

Tools for Targeted Dissemination and Dynamic List Management

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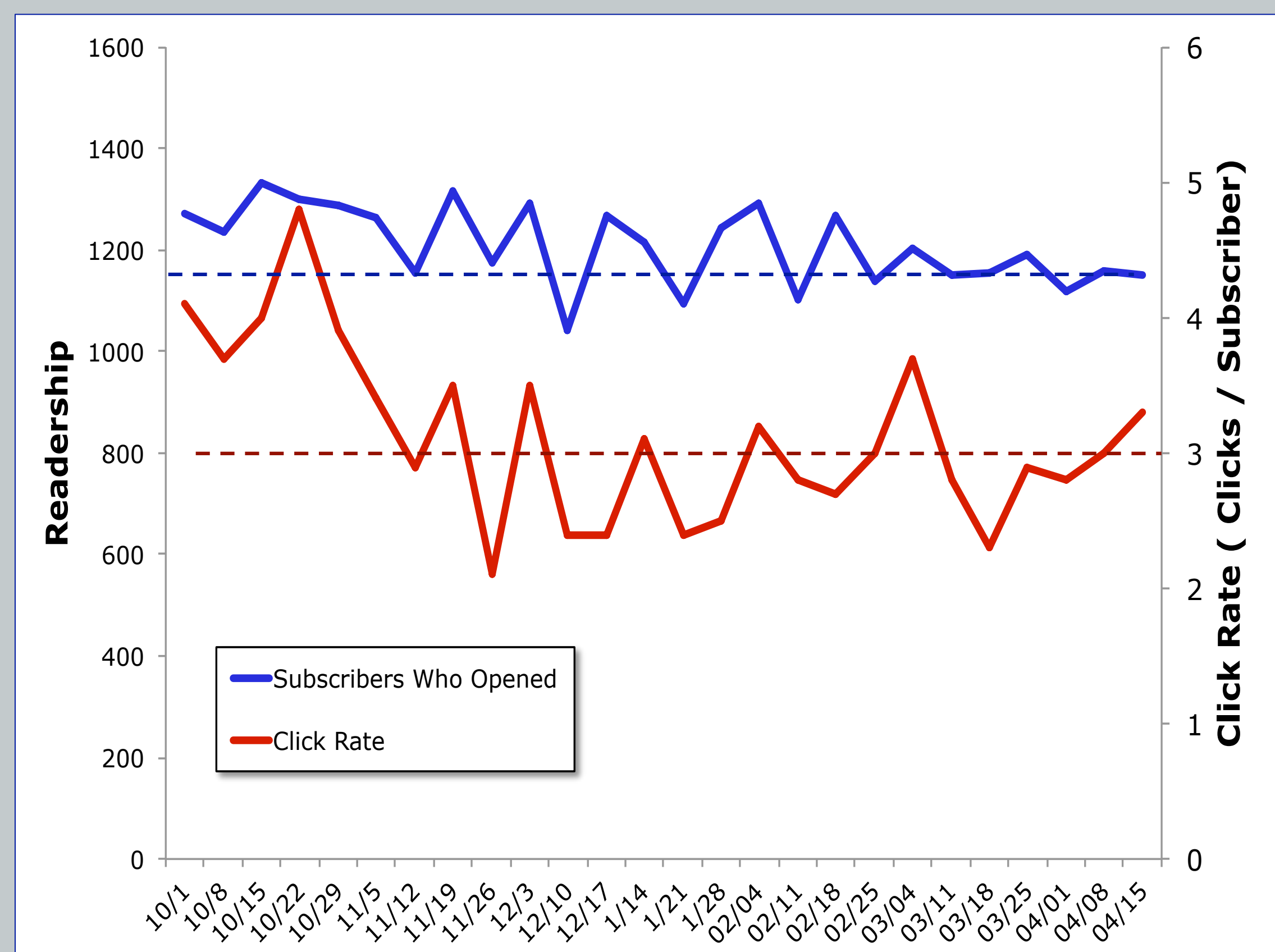


ABSTRACT

Designed for businesses and non-profits to dynamically manage communication with their audiences, email-marketing services such as MailChimp® offer Research Development professionals the opportunity to deliver discipline-specific funding opportunities to subsets of their broader audience of researchers. The **dissemination** of funding opportunity information in a targeted manner can be cumbersome in a traditional listserv format where subscribers must choose to join a broadly targeted list and sift through opportunities, or to join numerous interest-based lists. The Office for Research & Discovery at the University of Arizona employs MailChimp® to produce attractive, weekly Funding Opportunity Announcements (FOAs) responsive to the needs of specific audiences. MailChimp® allows us to identify **subscriber segments** based on self-selected criteria or information about subscriber habits interacting with our FOA. This allows us to isolate specific segments of a single list for targeted funding information; subscribers need only to sign up for one list and modify their profile and preferences to receive discipline-tailored announcements. Finally, we use Qualtrics to gain statistics on **subscriber opinions** to further improve efficiency in circulating funding opportunities and promoting events.

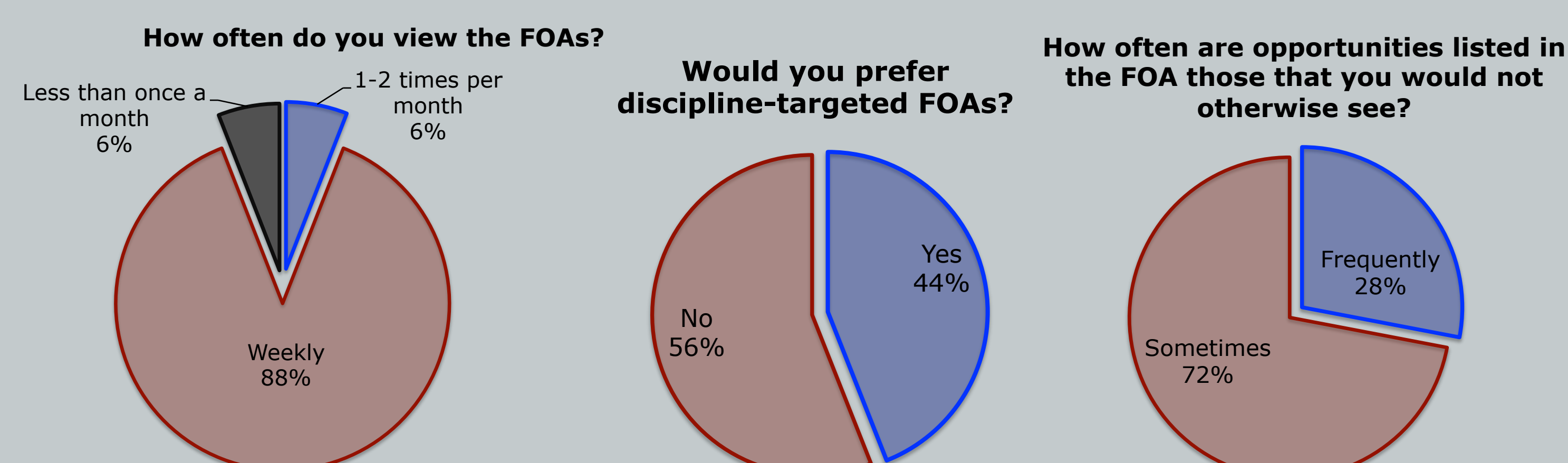
DISSEMINATION & REACH

The University of Arizona is home to more than 6,000 faculty and research-focused professionals. Over 1,150 subscribers open the Funding Opportunity Announcement each week. News & Events and broadly targeted foundation opportunities consistently receive the highest number of clicks, opportunities receive an average of 3 clicks. Readership statistics from MailChimp® are estimates, as click data from readers that open the FOA in their browser is not tracked. Based on Qualtrics® survey results, nearly 30% of our subscribers open the FOA in their browser. We expect that our estimates for opportunity interest, while representative, are slightly lower than actual reader interaction.



SUBSCRIBER OPINIONS

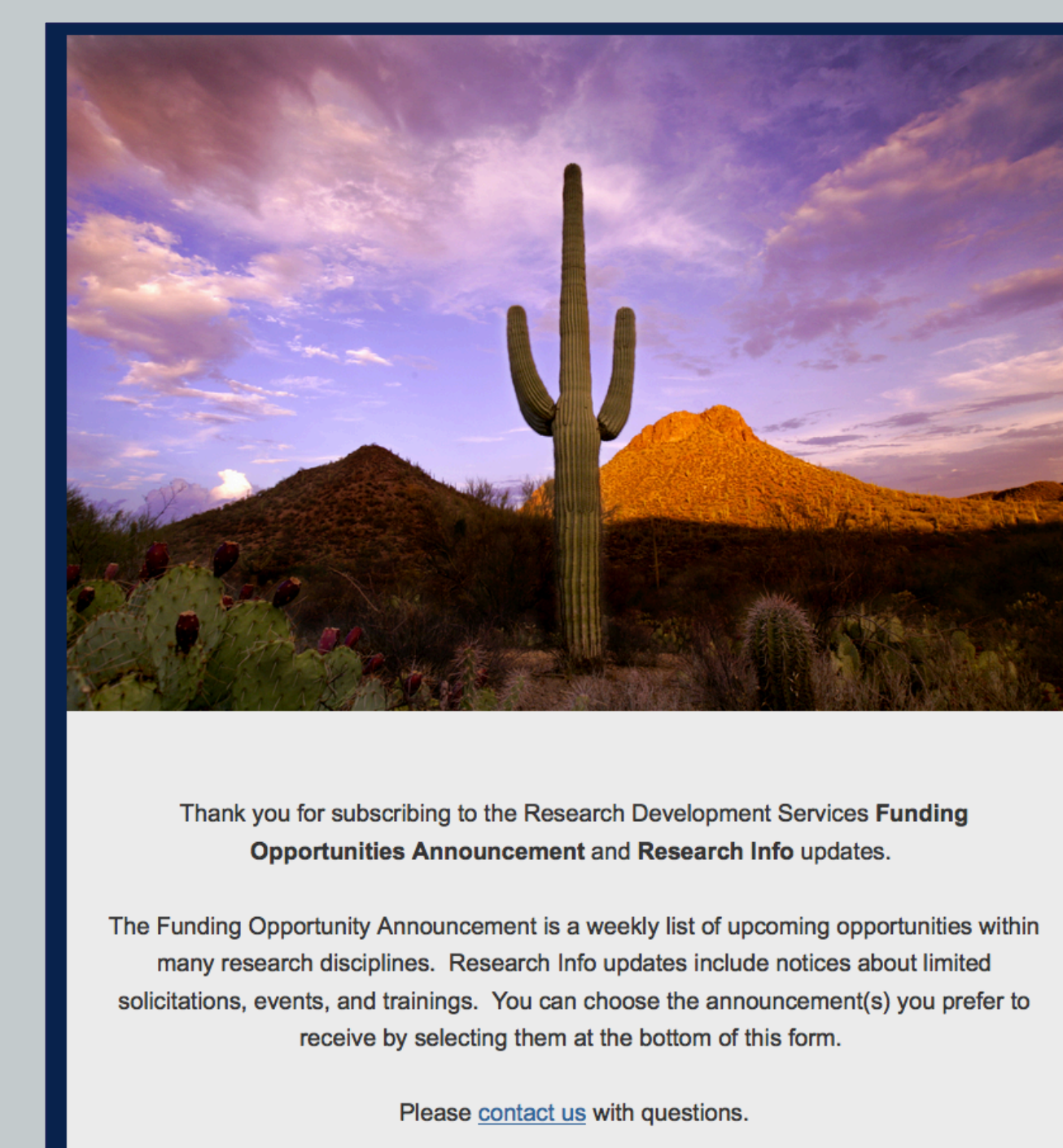
The majority of our readers view the FOA weekly. While some subscribers prefer to check all funding areas and prefer not to receive discipline-targeted FOAs, we found that the majority of readers can be segregated by broad interests; most show preference for science and technology or humanities-based funding interests. Most respondents to our survey indicate that this is a very useful service, with over 25% reporting that opportunities are frequently ones they would not otherwise come across.



SUBSCRIBER SEGMENTS

Subscribers to our announcements can select funding areas of interest and indicate which announcements they prefer to receive. MailChimp® tracks this information and allows us to subset lists into user segments by interest or announcement type. This prevents subscriber loss that can occur with high volume, broadly targeted announcements. We initially chose seven funding areas and list opportunities within each area weekly. Using data on click rates and subscriber feedback provided through Qualtrics® survey software, we plan to provide more targeted announcements.

Most subscribers view opportunities within more than one, but less than three, funding areas. This feedback will allow us to cluster opportunities into related funding areas and provide segments of subscribers single announcements that better represents their interests without unrelated information. Subscribers can also change their preferences at any time.



Email Address

First Name

Funding Opportunities Interest

☐ Arts & Humanities

☐ Biomedical & Health Science

☐ Education & Outreach

☐ Life Sciences

☐ Mathematics & Data Sciences

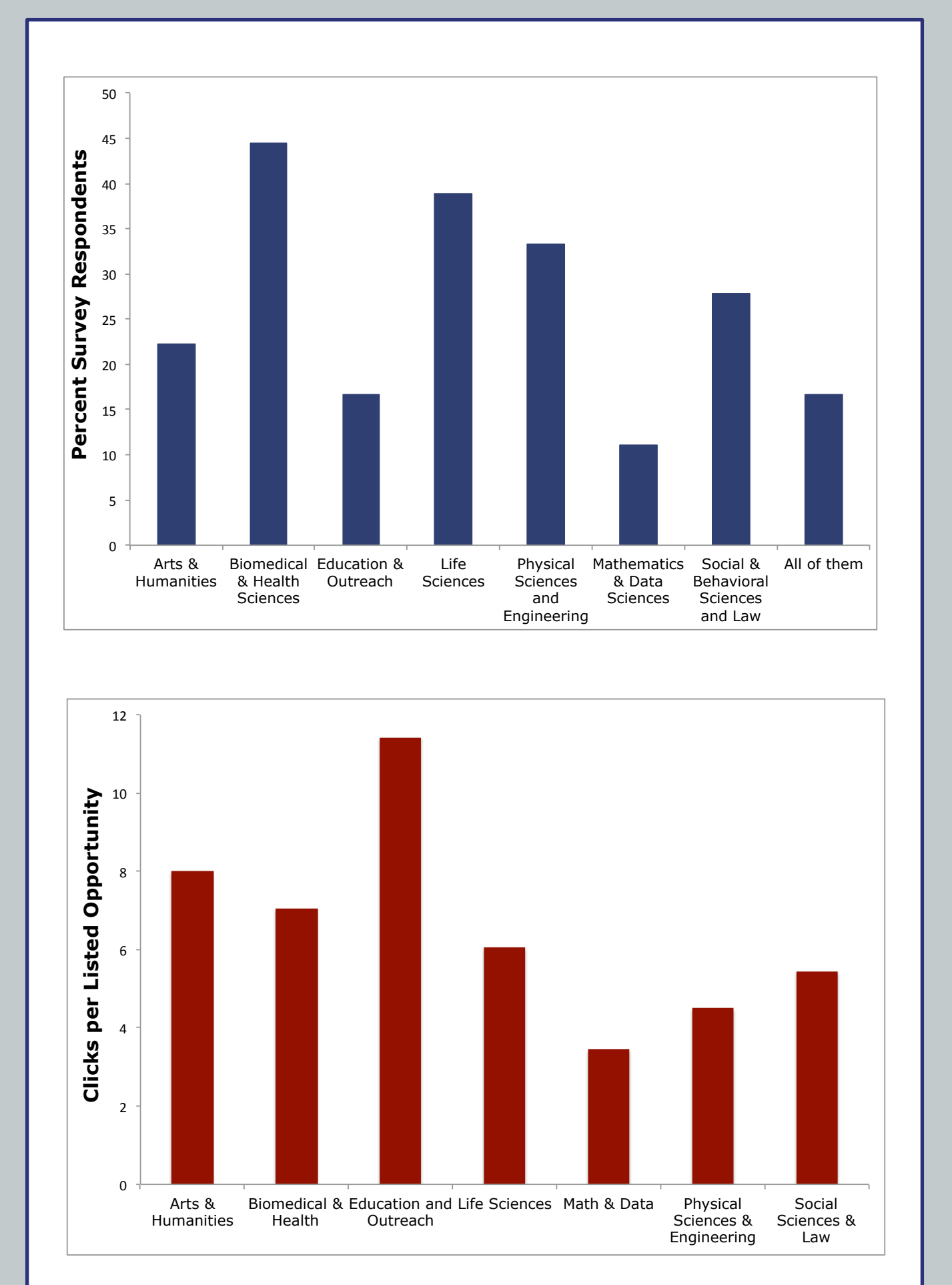
☐ Physical Sciences & Engineering

☐ Social and Behavioral Sciences & Law

I would like to receive:

☐ Funding Opportunities Announcements

☐ Research Info updates



FUTURE DIRECTIONS

In the first academic year of the Office for Research & Discovery Funding Opportunities Announcement, we have found that a weekly Funding Opportunities Announcement provides a service that was previously lacking on campus. However, there is room for improvement. We can now combine subscriber feedback gathered via Qualtrics® with readership statistics provided by MailChimp® to improve the efficacy of this weekly announcement and to broaden our reach. Currently only 18 – 20% of our subscribers are active readers of the FOA. Next steps include determining which subsets of the University of Arizona research community we are currently not reaching and how we might tailor our funding publication materials to better suit these groups.

CONTACT

For more information about the UA Research Development Services use of MailChimp® or Qualtrics®, please contact our Graduate Research Fellow, Rebekah Keating at rkeating@catworks.arizona.edu.



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