

Education Program Attendance Zoo



KPI Owner: Kimberly Allgeier

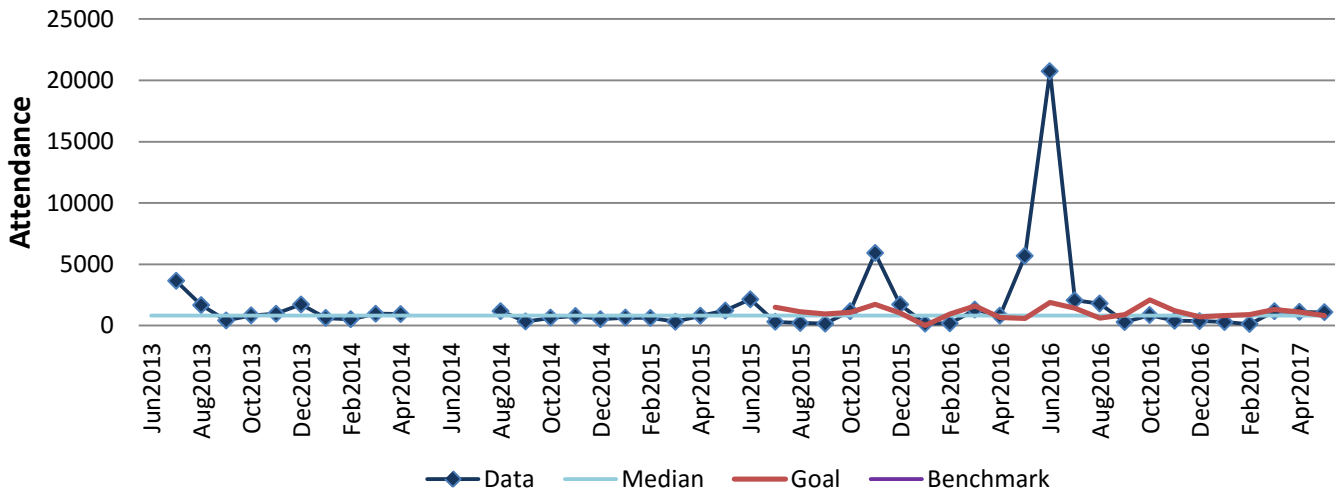
Process: Education

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
Baseline: 9,441 guests, FY 15 Goal: Increase Zoo Group Attendance Benchmark: TBD	Data Source: Zoo Attendance Report Goal Source: TBD Benchmark Source: TBD	Plan-Do-Check-Act Step is unclear Measurement Method: The number of school group educational program attendees per month who visited the Zoo. Why Measure: Encourages a sense of responsibility for animal & plant life Next Improvement Step: Developing a new set of programs and fieldtrip guides for schools. Updating forms for schools to improve communication.

How Are We Doing?

Jun2016-May2017 12 Month Goal	Jun2016-May2017 12 Month Actual		May2017 Goal	May2017 Actual	
13,683	30,168		800	1,080	
Attendance	Attendance		Attendance	Attendance	

Education Program Attendance



Root cause analysis is not necessary because there is no gap between the goal and current performance.