

**PR & Outreach Committee Report  
Board of Directors Meeting  
14 SEP 10**



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**Recent accomplishments:**

- 2010 Strategic Communications Plan approved
- Press coverage for SEIP grant award
- Increased online activity including blogs, Facebook, and Twitter

**Website stats August 2010:**

Total Hits	<b>81,113</b>
Total Files	<b>57,120</b>
Total Pages	<b>14,911</b>
Total Visits	<b>6,783</b>

**Website stats 13JUL10-14SEP10:**

	<b>Page/Topic</b>	<b>Pageviews</b>	<b>Unique Pageviews</b>	<b>Avg. Time on Page</b>
1.	Main page from search engines	2,082	1,790	00:01:36
2.	Awards and Grants	925	808	00:04:03
3.	Programs	673	508	00:00:49
4.	About Us	611	467	00:01:31
5.	Home	496	344	00:01:25
6.	Events Calendar	457	337	00:02:20
7.	Member Communities (CAT)	275	187	00:00:27
8.	Get involved (member, volunteer, donate)	275	213	00:02:04
9.	Green Business Program	268	214	00:02:45
10.	eBlasts	140	101	00:05:40

**Facebook:**

- 777 fans to date (34% male, 64% female); 53 new fans since last Board report

**eBlasts:**

- 23AUG10 eBlast open rate 28.75%
- Most popular link in August eBlast was “Energy Intern Grant Award” and “Eco-Tourism”
- 08SEP10 eBlast open rate 20.19%
- Most popular link in September eBlast was “Events” and “Green Growth Toolbox”

**Upcoming projects:**

- Events, events, events!
- Install new web calendar