



Key Performance Indicators

These indicators offer a guiding framework for the performance and character of ESA. The Executive Director provides overall responsibility for translating these indicators into specific strategic and operational goals, and working with staff on implementation; assessing the organization's status in light of these indicators; reporting on progress to the Board; and working with the Board to update indicators as appropriate.

Performance indicators reflect the mission and vision of the organization:

Vision: *On Earth As It Is In Heaven: Radical Love Made Visible*

Mission: *Through scholarship, popularizing, and activism, we work to help people look deeply, live justly, and love radically.*

External

1. ESA produces, and encourages others to produce, a variety of materials (popular and scholarly; written and multi-media) that advance holistic ministry, promote social transformation, and equip the body of Christ for faithful discipleship.
2. ESA's publications, public speaking and website maintain high standards for content and presentation, with a growing exposure and impact.
3. ESA convenes dialogues, gatherings and campaigns that help lead to change in church and society.
4. ESA effectively engages timely, relevant public policy and cultural issues, both through its own initiatives and in collaboration with others.
5. The number of constituents is growing, especially in the 18-35 age range, and a greater proportion of those who use ESA services are becoming active contributors.
6. ESA cultivates relationships with a diverse array of nonprofits, associations and other entities, as well as with a network of faith community leaders, to advance shared goals.
7. The collaboration with Palmer and Eastern University enhances ESA's effectiveness and sustainability.

Internal

8. Outstanding staff are recruited and retained, and are performing to mutual satisfaction.
9. Talented, committed, and diverse Sider Scholars experience meaningful work, leadership formation and personal mentoring, and maintain a relationship with ESA following graduation.
10. Fundraising goals are met or exceeded, and are sufficient to sustain the work of the organization.
11. Financial performance is within approved budget and reflects principles of biblical stewardship.
12. A long-range strategic plan, including a multifaceted development plan, is collaboratively articulated and implemented.
13. Infrastructure is in place to empower the work of staff.
14. Regular communication with the Board yields constructive input and oversight.
15. High standards for personal, financial, and organizational integrity are maintained at all staff levels.
16. ESA values and core beliefs are reflected faithfully in all its products and integrated into its organizational culture, including environmental stewardship, office policies, and nurture of staff as a spiritual community.