



COMMUNICATIONS DASHBOARD

Last updated: February 6, 2024

DIRECTORY PROFILES CLAIMED: 120

AWARD APPLICATIONS

	2023 APPLICATIONS	2023 FINALISTS	2023 NEW FSE	2022 APPLICATIONS	2022 NEW FSE
UC Law SF	49	6	2	37	2
Chicago	45	6	2	29	2
Columbia	51	6	2	55	3

EVENT RSVPS

EVENT NAME	YES	REGRETS	ATTENDANCE
Swinter Dinner '24	18	4	
UC Law SF SDD 2023	42	11	?
Columbia SDD 2023	25	21	?
Chicago SDD 2023	50	3	45

LINKEDIN

FOLLOWERS: 92

IMPRESSIONS

LAST 90 DAYS: 3,404

PREVIOUS 90 DAYS: 4,285

EMAIL NEWSLETTER

EMAIL NAME	DATE SENT	OPEN RATE
Annual "Swinter" Dinner Invite #1	January 16, 2024	33.2%
Meet Our Newest Fellows, Class of '23	December 13, 2023	38.11%
Directory Invitation to all Fellows	October 4, 2023	49.34%

WEBSITE

USERS: 1,400 (LAST 90 DAYS)

TOP PAGES:

1. Homepage - 657
2. List of Fellows by Year - 266
3. History of the Patiño Fellowship - 245
4. Selection Process - 168
5. Meet Our Fellows-Elect - 153

TOP SOURCES OF TRAFFIC:

1. Organic search - 63 (unpaid searches for the Fellowship)
2. Direct - 320 (types URL directly into browser)
3. Email - 186 (clicks to website from an email)

USERS: 1,800 (PREVIOUS 90-DAY PERIOD)

TOP PAGES:

1. Homepage - 793
2. RSVP Selection Day Dinners - 539
3. List of Fellows by Year - 516
4. Meet Our Fellows-Elect - 458
5. History of the Patiño Fellowship - 386

TOP SOURCES OF TRAFFIC:

1. Organic search - 743 (unpaid searches for the Fellowship)
2. Direct - 287 (types URL directly into browser)
3. Email - 183 (clicks to website from an email)

2024 GOALS

- Directory profiles claimed to 150
- 10% of claimed profiles that are not populated add more information
- Increase LinkedIn followership by 15%
- Maintain ~40-45% open rate for email
- Complete minimum of two Remarkable Fellow profile stories (1 by Doug, 1 by Katharine)

**WANT MORE
DETAIL?**

Patinofellowship.org/engagement