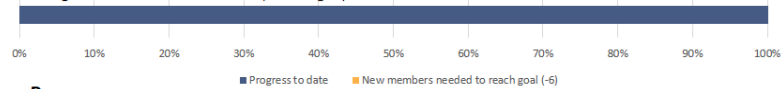


Analytics for the AsthmaCommunityNetwork.org Website

Tracking FY2016 Goals for the Website

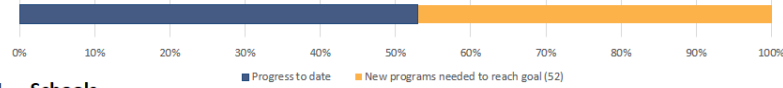
I. Members

- A. Goal: 460 new members (10% increase)
- B. Progress to date: 466 new members (101% of goal)



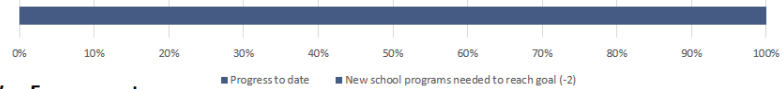
II. Programs

- A. Goal: 110 new programs (10% increase)
- B. Progress to date: 58 new programs (53% of goal)



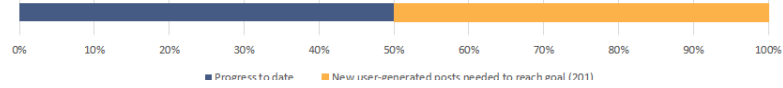
III. Schools

- A. Goal: 18 new school programs (10% increase)
- B. Progress to date: 20 new school programs (111% of goal)

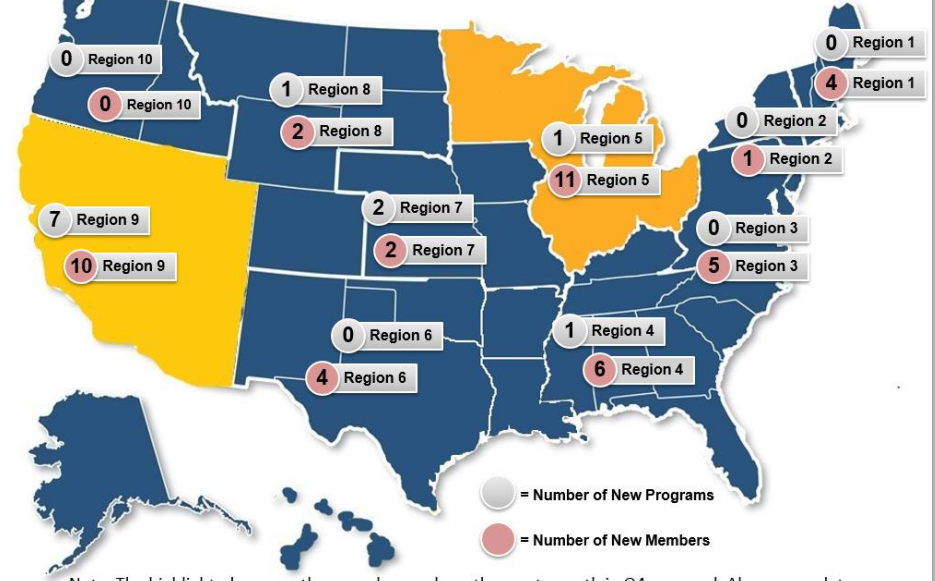


IV. Engagement

- I. Goal: 403 new Network posts (20% increase)
- II. Progress to date: 202 new posts (50% of goal)



New Members and Programs by Region FY2016



Note: The highlighted area on the map shows where the most growth in Q4 occurred. Also, a complete list of members and programs is available upon request.

Member Growth by Region

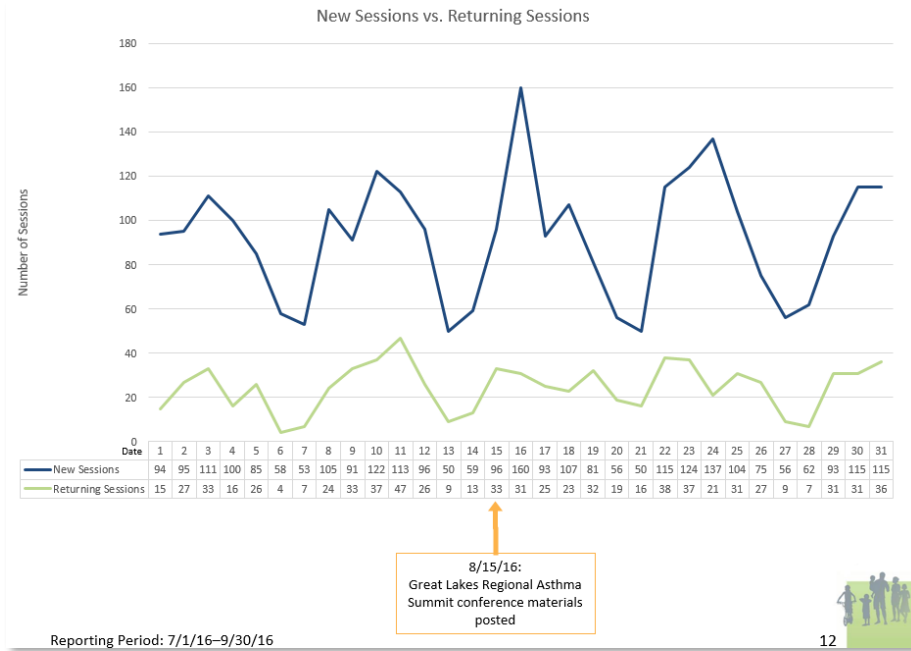
Region	New Members per Month			New Members in Quarter 4	Total Members
	July 2016	August 2016	September 2016		
1	1	1	2	4	263
2	0	0	1	1	373
3	1	0	4	5	473
4	1	0	5	6	482
5	3	1	7	11	480
6	0	0	4	4	250
7	0	0	2	2	116
8	1	0	1	2	103
9	1	2	7	10	363
10	0	0	0	0	111
Unknown*	19	8	44	71	914
Total*	27	12	77	116	3,928

Analytics of Website Visits

Snapshot of Visitors (Oct. 2015–Sept. 2016)												
Month	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.
Analytics												
Number of New Sessions	2,247	2,375	2,289	2,640	2,683	2,592	2,486	3,579	2,649	2,737	2,872	3,292
Total Sessions	3,484	3,654	3,278	3,913	3,757	3,613	3,452	4,969	3,608	3,555	3,635	4,389
Avg. Number of Sessions per Day	112.4	121.8	92.1	126.2	129.5	116.5	115.1	160.3	120.3	114.7	117.3	146.3
Number of Page Views	26,160	23,511	20,657	24,311	24,816	21,712	18,919	28,958	19,978	16,765	17,553	25,875
Avg. Number of Page Views per Session	7.5	6.4	6.3	6.2	6.6	6.0	5.5	5.8	5.5	4.72	4.83	5.90

Analytics for the AsthmaCommunityNetwork.org Website

Effect of Network Marketing Materials—August 2016



Effect of Network Marketing Materials—September 2016



New Content by Month—July to September 2016

Type	New Content per Month			New Content in Quarter
	July 2016	August 2016	September 2016	
Discussion Forum Topics*	0	0	28	28
Blogs	0	1	0	1
Events	12	0	1	13
Resources	1	1	2	4
Total**	13	2	31	46

* Data in the table only include the total number of Discussion Forum topics, not the total number of posts.
 ** Includes content posted by EPA. EPA posted 9 events, 4 resources, 1 blog, and 1 forum—15 of the 46 pieces of content posted to the Network in Q4.

New Content by Quarter for FY2016

Type	New Content per Quarter				New Content FY 2016	Total Network Content**
	Q1	Q2	Q3	Q4		
Discussion Forum Topics	25	0	17	28	70	300
Blogs	5	1	5	1	12	171
Events	10	16	27	13	66	471
Resources	26	11	3	4	44	568
Total*	66	28	52	46	192	1,510

* This includes content posted by EPA and member-generated content.
 ** Figures represent the cumulative number of posts on the Network since 2008.