



2012 Annual Report

News and Notes PAESTA monthly eNewsletter

PAESTA sent out its first eNewsletter to its membership in August 2011. In January 2012, the eNewsletter was renamed News and Notes and was slated for bi-monthly distribution. At the request of PAESTA members, the eNewsletter began its monthly emailing in May 2012. Laura Guertin, Penn State Brandywine, served as the eNewsletter editor for the 2012 calendar year.

MailChimp (<http://www.mailchimp.com/>) is the program PAESTA utilizes to facilitate eNewsletter construction and distribution. The service is free and provides some tracking statistics presented in this report.

All issues of News and Notes are archived on the PAESTA website:
<http://www.paesta.psu.edu/paesta-newsletters>

Number of subscribers

The year started with 130 subscribers to the eNewsletter and ended with 215 subscribers. Four members selected to unsubscribe themselves from the eNewsletter. MailChimp “cleaned” fifteen subscribers from the list because of an email account or domain not existing, causing the message to be rejected. The emailed addresses entered in the PAESTA membership form were confirmed to be correct when entered in the MailChimp database. However, a manual review was not completed to see if the email addresses were entered in the PAESTA membership form correctly to begin with.

New subscribers

January = 130	May = 1	September = 16
February = 0	June = 1	October = 4
March = 2	July = 40	November = 3
April = 2	August = 15	December = 0

The statistics are not available for the number of subscribers to the August 2011 issue. A new email list was created for the January 2012 issue, reflecting the high number of “new” subscribers. The high number of subscribers for July and August can be attributed to the Earth and Space Science Partnership (ESSP) summer workshops offered by Penn State University, where all workshop participants were required to register for PAESTA membership. The exact cause for the spike in September subscriptions is undetermined, but could be attributed to the requirement of people registering for the PAESTA conference that month, as all conference registrants were required to register for PAESTA membership and may have selected to receive the eNewsletter.

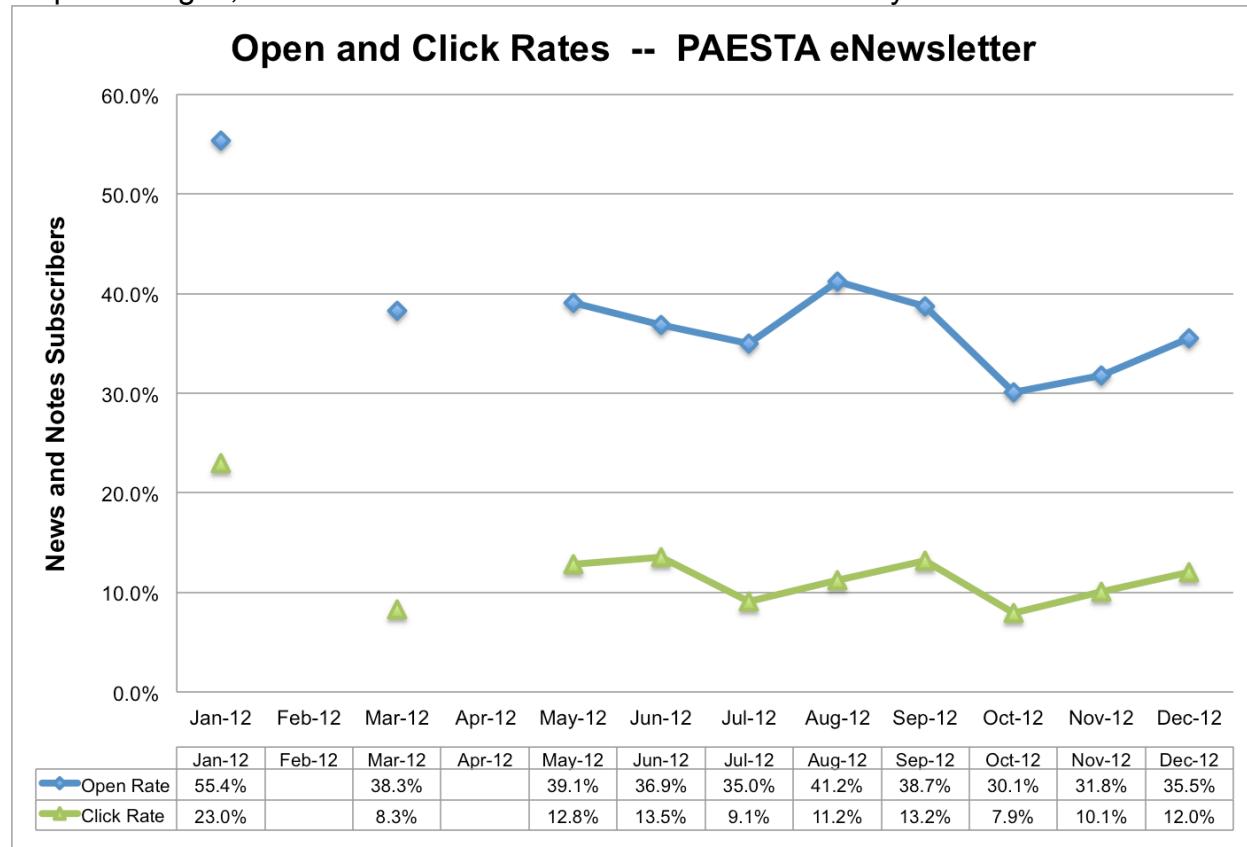
Note that the number of eNewsletter subscribers and unsubscribers does not directly correlate with the number of PAESTA members. When individuals join PAESTA, the membership form allows new members to opt out of receiving the eNewsletter. Members can also elect to stop receiving the eNewsletter at any time but still maintain their membership with PAESTA.

eNewsletter Statistics

MailChimp creates reports for each email sent to the subscriber list. The reports include information such as the number of people that opened the email message and the number of people that clicked on the links in the eNewsletter issue. These data are plotted below for each issue distributed in 2012, except for the two special issues (see **Special Edition from PAESTA** section).

MailChimp tracks average email campaign statistics of MailChimp customers by industry. Although these reports are generated for lists containing 1,000 or more members, the data provide an interesting basis for comparison. For the Education and Training Industry, the Open Rate is 36.1% and Click Rate is 3.4%. Besides our January 2012 issue, our Open Rate for News and Notes hovers around the Industry Rate, from 30.1% to 41.2%. Our Click Rate is consistently above the Industry Rate, from 7.9% to 13.5%, with the January 2012 issue recording a Click Rate of 23.0%.

The monthly News and Notes statistics, along with the Industry Rates, are plotted below as percentages, as the number of subscribers varied over the year.



Special Edition from PAESTA

Special issues of News and Notes are sent out when important announcements or Earth and space science events occur. Two issues were emailed in 2012. The data for these issues were not included in the graph in the previous section.

The Big Cheer (April 25, 2012), a special issue highlighting a national seismology education event, was sent to 146 subscribers, with 52 subscribers opening the email (39.1%) and 11 subscribers (8.3%) clicking on links contained in the email.

Hurricane Sandy (October 28, 2012) was sent to 221 subscribers, with 71 subscribers opening the email (33.0%) and 5 subscribers (2.3%) clicking on links contained in the email. The low open rate for this specific special issue may be due to the fact that several of our subscribers were away from school and/or without power for many days post-Sandy, and this email would not have been a priority for subscribers to open.

eNewsletter Forwards

MailChimp tracks how many times each eNewsletter issue is forwarded by subscribers to those not on the email list. Three issues were forwarded to four people.

The Big Cheer (April 2012) → forwarded to one person

September 2012 → forwarded to two people

December 2012 → forwarded to one person

It is unknown if the people that received the forwarded emails then subscribed to News and Notes (MailChimp does not provide the email addresses to whom the messages were forwarded).

Engagement Levels

MailChimp determines a Member Activity Rating for each subscriber, based on actions such as open and click activity. The rating, based on a scale of one to five, is recalculated after each email is sent to reflect the current activity level for the subscriber. The definitions of each rating below are from the MailChimp site. Please note that this data was collected in March 2013, so it does not accurately reflect the end 2012 engagement levels.

One = 5 (3%) -- *Negative rating - This recipient has either unsubscribed or resubscribed, or soft bounced in the past ("soft bounce" means email processed but returned, possibly because of server unavailable at the time, or user over quota).*

Two = 75 (35%) -- *No activity – This recipient is most likely a new member, or a previously engaged member who's gone dormant.*

Three = 24 (11%) -- *Limited activity – This recipient opens or clicks the emails.*

Four = 63 (29%) -- *A little more activity – This recipient opens or clicks the emails.*

Five = 48 (22%) -- *Lots of activity – This recipient opens or clicks the campaigns.*