THE CONNECTORY

July 2018 Monthly Review

Programs

Active Programs

Month	Programs
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
May-18	5135
June-18	5145
July-18	5152

Y-axis: Programs (0, 1000, 2000, 3000, 4000, 5000, 6000)

X-axis: Month/Year

Opportunities

Opportunities
- < 29.6
- 29.6 - 63.2
- 63.2 - 124.8
- 124.8 - 235
- > 235

Total Active Opportunities = 9,694
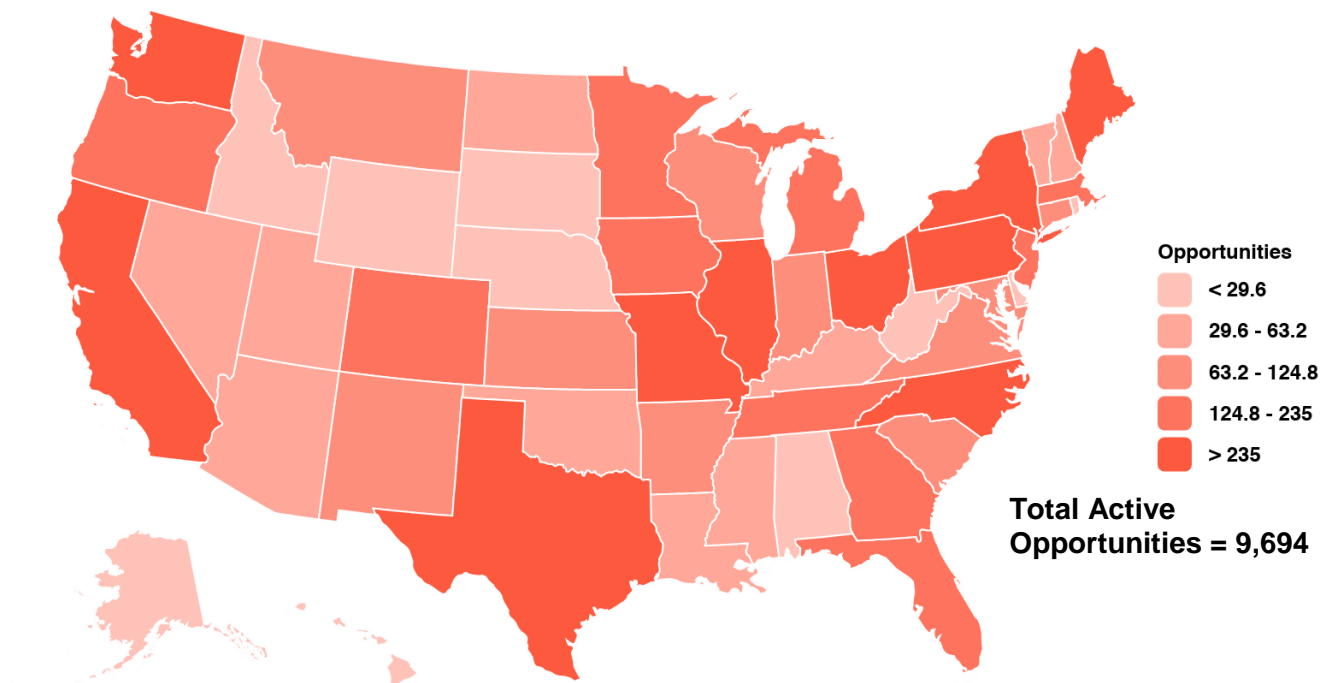
Social Media

Page Likes: 7,152
Top Performing Post Reach: 879
Engagement: 34
Post Description: Programming Edison Robots using Python (Aug 8) hosted by TechGirlz.org in Pittsburgh. Curious about robots? Meet Edison, a Lego compatible robot that is fun and easy to program. These robots are inexpensive and can be coded with blocks or in Python. In this workshop, students will have the opportunity to learn about robots, explore Edison and program it in Python to avoid obstacles or follow a line. Students will also participate in a collaborative robot mission!
http://ow.ly/wDZW30l7fw

Followers: 2,001   Likes: 6,520

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

July 12, 2018
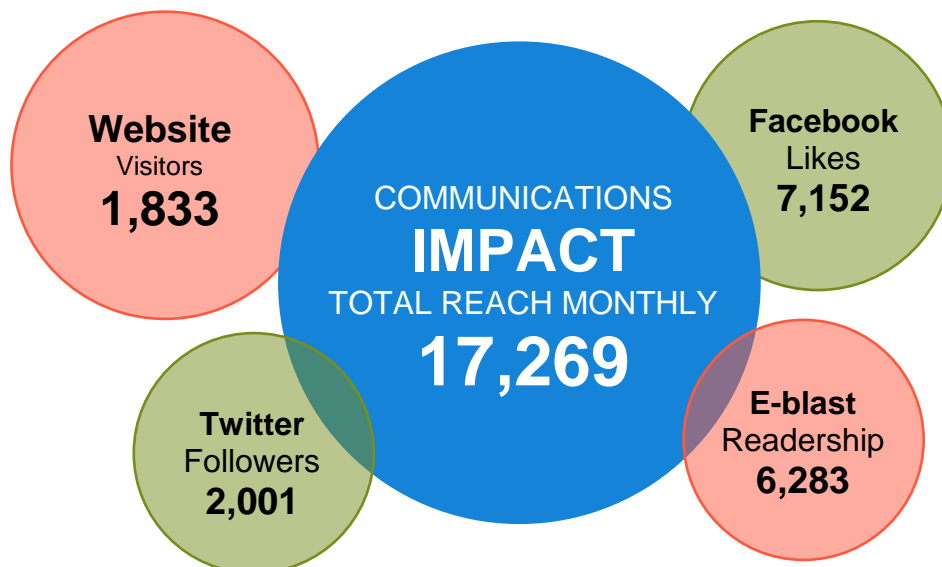**Focus: World Youth Skills Day**
Open Rate: 21%   Click Rate: 11%

STEAM for World Youth Skills Day *High-quality STEAM opportunities help youth develop critical-thinking, collaboration, and problem-solving skills. These skills are key for future job security, as STEAM-related jobs are some of the fastest growing jobs in the country and 80% of all future jobs will require STEAM literacy and skills.*

June 27, 2018
Focus: Discover how toys and play can build STEM skills.
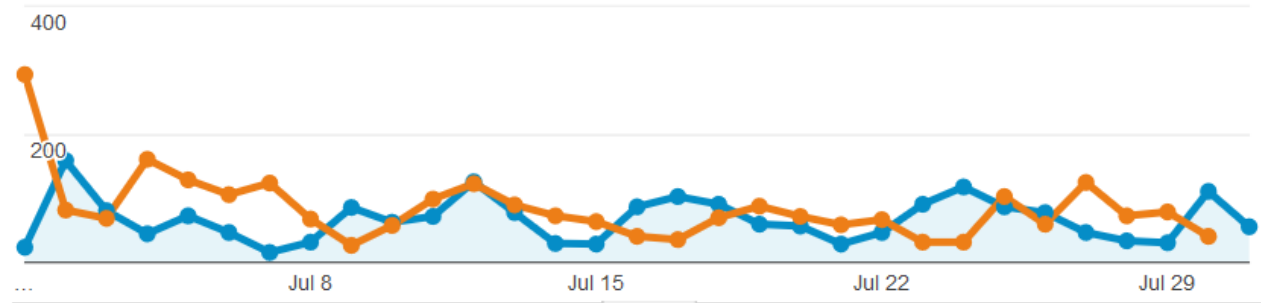**Open Rate: 18%   Click Rate: 13%**

Discover How Toys and Play Can Build STEM Skills *The Toy Association has released a new report, "Decoding STEM/STEAM," to help tackle the challenges, stigmas, and myths related to STEM/STEAM learning. It provides valuable insights from experts to help you inspire and encourage students' interest in science, math and related areas.*

Website Visitors **1,833**

Facebook Likes **7,152**

COMMUNICATIONS **IMPACT** TOTAL REACH MONTHLY **17,269**

Twitter Followers **2,001**

E-blast Readership **6,283**

Performance Metrics

Pageviews: 7,952 ↓ (-10.8%) **Users:** 1,833 ↓ (-18.2%) **Time on site:** 02:57 ↑ (+6.9%)
Pageviews: 7,952 **Users:** 2,242 **Time on site:** 02:45

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. /find-opportunity	2. /find-opportunity
3. /provider-portal	3. /provider-portal
4. /partner-search	4. /partner-search
5. /opp-tidepools	5. /why-stem

Top 10 Visitor Locations

Cities (Google autodetect)

1. New York	6. Paris
2. San Diego	7. Houston
3. Austin	8. Chicago
4. Boardman	9. Los Angeles
5. Ashburn	10. San Antonio

ZIP Codes Searched

1. 55068	6. 83634
2. 91754	7. 94103
3. 92882	8. 21043
4. 19007	9. 17022
5. 20910	10. 98104

Top 10 Referring Domains

1. ngcproject.org	6. m.facebook.com
2. txgcp.org	7. aia.org
3. bmorestem.net	8. swe.org
4. twitter.com	9. leap.fi.edu
5. makered.org	10. scienceoc.org

Top 10 Categories/Interests

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

Top Channels

- Direct
- Referral
- Organic Search
- Social

34% 54.9%