Augustana College, the faculty, administration and students continue to make news. These are among the many noteworthy stories that ran recently:

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<tbody>
<tr>
<td>1. Does Big Data Know Best? NSA and College Admissions</td>
<td>The Huffington Post on June 19, 2013</td>
<td>32,151,900</td>
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<td>2. Augustana students catch turtles for research</td>
<td>WQAD on June 19, 2013</td>
<td>59,052</td>
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<td>3. Progress Despite the Supreme Court’s Imprecise Position on Racial Preferences</td>
<td>The Huffington Post on June 26, 2013</td>
<td>32,151,900</td>
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<td>4. Augustana alumna Cooley to create award-winning contest</td>
<td>Dispatch/Argus on July 1, 2013</td>
<td>83,932</td>
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<td>5. Governor Quinn Announces $3.1 Million Investment in Rock Island, Galesburg and Monmouth Colleges, Includes $1.3 Million to Augustana College for Major Campus Improvements</td>
<td>Targeted News Service on July 29, 2013</td>
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<td>6. The Worth Claim: Beyond Brand</td>
<td>Strategic Enrollment Management Quarterly in the July issue</td>
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<td>7. BLDD Architects – Augustana College Center for Student Life</td>
<td>Construction Today on Aug. 8, 2013</td>
<td>287</td>
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<td>8. Transitioning to the next level</td>
<td>Quad-City Times on Aug. 10, 2013</td>
<td>260,006</td>
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<td>9. Augustana sets itself apart with newest building</td>
<td>WQAD on Aug. 21, 2013</td>
<td>59,052</td>
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</tbody>
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10. A Q-C point of pride / Editorial
   About construction on campus
   Dispatch/Argus on Aug. 24, 2013
   Unique site visitors per month: 83,932

11. Augustana unveils new campus 'hub'
   About the Center for Student Life
   Quad-City Times on Aug. 27, 2013
   Unique site visitors per month: 260,006

12. Augustana shares 3D technology with area businesses
   About new 3D printer
   Quad-City Times Business Journal on Sept. 8, 2013
   Unique site visitors per month: 260,006
   Stories about the printer also ran on WQAD, WVIK and the Quad-City Times

13. Anderson humbled at dedication
   About Lindberg Stadium and Ken Anderson
   Dispatch/Argus on Sept. 8, 2013
   Unique site visitors per month: 83,932

14. Emerging from His Fantasy World: Augustana Professor Kelly Daniels’ Lean, Thoughtful Memoir
   About Dr. Daniels’ book
   River Cities’ Reader on Sept. 19, 2013
   Unique site visitors per month: 5,519

15. One of the Very Best profile of Dave Wrath
   About Dave Wrath and the new press box
   TV 6 / KWQC on Sept. 23
   Unique site visitors per month: 48,138

RECENT COVERAGE TABULATED BY SOURCE FROM MAY 1-SEPT. 25, 2013

319 QC Online and Dispatch/Argus
162 Quad-City Times
43 CBS 4 / WHBF
24 Chicago Tribune
20 Daily Herald
16 News 8 / WQAD
14 TV 6 / KWQC
14 Sauk Valley News
12 River Cities Reader
YEAR OVER YEAR COMPARISON
WEBSITE ANALYTICS IN 2013


More and more we’re connecting with our audience via social media in addition to the main website. While web traffic was down slightly in the period, interaction across all social media increased, sometimes dramatically.

The importance of putting content in the right place cannot be overstated. For example, student blogs account for relatively little in overall traffic to the website (about 1% of total page views). But readership of the blogs was up 290% last year, due mainly to the fact that we restored them to CampusNet. (A short-lived redesign in 2011 had removed them.)

Overall Augustana.edu site traffic was down. Visits fell nearly 4% and page views nearly 6%.

(1,962,614 visits vs 2,038,150 last year; and 6,653,782 page views vs. 7,063,029).

Some of the loss of page views was caused by the athletics department’s move to another system and different URL. This loss of traffic to the main site will be more evident as the athletics season progresses.

However, some key sections of the site showed growth:

- Academics was up 29% in page views (70,053 vs. 54,227)
- Admissions was up 5.5% in page views (81,053 vs. 77,907)
- Alumni & Friends was up 13% in page views (19,064 vs. 16,913)

Social referrals to our site from the “big two” showed growth. (Other social media sites were not significant in terms of referrals.)

- Visits to the site from Facebook are up 34% (114,034 vs. 85,065). Also, these visitors are spending more 60% more time on the site this year [3:56 vs. 2:27].
- Visits via Twitter are up 95% (4,543 vs. 2,335)

SOCIAL MEDIA
The main Facebook page has 8,427 fans, up from 7,874 on April 29. We average three new posts a day.

The athletics Facebook page has 2,444 fans, up from 2,164 on April 29.

Five Facebook most-viewed posts since May 1, in order:

July 29: Augustana College host Governor Pat Quinn.
Aug. 23: Move-in day: Welcome Class of 2017!
Aug. 15: Carla Tracy named the Illinois Academic Librarian of the Year.
July 27: The Viking Pups announce newest addition - Emmy, an 8-week-old German shepherd.

Most “engaged” posts (% of people who saw the item and “liked” or commented or shared it)

Sept. 9, Knowlton opening game photo gallery, 42%
May 19, Photos from Augustana’s 153rd Commencement Convocation, 29%
May 24, Two finials added to front of Old Main, 29%
Aug. 23, Students moving in on campus — Welcome Class of 2017!, 25%
June 21 Construction of Center for Student Life is in its final phase, 24%

YOUTUBE
The Augustana-branded YouTube Channel launched in May 2012. All relevant analytics have grown exponentially since then. Most viewers find the videos via the website (63%), Facebook (17%), and other sources.

Among the raw numbers, the channel (www.YouTube.com/AugustanaIllinois) has posted the following analytics as of Sept. 26, 2013:

- 190 videos uploaded
- 72,448 video views
- 381 views of each video, on average
- 99,028 minutes watched
- 131 subscribers
- 20 percent of views are on mobile devices

Among our similarly sized competitors, only Wheaton and Luther have even a few statistics that best these. Wheaton’s channel is seven years old. and Luther’s is four. Neither has added nearly the number of videos as Augustana in the past year — Luther has done 62 videos, Wheaton has done 12 and the Augustana Video Bureau has done 142.

Although the Augustana YouTube channel remains relatively young, looking at the analytics from the first four weeks of Fall Term 2012 compared to the same period in 2013.

2012
- 3,585 video plays
- 3,144 minutes watched (only available since Sept. 1, 2012)
- 1 minute, 10 seconds watched on average video (only available since Sept. 1, 2012)

2013
- 5,127 video plays (up 30 percent)
- 9,384 minutes watched (up 298 percent)
- 1 minute, 49 seconds watched on average video (up 36 percent)

The biggest audience remains parents and older alumni: 26 percent males age 45-54 and 14 percent females age 45-54.

In the 16-month lifespan of the channel, the audience has grown increasingly male, though females still account for 52 percent of lifetime views.

TWITTER
Number of followers — from 1,502 to 2,412 in past year, as of Sept. 26 (up 38 percent).