



## 2015 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, has served as eNewsletter editor for the 2012-2015 calendar years.

In 2013, Gregory Collins (former teacher at Southern Lehigh High School, now graduate student at University of Pennsylvania) became the Assistant Editor for News and Notes. At the request of PAESTA members, a second quarterly eNewsletter was established in August 2013. 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 2015 started with 440 subscribers to the News and Notes eNewsletter and ended with 544 subscribers. Elementary News and Notes started 2015 with 365 subscribers and ended the year with 427 subscribers. When a new member signs up for membership on the PAESTA website or on paper when PAESTA is exhibiting at a conference, 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.

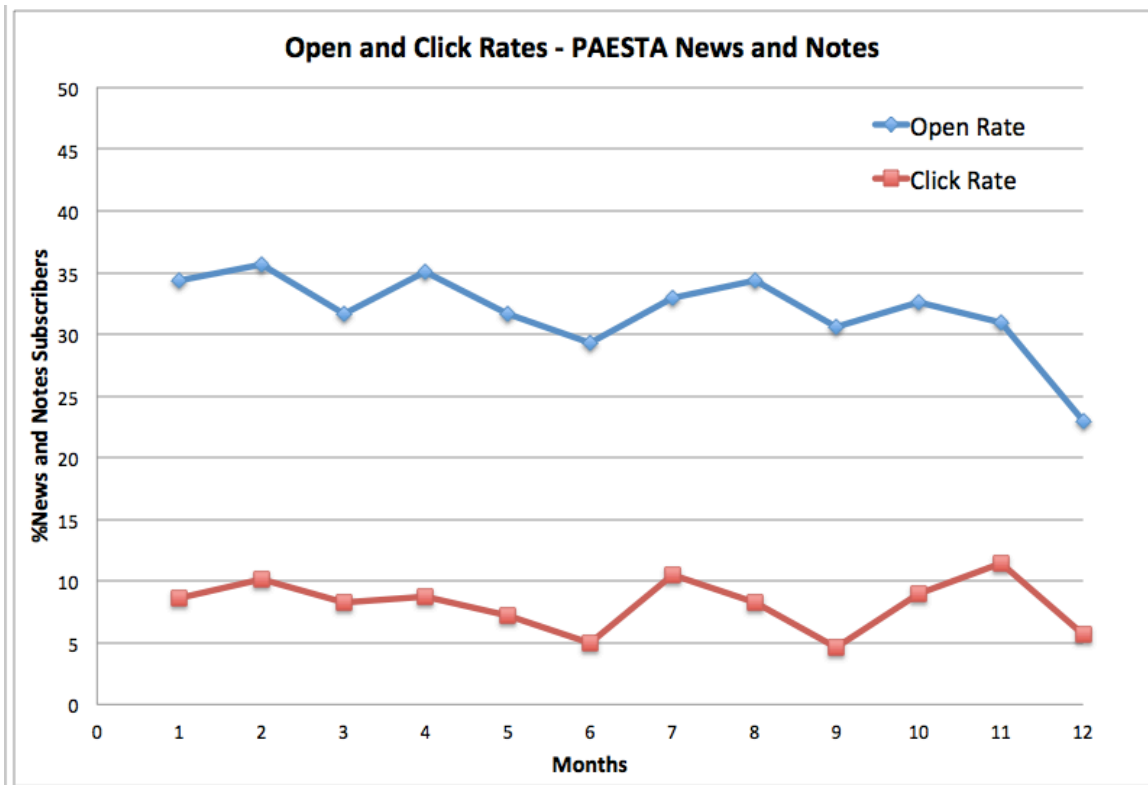
## eNewsletter Statistics

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 2015.

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 22.23% and the average Click Rate is 2.85% (data as of December 1, 2015). Our Open Rate for News and Notes is above the Industry Rate, ranging from 23.0% to 35.7%. Our Click Rate is consistently above the Industry Rate, from 4.6% to 11.4%.

Four issues of Elementary News and Notes were emailed in 2015 (February, May, August, November), with open rates ranging from 27.6% to 36.7% and click rates of 4.1% to 12.0%.

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. Four issues were emailed in 2015. The data for these issues, which were not included in the graph in the previous section, are presented below:

- PAESTA Advocacy 2015 (March 9, 2015)
  - Opens = 27.9%, Clicks = 5.4%
- Pluto Flyby (July 12, 2015)
  - Opens = 38.6%, Clicks = 7.9%
- PAESTA Earth Science Week 2015 (August 26, 2015)
  - Opens = 35.8%, Clicks = 6.1%
- PAESTA Earth Science Week Essays 2015 (December 20, 2015)
  - Opens = 27.6%, Clicks = 0.0%

*Report submitted by Laura Guertin*