

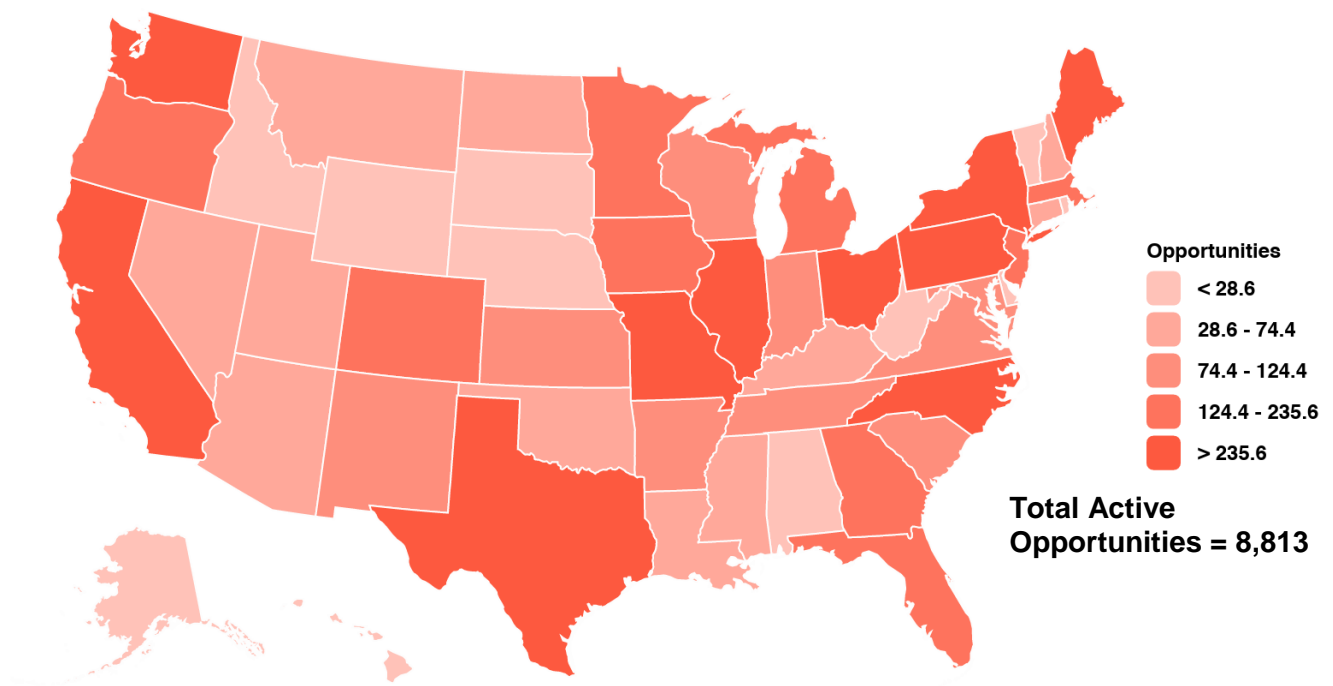


March 2018 Monthly Review

Programs



Opportunities



Social Media



Page Likes: 7,179

January Top Performing Post Reach: 1,664

Engagement: 138

Post Description: NASA has learned that the formerly identical twins are no longer genetically the same after one spent a year in space. #crazycoolscience <https://www.nasa.gov/feature/nasa-twins-study-confirms-preliminary-findings>



Followers: 1,909

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

March 13, 2018

Focus: Mathematics

Open Rate: 19% Click Rate: 17%

Fun with the "M" in STEM

In honor of Pi Day we are highlighting the sometimes overlooked piece of the STEM equation. Here are some fun online learning resources, as well as upcoming opportunities in The Connector, that feature mathematics as a star component.

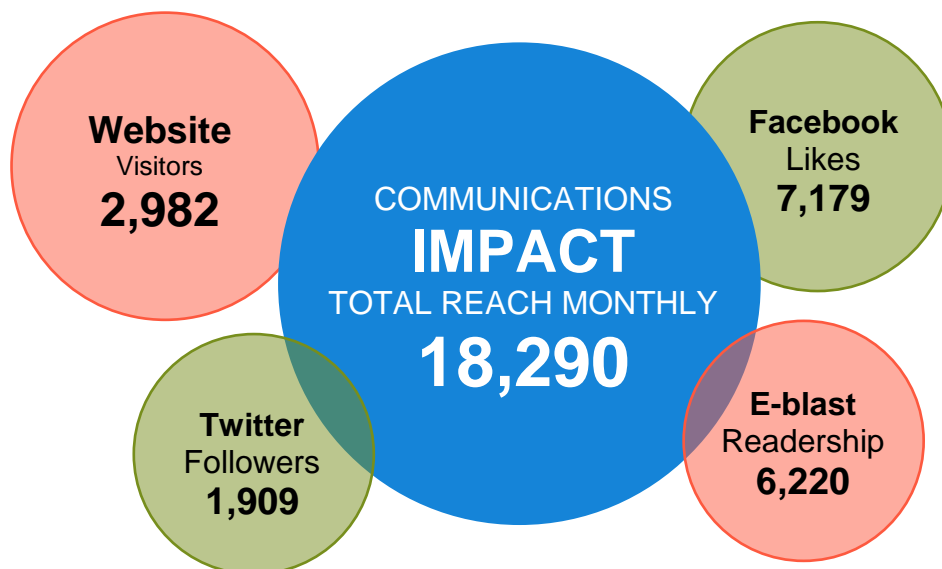
March 27, 2018

Focus: Chemistry

Open Rate: 17% Click Rate: 15%

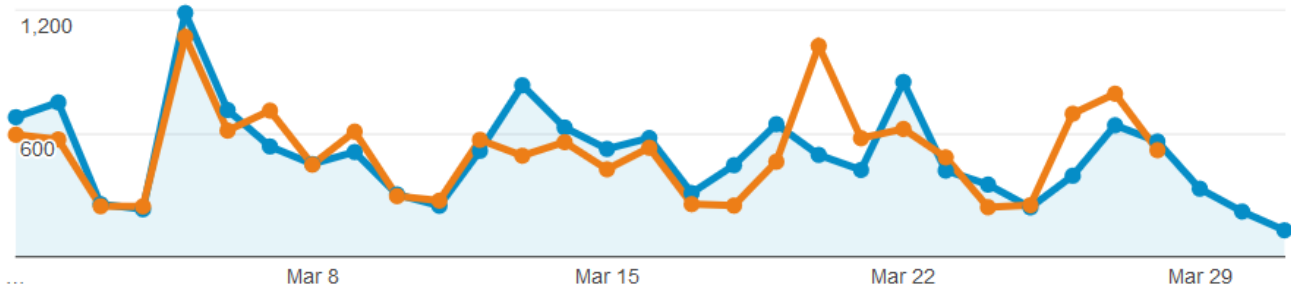
Step Inside the Lab

The invention of the Bunsen burner opened up new opportunities for the use of natural gas. A standard tool in chemistry, the Bunsen burner is found throughout schools and laboratories around the world. Most students become familiar with the use of Bunsen burner for at least one semester during their high school career. Today we are highlighting opportunities in The Connector that include a chemistry focus along with additional resources from the American Chemical Society.



Performance Metrics

Mar 1, 2018 - Mar 31, 2018: ● Pageviews
Feb 1, 2018 - Feb 28, 2018: ● Pageviews



Pageviews: 15,415 ↑ (+6.8%) **Users:** 2,982 ↓ (-8.2%) **Time on site:** 03:51 ↑ (+25.6%)
Pageviews: 14,436 **Users:** 3,236 **Time on site:** 03:04

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. /provider-portal	2. /find-opportunity
3. /find-opportunity	3. /partner-search
4. /partner-search	4. /provider-portal
5. /opp-math-puzzles	5. /dashboard

Top 10 Referring Domains

- | | |
|-------------------|-------------------------|
| 1. ngcproject.org | 6. makered.org |
| 2. txgcp.org | 7. twitter.com |
| 3. aia.org | 8. oso.stanford.edu |
| 4. bmorestem.net | 9. stemforcolorado.org |
| 5. m.facebook.com | 10. scigirlsconnect.org |

Top 10 Visitor Locations

Cities (Google autodetect)

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

ZIP Codes Searched

- | | |
|----------|-----------|
| 1. 68028 | 6. 98367 |
| 2. 55024 | 7. 30022 |
| 3. 11691 | 8. 10029 |
| 4. 30518 | 9. 11378 |
| 5. 95129 | 10. 01453 |

Top 10 Categories/Interests

- | | |
|-----------------------|-----------------------------|
| 1. engineering | 6. making/DIY space |
| 2. coding/programming | 7. robotics |
| 3. technology | 8. biology |
| 4. computer science | 9. arts |
| 5. general science | 10. architecture and design |

Top Channels

