



## CESSDA ERIC Agenda 21-24, Tasks 21-22 Widening of CESSDA European Coverage

### D5 Summary Report CESSDA Newsletter 2021

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## Version history

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## Executive Summary

The CESSDA Newsletter for Data Service Professionals started as a pilot during the Mentorship Programme 2020, in response to a demand for an easily accessible overview of relevant training opportunities, conferences, publications, etc.<sup>1</sup> In the beginning of 2021, the newsletter was merged with the CESSDA Newsletter (inactive since 2019). At the same time the production of the newsletter was switched to the MailerLite platform, using a branded template.

The first issue of the rebranded CESSDA Newsletter was published in March 2021. Simultaneously the work was transferred to a new team and became part of CESSDA ERIC Agenda 21-22, Widening & Outreach task 1, Widening of CESSDA European Coverage.

All issues of the newsletter are publicly available in the CESSDA Newsletter archive<sup>2</sup> on the CESSDA website.

## Abbreviations and Acronyms

|        |   |
|--------|---|
| CESSDA | Consortium of European Social Science Data Archives |
| ERIC   | European Research Infrastructure Consortium         |
| MO     | Main Office   |
| SND    | Swedish National Data Service                       |
| UKDS   | UK Data Service                                     |

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<sup>1</sup> See Christina Bornatici, Irena Vipavc Brvar, & Iris Alfredsson. (2021). Report from the Mentorship Programme and the Pilot Newsletter (1.3). Zenodo. <https://doi.org/10.5281/zenodo.5724066>

<sup>2</sup> "Archive of CESSDA Newsletters: <https://www.cessda.eu/News-Events/Newsletters>"; [2022-02-14];



## 1. Statistics

When the newsletter started in 2020, it was considered necessary to publish the newsletter every two weeks as many events and trainings were announced at short notice. Until the middle of November the newsletter continued to be published bi-weekly, except during the summer vacation period. In November a test period of publishing the newsletter every four weeks started. To evaluate the consequences of publishing the newsletter bi-weekly or every four weeks will be part of the coming deliverable Strategy for development of the CESSDA Newsletter.

Table 1: Publication dates and content of the newsletter in 2021

| Issue | Date       | In the Spotlight | News | Training | Events | Funding | Resources | Vacancies | Total |
|-------|------------|------------------|------|----------|--------|---------|-----------|-----------|-------|
| #04   | 2021-03-01 | 2                | 12   | 6        | 4      | 1       | 7         | 3         | 25    |
| #05   | 2021-03-15 | 2                | 3    | 4        | 5      | 1       | 4         | 4         | 23    |
| #06   | 2021-03-29 | 2                | 4    | 4        | 6      | 1       | 6         | 5         | 28    |
| #07   | 2021-04-16 | 2                | 3    | 5        | 6      | 2       | 7         | 3         | 28    |
| #08   | 2021-04-30 | 1                | 3    | 5        | 4      | 1       | 4         | 4         | 22    |
| #09   | 2021-05-14 | 1                | 3    | 5        | 6      | 2       | 10        | 3         | 30    |
| #10   | 2021-05-28 | 1                | 1    | 5        | 7      | 2       | 7         | 2         | 25    |
| #11   | 2021-06-11 | 2                | 2    | 3        | 11     | 0       | 10        | 6         | 34    |
| #12   | 2021-06-25 | 2                | 1    | 4        | 8      | 1       | 9         | 4         | 29    |
| #13   | 2021-07-09 | 1                | 2    | 2        | 2      | 0       | 9         | 6         | 22    |
| #14   | 2021-08-20 | 2                | 4    | 3        | 5      | 0       | 7         | 5         | 26    |
| #15   | 2021-09-06 | 2                | 2    | 3        | 8      | 3       | 5         | 2         | 25    |
| #16   | 2021-09-20 | 1                | 3    | 4        | 11     | 0       | 8         | 2         | 29    |
| #17   | 2021-10-04 | 2                | 3    | 11       | 10     | 0       | 9         | 4         | 39    |
| #18   | 2021-10-18 | 1                | 3    | 6        | 9      | 0       | 5         | 3         | 27    |
| #19   | 2021-11-01 | 1                | 3    | 8        | 8      | 0       | 6         | 3         | 29    |
| #20   | 2021-11-15 | 1                | 3    | 7        | 6      | 0       | 6         | 4         | 27    |
| #21   | 2021-12-13 | 1                | 5    | 3        | 2      | 3       | 4         | 4         | 22    |

The content of the newsletter has continued to focus on upcoming conferences and events, training possibilities, publications and other resources as well as possibilities for funding and collaborations, vacancies and news from the community.



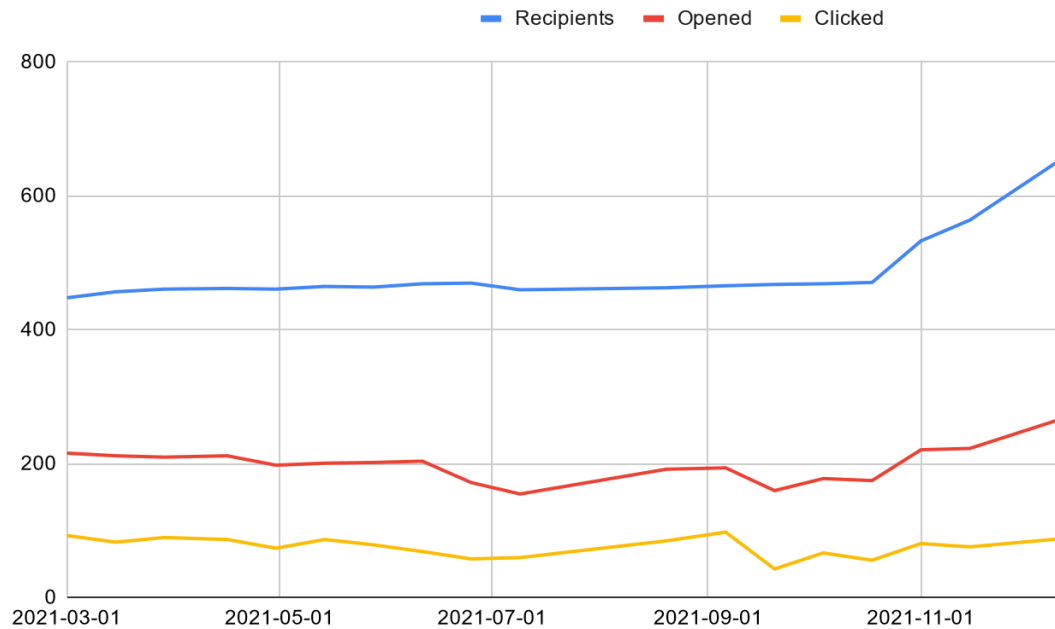
Table 2: Recipients, opening and clicking rate in 2021

| Issue | Date       | Recipients | Opened (%) | Opened (n) | Clicked (%) | Clicked (n) |
|-------|------------|------------|------------|------------|-------------|-------------|
| #4    | 2021-03-01 | 448        | 49,54      | 217        | 21,23       | 93          |
| #5    | 2021-03-15 | 457        | 47,43      | 212        | 18,57       | 83          |
| #6    | 2021-03-29 | 461        | 46,56      | 210        | 19,96       | 90          |
| #7    | 2021-04-16 | 462        | 47,01      | 212        | 19,29       | 87          |
| #8    | 2021-04-30 | 461        | 43,33      | 198        | 16,19       | 74          |
| #9    | 2021-05-14 | 465        | 43,82      | 202        | 18,87       | 87          |
| #10   | 2021-05-28 | 464        | 44,89      | 202        | 17,56       | 79          |
| #11   | 2021-06-11 | 469        | 44,84      | 204        | 15,16       | 69          |
| #12   | 2021-06-25 | 470        | 37,72      | 172        | 12,72       | 58          |
| #13   | 2021-07-09 | 460        | 35,62      | 156        | 13,70       | 60          |
| #14   | 2021-08-20 | 463        | 42,58      | 195        | 18,56       | 85          |
| #15   | 2021-09-06 | 466        | 42,58      | 195        | 21,40       | 98          |
| #16   | 2021-09-20 | 468        | 36,79      | 163        | 9,93        | 44          |
| #17   | 2021-10-04 | 469        | 38,79      | 180        | 14,44       | 67          |
| #18   | 2021-10-18 | 471        | 37,77      | 176        | 12,02       | 56          |
| #19   | 2021-11-01 | 533        | 42,18      | 221        | 15,46       | 81          |
| #20   | 2021-11-15 | 564        | 40,32      | 225        | 13,98       | 78          |
| #21   | 2021-12-13 | 661        | 42,18      | 275        | 13,96       | 91          |

From March to December the number of subscribers increased by almost 50%, growing from 448 to 661. A large boost to the numbers following a recruitment drive during the CESSDA Roadshow in October-November. The open rate for the newsletter remained consistent at around 40%.



Figure 1: Changes in number of recipients and opening/clicking 2021



## 2. Location and access

All issues of the newsletter are publicly available in the CESSDA Newsletter archive<sup>3</sup> on the CESSDA website.

<sup>3</sup> "Archive of CESSDA Newsletters: <https://www.cessda.eu/News-Events/Newsletters>"; [2022-02-14];