## MEASURING YOUR BASELINE: Enrollment Metrics

Actively displaying enrollment progress help staff see the status of prenatal versus interconceptional enrollment, and helps to keep your Healthy Start program’s vision and mission in sight. Find a way to update and display the enrollment numbers routinely (be creative – use interesting visuals, such as a thermometer or bar graphs). Celebrating success routinely helps to keep the staff engaged, motivated, and empowered to stay the course to achieve the program’s enrollment goals on an ongoing basis. Whether your team discusses the enrollment or retention status week to week or monthly, ensure that this is an expected topic of conversation on a regular basis. Ask yourselves, what do these numbers tell us? What’s working? What’s not working?

While this sample table looks at referral sources as one measure, your program might also consider looking at your enrollment numbers by demographics (age, race/ethnicity, zip code). This may help you tailor your recruitment efforts or materials to certain groups of potential participants.

***PRO TIP!*** As your team reviews these enrollment metrics, think about how long participants stay engaged with the program.

Consider reviewing the various characteristics of participants who drop off after 3 months, 6 months, or one year, and those who complete the program.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ENROLLMENT (or RETENTION) METRICS | | | | | |
| *Characteristic for measurement* | ***Baseline*** | ***During 2nd point of measurement*** | ***During 3rd point of measurement*** | ***During 4th point of measurement*** | ***During 5th point of measurement*** |
| Conversion rate -> # enrollments (retained)/# of referrals (enrollments) | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| # Prenatal Women Enrollees (Retained) by Source | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| # Pre/Interconception Enrollees (Retained) by Source | | | | | |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |