

# Sections and Chapters Officer eUpdate



Society of Petroleum Engineers

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## SPE Student Chapter Officer Update



### Spotlight on Energy4me®

Energy4me is SPE's educational program that informs students of all ages about energy and puts a face on the industry. Did you know that the global program can also effectively be used by chapters as an educational tool to promote the oil and gas industry in their region?

The Energy4me team have put together a [video guide](#) on how your chapter can run classroom presentations locally. [Read more.](#)



### Meet the Team

We are lucky to have a team of seven regional membership staff dotted across the Dallas, Calgary, London, Dubai, Moscow, and Kuala Lumpur offices to serve our sections across the world. Find out who your regional staff support is and learn a bit more about their background and interests.



### Need-to-Know Tips for Ambassador Lecturer Visits



[The Ambassador Lecturer Program \(ALP\)](#) is a great way for chapters to get involved with SPE professional members in their area. The ALP program gets to the heart of what SPE is all about; building a supportive community and sharing information and guidance with the next generation of engineers.

### Accolades

Congratulations to the [Regional Student Paper Contest winners](#) who will be representing their region in the International Student paper Contest at [ATCE](#) this year.

[#WeAreSPE](#)

The Section and Chapters Officer eUpdate is an excellent example of targeted communication to a set audience with content specially crafted for their interest.

Newsletter performance exceeds internal benchmarks and industry standards (see next slides for more details):

- **40.7%** average open rate (*above industry standards of 22.8%*)
- **6.2%** average click-through rate (*above industry standard of 3.3%*)

# 2018 mailing statistics



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Email Name	Sent	Delivered	% Delivered	Hard Bounced	Soft Bounced	Opened	% Opened	Clicked Email	% Clicked Email	Clicked to Opened Ratio	Unsubscribed	% Unsubscribed
Officers March eUpdate - Student Chapters	2,678	2,668	99.6%	4	6	968	36.3%	123	4.6%	12.7%	2	0.1%
Officers June eUpdate - Student Chapters	2,470	2,466	99.8%	0	4	888	36.0%	99	4.0%	11.1%	0	0.0%
Officers August eUpdate - Student Chapters	2,539	2,532	99.7%	4	3	1,101	43.5%	185	7.3%	16.8%	0	0.0%
Officers November eUpdate - Student Chapters	2,801	2,791	99.6%	5	5	1,242	44.5%	206	7.4%	16.6%	0	0.0%
Officers March eUpdate - Sections	1,703	1,695	99.5%	5	3	675	39.8%	95	5.6%	14.1%	0	0.0%
Officers June eUpdate - Sections	1,641	1,636	99.7%	5	0	662	40.5%	105	6.4%	15.9%	0	0.0%
Officers August eUpdate - Sections	1,468	1,462	99.6%	5	1	616	42.1%	122	8.3%	19.8%	0	0.0%
Officers November eUpdate - Sections	1,498	1,488	99.3%	8	2	663	44.6%	102	6.9%	15.4%	0	0.0%
<b>Total</b>	<b>16,798</b>	<b>16,738</b>	<b>99.6%</b>	<b>36</b>	<b>24</b>	<b>6,815</b>	<b>40.7%</b>	<b>1,037</b>	<b>6.2%</b>	<b>15.2%</b>	<b>2</b>	<b>0.0%</b>

# Comparative data - Mailing statistics 2013 - 2018



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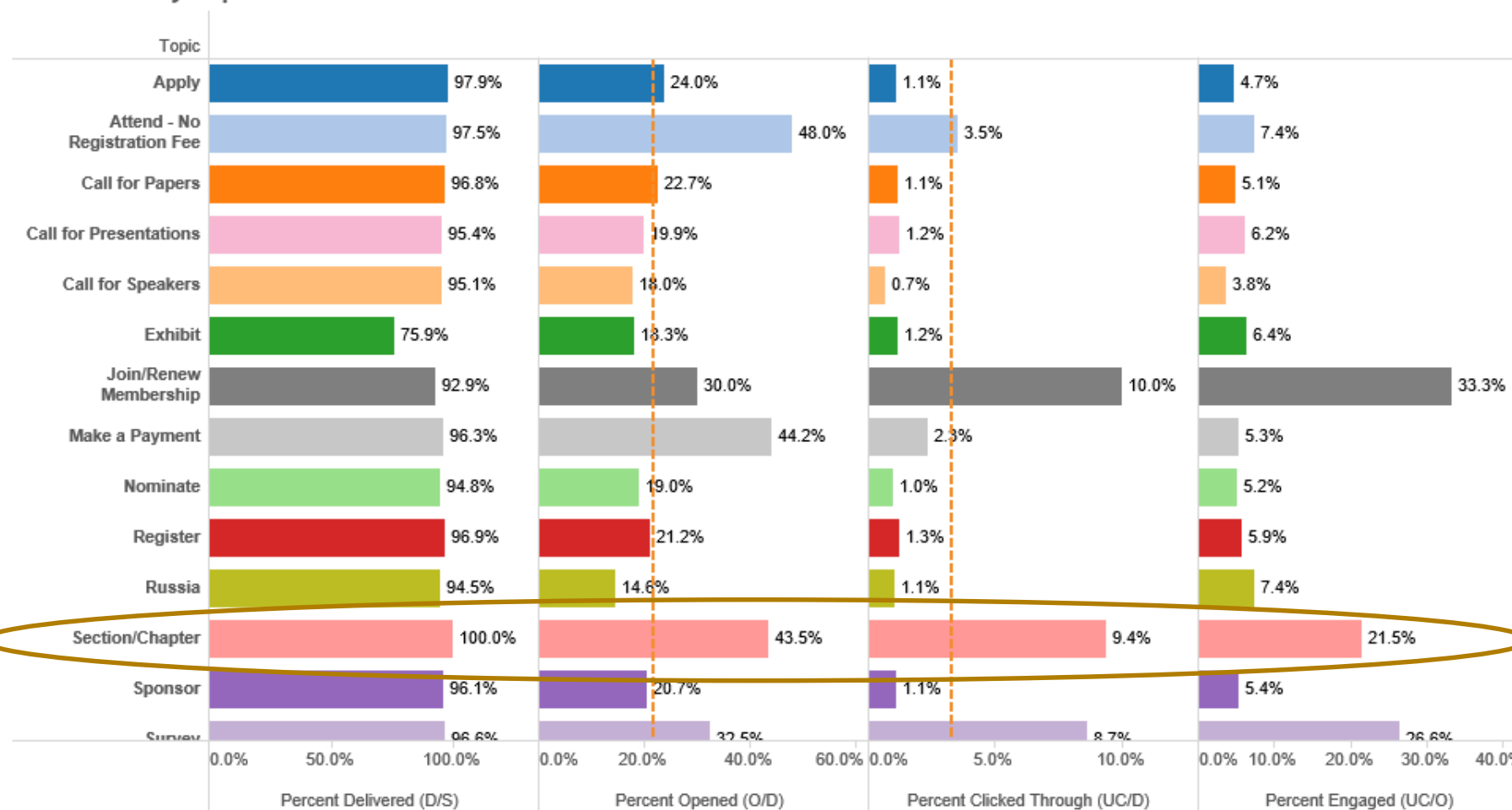
Year	# of mailings	# of total recipients	Average # recipients per mailing	Open rate %	% Increase in open rate year on year
2013	5	10,993	2,199	30.7%	
2014	9	22,677	2,520	32.2%	4.9%
2015	6	22,879	3,813	33.3%	3.2%
2016	3	9,474	3,158	34.4%	3.4%
2017	4	17,170	4,293	35.5%	3.2%
2018	8	16,798	2,100	<b>40.9%</b>	<b>15.2%</b>

# Comparative data from other SPE mailings



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Email Rates by Topic



The Section and Chapter Officer eUpdate performance well above industry benchmarks of an OR of 22.8% and a CTR of 3.3%. It is also one of the highest performing emails sent out by SPE.

Other high performing emails include emails which require critical action (i.e. membership renewal) and emails offering free or discounted conference registration fees.

# Website traffic data



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## Section Officers Resource Center

The Officer eUpdate has encouraged website traffic to the Section Officers Resource Centre which was launched in September 2018. Statistics indicate that the new pages have already exceeded page views since the launch five month ago, compared to a nine month period between Jan and Sept 2018 on the old pages.

Before redesign: 4080 page views from Jan 2018 – Sept 2018 (9 month period – average **453** per month)

Page ?	Pageviews ? ↓
	4,080 % of Total: 0.02% (27,185,203)
1. <a href="http://www.spe.org/sections/som.php">www.spe.org/sections/som.php</a> 📄	2,664 (65.29%)

After redesign: 5532 page views from Oct 2018 – Feb 2019 (5 month period – average **1,106** per month; an increase of **144%**)

Page	Pageviews
	5,532 % of Total: 0.04% (14,447,034)
1. <a href="http://www.spe.org/sections/sorc/">www.spe.org/sections/sorc/</a>	2,185 (39.50%)

# Traffic data for SPE Connect



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Content created for inclusion in 2018 mailings:

- 38 success stories from sections and chapters globally
- 33 blog posts published on SPE Connect for Section Officers
- 36 blog posts published on SPE Connect for Student Chapter Officers
- 15 staff profiles
- 35 best practice documents and additional resources published on SPE Connect
- Library downloads and blog views increased substantially

Section Officers Document Library			
	2017	2018	% Increase
Library Entries	32	173	441%
Views	1,187	2,983	151%
Downloads	2,896	3,486	20%

Section Officers Community Blogs		
	2017	2018
New blogs posted	0	29
Total # of views	0	603

Chapter Officers Document Library			
	2017	2018	% Increase
Library Entries	57	62	9%
Views	1,284	1,426	11%
Downloads	5,400	2,697	-50%

Chapter Officers Community Blogs		
	2017	2018
New blogs posted	0	32
Total # of views	0	563