

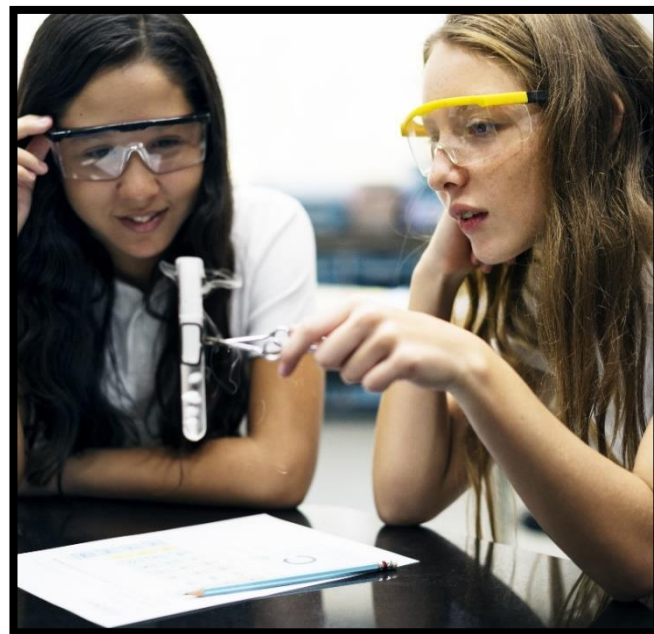
The Connectory Coordination Community

Quarterly Meeting

October 2018

Agenda

- Introductions and Updates
- ASTC Update
- Analytics Tracking
 - The Connectory
 - STARportal Impact Dashboard
 - NC STEM Center
- Set Next Meeting Date



Introductions and Updates

- NC STEM Center
 - Burroughs Wellcome Fund
 - Morehead Planetarium and Science Center
 - Insight Designs
- American Institute of Architects



THE AMERICAN INSTITUTE
OF ARCHITECTS

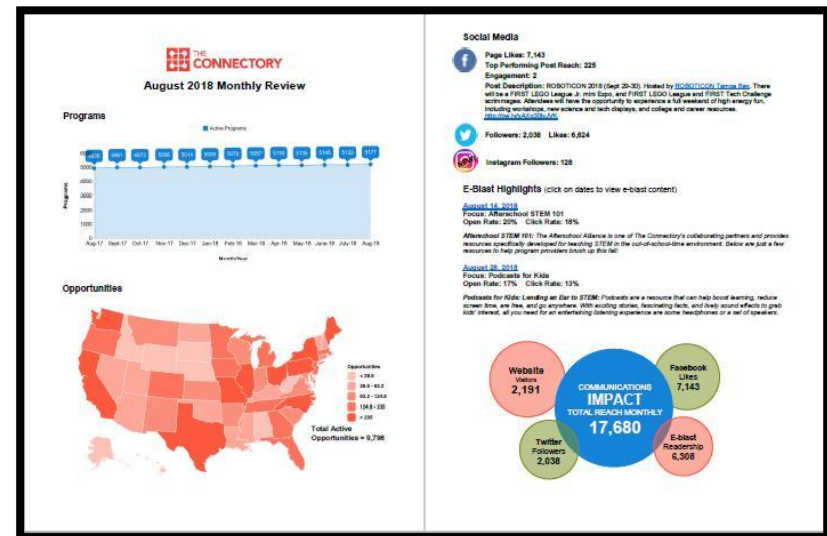
ASTC Update

- Poster Content
- Conversations and Questions
- Follow-Up Pending



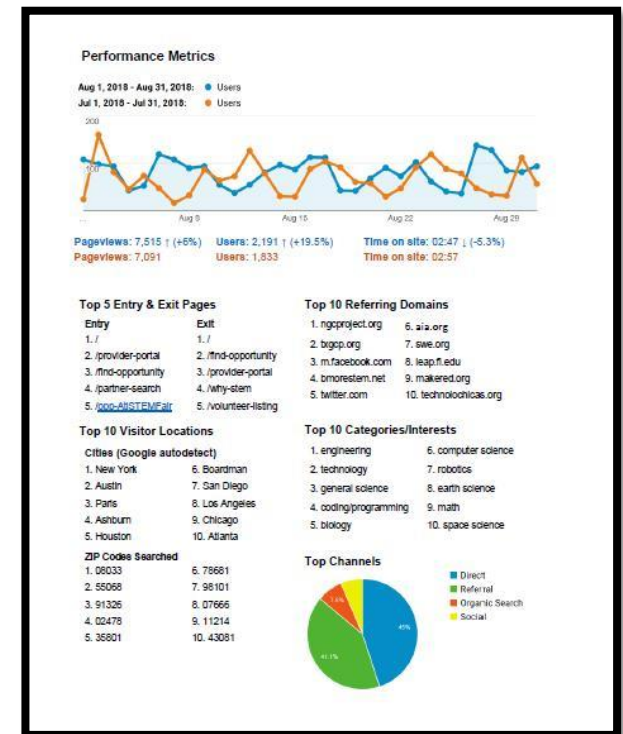
Analytics Tracking The Connector

- Program and Opportunity growth
- Social Media growth and top performing post
- E-Blast highlights
- Communications Impact



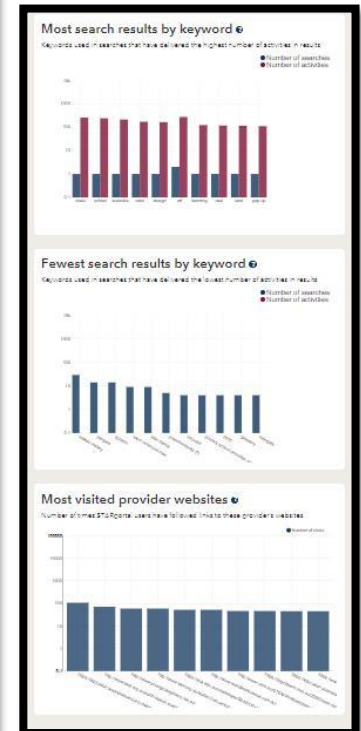
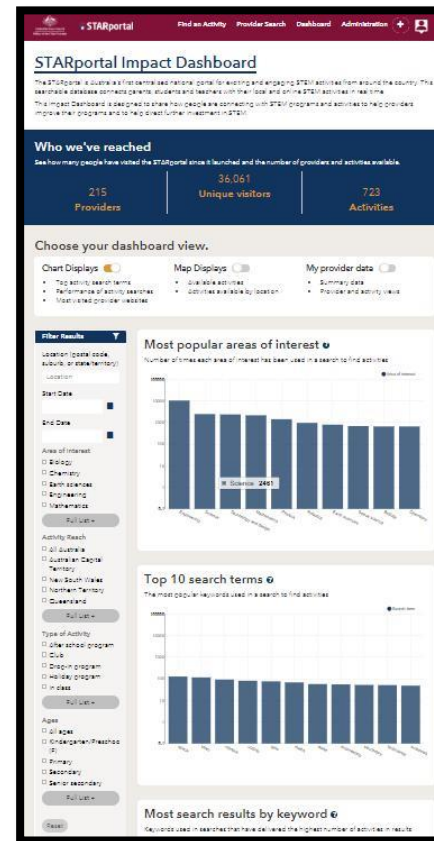
Analytics Tracking The Connector

- Performance metrics
 - Top 5 Entry & Exit Pages
 - Top 10 Visitor Locations
 - Cities (Google autodetect)
 - ZIP Codes Searched
 - Top 10 Referring Domains
 - Top 10 Categories/Interests
 - Top Channels



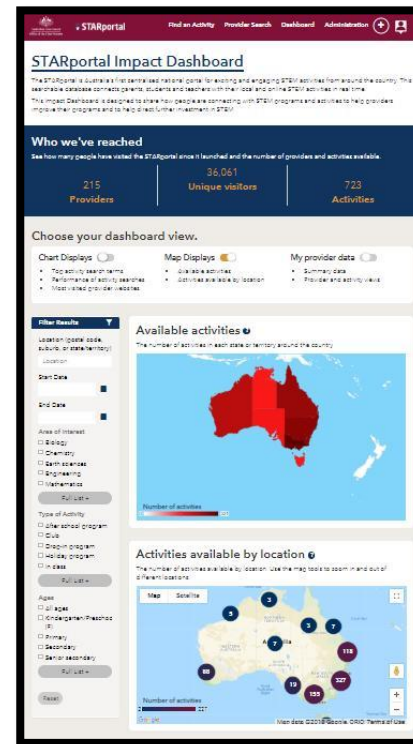
Analytics Tracking STARportal Impact Dashboard

- Chart Displays
 - Most popular areas of interest
 - Top 10 search terms
 - Most search results by keyword
 - Fewest search results by keyword
 - Most visited provider websites



Analytics Tracking STARportal Impact Dashboard

- Map Displays
 - Available activities
 - Hands-on activities by location
- My Provider Data
 - Summary data
 - Provider page views
 - Activity page views
 - Path to my activities and providers



Analytics Tracking NC STEM Center

- Tracking done by Insights Design
- Summary reporting for NC Science Festival
- Additions?



Next Meeting

- Mid-November or January?
- Topics of interest

