

Highlighted Results (to-date) from
Evaluation of



by **GIBSON**
CONSULTING GROUP

Ginger Gossman, Jerel Booker
December 11, 2013

Data Sources



End-user Survey

Administered summer 2013



Google Analytics

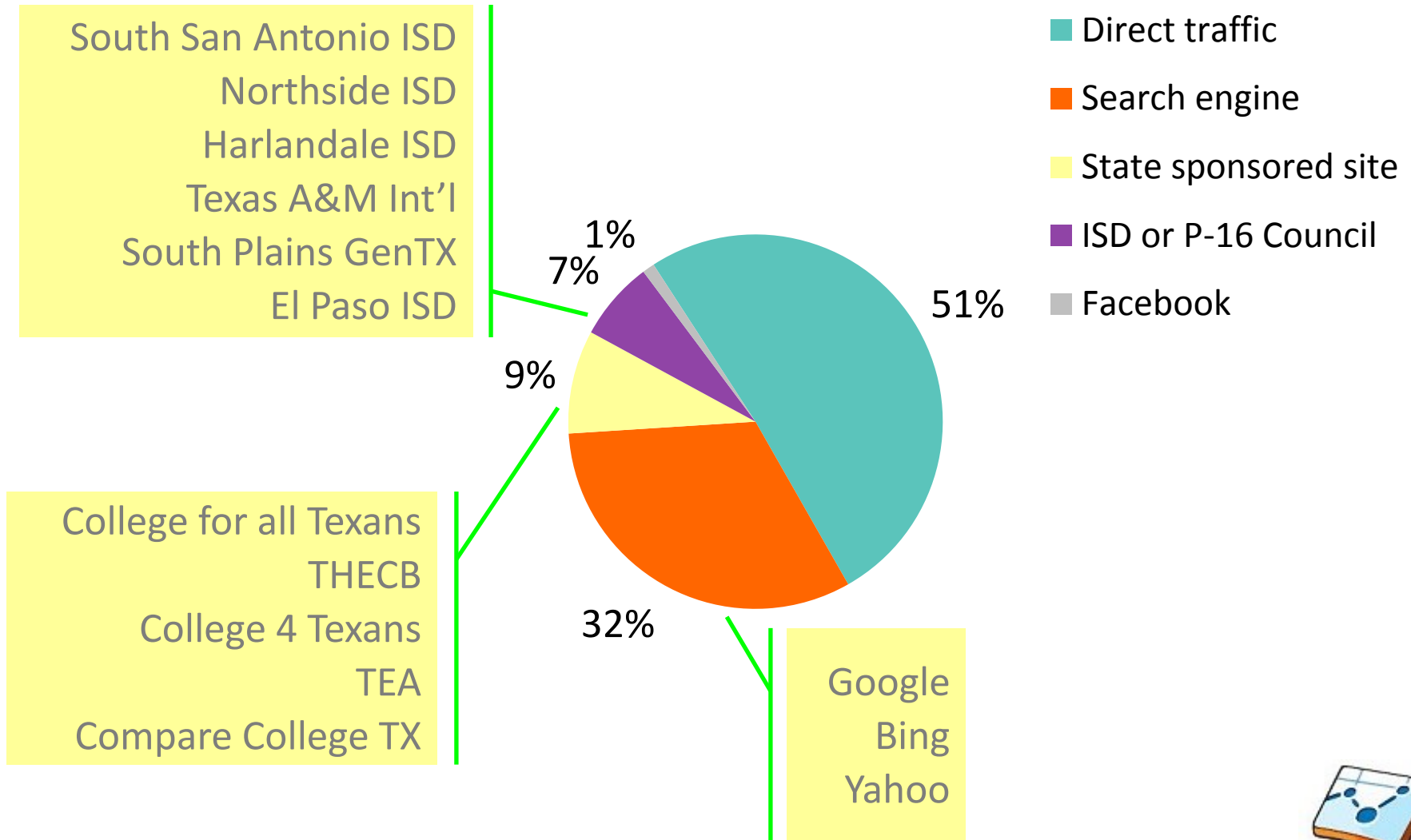
Data available from Sept 2012 to July 2013



Facebook Administrative Site

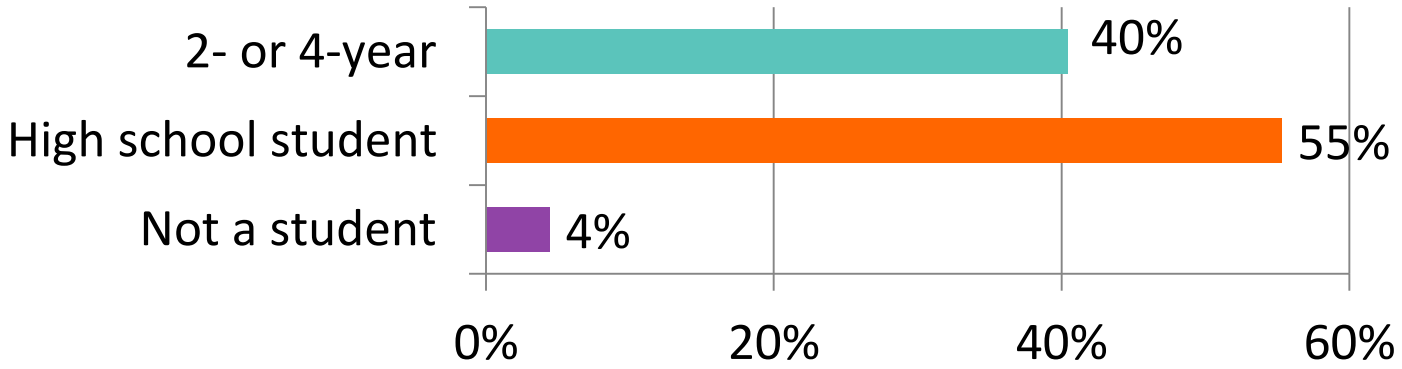
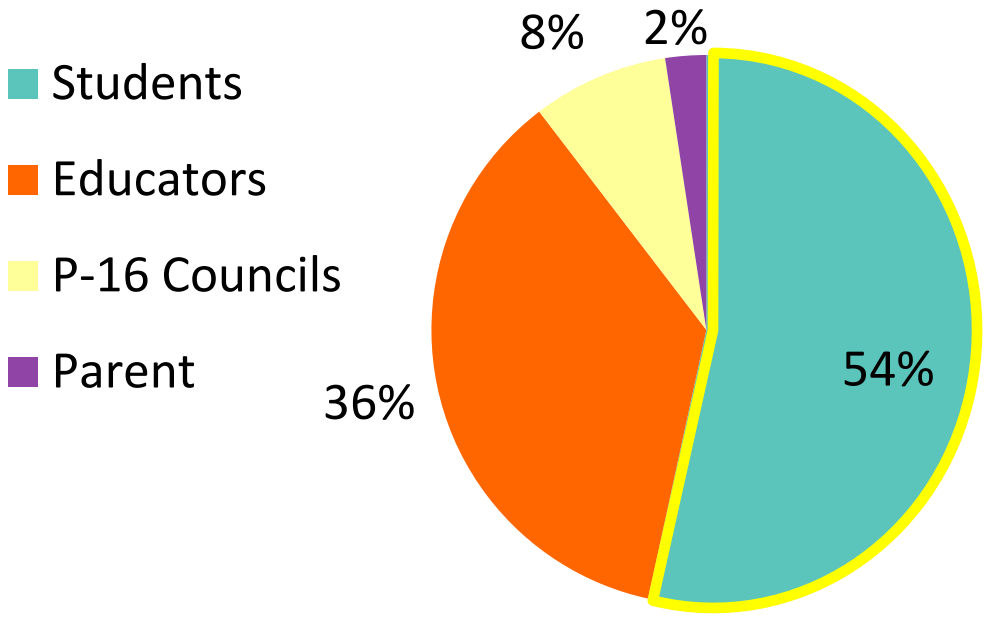
Data available from July 2011 to July 2013

Q1. How are people getting to the GenTX Site?

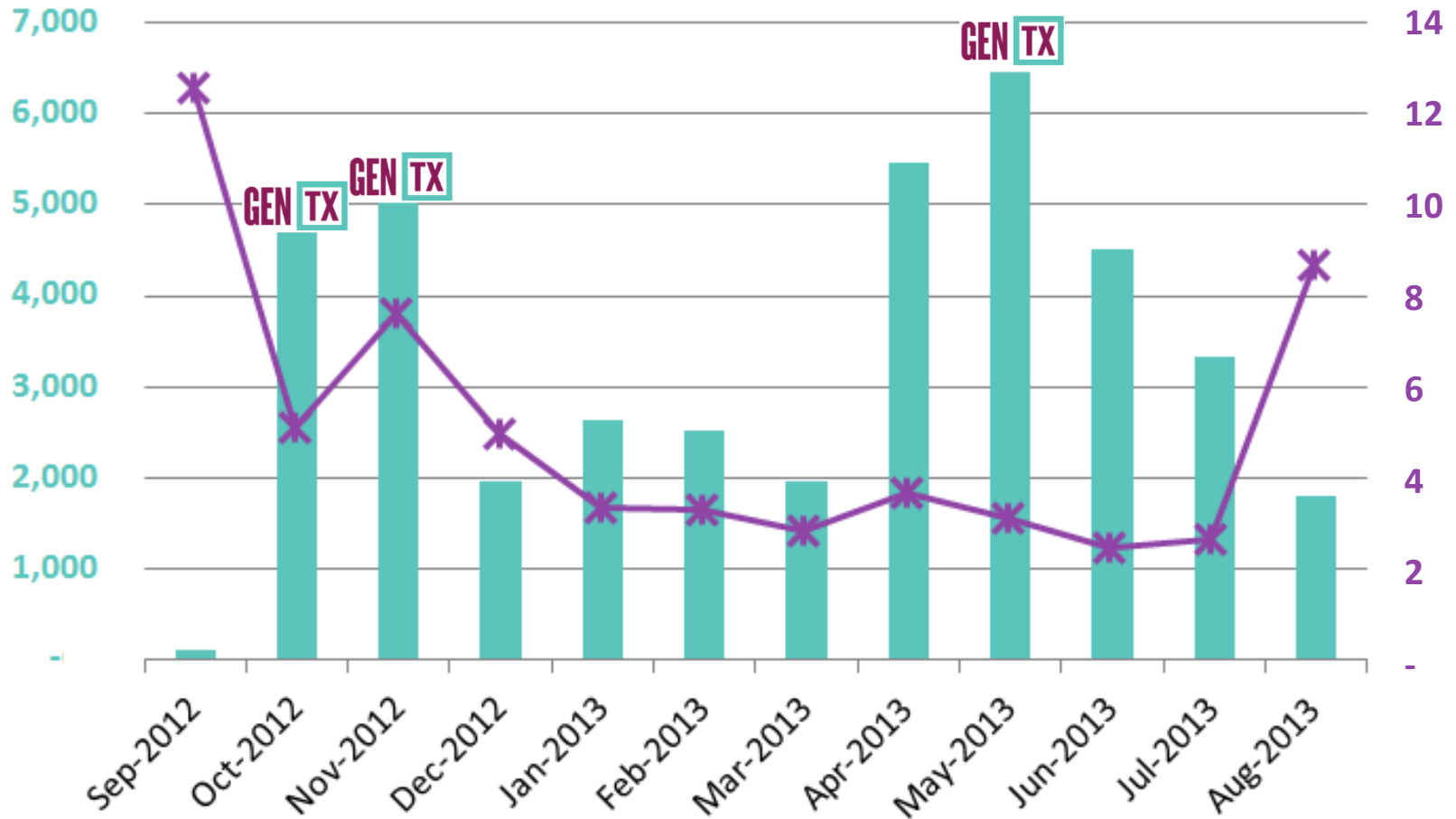




Q2. Who is using the GenTX site?



Q3a. How are people using the GenTX Site?



■ Access (# Unique visitors)

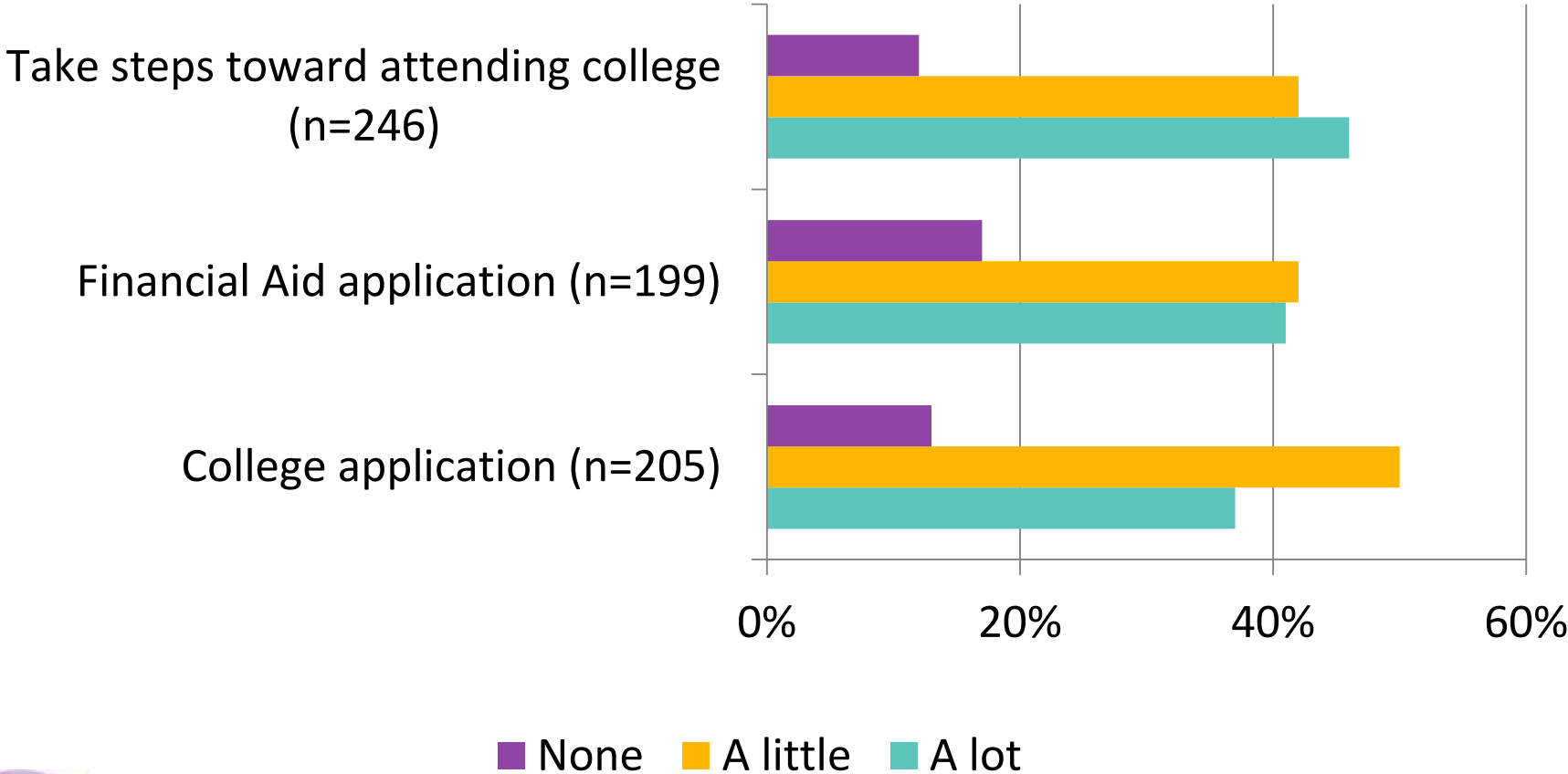
■ Use (Avg # minutes on site)

GEN TX GenTX Event



Q3b. Is the GenTX Site driving students to action?

GenTX site influence on student behavior



Q3b. Is the GenTX Site driving students to action?

High School

Top 5 pages for students

Higher Ed

①

Make It Happen

②

②

**ROCK YOUR
FUTURE**

⑤

③

Stories

③

④

WAY TO PAY

①

⑤

Learn More Earn More

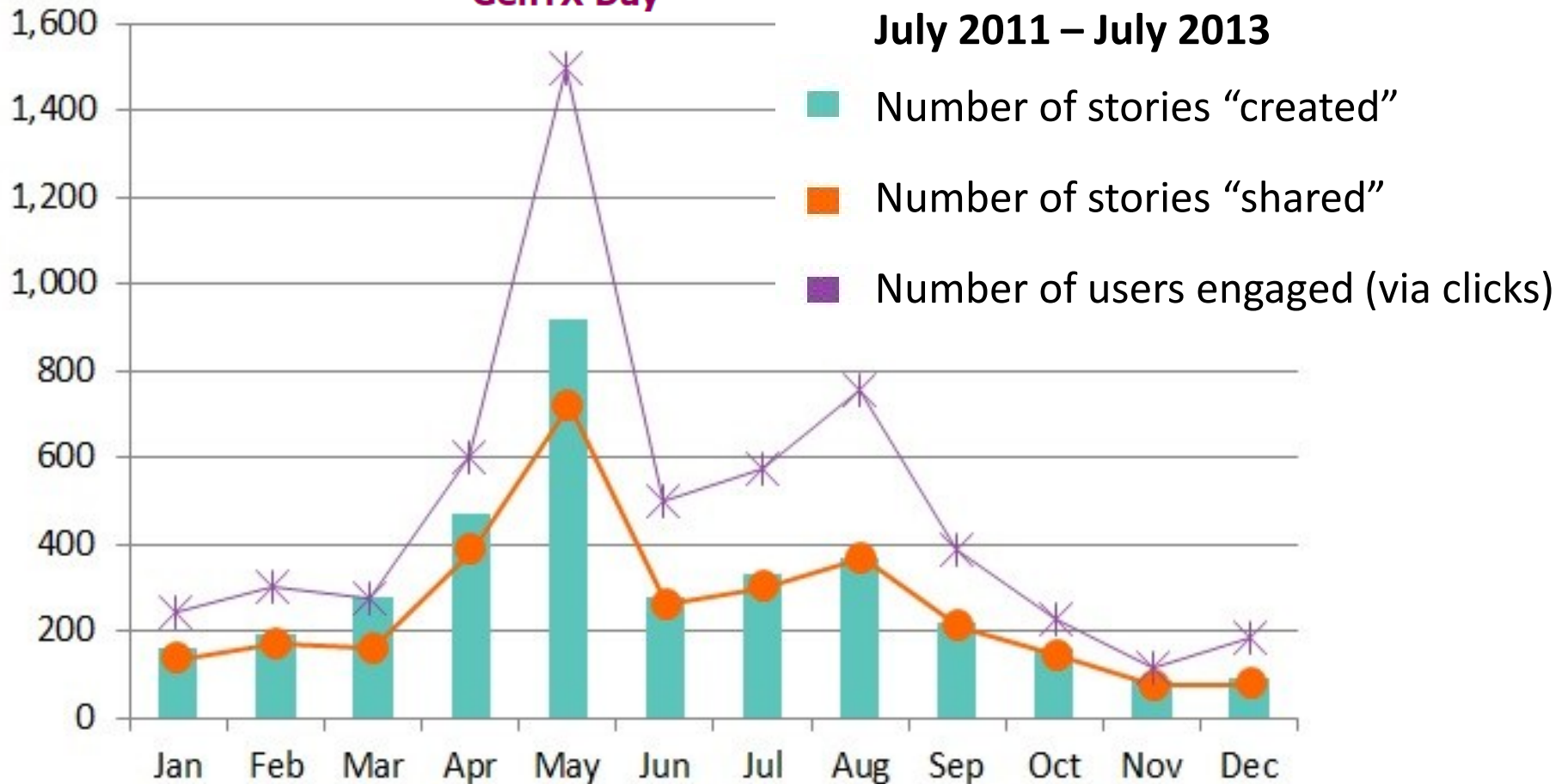
④



Q4. How are people using social media?

GenTX Day

July 2011 – July 2013



To-date, since March 2010
1,697 Likes

