

MITOPENCOURSEWARE

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Dashboard Report: **October 2019**

Revised on 12/09/19. For more information, please contact: Joe Martis <jmartis@mit.edu>

Table 1. Site Publication Statistics

Publication Metric	2019 October
Total Tenure Track Faculty Participating	623 (59%*)
Courses Published	2,468
Updated Courses Published	966
Archived to D-Space	1,110
Full Video Courses	111
Courses with Instructor Insights	217
Mirror Sites	427

*Based on tenured or tenure-track faculty as of September 2016.

Table 2. Site Publication Traffic Overview

Site Traffic Measure	Total	2019 October
Total Visits		1,760,523
Last year/% change	290,101,511	1,872,158 -6%
Total Unique Visitors		1,020,375
Last year/% change	178,705,260	1,092,304 -7%
MIT.EDU Visits		16,481
Last year/% change	3,213,362	18,584 -11%
Highlights for High School Visits		22,390
Last year/% change	5,930,748	26,091 -14%
OCW Scholar Visits		237,087
Last year/% change	26,764,796	248,327 -5%
Page Views		8,302,197
Last year/% change	1,547,037,259	8,206,214 1%
OCW Educator Page Views		19,053
Last year/% change	992,829	29,070 -34%
Donation Page Visits		6,091
	1,172,737	
iTunesU Downloads²		125,494
YouTube Views		3,828,385
OCW enewsletter subscribers		971
	196,214	
OCW Facebook Likes		-611
	487,752	
OCW Twitter Followers		576
	195,481	
OCW Blog Visitors		6,956
	448,613	

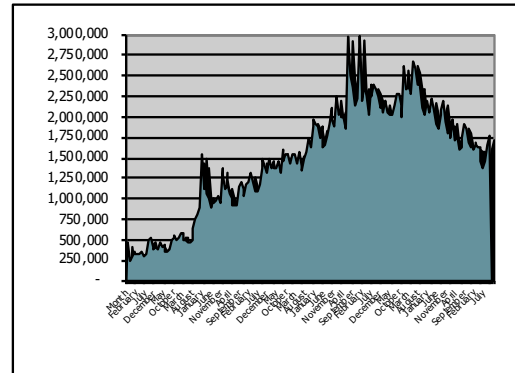
¹ Some data estimated. ² Data provided in weekly increments

Source: Akamai, SiteWise, MailChimp, FB, Twitter, Wordpress. 5/16 onward all traffic statistics are from Google Analytics. OCW assumes a 10% drop in sessions due to global adoption of ad blocking software.

Table 3. User Feedback

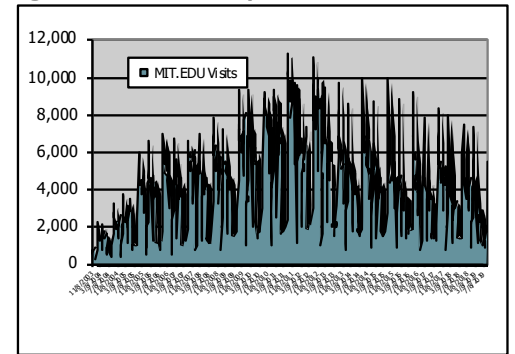
User Feedback
I am a single mom in Kentucky. OCW is a bridge of access to learning that has contributed to my hopes of bettering my life. I want OCW and MIT to continue as a resource for others, as well as myself, as I strive to learn more and be more in my community and world. - Single Mom, Kentucky
Your materials have been so helpful in verifying the content and level of my notes. I wish I had known about MIT earlier. Thank you. - Student

Figure 1. OCW Visits



Source: WebTrends, 5/16 onward Google Analytics

Figure 2. MIT.EDU Weekly Visits



Source: WebTrends, 3/17 onward Google Analytics

Media Mentions
10/24 – YourStory.com

