

JumpStart Clearinghouse Usage Report 2021

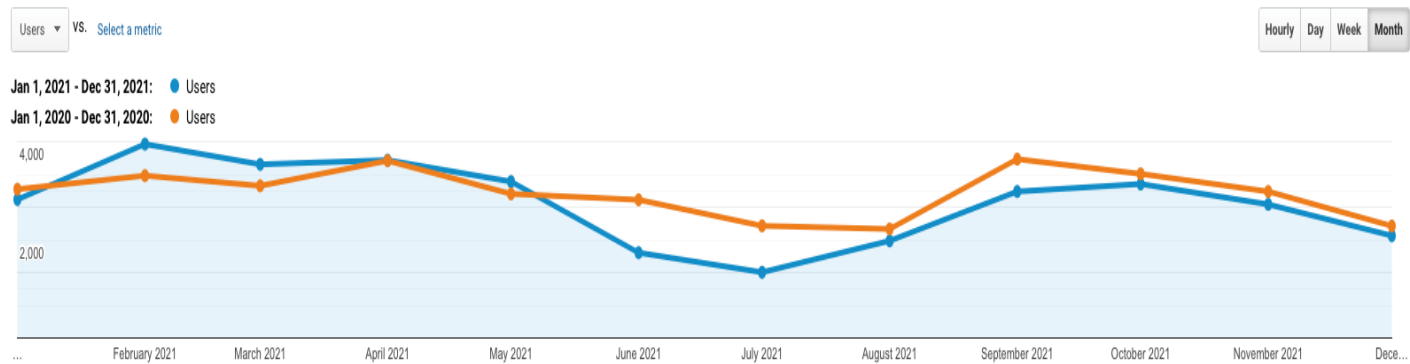
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Primarily due to the unusual circumstances in 2021 of the COVID pandemic, the Clearinghouse did not meet the goals we had established:

- Goal #1 – 45,000 Unique Users -- Actual 32,243
- Goal #2 – 50,000 Sessions – Actual 38,530
- Goal #3 – Decrease negative satisfaction-survey responses to 15% -- Actual 23%

A comparison of 2021 to 2020 shows the following data:

- Clearinghouse Users decreased 8% from 34,919 to 32,243
- New Users decreased 7% from 34,690 to 32,342
- Returning Users increased from 7.6% to 9.4%
- Sessions decreased 4.51% from 40,351 to 38,530
- Pages Viewed per Session hovered around 2.31 pages
- Average Session Duration declined 7% from 1.42 to 1.35 minutes
- Bounce rate remained the same at 71%
- Channels of Acquisition of Users show:
 - a. Organic Search increased 5% to 11,861
 - b. Direct URL decreased 45% to 10,750
 - c. Referrals from other sources (primarily jumpstart.org) increased 124% to 9,973
 - d. Referrals from social media decreased 15%
- Satisfaction Survey Responses:
 - a. Overall surveys decreased 40% from 317 to 192
 - b. “Yes” and “Unsure” responses increased from 74% to 77%
 - c. “No” responses decreased from 26% to 23%



Amina Carter, Director of Marketing, reports that we will continue to focus on our core mission to increase visibility and engagement through our social media platforms, media outlets and publications. The Clearinghouse focused on using past analytics to inform our strategy for 2022, including:

- Research and Assessment:
 - Reviewing past email and video campaigns
 - Using past analytics to measure the efficacy of our email and video campaigns
 - Research on latest trends in similar markets
- Strategy & Implementation:
 - The Clearinghouse team has developed a revised strategy for 2022 based on the findings from our 2021 analytics to use similar content and improved strategy from our “most watched” videos.
 - Key Changes: (1) content with more “calls to action” (2) adding links to caption for easier access to information (3) including team members, partners, and teachers in video messaging for relatability and to break of the monotony of seeing messaging from one person.
- Projected Outcomes:
 - Increased visibility
 - Higher engagement (on social media posts)
 - More visitors to the website

What Partners can do to strengthen the Clearinghouse:

- Invite your audiences to write a review of your resources and enter to win the quarterly raffle for a \$100 gift card
- Share and Like the Jump\$tart social media posts
- List your new resources and update your existing listings, as needed
- Link to jumpstartclearinghouse.org
- Upload the "listed on the Clearinghouse" logo