

## **Curating Metrics for Senior Management**

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After the web, social media, and database teams have spent hundreds of hours pitching ideas to stakeholders, developing and producing content, testing with potential users, and then launching projects out to the world, how do we know if we are reaching anyone? The GRI Metrics Working Group was formed to not only answer this question for the project teams, but to present findings to senior management.

The Metrics Working Group uses a variety of tools to collect, organize, and analyze both website and database usage statistics and then curates that information into quarterly reports and presentations. Presenting examples of the reports, Ruth Cuadra and Kristen Decker will describe the process for selection and display of graphics and clearly written text to explain findings across visible web, deep web, and social media platforms.