



# Unlock Your School's Data

Using Google Analytics 4 to make smarter website decisions

Part 1: Defining KPIs

# Red Abbott

VP of Digital Marketing Services

 Grew up on a horse farm

 Former physics and math teacher

 Been doing this since 2011

 Fun fact: Just went to the Sphere in Las Vegas

 Live in Peapack, New Jersey



# Agenda!

1. Red's Data & Analytics *Manifesto*
2. What are *your objectives?*
3. How can we *translate that* into measurable website behaviors?
4. A framework for *organizing and communicating* all of this in a school environment
5. You tell me - *what questions remain?*

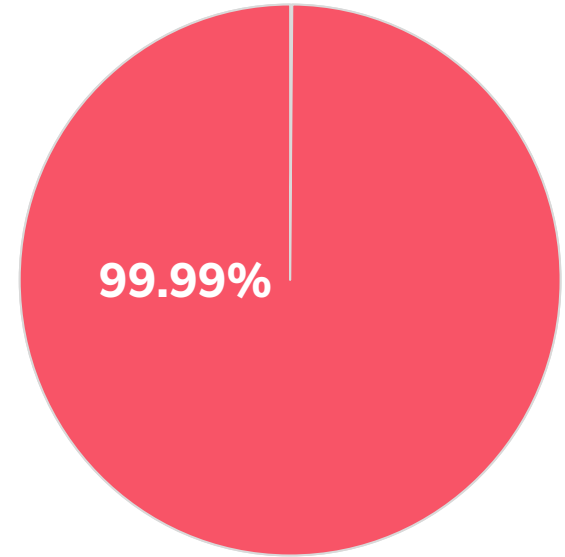


# But first!

Some level-setting [polls] and an acknowledgement



# When I showed this to people



**Rolled her eyes at me**

That was my daughter



**Agreed**

These were the real people



# Red's Data & Analytics Manifesto

Prepare to be radicalized



# 1. The Goal Should Be

**The goal should be to gain insights that justify past decisions and inform future ones**

Too often the people doing the work are told what to measure by stakeholders who are removed from the factors & context that drive those metrics and from the scope of the effort required to improve them.

It's awesome that you're here, because together we can put you in a position to define the metrics that should be driving your analytics practices.

## 2. I Believe That:

(among other things)

- a. Jargon is dangerous and data are dumb
- b. A lot of data are confused, abused, and misused
- c. No data point has ever come from a vacuum - context is key
- d. There's a big disconnect between what stakeholders expect you to measure and what you can measure





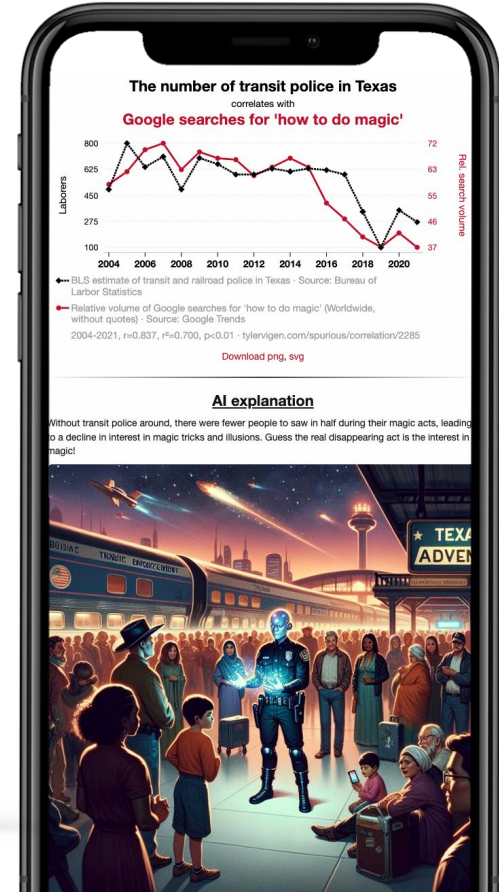
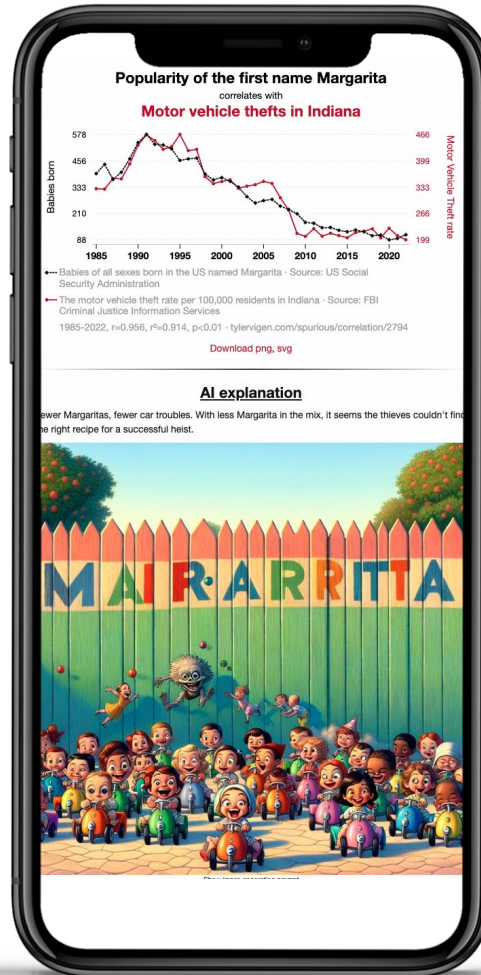
Jargon is dangerous!

I take great pleasure in absolutely killing the momentum of a meeting when someone uses acronyms that are not widely known.



# Data is (are?) abused!

If you like these, you should [check out Tyler Vigen's other \(endless\) examples](#)

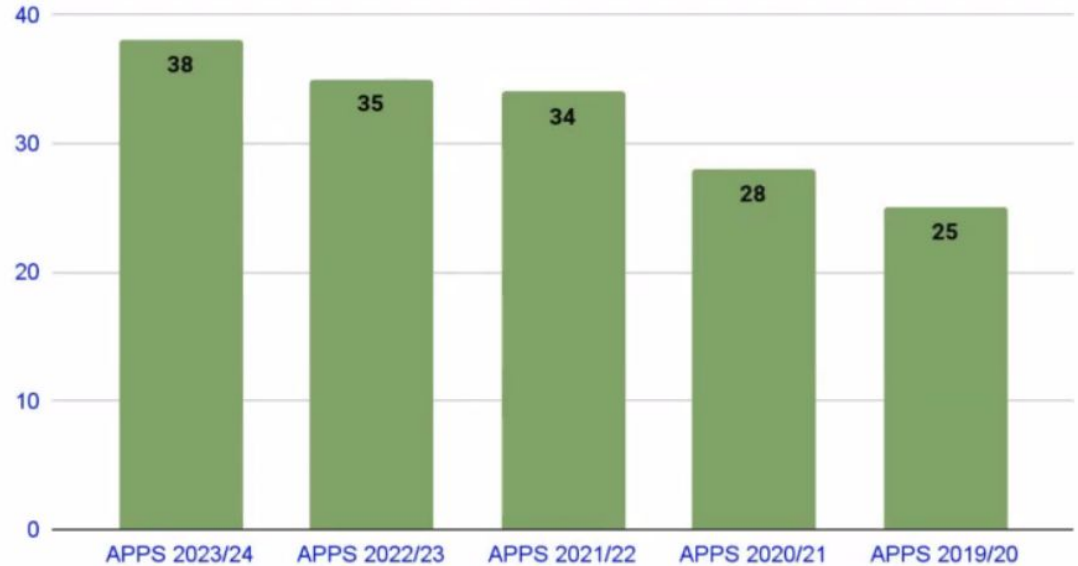


Data is (are?) abused!

I prefer my time travel to involve a DeLorean

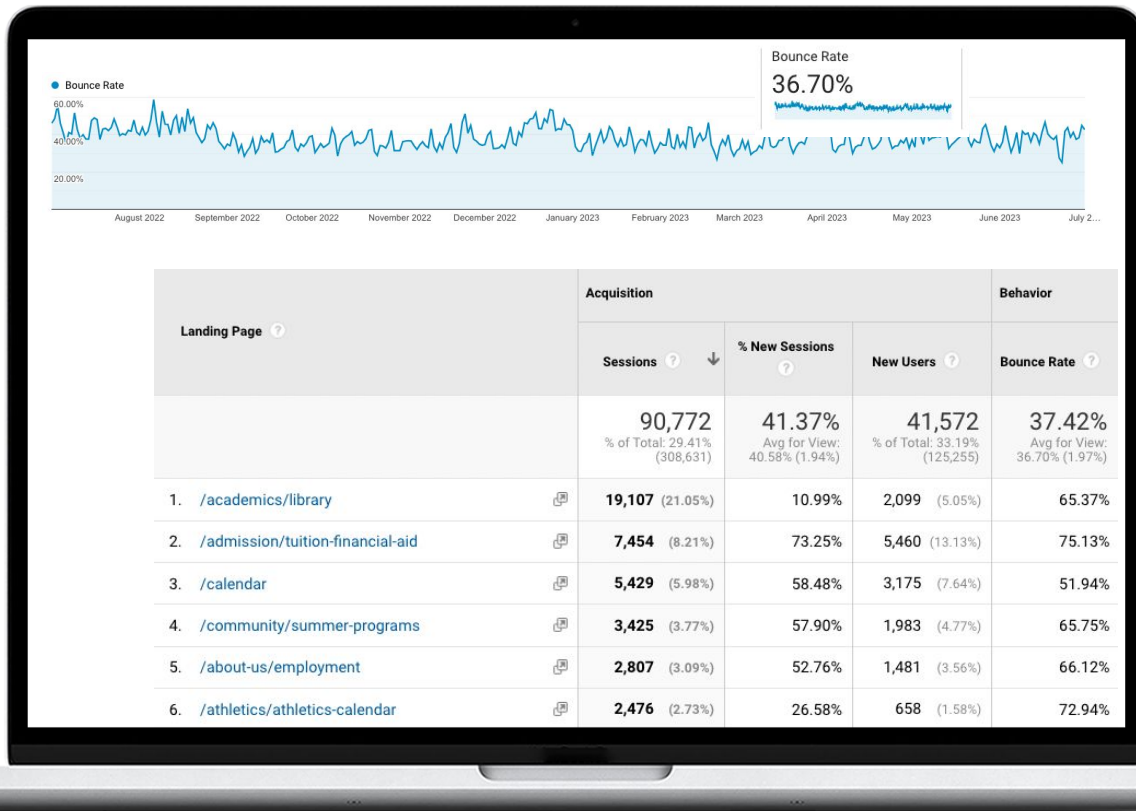


APPLICATIONS AS OF JANUARY 10 - YEAR TO YEAR



# Context is key.

Neither gnash teeth nor  
rend garments lest ye  
know the details driving a  
stat and what's  
“normal”



# Have you seen this man?

A One Scene Play:

HEAD OF SCHOOL: OK, so if I give you this money for an ad campaign, you'll walk me across campus in the fall and point out each kid we got from it?

MARKETING DIRECTOR: No! But I will be able to show you how many people it brought to the website to learn more about us, how many really engaged with our story, and maybe, juuuuuust maybe, how many inquiries and Open House RSVPs we got from those ad clicks.

HEAD OF SCHOOL: Hmmm. OK, it sounds like you really know your stuff! I'll tell Bill to OK the funds.

\* THE END \*



# 3. Articulate Your Motivation

Why now? Take your pick!

- a. Competitive landscape - stay strong or stay open
- b. Resource constraints - reduce wasted effort, justify expenditures
- c. Oversight & CYA - satisfy stakeholders
- d. What else? Throw it in the chat.



# What Are Your Objectives?

You can have more than one! Tell me in the chat.





# A few common themes:

1. Make new connections
  - Enrollment, employment, aux. programs, etc.
2. Engage your community
  - Taxpayers, bond voters, alumni, etc.
3. Provide information
  - Lunch! Calendar, athletics, portals, etc.
4. What else?



# How do we *measure* these?

Some measurable website behaviors:

- Form completions
- Outbound link clicks
- Email link clicks / phone calls
- File download?
- Specific page or media consumption
- Quantity of page or media consumption
- Time on site
- Engaged sessions with specific characteristics\*
- New users with specific characteristics

Those common themes:

1. Make new connections
2. Engage your community
3. Provide information
4. What else?

# To the web!

Let's go look at what's actually possible to track in GA4

Key links: [Set up GA4 on Composer](#) | [Exposing custom data](#) | [Standard GA4 events](#) | [Enhanced GA4 events](#)



# A Framework for Website Data Analysis

Let's make a complicated thing simple



[Analytics Framework Worksheet](#) - make a copy!

# Questions

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Do your homework for:

June 27 | Part 2: Making Sense of Your Data

July 18 | Part 3: Creating & Tracking Conversion Events