



## 2013 Annual Report

### News and Notes PAESTA eNewsletters

The PAESTA News and Notes eNewsletters are regular publications of PAESTA. The aims of these eNewsletters are to share educational resources, inform members about relevant awards and professional development opportunities, and to communicate PAESTA business.

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 and 2013 calendar year.

In 2013, Gregory Collins (Southern Lehigh High School, PA) became the Assistant Editor for News and Notes. At the request of PAESTA members, a second quarterly eNewsletter was established in August. Elementary News and Notes focuses on providing Earth and space science resources for teachers of elementary-aged students.

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 and Elementary News and Notes are archived on the PAESTA website: <http://www.paesta.psu.edu/paesta-newsletter>. A web link to each issue is also shared on PAESTA's Facebook and Twitter accounts.

### **Number of Subscribers**

The year started with 222 subscribers to the eNewsletter and ended with 362 subscribers for News and Notes and 317 subscribers for Elementary News and Notes. Seven members selected to unsubscribe themselves from the eNewsletter. MailChimp "cleaned" 22 subscribers from the list because of an email account or domain not existing, causing the message to be rejected. A new PAESTA feature added in 2013 is when a new member signs up for membership on the PAESTA website, that member has an option to sign up for both eNewsletters, and his/her email address is automatically added to the MailChimp list.

Because the eNewsletters are optional for PAESTA members, note that the number of eNewsletter subscribers does not directly correlate with the number of PAESTA members. Members can elect to not receive any eNewsletters and/or stop receiving the eNewsletters at any time but still maintain their membership with PAESTA.

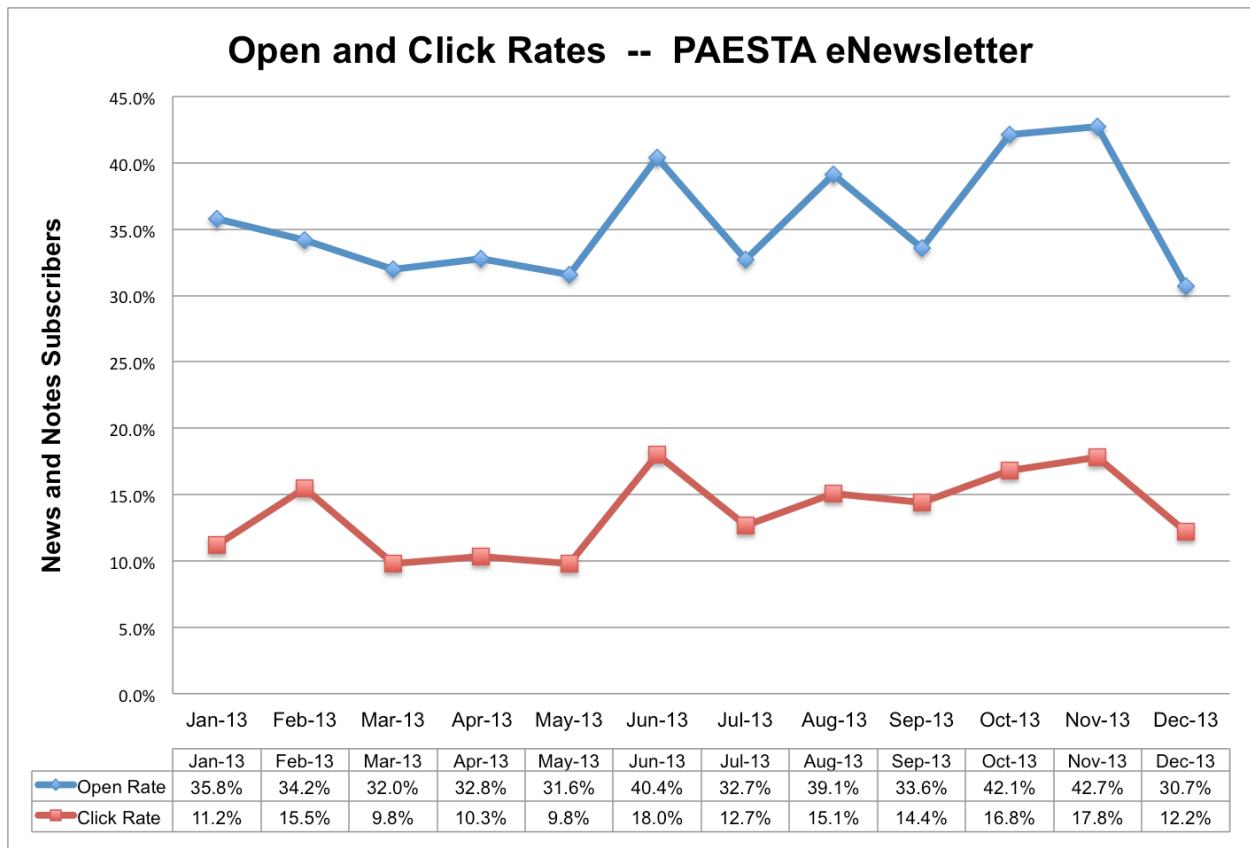
## eNewsletter Statistics

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 2013.

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 average Open Rate is 36.1% and the average Click Rate is 3.4%. Our Open Rate for News and Notes hovers around the Industry Rate, ranging from 30.7% to 42.7%. Our Click Rate is consistently above the Industry Rate, from 9.8% to 18.0%.

Only two issues of Elementary News and Notes were emailed in 2013 (August and November), with open rates of 32.0% and 35.2%, and click rates of 10.3% and 15.9%, respectively.

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



## **Special Editions from PAESTA**

Special issues of News and Notes are sent out when important Earth and space science events occur or there are important organization announcements. Five issues were emailed in 2013. The data for these issues, which were not included in the graph in the previous section, are presented below:

*Asteroids and Meteorites* (February 18, 2013), a special issue highlighting two significant astronomical events, was sent to 224 subscribers, with 91 subscribers opening the email (41.0%) and 30 subscribers (13.5%) clicking on links contained in the email. The links provided information on the Chelyabinsk meteorite and Asteroid 2012 DA14.

*PAESTA Classroom* (April 15, 2013) was sent to 235 subscribers, with 83 subscribers opening the email (35.5%) and 25 subscribers (10.7%) clicking on links contained in the email. This email was focused on announcing a new feature on the PAESTA website, a database with curricular resources designed and submitted by PAESTA members.

*2013 Elections* (June 11, 2013) was sent to 247 subscribers, with 73 subscribers opening the email (29.8%) and 37 subscribers (15.1%) clicking on links contained in the email. The links were for the online form to vote for President-Elect and Secretary/Treasurer, and to view the webpage that lists members of the PAESTA Leadership.

*2013 PAESTA Conference* (July 8, 2013) was sent to 249 subscribers, with 89 subscribers opening the email (36.2%) and 37 subscribers (15.0%) clicking on links contained in the email. This was the first announcement of the annual conference, including information on how to submit a session proposal, how to register, and nominations for the Award for Teaching Excellence.

*2013 Conference Announcement* (September 12, 2013) was sent to 284 subscribers, with 104 subscribers opening the email (37.3%) and 40 subscribers (14.3%) clicking on links contained in the email. This email was the final announcement for the annual conference with links to the conference registration, conference program, directions/parking, and information on the Friday evening movie.

*Report submitted January 2014, completed by Laura Guertin, reviewed by Greg Collins*