# THE CONNECTORY

# April 2018 Monthly Review

## Programs

■ Active Programs

| Month | Value |
|-------|-------|
| Apr-17 | 4861 |
| May-17 | 4882 |
| June-17 | 4909 |
| July-17 | 4919 |
| Aug-17 | 4926 |
| Sept-17 | 4961 |
| Oct-17 | 4973 |
| Nov-17 | 5006 |
| Dec-17 | 5014 |
| Jan-18 | 5035 |
| Feb-18 | 5070 |
| Mar-18 | 5087 |
| Apr-18 | 5116 |

*Programs (y-axis: 0–6000) / Month/Year (x-axis)*

## Opportunities



**Opportunities**

- < 33.4
- 33.4 - 74.4
- 74.4 - 125.6
- 125.6 - 235.6
- > 235.6

**Total Active Opportunities = 8,958**
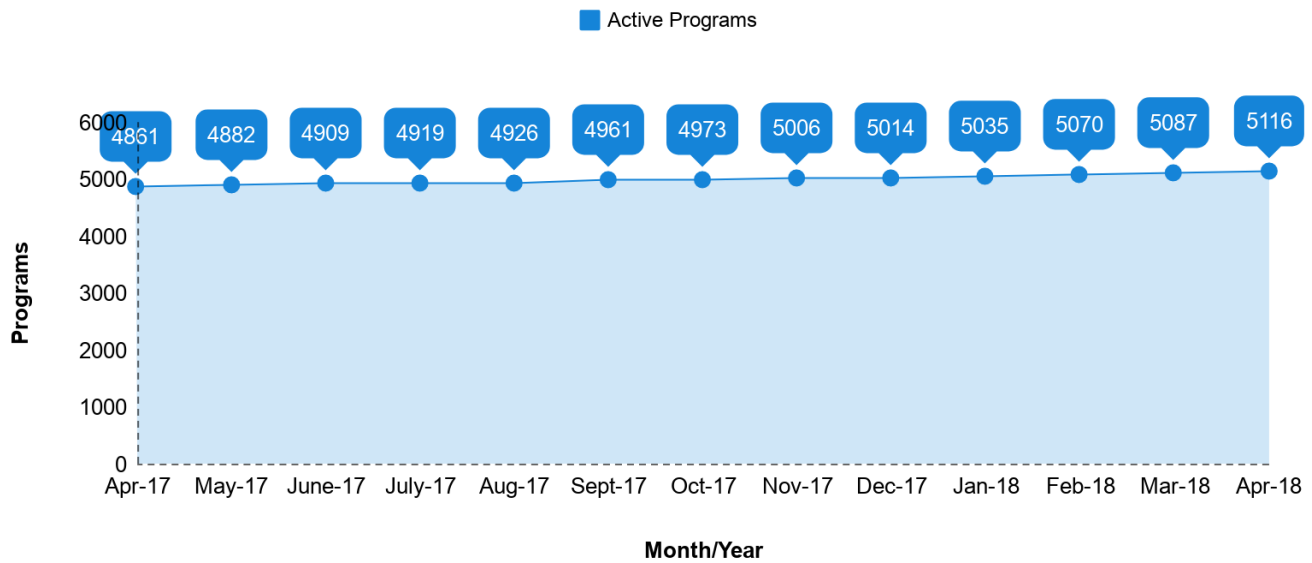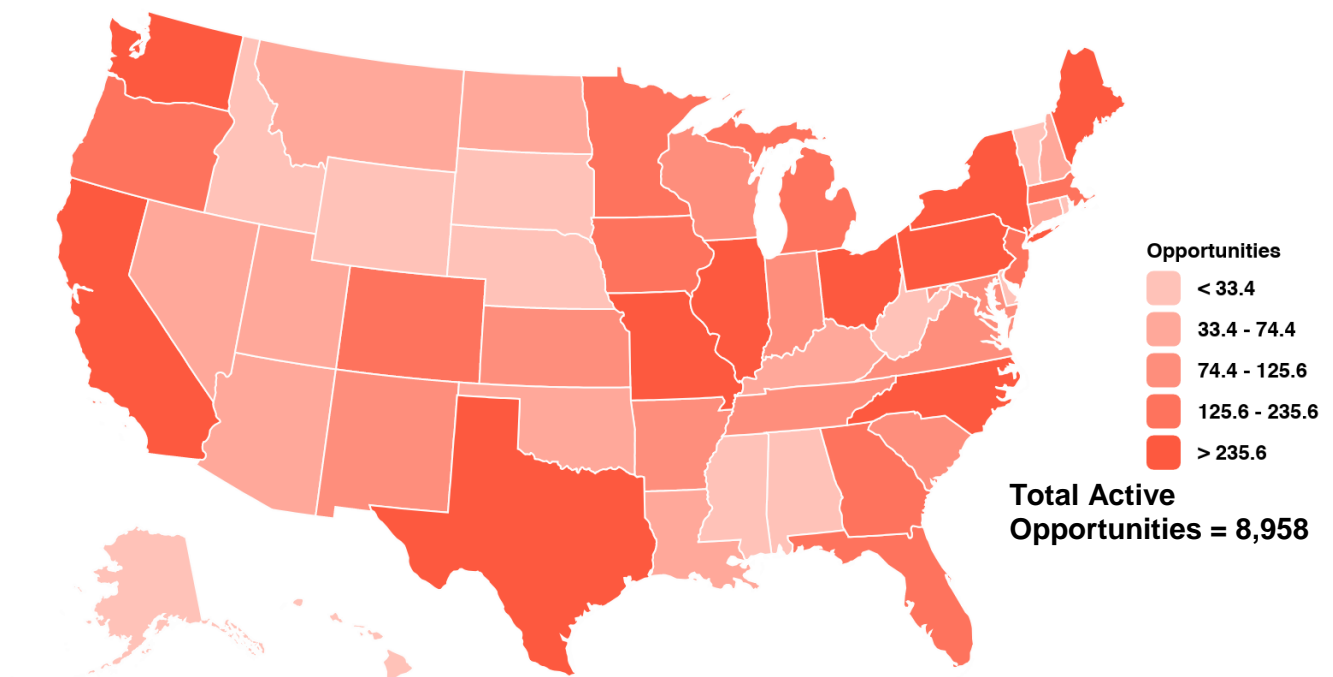
# Social Media

**Page Likes: 7,178**
**January Top Performing Post Reach: 2,057**
**Engagement: 66**
**Post Description:** April is National Volunteer Month and we want to wish a Happy Anniversary to our partner VolunteerMatch. They have been around since 1998 and celebrate their 20th anniversary this month…

**Followers: 1,934**

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

### April 10, 2018
**Focus: Earth Day**
**Open Rate: 18%    Click Rate: 13%**

### *Earth Day History*
*The idea for a national day to focus on the environment came to Earth Day founder Gaylord Nelson, then a U.S. Senator from WI, after witnessing the ravages of the 1969 massive oil spill in Santa Barbara, CA. Inspired by the student anti-war movement, he realized that if he could infuse that energy with an emerging public consciousness about air and water pollution, it would force environmental protection onto the national political agenda. The first Earth Day, in 1970, led to the creation of the U.S. Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species Acts. Today we are featuring three opportunities taking place on Earth Day followed by educator resources.*
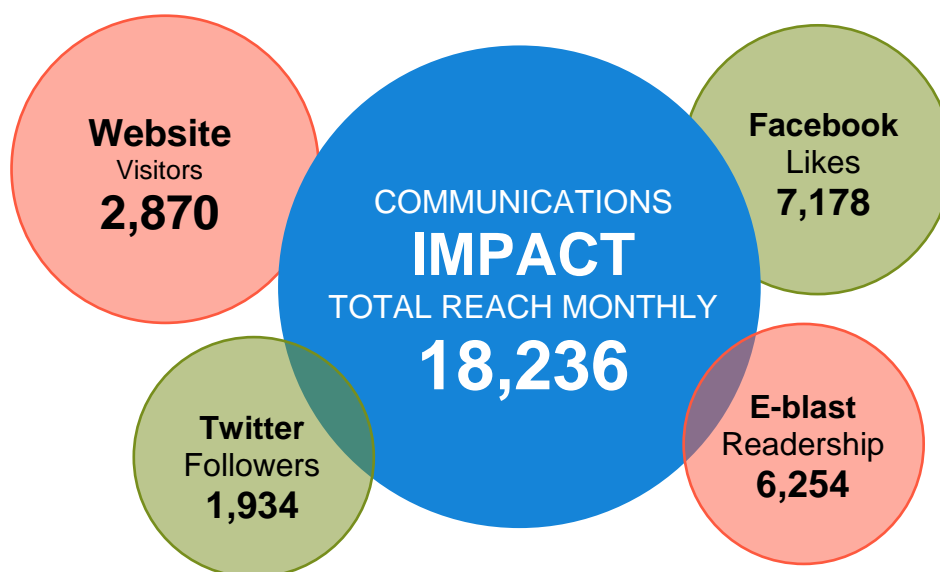
### Aril 24, 2018
**Focus: DNA Day**
**Open Rate: 20%    Click Rate: 11%**
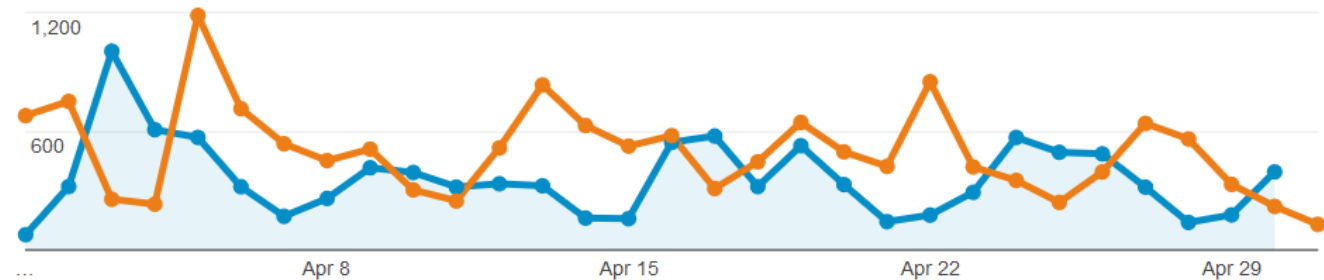
### *DNA: A Fun Twist to STEM!*
*With DNA Day on the horizon we are highlighting five opportunities in The Connectory that feature DNA analysis and molecular biology techniques used in modern research.*

**Website** Visitors **2,870**

**Facebook** Likes **7,178**

COMMUNICATIONS **IMPACT** TOTAL REACH MONTHLY **18,236**

**Twitter** Followers **1,934**

**E-blast** Readership **6,254**

# Performance Metrics

**Pageviews:** 10,932 ↓ (-29%)  **Users:** 2,870 ↓ (-3.8%)  **Time on site:** 02:59 ↓ (-22.7%)

**Pageviews:** 15,415  **Users:** 2,982  **Time on site:** 03:51

## Top 5 Entry & Exit Pages

| Entry | Exit |
|-------|------|
| 1. / | 1. / |
| 2. / ind-opportunity | 2. /find-opportunity |
| 3. /provider-portal | 3. /provider-portal |
| 4. /partner-search | 4. /partner-search |
| 5. /opp-SalkEd | 5. /opp-SalkEd |

## Top 10 Referring Domains

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

## Top 10 Visitor Locations

### Cities (Google autodetect)

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

### ZIP Codes Searched

| | |
|---|---|
| 1. 55024 | 6. 28310 |
| 2. 78613 | 7. 92130 |
| 3. 78705 | 8. 30318 |
| 4. 43212 | 9. 92009 |
| 5. 78738 | 10. 78737 |

## Top 10 Categories/Interests

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

## Top Channels



- Direct — 58.1%
- Referral — 31.2%
- Organic Search — 7.3%
- Social
- Email