



Association for Achievement and Improvement through Assessment
Leading in learning through Assessment

AAIA Communications Officer's Annual Report – September 2020

The new AAIA website was developed with the aims firstly of making content and navigation clearer and more accessible, and secondly, allowing membership and purchasing processes to be robust and reliable. The first of these aims has been met in that content is easy to load and navigation is simpler and clearer. The second aim has not been so straightforward but thanks to the efforts of Jenny Short, Membership Secretary and the support of 18a Productions who built the site, we now have a website in place that is able to deal with the complexities of membership (joining and renewing) and purchasing processes. Discussions have recently taken place within the Executive about the role and scope of the website in the future (see below).

Site Statistics – year on year comparisons

Site usage has not grown in the way we had hoped when the new site was launched last year although 2020 is a very difficult year in which to make any judgements. The graphs below show respectively site users and pages views per week for the period 1 September 2019 to 31 August 2020, in comparison with the equivalent period for 2018-2019. (Note that the new AAIA website came into operation at the end of April 2019 so figures up to the end of April 2019 relate to the old site.)

The number of visits to the site has declined year on year, for example the number of users declining by 34% and the number of sessions by 33%. The number of pages viewed has also declined by 27%. However, it should be noted that the number of pages viewed was at a similar level year on year until March 2020 but since the pandemic and lockdown, the number of pages viewed has declined substantially.

There has been a continuing and welcome drop in bounce rate (the percentage of site visits where only one page is viewed before visitors leave the site) by 14% down to 62% both prior to lockdown and when viewed across the full year. This drop in bounce rate, taken with the page view figures prior to lockdown, suggest that while there were less visitors, those visiting were spending more time on the site and viewing more pages.

Popular site content continues to be *Assessment Without Levels*, *National Data*, *News and Assessment Reform Group*. A new page *Returning to School – Supporting Learning and Well-Being* was posted on the site in August. It contains materials that can support schools as pupils return this autumn.

Google searches list the AAIA site second for *Assessment Reform Group*, third for *Assessment for Learning: 10 principles* and eleventh for *Assessment Without Levels*. A search for national assessment data lists our *Performance Data* category (which contains the National Data sub-category) sixth. These continue to be healthy figures and suggest that the decline in site visits may reflect an overall decline in Internet interest in educational assessment, with the site continuing to hold its own reasonably well.

Communications with members

The Executive has reviewed processes for communicating with members and made the decision that all email communications should be via regional representatives rather than by Mailchimp, as there was no certainty that messages sent by the latter were reaching all members.

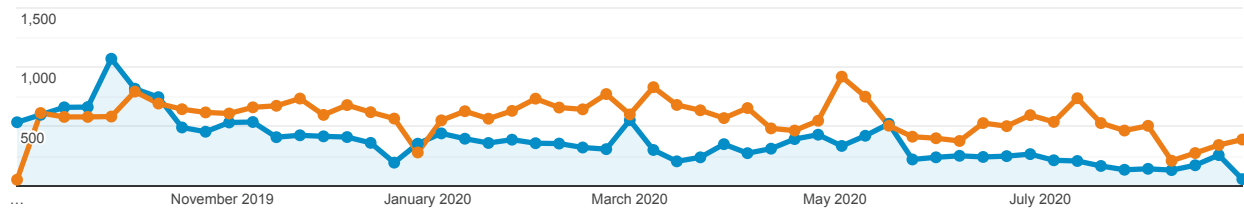
Proposed developments

A Communications Sub-Committee has been formed to consider how the website could be developed and how the website and the association's social media presence might function in the future as AAIA continues to change. The membership of the group is Janice Gibson, Sarah Savage and Jacky Welton and myself from the Executive, with Ben Fuller coopted. The sub-committee will consider how the scope of the site could be extended, look at the possibility of commissioning new material for the site, and identify ways in which the website and AAIA's presence on social media could be better coordinated. If you have any ideas or suggestions, please send details to communications@aaia.org.uk

David Bartlett
AAIA Communications Officer
September 2020

Website summary statistics: users/visits and page views

Sep 1, 2019 - Aug 31, 2020: ● Users
Sep 1, 2018 - Aug 31, 2019: ● Users



Sep 1, 2019 - Aug 31, 2020: ● Pageviews
Sep 1, 2018 - Aug 31, 2019: ● Pageviews

