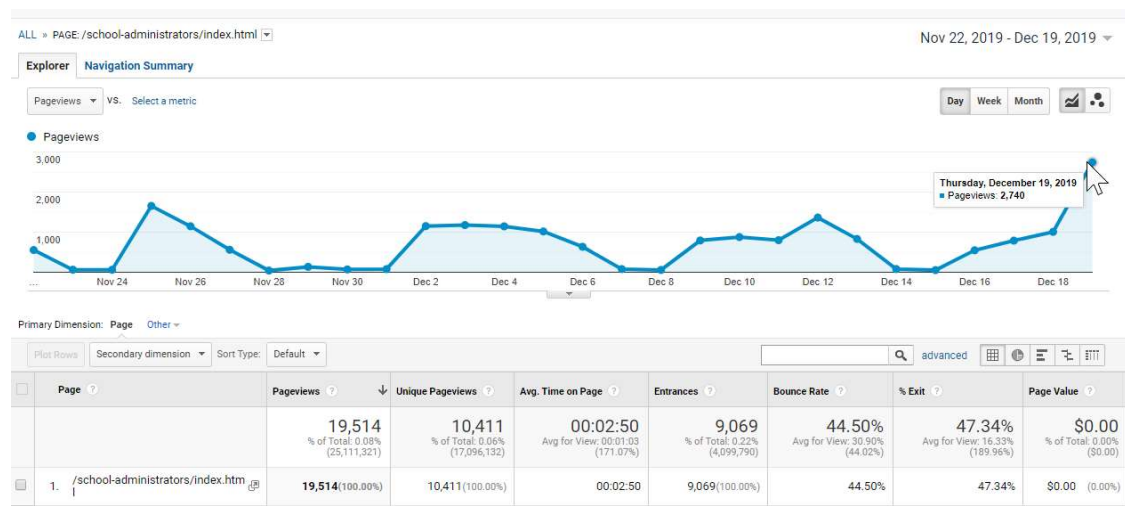


## Resources for Schools - Analytics

Nov. 22 – Dec. 19, 2019

The Resources for Schools page launch on Nov. 22, 2019. The following notes are a snapshot of activity on the page gleaned from the custom Google Analytics implementation for the page. All data reflects the Nov. 22 – Dec. 19 timeframe, unless otherwise noted.



1. Resources for Schools pageviews rank #136 on VA.gov since launch. A standard traffic pattern hasn't emerged yet, aside from typical down-time on weekends.
2. Traffic and pageviews rank increased to #96 due to the email blast delivered 12/19. Pageviews were nearly double their previous high (2,740 on 12/19 vs 1,655 on 11/25).
3. Users are staying on the page longer than site average. 2mins 50sec. for the SCO page vs. 1min 3sec for VA.gov. Time on page for the retired "School Resources" page was around 1min 43sec.
4. The Resources for Schools page bounce rate (people come in to the page and leave directly) and exit rate (people have been on the site but leave from this page) are higher than VA.gov average. Resources for Schools bounce rate 44.5% vs. 30.9% site ave., and SCO exit rate 47.3% vs 16.3% site ave.

Dear School Certifying Officials,

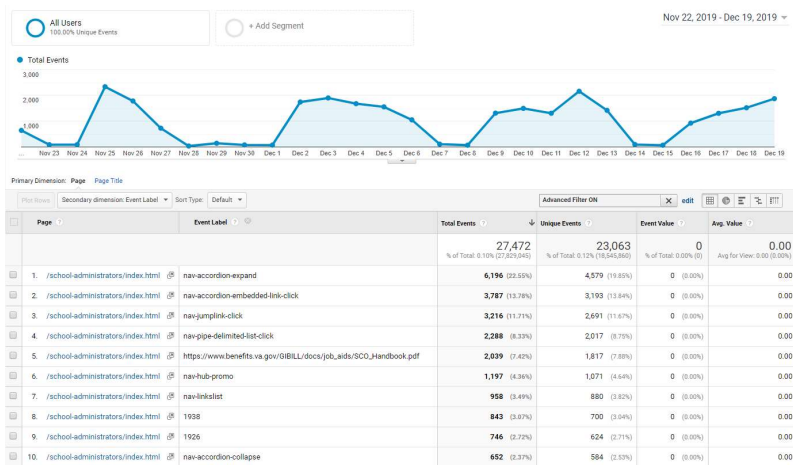
We hope that you were able to join us during our Forever GI Bill December Office Hours on December 12.

If you were not able to attend, this was an opportunity to provide a recap of the December 1 "Go-Live" and updates on Monthly Housing Allowance and DoD activities; Study Abroad; and SCO Training Requirements.

As takeaways, here are a few helpful resources:

- [Webinar materials](#) that were shared on the call, as well as the [Sample MHA Letters](#) that will be shared with students.
- Communications materials, including the [Monthly Housing Allowance Communications Toolkit](#), [Monthly Housing Allowance Student Guide](#), [Monthly Housing Allowance Rate Change Information](#).
- Additional training and communications materials can be found on the NEW [School Resource Page](#), built based on your feedback, where you can find trainings, resources, guides, and information on GI Bill programs. Additionally, please take a look at the [School Training Resources](#) page, including the [Frequently Asked Questions](#). Please check back often as this list will be updated frequently to reflect webinar discussions.

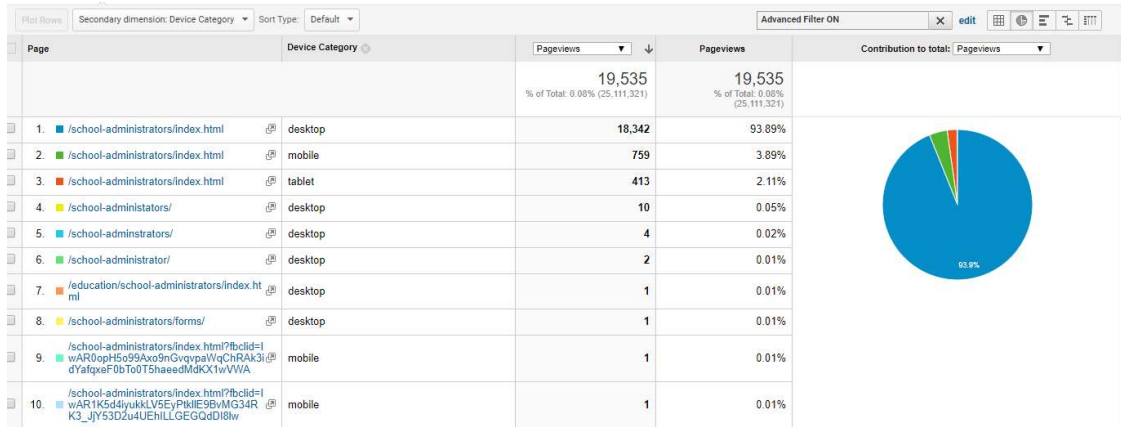
We truly appreciate your participation and look forward to hosting additional office hours and providing more materials to support you. Please be on the lookout for your next invite.



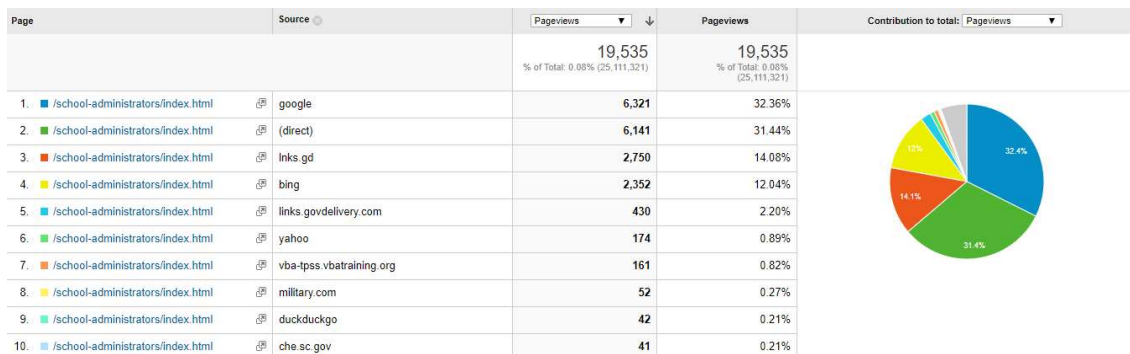
- Users are engaging with page elements as anticipated: opening accordions (1), clicking on links to resources (2), using jump links (3), using quicklinks (4), clicking through to the SCO Handbook (5&6).
- Users are closing accordions (10) much less frequently than they open them (1). They could be leaving them open as they scroll the page or clicking off the page and just not closing them when they leave.

Event Action	Total Events	Unique Events
	24,788 % of Total: 0.27% (33,961,460)	20,849 % of Total: 0.23% (22,143,525)
1. Navigation - Accordion - Expand - Essentials for SCOs	2,284 (9.21%)	1,621 (7.77%)
2. Navigation - Accordion - Expand - VA-ONCE information	1,906 (7.69%)	1,288 (6.18%)
3. Navigation - JumpLink Click - Training and guides	1,838 (7.41%)	1,446 (6.94%)
4. Navigation - Hub - Promo Box - School Certifying Official (SCO) Handbook	1,196 (4.82%)	1,070 (5.13%)
5. PDF Downloaded - School Certifying Official (SCO) Handbook	1,186 (4.78%)	1,060 (5.08%)
6. Navigation - Accordion Embedded Link - Global Accordion Label -	1,052 (4.24%)	718 (3.44%)
7. Navigation - Unknown	927 (3.74%)	760 (3.65%)
8. Navigation - Accordion - Expand - GI Bill program approval process	873 (3.52%)	694 (3.33%)
9. Navigation - Pipe Delimited List - Key resources for SCOs - https://vaonce.vba.va.gov/vaonce_student/default.asp	721 (2.91%)	673 (3.23%)
10. Navigation - JumpLink Click - Policies and procedures	648 (2.61%)	586 (2.81%)

- Generally, Training and Guides is the most active section on the Resources for Schools page with “Essentials for SCOs” and “VA-ONCE Information” accordions and resources.
- School Certifying Official Handbook is the #1 resource users are accessing on the page. VA-ONCE Quick Reference Guide, Required 2019 Training for SCOs, Submit a Question, VA-ONCE P059 training round out the top 5 resources.



9. Users are overwhelmingly using the page on desktops – only 6% of pageviews via mobile device or tablet.



10. Since launch, traffic sources align fairly well to VA.gov patterns in general, but with fewer social media referrals. Facebook mobile referrals were the #9 traffic source and accounted for 1% of incoming VA.gov users, but do not appear in the Resources for Schools top-10 sources nor do they come close to being 1% of incoming traffic.