

One Good Thing Pilot Data Summary 1: *Measuring Success*

MEASURING SUCCESS

Determining what success looks like and monitoring progress are important aspects of A3 thinking. For our One Good Thing experiment, we had **two outcome metrics** and **three in-process target condition metrics**.

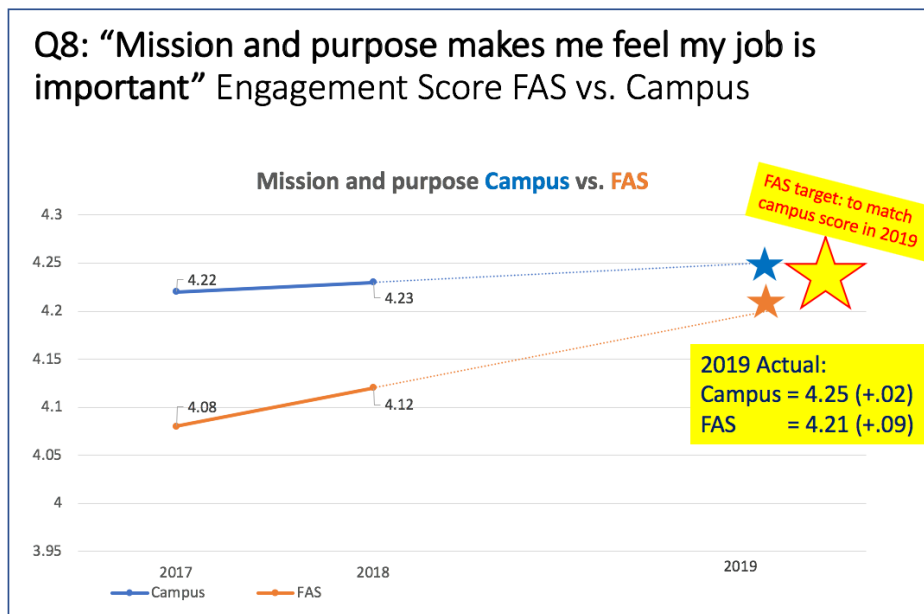
Outcome Metric

Our top-level goals of the A3: Stabilizing FAS Information Flow were linked to the True North Our People metrics:

1. Increase FAS Staff Engagement
2. More specifically, increase Q8 of the engagement survey ("The Mission and Purpose of my organization makes me feel my job is important") to the same high levels as campus.

Here's how we did:

1. We made our target to increase our staff engagement score.
2. We narrowed the gap between FAS and Campus for the Q8 "Mission and Purpose" question.



In-process Metrics

For the One Good Thing experiment, we chose to measure three areas during our pilot to check for evidence of success, and adjust as needed in response to the real-time data.

Here's how we did:

| GOAL | TARGET | ACTUAL |
|---|--------------|--------------|
| 1. Stretch goal of 50% of FAS staff opening One Good Thing | 50% | 36% |
| 2. Goal to receive 2 requests/month of FAS staff to feature | 2/month | 3/month |
| 3. Goal to feature all seven FAS departments during the pilot | 7 FAS depts. | 7 FAS depts. |

One Good Thing Pilot Data Summary 2: *Who's Reading?*

WHO IS READING ONE GOOD THING?

~2k FAS staff receive One Good Thing

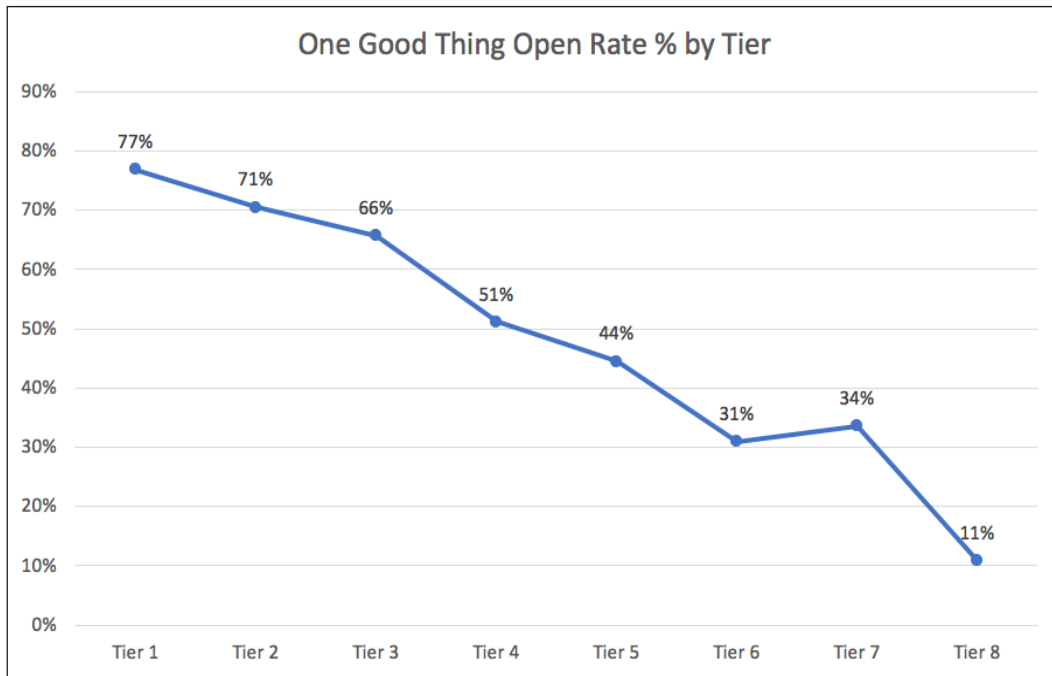
36%, around 700 staff, on average see (“open”) One Good Thing each week
(similar to other well-received UCSF communications)

Consistent readership

Of those who open One Good Thing, they read it consistently, a sign that they value it.

Doesn't reach all staff

Readership drops by “tier” (level in the organization), in relative proportion. The majority of staff in the top four levels of the organization (Tiers 1-4) are reading One Good Thing, while employees in Tiers 5-8 open at a decreasingly lower rate, leading to our biggest readership gap. See data below.



FAS Employees by Tier

1. Tier 1 – SVC Paul Jenny
2. Tier 2 – FAS Executive Team (FET)
3. Tier 3 – Direct Reports to FET
4. Tier 4 – Direct Reports of Tier 3
5. Tier 5 – Direct Reports of Tier 4
6. Tier 6 – Direct Reports of Tier 5
7. Tier 7 – Direct Reports of Tier 6
8. Tier 8 – Direct Reports of Tier 7

Next Step

We will be experimenting on new ways to spread good news and One Good Thing beyond email. Stay tuned!