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2019 Chapter Performance Evaluation Criteria



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On behalf of the Chapter volunteer working group:
Chapter Performance Evaluation Criteria Revision

Introduction

- Why performance evaluations
- Why the revision
- How it was revised and by whom
- New sets of performance criteria
 - Part I : Obligatory from the Charter Letter
 - Part II : Chapter excellence by motivation (optional)
 - Awards
 - Additional criteria (future work)
- Timeline



Rationale of the Chapter Performance Evaluation

- The Internet Society has very ambitious plans and needs its community to be successful. **To create meaningful impact, strong and healthy Chapters are needed**
- The Internet Society thus continuously works **on improving the overall health of its Chapters**
- The Performance Evaluation helps **identify the areas in which the Chapters need most support** (e.g. engagement, outreach, governance, etc.)
- The evaluation classifications should **help both the Chapters and Internet Society staff develop Chapter improvement plans** – based on these, staff can plan its support to both the strong and the weaker Chapters in a more strategic way

Why was the criteria used revised?

- The **criteria used so far needed to be re-aligned** with the new Chapter Charter Letter
- The **relevance of some criteria used in the past has changed** (i.e. attended a regional Chapter workshop, received funding, signed the Charter letter) and needed to be taken off the list of criteria



Performance Evaluation Criteria Working Group

- A **call for volunteers to join this working group** was distributed on the Chapter Advisory Council community in April 2018
- From May to August 2018, a working group composed of **19 Chapter representatives from all 6 regions** worked and **reached consensus on a new set of Chapter Performance Evaluation Criteria**
- The new structure is being built into the Internet Society's new Association Management System (AMS)
- The **next round of Chapter Performance Evaluations will start on 15 March 2019 and will be based on the new criteria**



Presentation of the new set of Performance Evaluation Criteria

The working group decided to split the new set of criteria into two distinctive parts:

PART 1: To determine if a Chapter is in good standing

(according to the Chapter Charter Letter)

PART 2: To determine Chapter Badges/Awards

(for Chapters that achieved more than the minimum expected)

-> In 2019, both Parts will be run twice (March/April and Nov/Dec) – going forward, the plan is to run Part 2 only once a year.



PART 1: To determine if a Chapter is in good standing

(according to the Chapter Charter Letter)

1. **Conduct at least one (external) mission-related activity** initiated/organized by the Chapter over the last 12 months
2. **Schedule of planned/upcoming Chapter meetings**, conferences, seminars, programmes and activities shared with ISOC staff at least once over the last 12 months
3. **Maintain an updated list of Chapter members** in the Internet Society membership database (no pending membership applications that are older than one month)
4. **Hold elections according to bylaws** (with a 3 month margin) - to ensure leadership renewal/succession
5. **Chapter web presence** established and maintained

Points 1-5 are yes/no questions. In order for a Chapter to be considered in good standing, all 5 criteria points will have to be "yes". These are based on the minimum performance indicators that the Chapter agreed to by signing the Chapter Charter Letter.

If a Chapter is no longer considered in good standing (i.e. at least one of the criteria above is marked with a "no"), then a 3-month pre-rejuvenation period will be initiated.



Part 1: Measuring the various criteria

Criteria 1: Chapter Activities

Description: Conduct at least one **(external)** mission-related activity initiated/organized by the Chapter over the last 12 months

Counted as mission-related activities are:

1. Mission-related stand-alone events organised by the Chapter
2. Chapter activities funded by ISOC
3. Submission/publication of mission-related policy paper
4. Internal activities such as Chapter Annual General Meetings (AMG) can only be counted if they are co-located with a public mission-related event, such as having a keynote speech alongside the AGM.

Chapters: Update the list of their Chapter's activities via the Chapter Portal

ISOC staff: Evaluate if yes or no an activity can be considered as mission-related according to the description above

Data source: Chapter Portal (AMS)

Data scope: 12 months



Part 1: Measuring the various criteria

Criteria 2: Activity plan/schedule shared with ISOC staff

Description: Schedule of planned/upcoming Chapter meetings, conferences, seminars, programmes and activities shared with ISOC staff at least once over the last 12 months

Chapters: Upload activity plan / schedule via the Chapter Portal

ISOC staff: Check if activity plan / schedule received

Data source: Chapter Portal (AMS)

Data scope: 12 months

Part 1: Measuring the various criteria

Criteria 3: Maintain an updated list of Chapter members

Description: The Chapter is responsive to new Chapter membership requests and does not have any pending membership applications that are older than 1 month in the Chapter Portal (AMS)

Chapters: Chapter AMS Admins ensure they regularly update their membership lists and either approve or reject pending membership applications

ISOC staff: Check if membership applications are taken care of (no membership application requests older than one month)

Data source: Chapter Portal (AMS)

Data scope: last 30 days



Part 1: Measuring the various criteria

Criteria 4: Hold elections according to Chapter bylaws

Description: to ensure leadership renewal/succession, it is important to the Internet Society that the Chapter conducts its leadership elections according to its own Chapter bylaws and adheres to the timelines for elections stated in those bylaws.

Chapters: to check if the data of their last elections is correct in the Chapter Portal (AMS) and update if necessary

ISOC staff: to check if the info in the AMS is updated and the elections held according to bylaws (with a 3 month margin)

Data source: Submitted documentation confirming the election and date

Data scope: At the time of evaluation

Part 1: Measuring the various criteria

Criteria 5: Chapter web presence established and maintained

Description: An online presence is key to raise awareness and share information about the Chapter's activities. Each Chapter is thus required to have a functioning online presence (this can be a website, but could also be a dedicated facebook or LinkedIn (or similar) page, etc.

Chapters: to make sure the URL to their Chapter's online presence is up to date and working and that the correct URL is listed in the Chapter Portal (AMS)

ISOC staff: to determine if the web presence can be considered maintained or not

Data source: Web (according to URLs indicated by the Chapter via the Chapter Portal (AMS))

Data scope: At the time of evaluation



PART 2: To determine Chapter Badges/Awards

(for Chapters that achieved more than the min expected)

Badges:

Gigabit Chapter:

1. Minimum of 4 mission-related Chapter activities per year
2. Min. 75% (e.g. 9/12 – depending on each regions' call schedule) participation in regional calls per year
3. Up-to-date in reporting for any specific funding program if applies (on time)
4. Net promoter score 51-100

Megabit Chapter:

1. Minimum of 3 Chapter activities per year
2. 50-74% participation in regional calls per year
3. Up-to-date in reporting for any specific funding program if applies (with a 1 month margin)
4. Net promoter score 26-50



PART 2: Continued

Kilobit Chapter:

1. Minimum of 2 Chapter activities per year
2. Between 25- 49% participation in regional calls per year
3. Up-to-date in reporting for any specific funding program if applies (with a 2 month margin)
4. Net promoter score 1-25

Bit Chapter:

1. 1 Chapter activity per year
2. Less than 25% participation in regional calls per year
3. Up-to-date in reporting for any specific funding program if applies (with a 3 month margin)
4. Net promoter score zero (0) or negative



PART 2: Measuring the various criteria

Criteria 1: Number of mission related activities within the last 12 months

Description: Chapter exceeds the minimum of one (external) mission-related activities initiated/organized by the Chapter over the last 12 months

Counted as mission-related activities are:

1. Mission-related stand-alone events organised by the Chapter
2. Chapter activities funded by ISOC
3. Submission/publication of mission-related policy papers
4. Internal Chapter activities, such as Annual General Meetings (AGMs) can only be counted if they are co-located with a public mission-related event (such as having a keynote speech alongside the AGM)

Chapters: Update the list of their Chapter's activities via the Chapter Portal

ISOC staff: Evaluate if yes or no an activity can be considered as mission-related according to the description above

Data source: AMS

Data scope: 12 months



PART 2: Measuring the various criteria

Criteria 2: Participation in regional calls per year

Description: Chapters participate in regional calls organized for Chapters

Chapters: Ensure a representative of the Chapter participates in regional calls organized for the Chapters

ISOC staff: Determine what % Chapters participate in regional calls.

(in most regions the attendance at the regional Chapter calls will be considered, if a region does not organise regional group calls, then individual calls will be counted and a number of calls per year fixed and communicated with the Chapters of that region at the beginning of the year.)

Data source: Regional Community Engagement Managers / AMS

Data scope: 12 months



PART 2: Measuring the various criteria

Criteria 3: Up-to-date in reporting for any specific ISOC funding program

Description: If a Chapter has received ISOC funding, then the reporting related to the funds received needs to be up to date.

Chapters: Ensure that all reports related to ISOC funding received are submitted before the reporting deadlines

ISOC staff: Verify that reports are received in the AMS on time.

Data source: AMS

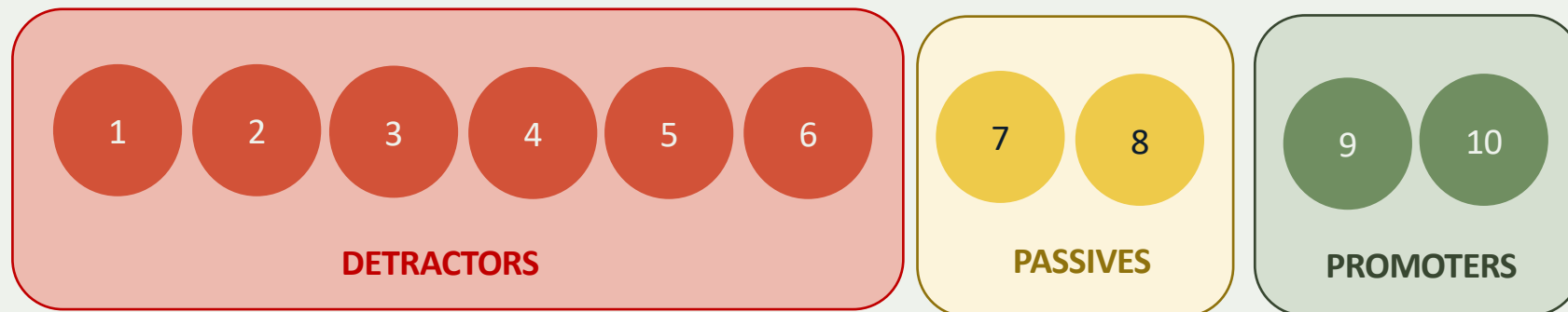
Data scope: 12 months



PART 2: Measuring the various criteria

Criteria 4: Net promoter score

Description: The Net Promoter Score* is based on a Survey with only one question sent to all members of each Chapter by ISOC staff with an ChAC volunteer as an observer: **“On a scale from 0 (very unlikely) to 10 (very likely), how likely are you to recommend the Chapter to your friends and colleagues?”** and an optional field to elaborate.



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

This score will give an indication of

- the **ability of the Chapter to engage their members** in responding to the survey
- **how happy the Chapter's members are** with the Chapter



*Definition Source: https://en.wikipedia.org/wiki/Net_Promoter¹⁸

PART 2: Measuring the various criteria

Criteria 4: Net promoter score (cont.)

If the number of responses received are insignificant (threshold TBD in 2020 based on 2019 response average), then the Chapter will get scored with 0 points on this criteria.

Note: *Since this is the first time the Net Promoter Score is used with the Chapters, the scores per category will have to be evaluated & if necessary adjusted based on real outcomes together with the volunteer working group during the first round of evaluations in 2019*

Chapters: To encourage their members to participate in the survey

ISOC staff: ISOC staff send the initial survey to all members of each Chapter via the AMS

Data source: Survey

Data scope: Results on day of survey closure



Additional criteria suggested

These additional suggestions will be discussed with the working group and built into the system if consensus is reached. The actual implementation will most probably have to wait for phase 2 or phase 3 of the MemberNova roll-out.

Under Part 1, suggested additions:

1. Maintain the Chapter with a minimum of 25 individual members
2. Have a corroborable bank account or equivalent financial account
3. Have and maintain articles of association, bylaws or equivalent governing documents

Under Part 2, suggested additions:

1. Up-to-date in designating a Chapter Advisory Council (ChAC) Representative
2. Participate in 4 (Gigabit), 3 (Megabit), 2 (Kilobit), 1 (Bit) of the ChAC meetings



Awards

The amount of Chapter Admin Funding available to each Chapter in good standing will continue to be calculated based on the results of the Chapter Performance Evaluation.

Chapter Admin funding amounts for 2019 are based on the results of the Dec 2018 evaluations (which was done according to the old set of criteria).

For 2020, two main options were discussed by the working group:

Option 1:

- All Chapters in good standing are eligible for a min. amount of Admin funding/year.
- Achieving Bit, Kilobit, Megabit, Gigabit status would result in additional amounts available with increasing amounts for each category

Option 2:

- All Chapters in good standing are eligible for a min. amount of Admin funding/year.
- Only the Gigabit Chapters would be eligible for an additional monetary reward

The results of the first round of Chapter evaluations in 2019 will be used as a basis for budget estimations. Based on this, a decision on the above can be taken as we will have to ensure that the programme remains within budget for 2020. The current working group will be consulted again at this point.



Timeline

First round of evaluations in 2019:

- **January: *Presentation of the new set of criteria*** to all Chapters (presentation done together with the working group)
- **Mid Feb: *Announcement*** to the Chapters that the ***next round*** of evaluations will start on 15 Mar
- **15 Mar: *Net Promoter survey sent out to all members*** of each Chapter by ISOC staff
- **15-22 Mar:** Chapters ensure their ***Chapter records*** in the AMS ***are up to date***
- **25 Mar:** Community Engagement Managers ***share draft reports with all Chapters*** so that they can update/correct
- **25 Mar - 5 April: *Chapters send corrections***, missing data, Community Engagement Managers help them update their records accordingly
- **5 April: *Results of Net Promoter Score*** will be calculated and added to the records
- **9/10 April: *Reports are finalized*** and results shared with the Chapters
- **10-19 April: *if a Chapter disagrees*** with the results (and did reach out to staff to discuss the points of disagreement ahead of the evaluation deadline), they can ***ask staff to re-consider the results***.
- **19-30 April: *Peer appeal process***: : if a Chapter still disagrees with the results and went through the steps above, the Chapter can reach out to ISOC staff for a peer-to-peer appeal. ISOC staff will make a call to all Chapters (except from the one or more requesting the appeal) asking for volunteers to perform the review and make a recommendation

Second round of evaluations in 2019:

- This round will be done in Nov/Dec 2019 (again by using the new set of criteria)
- The results of this round will be used to determine 2020 Chapter Admin funding amounts for each Chapter and additional funding for the awards.



Thank you.

Eduardo Diaz

On behalf of the Chapter volunteer working group:
Chapter Performance Evaluation Criteria Revision



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