

Progress Report

Report Period: September 16 – October 15, 2010

Report Date: October 22, 2010

Prepared For: *Due to this serving only as a writing sample, actual names have been removed*

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RECENT ACTIVITIES

Conferences and Meetings

Materials were mailed to the following conferences where staff is/was unable to attend:

- 10/9-10/1020 – The American Medical Student Association chapters at American River College and the University of California, Davis (AMSA ARC/UCD)
- 11/6/2010 – Dia De Los Muertos Conference at UCSF
- 11/6/2010 – Quest: Health Care 2010 – The competencies that can improve healthcare in Connecticut

Upcoming conferences (60 days out) where the campaign will have a presence:

- 11/6/2010 – Minority Student Medical Career Fair, Awareness Workshops, and Recruitment Fair
AAMC Annual Meeting – Washington, DC

WORK IN PROGRESS

- We've been in communication with the Middle School of Math and Science (MS)² at Howard University and Georgetown University and both are interested in collaborating with us on the AspiringDocs DC initiative. We are also reaching out to George Washington University to see if there is interest with its medical school.

WEBSITE STATS

(Percentages are rounded up)

Quality of Website Visits

The overall Bounce Rate* for visitors was 58%, a decrease of 1% from last month's report (59%).

New and Returning Visitors to the Website

Total site visits were 14,401, of which, 10,669 (74%) were new visitors for this reporting period. Returning visitors for this period were 3,732 (26%). Returning visitors increased by two percent this period. Although we have an increase of 1,141 new visitors, the percentage change from last period is only one percent.

WEBSITE STATS - Cont'd

(Percentages are rounded up)

Visitor Type	Percentage (difference from previous period)
New Visitors	74% (-2)
Bounce Rate (-)	58% (-1)
“Engaged” visitors	16% (-1)
Returning visitors (+)	26% (+2)
Total “engaged” visitors	42% (+1)

Registrant Demographics[†]

There were increases in all demographic categories this period however the increases were not large enough to affect percentage changes from last period.

Registered Visitors	Current (percent increase from previous period)
As of October 15, 2010	8,673 (1%)
New registrants	226

Race/Ethnicity (n=8,673*)	Current (difference from previous period)
African-American	40% (n/c)
White	25% (n/c)
Latino/a	16% (n/c)
Asian	10% (n/c)
Bi/Multi-Race	4% (n/c)
Other	4% (n/c)
Native American	1% (n/c)

Sex (n=8,673*)	Current (difference from previous period)
Female	65% (n/c)
Male	35% (n/c)

[†]Sorted by percentage (highest to lowest). *This number represents complete registration records.

Year in College (n=8,673*)	Current (difference from previous period)
Post-college	26% (n/c)
Junior	19% (n/c)
Sophomore	18% (n/c)
Freshman	16% (n/c)
Senior	15% (n/c)
Pre-college	6% (n/c)

[†]Sorted by percentage (highest to lowest). *This number represents complete registration records.

*Bounce Rate percentage represents how many visitors leave a site at the first “landing” or entrance page to the site.