

Expanded 5-year Financial & Operations Trend reports are available by request from the Support Center. [Learn More](#) (<http://culturaldata.force.com/Resources/articles/Article/How-do-I-use-SMU-DataArts-5-year-Trend-Reports>) Please note: Beginning July 6, 2020, the Support Center hours will change to 9 AM - 7 PM EDT.

[Management Center](#) [Surveys](#) [Funder Reports and Grants](#) [Administration](#) [Data Center](#) [Analytics](#)

[Dashboard \(\)](#) [Projections \(\)](#) [Metrics \(\)](#) [Performance Indicators \(\)](#) [Advocacy \(\)](#)

Your Key Intangible Performance Indicators(KIPI) Dashboard

The KIPI Dashboard (<https://dataarts.smu.edu/kipis/>) is powered by your SMU DataArts Cultural Data Profile information and is a free tool to inform strategic decisions and help arts managers assess their organizations' health and sustainability.

Click on the KIPI scores below to see your how your organization's performance in nine finance and operations categories compares to that of similar organizations nationally. You can access confidential and individual scores in the categories of contributed revenue, earned revenue, expenses, marketing impact, bottom line, balance sheet, community engagement, program activity and staffing.

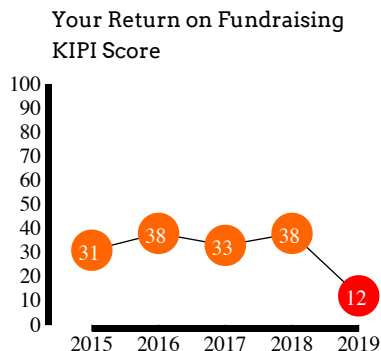
Getting the most out of the SMU DataArts Platform

KIPI Resources

- KIPI Dashboard (<https://dataarts.smu.edu/kipis/>)
- What is a KIPI? (<http://dataarts.smu.edu/kipis/whatisaKIPI.ph>)
- KIPI Dashboard FAQs (<http://dataarts.smu.edu/kipis/faq.php>)
- Video: KPI is a Toolbox for the Arts (<https://www.youtube.com/watch?v=f9IY7bHiAg>)
- The Most Valuable Research Tool You Aren't Using...Yet (<http://www.trgarts.com/TRGInsights/Article/t-most-valuable-research-tool-you-re-not-using-yet.aspx>)
- How Data Can Lead to a Healthier Cultural Sector (<http://mcs.smu.edu/artsresearch2014/10000-steps-to-health>)

12 **Return on Fundraising**

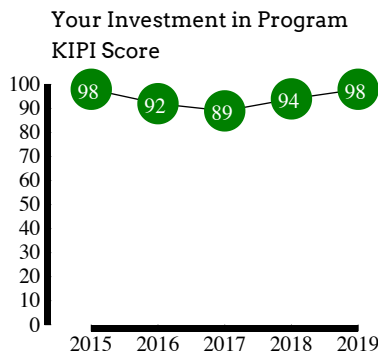
The Return on Fundraising KIPI score shows your organization's performance relative to organizations like nationally on how much total contributed revenue you b in for every dollar spent on fundraising.



[See Your KIPI Scores](#)

98 **Investment in Program**

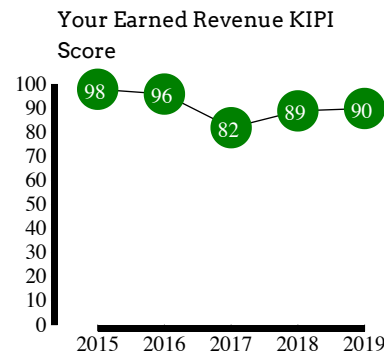
The Investment in Program KIPI score shows your organization's performance relative to organizations like nationally on the amount of total expenses invested in d program expenses (includes personnel, production mate etc.)



[See Your KIPI Scores](#)

90 **Earned Revenue**

The Earned Revenue KIPI score shows your organizatic relative performance on the percentage of total expenses covered by earned revenue.



[See Your KIPI Scores](#)

Things to Keep in Mind about KIPIs

- KIPIs range from 0-100, with 100 being the highest outcome an organization can achieve, based on a level playing field.
- Scoring high may indicate that you are achieving your objectives, or you may want a low score on some KIPIs given your priorities (e.g., you strive for accessibility, not program revenue).
- Organizations do not prioritize every performance outcome. You decide what's important.
- KIPIs are not prescriptive. They show where you are. You decide where you want to be.