

ASKI SELECTS SOCIAL INDICATORS FOR ITS SOCIAL DASHBOARD

With mentorship from MicroSave, **ASKI's (Philippines)** management team reviewed its social goals and created a list of social indicators that it tracks on an ongoing basis. ASKI started with a list of 56 possible indicators, and through a rigorous process, reduced the number to 48, 23 of which are reported to the board. The FSP based their indicator selection on two main criteria:

- 1) Relevance to ASKI's social goals, and
- 2) Feasibility of data collection.

Though the process was tedious, the extensive discussion was useful in creating a sense of ownership and accountability for the results among members of the management team. The indicators listed at right are the 23 that ASKI reports to the board twice a year.

Clients
1. Total number of employees reported (jobs created)* [Q/A]
2. % of clients (tracked) who present increase, status quo or decrease in their poverty score* [A]
3. % of clients who had access to a qualified health practitioner or health facility for treatment for this illness/condition [A]
4. % of clients who have school age (5-15) children who attend school regularly* [A]
5. % of clients who feel greater spiritual support after joining the programme* [A]
Finance
1. Effective interest rate (EIR) for most prolific (largest portfolio) group loan* [A]
2. Average EIR in country for group loan* [A]
3. Return on assets [Q/A]
Operations
1. Client retention rate (borrowers only)* [M/Q/A]
2. % of poor clients (various poverty lines: < \$1.25/day, < \$2.50/day, < \$5/day)* [M/Q/A]
3. % of active borrowers: female and male* [M/Q/A]
4. % of active borrowers: rural and urban* [M/Q/A]
5. % of targeted minority borrowers: indigenous and disabled persons* [M/Q/A]
6. % of clients without access to formal financial services* [A]
7. % of client satisfaction score* [A]
8. Penetration of clients [A]
9. Average loan size [M/Q/A]
10. Number of start-up businesses financed by AKP and by AMP [Q/A]
People
1. Staff retention rate* [M/Q/A]
2. Average number of days of staff training [Q/A]
3. % of staff complaints resolved [M/Q/A]
Process
1. % of client complaints received [M/Q/A]
2. SP audit report [M/Q/A]