



## JumpStart Coalition

1001 Connecticut Ave, NW - Suite 640  
Washington, DC 20036

202.845.6780 | jumpstart.org

### **JumpStart Clearinghouse Usage Report** **Year-over-Year Comparison: July 9, 2019 vs. July 9, 2020** Prepared by Anne Bannister, JumpStart Clearinghouse Director

#### **Summary of Google Analytics:**

1. Total Users increased 27.54% from 26,453 to 33,737
  - a. The steep rate of increase from 2017- 2019 has been declining.
2. New Users increased 26.93% from 26,347 to 33,441
3. Returning Users increased 2.97% from 2,892 to 2,978
4. Sessions increased 21.24% from 32,255 to 39,106
5. Pageviews declined 8.96% from 102,888 to 93,673
6. Pages Viewed per Session declined 24.91% from 3.19 to 2.40
7. Average Session Duration declined 30% from 2.33 to 1.47 minutes
  - a. Decline in Pages Viewed per Session and Session Duration may indicate that Users are finding what they need more quickly.
8. Bounce rate increased 16% from 59.62% to 69.17%
9. Channels of Acquisition show:
  - a. Direct URL increased 6.14% from 18,850 to 20,007
    - i. The large percentage of Direct URL Users may indicate the effectiveness of the Clearinghouse bookmarks.
  - b. Organic Search increased 101.22% from 5,650 to 11,369
  - c. Referrals from other sources increased 13.30% from 2,097 to 2,376
10. Devices show 74% desktop users, 23% mobile phones, and 3% tablet users.
11. Referrals from CheckYourSchool.org decreased from 57 in the year ended July 9, 2019 to 36 for the year ended July 9, 2020
  - a. In early 2019 CYS focused on reaching the J\$ community, which was more likely to be looking for Clearinghouse materials. When we pivoted in summer/fall of 2019 to direct parental outreach with the rollout of the principal email campaign, CYS began targeting non-educator financial literacy communities.



12. The Exit Survey began January 10, 2020 and received 237 responses. 101 answered Yes, they found what they needed, 58 answered No, and 78 answered Unsure.
13. In early April the Clearinghouse launched a response to COVID-19 with this statement on the homepage:
  - a. “While we've all been advised to operate from a distance, financial education resources shouldn't be. To help teachers who have transitioned to distance learning, the Jump\$Tart Clearinghouse lists free online and digital curricula,” with a link to 48 resources.
  - b. While traffic to the Clearinghouse typically declines during the summer break, this year it did not decline as much as the same period last year (as shown in the chart below on page 3).
14. The updated Clearinghouse logo launched on July 10, 2020:

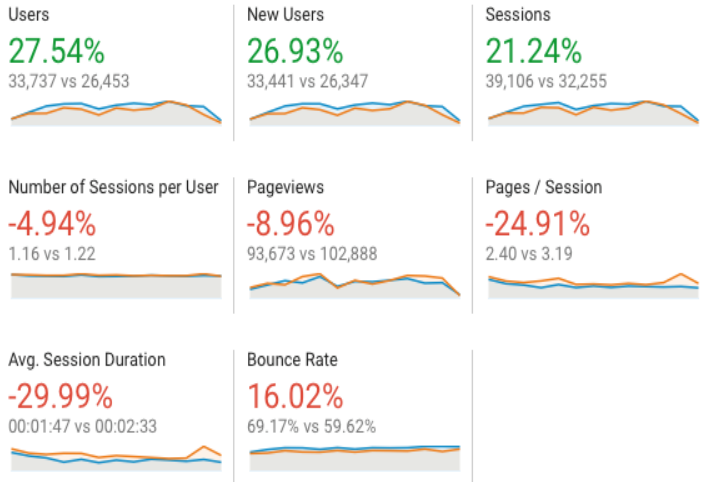
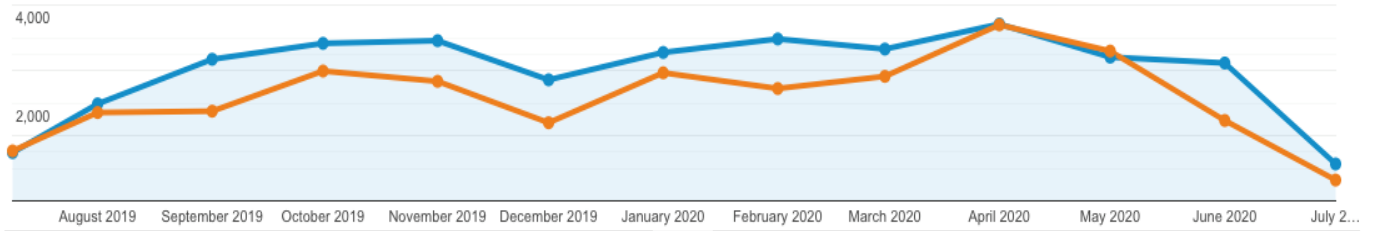


Overview

Users vs. Select a metric

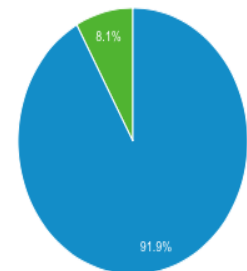
Hourly Day Week **Month**

Jul 9, 2019 - Jul 9, 2020: ● Users  
Jul 9, 2018 - Jul 9, 2019: ● Users

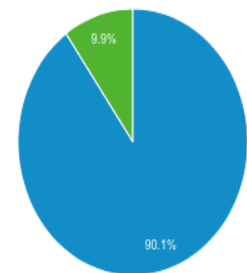


■ New Visitor ■ Returning Visitor

Jul 9, 2019 - Jul 9, 2020

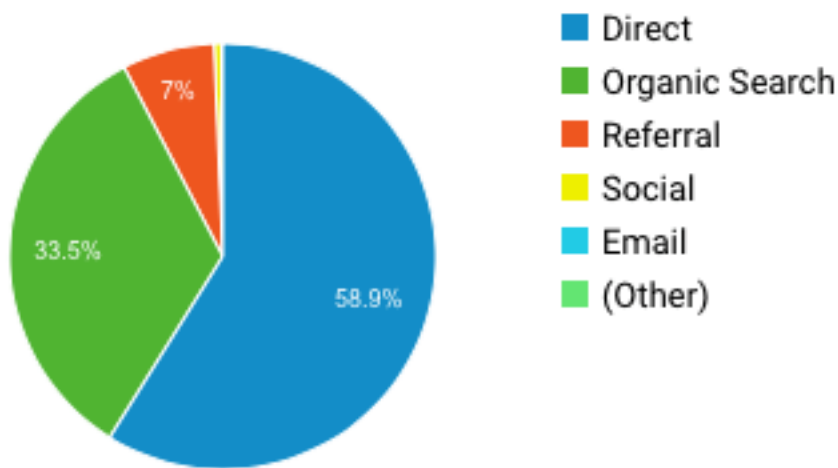


Jul 9, 2018 - Jul 9, 2019

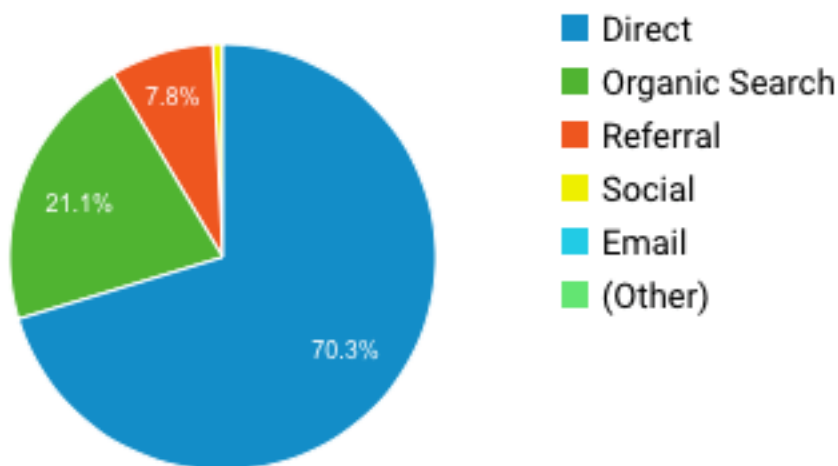


## Top Channels

Jul 9, 2019 - Jul 9, 2020



Jul 9, 2018 - Jul 9, 2019





### What Partners can do to assist the Clearinghouse:

- Link to [jumpstartclearinghouse.org](http://jumpstartclearinghouse.org)
- List resources
- Upload the "listed on the Clearinghouse" logo
- Distribute the bookmark
- Invite your audience to write a Review of their resources
- Talk about the Clearinghouse at events
- Sponsor the Clearinghouse

