College of Engineering E-Newsletter – October 2015 Statistics

- **64,654** Sent Emails
- **12,465** Unique Opens
- **744** Unique Clicks
- **29** Spam
- **2,129** Bounced Emails
- **192** Unsubscribed

**97% Delivery rate**
97% Your Average Increase this
92.1% Industry Average Learn more

**20% Open rate**
20% Your Average Increase this
32.0% Industry Average Learn more

**6% Click-through rate**
6% Your Average Increase this
9.2% Industry Average Learn more

**Open rates by audience segment**
- Staff 68%
- Faculty 52%
- Penn State administration 43%
- Department Heads 22%
- Deans 22%
- Provosts 20%
- Alumni 19%
- International Schools 18%
- CEOs 18%
- Corporate contacts 11%

**Top five links**
- Faculty appointed early career prof 206 clicks
- START Lab $5M DOE grant 192 clicks
- PSU-Volvo refuse robot 81 clicks
- Undergraduate rankings 72 clicks
- Karen Thole ASME Medal 58 clicks
College of Engineering E-Newsletter – November 2015 Statistics

64,105
Sent Emails

15,039
Unique Opens

1,047
Unique Clicks

21
Spam

1,124
Bounced Emails

168
Unsubscribed

98% Delivery rate
92.1% Industry Average

24% Open rate
32.0% Industry Average

7% Click-through rate
9.2% Industry Average

Open rates by audience segment
Staff  71%
Penn State administration  49%
Faculty  48%
Alumni  24%
Department Heads  24%
Deans  22%
Provosts  22%
International Schools  19%
CEOs  19%
Corporate contacts  12%

Top five links
Prof Ni cloaking device 335 clicks
Penn State big data partnership 301 clicks
NSF grant/construction safety 129 clicks
Grand Challenge Scholar students 84 clicks
Naren Gursahaney Alumni Fellow 75 clicks
College of Engineering E-Newsletter – December 2015 Statistics

- **Sent Emails**: 64,034
- **Unique Opens**: 12,195 (19% Open rate)
- **Unique Clicks**: 692 (6% Click-through rate)
- **Spam**: 14
- **Bounced Emails**: 1,205
- **Unsubscribed**: 159

**Open rates by audience segment**
- Staff: 72%
- Faculty: 48%
- Penn State administration: 27%
- Deans: 22%
- Department Heads: 21%
- Alumni: 19%
- Provosts: 19%
- International Schools: 17%
- CEOs: 17%
- Corporate contacts: 12%

**Top five links**
- START Lab gets $2.5M from FAA: 227 clicks
- Cover photo – WEP outreach: 127 clicks
- Pres. Barron energy initiative: 122 clicks
- SWE national Gold Award: 65 clicks
- Zydney AAAS Fellow: 39 clicks
College of Engineering E-Newsletter – January 2016 Statistics

- Open rates by audience segment:
  - Staff: 68%
  - Faculty: 51%
  - Penn State administration: 43%
  - Department Heads: 23%
  - Deans: 22%
  - Alumni: 21%
  - Provosts: 20%
  - International Schools: 18%
  - CEOs: 17%
  - Corporate contacts: 12%

- Top five links:
  - NOBE student group: 94 clicks (Alumni were the top readership segment, with 64 clicks)
  - Cover photo – Design Showcase: 88 clicks (Alumni were the top readership segment, with 78 clicks)
  - Aluminum ph study: 54 clicks (Alumni were the top readership segment, with 49 clicks)
  - Millennium Scholars Program: 52 clicks (Alumni were the top readership segment, with 38 clicks)
  - McDaniel and Kandemir Fellows: 43 clicks (Alumni were the top readership segment, with 42 clicks)
College of Engineering E-Newsletter – February 2016 Statistics

- **Open rates by audience segment**
  - Staff: 65%
  - Faculty: 51%
  - Penn State administration: 38%
  - Department Heads: 20%
  - Deans: 20%
  - Alumni: 16%
  - International Schools: 16%
  - CEOs: 16%
  - Provosts: 15%
  - Corporate contacts: 11%

- **Top five links**
  - Conrad Tucker teaching in virtual envnmt: 74 clicks
  - Alumni were the top readership segment, with 42 clicks
  - Doctoral student builds HPT lab: 53 clicks
  - Alumni were the top readership segment, with 45 clicks
  - AE alum rebuilds Joplin, MO: 50 clicks
  - Alumni were the top readership segment, with 44 clicks
  - Hui Yang NSF CAREER Award: 49 clicks
  - Alumni were the top readership segment, with 28 clicks
  - Bo Cheng NSF CAREER Award: 46 clicks
  - Alumni were the top readership segment, with 31 clicks
Open rates by audience segment

- Staff: 64%
- Faculty: 54%
- Penn State administration: 32%
- Deans: 26%
- Department Heads: 24%
- Alumni: 20%
- Provosts: 19%
- International Schools: 17%
- CEOs: 16%
- Corporate contacts: 11%

Top five links

- New data sciences major: 123 clicks
- Jeffrey Catchmark biomedical foam: 92 clicks
- NAE ethics education recognition: 82 clicks
- Karen Thole ASME Edwin Church Medal: 59 clicks
- Peggy Johnson ASCE award: 58 clicks
College of Engineering E-Newsletter – April 2016 Statistics

Open rates by audience segment
- Staff: 67%
- Faculty: 53%
- Penn State administration: 32%
- Department Heads: 24%
- Alumni: 22%
- Deans: 20%
- Provosts: 19%
- International Schools: 18%
- CEOs: 15%
- Corporate contacts: 12%

Top five links
- PSU joins national fabrics institute: 282 clicks
- Alumni Achievement Awardees: 94 clicks
- Students help 3-year-old with mobility: 89 clicks
- Outstanding Engineering Alumni: 82 clicks
- Manish Kumar NSF Award: 49 clicks
College of Engineering E-Newsletter – May 2016 Statistics

- **Open rates by audience segment**
  - Staff: 63%
  - Faculty: 48%
  - Penn State administration: 27%
  - Department Heads: 22%
  - Deans: 20%
  - Alumni: 19%
  - Provosts: 19%
  - International Schools: 17%
  - CEOs: 12%
  - Corporate contacts: 12%

- **Top five links**
  - USDA Blueberry Harvesting Project: 170 clicks
    - Alumni were the top readership segment, with 143 clicks
  - Cover Photo – Design Showcase: 103 clicks
    - Alumni were the top readership segment, with 93 clicks
  - Button to 1-Year Masters Programs Link: 74 clicks
    - Alumni were the top readership segment, with 64 clicks
  - LaPorta Named Evan Pugh Professor: 53 clicks
    - Alumni were the top readership segment, with 45 clicks
  - Barton Malow Renews Fund for Excellence: 50 clicks
    - Alumni were the top readership segment, with 46 clicks
Open rates by audience segment
- Staff: 61%
- Faculty: 47%
- Penn State administration: 43%
- Department Heads: 24%
- Deans: 22%
- Provosts: 19%
- International Schools: 18%
- Alumni: 17%
- CEOs: 14%
- Corporate contacts: 11%

Top five links
1. New ADRIs (53 clicks)
   - Alumni were the top readership segment, with 28 clicks
2. Button to 1-Year Masters Programs Link (46 clicks)
   - Alumni were the top readership segment, with 43 clicks
3. Students' App to Help Type 1 Diabetics (43 clicks)
   - Alumni were the top readership segment, with 38 clicks
4. Wong IEEE Early Career Award (41 clicks)
   - Alumni were the top readership segment, with 37 clicks
5. La Porta named School of EECS director (31 clicks)
   - Alumni were the top readership segment, with 23 clicks
## College of Engineering E-Newsletter – July 2016 Statistics

### Open rates by audience segment

<table>
<thead>
<tr>
<th>Audience Segment</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff</td>
<td>63%</td>
</tr>
<tr>
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<td>Penn State administration</td>
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</tr>
<tr>
<td>CEOs</td>
<td>14%</td>
</tr>
<tr>
<td>Corporate contacts</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Top five links

1. **Global Nuclear Power Safety Center** 167 clicks
   - Alumni were the top readership segment, with 138 clicks

2. **Dow Funds Knowledge Commons** 124 clicks
   - Alumni were the top readership segment, with 102 clicks

3. **Ozbolat 3D Printing Cartilage** 115 clicks
   - Alumni were the top readership segment, with 106 clicks

4. **Jessica Menold ASME ISHOW winner** 111 clicks
   - Alumni were the top readership segment, with 94 clicks

5. **Jennifer Wu Director of Data Analysis** 99 clicks
   - Alumni were the top readership segment, with 56 clicks
College of Engineering E-Newsletter – August 2016 Statistics

Open rates by audience segment
- Staff: 66%
- Faculty: 54%
- Penn State administration: 46%
- Deans: 26%
- Department Heads: 24%
- Provosts: 22%
- Alumni: 20%
- International Schools: 18%
- CEOs: 16%
- Corporate contacts: 12%

Top five links
1. McWhirters Name ChE Grad Program: 416 clicks
   - Alumni were the top readership segment, with 314 clicks
2. Christina Randal Sr. Dir of Dev.: 218 clicks
   - Alumni were the top readership segment, with 180 clicks
3. Cover Photo – China Study Abroad: 162 clicks
   - Alumni were the top readership segment, with 142 clicks
4. Scanlons’ CSCE awards: 135 clicks
   - Alumni were the top readership segment, with 117 clicks
5. Students win DOE Collegiate Wind Challenge: 96 clicks
   - Alumni were the top readership segment, with 90 clicks
College of Engineering E-Newsletter – September 2016 Statistics

Open rates by audience segment

- Staff: 71%
- Faculty: 58%
- Penn State administration: 47%
- Deans: 33%
- Department Heads: 30%
- Provosts: 25%
- International Schools: 23%
- Alumni: 22%
- CEOs: 18%
- Corporate contacts: 14%

Top five links

1. New faculty announcement: 1,092 clicks
   - Alumni were the top readership segment, with 728 clicks
2. Cover photo – WEPO: 181 clicks
   - Alumni were the top readership segment, with 161 clicks
3. Dir of Industry Innovation and Development: 161 clicks
   - Alumni were the top readership segment, with 113 clicks
4. PSU-TAMU REU: 120 clicks
   - Alumni were the top readership segment, with 90 clicks
5. NSF grant to examine conjugated polymers: 93 clicks
   - Alumni were the top readership segment, with 75 clicks
College of Engineering E-Newsletter – Historical Sent/Open Data
October 2015 – September 2016

[Graph showing historical data for the total number of emails sent and opened from October 2015 to September 2016.]

PennState
College of Engineering
College of Engineering E-Newsletter – Historical Bounce/Unsubscribe/Spam Data
October 2015 – September 2016

- Total Number of Bounces
- Total Number of Unsubscribes
- Total Number of Spam Reports

Graph showing the trend of Total Number of Bounces, Total Number of Unsubscribes, and Total Number of Spam Reports from October 2015 to September 2016.

Unique Opens (aggregate)
College of Engineering E-Newsletter –
Historical Unique Opens (Alumni v. Aggregate)
October 2015 – September 2016
College of Engineering E-Newsletter – Historical Unique Opens (Corp v. Aggregate)  
October 2015 – September 2016

[Graph showing historical unique open rates for different categories like Unique Opens (Aggregate), CEOs, and Corporate Contacts from October 2015 to September 2016.]
College of Engineering E-Newsletter – Story Clicks (By Month and Topic)
October 2015 – September 2016

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Research
Students
Programs
Advancement
Faculty
Photos
Alumni