Faculty Herald Annual Report Summary 2013-2014

Readership trends:

After experiencing decreased readership in the Fall of 2013, the number of Faculty Herald's Volume 44 page views rose astonishingly after Winter Break as a result of three letters to the editor on the issue of faculty safety raised by the horrible attack in Anderson Hall.

The most popular piece of the year was Lewis Gordon's letter, garnering a total of 3257 page views. Even after a year, Gordon's letter gained 103 page views since our last issue's launch.

44_3 was our most successful issue of the year, with the peak of 2144 page views and three of the top ten ranked articles. Our homepage, however, gathered a total 2222 page views during Winter Break because of the continued exchange of Letters to the Editor.

Overall, readership is still up over our established performance since Winter Break but next issue's performance will judge the merit of that assessment.

Letters to the Editor, interviews with Provost Dai, and articles about topics such as the athletic department cuts and universal disability accessibility have drawn the most readers.
Top Ten Articles of the Year:

2. Stephanie Ives letter 1/14/14: 2896
3. Scott Gratson letter 1/02/14: 2730
4. Stephanie Ives letter 12/16/13: 1009
5. 44_3 Sachs, "Athletics, To Infinity and Beyond..." - 589
6. 44_4 Interview with Dai: 500
7. Parkhe and Drenner letter 5/10/13: 420
8. 44_3 Barnett, "Response to Faculty Herald's Dialogue on Good and Bad Teaching" - 377
9. 44_3 Keefer, "Universal Design for Learning" - 274
10. 44_1 "Two Conversations with Dai" - 254

Faculty Herald Analytics Data, Volume 44

43_5 (launched Tuesday, May 14 2013)

Page views of Herald Homepage: 1006 (Page views is the total number of pages viewed. Repeated views of a single page are counted.)

Individual Article Rankings:

Lewis Gordon Letter 4/22: 2618 page views
Parkhe and Drennan Letter 5/10: 420
Editorial: 232
Interview with Dai, Part One: 180
Radhert, Chairs into Managers: 148
LaFollette, Answering for Undergraduate Education: 145
Howard and Pruchniewska, International Students: 63
**44_1 (Launched Wednesday, Oct. 16 2013)**

Herald Homepage Page views: 784

**Individual Article Rankings:**

Two Conversations with Dai: 254
Alpert, To the Editor: 160
GenEd Past and Present: 152
Editorial: 140
McGarvey and Schifter, Online Learning:113
Wayback: 71
Kohl Memorial: 58

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**44_2 (Launched Tuesday, December 10 2013)**

_right after the Fall semester ended, Computer Services updated the operating system on the Herald computer without notifying me. Analytics data for this issue was lost. After about a week back and forth with them, we were able to restore Analytics but the numbers for this issue seem unduly low to me._

Herald Homepage Page views: 650

**Individual Article Rankings:**

Ives, Letter to the Editor 12/16: 1009
Newman, Protecting the Faculty: 154
Dialogue on Good and Bad Teaching: 122
Miller, Access to SFFs: 105
Status Report/Committee Chart: 100
Editorial: 95
Interview with Dean Anderson: 88
Cucchiara, Best in Show: 65
Radhert, Theobald Inauguration: 46
Wayback: 40
Lawson, Foner visit: 35

**44_3 (Launched Wednesday, February 26 2014, with four letters to the editor posted during Winter Break.)**

A. Letters to the Editor: (Activity between 12/16/2013 and 2/25/2014)

Herald Homepage pageviews: 2222
Ives 12/16: 1009 pageviews
Gratson 1/02: 2730
Ives 1/14: 2896
Gratson 2/24: 215

B. Individual Article Rankings for 44_3:

Herald Homepage: 2144 pageviews (between 2/25 and 3/25)
Sachs, Athletics: 589
Barnett, Response: 377
Keefer, Universal Design: 274
Editorial: 237
Accessibility Interview: 224
Meet Temple University Honors: 152
Lewis Gordon: 133
Committee Report: 110
Wayback: 110
Recommendations:

- In the past, articles about the budget and letters to the editor have been popular (and still are). Now we know that pieces about the perspectives of Temple administrators, disability accessibility for students, and Temple Athletics will also draw more readers.

- This year we increased our readership overall with letters to the editor. Four of these letters got more than 1000 hits and seem to have caused an early spring readership rise. This year, faculty safety was the primary topic of letters to the editor.

- On our website interface, there is a series of tabs just under the mast where we often reduplicate articles (labeled "Profiles," "Events," etc). I recommend that we change one of these
vestigial tabs to a mission statement, labeled either "Mission" or "About Us." We should outline our purpose as a publication or as a board. I also worry that many of our would-be readers associate us too strongly with the Faculty Senate, and ignore us because they already think the Senate is too boring or irrelevant. Perhaps more readers would follow us if our mission were clearly evident on our website.

- We need to explore ways to get the word out about us beyond the existing listserv.