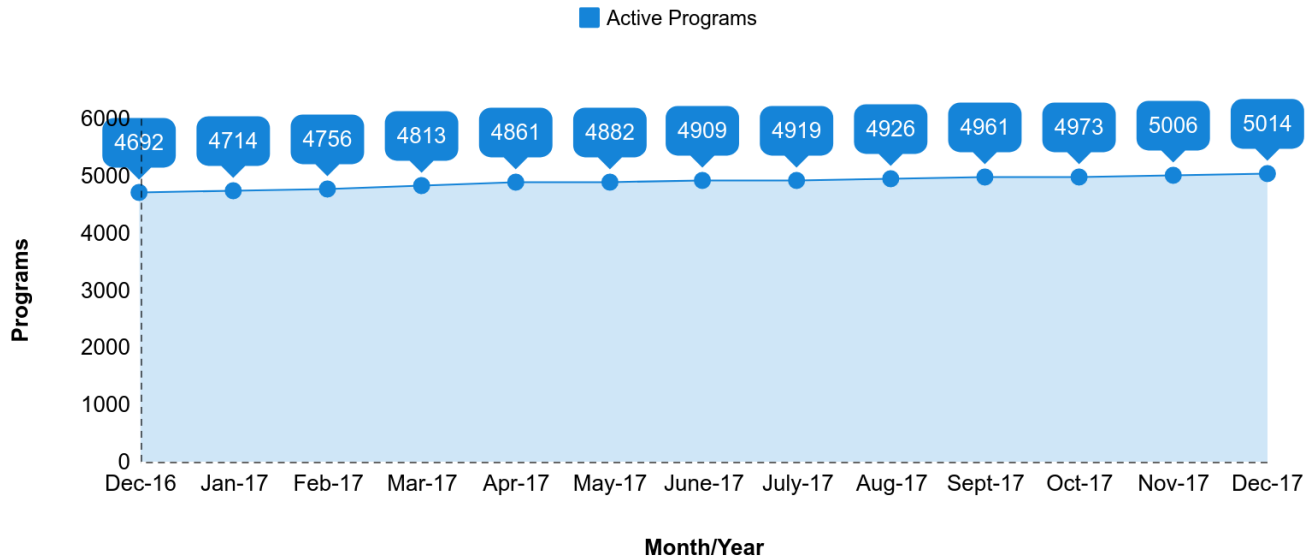


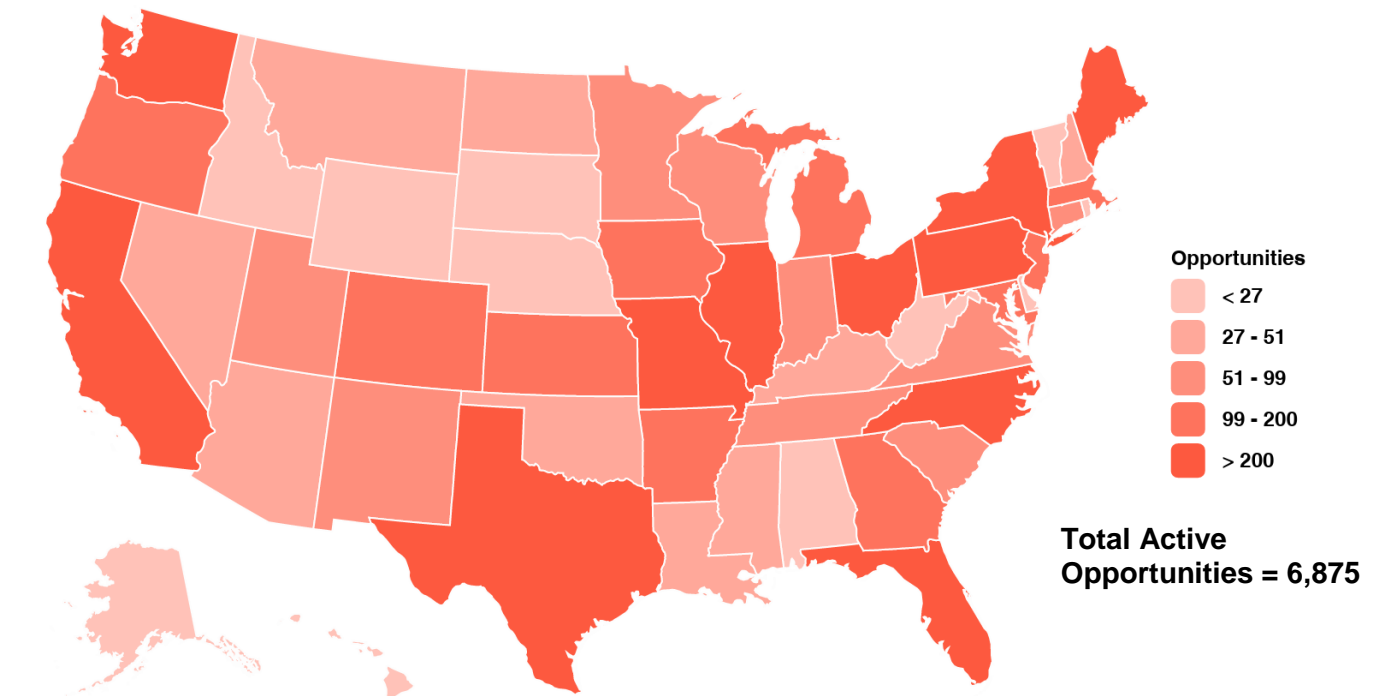


December 2017 Monthly Review

Programs



Opportunities



Social Media



Page Likes: 7,189

December Top Performing Post Reach: 559

Engagement: 26

Post Description: Give families, partners, and organizations The Connectory on your website with our Widget. <https://theconnectory.org/widgets>



Followers: 1,820

E-Blast Highlights (click on dates to view e-blast content)

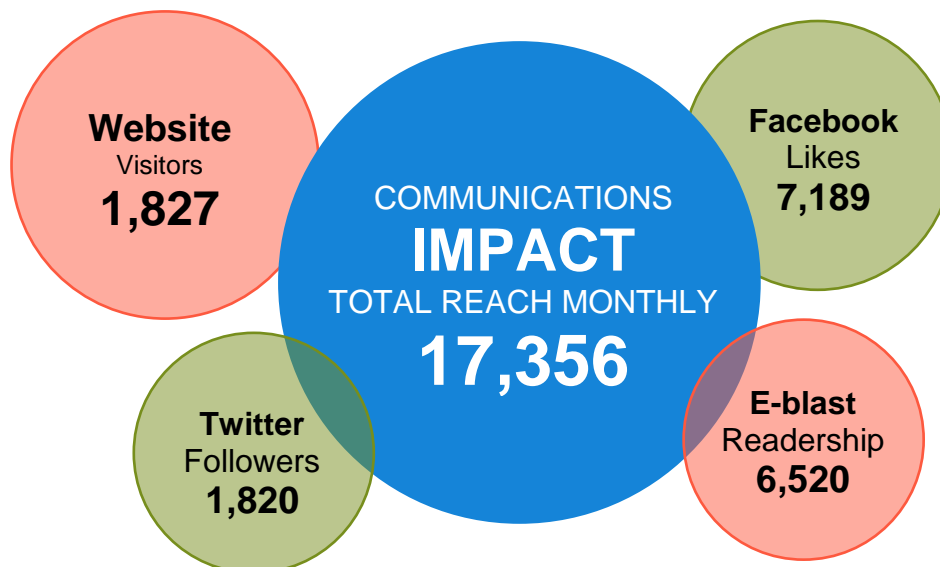
[December 5, 2017](#)

Focus: CSEdWeek

Open Rate: 19% Click Rate: 14%

Hour of Code: Teach Them to Be Creators, Not Just Consumers

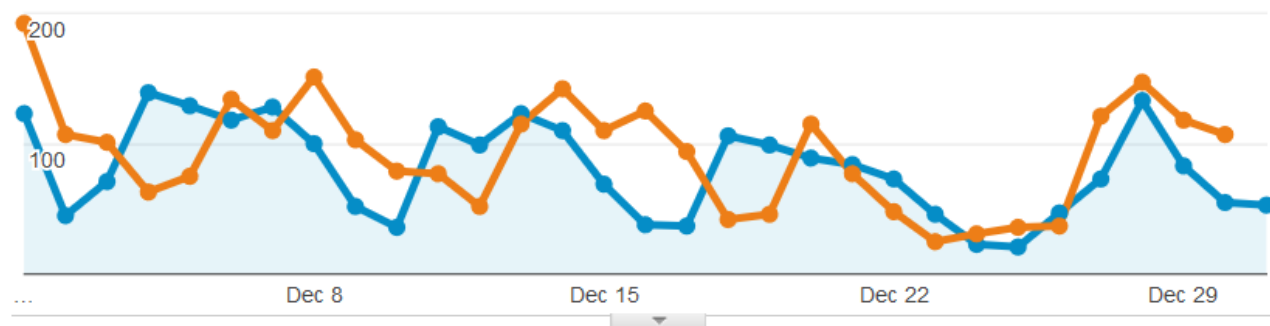
The Hour of Code is a global movement reaching tens of millions of students in 180+ countries during Computer Science Education week (December 4-10, 2017). Check out the extensive library of Hour of Code tutorials, which has dozens of one-hour tutorials geared for ages 4 to 104. Popular activities include Star Wars, Disney's Frozen, Angry Birds, and Plants vs. Zombies tutorials. Visit Hour of Code to find or register an event near you.



Performance Metrics

Dec 1, 2017 - Dec 31, 2017: Sessions

Nov 1, 2017 - Nov 30, 2017: Sessions



Pageviews: 8,516↓ (-11.25%)

Users: 1,827↓ (-11.78%)

Time on site: 03:34↑ (+4.6%)

Pageviews: 9,596

Users: 2,071

Time on site: 03:25

Top 5 Entry & Exit Pages

Entry

1. /

2. /provider-portal

3. /partner-search

4. /exchange.ncstem

5. /opportunity/coding-workshops-san-diego

Exit

1. /

2. /find-opportunity

3. /partner-search

4. /provider-portal

5. /dashboard

Top 10 Visitor Locations

Cities (Google autodetect)

1. New York

2. San Diego

3. Austin

4. Seattle

5. Philadelphia

6. Chicago

7. Los Angeles

8. Houston

9. Atlanta

10. Washington

ZIP Codes Searched

1. 55024

2. 94117

3. 46060

4. 21228

5. 27514

6. 30041

7. 90039

8. 75025

9. 01748

10. 78705

Top 10 Referring Domains

1. ngcproject.org

2. txgcp.org

3. bmorestem.net

4. makered.org

5. twitter.com

6. m.facebook.com

7. swe.org

8. oso.stanford.edu

9. scienceoc.org

10. rockymounttelegram.com

Top 10 Categories/Interests

1. coding/programming

2. general science

3. engineering

4. computer science

5. Biology

6. technology

7. space science/rocketry

8. earth/enviro science

9. robotics

10. making/DIY

Top Channels

