Maturity Model

MATURITY MODEL	**1** Beginner	**2** Intermediate	**3** Advanced	**4** World Class
CONTRIBUTION	1 or 2 staff	Multiple staff contributing content and 1 or 2 volunteers adding content.	Distributed authorship across staff, some residents, and committees with work flowed approvals in place.	A large percentage of members are contributing content through photos, news, groups and events.
GOVERNANCE	Accept template terms and conditions.	Revised terms and conditions to reflect policies of organisation. Members made aware of comments management tools for reporting and blocking.	Code of conduct is developed and made clear to members. Comments are reviewed and managed regularly. Members use comment flagging and blocking tools.	Members reinforce code of conduct with new members and hold each other accountable.
ENGAGEMENT	All users added. Three news posts. Initial content added. Posts receive no to little user reactions and comments.	Every user has downloaded and is engaging with the app. 2-3 posts per week. Some groups have been setup. Infrequent use of the notifications system. Some commenting and reactions on news posts and events. Irregular use of surveys.	Members are booking and paying for events. Daily posting. Community building posts are regularly used in the app and members are commenting Each post receives multiple user reactions and comments. Members are regularly communicating through groups and one on one chat.	Your community app is described as essential part of what it means to be community by your members. Very high sense of community reported by your members.
METRICS	Aware of location of analytics and how it can be interpreted.	Ad hoc review of weekly and monthly usage.	Monthly reporting of engagement occurring with plan in place to increase outcomes.	Member engagement tracked over time with systems in place to support disengaged residents and increase engagement of somewhat engaged residents. Reports are informing strategy and decision making of wider organisation.
REVENUE	Aware that events payments is possible.	Setup Stripe for events listed services and product offers in app.	Tracking service and product purchases in the app and identifying areas for growth.	Community app is a major revenue generation channel for the community.
INTEGRATED	No integrations.	Payments. Webview installed.	Single sign on. User identity. CRM integration.	Customer behaviour mapped to single view of customer in organisation.

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