

Word of the Week - Metrics

Subject	Send Date	Total Recipients	Successful Deliveries	Total Bounces	Times Forwarded	Unique Opens	Open Rate	Total Opens	Unique Clicks	Click Rate	Total Clicks	Unsubscribe
Word of the Week: Archives Leadership Institute (ALI)	8/11/2015 7:00	1014	1011	3	0	329	32.54%	412	20	1.98%	1142	0
Word of the Week: collective memory	8/4/2015 7:00	1010	1007	3	0	363	36.05%	495	13	1.29%	25	0
Word of the Week: analog record	7/28/2015 7:00	1002	1000	2	0	364	36.40%	572	17	1.70%	39	3
Word of the Week: hydrolysis	7/21/2015 7:00	1001	997	4	0	403	40.42%	596	12	1.20%	20	0
Word of the Week: refolder	7/14/2015 7:00	999	994	5	0	393	39.54%	650	16	1.61%	26	1
Word of the Week: replevin	7/7/2015 7:00	993	992	1	0	407	41.03%	625	11	1.11%	18	2
Word of the Week: devised title	6/30/2015 7:00	990	990	0	0	386	38.99%	635	13	1.31%	22	1
Word of the Week: open access	6/23/2015 10:30	989	986	3	0	345	34.99%	518	19	1.93%	35	0
Word of the Week: Resource Description and Access (RDA)	6/16/2015 7:00	984	984	0	0	394	40.04%	623	28	2.85%	43	3
Word of the Week: virtual reunification	6/9/2015 7:00	983	983	0	0	394	40.08%	789	23	2.34%	46	4
Word of the Week: recordness	6/2/2015 7:00	980	980	0	0	416	42.45%	722	15	1.53%	43	0
Word of the Week: tag	5/26/2015 10:00	975	975	0	0	393	40.31%	582	22	2.26%	39	2
Word of the Week: bone folder	5/19/2015 7:00	968	967	1	0	446	46.12%	722	13	1.34%	21	0
Word of the Week: orphan work	5/12/2015 7:00	958	956	2	0	383	40.06%	636	31	3.24%	61	0
Word of the Week: archivy	5/5/2015 10:00	955	955	0	1	430	45.03%	785	19	1.99%	33	1
Word of the Week: More Product, Less Process	4/28/2015 9:45	952	951	1	0	370	38.91%	620	9	0.95%	12	1
Word of the Week: NDIIPP	4/21/2015 7:00	952	950	2	0	413	43.47%	658	25	2.63%	37	1
Word of the Week: technical appraisal	4/14/2015 7:00	951	949	2	0	413	43.52%	681	37	3.90%	60	1
Word of the Week: Bertillon card	4/7/2015 7:00	946	943	3	0	466	49.42%	906	18	1.91%	29	0
Word of the Week: persistent	3/31/2015 7:00	940	939	1	0	388	41.32%	602	6	0.64%	9	1
Word of the Week: autocatalytic	3/24/2015 7:00	937	935	2	0	404	43.21%	591	17	1.82%	25	0
Word of the Week: reprocessing	3/18/2015 14:15	1	1	0	0	0	0.00%	0	0	0.00%	0	0
Word of the Week: reprocessing	3/17/2015 7:00	927	926	1	0	407	43.95%	656	21	2.27%	48	0
Word of the Week: oversample	3/10/2015 7:00	926	923	3	0	385	41.71%	585	3	0.33%	5	1

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Word of the Week: Encoded Archival Contextâ€”Corporate bodies, Persons, and Families	3/3/2015 7:00	922	919	3	0	386	42.00%	631	32	3.48%	36	1
Word of the Week: ArchiveGrid	2/24/2015 10:00	918	917	1	3	405	44.17%	727	55	6.00%	67	1
Word of the Week: post-custodial	2/17/2015 7:00	912	912	0	0	397	43.53%	610	20	2.19%	28	0
Word of the Week: checksum	2/10/2015 7:00	908	908	0	0	401	44.16%	664	19	2.09%	23	0
Word of the Week: bastardy bond	2/3/2015 7:00	902	901	1	0	415	46.06%	738	21	2.33%	26	1
Word of the Week: archival literacy	1/27/2015 7:00	896	894	2	1	356	39.82%	537	3	0.34%	4	0
Word of the Week: ArchivesSpace	1/20/2015 7:00	892	890	2	0	383	43.03%	623	71	7.98%	89	1
Word of the Week: online exhibition	1/13/2015 7:00	890	889	1	0	327	36.78%	482	14	1.57%	15	1
Word of the Week: intellectual property	1/6/2015 7:00	887	886	1	0	344	38.83%	505	17	1.92%	22	2
Word of the Week: exhibits policy	12/30/2014 7:00	881	880	1	0	339	38.52%	495	22	2.50%	42	1
Word of the Week: virtual reading room	12/23/2014 7:00	879	877	2	0	333	37.97%	508	10	1.14%	12	0
Word of the Week: National Film Preservation Foundation	12/16/2014 7:00	876	875	1	0	341	38.97%	476	9	1.03%	9	1
Word of the Week: Trustworthy Repositories Audit and Certification	12/9/2014 7:00	876	875	1	0	357	40.80%	546	13	1.49%	214	0
Word of the Week: archival metrics	12/2/2014 7:00	872	871	1	0	359	41.22%	555	3	0.34%	3	1
Word of the Week: digital preservation	11/25/2014 7:00	870	870	0	0	360	41.38%	630	6	0.69%	91	1
Word of the Week: edge-marks	11/18/2014 7:00	864	864	0	0	374	43.29%	517	24	2.78%	40	1
Word of the Week: Creative Commons	11/11/2014 7:00	862	862	0	0	359	41.65%	609	17	1.97%	66	3
Word of the Week: American Alliance of Museums	11/4/2014 7:00	855	855	0	0	345	40.35%	497	14	1.64%	104	3
Word of the Week: digital forensics	10/28/2014 7:00	852	852	0	0	389	45.66%	690	15	1.76%	59	0
Word of the Week: folksonomy	10/21/2014 7:00	849	849	0	0	398	46.88%	624	15	1.77%	123	1
Word of the Week: digital curation	10/14/2014 7:00	846	846	0	0	361	42.67%	619	18	2.13%	36	2

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Word of the Week: catablog	10/7/2014 7:00	843	843	0	0	438	51.96%	817	82	9.73%	118	1
Word of the Week: public domain	9/30/2014 7:00	833	833	0	0	341	40.94%	558	27	3.24%	79	1
Word of the Week: crowdsourcing	9/23/2014 7:00	821	820	1	0	359	43.78%	568	36	4.39%	82	1
Word of the Week: MODS	9/16/2014 7:00	812	812	0	0	406	50.00%	626	26	3.20%	58	1
Word of the Week: lone arranger	9/9/2014 7:00	800	800	0	1	263	32.88%	444	6	0.75%	6	3
Word of the Week: donor	9/2/2014 11:15	791	790	1	0	346	43.80%	532	7	0.89%	20	1
Word of the Week: Advocacy	8/26/2014 7:00	775	775	0	0	343	44.26%	574	7	0.90%	79	4
Word of the Week: Code of Ethics	8/19/2014 7:00	744	744	0	1	350	47.04%	616	35	4.70%	152	0
Word of the Week: diversity	8/12/2014 7:00	726	726	0	0	346	47.66%	462	18	2.48%	80	1
Word of the Week: Geotag	8/5/2014 7:00	707	707	0	0	356	50.35%	565	6	0.85%	8	1
Word of the Week: National History Day	7/29/2014 7:00	684	681	3	0	376	55.21%	563	24	3.52%	52	0
Word of the Week: inreach	7/22/2014 11:00	622	622	0	0	379	60.93%	815	8	1.29%	14	0