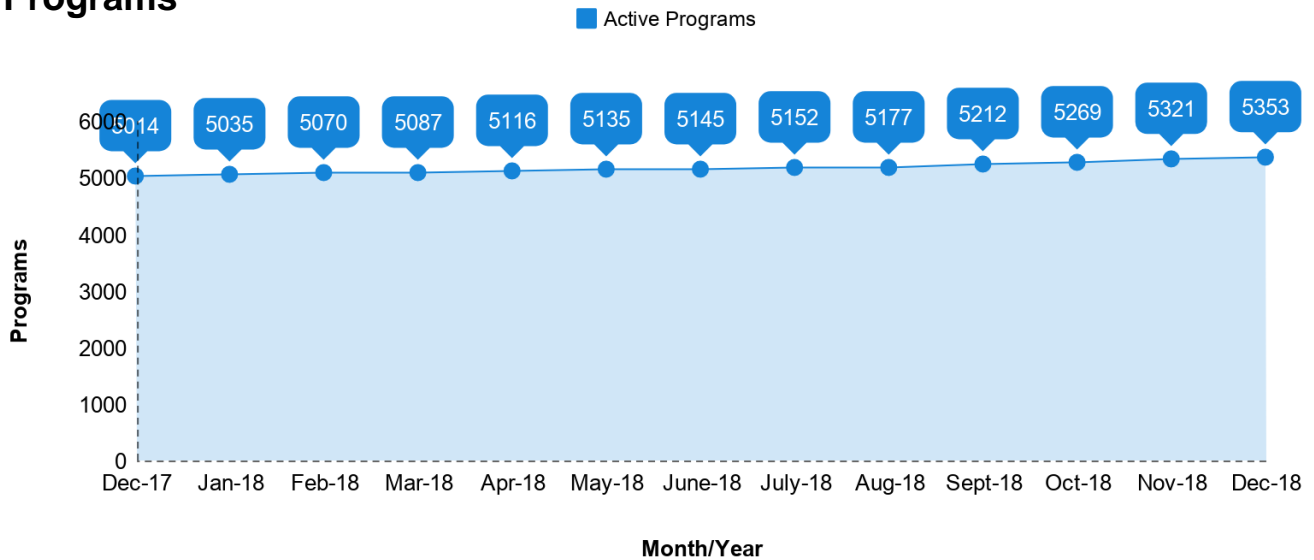


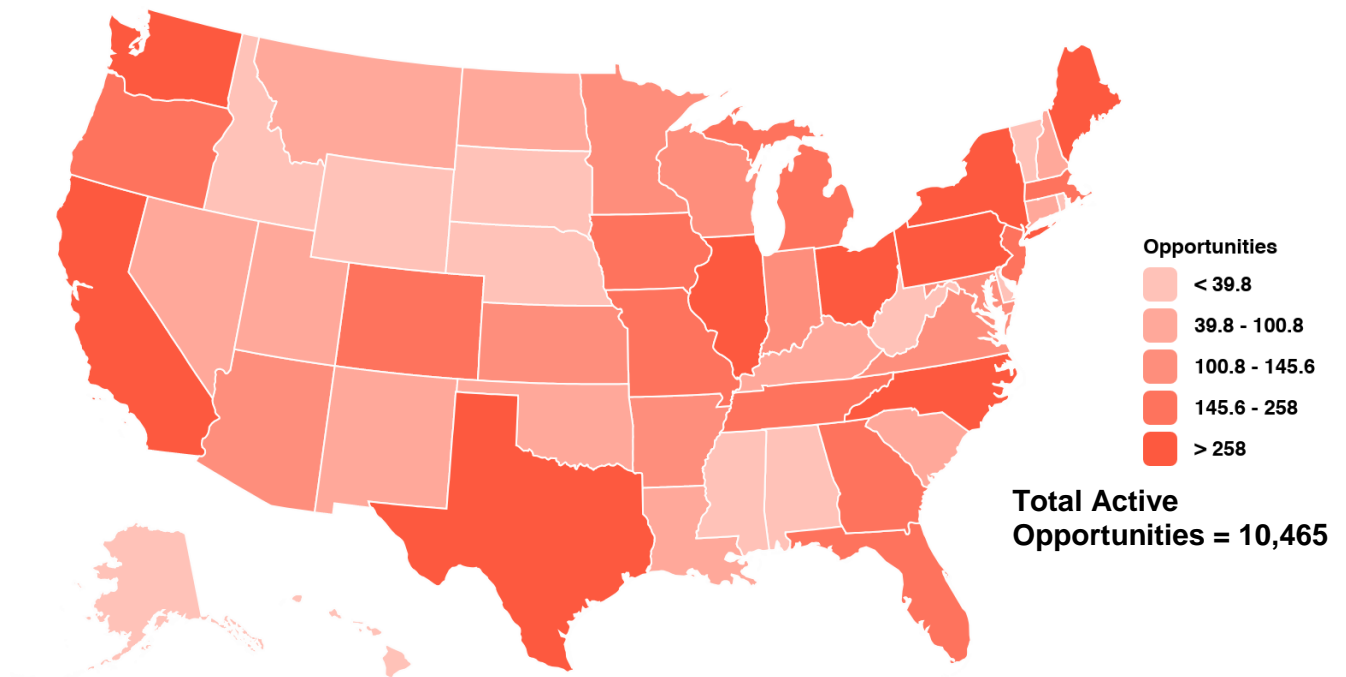


December 2018 Monthly Review

Programs



Opportunities



Social Media



Facebook Likes: 7,097

Top Performing Post Reach: 690

Engagement: 12

Post Description: Shared link for CSEdWeek: [Serena Williams ready to take on the world of computer coding.](#)



Twitter Followers: 2,112 Likes: 6,953



Instagram Followers: 107

E-Blast Highlights

December 6, 2018

Focus: CSEdWeek

Open Rate: 16% Click Rate: 15%

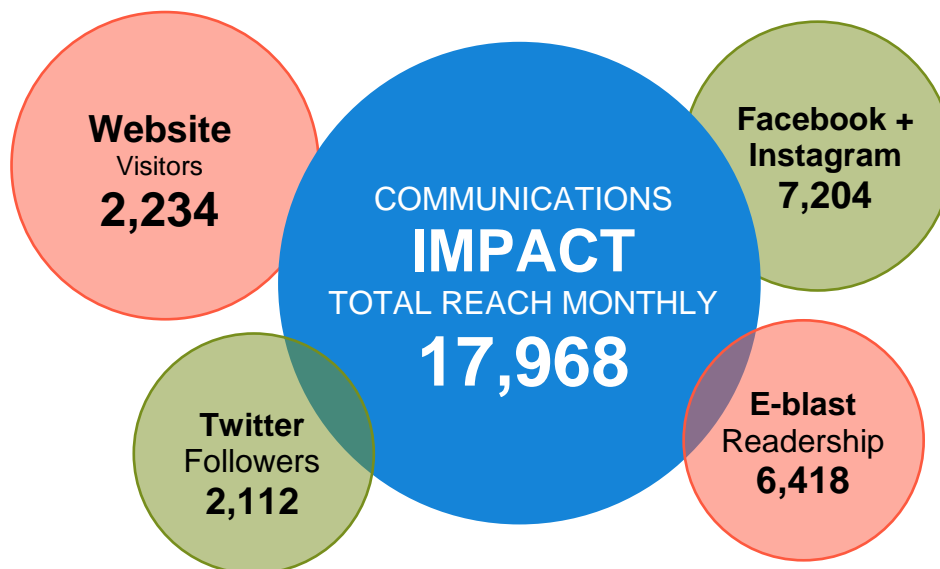
Computer Science Education Week (CSEdWeek) runs from December 3-9, 2018. This annual campaign inspires K-12 students to take interest in computer science (CS) and to connect with the broader community around the need for and value of CS education.

December 18, 2018

Focus: Holiday Brain Drain, visit a science center

Open Rate: 17% Click Rate: 10%

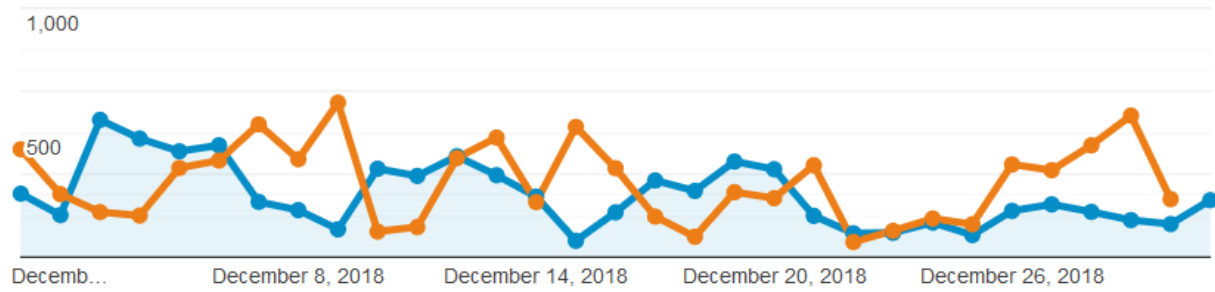
Whether you're staying home for the holidays or traveling, science museums are the perfect educational activity to help youth stay engaged in learning while they are on break from school.



Performance Metrics

Dec 1, 2018 - Dec 31, 2018: ● Pageviews

Nov 1, 2018 - Nov 30, 2018: ● Pageviews



Pageviews: 7,742 ↓ (-15%)

Users: 2,234 ↓ (-3%)

Time on site: 02:49 ↓ (-9%)

Pageviews: 9,066

Users: 2,302

Time on site: 03:06

Top 5 Entry & Exit Pages

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

Top 10 Referring Domains

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

Top 10 Visitor Locations

Cities (Google autodetect)

1. New York	6. London
2. Austin	7. Los Angeles
3. St. Petersburg	8. San Francisco
4. Chicago	9. Charlotte
5. Ashburn	10. Seattle

ZIP Codes Searched

1. 07047	6. 78741
2. 55068	7. 98505
3. 94087	8. 98103
4. 98269	9. 17019
5. 07090	10. 85031

Top 10 Categories/Interests

1. coding/programming	6. math
2. engineering	7. robotics
3. general science	8. making/DIY
4. computer science	9. space science
5. technology	10. earth/enviro science

Top Channels

