

AEA Constant Contact Newsletter Click-through Reports

The attached reports show the number of people who clicked on a link in each newsletter for 2009. Below, please find answers to key questions related to this report. If you have further questions, please do not hesitate to contact the AEA office at office@eval.org or 1-508-748-3326.

Why are some URLs highlighted? We have highlighted in yellow each link that received more than 75 clicks as a quick reference for the most popular links for 2009.

How should we interpret click-throughs? Click-throughs are one indicator of the level of interest in a topic, but certainly not the only indicator and definitely not a perfect indicator. In some cases, the link is the story, for instance when we are announcing that the internal scan results are now online and may be accessed via a click-through. In other cases, the link is supplemental such as when we report out on a specific result from the scan and provide the link to learn more about the scan results.

Does a low number of click-throughs mean a lack of interest in the topic? Not necessarily, as some click-throughs are quite peripheral to the story. Some of the click-throughs also are unrelated to a specific story. For instance, each newsletter has links for the TIG, Affiliate, and Board pages as part of the sidebars.

Why are some URLs listed twice? A URL is listed once for each time it appears in a newsletter. Sometimes particular URLs appear more than once, such as the main AEA website URL.

Why don't some of the URLs work on the report? URLs are listed as they are appeared in the newsletter, including line-breaks. The line-breaks make the links not work in some cases on the report.

What is meant by “opens”? *Opens* refers to the number of people who opened up the newsletter in their email program. Please note that many email programs allow users to read their mail without opening it. The average open rate for the associations using constant contact (our newsletter delivery system) is 18.5% and the average unique clickers rate is 11.0%*. AEA's 2009 newsletter open rates are well above the norm, ranging from 30.2% in November to 35.5 last January.

Why does the number of “clicks” not equal the number of “click-throughs”? The number of clicks from the email statistics section refers to the number of people who clicked on any link within the newsletter. The number of click-throughs is a sum of all of the clicks on any of the links. Many people will click on more than one link and therefore the number of click-throughs is larger than the number of clicks.

Where may I go to see the newsletter itself related to each report? The archive articles for the newsletter may be found on the AEA email archives page at <http://archive.constantcontact.com/fs014/1100694346064/archive/1101943350484.html>.

*Data from constantcontact, updated 12/3/09

AEA Top Newsletter Click-throughs for 2009

Links Receiving 75 or More Click-throughs

Article (link)	When	Clicks
What Constitutes Strong Evidence (referenced in 2008 top 10 articles) http://www.whitehouse.gov/omb/part/2004_program_eval.pdf	09 Feb	207
AEA Response to OMB PART Guidance (referenced in 2008 top 10 articles) http://www.eval.org/aea08.omb.guidance.responseF.pdf	09 Feb	166
AEA Awards Page (in President's Letter announcing awards winners) http://www.eval.org/aboutus/awards.asp	09 Oct	150
AEA Homepage (Encouragement to vote in opening letter) http://www.eval.org/	09 Jun	147
Getting to Outcomes (receives AEA Award) http://www.rand.org/pubs/technical_reports/TR101/	09 Mar	141
EPTF Homepage (Policywatch, encouraging reading of AEA OMB Response) http://www.eval.org/EPTF.asp	09 Jan	132
AEA Online Career Center - May http://www.eval.org/programs/careercenter.asp	09 May	112
AEA Homepage (NDE's top 10 Articles – member sign on via homepage) http://www.eval.org/	09 Jan	94
2010 AEA Obama Budget Analysis (referenced in Policywatch) http://www.eval.org/aea09.obama.budget.evaluation.pdf	09 Mar	87
Creative Commons Explanation http://creativecommons.org/licenses/by-nc-sa/2.5/	09 Mar	86
AEA Online Career Center - June http://www.eval.org/programs/careercenter.asp	09 Jun	86
2009 Online Searchable Conference Program http://www.eval.org/search09/search.asp	09 Jul	86
AEA Online Career Center - July http://www.eval.org/programs/careercenter.asp	09 Jul	84
Eva the Evaluator Children's Book - December http://evatheevaluator.com/	09 Dec	82
Evaluation 2009 Hotel Block Open http://www.eval.org/eval2009/09hotels.htm	09 Apr	82
AEA Online Career Center - August http://www.eval.org/programs/careercenter.asp	09 Aug	81
APA Monitor Article on Achieving Better Outcomes http://www.apa.org/monitor/2009/09/outcomes.html	09 Sept	80
AEA Online Career Center - November http://www.eval.org/programs/careercenter.asp	09 Nov	75

The above list was compiled from the AEA Newsletter Click-through reports provided by Constant Contact, AEA's newsletter delivery service.

The 18 links with over 75 clickthroughs for 2009 compares favorably with the 14 links reaching this benchmark in 2008 (see following page).

AEA Top Newsletter Click-throughs for 2008 for Comparison Links Receiving 75 or More Click-throughs

Article (link)	When	Clicks
(1) AEA Response to OMB PART Guidance (in AEA President's letter) http://www.eval.org/aea08.omb.guidance.responseF.pdf	08 Aug	315
(2) What Constitutes Strong Evidence (OMB Doc in AEA President's Letter) http://www.whitehouse.gov/omb/part/2004_program_eval.pdf	08 Aug	186
(3) Conference Hotels – Room Blocks Now Available http://www.eval.org/eval2008/08hotels2.htm	08 Jun	184
(4) Expectmore.gov (in AEA President's letter) http://www.whitehouse.gov/omb/expectmore/	08 Aug	158
(5) Internal Scan Findings Available Online http://www.eval.org/scan/aea08.scan.htm	08 Jun	155
(6) Youth-Led Evaluation Book Preview Link to Dropout Prevention Web http://www.dropoutprevention.org/pubs/show_series.php?seriesID=00002	08 Feb	134
(7) AEA Strategic Framework Online http://www.eval.org/aea08.framework.asp	08 Oct	131
(8) Summer Institute Growing – Registration Open http://www.eval.org/SummerInstitute08/08SIhome.asp	08 May	100
(9) AEA Building Diversity Initiative Phase I Evaluation Report Online http://www.eval.org/aea08.bdi.eval.asp	08 Oct	99
(10) Reference to 06 Public Issues Forum Link (in AEA President's Letter) http://www.eval.org/part.asp	08 Aug	88
(11) Get Involved: Register for the 2008 Conference http://www.eval.org/eval2008/default.htm	08 Jul	85
(12) Get Involved: View the Online Conference Program http://www.eval.org/search08/search.asp	08 Jul	85
(13) Get Involved: Register for the 2008 Conference http://www.eval.org/eval2008/default.htm	08 Aug	78
(14) 2008 Plenaries Online http://www.eval.org/eval2008_presentations/eval2008_presentations.asp	08 Dec	75

AEA Newsletter Total Click-throughs by Month 2008 and 2009

Month	2008 TOTAL Clicks	2008 Open %	2008 Unique Clickers %	2009 TOTAL Clicks	2009 Open %	2009 Unique Clickers %
January	310	35.8	13.4	480	35.5	19.8
February	376	36.8	16.4	908	34.1	31.3
March	460	34.5	15.4	758	33.0	28.8
April	321	36.5	13.3	362	33.0	15.7
May	431	37.3	17.8	473	34.6	19.5
June	578	38.1	23.9	380	33.5	18.1
July	457	37.0	17.8	390	30.6	18.2
August	1102	38.4	30.7	530	33.5	20.1
September	238	33.0	11.7	405	33.6	16.7
October	533	33.7	19.8	536	34.4	21.4
November	NA	NA	NA	366	30.2	17.5
December	202	29.2	11.0	630	31.2	22.8

Note: Full 2008 report may be found online here <http://eval.org/VRC/aea08.nl.report.pdf>



**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **January 09**

Template: Newsletters - People III

Lists: January 21 2009 Allo (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5671	1/23/2009 2:03 PM EST	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5671	2.6% (146)	0	0	35.5% (1962)	19.8% (388)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://store.lyceumbooks.com/shop	2	0.4%
http://www.eval.org/	94	19.6%
http://www.eval.org/aboutus/organization/affiliates.asp	2	0.4%
http://www.eval.org/aboutus/organization/board.asp	3	0.6%
http://www.eval.org/aboutus/organization/tigs.asp	16	3.3%
http://www.eval.org/EPTF.asp	132	27.5%
http://www.eval.org/EPTF.signup.discussion.asp	23	4.8%
http://www.eval.org/intl/kuzmin.htm	11	2.3%
http://www.eval.org/programs/careercenter.asp	91	19.0%
http://www.eval.org/Publications/NDE.asp	6	1.3%
http://www.eval.org/Resources/bibliography.asp	4	0.8%
http://www.guilford.com/cgi-bin/cartscript.cgi?page=aea.html&cart_id=	9	1.9%
http://www.guilford.com/cgi-bin/cartscript.cgi?page=pr/mertens.htm&dir=research/res_tech&cart_id=916116.4057	10	2.1%
http://www.guilford.com/cgi-bin/cartscript.cgi?page=pr/ruhe.htm&dir=research/res_eval&cart_id=811017.5903	11	2.3%
http://www.impactevaluation2009.org/home/?nav-ID=1&ItemID=1	38	7.9%
http://www.josseybass.com/WileyCDA/	2	0.4%
http://www.sagepub.com/	7	1.5%
http://www.sagepub.com/booksProdDesc.nav?prod-id=Book232397&	19	4.0%

Total Click-throughs	480	100%
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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **Copy of February 09**

Template: Newsletters - People III

Lists: aea09.cc.022609 (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5675	2/28/2009 7:12 PM EST	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5675	2.5% (142)	0	0.0% (1)	34.1% (1884)	31.3% (589)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	8	0.9%
http://eval.org/aboutus/awards.asp	1	0.1%
http://eval.org/aea09.board.nominations.asp	4	0.4%
http://eval.org/find_an_evaluator/evaluator_search.asp	6	0.7%
http://www.dropoutprevention.org/pubs/show_series.php?seriesID=00002	70	7.7%
http://www.education.duq.edu/mastersCertification/diversity_inter_program.htm	7	0.8%
http://www.eval.org/	55	6.1%
http://www.eval.org/aboutus/awards.asp	0	0.0%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.1%
http://www.eval.org/aboutus/organization/board.asp	0	0.0%
http://www.eval.org/aboutus/organization/tigs.asp	11	1.2%
http://www.eval.org/aea.journalaccess.asp	12	1.3%
http://www.eval.org/aea08.bdi.eval.asp	42	4.6%
http://www.eval.org/aea08.framework.asp	71	7.8%
http://www.eval.org/aea08.omb.guidance.responseF.pdf	166	18.3%
http://www.eval.org/aea09.board.nominations.asp	3	0.3%
http://www.eval.org/eval2009/default.htm	18	2.0%
http://www.eval.org/EPTF.asp	43	4.7%
http://www.eval.org/EPTF.signup.discussion.asp	16	1.8%
http://www.eval.org/part.asp	7	0.8%

http://www.eval.org/programs/careercenter.asp	28	3.1%
http://www.eval.org/scan/aea08.scan.htm	55	6.1%
http://www.guilford.com/	5	0.6%
http://www.guilford.com/cgi-bin/cartscript.cgi?page=pr/leavy.htm&dir=research/res_qual&cart_id=811017.5903	3	0.3%
http://www.sagepub.com/booksProdDesc.nav?prodId=Book230418&	11	1.2%
http://www.sagepub.com/booksProdDesc.nav?prodId=Book231785&	16	1.8%
http://www.whitehouse.gov/omb/expectmore/	42	4.6%
http://www.whitehouse.gov/omb/part/2004_program_eval.pdf	207	22.8%
Total Click-throughs	908	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **March 09**

Template: Newsletters - People III

Lists: aea09.cc.032509 (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5700	3/27/2009 8:13 AM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5700	2.9% (163)	0	0.1% (3)	33.0% (1828)	28.8% (527)	0.1% (2)

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	15	2.0%
http://creativecommons.org/licenses/by-nc-sa/2.5/	86	11.3%
http://eval.org/aboutus/awards.asp	7	0.9%
http://eval.org/find_an_evaluator/evaluator_search.asp	5	0.7%
http://eval.org/Resources/Blogs.asp	39	5.1%
http://sites.google.com/site/onlinelearningcircles/	26	3.4%
http://www.eers.org/	15	2.0%
http://www.eval.org/	41	5.4%
http://www.eval.org/aboutus/awards.asp	4	0.5%
http://www.eval.org/aboutus/organization/affiliates.asp	0	0.0%
http://www.eval.org/aboutus/organization/board.asp	4	0.5%
http://www.eval.org/aboutus/organization/tigs.asp	47	6.2%
http://www.eval.org/aea09.obama.budget.evaluation.pdf	87	11.5%
http://www.eval.org/EPTF.asp	31	4.1%
http://www.eval.org/EPTF.signup.discussion.asp	6	0.8%
http://www.eval.org/programs/careercenter.asp	72	9.5%
http://www.foundationreview.org/	72	9.5%
http://www.guilford.com/cgi-bin/cartscript.cgi?page=pr/freeman.htm&sec=aboutas&dir=research/res_qual&cart_id=44970.27861	9	1.2%

http://www.guilford.com/cgi-bin/cartscript.cgi?page=pr/johnson7.htm&sec=aboutas&dir=research/res_quant&cart_id=663850.11484	12	1.6%
http://www.ioce.net/	18	2.4%
http://www.jbpub.com/catalog/9780763753344/	21	2.8%
http://www.rand.org/pubs/technical_reports/TR-101/	141	18.6%
Total Click-throughs	758	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **April 09**

Template: Newsletters - People III

Lists: aea09.cc.042909 (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5693	4/30/2009 7:52 AM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5693	2.2% (124)	0	0	33.0% (1836)	15.7% (288)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	3	0.8%
http://c2009.evaluationcanada.ca	0	0.0%
http://creativecommons.org/licenses/by-nc-sa-2.5/	51	14.1%
http://eval.org/aboutus/awards.asp	9	2.5%
http://eval.org/find_an_evaluator/evaluator_search.asp	9	2.5%
http://eval.org/membership.asp	2	0.6%
http://eval.org/rss.asp	27	7.5%
http://thomas.loc.gov/	4	1.1%
http://www.aealac.org/	2	0.6%
http://www.eval.org/	45	12.4%
http://www.eval.org/aboutus/aea.example.nominations.packet.pdf	13	3.6%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.3%
http://www.eval.org/aboutus/organization/board.asp	1	0.3%
http://www.eval.org/aboutus/organization/tigs.asp	7	1.9%
http://www.eval.org/eval2009/09hotels.htm	82	22.7%
http://www.eval.org/EPTF.asp	4	1.1%
http://www.eval.org/EPTF.signup.discussion.asp	3	0.8%
http://www.eval.org/find_an_evaluator/evaluator_search.asp	12	3.3%
http://www.eval.org/intl/miyoshi.htm	9	2.5%
http://www.impactevaluation2009.org/home/?nav-ID=1&itemID=1	6	1.7%

http://www.internationalevaluation.com/index.-shtml	3	0.8%
http://www.linkedin.com/groupRegistration?gid-=1021707&trk=anetsrch_join&goback=%2Ehom%2Egd-r_1239753587048_1	3	0.8%
http://www.ipeg.org/	8	2.2%
http://www.sagepub.com/booksProdDesc.nav?prod-Id=Book226302&	16	4.4%
http://www.unicef.org/ceecis/resources_10597.-html	28	7.7%
http://www.unicef.org/ceecis/resources_11137.-html	4	1.1%
https://www.eval.org/SummerInstitute09/09SIRe-g.asp	10	2.8%
Total Click-throughs	362	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **May 09 Newsletter**

Template: Newsletters - People III

Lists: May Newsletter

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5687	5/28/2009 8:04 AM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5687	2.3% (131)	0	0.0% (2)	34.6% (1922)	19.5% (375)	0.1% (1)

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	27	5.7%
http://eval.org/aboutus/awards.asp	14	3.0%
http://eval.org/find_an_evaluator/evaluator_search.asp	9	1.9%
http://foreignaffairs.house.gov/press_display.asp?id=614	19	4.0%
http://lyceumbooks.com/SocialWorkEvaluation.htm	13	2.7%
http://www.eval.org/	48	10.1%
http://www.eval.org/aboutus/organization/affiliates.asp	0	0.0%
http://www.eval.org/aboutus/organization/board.asp	0	0.0%
http://www.eval.org/aboutus/organization/tigs.asp	11	2.3%
http://www.eval.org/EPTF.signup.discussion.asp	13	2.7%
http://www.eval.org/programs/careercenter.asp	112	23.7%
http://www.eval.org/SummerInstitute09/default.asp	28	5.9%
http://www.impactevaluation2009.org/	9	1.9%
http://www.linkedin.com/	18	3.8%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	52	11.0%
http://www.uncg.edu/ure/news/stories/2009/apr/ServiceAwards040309.htm	5	1.1%
http://www.uri.edu/mcc/DiversityAwards/2009/index.html	2	0.4%
http://www.worldbank.org/ieg/nonie/guidance.html	67	14.2%
http://www.youtube.com/watch?v=lZT3JVUGUzM	26	5.5%

Total Click-throughs	473	100%
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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **June 09 Newsletter**

Template: Newsletters - People III

Lists: aea09.cc.063009 (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5672	6/30/2009 10:07 PM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5672	2.9% (166)	0	0	33.5% (1846)	18.1% (335)	0.1% (1)

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	15	3.9%
http://eval.org/find_an_evaluator/evaluator_search.asp	10	2.6%
http://linkedin.com/	13	3.4%
http://sharethis.com/	15	3.9%
http://www.eval.org/	147	38.7%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.3%
http://www.eval.org/aboutus/organization/board.asp	0	0.0%
http://www.eval.org/aboutus/organization/tigs.asp	7	1.8%
http://www.eval.org/eval2009/	17	4.5%
http://www.eval.org/EPTF.signup.discussion.asp	11	2.9%
http://www.eval.org/programs/careercenter.asp	86	22.6%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	5	1.3%
http://www.nfwf.org/een	30	7.9%
http://www.pdkintl.org/leaders/09pressrel/MalloyPR.doc	10	2.6%
http://www.transactionpub.com/cgi-bin/transactionpublishers.storefront/4a392f0c0139bc02ea6-dc0a80aa50680/Product/View/1&2D4128&2D1043&2D-4	13	3.4%
Total Click-throughs	380	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **July 09 Newsletter**

Template: Newsletters - People III

Lists: aea09.cc.073009 (deleted)

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5690	7/31/2009 6:13 PM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5690	0	0	0	30.6% (1743)	18.2% (318)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	9	2.3%
http://eval.org/aboutus/organization/aboutus.-asp	1	0.3%
http://eval.org/find_an_evaluator/evaluator_search.asp	7	1.8%
http://eval.org/gedip.htm	16	4.1%
http://help.senate.gov/Maj_press/2009_07_15_b-.pdf	0	0.0%
http://publications.worldbank.org/ecommerce/catalog/product?item_id=8947129	19	4.9%
http://waysandmeans.house.gov/MoreInfo.asp?section=52	2	0.5%
http://www.eval.org/	39	10.0%
http://www.eval.org/aboutus/organization/affiliates.asp	0	0.0%
http://www.eval.org/aboutus/organization/board.asp	5	1.3%
http://www.eval.org/aboutus/organization/tigs.asp	3	0.8%
http://www.eval.org/EPTF.asp	25	6.4%
http://www.eval.org/EPTF.signup.discussion.asp	8	2.1%
http://www.eval.org/institutevols.asp	10	2.6%
http://www.eval.org/programs/careercenter.asp	84	21.5%
http://www.eval.org/search09/search.asp	86	22.1%
http://www.eval.org/SummerInstitute09/default.asp	24	6.2%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	8	2.1%
http://www.longman.ch/1449/9780131364158/Research-in-Education-Evidence-Based.aspx	12	3.1%

https://www.eval.org/reg2009/Registrationtop.-asp	32	8.2%
Total Click-throughs	390	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **August 09 Newsletter3**

Template: Newsletters - People III

Lists: August Newsletter 083109

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5704	8/31/2009 7:33 PM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5704	0	0	0.0% (2)	33.5% (1910)	20.1% (383)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	11	2.1%
http://eval.org/find_an_evaluator/evaluator_search.asp	2	0.4%
http://h-pea.org/events.html	13	2.5%
http://www.comnetwork.org/resources/downloads-/AreWeThereYet.pdf	42	7.9%
http://www.eval.org/	40	7.5%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.2%
http://www.eval.org/aboutus/organization/board.asp	2	0.4%
http://www.eval.org/aboutus/organization/tigs.asp	2	0.4%
http://www.eval.org/eval2008/08NightsOut.htm	17	3.2%
http://www.eval.org/eval2009/09presenterguide-lines.htm#Guidelines_for_serving_as_a_Session-Chair	27	5.1%
http://www.eval.org/EPTF.asp	21	4.0%
http://www.eval.org/EPTF.signup.discussion.asp	1	0.2%
http://www.eval.org/MembershipApplication/update.asp	26	4.9%
http://www.eval.org/programs/careercenter.asp	81	15.3%
http://www.eval.org/search09/search.asp	44	8.3%
http://www.eval.org/search09/session.asp?sessionid=8142&presenterid=0	7	1.3%
http://www.eval.org/search09/session.asp?sessionid=8420&presenterid=0	10	1.9%
http://www.eval.org/search09/session.asp?sessionid=8421&presenterid=0	12	2.3%

http://www.eval.org/search09/session.asp?sessionid=8422&presenterid=0	17	3.2%
http://www.eval.org/search09/session.asp?sessionid=8424&presenterid=0	5	0.9%
http://www.eval.org/search09/session.asp?sessionid=8425&presenterid=0	18	3.4%
http://www.eval.org/volunteer_leadership_TF.asp	9	1.7%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	2	0.4%
http://www.oregoneval.org/	10	1.9%
http://www.ostp.gov/galleries/press_release_files/Final%20Signed%20OMB-OSTP%20Memo%20-%20S-T%20Priorities.pdf	31	5.8%
http://www.sagepub.com/booksProdDesc.nav?prodId=Book232923&	40	7.5%
https://www.eval.org/reg2009/Registrationtop.asp	39	7.4%
Total Click-throughs	530	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **Sept 09 Newsletter Final**

Template: Newsletters - People III

Lists: September Newsletter

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5851	9/29/2009 8:08 AM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5851	2.9% (167)	0	0.0% (1)	33.6% (1908)	16.7% (318)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	5	1.2%
http://bit.ly/3qLCqR	1	0.2%
http://eval-net.org/index.php?id=71	18	4.4%
http://eval.org/aeaweb.asp	5	1.2%
http://eval.org/find_an_evaluator/evaluator_search.asp	5	1.2%
http://eval.org/rss.asp	1	0.2%
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=111_cong_bills&docid=f:h2139ih.txt.pdf	2	0.5%
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=111_cong_bills&docid=f:h2410rfs.txt.pdf	1	0.2%
http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=111_cong_bills&docid=f:s1524is.txt.pdf	1	0.2%
http://twitter.com/aeaweb	4	1.0%
http://www.apa.org/monitor/2009/09/outcomes.html	80	19.8%
http://www.eval.org/	52	12.8%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.2%
http://www.eval.org/aboutus/organization/board.asp	5	1.2%
http://www.eval.org/aboutus/organization/tigs.asp	10	2.5%
http://www.eval.org/eval2009/09ambassadors.htm	5	1.2%
http://www.eval.org/eval2009/09hotels.htm	46	11.4%
http://www.eval.org/EPTF.asp	14	3.5%

http://www.eval.org/EPTF.signup.discussion.asp	1	0.2%
http://www.eval.org/programs/careercenter.asp	60	14.8%
http://www.eval.org/search09/search.asp	18	4.4%
http://www.eval.org/search09/session.asp?sessionid=7396&presenterid=2409	8	2.0%
http://www.eval.org/thought_leaders.asp	1	0.2%
http://www.eval.org/volunteer.opportunities.htm	22	5.4%
http://www.ioce.net/	2	0.5%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	3	0.7%
http://www.sagepub.com/booksProdDesc.nav?prodId=Book233111&	6	1.5%
http://www.samea.org.za/	8	2.0%
http://www.visitorstudies.org/	2	0.5%
https://www.eval.org/reg2009/Registrationtop.asp	18	4.4%
Total Click-throughs	405	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **October 09 Newsletter**

Template: Newsletters - People III

Lists: Oct 09 Newsletter 103109

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5828	10/31/2009 9:02 PM EDT	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5828	2.7% (159)	0	0.0% (2)	34.4% (1948)	21.4% (417)	0.1% (1)

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	6	1.1%
http://eval.org/find_an_evaluator/evaluator_search.asp	6	1.1%
http://www.eval.org/	25	4.7%
http://www.eval.org/aboutus/awards.asp	150	28.0%
http://www.eval.org/aboutus/organization/affiliates.asp	2	0.4%
http://www.eval.org/aboutus/organization/board.asp	2	0.4%
http://www.eval.org/aboutus/organization/tigs.asp	8	1.5%
http://www.eval.org/aea08.omb.guidance.responseF.pdf	20	3.7%
http://www.eval.org/aea09.eptf.eval.roadmapF.pdf	46	8.6%
http://www.eval.org/EPTF.htm	16	3.0%
http://www.eval.org/EPTF.signup.discussion.asp	2	0.4%
http://www.eval.org/gedip.htm	14	2.6%
http://www.eval.org/hl_signin.asp?ReturnUrl=http%3a%2f%2fcomm.eval.org%2fEVAL%2fEVAL%2feGroups%2feGroupsHome%2fDefault.aspx	7	1.3%
http://www.eval.org/programs/careercenter.asp	52	9.7%
http://www.eval.org/Publications/AJE.asp	6	1.1%
http://www.eval.org/Training/university_programs.asp	34	6.3%
http://www.eval.org/volunteer.opportunities.htm	31	5.8%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	6	1.1%

http://www.nytimes.com/2009/08/23/magazine/23-Women-t.html?pagewanted=6	28	5.2%
http://www.shu.edu/academics/education/phd-ed-ucation-research-assessment/index.cfm	38	7.1%
http://www.whitehouse.gov/omb/assets/memoranda_2010/m10-01.pdf	27	5.0%
https://www.eval.org/reg2009/Registrationtop.-asp	10	1.9%
Total Click-throughs	536	100%

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**The American Evaluation Association
Email Statistics
12/15/2009**

Email Name: **November 09 Newsletter**

Template: Newsletters - People III

Lists: aea09.cc.112309

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5815	11/24/2009 8:23 PM EST	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5815	3.2% (185)	0	0.0% (1)	30.2% (1700)	17.5% (298)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	4	1.1%
http://bit.ly/prasurvey	44	12.0%
http://c2010.evaluationcanada.ca/	5	1.4%
http://c2010.evaluationcanada.ca/index.cgi?_lang=en	15	4.1%
http://edocket.access.gpo.gov/2009/pdf/E9-257-57.pdf	17	4.6%
http://eval.org/find_an_evaluator/evaluator_search.asp	8	2.2%
http://itestlrc.edc.org/	15	4.1%
http://ow.ly/Fjvs	58	15.8%
http://www.eval.org/	31	8.5%
http://www.eval.org/aboutus/awards.asp	2	0.5%
http://www.eval.org/aboutus/organization/affiliates.asp	2	0.5%
http://www.eval.org/aboutus/organization/board.asp	3	0.8%
http://www.eval.org/aboutus/organization/tigs.asp	11	3.0%
http://www.eval.org/EPTF.asp	3	0.8%
http://www.eval.org/EPTF.signup.discussion.asp	3	0.8%
http://www.eval.org/programs/careercenter.asp	75	20.5%
http://www.eval.org/volunteer.opportunities.htm	28	7.7%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	4	1.1%
http://www.reginfo.gov/public/reginfo/prd.pdf	4	1.1%

http://www.wiley.com/WileyCDA/WileyTitle/prod-uctCd-0470469986,descCd-description.html	34	9.3%
Total Click-throughs	366	100%

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**The American Evaluation Association
Email Statistics
1/11/2010**

Email Name: **December 09 Newsletter**

Template: Newsletters - People III

Lists: aea09.cc.121709

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	5711	12/17/2009 4:24 PM EST	Successfully Sent

Email Statistics

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
5711	3.3% (191)	0	0.0% (1)	31.2% (1725)	22.8% (394)	0

Click-through Statistics

Email Link	Unique Click-throughs	Click-through Distribution
http://bama.ua.edu/archives/evaltalk.html	3	0.5%
http://bit.ly/ccoryn	17	2.7%
http://bit.ly/cmooore	14	2.2%
http://bit.ly/ej davidson	52	8.3%
http://bit.ly/hpreskill	38	6.0%
http://bit.ly/jonadler	33	5.2%
http://bit.ly/mbmoore	13	2.1%
http://bit.ly/mmollette	12	1.9%
http://bit.ly/skistler	9	1.4%
http://bit.ly/tschwandt	21	3.3%
http://bit.ly/wmartz	31	4.9%
http://comm.eval.org/EVAL/EVAL/Resources/LibraryDocuments/Default.aspx?LibraryKey=7c254aae-b773-4ffa-ab87-4f7a86022b25	10	1.6%
http://edocket.access.gpo.gov/2009/pdf/E9-257-57.pdf	0	0.0%
http://epress.anu.edu.au/dialogue_methods_citation.html	6	1.0%
http://eval.org/find_an_evaluator/evaluator_search.asp	1	0.2%
http://twitter.com/aeaweb	1	0.2%
http://www.enmrb.org	9	1.4%
http://www.eval.org/	46	7.3%
http://www.eval.org/aboutus/awards.asp	0	0.0%
http://www.eval.org/aboutus/organization/affiliates.asp	1	0.2%

http://www.eval.org/aboutus/organization/board.asp	2	0.3%
http://www.eval.org/aboutus/organization/tigs.asp	5	0.8%
http://www.eval.org/EPTF.asp	18	2.9%
http://www.eval.org/EPTF.signup.discussion.asp	2	0.3%
http://www.eval.org/intl/bamberger.htm	17	2.7%
http://www.eval.org/policies.asp	41	6.5%
http://www.eval.org/programs/careercenter.asp	62	9.8%
http://www.eval.org/thought_leaders.asp#How_to_Participate_and_Frequently_Asked_	1	0.2%
http://www.eval.org/volunteer.opportunities.htm	27	4.3%
http://www.eval.org/VRC/aea09.gao.council.info.pdf	11	1.7%
http://www.evatheevaluator.com/	82	13.0%
http://www.linkedin.com/groups?home=&gid=1021-707&trk=anet_ug_hm	2	0.3%
http://www.reginfo.gov/public/reginfo/pa.pdf	3	0.5%
http://www.sagepub.com/booksProdDesc.nav?prodId=Book208062&	19	3.0%
http://www.whitehouse.gov/omb/inforeg/statpolicy/standards_stat_surveys.pdf	21	3.3%
Total Click-throughs	630	100%

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