



## CESSDA ERIC Agenda 21-24, Tasks 21-22

### Widening of CESSDA European Coverage

# D6 Summary Report CESSDA Newsletter 2022

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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. In the beginning of 2021, the newsletter was merged with the CESSDA Newsletter and 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>1</sup> on the CESSDA website.

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<sup>1</sup> "Archive of CESSDA Newsletters: <https://www.cessda.eu/News-Events/Newsletters>"; [2023-02-01];



## Abbreviations and Acronyms

ADP	Slovenian Social Science Data Archives
CESSDA	Consortium of European Social Science Data Archives
ERIC	European Research Infrastructure Consortium
FORS	Swiss Centre of Expertise in the Social Sciences
MO	Main Office
SND	Swedish National Data Service
SP	Service Provider
UKDS	UK Data Service



## Introduction

This deliverable provides a summary report on the publication of the CESSDA Newsletter in 2022, but also a brief overview of its development over the two years of the task. A summary report on the publication of the CESSDA Newsletter in 2021 is also available.<sup>2</sup> The work has been carried out as part of the Widening & Outreach task 1, Widening of CESSDA European Coverage, part of CESSDA ERIC Agenda 21–22.

The newsletter 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. From June 2020 to February 2021 eighteen issues of the newsletter were published by the Mentorship team (FORS, ADP and SND).<sup>3</sup> The newsletter was compiled into a Google document and then sent out as a PDF via regular email, a process that made it impossible to collect reading statistics.

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. Simultaneously the work was transferred to a new editorial team consisting of members from SND and UKDS and the senior communications officer at CESSDA ERIC MO.

In addition to continuing the publication of the CESSDA Newsletter, the editorial team also published a strategy for the development of the CESSDA Newsletter.<sup>4</sup> That document outlines the initial strategy behind the launch of the newsletter, highlights its performance statistics, explores feedback sourced from the subscription base and CESSDA working group and MO staff, and concludes with recommendations for ongoing work practices, improvements, and strategy from the editorial team.

## 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 2021, a test period of publishing the newsletter every four weeks started. The test period showed that even when publishing the newsletter

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<sup>2</sup> Alfredsson, Iris, Appleyard, Rodney, Peake, Sharmila, Smith, Eleanor, & Slaatta, Cathrine. (2023). D5 Summary Report CESSDA Newsletter 2021 (1.0). Zenodo. <https://doi.org/10.5281/zenodo.5554518>

<sup>3</sup> 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>4</sup> Peake, Sharmila, Appleyard, Rodney, Alfredsson, Iris & Smith, Eleanor. (2022). D4 Strategy for Development of the CESSDA Newsletter. (Forthcoming).



monthly, most events and trainings could be covered. Hence, it was decided to continue publishing the newsletter monthly.

Table 1: Publication dates and content of the newsletter in 2021-2022

Issue	Date	In the spotlight	News	Projects	Trainings	Events	Funding	Resources	Vacancies	Total
#04	2021-03-01	2	2	0	6	4	1	7	3	25
#05	2021-03-15	2	3	0	4	5	1	4	4	23
#06	2021-03-29	2	4	0	4	6	1	6	5	28
#07	2021-04-16	2	3	0	5	6	2	7	3	28
#08	2021-04-30	1	3	0	5	4	1	4	4	22
#09	2021-05-14	1	3	0	5	6	2	10	3	30
#10	2021-05-28	1	1	0	5	7	2	7	2	25
#11	2021-06-11	2	2	0	3	11	0	10	6	34
#12	2021-06-25	2	1	0	4	8	1	9	4	29
#13	2021-07-09	1	2	0	2	2	0	9	6	22
#14	2021-08-20	2	4	0	3	5	0	7	5	26
#15	2021-09-06	2	2	0	3	8	3	5	2	25



#16	2021-09-20	1	3	0	4	11	0	8	2	29
#17	2021-10-04	2	3	0	11	10	0	9	4	39
#18	2021-10-18	1	3	0	6	9	0	5	3	27
#19	2021-11-01	1	3	0	8	8	0	6	3	29
#20	2021-11-15	1	3	0	7	6	0	6	4	27
#21	2021-12-13	1	5	0	3	2	3	4	4	22
#01	2022-01-17	1	3	0	6	5	2	10	4	31
#02	2022-02-14	1	4	0	3	6	1	8	12	35
#03	2022-03-14	1	5	0	6	5	0	6	6	29
Spec 5	2022-03-28	0	0	0	0	0	0	0	0	0
#04	2022-04-11	1	2	0	1	7	4	4	9	28
#05	2022-05-09	1	4	0	12	7	1	3	7	35
#06	2022-06-17	1	5	0	5	6	1	5	14	37
#07	2022-07-18	1	5	0	3	6	4	2	3	24

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<sup>5</sup> Special SSHOC issue



#08	2022-09-05	1	5	5	14	12	3	6	3	49
#09	2022-10-03	2	5	7	9	7	0	6	4	40
#10	2022-11-09	1	5	5	5	8	1	10	3	38
#11	2022-12-14	1	9	7	5	4	0	6	8	40
No.		39	102	24	157	191	34	189	140	876
Avr.		1.34	3.52	6.0	5.41	6.59	1.17	6.52	4.83	30.21

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. During 2022 the focus shifted somewhat towards more news from CESSDA ERIC and from the Service Providers (SPs). In the autumn of 2022 a new category, CESSDA: projects in focus, was introduced. This category described developments in CESSDA affiliated projects.

Table 2: Recipients, opening and clickthrough rate in 2021–2022

Issue	Date	Recipients	Opened (%)	Opened (n)	Clicked (%)	Clicked (n)
#04	2021-03-01	448	49.54	217	21.23	93
#05	2021-03-15	457	47.43	212	18.57	83
#06	2021-03-29	461	46.56	210	19.96	90





#07	2021-04-16	462	47.01	212	19.29	87
#08	2021-04-30	461	43.33	198	16.19	74
#09	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	42.48	277	14.11	92



#01	2022-01-17	668	43,55	287	15,02	99
#02	2022-02-14	673	43,61	290	14,59	97
#03	2022-03-14	683	42,81	289	13,19	89
Spec <sup>6</sup>	2022-03-28	690	42,61	291	08,64	59
#04	2022-04-11	689	41,29	282	11,71	80
#05	2022-05-09	702	43,31	301	15,54	108
#06	2022-06-17	714	43,89	309	16,19	114
#07	2022-07-18	713	43,49	304	13,02	91
#08	2022-09-05	800	46,75	367	11,46	90
#09	2022-10-03	799	43,55	341	12,90	101
#10	2022-11-09	807	41,21	328	11,06	88
#11	2022-12-14	804	41,53	331	12,17	97

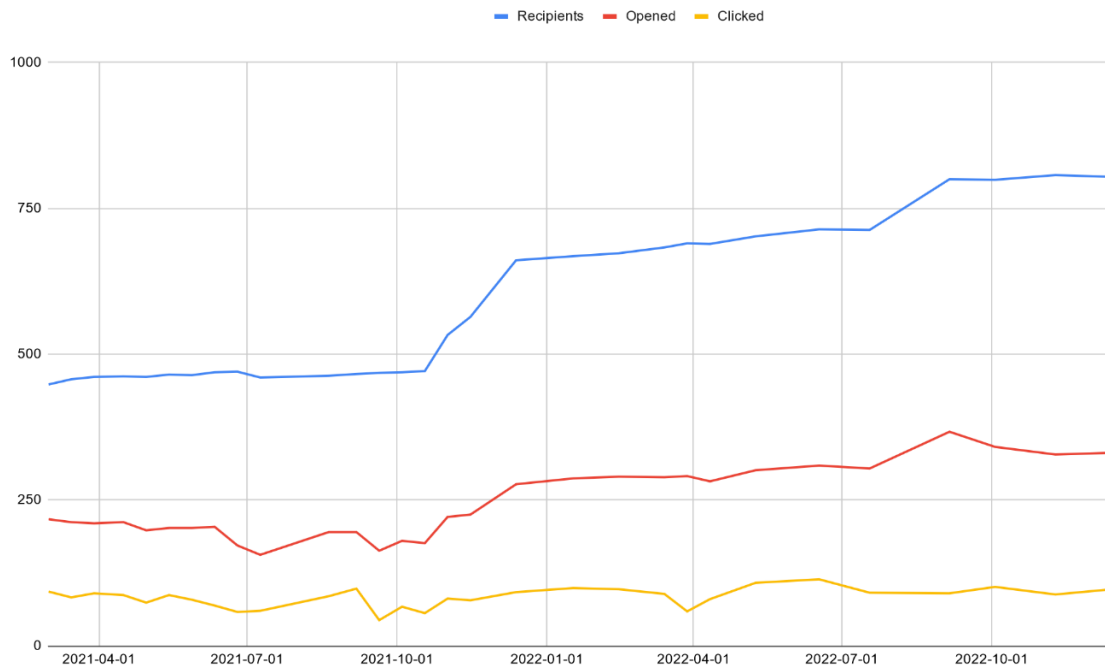
From the launch in March 2021 to December 2022 the number of subscribers increased by almost 80%, growing from 448 to 807. A recruitment drive during the CESSDA Roadshow in October–November 2021 resulted in a large boost of the number of subscribers. The open rate for the newsletter remained consistent at slightly above 40%.

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<sup>6</sup> Special SSHOC issue



Figure 1: Changes in number of recipients and opening/clickthrough 2021–2022



## Location and access

All issues of the newsletter are publicly available in the CESSDA Newsletter archive<sup>7</sup> on the CESSDA website.

<sup>7</sup> "Archive of CESSDA Newsletters: <https://www.cessda.eu/Newsletters>"; [2023-02-01]