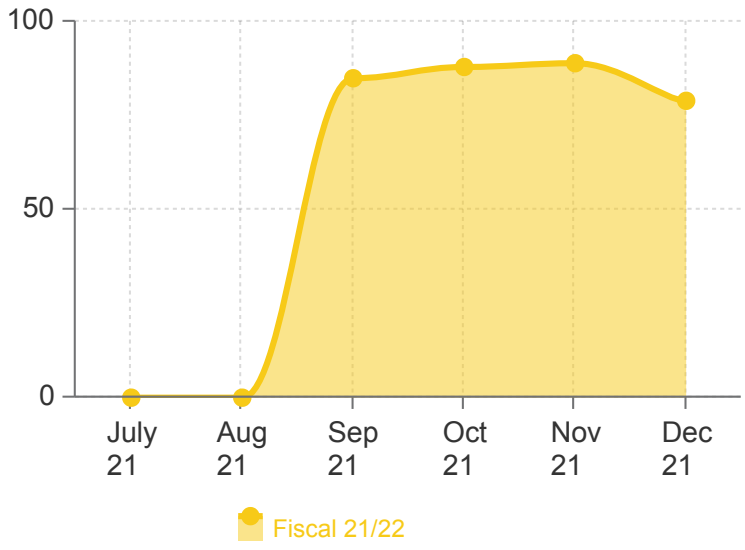
# HRAI MONTHLY KPI HIGHLIGHTS

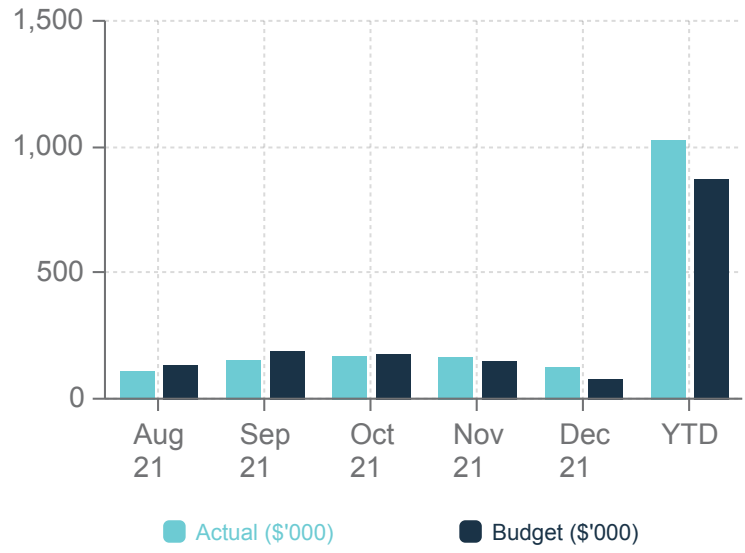
## December 2021

### Education Satisfaction Scores



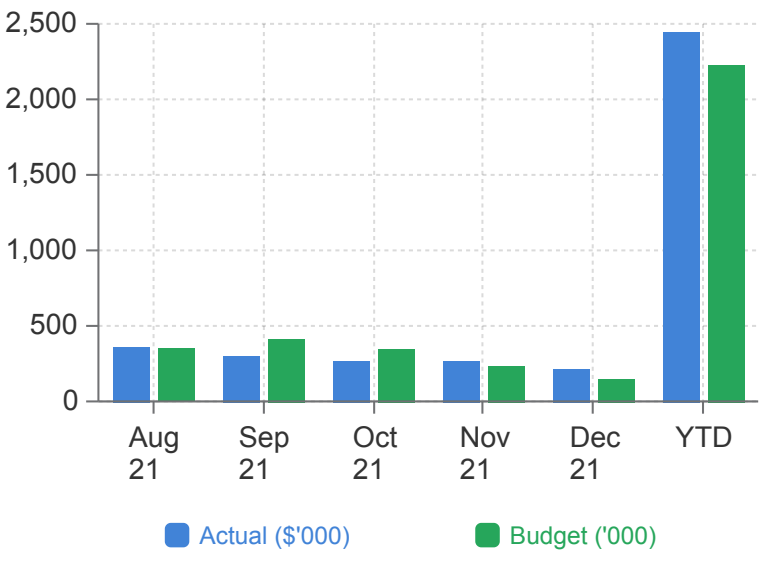

No courses in July & Aug '21

### Education Revenues

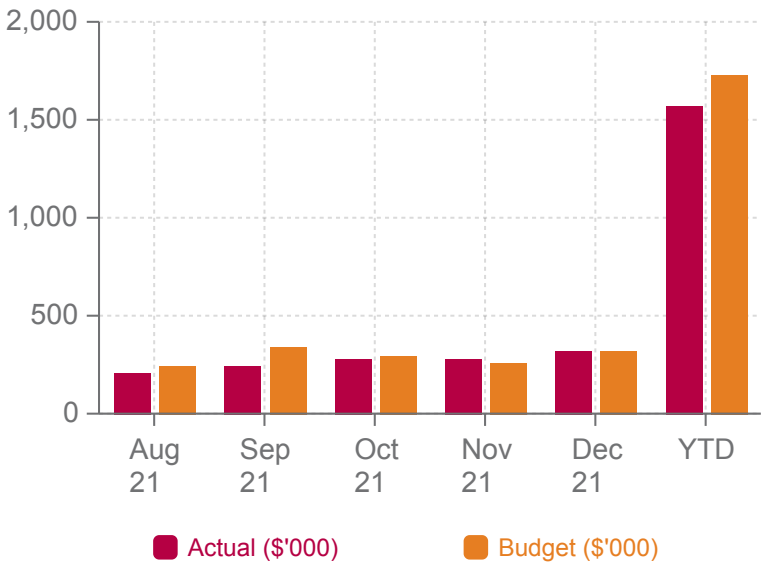



Includes Revenue from Education Courses & Sale of Education Materials

### Total Revenues to Budget

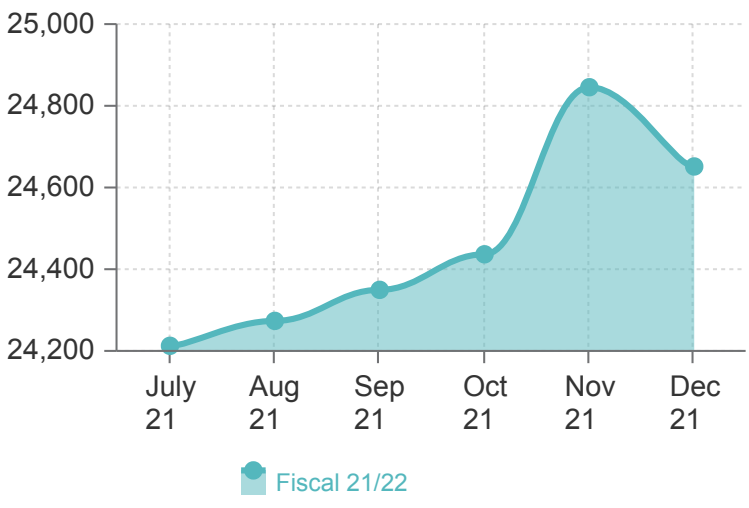



### Total Costs To Budget



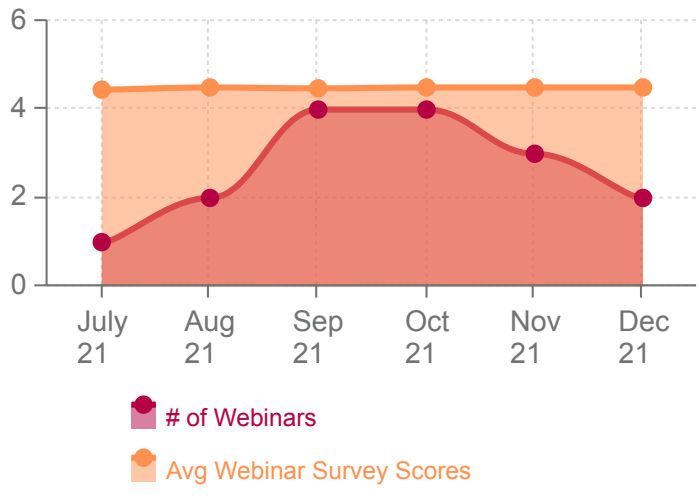

### Total Stakeholder Contacts

Goal: 26,000 (June 30, 2021)



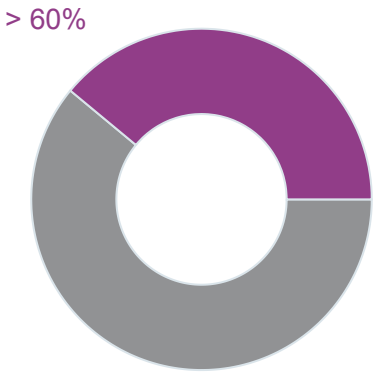

Includes Newsletter subscribers, Twitter followers, HRAI LinkedIn and Facebook followers, Susan Smith LinkedIn & Facebook followers, HRAI Instagram, Consumer & Alice Page Facebook

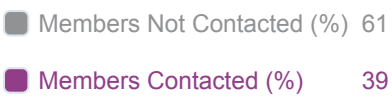
### Webinar Effectiveness




### YTD Member Outreach

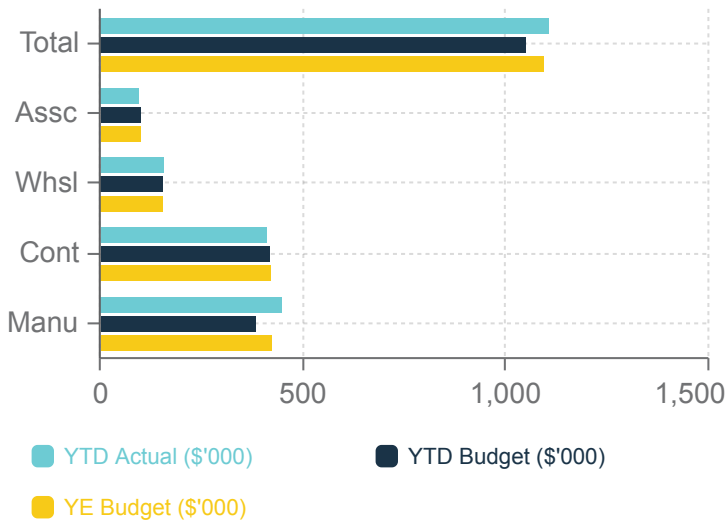
Goal: > 60%



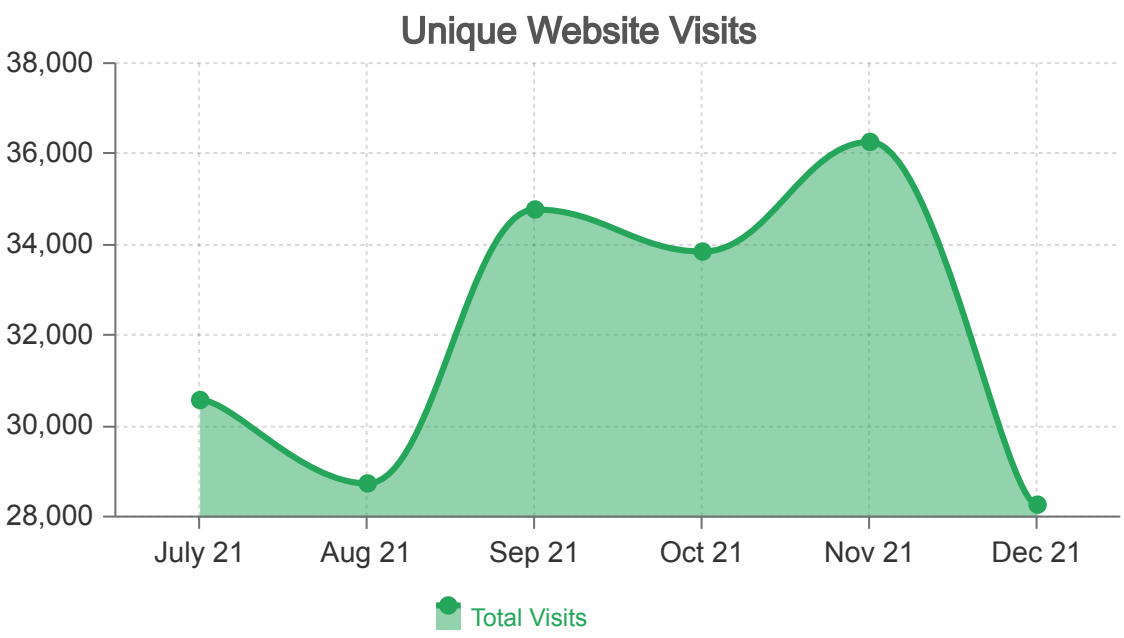



1161 Active Members

### Membership Revenue




### Unique Website Visits




Unique Visitors have never visited HRAI's website before and did so in the month through a unique touchpoint