Regular health checks ensure a high quality of insights and that the right measures are in place to retain your valuable members, thereby recognizing the full ROI of your community. Monitor the health of your community by measuring and tracking the following items:

**Return on Investment**
1. Compare the type and volume of projects against how much it would cost to replace them using more traditional methods.
2. Determine the dollar impact on the business based on the insights gained from the community.

**Stakeholder Feedback**
1. Are stakeholders getting what they need? Are information needs getting answered?
2. Capture quotes and feedback from stakeholders and showcase successes across the organization.

**Member Experience Feedback**
1. How satisfied are members? Are their expectations being met? Exceeded? Do they have suggestions for improvements to the community experience?
   Refer to results from the member satisfaction survey for the key drivers of satisfaction. Also reflect on reasons members joined the community in the first place.
2. What types and quantity of feedback come through the support mailbox? If a particular study generated a higher than normal volume, investigate and find out what can be learned from this.
3. Is it time to renew the research calendar and engagement plan? Review the plan and ensure there are engagement activities scheduled as well as pure research studies.

**Size and Churn**
1. Determine if there are enough members in your community to achieve sufficient sample sizes for your surveys, and sub-groups used in analysis.
2. Track the churn over time based on past experience, including ‘undeliverables’ (those whose emails bounce), ‘unsubscribes’ (those who actively unsubscribed themselves from the community), and purged (those who you have removed from your community due to inactivity or for other reasons).
3. Look for any sudden spikes in churn (dips in size). What occurred at that time that caused the membership to drop? If not intentional, how can it be avoided in future?

Note: Make sure to track churn rates at the same point in time for each health report. For example, do not purge before doing a health review. Purge afterwards and include those members who churned in the next health review.

**Composition**
1. Compare who is in the community today with optimal targets created at the planning stage.
2. Identify any deficits in particular groups which may need a top up because of members leaving or being purged for inactivity.
3. Add response rates into your distribution matrix for each segment. If you find that some groups have lower response rates, you may want to consider over-recruiting in this group to better balance out the sample.
Response Rates and Utilization

1. How has the average response rate changed over time? Are there any particular segments where response rates are particularly low or high? If so, consider additional recruitment, or adjusting the sampling plan to take this into account.

2. How well utilized are your community members? How does this compare to the burden rules you set? Are they typically receiving enough surveys per month / per quarter to keep them engaged, but not too many as to become fatigued? What is appropriate in terms of utilization will vary, depending on your audience. Some communities can run weekly activities, while others run on a monthly basis.

Non Responders

1. Run a report on last response date for groups identified as poor responders.

2. Consider purging those who have not responded for a considerable period of time. Usually members who have not participated in the last 3-6 months are purged. But it may be appropriate to make this longer or shorter depending on the frequency of activities in the community.

3. Before purging, always run a ‘last chance’ survey to provide inactive members the opportunity to reactivate their membership.

Note: non-responders who are recommended to get purged, can be included in churn numbers for a health review as long as this is consistently done for each health review.

Profiling Data

1. Some profiling data may generally remain consistent over time (e.g.: gender, ethnicity, year of birth). Other items may change (e.g.: marital status, household composition, frequency of purchase). If there are variables that need updating, consider running a re-profiling survey, or adding key questions to successive surveys, to replace outdated responses.

2. If qualification criteria has changed, or you need new profiling information, this is another good reason to create a newer profiling survey, to which old data can be imported and new data can be collected.

3. Take caution in doing a full restage as it is important to have the same profile data collected on all members for sampling and analysis purposes. This means that members who do not complete the restage may get purged from the community.