

Dashboard Report: October 2016

Revised on 11/09/16. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2016 October
Total Tenure Track Faculty Participating	617 (59%*)
Courses Published	2,364
Updated Courses Published	918
Archived to D-Space	1,025
Full Video Courses	90
Mirror Sites	365
Translated Courses	1,018

* Based on 913 tenure track teaching faculty as of 2013.

Table 2. Site Publication Traffic Overview

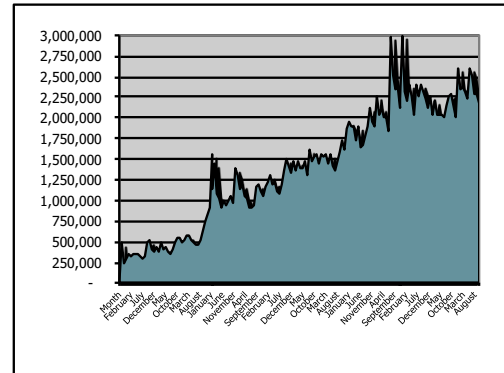
Site Traffic Measure	Total	2016 October
Total Visits	221,989,808	2,184,589
Last year/% change		2,293,110 -5%
Total Unique Visitors	140,400,251	1,446,404
Last year/% change		1,550,691 -7%
MIT.EDU Visits	2,693,357	19,583
Last year/% change		21,369 -8%
Highlights for High School Visits	4,950,979	30,593
Last year/% change		45,124 -32%
OCW Scholar Visits	18,316,150	271,319
Last year/% change		280,981 -3%
Page Views	1,239,384,806	8,528,505
Last year/% change		9,589,873 -11%
.ZIP Downloads	25,426,971	180,492
Donation Page Visits	870,588	6,780
iTunesU Downloads²	55,331,650	414,618
YouTube Views	117,843,481	26,064
OCW enewsletter subscribers	246,000	1,424
OCW Facebook Likes	371,880	7,902
OCW Twitter Followers	163,207	1,086
OCW Blog Visitors	228,751	13,197

¹ Some data estimated. ² Data provided in weekly increments Source: Akamai, SiteWise, MailChimp, FB, Twitter, Wordpress. Zip download data unavailable.

Table 3. User Feedback

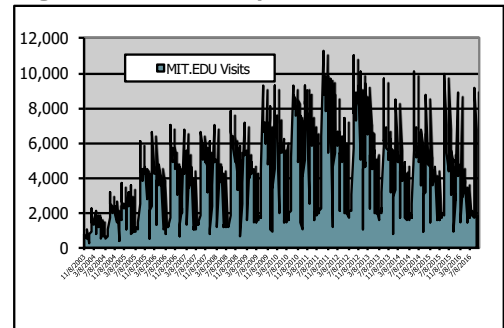
User Feedback
<p>Unsurprisingly your team's hard work and success across the past 15 years has been the vital foundation for global educational content delivery. Each MOOC, online course content program and university information architecture's user acceptance starts its position standing on MIT OCW's shoulders.</p> <p>For this reason, I share my many thanks with MIT's OCW 15th anniversary team. Thirteen years ago I paired my Northwestern University political science curriculum with MIT OCW reading lists. Hand in hand, or rather book by book, your Professor's cultivated selections and content joined NU's cultivated course packs and lectures to form the path to a top US education.</p> <p>The gain this pairing brought in competition with the other students I faced in my undergrad lecture cohort made up for strong deficiencies in my writing skills. My essay and lecture contribution was worthwhile to our cohort's prepared discussions, exams, group projects, as well as cherished and beautiful moments where our group's intellectual problem solving broke through to either higher or at times even precise common ground that we otherwise would have missed.</p> <p>MIT OCW was my unseen academic advisor, professor and mentor. Each academic unit's class content and the benefit of the risk the MIT open education platform took truly put undiscovered talent from my cohort, myself included, on to not only a creative future, but also a generative one.</p>

Figure 1. OCW Visits



Source: WebTrends

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends

Media Mentions

- 10/19 - Ocala
- 10/25 - India New England
- 11/1 - EdTech Magazine

Source: Google Alerts, Lexis Nexus

