

## 2021-2025 KPI Dashboard

# KPI Definitions

	Partnering With Purpose		Advancing the Core		Building a Movement	
MEMBERS	Partner Benefit Utilization		Member Retention		Grassroots Engagement Index	
	Creating value for PAs through our partnership with others.	% of members utilizing at least one benefit available via partnership.	Demonstrating value for members that results in continued membership.	% of members that renew their membership each year.	Building grassroots involvement and participation within AAPA.	% of members engaging as volunteers or in advocacy.
PROFESSION	Advocacy Index		Research on PA Value		Public Understanding of PA Role	
	Working with all of our partners to advance PA practice.	% of advocacy objectives achieved (OTP, collaboration, responsible for PA care, 6KE) across all jurisdictions.	Supporting and conducting research on the metrics that matter.	# of articles relevant to PA value published from 2021-2025.	Increasing awareness and understanding of the PA profession.	% of general public that select correct PA definition.
AAPA	Non-Dues Revenue		Dues Revenue		Market Share	
	Improving AAPA's financial sustainability by growing non-dues revenue streams.	Total revenue excluding dues revenue and interest and dividend income.	Improving AAPA's financial sustainability by growing our core dues revenue stream.	Total revenue from membership dues across all categories.	Continuing to grow AAPA's membership base relative to the total PA population.	# of Fellow members divided by total number of PAs.