

CCEPA Scorecard

Retrospective: 2009-2016

Updated June 9, 2016



CCEPA IS A JOINT INITIATIVE OF:



What is a balanced scorecard?

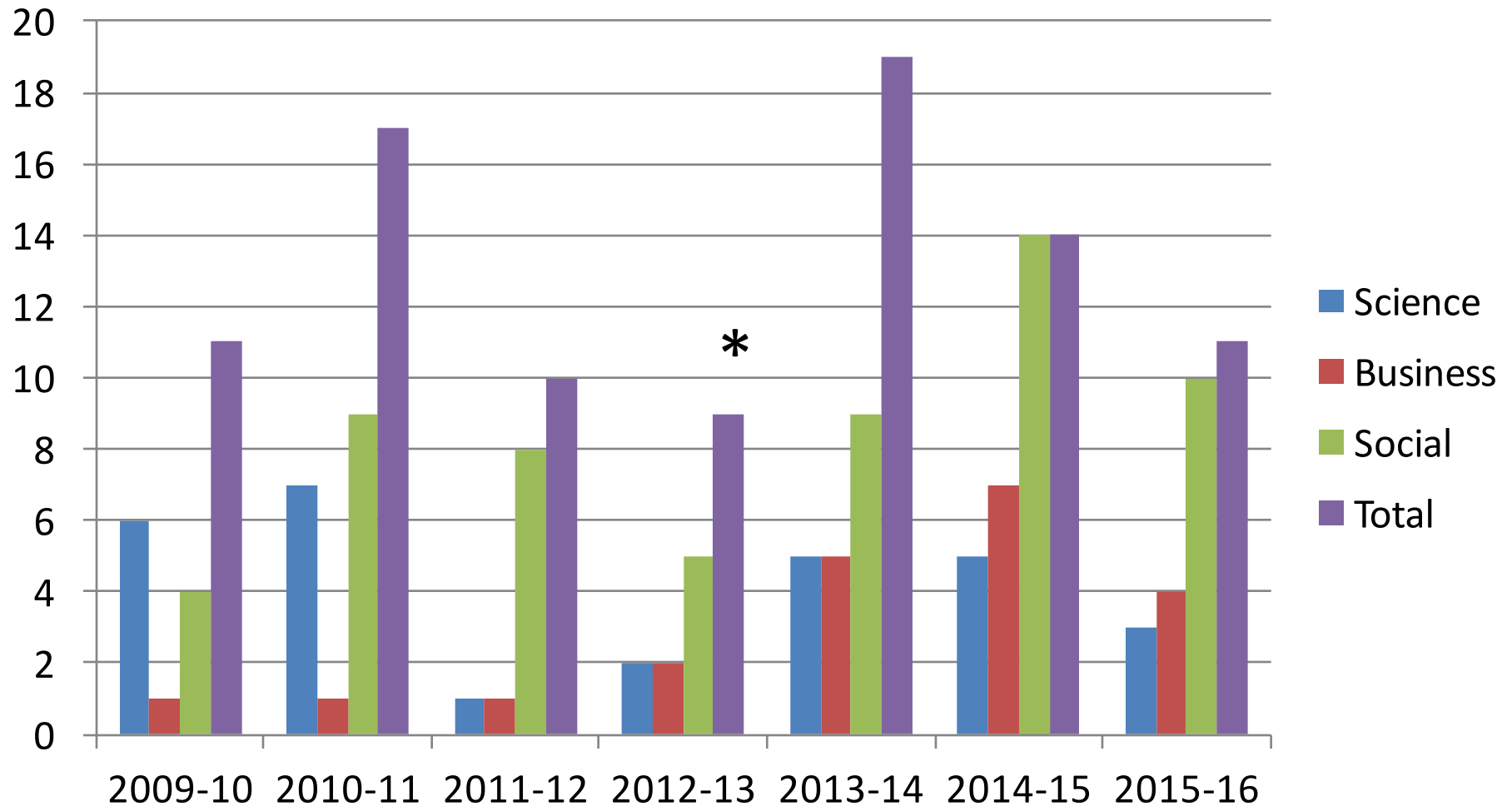
1. A tool for reporting on key data to determine if an organization is fulfilling its mission.
2. It links strategic directions to intended and achieved outcomes, so Board and leadership can monitor progress.
3. It includes a mix of data – financial and non-financial giving a balanced view.

Strategic Directions 2015-2018

1. Sustain and develop provocative, challenging and compelling programming to generate positive evaluations, stimulate audience growth and enhance profile locally and nationally.
2. Leverage partnerships with other organizations and founding institutions to extend geographic reach and audience diversity for CCEPA initiatives.
3. Expand our service offerings as a source of guidance and support to organizations looking to incorporate ethics and values more explicitly into plans, strategies and operations.
4. Promote CCEPA's research contribution through the advancement of public scholarship and work to stimulate, generate and disseminate research on ethical dimensions of public issues.
5. Focus on broadening sources of support to ensure financial sustainability.

Strategic Direction 1

Programs – Number and Type



* Program number consciously reduced

Strategic Direction 2

Partnerships

Program Year	Number of Partners	Cities	Total Event Expense	CCEPA-Funded Share	Externally Funded
2009-10	16	5	\$19,139	40%	60%
2010-11	27	6	\$27,514	41%	59%
2011-12	11	2	\$19,193	65%	35%
2012-13	13	2	\$16,117	40%	60%
2013-14	12	1	\$29,942	18%	82%
2014-15	15	1	\$26,753	16.3%	83.7%
2015-16	9	1	\$18,556.64	16.8%	83.2%

Strategic Direction 3

Expand Service Offerings

THE *RIGHT* THING: Using Values to Enhance Decision-Making

Knowing what drives your decisions makes for better decisions

CCEPA offers decision makers in the government, business and not-for-profit sectors a framework for in-depth analysis of the ethical dimensions of decisions.

Examine the values underpinning decisions through focused conversation

Experienced facilitators will guide participants through a process to help measure decisions against the values held by the organization. In this safe and structured environment, issues will be examined and potential exists for new insights to emerge.

When you can articulate your organizational moral identity, you enhance confidence in your decision-making and bring your values to life.

Ethical considerations and underlying values that inform them can often go unexamined. Making decisions without considering values of the organization or the stakeholders can have disastrous results. If values have not been addressed, it can leave organizations vulnerable to discord from within or possible attack from the outside.

Strategic Direction 4

Research

Scholar-in-Residence Program

- 2007-08 – Dr. Cathy Driscoll, Saint Mary's University
- 2009-10 – Dr. Todd Calder, Saint Mary's University
- 2010-11 – Professor Brent Cotter, University of Saskatchewan
- 2011-12 Dr. Sylvia Burrow, Cape Breton University
- 2013-14 Karl Turner, Mount Saint Vincent University
- 2014-16 – Dr. Cathy Driscoll, Saint Mary's University

Public Scholar

- 2014-16 – Karl Turner, Mount Saint Vincent University

Strategic Direction 4

Research

How We Live Matters - *Ethical reflections on everyday dilemmas*

There are ethical implications to much of what we say and do. From human rights to social justice, questions about what's right or wrong abound in our everyday lives — at home, at work and around the world. Where do we go for guidance or perspective on some of those tricky aspects of how we ought to live?

Because CCEPA believes strongly that how we live matters, it is committed to enhancing the relationship between scholars, with their academic research, and the public, with its appetite for accessible information.

In partnership with The Chronicle Herald, CCEPA launches a new column, How We Live Matters. Scholars will engage with the public over things that matter to us all. Readers submit thorny, challenging questions about the ethical aspects of daily life at howwelivematters@herald.ca. Questions will be selected, and a scholar will respond monthly online at www.thechronicleherald.ca/opinions.

CCEPA will seek scholars who are not afraid to think imaginatively to deliver insightful responses. It is CCEPA's role to provide the forum for critical examinations. CCEPA is a non-advocacy organization, and as such the views expressed will not be CCEPA's views.

No question is too big or too small. It doesn't matter. How we live matters.

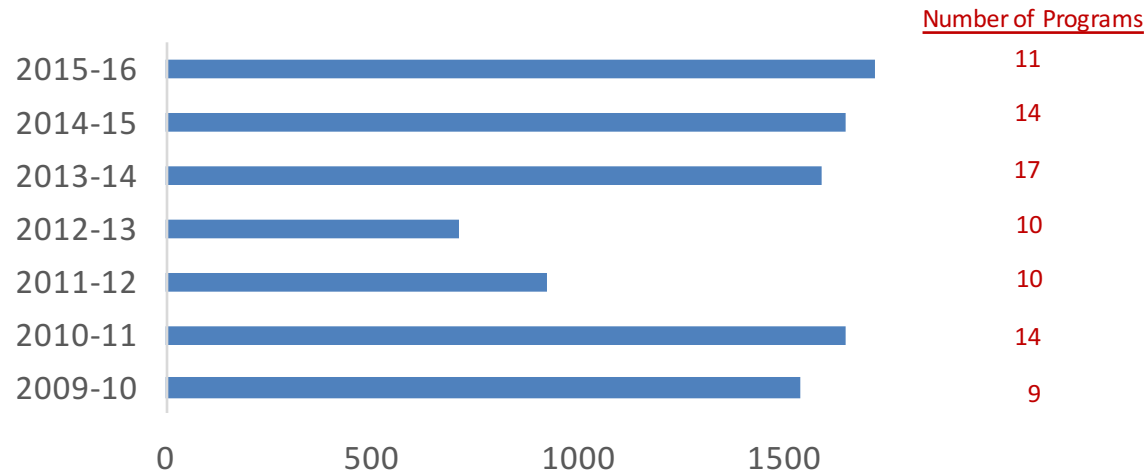
Strategic Direction 5

Sustainable Business Model

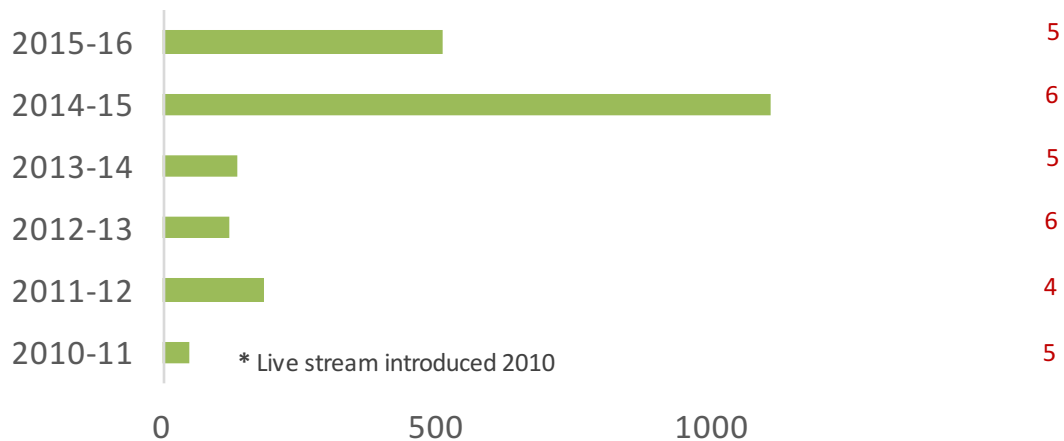
	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Total revenues	181,000	205,087	200,797	125,382	130,215	134,787	151,550
Total expenditures	134,000	187,144	156,010	174,362	125,423	133,615	144,314
Founding partners	20%	13%	13%	20%	19%	19%	16%
Partners	8%	6%	2%	5%	6%	5%	2%
Fees for service	2%	8%	4%	1%	0%	0%	1%
Fundraising	70%	71%	75%	74%	75%	76%	82%

Strategic Direction 1 - Programs

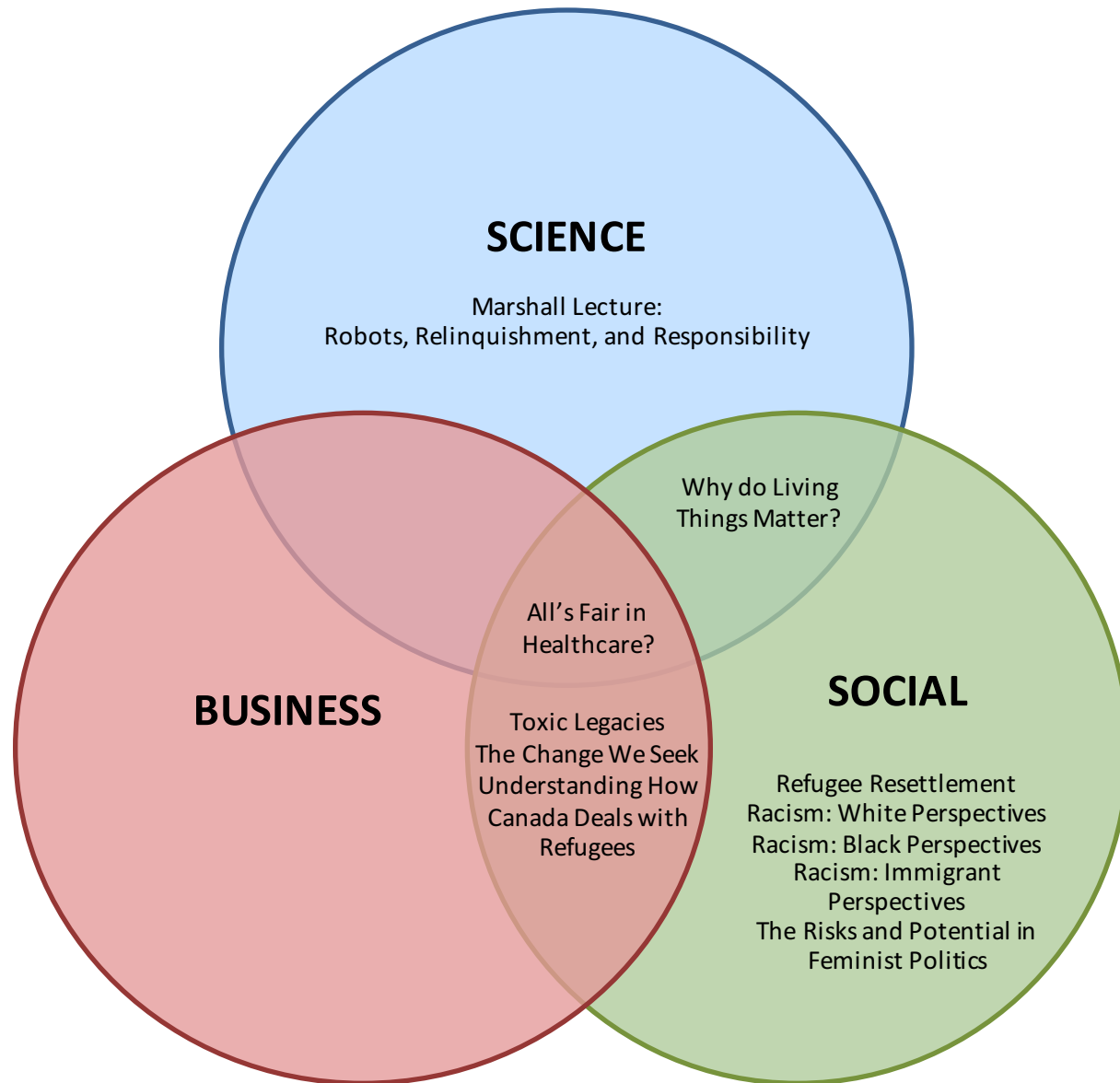
Attendance In-Person



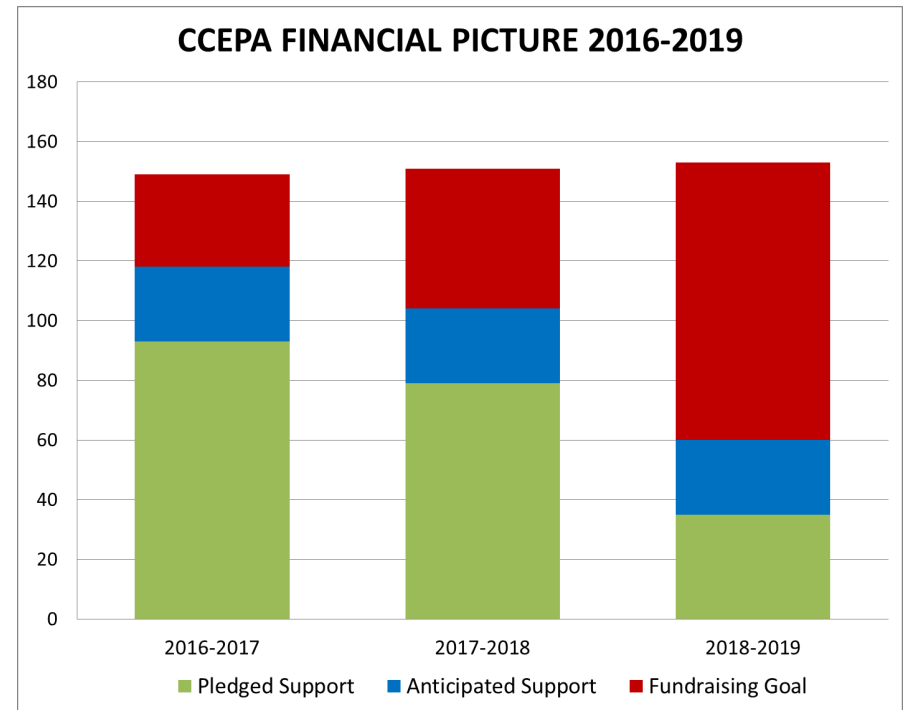
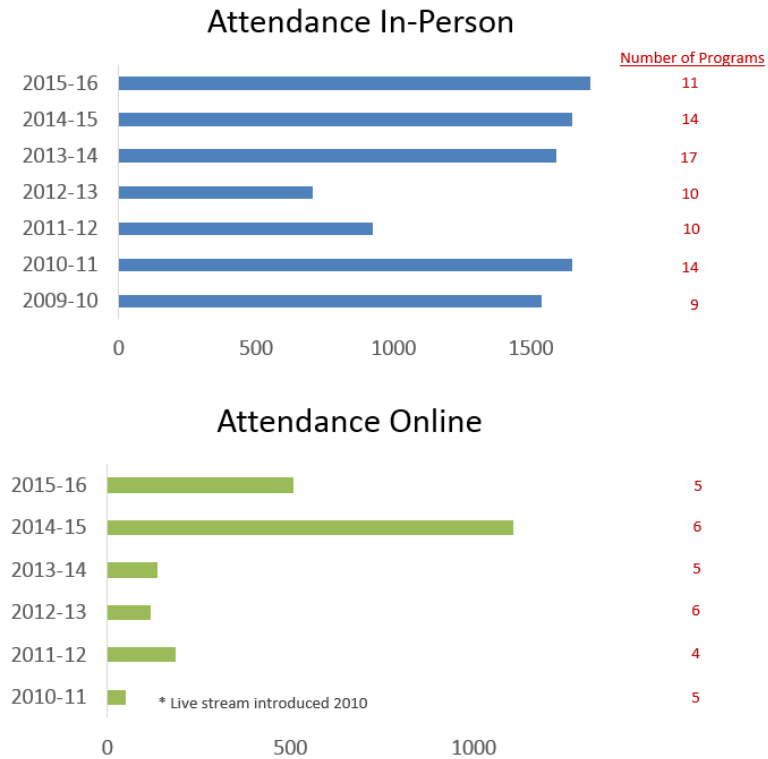
Attendance Online



Topics 2015-16 Program Year



CCEPA ON THE MOVE



- Partnered with over 91 groups and organizations for 134 programs overall.
- Reached almost 15,000 people in person and online to date.
- CCEPA leveraged 83% of its program costs from external sources in 2015-16.

- CCEPA galvanizes ethical conversations about things that matter.
- CCEPA contributes to public discourse, bringing out the edge by creating space for different perspectives.
- CCEPA is sought out as a source for trusted information.

What We're Hearing: Program Feedback

- What you do is VERY important!
- Made me want to learn more.
- First time hearing debate without one side dismissing the other.
- Thoughtful, engaging speakers and information.
- There cannot be enough events like this!
- Will take perspectives back to the classroom.
- Interesting, important, timely, revealing topics.
- Organized, well-styled, comprehensive and provocative.
- Excellent nimbleness. Excellent result.
- Dialogue is important. We need more of these events.
- Appreciate that this is available on-line.
- Event done exquisitely well.
- High profile, candid, clear, amazing, dynamic, knowledgeable, experienced speaker.
- Some of the most informative events I've ever attended.
- The open discussion showed how the attendees are enthusiastic about the topic and they contributed great ideas and touching stories. It was my first time attending a CCEPA event and it was worth my time. Big like!
- Thank you for the very good work you do on behalf of us all.
- Great speaker, stimulating, passionate, and engaging since he spoke so candidly.

Evidence of Impact

CCEPA's ability to challenge audiences to think about issues in new ways, or impact decision making is evident through written feedback following presentations:

- “There are so many ethical issues in the political, social and economic spheres of Canadian society, that we are blessed to have CCEPA to open public discussion of them.” – Rowland Marshall
- “Thank you for all the good work you do to advance a more just and peaceful world.” – Alexa McDonough
- “I work in the community and this information will help me to fulfill my role better .”– On Racism: Immigrant Perspectives
- “I will take these perspectives back to the classroom.”– On Racism: Black Perspectives
- “Obvious that there is a definite need for CCEPA in our society.” – Sexualized Violence on Our Campuses
- “Thanks for providing this program livestream! My philosophy of sexuality students are watching this live tonight.” – UPEI Philosophy Professor
- “Students who attended or who watched the live streaming gave rave reviews of the talks this term, thanks to the CCEPA for making the series so available to my students.” - On Sex & the Citizen
- “I found that hour of discussion very engaging and it caused me to continue it mentally on and off for a couple of days”. – On Religious Faith, Communal Conflict and Public Policy
- “I would like to preview all the videos for use in research and public policy courses that I am teaching and developing here in the School of Nursing at St. FX University.” – On Trust in Science and Trust in Political Leadership

CCEPA Website Analytics 2010-2013



Page	Total Pageviews	% Pageviews
Landing Page	12,229	28.73%
About CCEPA	2,511	5.90%
Board of Directors	2,508	5.89%
Return to Home	2,304	5.50%
Video Recording	2,120	4.98%
Contact	1,812	4.26%
Archive	1,371	3.22%
Livestream	1,293	3.04%
Research	1,190	2.80%
Conferences	1,095	2.57%

Pageviews

42,570



Unique Pageviews

32,662



Avg. Time on Page

00:01:16



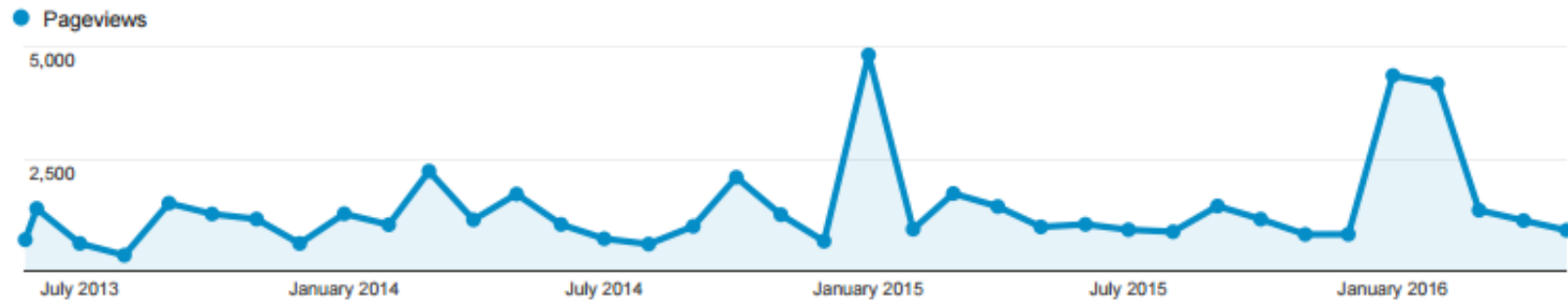
Bounce Rate *

56.93%

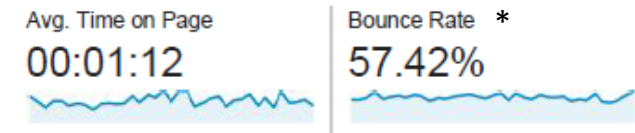


* Bounce Rate is the percentage of visitors that leave the website from the landing page without browsing further.

CCEPA Website Analytics 2013-2016



Page	Total Pageviews	% Pageviews
Landing Page	17,188	33.63%
Board of Directors	4,520	8.84%
Livestream	4,308	8.57%
About CCEPA	2,794	5.47%
Return to Home	2,005	3.92%
Archive	1,659	3.25%
Contact	1,646	3.22%
Research	1,049	2.05%
Archives – Racism Series	924	1.81%
Supporters	847	1.66%



* Bounce Rate is the percentage of visitors that leave the website from the landing page without browsing further.