

June 2022

Organization Health and Sustainability

2021 Results



Summary

Description:

Internet Society's Health and Sustainability Measures indicate our ability to effectively advance our mission in the long-term. We monitor five areas related to health and sustainability: Talent, Finance, Reputation, Internet Champions, and Governance.

Frequency of measurement:

Annually in Q1, with 2021 being the first year of data collection.

Evidence-based decision making:

If a decline or some other concerning pattern is observed, leadership can take further action and course correct.



Talent

- Maintain High-Performing Workforce
- Build and Maintain Staff Expertise/Skills
- Develop Expertise of Project Staff



Maintain High-Performing Workforce

Measure	2021 Actuals
<p>Percentage of staff that rate at least 3 (out of 4) in HR assessment question*: <i>"How well does Internet Society recognize my value?"</i></p> <p>*As part of bi-annual performance review, staff are asked to self assess: <i>"How well does Internet Society recognize my value?"</i></p>	78%
<p>Staff give rating of at least 75 (out of 100) in response to Denison survey* question: <i>"Bench strength" capability of people is constantly improving.</i></p> <p>**The annual <u>Denison survey</u> provides insights about staff perception related to four core cultural areas: Adaptability, Mission, Involvement, and Consistency.</p>	79



Build and Maintain Staff Expertise/Skills

Measure	2021 Actuals
Percentage of staff that engage in professional development activities (paid or free) each year	Data not available for 2021



Develop Expertise of Project Staff

Measure	2021 Actuals
<p>Percentage of project staff* that engage in professional development activities (paid or free) each year</p> <p>*Project staff professional development ensures the Internet Society is well equipped with skills to effectively advocate for the Internet and respond in an agile way to emerging opportunities and challenges.</p>	86%



Finance

- Strengthen Public Support
- Manage Financial Resources Effectively



Strengthen Public Support

Measure	2021 Actuals
Percentage of total revenue attributed to public support contributions	8.7%



Manage Financial Resources Effectively

Measure	2021 Actuals
Percent variance of annual expenditures	4.7%



Reputation

- Strengthen Internet Society Reputation as Trusted, Credible, and Relevant



Strengthen Internet Society Reputation as Trusted, Credible, and Relevant

Measure	2021 Actuals
Total number of number mentions	1235
Total number of media inquiries	35
Annual average - Domain authority rank*	80

*Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how likely a website is to rank in search engine result pages (SERPs). Domain Authority scores range from one to 100, with higher scores corresponding to greater likelihood of ranking.



Internet Champions

- Grow Number of Internet Champions
- Retain Internet Champions
- Build Capacity of Internet Champions
- Increase Participation in Internet Society Activities



Grow Number of Internet Champions

Measure	2021 Actuals
Number of new signed <u>partner</u> Memorandums of Understanding (MoUs)	44
Total number of active partner MoUs	75
Number of new individual members	8762
Number of new organization members	9
Percentage of Chapters that are (1) in <u>good standing</u> and (2) have performance evaluation results in the top 75%	92%



Retain Internet Champions

Measure	2021 Actuals
Percent retention of individual members	Not yet available - Data collection dependent on new Association Management System (AMS)
Percent retention of organization members	87%



Build Capacity of Internet Champions

Measure	2021 Actuals
Percent change of total online course participants	Percent calculation not yet possible as we have only one year of data.
Total number of fellows* *Fellows in 2021 include IETF, IGF youth ambassadors, and early career. Note: mid career will be added starting in 2022.	51



Increase Participation in Internet Society Activities

Measure	2021 Actuals
Percent change in participation of community members	Not yet available - Data collection dependent on new Association Management System (AMS)



Governance

- An Accountable and Effective Board of Trustees



An Accountable and Effective Board of Trustees

Measure	2021 Actuals
Average attendance rate	Pending Board approval
Percentage of Board-level business items [or issues] resolved on schedule	Pending Board approval
Percentage of Board meetings and meeting materials that are publicly available	Pending Board approval



Thank you.

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