

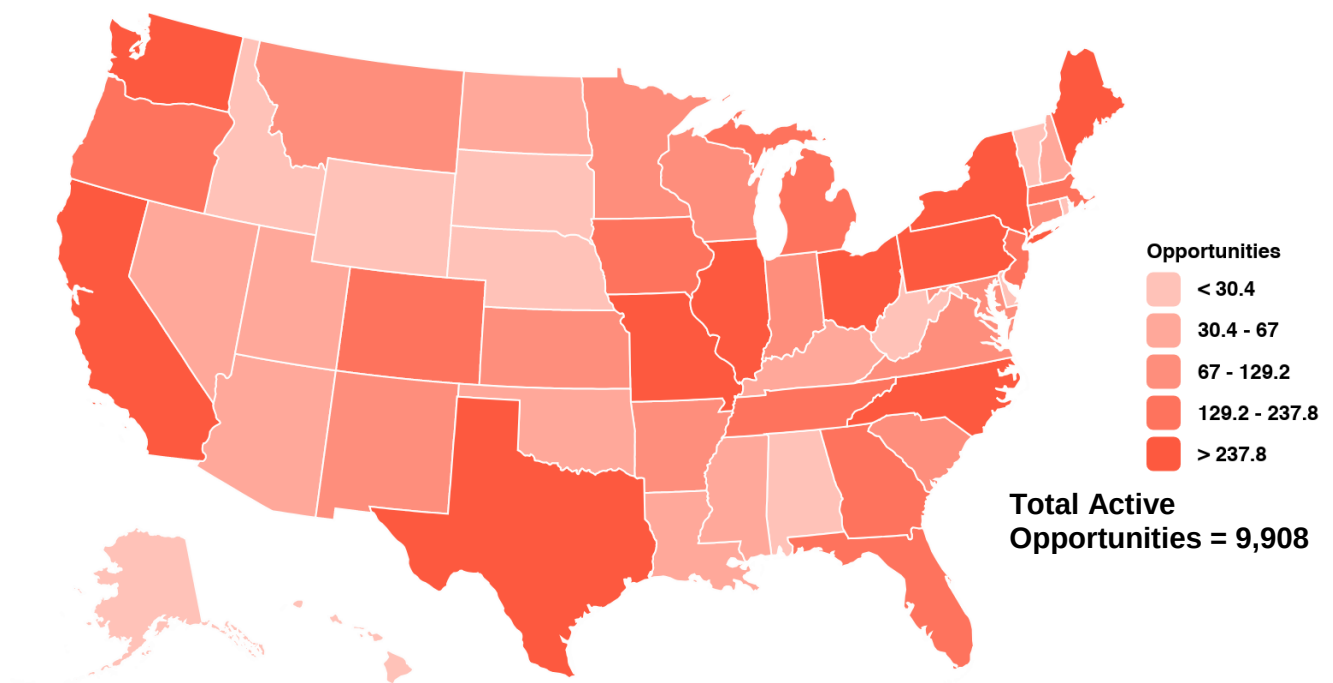


September 2018 Monthly Review

Programs



Opportunities



Social Media



Page Likes: 7,146

Top Performing Post Reach: 205

Engagement: 3

Post Description: Five years in the making, [The Ocean Cleanup](#) is the brainchild of a young Dutchman named Boyan Slat. He saw plastic trash polluting the waters in Greece when he was diving there in high school and he became obsessed with cleaning it up. [#Innovation](#)



Followers: 2,054 Likes: 6,761



Instagram Followers: 82

E-Blast Highlights

September 11, 2018

Focus: Leap into Science

Open Rate: 20% Click Rate: 11%

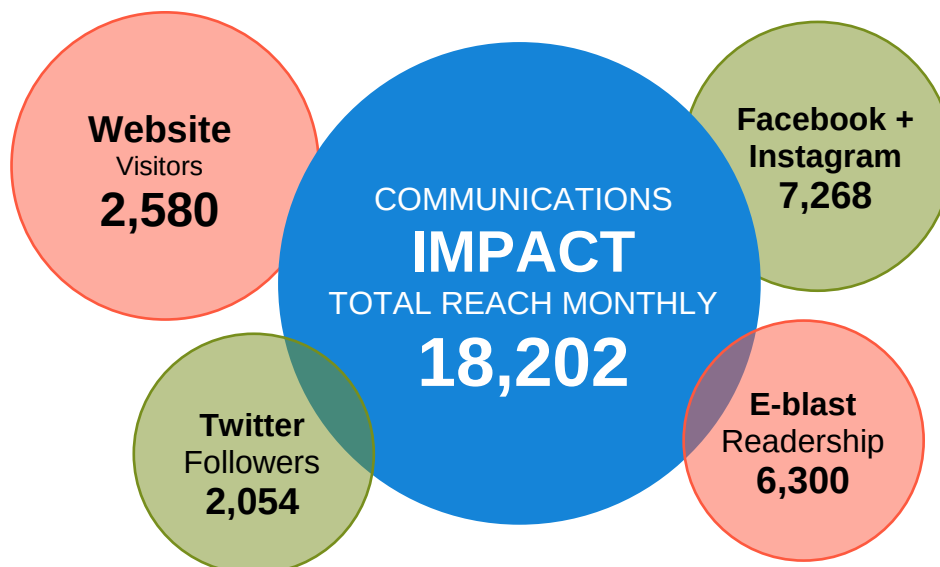
Leap into Science is a national program that integrates open-ended science activities with children's books for young children and their families.

September 25, 2018

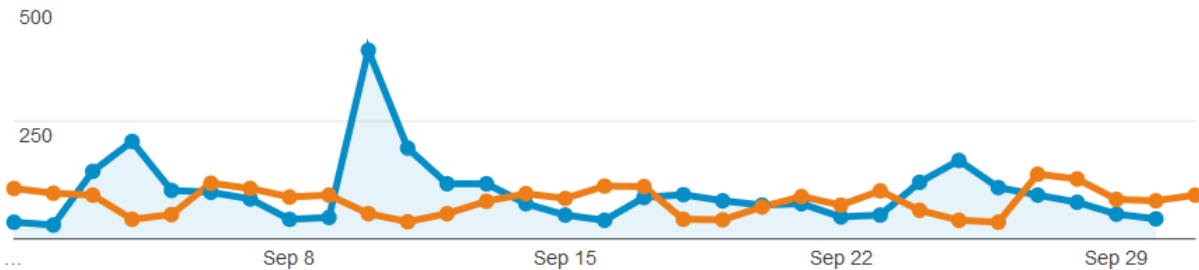
Focus: STEM Competitions

Open Rate: 18% Click Rate: 14%

Students who participate in STEM competitions are more likely to express interest in a STEM-related career at the end of high school than are students who do not participate.



Performance Metrics



Pageviews: 9,598 ↑ (+28%) **Users:** 2,580 ↑ (+18%) **Time on site:** 02:44 ↓ (-2%)
Pageviews: 7,515 **Users:** 2,191 **Time on site:** 02:47

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. /opp-starrynight	2. /find-opportunity
3. /provider-portal	3. /opp-starrynight
4. /opp-makerfaire	4. /provider-portal
5. /find-opportunity	5. /why-stem

Top 10 Referring Domains

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

Top 10 Visitor Locations

Cities (Google autodetect)

1. Houston	6. Los Angeles
2. New York	7. San Antonio
3. Austin	8. Chicago
4. Ashburn	9. Dallas
5. District of Columbia	10. Seattle

ZIP Codes Searched

1. 98119	6. 44136
2. 95838	7. 98367
3. 55068	8. 72758
4. 30030	9. 07070
5. 94566	10. 79907

Top 10 Categories/Interests

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

Top Channels

