Key Performance Indicators (KPI) Platform

Sally Avery, Director
Center For Economic Research in Tennessee (CERT)
TN Dept. of Economic and Community Development

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We are passionate about developing dynamic, diverse economies and thriving communities for generations of Tennesseans.
Center for Economic Research in Tennessee (CERT)

CERT is a team of research professionals that provides key research to support informed decisions and strategic competitiveness in Tennessee economic and community development.

*Data Drives Economic Development*

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Transparency, Responsibility, Improvement

2. Tax reform (*2015-2016*)
4. Improvements to OpenECD project database (*Oct. 2016*)
5. Effectiveness of Tennessee tax credits (*Jan. 2017 report, AEG*)
7. **NEW** Key Performance Indicators (KPI) platform (*May 2017*)
Vision – Business Case

• Bring strategic plan to life through real-time, interactive dashboards. Support informed decision-making in support of the strategic plan.

• **Management tool** for TNECD leadership. Dashboards provide a summary of goals, progress towards goal achievement, accomplishments. Improves ability to measure individual and team performance. Centers focus on the most critical KPIs

• Tell your story! **Informative tool** for community partners, TNECD team members and other stakeholders to learn activity and projects occurring in Tennessee communities.

• **Transparency tool** for stakeholders and the public

• **Analytical tool** to discover trends, analyze economic indicators over time and across communities, identify challenges & opportunities
The Website

http://tn.gov/transparenttn/section/openecd-performance-metrics
Pieces of the Puzzle

Microsoft Dynamics® CRM

Leadership

CERT

IT & Tech. Support

CRM

Vision

Tableau

Goals

SQL

Tableau
Thank you!

Sally Avery, Director
Center for Economic Research
in Tennessee (CERT)
615-979-6064
sally.avery@tn.gov