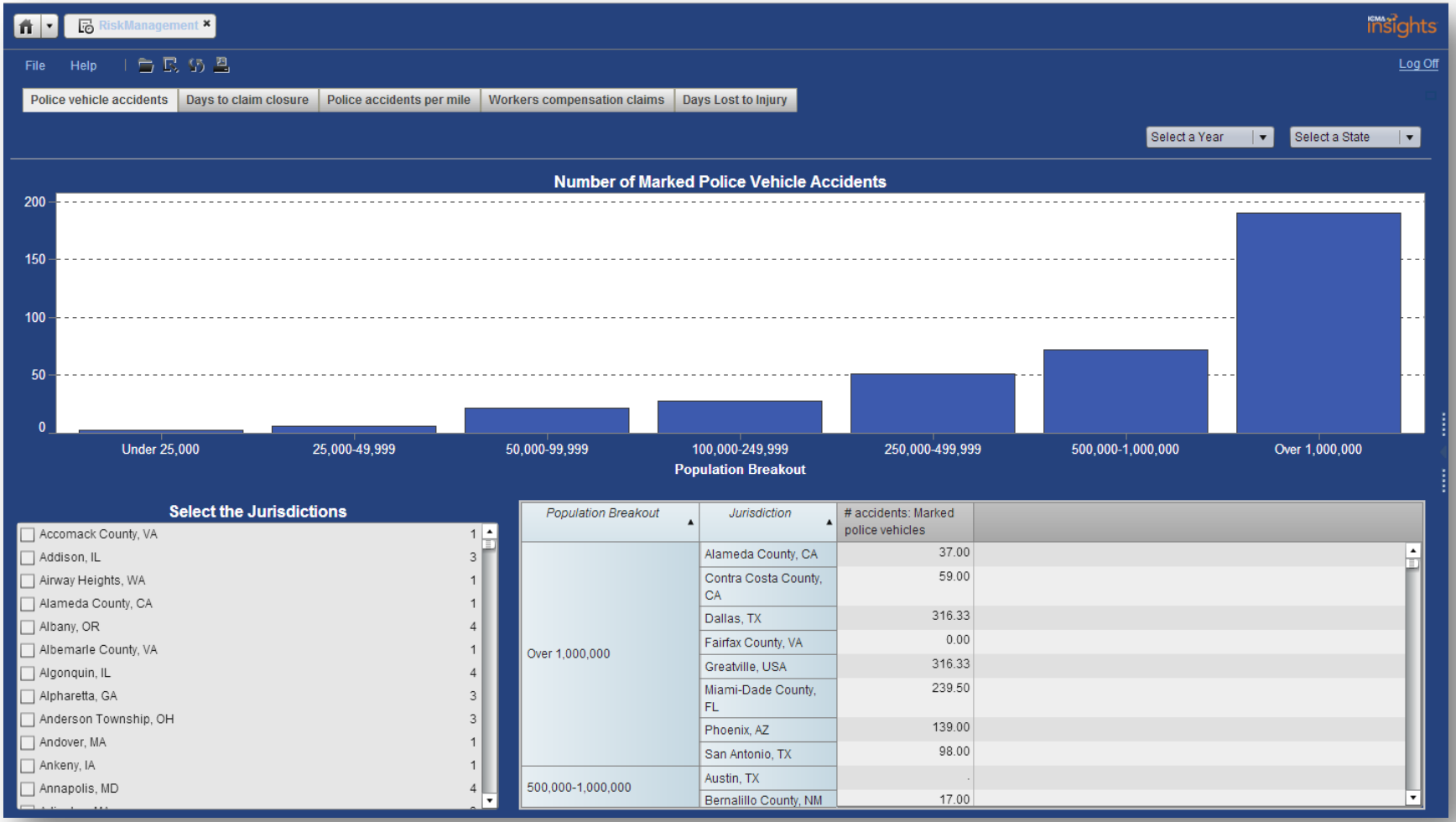
Benchmark consistently against peers for better results

No single organization excels at everything.

Sharing best practices makes everyone better.

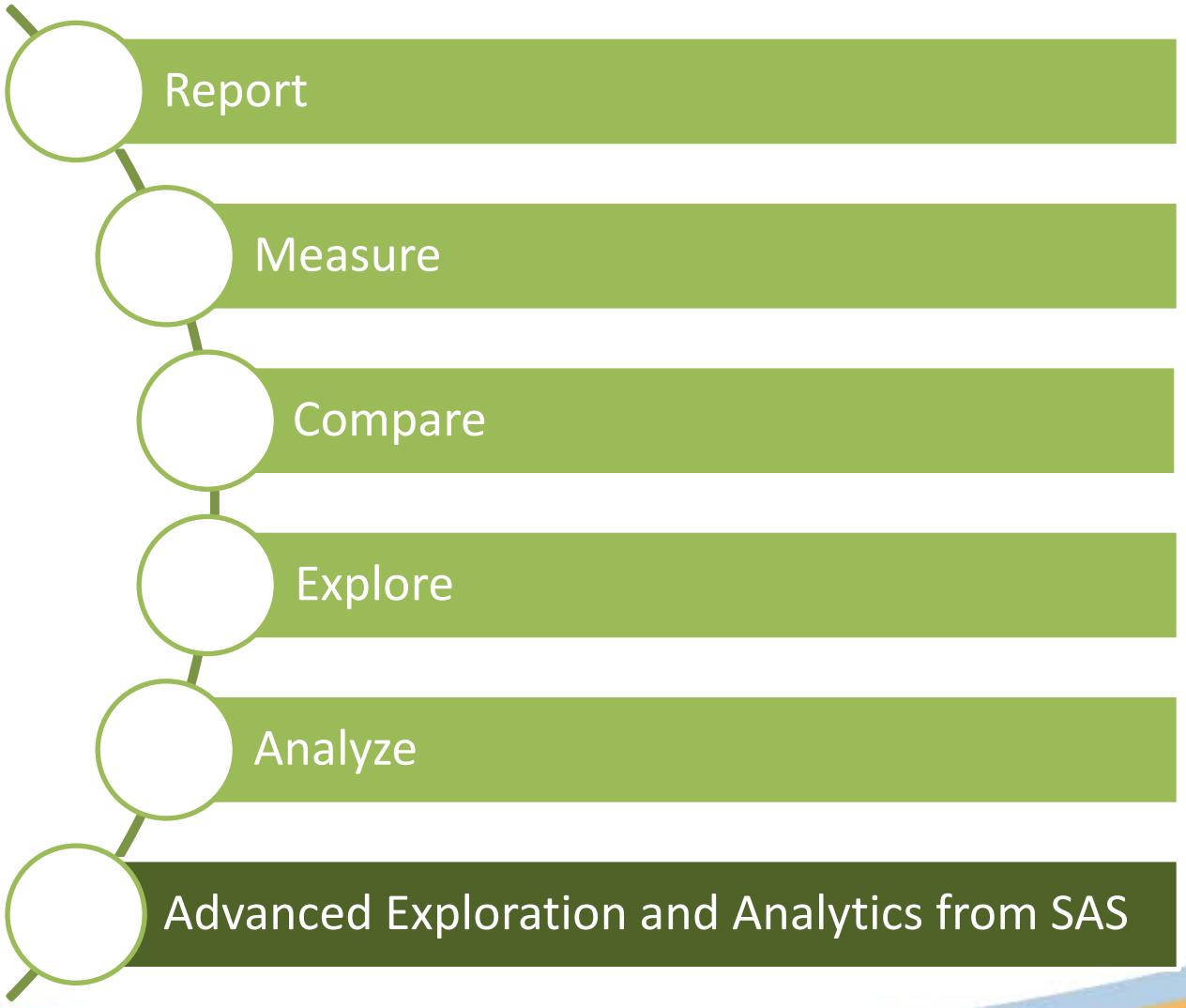


Improve target setting with benchmarks.

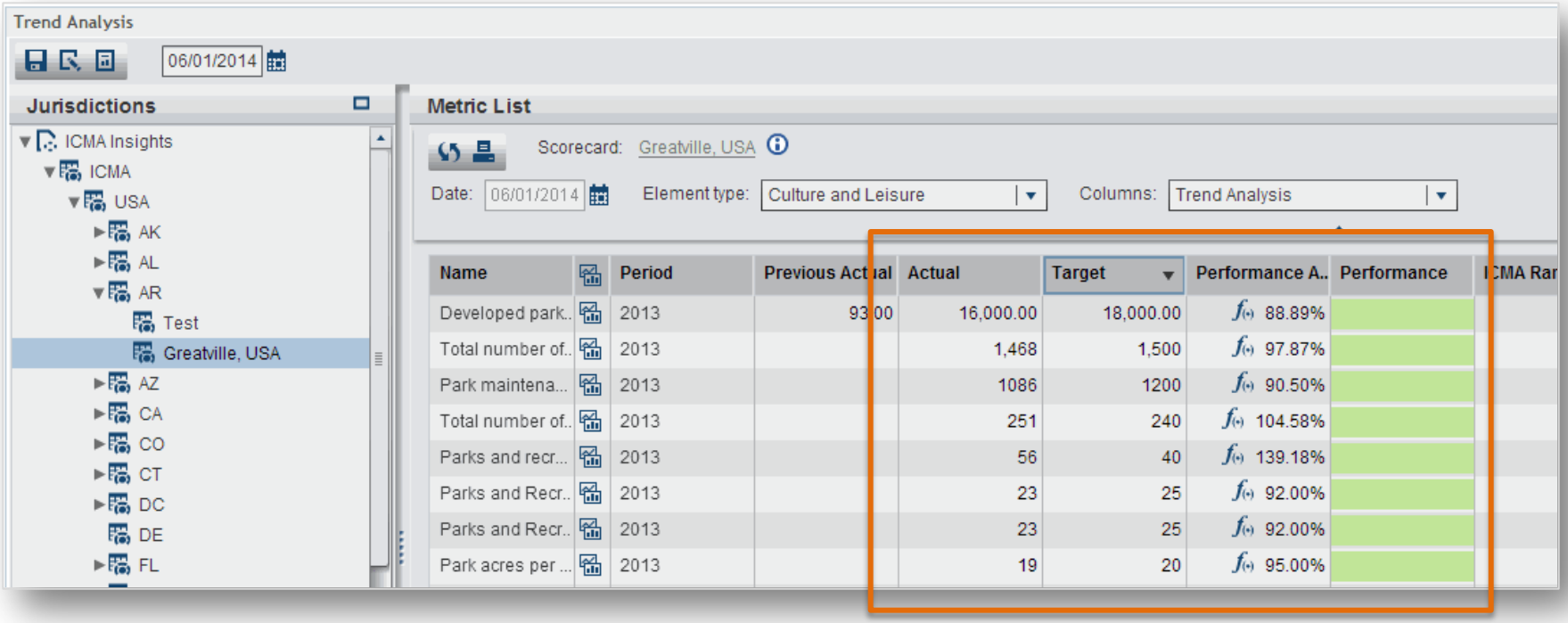


Use data to plan for the future

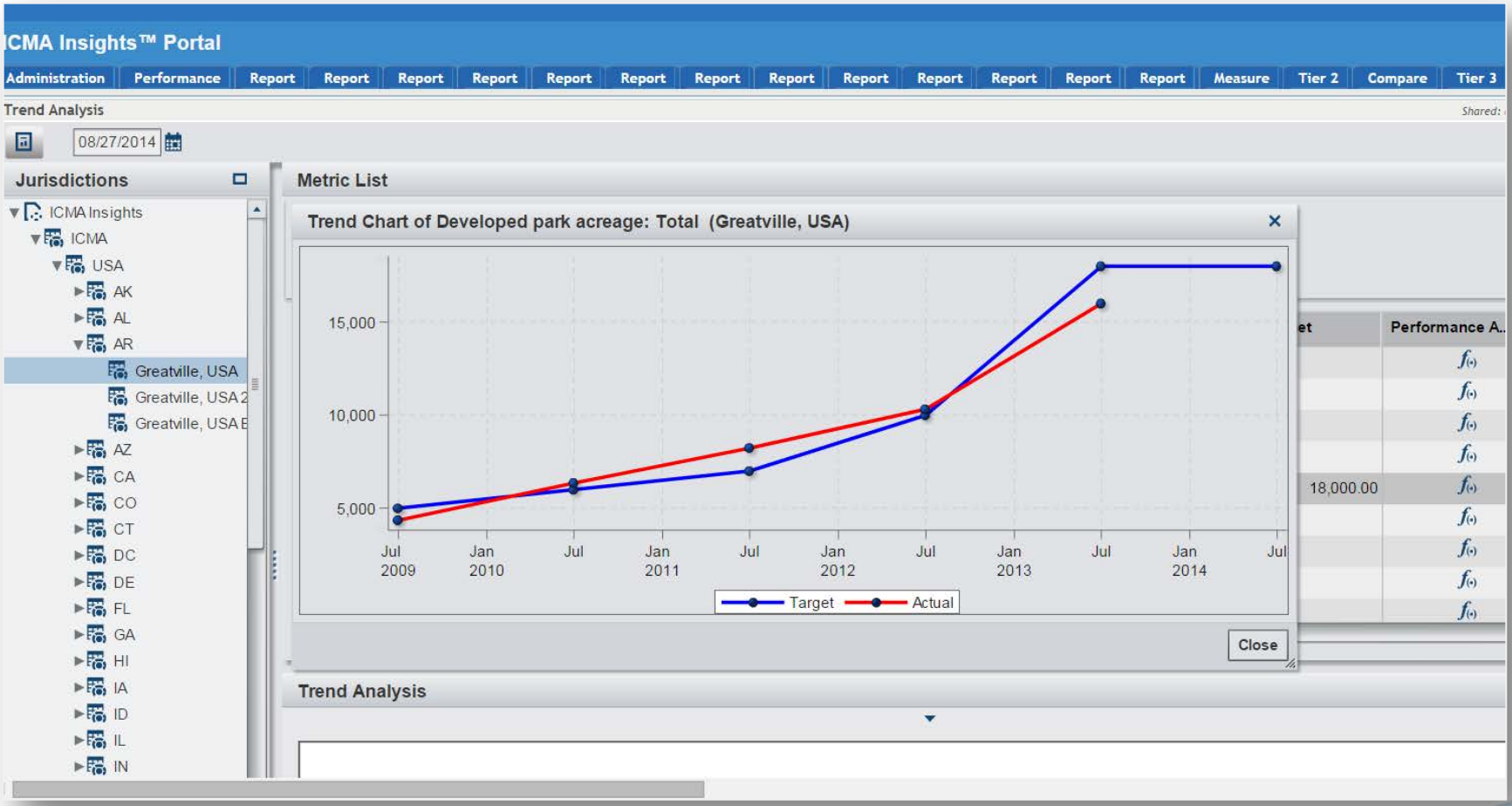
Creating a performance management culture ensures everyone is focused on the right goals.



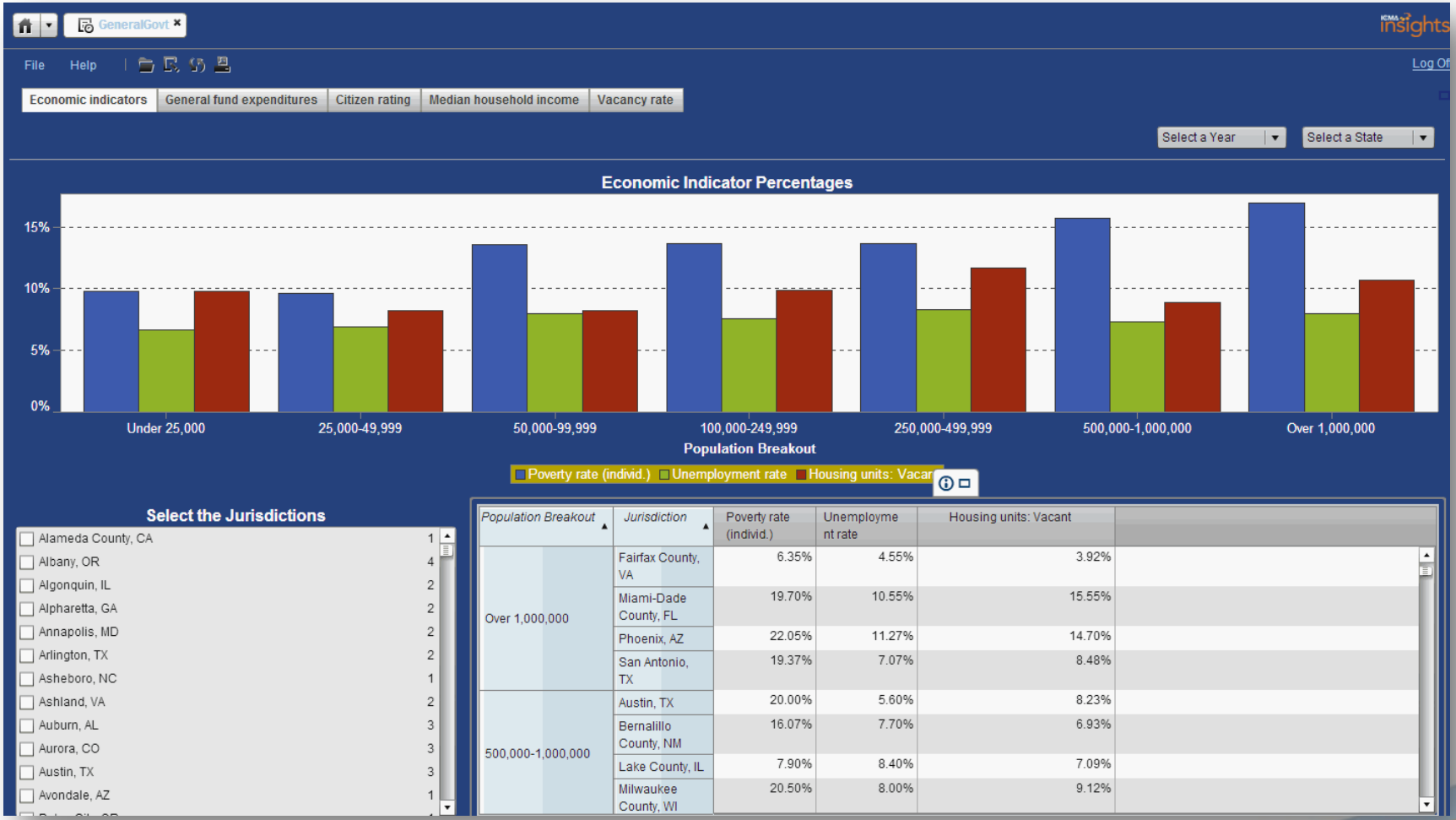
When goals are focused on outcomes you have more control over the future of your organization and community.



Interventions to address emerging opportunities or gaps become a proactive measure for success.



With ICMA Insights™ deliver the performance citizens expect by making evidence-based decisions.



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Questions/Comments?

Christiana.Lycan@SAS.com

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ANNUAL CONFERENCE

Charlotte
Mecklenburg County

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