

MYEMMA RESPONSE COMPARISONS: FIVE MAILINGS OF *JUSTSOUTH E-NEWSLETTER*:

Fred Kammer, SJ

August 31, 2012



October, 2011: 16% of recipients opened the e-news

November, 2011: 15% of recipients opened the e-news

March, 2012: 16% of recipients opened the e-news

May, 2012: 14% of recipients opened the e-news

August, 2012: 13% opened the e-news

Each e-newsletter is now sent in three waves or batches, allowing us to compare the responses of the three groups: the JSRI external list; the Loyola faculty-staff list; and the Loyola student list. For example, for the August 2012 e-news, the response rates were: 29.74% opened the e-news in the JSRI external list; 17.98% in the faculty-staff list; and 7.98% in the student list. This is consistent with the trends since we began the separate waves with the February, 2012 mailing, even though the students had not yet returned to class for the fall semester, 2012.

Responses-five mailings-2011-12-jse