THE
CONNECTORY

January 2018 Monthly Review

Programs

■ Active Programs

4714 4756 4813 4861 4882 4909 4919 4926 4961 4973 5006 5014 5035

Programs

6000
5000
4000
3000
2000
1000
0

Jan-17 Feb-17 Mar-17 Apr-17 May-17 June-17 July-17 Aug-17 Sept-17 Oct-17 Nov-17 Dec-17 Jan-18

Month/Year

Opportunities

Opportunities

- < 27
- 27 - 59
- 59 - 110
- 110 - 209
- > 209

**Total Active
Opportunities = 7,091**
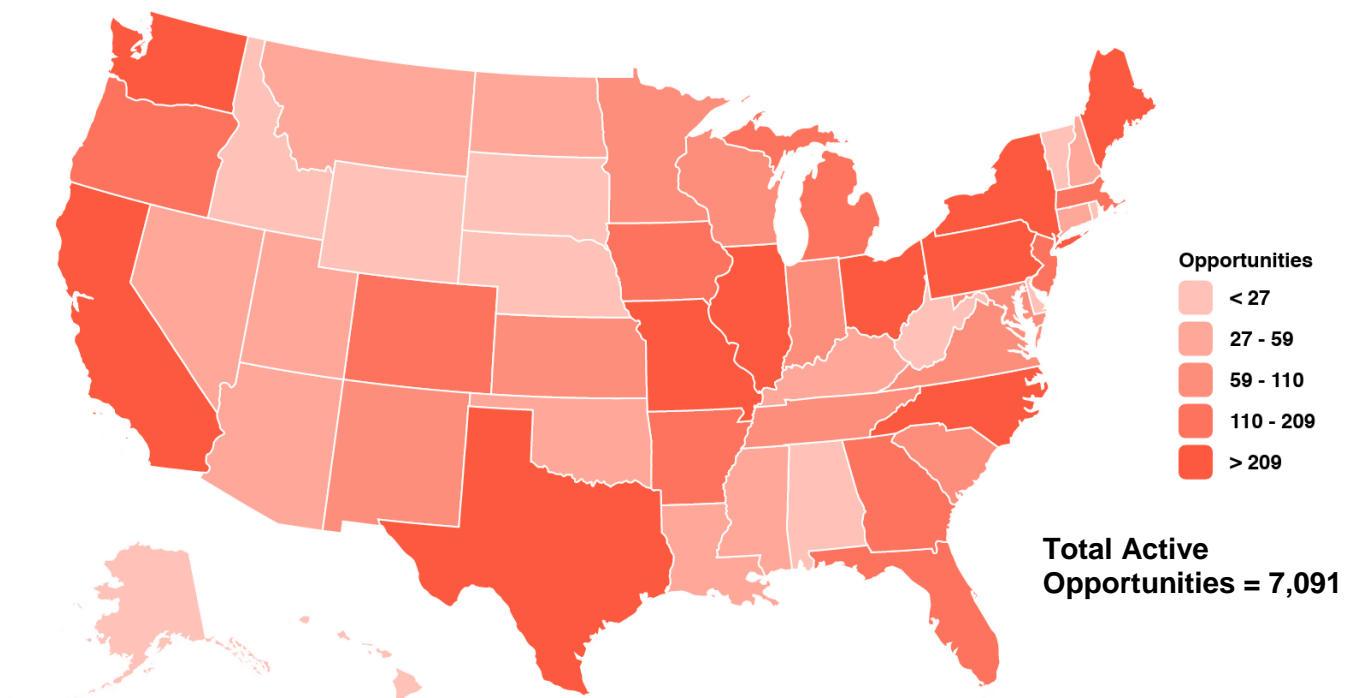
Social Media

Page Likes: 7,202

January Top Performing Post Reach: 1742

Engagement: 59

Post Description: The focus on high-impact partnerships has allowed the [California Academy of Sciences](#) to extend its environmental content expertise well beyond the museum in San Francisco. Through partnerships with trainer networks supported by [CalSAC](#), [Oregon ASK](#), and the [National Girls Collaborative Project](#), Science Action Club (SAC) trains professional development specialists to become certified SAC trainers.

Followers: 1,871

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

January 16, 2018
Focus: National Mentoring Month
Open Rate: 19%   Click Rate: 16%

Why combine STEM and mentoring?
Because youth benefit from both. With the increasing importance of STEM in our society and the continued growth of STEM-related occupations, it is critical that youth from all backgrounds have opportunities to build STEM literacy and to see STEM career opportunities firsthand. If you have a mentoring program and are looking to incorporate some STEM activities, there are many resources available to help you.
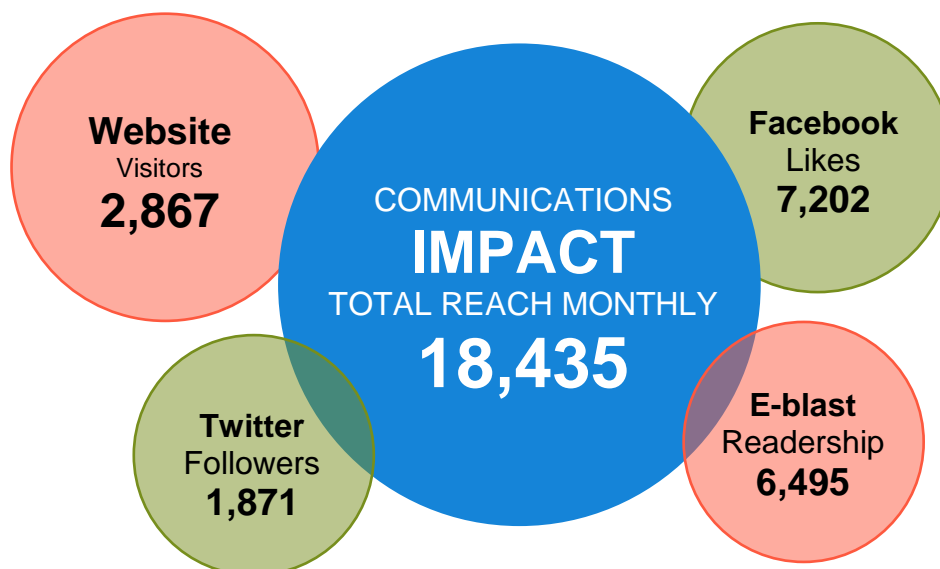
January 30, 2018
Focus: National Inventors Day (Feb 11)
Open Rate: 18%   Click Rate: 13%

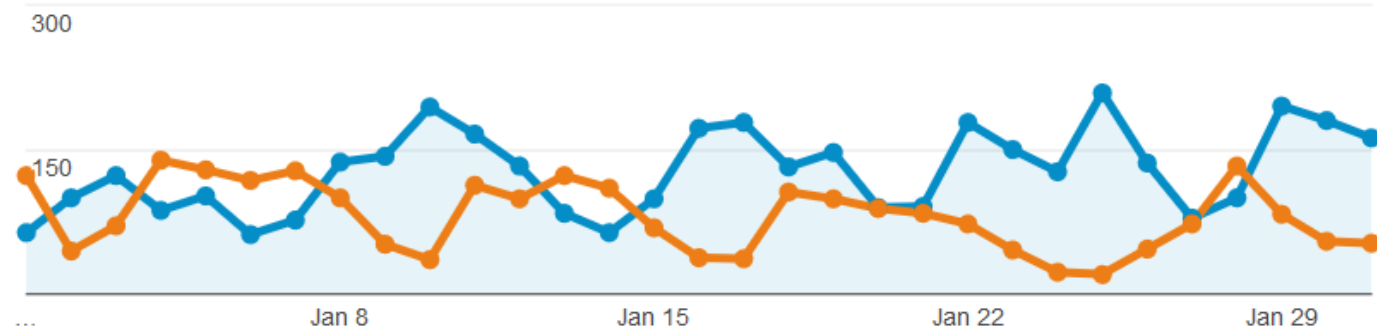*Encouraging Kids to Become Inventors*
Inventing isn't always making something brand new. Inventing is often making something better, or finding a way to combine more than one thing into a new thing. Inventing can even involve finding a new or better way to use something that already exists. For example, Play-Doh was originally invented as a wallpaper cleaner.

Website Visitors **2,867**

Facebook Likes **7,202**

COMMUNICATIONS **IMPACT** TOTAL REACH MONTHLY **18,435**

Twitter Followers **1,871**

E-blast Readership **6,495**

Performance Metrics

Jan 1, 2018 - Jan 31, 2018: ● Sessions
Dec 1, 2017 - Dec 31, 2017: ● Sessions

Pageviews: 14,621 ↑ (+72%)   **Users:** 2,867 ↑ (+57%)   **Time on site:** 03:36 ↑ (+1%)
Pageviews: 8,516   **Users:** 1,827   **Time on site:** 03:34

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. /partner-search	2. /find-opportunity
3. /provider-portal	3. /partner-search
4. /find-opportunity	4. /provider-portal
5. /volunteer-listing	5. /volunteer-listing

Top 10 Referring Domains

1. ngcproject.org
2. txgcp.org
3. bmorestem.net
4. makered.org
5. swe.org
6. oso.stanford.edu
7. nationalmentoringresourcecenter.org
8. m.facebook.com
9. twitter.com
10. monell.org

Top 10 Visitor Locations

Cities (Google autodetect)

1. San Diego
2. New York
3. Austin
4. Seattle
5. Atlanta
6. Los Angeles
7. Houston
8. Apple Valley
9. Washington
10. Philadelphia

ZIP Codes Searched

1. 80027
2. 55024
3. 06513
4. 30308
5. 98104
6. 07006
7. 16509
8. 95035
9. 92101
10. 07039

Top 10 Categories/Interests

1. coding/programming
2. biology
3. computer science
4. engineering
5. technology
6. general science
7. making/DIY space
8. invention education
9. earth/enviro science
10. math

Top Channels

- Direct — 60.5%
- Referral — 30.3%
- Organic Search — 7.2%
- Social
- Email