

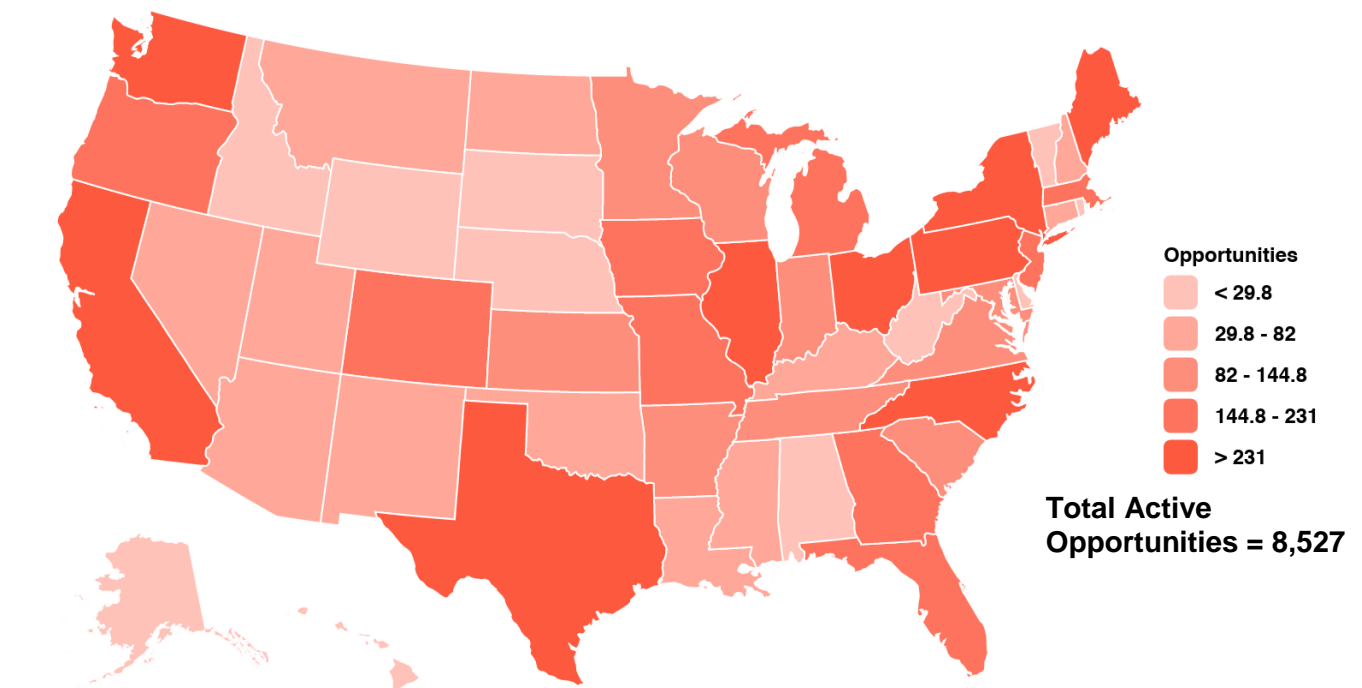


February 2018 Monthly Review

Programs



Opportunities



Social Media



Page Likes: 7,202

January Top Performing Post Reach: 1,770

Engagement: 80

Post Description: Science Action Club is Seeking Afterschool Programs

The Science Action Club (SAC) project is a nationwide STEM program for middle school youth in out-of-school time. Through games, projects, and hands-on activities, youth investigate nature, document their discoveries, connect with scientists, and design strategies to protect our planet.



Followers: 1,894

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

February 13, 2018

Focus: STEM at the Winter Olympics

Open Rate: 20% Click Rate: 20%

STEM at the Winter Olympics

From big-air pirouettes to swifter, safer luge runs, engineering and science will be on display at the 2018 Winter Olympics as much as the athletes. NBC Learn and the National Science Foundation partnered to produce Science of the Olympic Winter Games, a 16-part video series that explores the science behind individual Olympic events. The segments feature a variety of sports stories, as told by some of the world's top athletes and record holders, along with perspectives and innovative research from leading NSF-supported engineers and scientists. We are highlighting five of these videos below.

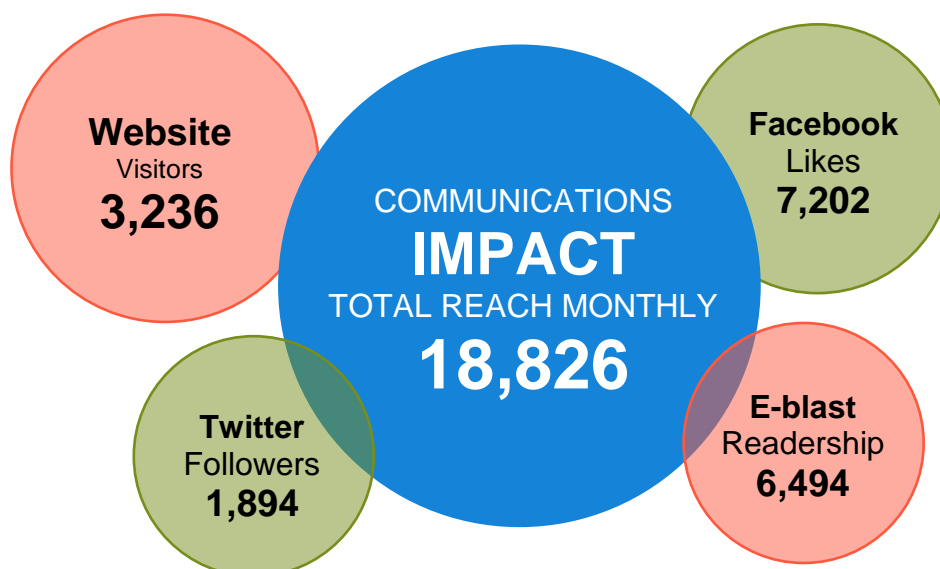
February 27, 2018

Focus: Host a JANE Watch Party and Get Free National Geographic Swag

Open Rate: 18% Click Rate: 17%

National Geographic Is Launching a JANE Watch Party Program

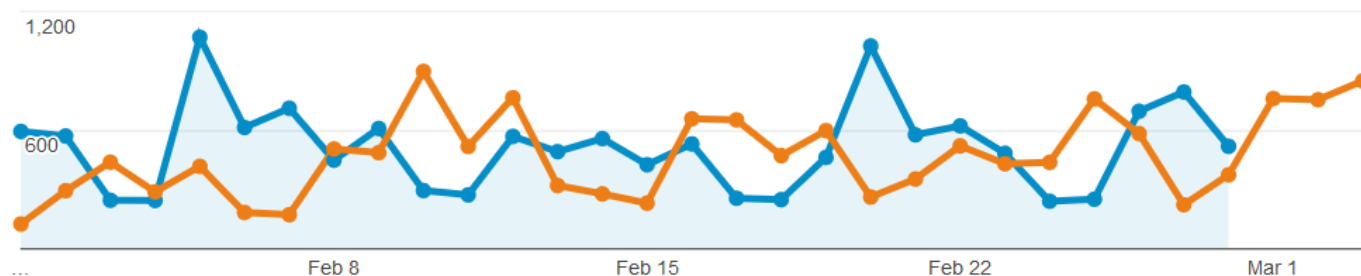
Whether you're watching at home with friends and family, or hosting a viewing party for your STEM program, make your experience a memorable one. The first 500 groups to sign up will



Performance Metrics

Feb 1, 2018 - Feb 28, 2018: ● Pageviews

Jan 1, 2018 - Jan 31, 2018: ● Pageviews



Pageviews: 14,436 ↓ (-1.3%)

Users: 3,236 ↑ (+13%)

Time on site: 03:04 ↓ (-14.6%)

Pageviews: 14,621

Users: 2,867

Time on site: 03:36

Top 5 Entry & Exit Pages

Entry

1. /
2. /opportunity/ut-prep
3. /opp/your-opp-are-unlimited-ut-daycamp
4. /provider-portal
5. /partner-search

Exit

1. /
2. /find-opportunity
3. /opportunity/ut-prep
4. /partner-search
5. /opp/your-opp-are-unlimited-ut-daycamp

Top 10 Referring Domains

1. ngcproject.org
2. txgcp.org
3. bmorestem.net
4. makered.org
5. m.facebook.com
6. oso.stanford.edu
7. twitter.com
8. swe.org
9. cap4kids.org
10. outlook.live.com

Top 10 Categories/Interests

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

Top 10 Visitor Locations

Cities (Google autodetect)

1. Austin
2. New York
3. Houston
4. San Diego
5. Los Angeles
6. Round Rock
7. Ashburn
8. Washington
9. Chicago
10. Columbus

ZIP Codes Searched

1. 55024
2. 90746
3. 07974
4. 22043
5. 18942
6. 27539
7. 02806
8. 77047
9. 92127
10. 28277

Top Channels

