

Jump\$tart Clearinghouse – 2021 Growth Goals

Dated Nov. 6, 2020

Goal #1 – 45,000 Unique Users in calendar year 2021

Goal #2 – 50,000 Sessions in calendar year 2021

- Sessions exceed unique users by the number of return visits to the Clearinghouse.

Goal #3 – Decrease negative satisfaction-survey responses to 15% in calendar year 2021

- Last year, we added a pop-up survey that Clearinghouse visitors have the opportunity to complete.
- In 2020, 25% of those who took the survey responded that they had not found what they were looking for. The other options were that they did find what they were looking for or they were not sure if they found what they were looking for.
- Staff has decided to set the goal as a decrease in negative responses rather than an increase in positive or neutral responses because some respondents selected the “not sure” option to indicate that they did in fact find the item that they wanted, but were not yet sure that it met their needs.

Progress toward the goals will continue to be reported quarterly.

Clearinghouse Improvement Plans

1. The Clearinghouse will benefit from Jump\$tart’s new general marketing plan, which includes our “social media ramp-up” strategy and redesign of the *Financial Fridays* newsletter. Jump\$tart will use social media and our own newsletter to promote ongoing programs – such as the Clearinghouse – in addition to special events and new offerings. We hope to broaden our reach through social media and introduce new audiences to the Clearinghouse.
2. At the 2019 National Educator Conference, Jump\$tart ran a special Clearinghouse promotion where teachers and other attendees could enter our drawing by reviewing a resource in the Clearinghouse. Not only was it fun and engaging for the participant, the feedback is intended to benefit the resource provider and other users. Our plan is to run this throughout 2021, with a drawing held at the end of each quarter to promote return visits. The Clearinghouse adds new resources continually and we encourage teachers and others to come back to see what’s new.
3. Through the summer, Jump\$tart staff has undertaken a re-review and re-categorization of Clearinghouse listings with the intent of improving the accuracy of Clearinghouse searches. We hope that this effort will result in more users finding just what they need; and finding it more quickly and will reduce the number of survey respondents who say they did not find what they were looking for.