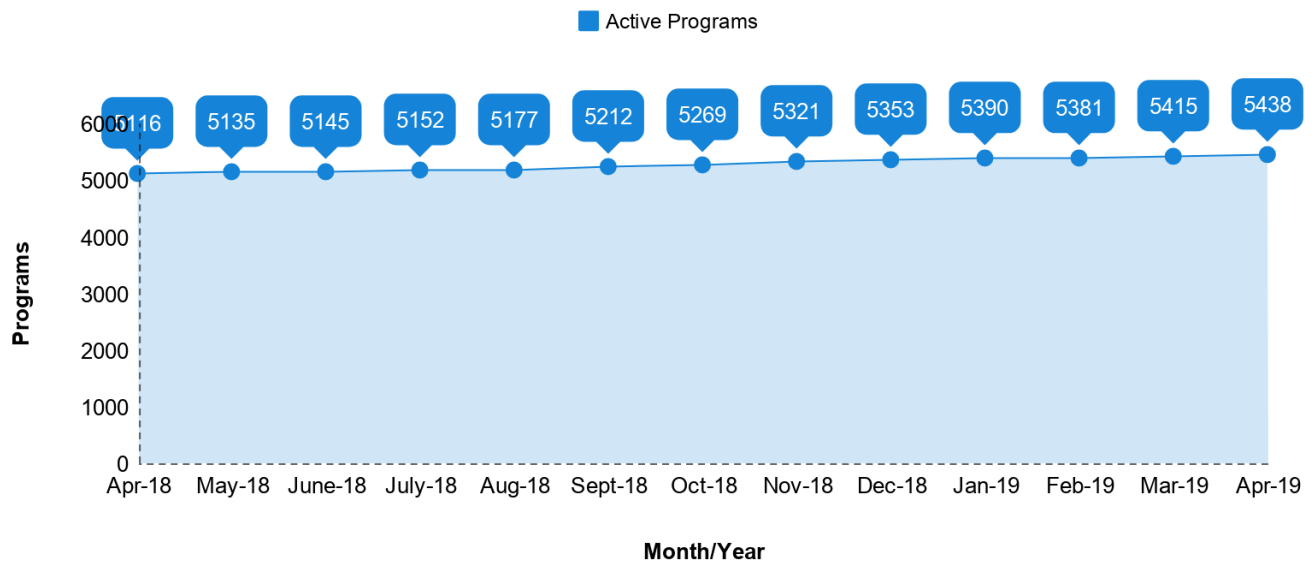


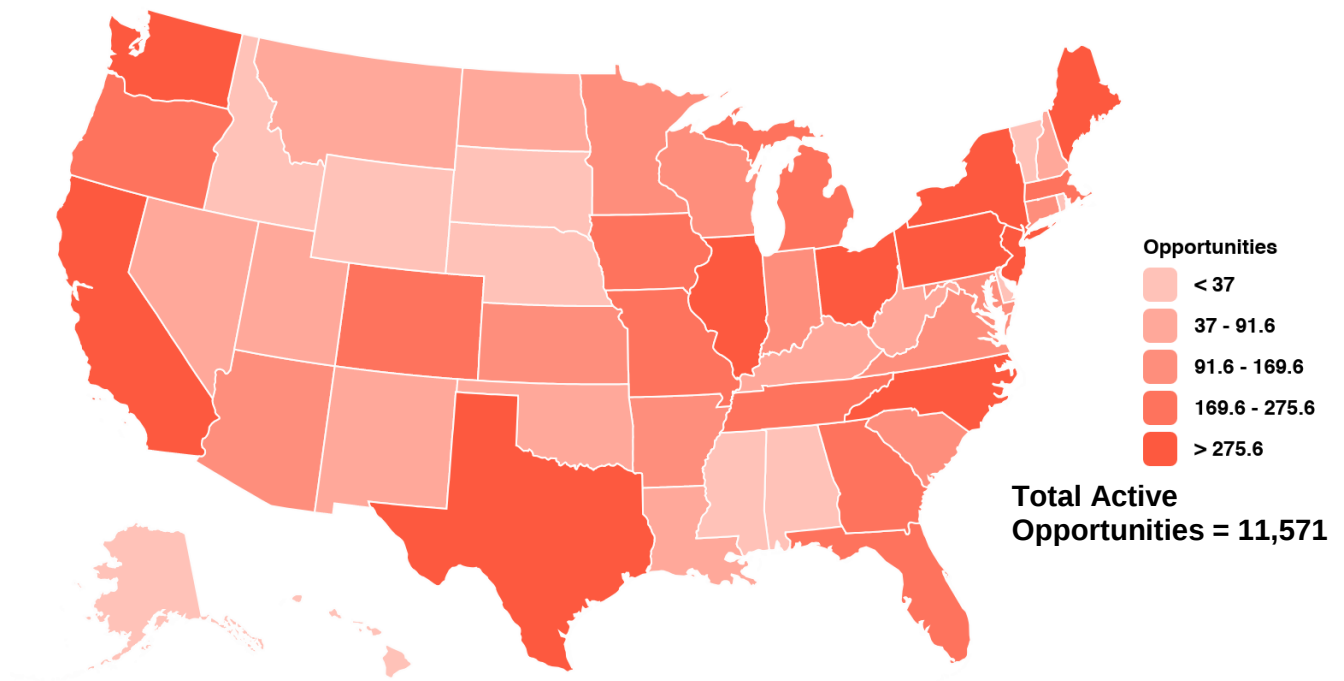


April 2019 Monthly Review

Programs



Opportunities



Social Media



Facebook Followers: 7,193

Top Performing Post Reach: 711

Engagement: 29

Post Description: Opportunity - Creative Building using LEGO® Mini Course (May 23 - June 6) at [SEE Science Center](#).



Twitter Followers: 2,179 Likes: 7,188



Instagram Followers: 134

E-Blast Highlights

April 11, 2019

Focus: Earth Day and National Environmental Education Week

Open Rate: 17% Click Rate: 5%

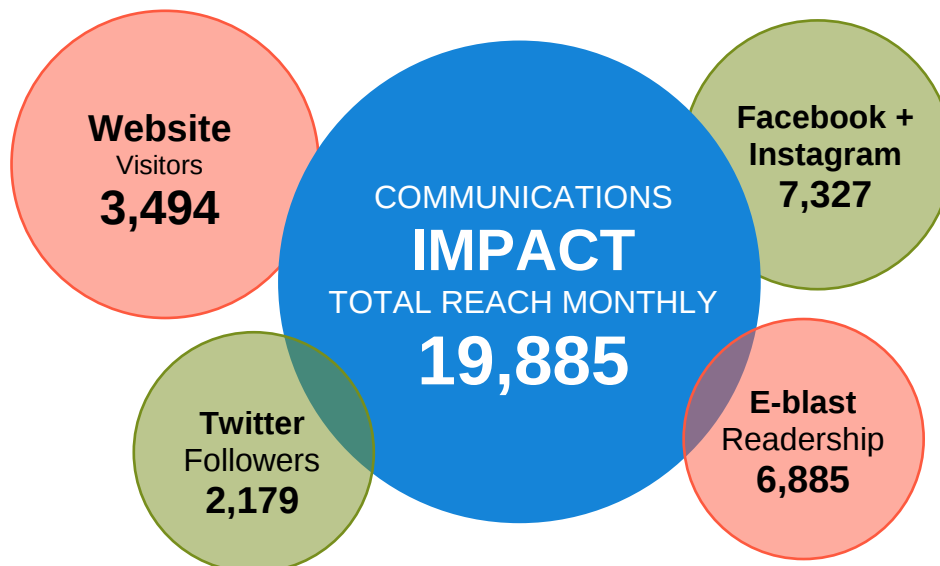
This month promote the importance of civic responsibility and environmental sustainability by celebrating [Earth Day](#) on April 22nd and [Environmental Education Week](#), April 22-26, 2019.

April 25, 2019

Focus: DNA DAY

Open Rate: 16% Click Rate: 4%

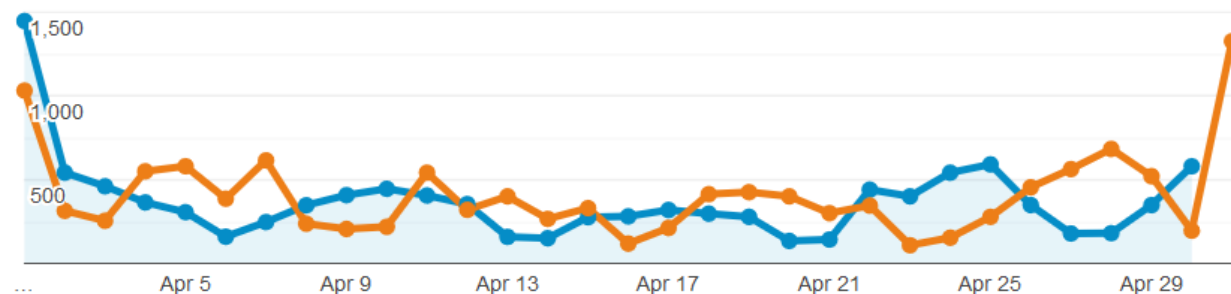
National DNA Day (April 25th) is a day to celebrate and learn more about genetics and genomics. The day commemorates the completion of the Human Genome Project in 2003 and the discovery of DNA's double helix in 1953.



Performance Metrics

Apr 1, 2019 - Apr 30, 2019: ● Pageviews

Mar 1, 2019 - Mar 31, 2019: ● Pageviews



Pageviews: 11,184 ↓ (-12.6%)

Users: 3,494 ↑ (+1.6%)

Time on site: 02:23 ↓ (-8%)

Pageviews: 12,799

Users: 3,437

Time on site: 02:37

Top 5 Entry & Exit Pages

Entry	Exit
1. /	1. /
2. / OppUTPREP	2. /find-opportunity
3. / OppFutureChica	3. / OppUTPREP
4. /LeapGuide	4. / OppFutureChica
5. /provider-portal	5. /volunteer-listing

Top 10 Referring Domains

1. ngcproject.org	6. leap.fi.edu
2. m.facebook.com	7. swe.org
3. twitter.com	8. pbskids.org
4. afterschoolalliance.org	9. swe.org
5. aia.org	10. oso.stanford.edu

Top 10 Visitor Locations

Cities (Google autodetect)

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

ZIP Codes Searched

1. 47951	6. 660001
2. 68508	7. 661020
3. 42718	8. 94022
4. 98103	9. 90040
5. 05401	10. 04345

Top 10 Categories/Interests

1. general science	6. engineering
2. technology	7. Humanities
3. biology	8. robotics
4. coding/programming	9. earth/enviro science
5. computer science	10. architecture/design

Top Channels

