PHASE 1 · PERFORMANCE DATA REPORTING

Governance & the Path to a Data-Driven Culture

Why we're changing how data moves through Detroit PBS, and what it takes to build reporting infrastructure that lasts.

Prepared by Jordan · Marketing & Digital Strategy

THE CURRENT STATE

It's the Wild West of data — reactionary, not strategic

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No reporting timeline

Even the deliverables we know we need — impact reports, funder reports — aren't tracked or published on a regular schedule.

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Requests land on Jordan

Jordan and marketing field most data requests directly, with others occasionally pulling data themselves.

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Too many requests

The volume of asks outpaces what a small team can field one at a time, on top of everything else.

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No standardized KPIs

Outside the newly defined strategic KPIs, there's no shared definition of what the numbers mean.

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A data literacy gap

There's a real want and need for more data to inform decisions — but not yet the shared literacy to use it well.

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Scattered access

Data lives across many sources, but there isn't enough access or know-how to pull from them consistently.

Bottom line: every request pulls a data expert off strategic work — for a number that's used once and never revisited.

THE VISION

From reactive requests to a strategic infrastructure

TODAY

- ✕ One-off requests, whenever they land
- ✕ Raw data pulls without analysis and context
- ✕ Numbers scattered across specialists' inboxes
- ✕ No shared KPI definitions
- ✕ Reactive: the team responds to whoever asks

WHERE WE'RE HEADED

- ✓ A standing reporting calendar, planned in advance
- ✓ Every request tied to a decision, action, or deliverable
- ✓ One centralized home for reports and data conversations
- ✓ Standardized KPIs, defined once and used everywhere
- ✓ Strategic: the data team sets the rhythm, org-wide

Governance isn't red tape — it's what puts everyone on the same page

1

Shared Vision

One set of goals and priorities guiding every report, instead of each initiative pulling its own direction.

2

One Narrative

The same numbers, defined the same way, tell a consistent story no matter who's presenting it.

3

Reliable Tracking

Trends only mean something when they're measured the same way, period over period.

4

Org-Wide Literacy

Everyone understands what the numbers mean and why they matter — not just the data team.

Who owns the numbers

Jordan

Manager, Multiplatform Marketing — Data Lead

- **Aaliyah**
- **Megan**
- **Mila**
- **Sam**
- **Maddy**
- **Adam Hinton***

Digital Specialists / Data Leads

DOWNSTREAM REPORT PARTNERS

Anna-Shea

Creative / Design

Designs reports and leads Impact Reports.

PARTNERS WITH JORDAN

Carla

Development — Funder Relations

Builds funder reports.

PARTNERS WITH SPECIALISTS

Riley

Development — Funder Relations

Builds funder reports.

PARTNERS WITH SPECIALISTS

Tom

IT / Database Management

Supports Sprout tagging taxonomy and database structure.

PARTNERS WITH SPECIALISTS

The rule: all data reporting stays within the data team — that's what keeps definitions, sources, and numbers consistent.

THE REPORTING STRUCTURE

A defined report for every purpose

POP Spreadsheets	Internal data pull, populated by digital specialists and reviewed by Jordan — covering social, YouTube, website, email, streaming, and paid media. Scope is campaign/project based. Feeds the POP.
Proof of Performance (POP)	External or internal — e.g. funder reports, campaign or program performance, or content-factor tests like thumbnails and livestream timing. One-off, strategic reports outside the regular cadence. Jordan works with the project lead to identify key metrics for Anna-Shea; the finalized design goes back to Jordan and the project lead for delivery or internal decision-making.
Master Spreadsheets	Internal data pull, populated by Jordan using a templated Excel spreadsheet. Scope is profile and channel performance. Feeds Quarterly, Board, and Annual & Impact reports.
Quarterly & Board	Prepared by Jordan, designed by Anna-Shea. Quarterly narrative per initiative, rolled up to the Board and FYE with benchmarks, MoM/YoY trending, and strategic KPI progress.
Annual & Impact	Prepared by Jordan, designed by Anna-Shea. The full-year story, built from consistently reported numbers, with YoY trending and benchmarks.

THE DATA REQUEST CHECKLIST

Before a data request goes to the team, ask:

1. **Is there a decision, action, or deliverable attached?**

   Not just “we'd like to know” — a request should change what someone does next.

2. **Has enough time passed to tell a real story?**

   A single week or post rarely means anything. Trends need a month or a quarter to accrue.

3. **Does it map to a strategic KPI we already track?**

   If it's not tied to Subscribers, Followers, Users, Listeners, or Viewers, question why.

4. **Is it actually important — or just urgent?**

   Urgency without strategic weight is a distraction from the standing calendar, not an exception to it.

5. **Could this wait for the next scheduled report?**

   If yes, it waits. The calendar exists so the team isn't rebuilding it every time someone asks.

Not on the checklist, but worth a beat every time: how does this request serve Membership Development?

Built on a simple filter: urgency and importance, crossed against our strategic KPIs — not every request that feels pressing is one the data warrants.

METRICS STANDARDIZATION

What we measure

Success and value are measured differently depending on scope: audience growth and the actions that audience takes drive initiative performance, while impressions and reach power proposals, marketing, corporate support, and development conversations.

AUDIENCE (Core Strategic KPIs)

The true audience we can influence — counted once each is a deliberate choice to connect, not something an algorithm hands us.

✓ **Subscribers**
Opted in to receive content directly — newsletter, YouTube

✓ **Followers**
Chose to follow a social profile

✓ **Users**
Chose to visit or open a platform we own

✓ **Listeners**
Chose to tune into radio, broadcast or streaming (WRCJ)

✓ **Viewers**
Watched broadcast TV (P2+)

ENGAGEMENT (Actions, Per Platform)

What that audience does once connected — still feeds our KPIs, tracked per platform rather than rolled into one number.

✓ **Engagements**
Likes, comments, shares, saves, clicks, or replies

✓ **Video Views**
Video content watched for at least 3 seconds

✓ **Streams**
A single instance of content played (VOD/streaming)

VISIBILITY METRICS

Potential audience shaped by the algorithm and paid spend — a passive metric, not based on action or intent.

✗ **Impressions**
The total number of times content was shown.

✗ **Reach**
The unique number of people who saw the content.

WHERE IT LIVES

A dedicated home, built with IT

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Data Reporting

Microsoft Teams Channel

STATUS: BUILDING WITH IT

Once it's live, this becomes the single place where active reporting work gets built — not just filed away.

MOVING IN

- Template worksheets
- Active report drafts
- Tutorials & training guides

Finished reports archive on SharePoint — see note at right.

Three decisions behind this setup

GOVERNANCE

Separate from the rest of the org

Access stays with the data team — the right eyes, without opening data conversations cross-departmentally.

PLATFORMS

Teams & Excel over Airtable

Leaning toward Excel and Teams for most reporting, with Airtable scoped down to event tracking only — fewer platforms, less retraining.

ARCHIVE

Archive on SharePoint

Finished reports move out of Teams into a browsable SharePoint archive. Pending check-in with Anna-Shea, who currently uses Airtable for Impact Reports and Proposals.

Still open: exact folder structure, access list, and the IT build timeline.

WHAT'S NEXT

Building the culture, one step at a time

1

Socialize the plan

Present at L10, then meet with Digital Specialist Managers, then Digital Specialists to review workflow, shift in responsibilities, and the value of this new process.

2

Manager's Forum & required lunch & learn

Present at the Manager's Forum. Share the data request checklist and deliver Q3 and Q4 reports (Jan–June 2026). Host a required lunch & learn to walk project leads through the reports live with Q&A.

3

Stand up the infrastructure

Launch the Teams workspace and SharePoint reporting archive, train the data team, and start monthly data team touchbases — new workflows go live in early September.

4

Expand the strategy — Phase 2

Build a public-view, limited-edit reporting timeline filterable by initiative. Audit demographic and reach data, potentially timed around AAP, and shift the strategy and infrastructure to fold in Corporate Support & Development.

REPORTING TIMELINE & LOG

Every deadline, every request, in one place

The org-wide reporting calendar keeps recurring deadlines visible; the reporting log tracks every incoming request from ask to delivery.

BOARD MEETING REPORTING CYCLES

Board Meeting	Reporting Period	Deadline
November	Jul, Aug, Sep, Oct	Nov 11
February	Nov, Dec, Jan	Feb 17
June	Feb–May (2027)	TBD

Each quarterly report rolls up to the Board cycle above with benchmarks and MoM/YoY trending.

ORG-WIDE DEADLINES AT A GLANCE

APR	ABJ, One Detroit annual · PBS Books Q1
JUN	Board one-pager
JUL	Faith in Detroit annual
AUG	Caregiving annual · PBS Books Q2
NOV	Detroit PBS/WRCJ + GLN annual · Board · PBS Books Q3
DEC	WRCJ annual
JAN	PBS Books annual · Faith in Detroit + PBS Books Q4
FEB	Early Learning, MLC annual · Board

THE REPORTING LOG

A running record of every request Jordan fields — who asked, what for, and how long it took — so volume and turnaround are visible, not anecdotal.

Date	Requester	Initiative	Report Type	Status	Turnaround
7/6	Carla	Detroit PBS	Funder Report	**Delivered**	3 days
7/14	Anna-Shea	One Detroit	Impact Report	**In Progress**	—
7/22	Riley	PBS Books	Funder Report	**Received**	—

Sample entries shown for format — log populates as requests come in.

STATUS KEY

Received · In Progress · Delivered

WHY THE LOG MATTERS

Turns “we field a lot of requests” into a real number — volume and turnaround the team can point to.

Better questions. Better timing. Better data.

Governance isn't about slowing reporting down — it's about making sure every number we produce has time to mean something, and every request has a reason attached.