



The Illinois Articulation Initiative Annual Report*

**Prior to the FY18/19 report, this report was previously titled "The iTransfer Annual Report". Changes to the report title and content provides a more holistic overview as IAI encompasses the iTransfer.org site, GECC and Major Panels, and the iManage course submission & review system. This reporting approach provides a broader scope of IAI in terms of usage, membership, function, and its role in state policies on transfer.*

July 2019 - June 2020

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Overview

The Illinois Articulation Initiative (IAI) is a statewide transfer agreement, which is transferable among more than 100 participating private and public colleges and universities in Illinois. All colleges and universities participating in IAI agree to accept a "package" of IAI general education core curriculum (IAI GECC) courses in lieu of their own comparable lower-division general education requirements. The IAI GECC package consists of 37 – 41 semester credit hours in communications, humanities and fine arts, social and behavioral sciences, life and physical sciences, and mathematics. May 2020 marked the end of the twenty-second year of implementation of the IAI and the GECC package.

The Initiative also includes major recommendations for the first two years of college in several popular majors. Faculty panels, which have expertise in the major field of study, created these recommendations. IAI major recommendations work best for students who have chosen their majors and are going to eventually transfer but are undecided on the college or university that will grant their baccalaureate degree.

The Illinois Articulation Initiative was formalized by the passage of the IAI Act in January 2017 (PA 099-0636) and continues to be an important statewide system for encouraging transferability among postsecondary institutions in the State of Illinois. IAI also played a significant role in Illinois rising over the last five years from third to first in the nation for full-time community college students completing bachelor's degrees at four-year universities, as reported by the National Student Clearinghouse Research Center.

The Illinois Articulation Initiative encompasses the GECC package, course transfer policies, GECC and Major faculty panels, the iTransfer.org website and portal, as well as the iManage course submission and review system. All components of the IAI are intertwined and do not operate independently.

This annual report summarizes the past fiscal year's activities and achievements as well as the Initiative's goals and challenges for the upcoming fiscal year.

Statewide Transfer Policy & the Illinois Articulation Initiative

The 2017 IAI Act codifies the Initiative by requiring: all Illinois public community colleges and universities to participate in IAI; all public institutions shall maintain a complete GECC package; all courses approved for IAI GECC codes must be accepted for transfer as fulfilling parts of the GECC package; and, students completing the full GECC package must not be required to take additional lower-division general education courses and must be able to transfer seamlessly. An amendment to the Act was also passed to address degree program advising at public colleges and universities in order to improve articulation and reduce excess academic credit hours.

Senate Joint Resolution 22, the IAI Efficiency Course Transfer Act, was passed in 2018 and directs the IBHE and ICCB to identify any shortcomings in attaining the goals of the IAI Act. It also requires all 2- and 4-year public institutions to: review the transfer credits of all incoming transfer students to find any instances where courses are not deemed transferable with full credit, including prerequisites; ensure GECC curricula align with IAI course descriptors; accept with full credit toward a degree courses taken in GECC; and, not require transfer students to retake GECC courses required as prerequisites. The Resolution also requires IBHE and ICCB to inform high school counselors about IAI, the GECC package, and statewide transfer policies.

In January 2019, the Illinois Community College Board officially launched the GECC Credential. This credential may be awarded to a student upon completion of 37-41 credit hours across five academic disciplines which satisfy the General Education Core Curriculum of the Illinois Articulation Initiative.

The Illinois Articulation Initiative, either currently or in the future, also plays a role in several statewide mandates and initiatives:

- IBHE / ICCB 2019 State Transfer Workgroup
- Reverse transfer
- Articulation of military credit
- Increased number of articulation agreements between 2- and 4-year IL institutions of higher education
- MyCreditsTransfer
- Dual credit courses
- The Illinois Completion Agenda: 60 x 25 Goal
- Placement practices using multiple measures
- Corequisite remediation
- Transitional Math & English Language Arts high school courses
- College credit for Advanced Placement exams
- Quasi state common course numbering system
- SJR 41: Alternative Remedial Coursework Study and Plan Act
- SJR 22: IAI Efficiency Course Transfer Act

As an example, specific IAI GECC Mathematics course descriptors were identified as the key courses for which the state's new Transitional Math high school courses should align in order to prepare high school seniors to place into and successfully pass these gateway credit-bearing college courses. Once the transitional courses were fully designed, state leaders shifted their focus to modeling IAI policies and procedures when creating the new statewide Portability Panels for review and approval of the transitional courses. IAI provided a means of establishing the panel structure, roles, policies, processes, informational website, and their new course review system, called the iPlacement system, which was designed, created, and tested over the course of several months by IAI staff and programmers.

IAI also served as a focal point for the State Transfer Workgroup which was organized and led by the Illinois Board of Higher Education and the Illinois Community College Board. The Workgroup examined the state's current practices, policies, and success, particularly as it relates to IAI, in order to identify opportunities to improve and recommit to the state's most successful transfer practices.

Populations Served by IAI, iTransfer, & iManage

The Illinois Articulation Initiative encompasses the GECC package, course transfer policies, GECC and Major faculty panels, the iTransfer.org website and portal, as well as the iManage course submission and review system. While the components do not operate independently, each one may serve distinct groups depending upon intended use.

The iTransfer.org website provides transfer-related information to current and prospective students in Illinois higher education, parents of students, college advisors, high school guidance counselors, and the public at large. The site also serves as a portal to access the iManage system, MyCreditsTransfer tool, state policies, etc. and is used in this capacity by: college and university faculty and advisors, academic and student service officers, education administrators, registrars, and admissions staff; transfer coordinators; state education agency staff and Board members; legislators; and, a variety of other key stakeholders.

The iManage course submission and review system primarily serves institutional submitters and contacts, GECC and major panel members, IBHE and ICCB staff panel managers, and IAI staff members.

IAI FY2020 SUMMARY

IAI Staffing Updates

The Illinois Articulation Initiative is housed and supported via state funds at Illinois State University (ISU) in Normal. Up until June 2018, IAI was primarily staffed by two full time positions (i.e., the iTransfer Coordinator and the IAI Facilitator). When the facilitator position was vacated due to a planned retirement, ISU administration decided to reorganize the staffing and management structure of IAI, thus creating the new position of Director of the IAI Unit. The new Director position eliminated the need for the ISU Registrar, Jess Ray, to oversee the staff and daily operations of IAI, as the Director is now responsible for the management of all IAI components and staff. This position is also intended to reduce the workload, and provide further support, of IBHE and ICCB staff who serve as GECC and Major panel managers.

Malinda Aiello, who formerly served as Associate Director for Academic Affairs at the Illinois Board of Higher Education and has worked with IAI staff as a panel manager since 2010, was hired to serve as the newly created statewide Director of IAI and started her new role in June 2019. Over the past year, Malinda worked with the programming team on various system and site enhancements, served on the IBHE Transfer Workgroup and as an advisory council member, and presented on multiple occasions. She also worked very closely with IBHE and ICCB on establishing and widely distributing institutional COVID-19 guidance regarding course modalities and grading policies for IAI-approved courses. One of Malinda's primary goals is to increase awareness of IAI, one of the state's most successful and widely used transfer tools, amongst key stakeholders at the education boards, including the Illinois State Board of Education, staff at participating and non-participating Illinois colleges and universities, high school guidance counselors and students, as well as Illinois legislators.

The IAI Team meets and works together in various ways throughout the year and consists of 1) the statewide Director of IAI and the iTransfer Coordinator, 2) the iTransfer / iManage IT & Web Administrator and the Technology/ Programming Consultant, and 3) IBHE and ICCB staff.

iTransfer.org Website

The Illinois Articulation Initiative and the iTransfer.org website continues to serve as the state's primary transfer information system. The goal of the iTransfer website is to be a portal for students in order to make informed decisions about transferring within Illinois. The site provides vital information regarding state transfer policies as well as the details of the statewide IAI general education program (GECC) and IAI major recommendations to these students in order to help them determine their path, start a plan, and get the most out of the higher education institutions they choose to attend.

The website represents the efforts of more than 1,000 faculty and staff members working across the State. This also includes the Illinois Board of Higher Education, the Illinois Community College Board, and the Transfer Coordinators of Illinois Colleges and Universities, all of whom participated in the development of the Illinois Articulation Initiative curriculum guidelines in 1993.

The iTransfer.org site provides accurate transfer information and serves as an important resource for students, advisors, and faculty. It houses a database of specific institutional courses that meet the initiative's requirements, manages and organizes course information, and provides web-based training for institutional faculty and staff. Most notably, the site's primary audience is serving the more than 48,000 students who transfer to a new or different Illinois institution each year.

In addition to transfer students and their families, iTransfer serves the faculty and staff of the institutions within the state. Of those institutions, 79 institutions participated in the IAI this year as full participants and 32 as receiving-only

institutions for a total of 111 participating institutions in FY2020. (See the Report Appendix, Table1, for a complete list of participating institutions grouped according to participation status.)

The IAI team uses a continuous improvement process to monitor new initiatives in transfer, as well as maintain and further enhance the iTransfer website as new technologies become available. This approach allows the site to remain an up-to-date and important tool for transfer information within the state. Approximately four years ago, the iTransfer website was completely redesigned with the following new features added: being mobile friendly; incorporating student-focused navigation and landing pages utilizing non-layman terminology that is easily understood by students and parents; and, limiting content to be more relevant, streamlined, and useful for transfer students, faculty members, and advisors.

Between July 1, 2019 and June 30, 2020, the site processed 109,603 visits to the site with 72,046 being unique visitors. This represents a 5.6% increase in the number of site visits and 10.7% increase in the number of unique visitors over the previous year. There were also 475,043 total pageviews with 315,896 of those being unique pageviews for an average of 4.33 pages viewed per visit, which also represents a 4.4% and 2.2% increase in total pageviews and unique pageviews respectively. (See Report Appendix, Google Analytic Reports at the end of the tables for a more complete breakdown.)

Prior to this fiscal year, iTransfer.org had continuously experienced decreases in site traffic for a variety of reasons. The new increases indicated above are likely a result of web optimization projects undertaken by staff over the last year and a half, with the most recent effort occurring in the spring of 2020 in which staff did a full review of the main site to add keywords in the page programming in order to drive more traffic to the site and most appropriate or relevant pages. This work is a reflection of the staff's dedication to maintaining and continuously improving the site.

iManage Course Submission & Review System

The IAI GECC and Major faculty panels serve as the foundation for the iManage system. Participating institutions submit courses to specific panels and the panels then review those courses each spring and fall to determine alignment to the panel's course descriptors and approval criteria. One of the valuable by-products of the IAI panel structure is that it provides faculty members from different sectors a conduit to have meaningful conversations about curriculum and trends in various disciplines. This helps to overcome misperceptions that sometimes develop between faculties from different sectors.

The iManage system relies on the iTransfer database to store all panel decisions as well as course approval status and dates for all participating institutions. Currently, the website's database houses a total of 6,654 active GECC courses and 2,297 active Major courses, for a grand total of over 9,000 active courses in IAI for FY2020. (See Report Appendix, Table 3, for the course population statistics related to the IAI GECC and Baccalaureate Majors courses for *all current and future dates*).

IAI programming staff have been in the process of re-writing the entire iManage system using Object-Oriented Programming (OOP). This modern coding methodology includes the use of data models and data repositories. This is the same method the programmers used to create the iPlacement system for the Transitional Math and English Language Arts statewide portability panels. Much of the code created in iPlacement can be reused with modifications to the iManage system. Staff have started leveraging this code to enhance the iManage system as well as a newer file data repository. Because this modern code is much easier to maintain and update than existing platforms, the programmers are working to have a completely OOP-supported backend and will then update the user interface using a modern responsive front-end component library, such as Bootstrap, in order to enhance the user experience.

Panel and Institutional Approval Ratios

As IAI staff continue to work on various training initiatives, the team has determined that tracking the approval ratios of the IAI panels and institutions submitting courses for the IAI panel review process could be helpful in identifying panels that may need to clarify their course approval criteria and/or particular institutions that could benefit from targeted course submission training.

For FY20, the overall IAI faculty-panel approval ratio for all panels is 67%. The general education panels averaged 64% across all six panels for the year and the major panels averaged 73% across all fifteen major panels that received submitted courses for the year. (Note that the Early Childhood Education and Political Science major panels did not receive any courses for review this fiscal year.) The average approval ratio for the seventy-four institutions that submitted to the IAI panels this fiscal year was 67%.

By comparison, the FY19 overall course approval ratio was 69.0% for all IAI faculty panels, which is just slightly higher than this year's overall approval ratio. The general education panels' course approval ratio was 65%, the major panels' course approval ratio was 73%, and the institutional average approval ratio was 67%. While a comparison of approval percentages shows little change since last year, there were slight approval decreases this year most likely due to the fact that nearly all panels were forced to meet remotely for the Spring '20 panel season due to the COVID-19 pandemic and necessary safety measures. Major panel members did not find meeting remotely difficult as this has been a standard practice given that they tend to receive much fewer courses than the GECC panels do, whereas the GECC panels have never had to meet fully online before; this did present some challenges for general education panel members in effectively deliberating those courses that required further discussion in order to make a decision.

See Report Appendix, Tables 5 through 7, for Approval Ratio Reports.

IAI Staff Accomplishments

In FY 2020, the following goals, projects, and activities were completed. Many of these projects and activities continue into FY 2021.

- Worked with IBHE and ICCB to create institutional guidance on course grading and modality of IAI-approved courses during the COVID-19 health pandemic. (*See Report Appendix, Narrative 2, for links to the Guidance documents.*)
- Worked with IBHE, ICCB, and the IAI Steering Panel to make changes to the [IAI Policies & Procedures Manual](#).
- Gave presentations, upon request, to multiple institutions and constituency groups.
- Served on the IBHE/ICCB State Transfer Workgroup and provided input into the [2020 Joint Report on Student Transfer in Illinois](#). This report provided a review of progress in meeting the goals of the IAI Act, as statutorily required by SJR 22, and the STAR Act.
- Served as the IAI representative on the MyCreditsTransfer Advisory Board and ISU's Council on General Education.
- Monitored and maintained iTransfer business continuation activities to include existing systems and function and revised as necessary.
- Created and launched an institutional status and information dashboard within the iManage system.
- Edited and "fine-tuned" systems, including marketing activities effectively meeting client needs. To this end, the team worked to improve performance and user satisfaction.
 - This included adding monitoring and tracking to user logins and other parts of the iManage system. This was done to reduce user interface issues and improve performance of the iManage and course review processes.
 - The team continues to edit and enhance the main site, as well as administrative systems, to provide information and assist our constituents in utilizing the site to obtain information on transfer and IAI.

- Installed, developed, enhanced, and implemented new software and applications to facilitate database and web application design.
 - The unit continues to utilize OU Campus for main site updates, including enhancements to site design, updates, and new content.
 - The unit completed a variety of programming and report projects in a timely manner that arose via functionality issues in iManage, need by the Boards and IAI constituents, as well as other site driven issues.
- Reviewed current software on the market to ensure iTransfer is utilizing technologies appropriate for the best functionality. The unit continues to use Zoom web conferencing for remote web meeting capabilities for the IAI faculty panel process. This program has been very well reviewed and received by IAI's faculty and staff serving on the panels.
- Continued to upload courses into the course review system for panel review at spring and fall session meetings.
 - This included monitoring the electronic processes involved in submission and via iManage.
- Attended and assisted with facilitation of all IAI GECC and Major Panel meetings in the fall and spring sessions.
- Created and posted summaries for all meetings iTransfer staff attended. Staff also assisted the Boards as requested with posting agendas and summaries of other IAI-related meetings.
- Assisted participating institutions with staff and faculty member training, as well as technical directions and implementation.
- Worked to implement recommendations from the Boards and the Steering Panel for IAI and iTransfer.
- Continued to develop and implement the IAI/iTransfer marketing plan. These activities continue to evolve as current practices are updated to meet future needs.
- Continued efforts in technology research, development, and the implementation plan.
 - The team continued to work to enhance and utilize iTransfer.org as a portal for transfer within the state.
- Met frequently with constituents to discuss projects, marketing opportunities and looked at refining site aspects to increase satisfaction with site functionality.
- Prepared the annual report and identified specific goals for the coming year.
- Continued to provide support to the IBHE and ICCB staff as necessary. Provided assistance in conducting phone and in-person programmatic meetings and provided Board staff training as necessary.
- Continued to focus on purging of old reports and maintenance of the database in an ongoing effort to prepare for the new system.
- Reviewed and revised, as needed, the iTransfer operations manual and Business Continuation Plan.
- Reviewed Google analytics, site navigation, and user feedback to improve functionality and design of the site. The restructure and redesign is bearing fruit as the analytics show increased use and ease of finding needed information for constituents.
- Continued a variety of activities related to site and server structure for enhanced business continuation purposes. These included, but were not limited to:
 - Set up of appropriate software and server technologies
 - Bolstering server security from external attacks.

See Report Appendix, Table 2, for IAI Staff Productivity Measures.

IAI Goals for FY20

- Continue to support and enhance the iTransfer and IAI mission of transfer and articulation for the State of Illinois as directed by IBHE and ICCB
- Wrap up the GECC / full-participant audit and begin the ongoing review course audit. Work with all non-compliant schools to rectify identified issues
- Initiate an annual institutional IAI database review and maintenance process
- Update IAI course database to end courses for all closed and receiving-only institutions
- Assist IBHE with addressing university membership & attendance issues
- Use Panel & Institutional Approval Rate Reports to identify institutions that need submitter training and panels that need to better clarify requirements / descriptors
- Work with partner agencies, institutions, and other key stakeholders to identify marketing, branding, outreach and awareness opportunities
- Review site and system data and analytics to determine potential issues and solutions to increase usage
- Other items and services as requested by the Boards

Future Challenges

In order to maintain all services and functions of the Illinois Articulation Initiative at an optimal level, stable funding on an annual basis is required. Budget cuts at a programmatic level, as well as at the institutional level, can negatively impact the semi-annual faculty panel and course review process. The COVID-19 health pandemic presented challenges by forcing nearly all panel meetings to be held remotely via Zoom technology this past spring, and most likely this fall and beyond as well. Spirited in-person discussion amongst the faculty panel members is the hallmark of the IAI panel meetings and course review; remote meetings greatly limit the ability of members to freely contribute to the discussions due to the modality as well as lack of non-verbal cues when appropriate. Because of this, some panels with a large number of courses to review were not able to get through all courses and/or have adequate time to discuss their course descriptors and approval criteria, thus creating the need to either postpone the review of first-time submitted ongoing review courses until the Fall '20 panel season and/or schedule a second meeting later in the season thus adding to the burden and time constraints of our panel members. As was seen during the state's budget impasse, panels that must meet remotely tend to also have lower course approval rates. The threat of cyber-attacks and unstable funding for both IAI and its participating institutions continue to be of concern looking ahead to the future. Finally, there is a need to greatly increase awareness and understanding of IAI throughout the state amongst secondary and post-secondary students, staff, faculty, administrators, and State legislators, as the Illinois Articulation Initiative undoubtedly serves as the richest resource in helping students successfully transfer and complete degrees in Illinois.

APPENDIX



The Illinois Articulation Initiative

Annual Report

July 2019 - June 2020

Narrative I:

A Brief History of the Illinois Articulation Initiative

In January 1993, the Illinois Board of Higher Education (IBHE), the Illinois Community College Board (ICCB), and transfer coordinators from Illinois colleges and universities jointly launched the Illinois Articulation Initiative (IAI) to ease the transfer of students among Illinois public and independent, associate and baccalaureate degree-granting institutions. The IAI grew out of the IBHE's 1990 undergraduate education policies on transfer and articulation. The IAI was originally developed in three phases. Phase I focused on developing a general education package, the General Education Core Curriculum (GECC), which was implemented in the summer of 1998. Phase II expanded the project to create models for easing transfer into baccalaureate major programs. Twenty-five Major/Discipline Advisory Panels have participated in identifying lower division coursework that prepares students for studies in baccalaureate majors. Phase III instituted the process of regular ongoing reviews of courses. This process was designed to ensure that the panels' recommendations continue to be relevant and accurate, and that courses previously approved by the panel still align with the panel's current criteria and course descriptions.

Significant changes have been made over the years to expand the scope of IAI to include acceptance of the major recommendations by public universities. Past attempts at gaining acceptance of the recommendations had failed to produce agreement due to many curricular concerns. The chief problems stemmed from the differences between institutions about what constitutes the appropriate courses to be offered at the freshman/sophomore level for many majors. There have also been concerns that variation in mission across four-year institutions, heavy course requirements in many majors, and the requirements of specialized accreditation in some fields would be compromised as a result of the acceptance of these course recommendations.

In the fall of 2010, the public universities were asked to accept the Major Panel course recommendations through three rounds and be added to a list of receiving institutions that have agreed to the recommendations. If there was a curricular issue that did not allow them to do so, they were to provide feedback to IBHE or ICCB IAI staff to suggest revisions of the courses or their approval criteria that would allow the institution to accept the major recommendations. Staff worked to combine the feedback received through all three rounds and provided the information to the panels to facilitate modifications. Each Major Panel iTransfer webpage now indicates the current major course recommendations, as well as specific GECC courses relevant to the major, and a list of all institutions that agreed to those recommendations. The supporting memos and acceptance lists are available on the IAI website at <http://www.itransfer.org/iai/container.aspx?section=faculty&subsection=other&topic=iaidoc>.

Through the IAI, Illinois has developed one of the most comprehensive course approval and quality assurance processes in the nation, assuring that all approved courses are comparable and meet the high standards established by faculty panels. With over 9,000 active courses already approved in IAI, the GECC and Major panels typically receive 800 – 1,000 submitted courses each year for approval review from over 110 participating public and private institutions which provides clear indicators of how robust and valued IAI is by institutions and students. Over the years, the faculty panels have researched curricula, course requirements, accreditation requirements, and differences between institutions' policies. A valuable by-product of this structure is that faculty from different sectors can have meaningful dialogue about curricula and trends in various disciplines.

Narrative 2:

COVID-19: Guidance for IAI

The Coronavirus has created an unprecedented situation which has forced all Illinois public and private institutions to shift to alternative teaching and grading methods. Staff from the Illinois Articulation Initiative, Illinois Board of Higher Education, and the Illinois Community College Board, along with input from a wide array of key stakeholder groups throughout the state, have issued the following guidance documents. IAI and the Boards will continue to monitor conditions related to COVID-19 and make adjustments to these recommendations as needed going forward.

- [COVID-19 Guidance - FAQ for IAI Course Grading per SB 1569 - NEW](#)
- [COVID-19 Guidance - Online Labs & Speech - Through Spring 2021 - NEW](#)
- [COVID-19 Guidance - Pass/Fail Grades in IAI - Updated for Spring 2020 and Summer 2020](#)
- [COVID-19 Guidance - Pass/Fail Grades in IAI - Spring 2020](#)
- [COVID-19 Guidance - Online Labs & Speeches Summer 2020](#)
- [COVID-19 Guidance - Online Labs & Speeches Spring 2020](#)
- [COVID-19 UPDATES - IBHE Institutional Information](#)

Table 1:

IAI: Illinois Participating Colleges and Universities (As of June 30, 2020)

All IBHE-approved Illinois associate and baccalaureate degree-granting institutions which hold regional accreditation from an accrediting authority recognized by the U.S. Department of Education or the Council on Higher Education are eligible to participate in the Illinois Articulation Initiative. Institutions may participate in the Illinois transferable General Education Core Curriculum agreement and/or in one or more of the several Baccalaureate Majors' agreements, with the level of participation in Baccalaureate Majors' agreements depending upon whether or not the institution offers a program in the specific major. Currently there are 111 schools participating in IAI (the General Education Core Curriculum and/or the Illinois Baccalaureate Majors' Curricula).

Full-Participant Schools: There are 79 schools recognized by IAI currently as full-participation schools. These institutions must always maintain a complete GECC package which entails offering an adequate number of IAI GECC approved courses in the six core disciplines (Communications, Mathematics, Life Science, Physical Science, Humanities and Fine Arts, and Social and Behavioral Sciences).

Two-Year Public Institutions (48 schools)

Black Hawk College	Lincoln Trail College (IECC)
Carl Sandburg College	Malcolm X College (CCC)
College of DuPage	McHenry County College
College of Lake County	Moraine Valley Community College
Daley College (Richard J.) (CCC)	Morton College
Danville Area Community College	Oakton Community College
Elgin Community College	Olive-Harvey College (CCC)
Frontier Community College (IECC)	Olney Central College (IECC)
Harold Washington College (CCC)	Parkland College
Harper College	Prairie State College
Heartland Community College	Rend Lake College
Highland Community College	Richland Community College
Illinois Central College	Rock Valley College
Illinois Valley Community College	Sauk Valley Community College
John A. Logan College	Shawnee Community College
John Wood Community College	South Suburban College
Joliet Junior College	Southeastern Illinois College
Kankakee Community College	Southwestern Illinois College
Kaskaskia College	Spoon River College
Kennedy-King College (CCC)	Triton College
Kishwaukee College	Truman College (Harry S) (CCC)
Lake Land College	Wabash Valley College (IECC)
Lewis & Clark Community College	Waubonsee Community College
Lincoln Land Community College	Wilbur Wright College (CCC)

Two-Year Independent Institutions (1 schools)

MacCormac College

Four-Year Public Institutions (12 schools)

Chicago State University	Southern Illinois University Carbondale
Eastern Illinois University	Southern Illinois University Edwardsville
Governors State University	University of Illinois at Chicago
Illinois State University	University of Illinois at Springfield
Northeastern Illinois University	University of Illinois at Urbana-Champaign
Northern Illinois University	Western Illinois University

IAI: Illinois Participating Colleges and Universities (Continued)

Full-Participant Schools: (Continued)

Four-Year Independent Institutions (18 schools)

Aurora University	Loyola University Chicago
Benedictine University	McKendree University
Blackburn College	National-Louis University
Bradley University	Robert Morris University
Concordia University Chicago	Rockford University
DePaul University	Roosevelt University
Elmhurst College	Saint Xavier University
Lewis University	St. Augustine College
Lincoln College	University of St. Francis

Receiving-Only Schools [R]: There are 32 schools recognized by IAI currently as receiving-only schools. Institutions choosing to participate on a receiving only basis agree to accept as meeting all lower-division general education requirements of the institution a completed GECC package from any other fully-participating institution.

Two-Year Public Institutions (0 schools)

Two-Year Independent Institutions (1 school)

Taylor Business Institute [R]

Four-Year Public Institutions (0 schools)

Four-Year Independent Institutions (31 schools)

Adler University [R]	Lincoln Christian University [R]
American InterContinental University [R]	Lindenwood University – Belleville [R]
Augustana College [R]	Methodist College [R]
Columbia College Chicago [R]	Millikin University
DeVry University – Illinois [R]	Monmouth College [R]
Dominican University [R]	North Central College [R]
East-West University [R]	North Park University [R]
Eureka College [R]	Northwestern Business College [R]
Illinois College [R]	Olivet Nazarene University [R]
Illinois Institute of Technology [R]	Quincy University [R]
Illinois Wesleyan University [R]	Resurrection University [R]
Judson University [R]	Saint Francis Medical Center, Nursing [R]
Knox College [R]	The Chicago School of Professional Psychology [R]
Lake Forest College [R]	Trinity Christian College [R]
Lakeview College of Nursing [R]	Trinity International University [R]
	University of Phoenix – Chicago [R]

Table 2:
IAI Staff Productivity FY20 Measures

IAI iManage System & iTransfer.org Website	FY 2020
Meetings Attended	150
Presentations & Outreach	14
Training Sessions	25
Applications Developed	1
Applications Modified	2
Database Updates	1,138
System & Site Enhancements	783

Table 3:
IAI Course Statistics, Courses in IAI GECC and Majors – through FY20

Course Statistics from 01/01/1998 through 6/30/2020	
Total IAI Gen Ed Descriptions	197
Active General Education courses	6,654
Total General Education courses	12,360
Total IAI Majors Descriptions	80
Active General Major courses	2,297
Total Major courses	14,116
Total Active GECC & Major Courses	9,005

Table 4:
Active and Approved IAI Courses by Sector

Total GECC Courses: 6,654			
2-Year (55):	4,682	70.36% of 6654	
Public (50)	4,663	99.59% of 4682	70.08% of 6,654
Independent (5)	19	0.41% of 4682	0.29% of 6,654
4-Year (65):	1,972	29.64% of 6654	
Public (12)	938	47.57% of 1972	14.10% of 6,654
Independent (53)	1,034	52.43% of 1972	15.54% of 6,654
Total Major Courses: 2,297			
2-Year (55):	1,794	78.10% of 2,297	
Public(50)	1,793	99.94% of 1,794	78.06% of 2,297
Independent (5)	1	0.06% of 1,794	0.04% of 2,297
4-Year (65)	503	21.90% of 2,297	
Public (12)	313	62.23% of 503	13.63% of 2,297
Independent (53)	190	37.77% of 503	8.27% of 2,297

Table 5:

Course Approval Ratios - All IAI Faculty Panels
Fall 2019

Panel	Ongoing Courses	New Courses	Total Courses	Approved Ongoing	Approved New	Approved Total	Approval Ratio	Conditional OnGoing	Conditional New	Conditional Total	Conditional Approval Ratio	Approval w/ CA Ratio	Returned	Returned Ratio	Needs More Information	Needs More Information Ratio	Pending	Pending Ratio	Total Ratio
[GenEd] Communication Panel	38	17	55	23	8	31	56.36%	5	1	6	10.91%	67.27%	4	7.27%	14	25.45%	0	0.00%	100.00%
[GenEd] Humanities/Fine Arts Panel	25	51	76	15	27	42	55.26%	0	1	1	1.32%	56.58%	21	27.63%	12	15.79%	0	0.00%	100.00%
[GenEd] Life Sciences Panel	30	9	39	16	5	21	53.85%	2	0	2	5.13%	58.97%	10	25.64%	6	15.38%	0	0.00%	100.00%
[GenEd] Mathematics Panel	23	9	32	21	8	29	90.63%	0	0	0	0.00%	90.63%	1	3.13%	2	6.25%	0	0.00%	100.00%
[GenEd] Physical Sciences Panel	35	13	48	22	8	30	62.50%	1	0	1	2.08%	64.58%	3	6.25%	14	29.17%	0	0.00%	100.00%
[GenEd] Social and Behavioral Sciences Panel	35	33	68	9	22	31	45.59%	3	0	3	4.41%	50.00%	20	29.41%	14	20.59%	0	0.00%	100.00%
[Major] Agriculture Panel	23	2	25	20	1	21	84.00%	1	0	1	4.00%	88.00%	2	8.00%	1	4.00%	0	0.00%	100.00%
[Major] Art Panel	11	8	19	9	5	14	73.68%	1	2	3	15.79%	89.47%	0	0.00%	2	10.53%	0	0.00%	100.00%
[Major] Biology Panel	17	0	17	12	0	12	70.59%	0	0	0	0.00%	70.59%	0	0.00%	5	29.41%	0	0.00%	100.00%
[Major] Business Panel	25	4	29	16	1	17	58.62%	0	0	0	0.00%	58.62%	2	6.90%	10	34.48%	0	0.00%	100.00%
[Major] Chemistry Panel	18	10	28	10	10	20	71.43%	0	0	0	0.00%	71.43%	0	0.00%	8	28.57%	0	0.00%	100.00%
[Major] Criminal Justice Panel	19	4	23	13	2	15	65.22%	1	0	1	4.35%	69.57%	1	4.35%	6	26.09%	0	0.00%	100.00%
[Major] Computer Science Panel	13	2	15	10	1	11	73.33%	0	0	0	0.00%	73.33%	2	13.33%	2	13.33%	0	0.00%	100.00%
[Major] Early Childhood Education Panel	0	0	0	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	0.00%
[Major] Engineering Panel	19	4	23	12	2	14	60.87%	1	0	1	4.35%	65.22%	3	13.04%	5	21.74%	0	0.00%	100.00%
[Major] Media and Communication Arts Panel	11	4	15	8	2	10	66.67%	2	1	3	20.00%	86.67%	1	6.67%	1	6.67%	0	0.00%	100.00%
[Major] Mathematics Panel	34	2	36	28	0	28	77.78%	0	0	0	0.00%	77.78%	0	0.00%	8	22.22%	0	0.00%	100.00%
[Major] Physics Panel	9	3	12	6	1	7	58.33%	2	0	2	16.67%	75.00%	1	8.33%	2	16.67%	0	0.00%	100.00%
[Major] Political Science Panel	0	0	0	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	0.00%
[Major] Psychology Panel	20	1	21	15	1	16	76.19%	3	0	3	14.29%	90.48%	1	4.76%	1	4.76%	0	0.00%	100.00%
[Major] Theatre Arts Panel	13	0	13	9	0	9	69.23%	0	0	0	0.00%	69.23%	0	0.00%	4	30.77%	0	0.00%	100.00%
Totals	418	176	594	274	104	378	63.64%	22	5	27	4.55%	68.18%	72	12.12%	117	19.70%	0	0	100.00%

Table 6:

Course Approval Ratios - All IAI Faculty Panels
Spring 2020

Panel	Ongoing Courses	New Courses	Total Courses	Approved Ongoing	Approved New	Approved Total	Approval Ratio	Conditional OnGoing	Conditional New	Conditional Total	Conditional Approval Ratio	Approval w/ CA Ratio	Returned	Returned Ratio	Needs More Information	NEI Ratio	Pending	Pending Ratio	Total Ratio
[GenEd] Communication Panel	33	14	47	11	7	18	38.30%	1	2	3	6.38%	44.68%	1	2.13%	7	14.89%	18	38.30%	100.00%
[GenEd] Humanities/Fine Arts Panel	25	46	71	14	28	42	59.15%	1	2	3	4.23%	63.38%	8	11.27%	18	25.35%	0	0.00%	100.00%
[GenEd] Life Sciences Panel	31	6	37	19	1	20	54.05%	1	1	2	5.41%	59.46%	7	18.92%	8	21.62%	0	0.00%	100.00%
[GenEd] Mathematics Panel	35	16	51	32	1	33	64.71%	3	10	13	25.49%	90.20%	5	9.80%	0	0.00%	0	0.00%	100.00%
[GenEd] Physical Sciences Panel	39	9	48	22	4	26	54.17%	7	2	9	18.75%	72.92%	2	4.17%	11	22.92%	0	0.00%	100.00%
[GenEd] Social and Behavioral Sciences Panel	38	22	60	12	12	24	40.00%	1	3	4	6.67%	46.67%	19	31.67%	5	8.33%	8	13.33%	100.00%
[Major] Agriculture Panel	15	4	19	7	4	11	57.89%	4	0	4	21.05%	78.95%	0	0.00%	4	21.05%	0	0.00%	100.00%
[Major] Art Panel	9	9	18	6	5	11	61.11%	0	3	3	16.67%	77.78%	0	0.00%	1	5.56%	3	16.67%	100.00%
[Major] Biology Panel	14	3	17	2	0	2	11.76%	6	3	9	52.94%	64.71%	0	0.00%	6	35.29%	0	0.00%	100.00%
[Major] Business Panel	31	5	36	20	2	22	61.11%	2	0	2	5.56%	66.67%	1	2.78%	11	30.56%	0	0.00%	100.00%
[Major] Chemistry Panel	22	7	29	12	4	16	55.17%	4	2	6	20.69%	75.86%	0	0.00%	7	24.14%	0	0.00%	100.00%
[Major] Criminal Justice Panel	27	4	31	19	2	21	67.74%	3	0	3	9.68%	77.42%	1	3.23%	6	19.35%	0	0.00%	100.00%
[Major] Computer Science Panel	21	6	27	6	3	9	33.33%	3	1	4	14.81%	48.15%	4	14.81%	10	37.04%	0	0.00%	100.00%
[Major] Early Childhood Education Panel	0	0	0	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	0.00%
[Major] Engineering Panel	22	4	26	7	3	10	38.46%	1	1	2	7.69%	46.15%	3	11.54%	11	42.31%	0	0.00%	100.00%
[Major] Media and Communication Arts Panel	21	5	26	14	4	18	69.23%	1	0	1	3.85%	73.08%	2	7.69%	5	19.23%	0	0.00%	100.00%
[Major] Mathematics Panel	16	1	17	6	0	6	35.29%	8	0	8	47.06%	82.35%	1	5.88%	2	11.76%	0	0.00%	100.00%
[Major] Physics Panel	5	7	12	5	3	8	66.67%	0	1	1	8.33%	75.00%	3	25.00%	0	0.00%	0	0.00%	100.00%
[Major] Political Science Panel	0	1	1	0	0	0	0.00%	0	0	0	0.00%	0.00%	1	100.00%	0	0.00%	0	0.00%	100.00%
[Major] Psychology Panel	12	0	12	4	0	4	33.33%	3	0	3	25.00%	58.33%	0	0.00%	5	41.67%	0	0.00%	100.00%
[Major] Theatre Arts Panel	10	6	16	5	5	10	62.50%	0	1	1	6.25%	68.75%	2	12.50%	3	18.75%	0	0.00%	100.00%
Totals	426	175	601	223	88	311	51.75%	49	32	81	13.48%	65.22%	60	9.98%	120	19.97%	29	4.83%	100.00%

Table 7:

Course Approval Ratios - All IAI Faculty Panels
FY19/20

Panel	Ongoing Courses	New Courses	Total Courses	Approved Ongoing	Approved New	Approved Total	Approval Ratio	Conditional OnGoing	Conditional New	Conditional Total	Conditional Approval Ratio	Approval w/ CA Ratio	Returned	Returned Ratio	Needs More Information	NEI Ratio	Pending	Pending Ratio	Total Ratio
[GenEd] Communication Panel	70	31	101	33	15	48	47.52%	6	3	9	8.91%	56.44%	5	4.95%	21	20.79%	18	17.82%	100.00%
[GenEd] Humanities/Fine Arts Panel	47	94	141	27	54	81	57.45%	1	2	3	2.13%	59.57%	29	20.57%	28	19.86%	0	0.00%	100.00%
[GenEd] Life Sciences Panel	61	15	76	35	6	41	53.95%	3	1	4	5.26%	59.21%	17	22.37%	14	18.42%	0	0.00%	100.00%
[GenEd] Mathematics Panel	58	26	84	53	9	62	73.81%	3	11	14	16.67%	90.48%	6	7.14%	2	2.38%	0	0.00%	100.00%
[GenEd] Physical Sciences Panel	71	22	93	42	12	54	58.06%	8	2	10	10.75%	68.82%	5	5.38%	24	25.81%	0	0.00%	100.00%
[GenEd] Social and Behavioral Sciences Panel	71	54	125	20	33	53	42.40%	4	3	7	5.60%	48.00%	38	30.40%	19	15.20%	8	6.40%	100.00%
[Major] Agriculture Panel	38	6	44	27	5	32	72.73%	5	0	5	11.36%	84.09%	2	4.55%	5	11.36%	0	0.00%	100.00%
[Major] Art Panel	19	15	34	14	8	22	64.71%	1	5	6	17.65%	82.35%	0	0.00%	3	8.82%	3	8.82%	100.00%
[Major] Biology Panel	31	3	34	14	0	14	41.18%	6	3	9	26.47%	67.65%	0	0.00%	11	32.35%	0	0.00%	100.00%
[Major] Business Panel	55	9	64	35	3	38	59.38%	2	0	2	3.13%	62.50%	3	4.69%	21	32.81%	0	0.00%	100.00%
[Major] Chemistry Panel	40	17	57	22	14	36	63.16%	4	2	6	10.53%	73.68%	0	0.00%	15	26.32%	0	0.00%	100.00%
[Major] Criminal Justice Panel	43	6	49	30	4	34	69.39%	4	0	4	8.16%	77.55%	1	2.04%	10	20.41%	0	0.00%	100.00%
[Major] Computer Science Panel	32	7	39	16	4	20	51.28%	3	1	4	10.26%	61.54%	4	10.26%	11	28.21%	0	0.00%	100.00%
[Major] Early Childhood Education Panel	0	0	0	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0.00%	0	0.00%	0	0.00%	0.00%
[Major] Engineering Panel	40	8	48	19	5	24	50.00%	2	1	3	6.25%	56.25%	6	12.50%	15	31.25%	0	0.00%	100.00%
[Major] Media and Communication Arts Panel	31	8	39	21	6	27	69.23%	3	1	4	10.26%	79.49%	2	5.13%	6	15.38%	0	0.00%	100.00%
[Major] Mathematics Panel	50	3	53	34	0	34	64.15%	8	0	8	15.09%	79.25%	1	1.89%	10	18.87%	0	0.00%	100.00%
[Major] Physics Panel	13	10	23	10	4	14	60.87%	2	1	3	13.04%	73.91%	4	17.39%	2	8.70%	0	0.00%	100.00%
[Major] Political Science Panel	0	1	1	0	0	0	0.00%	0	0	0	0.00%	0.00%	1	100.00%	0	0.00%	0	0.00%	100.00%
[Major] Psychology Panel	32	1	33	19	1	20	60.61%	6	0	6	18.18%	78.79%	1	3.03%	6	18.18%	0	0.00%	100.00%
[Major] Theatre Arts Panel	21	6	27	13	5	18	66.67%	0	1	1	3.70%	70.37%	2	7.41%	6	22.22%	0	0.00%	100.00%
Totals	823	342	1165	484	188	672	57.68%	71	37	108	9.27%	66.95%	127	10.90%	229	19.66%	29	2.49%	100.00%

Note: These approval ratios include courses that the panel outright approved and those that received conditional approvals. Conditionally approved courses are those that the panel has agreed the panel's faculty co-chairs can make a final approval without the need to wait until the next semester review period. A specific deadline is set for the institution to meet any conditions set in the course decision

Table 8:

Institutional IAI Course Submissions

AY19

(Ranked by Most to Least Number of Courses Submitted)

Rank	Institution Name	New Courses	Ongoing Courses	Total Courses
1	Illinois State University	39	9	48
2	College of DuPage	24	19	43
3	Daley College (Richard J.) (CCC)	17	15	32
4	Danville Area Community College	20	12	32
5	Illinois Central College	26	6	32
6	Heartland Community College	18	12	30
7	Olive-Harvey College (CCC)	10	19	29
8	Lake Land College	23	5	28
9	Richland Community College	18	10	28
10	College of Lake County	24	3	27
11	Highland Community College	20	7	27
12	Kishwaukee College	23	3	26
13	Harold Washington College (CCC)	20	5	25
14	Kennedy-King College (CCC)	18	7	25
15	Elgin Community College	18	6	24
16	Lewis & Clark Community College	14	10	24
17	Governors State University	18	5	23
18	Harper College	20	3	23
19	Kaskaskia College	7	16	23
20	Moraine Valley Community College	22	1	23
21	Southern Illinois University Edwardsville	21	2	23
22	Chicago State University	16	6	22
23	Lincoln Land Community College	13	9	22
24	Wilbur Wright College (CCC)	17	5	22
25	Oakton Community College	15	6	21
26	Southwestern Illinois College	19	2	21
27	Black Hawk College	20	0	20
28	John A. Logan College	12	6	18
29	Parkland College	16	2	18
30	Spoon River College	16	2	18
31	Triton College	15	3	18
32	Kankakee Community College	13	4	17
33	Lincoln College	15	2	17
34	McHenry County College	17	0	17
35	Rock Valley College	13	4	17
36	Morton College	12	4	16
37	Southern Illinois University Carbondale	13	3	16
38	DePaul University	5	10	15
39	Malcolm X College (CCC)	5	10	15
40	Shawnee Community College	11	3	14
41	Truman College (Harry S) (CCC)	4	10	14

42	Loyola University Chicago	0	13	13
43	Eastern Illinois University	10	2	12
44	John Wood Community College	11	1	12
45	Joliet Junior College	11	1	12
46	Prairie State College	10	2	12
47	Illinois Valley Community College	6	5	11
48	Western Illinois University	10	0	10
49	Saint Xavier University	5	4	9
50	National Louis University	0	8	8
51	University of Illinois at Springfield	0	8	8
52	MacCormac College	6	1	7
53	Northern Illinois University	7	0	7
54	Roosevelt University	5	2	7
55	Southeastern Illinois College	6	1	7
56	University of Illinois at Urbana-Champaign	6	1	7
57	Carl Sandburg College	5	1	6
58	Lincoln Christian University	0	6	6
59	Lincoln Trail College (IECC)	3	3	6
60	Bradley University	5	0	5
61	Frontier Community College (IECC)	5	0	5
62	Quincy University	3	2	5
63	Rockford University	0	5	5
64	Sauk Valley Community College	5	0	5
65	University of Illinois at Chicago	3	2	5
66	Blackburn College	0	4	4
67	Concordia University Chicago	4	0	4
68	South Suburban College	4	0	4
69	Waubensee Community College	0	3	3
70	Olney Central College (IECC)	2	0	2
71	Lewis University	0	1	1
72	Rend Lake College	1	0	1
73	University of St. Francis	1	0	1
74	Wabash Valley College (IECC)	1	0	1
	Totals ==>>	822	342	1164

IAI GOOGLE ANALYTICS

Part 1: FY19/20 Statistics

Acquisition Overview

Jul 1, 2019 - Jun 30, 2020

All Users
100.00% Users

Primary Dimension:

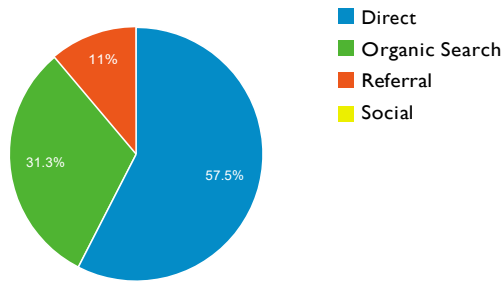
Conversion:

Top Channels

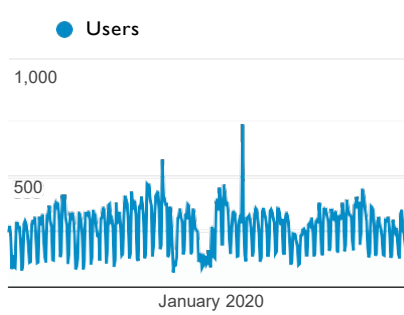
Goal 1: Reached contact

[Edit Channel Grouping](#)

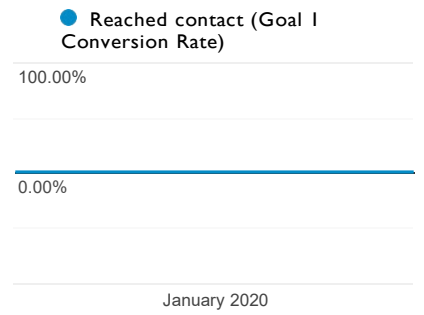
Top Channels



Users



Conversions



	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal 1 Conversion Rate	Goal 1 Completion	Goal 1 Value
	72,046	70,612	109,603	53.30%	4.33	00:03:37	0.00%	0	\$0.00
1 Direct	42,216	<div style="width: 57.5%;"></div>		54.55%	<div style="width: 54.55%;"></div>		0.00%		
2 Organic Search	22,988	<div style="width: 31.3%;"></div>		52.52%	<div style="width: 52.52%;"></div>		0.00%		
3 Referral	8,107	<div style="width: 11%;"></div>		49.05%	<div style="width: 49.05%;"></div>		0.00%		
4 Social	70	<div style="width: 0.1%;"></div>		69.74%	<div style="width: 69.74%;"></div>		0.00%		

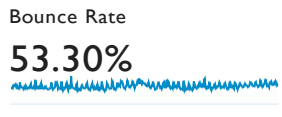
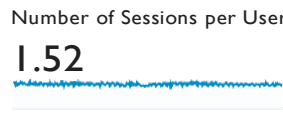
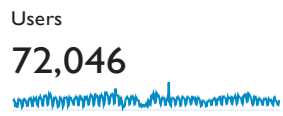
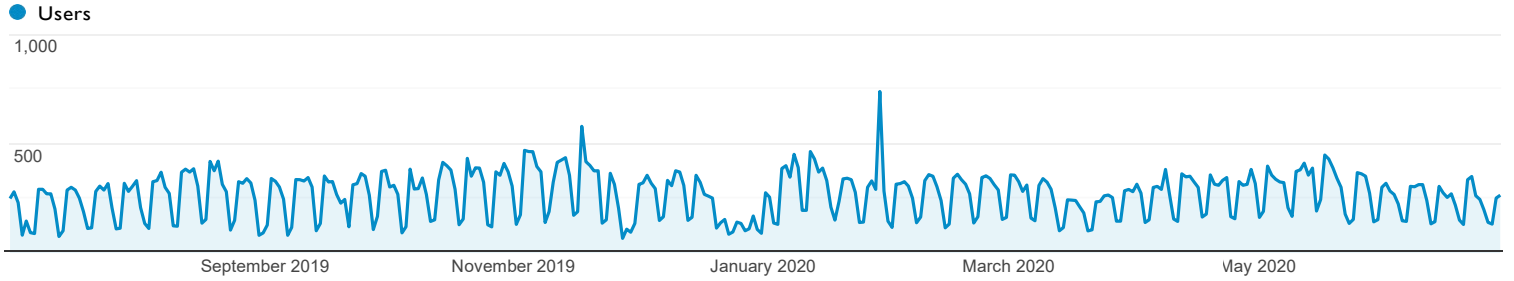
To see all 4 Channels click [here](#).

Audience Overview

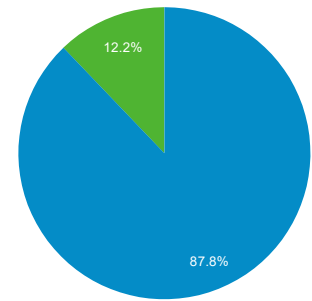
Jul 1, 2019 - Jun 30, 2020

All Users
100.00% Users

Overview



New Visitor Returning Visitor



Language	Users	% Users
1. en-us	63,948	88.99%
2. pt-br	1,940	2.70%
3. en	1,862	2.59%
4. zh-cn	1,212	1.69%
5. en-gb	864	1.20%
6. pt-pt	330	0.46%
7. es-es	146	0.20%
8. ko-kr	106	0.15%
9. fr-fr	88	0.12%
10. it-it	83	0.12%



Active Users

Jul 1, 2019 - Jun 30, 2020

All Users
100.00% Users

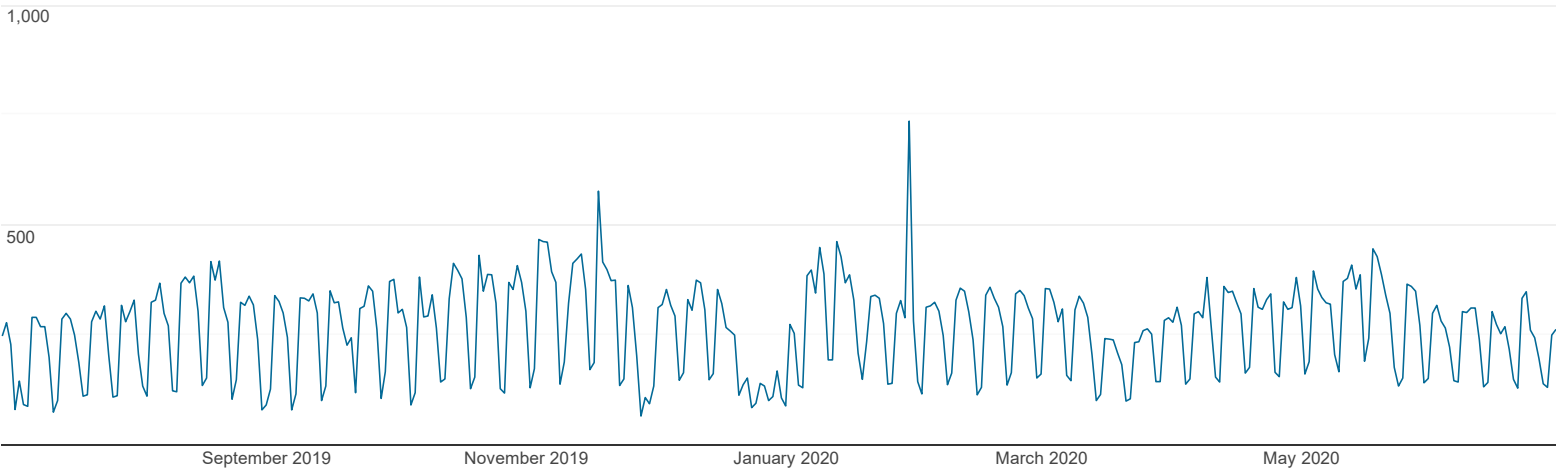
Active Users

1 Day Active Users

7 Day Active Users

14 Day Active Users

28 Day Active Users



1 Day Active Users

262

% of Total: 100.00% (262)

7 Day Active Users

1,337

% of Total: 100.00% (1,337)

14 Day Active Users

2,748

% of Total: 100.00% (2,748)

28 Day Active Users

5,417

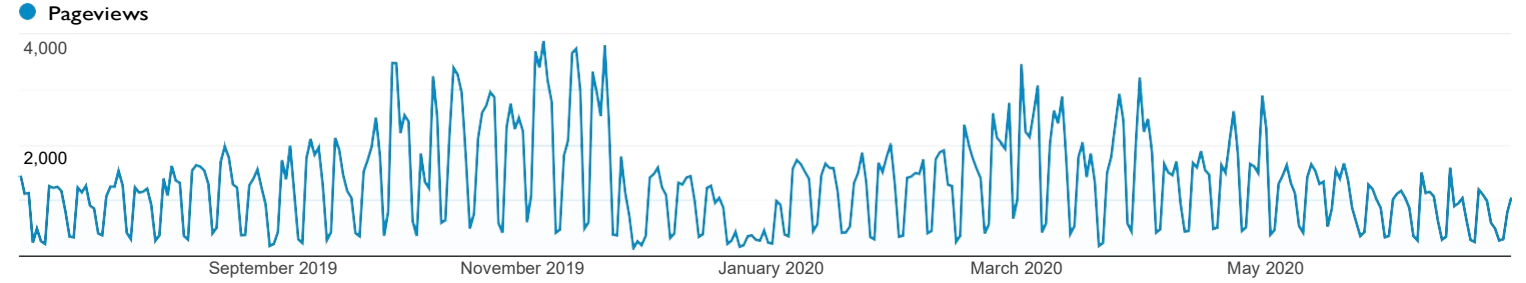
% of Total: 100.00% (5,417)

Overview

All Users
100.00% Pageviews

Jul 1, 2019 - Jun 30, 2020

Overview




Pageviews 475,043	Unique Pageviews 315,896	Avg. Time on Page 00:01:05	Bounce Rate 53.30%	% Exit 23.07%
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Page	Pageviews	% Pageviews
1. /default.aspx	73,448	15.46%
2. /courses/worksheet.php	23,365	4.92%
3. /courses/default.aspx	18,042	3.80%
4. /planning/default.aspx	17,477	3.68%
5. /courses/descriptors.php	15,117	3.18%
6. /submitters/default.aspx	9,865	2.08%
7. /aboutiai/default.aspx	9,489	2.00%
8. /courses/gecc/geccpackage.php	9,025	1.90%
9. /IAI/iManage/default.aspx	8,567	1.80%
10. /IAI/iManage/Course/Default.aspx	8,391	1.77%

IAI GOOGLE ANALYTICS

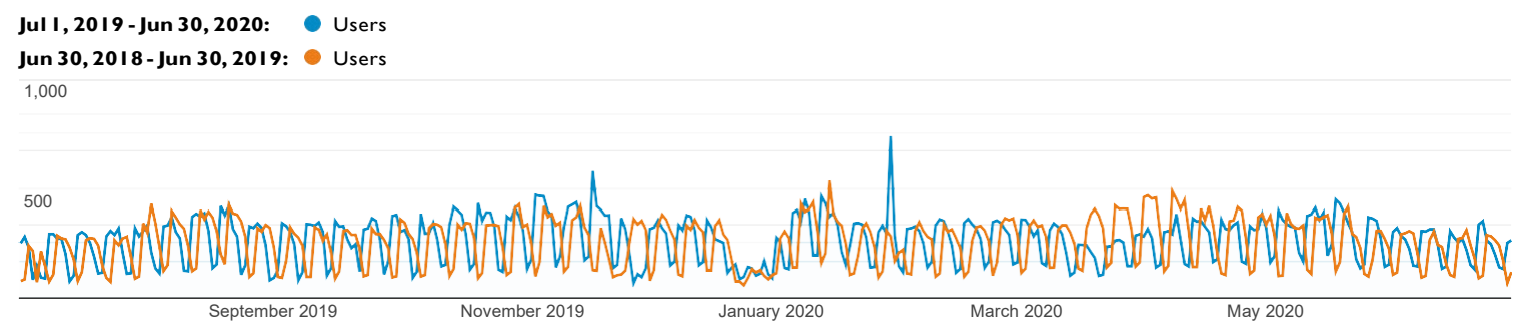
Part 2: Comparison Statistics
for FY18/19 & FY19/20

Audience Overview


All Users
 +0.00% Users

Jul 1, 2019 - Jun 30, 2020
 Compare to: **Jun 30, 2018 - Jun 30, 2019**

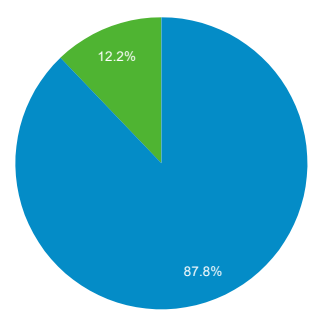
Overview



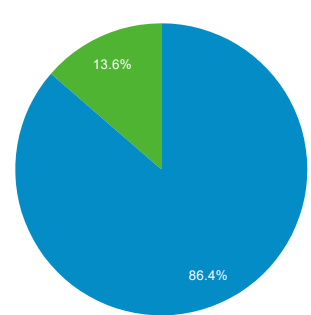
Users 10.63% 72,046 vs 65,123	New Users 9.56% 70,612 vs 64,451	Sessions 5.56% 109,603 vs 103,827
Number of Sessions per User -4.58% 1.52 vs 1.59	Pageviews 4.39% 475,043 vs 455,047	Pages / Session -1.11% 4.33 vs 4.38
Avg. Session Duration 4.51% 00:03:37 vs 00:03:27	Bounce Rate 7.45% 53.30% vs 49.60%	

■ New Visitor ■ Returning Visitor

Jul 1, 2019 - Jun 30, 2020



Jun 30, 2018 - Jun 30, 2019



Language	Users	% Users
1. en-us		
Jul 1, 2019 - Jun 30, 2020	63,948	88.99%
Jun 30, 2018 - Jun 30, 2019	60,032	92.42%
% Change	6.52%	-3.71%
2. pt-br		
Jul 1, 2019 - Jun 30, 2020	1,940	2.70%
Jun 30, 2018 - Jun 30, 2019	1,539	2.37%
% Change	26.06%	13.94%
3. en		
Jul 1, 2019 - Jun 30, 2020	1,862	2.59%
Jun 30, 2018 - Jun 30, 2019	131	0.20%
% Change	1,321.37%	1,184.77%
4. zh-cn		
Jul 1, 2019 - Jun 30, 2020	1,212	1.69%

Jun 30, 2018 - Jun 30, 2019	499	0.77%
% Change	142.89%	119.54%
5. en-gb		
Jul 1, 2019 - Jun 30, 2020	864	1.20%
Jun 30, 2018 - Jun 30, 2019	600	0.92%
% Change	44.00%	30.16%
6. pt-pt		
Jul 1, 2019 - Jun 30, 2020	330	0.46%
Jun 30, 2018 - Jun 30, 2019	290	0.45%
% Change	13.79%	2.86%
7. es-es		
Jul 1, 2019 - Jun 30, 2020	146	0.20%
Jun 30, 2018 - Jun 30, 2019	127	0.20%
% Change	14.96%	3.91%
8. ko-kr		
Jul 1, 2019 - Jun 30, 2020	106	0.15%
Jun 30, 2018 - Jun 30, 2019	116	0.18%
% Change	-8.62%	-17.40%
9. fr-fr		
Jul 1, 2019 - Jun 30, 2020	88	0.12%
Jun 30, 2018 - Jun 30, 2019	102	0.16%
% Change	-13.73%	-22.02%
10. it-it		
Jul 1, 2019 - Jun 30, 2020	83	0.12%
Jun 30, 2018 - Jun 30, 2019	94	0.14%
% Change	-11.70%	-20.19%

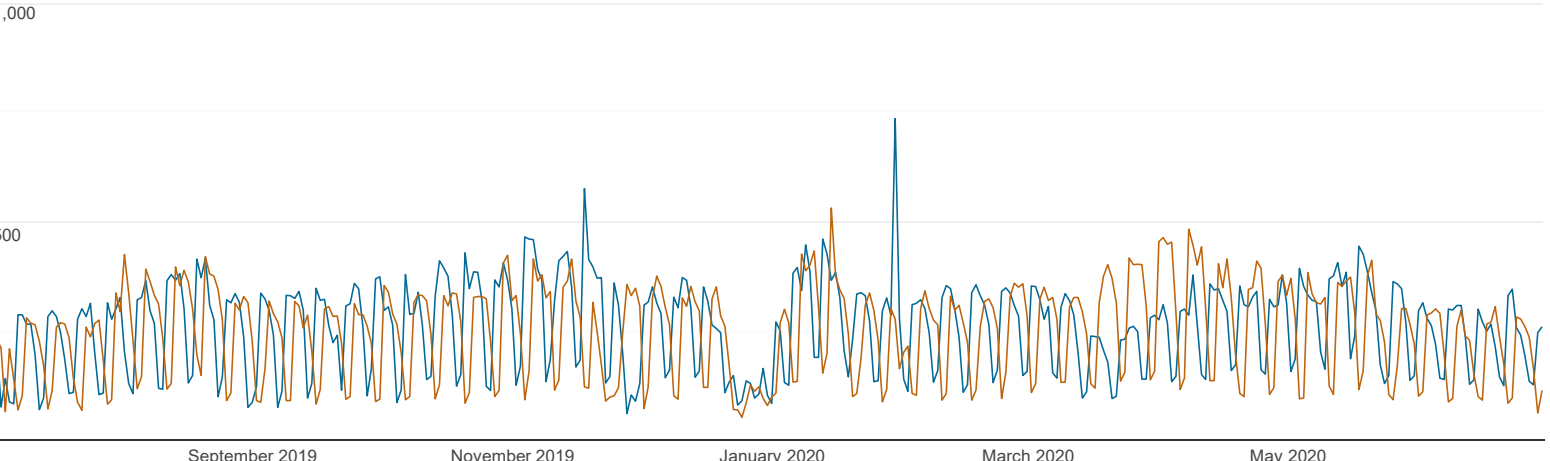
Active Users

All Users
+0.00% Users

Jul 1, 2019 - Jun 30, 2020
Compare to: Jun 30, 2018 - Jun 30, 2019

Active Users

- 1 Day Active Users
- 7 Day Active Users
- 14 Day Active Users
- 28 Day Active Users



1 Day Active Users	7 Day Active Users	14 Day Active Users	28 Day Active Users
122.03% 262 vs 118	7.30% 1,337 vs 1,246	14.21% 2,748 vs 2,406	16.05% 5,417 vs 4,668

Overview

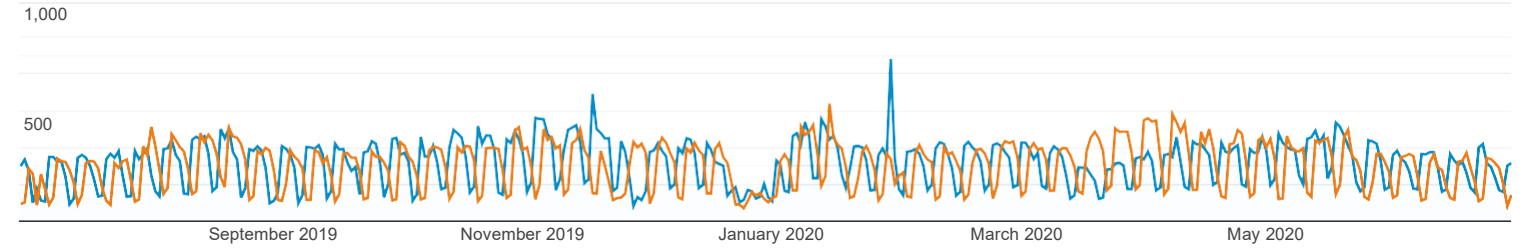
All Users
+0.00% Users

Jul 1, 2019 - Jun 30, 2020
Compare to: Jun 30, 2018 - Jun 30, 2019

Explorer

Summary

Jul 1, 2019 - Jun 30, 2020: ● Users
Jun 30, 2018 - Jun 30, 2019: ● Users



Device Category	Acquisition			Behavior			Conversions Goal I: Reached contact		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Reached contact (Goal I Conversion Rate)	Reached contact (Goal I Completions)	Reached contact (Goal I Value)
	10.63% ▲ 72,046 vs 65,123	9.57% ▲ 70,658 vs 64,489	5.56% ▲ 109,603 vs 103,827	7.45% ▲ 53.30% vs 49.60%	1.11% ▼ 4.33 vs 4.38	4.51% ▲ 00:03:37 vs 00:03:27	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. desktop									
Jul 1, 2019 - Jun 30, 2020	56,043 (77.77%)	54,757 (77.50%)	89,737 (81.87%)	50.93%	4.73	00:04:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jun 30, 2018 - Jun 30, 2019	49,116 (75.51%)	48,768 (75.62%)	83,767 (80.68%)	46.61%	4.81	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	14.10%	12.28%	7.13%	9.28%	-1.66%	3.92%	0.00%	0.00%	0.00%
2. mobile									
Jul 1, 2019 - Jun 30, 2020	14,781 (20.51%)	14,682 (20.78%)	17,960 (16.39%)	65.27%	2.37	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jun 30, 2018 - Jun 30, 2019	14,086 (21.66%)	13,906 (21.56%)	17,299 (16.66%)	63.86%	2.44	00:01:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	4.93%	5.58%	3.82%	2.20%	-2.77%	3.92%	0.00%	0.00%	0.00%
3. tablet									
Jul 1, 2019 - Jun 30, 2020	1,235 (1.71%)	1,219 (1.73%)	1,906 (1.74%)	51.73%	4.42	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jun 30, 2018 - Jun 30, 2019	1,844 (2.83%)	1,815 (2.81%)	2,761 (2.66%)	51.10%	3.75	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-33.03%	-32.84%	-30.97%	1.23%	17.92%	11.89%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3

Engagement

All Users
+0.00% Users (+0.00% Sessions)

Jul 1, 2019 - Jun 30, 2020
Compare to: Jun 30, 2018 - Jun 30, 2019

Distribution

Session Duration Bucket

Sessions

5.56%
109,603 vs 103,827

Pageviews

4.39%
475,043 vs 455,047

Session Duration Bucket	Sessions	Pageviews
0-10 seconds		
Jul 1, 2019 - Jun 30, 2020	67,586	82,896
Jun 30, 2018 - Jun 30, 2019	60,579	75,508
11-30 seconds		
Jul 1, 2019 - Jun 30, 2020	9,857	32,072
Jun 30, 2018 - Jun 30, 2019	10,522	34,499
31-60 seconds		
Jul 1, 2019 - Jun 30, 2020	6,357	27,404
Jun 30, 2018 - Jun 30, 2019	6,687	29,401
61-180 seconds		
Jul 1, 2019 - Jun 30, 2020	8,516	51,664
Jun 30, 2018 - Jun 30, 2019	9,238	57,007
181-600 seconds		
Jul 1, 2019 - Jun 30, 2020	7,808	68,538
Jun 30, 2018 - Jun 30, 2019	8,000	73,638
601-1800 seconds		
Jul 1, 2019 - Jun 30, 2020	6,239	78,185
Jun 30, 2018 - Jun 30, 2019	6,093	75,041
1801+ seconds		
Jul 1, 2019 - Jun 30, 2020	3,240	134,284
Jun 30, 2018 - Jun 30, 2019	2,708	109,953