Faculty Herald Annual Report Summary 2011-2012

Readership trends: Since this time last year, *Faculty Herald* has nearly doubled the number of unique visitors to the website. Phil Yannella's letters to the editor during the summer drew over 800 unique visitors each and the *Herald* has maintained those numbers since 42_2. The largest single spike since last summer has just recently happened due to the Pudd'nhead Wilson controversy and the letters to the editor it has generated. Letters to the editor between issues seem to draw the largest unique readership.

![Unique Readers 2011-2012](image)

Traffic: According to Google Analytics, only a quarter of our readers access the Herald website through the link embedded within the Senate listserve announcement email. Nearly twice as many readers get to the site through Google's search engine. I think this trend suggests that a little advertising could increase readership.

Top Ten Articles of the Year:

1. Letter to the editor, July 12th, 2011: Irrational World of Temple University Finances (Yannella): 943 Unique Visitors
2. Letter to the editor, June 3rd, 2011: Temple's Secret Tax on Tuition (Yannella and Angel): 820 Unique Visitors
3. Letters to the Editor, April 9, 2012: 419 Unique Visitors (Response to Turner)
5. Letter to the Editor, April 11, 2012: 341 Unique Visitors (Response to Turner)

6. Rivers of Money in a Drying Land (Yannella): 293 Unique Visitors (Issue 42_2)


8. Understanding Temple Finances (Yannella): 257 Unique Visitors (Issue 42_3)

9. How We Got Here (Goedde): 240 Unique Visitors (Issue 41_5)

10. Workload in a Time of Scarcity (Schwartz): 234 Unique Visitors (Issue 42_4)
Issue 41_5

Period: May 11, 2011- June 2, 2011

Total visits to www.temple.edu/herald - 941

Peak Readership: 41.7% of readership happened on May 11th and May 12th.

Unique Visitors: 448

New Visits: 27.5% of total visits (259)

Bounce rate: 47.6% This means that 47.6% of the visits (448) left the homepage without clicking on any of the article links... we think this means that either these readers click the "view as pdf" link on the homepage and look at the complete Herald through Adobe Acrobat Reader without clicking anything else on the website... or many of them could just be leaving the site. These visitors do not figure into the numbers for the article rankings since they left the site more or less immediately.

Traffic Direction: 39.5% of page views were directed through Google. 25.9% of page views came through the Senate listserve email. 14.2% of page views came from TempleToday.

Article Rankings:
1. How We Got Here (Goedde): 240 Unique Visitors
2. On the Budget Part II (Yannella): 211 Unique Visitors
3. The Flap in CLA (Lawson): 200 Unique Visitors
4. Shared Sacrifice at Temple (Sirover): 171 Unique Visitors
5. Honoring our Retiring Faculty: 100 Unique Visitors
6. Online SFF’s (Newman): 82 Unique Visitors

Summer Letters to the Editor

Friday, June 3rd: Temple's Secret Tax on Tuition (Yannella and Angel): 820 Unique Visitors

Tuesday, July 12th: Irrational World of Temple University Finances (Yannella): 943 Unique Visitors
Issue 42_1

Period: Wednesday, October 12 - December 7

Total visits to [www.temple.edu/herald] - 1218

Peak Readership: 25.0% of total visits happened on Oct.13

Unique Visitors: 661

New Visits: 35.5% of total visits (432)

Bounce rate: 56.0%  This means that 56.0% of the visits (682) left the site without clicking on any of the article links...

Traffic Direction: 57.5% of page views were directed through Google (and not the referring link from the Senate listserve).  19.6% of page views came from the Senate listserve email.

Article Rankings:
1. Why Didn't This Happen at Temple...(Sirover): 208 Unique Visitors
2. Update on Construction Costs (Yannella): 180 Unique Visitors
3. Did You Know?... (Editorial): 132 Unique Visitors
4. Faculty Needed for Presidential... (LaFollette): 66 Unique Visitors
5. Going the Distance... (Lawson): 55 Unique Visitors
Issue 42_2

Period: December 8 - February 9

Total visits to www.temple.edu/herald - 1486

Peak Readership: 26.8% of total visits happened on December 8-9, 124 visit spike (8.4%) on December 14

Unique Visitors: 814

New Visits: 31.2% of total visits (464)

Bounce rate: 56.5%  This means that 56.6% of the visits (814) left the site without clicking on any of the article links.

Traffic Direction: 63.3% of page views were directed through Google.  21.7% of page views came from the Senate listserve email.

Article Rankings:
1. Rivers of Money in a Drying Land (Yannella): 293 Unique Visitors
2. Coach to Class of 2012: Skip Class! (Gratson): 220 Unique Visitors
3. White Paper Announcement...(Editor): 172 Unique Visitors
4. What Would You Do if Your Were Peter... (Sirover): 158 Unique Visitors
5. GenEd at Four Years... (Profile): 86 Unique Visitors
6. Facilitating Temple Internationalization (Werner): 50 Unique Visitors
Issue 42_3


Total visits to www.temple.edu/herald - 1535

Peak Readership: 25% of total visits happened on Feb. 10 and Feb. 11

Unique Visitors - 803

New Visits: 35.7% of total visits (548)

Bounce rate: 52.2% This means that 52.2% of the visits (802) left the site without clicking on any of the article links

Traffic Direction: 55.4% of page views were directed through Google. 22.5% of page views came from the Senate listserve email.

Article Rankings:
2. Understanding Temple Finances (Yannella): 257 Unique Visitors
3. What Kind of President is Likely to be Chosen...(Lawson): 226 Unique Visitors
4. On the Necessity of Taxpayer Oversight... (Sirover): 181 Unique Visitors
5. On Spin and the Rearrangement... (Editorial): 165 Unique Visitors
6. Open Letter to the Presidential Search Committee (CSFC): 114 Unique Visitors
Issue 42_4 (to date)

Period: April 5, 2012- April 25, 2012

Total visits to www.temple.edu/herald - 1802

Peak Readership: Because of the letters to the editor, readership peaked three times on April 5th, 9th and 11th. 19.1% of total visits happened on Apr. 5th, 20.9% on Apr. 9th, and 19.0% Apr. 11th.

Unique Visitors - 914 (Our highest readership as far as I know.)

New Visits: 27.6% of total visits (497)

Bounce rate: 57.3% This means that 57.3% of the visits (1033) left the homepage without clicking on any of the article links.

Traffic Direction: 47.1% of page views were directed through Google. 28.0% of page views came through the Senate listserve email. 5.7% of page views came from Facebook.

Article Rankings:
1. Letter to the Editor 4/9: 419 Unique Visitors
2. Pudd'nhead Wilson (Turner): 387 Unique Visitors
3. Letter to the Editor 4/11: 341 Unique Visitors
4. Workload in a Time of Scarcity (Schwartz): 234 Unique Visitors
5. A Response to Provost Engler's White Paper (Sharpiro): 141 Unique Visitors
6. Restructuring and One Related Matter (Editorial): 135 Unique Visitors
7. My Response to the Provost's Proposal to Create... (Gross): 92 Unique Visitors
8. First Town Hall on Temple's New Supercomputer (Lawson): 60 Unique Visitors