

Rhododendron Research Network

Summary of Activities April 2018 – April 2019

By Juliana Medeiros

Contents

Summary of Previous Annual Reports	2
April 2018 – April 2019 Accomplishments	2
A Steering Committee and Charter Documents were established.....	2
We published 2 newsletters.	2
We grew our network participant list from 20 to 33.....	2
We published a research edition of Rhododendrons International.	2
Additions and improvements were made to the R-RN website.	3
Steering Committee members developed and made progress on 2019 Action Items.	3
October 2018 – October 2019 Action Items	3
Action Item #1 – Webpage improvements and additions – Led by Bob Weissman.....	3
Action Item #2 – Searchable literature database – Led by Juliana Medeiros.....	4
Update April 1, 2019.	5
Action Item #3 – Build capacity for Citizen Science – Led by Robbie Hart	5
Action Item #4 - Build data hosting capacity – Led by Valerie Soza	5
Update March 8, 2019:	6
Areas of Improvement	6
Appendix A Steering Committee Appointees	7
Appendix B Approved Charter Documents.....	8
Appendix C Newsletter Analytics	12

Summary of Previous Annual Reports

In April 2017 the Rhododendron Research Network concept was approved by the ARS board (unfunded). During 2017-2018 we established a website: www.Rhodo-research.net, enrolled 20 members, created a searchable database of rhododendron hybrid pedigrees, established an email newsletter, began work on a literature database, created a 249 member email list, published a newsletter, and published articles about our network in Holden's Forests & Gardens magazine and ARS JARS. At the end of year one, we set the following goals: 1) create an online literature database, 2) solicit more network members, 3) set up working groups to focus efforts on different areas of network development, including: a) genomics resources, b) conference development, c) citizen science project invitation to ARS members, d) grant solicitation, and e) to publish a series of review articles to major scientific journals.

April 2018 – April 2019 Accomplishments

[A Steering Committee and Charter Documents were established.](#) Steering Committee members and roles were set forth in October 2018. Charter Documents were developed and approved by the committee in December 2018. These items are shown on the R-RN webpage, and in Appendix A and Appendix B of this document.

[We published 2 newsletters.](#) The mailing list we developed during year 1 has grown from 249 to 303 members, with only 3 unsubscribes so far. We have received no abuse complaints, and our list has performed above industry standards for all campaigns (based on non-profit email open rates). Especially considering that our list was built from emails gathered in the scientific literature (i.e. a cold email campaign), we have had better-than average success in making contact (for both newsletters our open rate was above the average cold-email open rate of 25% and below the average unsubscribe rates of 0.54% for non-profits). Across all newsletters, a total 160 people have opened the newsletter at least once, and those who open the email do tend to interact with and click on multiple links. In 2019 we also implemented a newsletter sign-up on the R-RN website, and we hope that our engagement grows as the self-subscribes increase in number. Archived newsletters can be viewed on the R-RN webpage, and detailed newsletter analytics and campaign summaries compiled by our email provider (MailChimp) are shown in Appendix C of this document.

[We grew our network participant list from 20 to 33.](#) New participants were recruited through several avenues: every newsletter has prompted a few sign ups, as did the ARS JARS article calling for volunteers to enter references in our literature database, Twitter conversation between network members Medeiros and Hart concerning a publication announcement netted one new member, and good old word of mouth has also been important. Overall, growth of network participants has been slow, and engagement from most who have signed up has been low. Note that Newsletter analytics suggest that people are looking for networking, tools, products, and opportunities (based on high click frequencies for our researcher profiles, pedigree search tool, Rhododendrons International, as well as job and grant announcements).

[We published a research edition of Rhododendrons International.](#) This publication can be found at www.rhododendron.org/ri-index.htm. Feedback so far indicates that the publication is valuable in both research and outreach contexts. This link garnered the highest number of clicks in our January

19th newsletter, several individuals have emailed Glen Jamieson or Juliana Medeiros to indicate that they were pleased with the journal, and the PDF has received more than 325 reads on the ResearchGate Website (Based on reads from Juliana Medeiros' RG page).

[Additions and improvements were made to the R-RN website.](#) A pedigree database and search tool were added to the R-RN website. This accomplishment was made prior to establishment of 2019 Action Items, more website accomplishments are described in the following section.

[Steering Committee members developed and made progress on 2019 Action Items.](#) In December of 2018 the Steering committee approved four action items. Since that time a good amount of progress has been made. Note that in the future we expect to set goals by October of each year, so the following initiatives are set to be completed by October 2019, and goals for 2020 will be set at that time.

October 2018 – October 2019 Action Items

[Action Item #1 – Webpage improvements and additions – Led by Bob Weissman](#)

The R-RN webpage serves as the primary point of communication and resource sharing, both between network members and between the network and the public. In 2019 Bob will work with Co-Chairs and Steering Committee Members to make improvements to the clarity of information about our network presented on our webpage and to develop new scientific resources.

Specifically, during 2019 we will:

1. Improve access and clarity of organizational structure, goals and accomplishments
 - a. Create a checkbox field in the participant database to recognize citizen scientists (COMPLETED)
 - b. Add search capability for participant list (COMPLETED)
 - c. Add a governance page denoting RRN leadership and Charter Documents (COMPLETED)
 - d. Page displaying ARS reports – Also available on ARSOffice.org (COMPLETED)
 - e. Split up stated objectives page to clearly define what is currently being done (COMPLETED)
 - i. Page with current Action Items.
 - ii. Page announcing successful completion of action items.
 - iii. Page with more vague/future goals/ideas that we aren't quite working on yet.
2. Develop web-based resources
 - a. Page for searching publicly available Rhododendron transcriptomes and genomes for BLAST searches. Something like the Genome Database for Vaccinium (<https://www.vaccinium.org/>). Build a link to genomes for BLASTing - Rhododendron delavayi and R. williamsianum (avail. 2019). Link to the Ledum palustre and Rhododendron scopulorum transcriptome available on 1KP (<https://sites.google.com/a/ualberta.ca/onekp/>) for BLAST searches. Bob will lead the technical work but will work with steering committee members Valerie Soza and others familiar with genetics to help getting linked to NCBI.
 - b. New articles alert on the home page, with a link to the Mendeley Invite-Only group. (COMPLETED link to Mendeley Group)

c. Develop and test chat capabilities

Action Item #2 – Searchable literature database – Led by Juliana Medeiros

Over 2.5 million scientific papers are published each year, making it increasingly difficult for Rhododendron researchers to locate articles relevant to their research. Also, the cost for individual scientists to obtain PDF copies of scientific articles can be a significant barrier, particularly for scientists in developing countries where many native Rhododendron populations are located. To address this problem, Juliana is working with volunteers to build an online database of scientific literature on Rhododendron, to be freely shared with researchers world-wide via the ARS-affiliated Rhododendron Research Network web site and newsletter. We also plan to create a digital library of PDF copies of all the scientific literature on Rhododendrons.

We are using the freeware Mendeley platform (www.mendeley.com) to organize our references. Mendeley facilitates collaboration via “Groups”. Due to constraints on sharing PDFs within this type of social network, we will maintain two types of groups. Both groups will contain the same reference lists.

R-RN network member recruitment and broad use by the ARS community and the public will be facilitated by maintaining an “Invite-Only” group. This type of group is visible to the public, and it can be “followed” which will promote our network to Mendeley users who search for the term “Rhododendron”. References and comments posted to the group are publicly displayed. Only members of the group can add content, which will maintain a level of content appropriateness that our members should expect. All network members, R-RN newsletter recipients and ARS members will be invited to join this group, and anyone requesting to join the group will be accepted. R-RN leadership maintains the ability to remove members if necessary. This type of group does not allow sharing of PDFs between group members, but abstracts can be included.

Collaboration between R-RN network members will be facilitated by maintaining a “Private” group. This type of group is not visible to the public and cannot be searched within Mendeley. Within a private group, all members can obtain uploaded PDFs freely from inside the Mendeley software. Storage for the entire group is limited to 2 gigabytes, unless all members purchase storage upgrade plans. This group has a limit of 20 members. Only network members will be allowed to request an invitation to this group. If more than 20 members request membership, we will maintain additional private groups.

Specifically, during 2019 we will:

1. Work with Holden volunteers to finish entering Web of Science references (approx. 3200, dates range from ~mid-80's up to Dec 2017). (COMPLETED)
2. Send invitations in to R-RN members to join the reference group in Jan 2019. (COMPLETED)
3. Work with ARS volunteers to enter references from Homer Salley literature database (approx. 1800, dates range from early 1900's to 1992, may be some overlap with Web of Science). (In progress ~75% complete).
4. Work with ARS volunteers to enter references from Charles Andrews (approx. 400 references dating from 1571 – early 20th century)
5. Conduct searches to add all new references on a quarterly basis. (COMPLETED up to March 4, 2019)
6. Maintain .doc, .bib and .xml copies of the database, updated quarterly, to be made available to RRN members upon request. (COMPLETED up to March 4, 2019)

7. Bob Weissman conducted a clean-up in March 2019, duplicates were eliminated, missing volume, issue and page numbers were located and entered into the database, many of the abstracts were checked and cleaned up as needed, many missing abstracts and missing keywords were entered, the publication and author lists was edited up to eliminate spelling variations, links to the Virginia Tech archive were added for all Journal American Rhododendron Society references, and typos and other text errors in the publication titles were cleaned up.

[Update April 1, 2019](#). This item has moved forward much more quickly than expected, so an additional goal has been identified for the remainder of 2019. We currently have an ARS volunteer gathering PDFs, and we will employ volunteers in adding PDFs to the private database group starting in Summer 2019.

[Action Item #3 – Build capacity for Citizen Science – Led by Robbie Hart](#)

Attention has recently been drawn to the value of botanical gardens in phenology monitoring projects, and data from well-documented personal plantings could be equally valuable. In many cases, well-known species are planted across a wide variety of climates and microclimates, offering an excellent opportunity for comparison. In some cases, widely distributed well-documented wild seed collections offer the possibility of studying plants both in their native populations and simultaneously in gardens in diverse climatic situations. Despite the great potential of citizen science, many nuanced aspects of experimental design and data collection need to be considered in advance, to facilitate publication of citizen science findings in peer reviewed scientific journals. To begin building this type of opportunity, we plan conduct fact-finding research during 2019 to determine the available resources and potential pitfalls of a citizen science phenology project. Specifically, Robbie will work with Co-Chairs to produce a report that provides information on the following:

1. Identify gardens and living collections with legacy or ongoing phenological observations that include rhododendrons.
2. Review tools used for distributed phenological data collection and suggest a method for phenological monitoring, chosen to be easy to apply across diverse environments, while at the same time allowing comparison to existing legacy or ongoing data collection initiatives.

[Action Item #4 - Build data hosting capacity – Led by Valerie Soza](#)

Many excellent resources concerning Rhododendron are available on the web, but these resources may be difficult to locate, or they may become abandoned due to lack of support. Over the long term, we expect R-RN to become a premier source for information about Rhododendrons, including content like species identification pages, and a data submission portal. Though the value of these resources is obvious, the potential problems of data hosting, like upkeep and cost, are not trivial. Thus, the capacity for data hosting must be built smartly, so our steps in this direction for 2019 will be largely fact-finding. Following this, we expect to be poised to implement larger data hosting goals in 2020. Specifically, Valerie will work with webmaster Bob Weissman and Co-Chairs to produce a report that provides information on the following:

1. Determine what resources are out there and consider which ones we would like to host
2. Determine exactly what it would take to host those resources long-term (staff, cost, etc)

3. Explore logistics of data hosting and potential web-based challenges
4. Explore funding options.

Update March 8, 2019: Many online resources exist that are useful for *Rhododendron* researchers. Depending on the research, websites that may be useful are those that provide databases of images, species information such as those in taxonomic descriptions, horticultural information for taxa, databases of cultivated accessions or available seed sources, databases on plant traits, distribution maps, genome size and chromosome databases, genomic resources and DNA sequence data, digitized herbarium specimens, and DNA and/or tissue banks. Links to these resources from the RRN webpage will facilitate researchers in finding these resources. A few of these resources could be hosted by the RRN webpage to make the information/data more accessible to researchers. Hosting a website is relatively inexpensive for low-volume sites, but having a programmer perform regular updates of the database and scripting software is crucial for security issues and would be the costliest component to maintaining the website. It would be most efficient and cost-effective to find someone “in-house” to perform regular maintenance who would be familiar with the code instead of contracting this out to new programmers every time. To make the site more secure, it would be best to also limit accounts for data deposition to trusted individuals and not the public.

Areas of Improvement

We had strong performance in completing goals during 2018 and the first half of 2019, but several areas of improvement can be identified.

1. About half of our audience is not engaging with our newsletter. Newsletter analytics will be reviewed prior to July 2019 newsletter publication. We will investigate potential avenues for engaging individuals who are receiving but not opening the letter, as well as work on cleaning up invalid and bounced contacts. We will consider how best to serve engaged individuals, including considering targeted email campaigns for those who have demonstrated strong engagement.
2. We have not been successful in matriculating R-RN engagement to ARS memberships. Based on newsletter clicks, researchers are interested in the ARS research grants, but clicks on other ARS pages have been next-to-nil. Discussions should be conducted with ARS members and R-RN participants to identify avenues for engaging more R-RN members in ARS. R-RN members feel strongly that there should be no charge to join the network, but the link to and value of ARS membership is currently not well-understood or communicated.
3. Steering Committee activities showed that we don't have a clear vision for what the R-RN will be over the long term, beyond just meeting folks to work with. We have gravitated toward developing our webpage resources, primarily because of efforts made by our representative in that area and marketing ourselves is important for growing our network. But what will we DO? Discussions should be conducted with R-RN participants and those engaged with the newsletter to identify what researchers want from a network. Current thinking is that we should be
 - a. an information resource, a place where people find and contribute data and ideas
 - b. organizers, a group that creates opportunities (i.e. conferences, experiments, grants)

Appendix A Steering Committee Appointees

Current Steering Committee Appointees

Projects

Citizen Science Experiments

Collaborative Experiments

Collaborative Review Articles

Conferences and Networking

Funding

Newsletter

Web Resource Development

Website Technical Infrastructure

Project Lead

Robbie Hart - Missouri Botanical Garden

Erik Nilsen (Co-Chair) - Virginia Tech University

Open

Valerie Soza - University of Washington

Jean Burns - Case Western Reserve University

Juliana Medeiros (Co-Chair) - Holden Arboretum

Juliana Medeiros (Co-Chair) - Holden Arboretum

Bob Weissman - American Rhododendron Society

Stakeholders

American Rhododendron Society

Graduate Students & Post-Docs

International Scientists

Public Gardens

Rhododendron Research Foundation

U.S. Scientists

Representative

Glen Jamieson - ARS Journal Editor

Ryan Fuller - University of Chicago & The Field Museum

Open

Robbie Hart - Missouri Botanical Garden

Karel Bernady - Rhododendron Research Foundation

Jean Burns - Case Western Reserve University

Appendix B Approved Charter Documents

Rhododendron Research Network Charter Documents – December 2018

1. Organization purpose

- a. *Mission statement:* The Rhododendron Research Network (R-RN) is a collaborative working group that enhances participation, value and dissemination of scientific discoveries in Rhododendron.
- b. *Collaboration with the American Rhododendron Society (ARS):* The R-RN was created in collaboration with the ARS, with the express intentions of 1) promoting and enhancing research objectives of ARS, and 2) increasing opportunities for ARS members to conduct citizen science and gain access to scientific findings on Rhododendron.
- c. *Areas of Interest:* The R-RN will conduct projects within specific areas of interest, these are listed in Table 1 of this document.

2. Organization rules and procedures

- a. *Guiding documents and their revision:* These Charter Documents set out the rules and procedures of the R-RN. This document should be revisited once every five years, or more often as deemed necessary by R-RN leadership.
- b. *Code of Conduct*
 - i. *Research conduct:* The R-RN ascribes to, and expects members to abide by, industry standards for responsible research (outline by the World Health Organization <http://www.who.int/about/ethics/code-of-conduct-responsible-research.pdf>)
 - ii. *Personal safety:* The R-RN Policy on Discrimination and Harassment (Appendix 1) outlines expectations for personal conduct among members, procedures for reporting discrimination and harassment, and releases R-RN Co-chairs and Steering Committee members from liability associated with discrimination and harassment arising out of R-RN activities.
- c. *Annual reporting:* Chair(s) will submit an annual report to ARS board of directors on or about April 1 (See Figure 1 for Timeline). These are archived on the R-RN website for public viewing.

3. Organization structure

- a. *Membership*
 - i. *Criteria for membership:* Anyone actively involved in some aspect of Rhododendron research can become a member of the network
 1. Citizen scientists – those not officially affiliated with a research-based organization are recognized as citizen scientists. i.e. people interested in contributing to or conducting research on Rhododendron as a past-time.
 - ii. *Definition of membership:* Membership is constituted by adding one's name, research description and contact information to the participant list via the fillable web form.
 - iii. *Membership duration:* Membership has no expiration date. Member information will be retained on the R-RN website indefinitely but can be removed from the R-RN website at the request of the member. The leadership of R-RN retains the right to remove individuals from the membership list as deemed necessary.
 - iv. *Membership benefits:*
 1. Permission to display contact and information about personal research goals/interests on the R-RN webpage.
 2. Ability to nominate or be nominated for Chair and Steering Committee positions.

3. Invitation to the Mendeleev “Private” literature database group. (Note that invitations to the “Invite only” group are provided to non-members).
 4. Open invitation to promote publications/projects in the newsletter.
 5. Membership is not required to sign up for the newsletter.
- v. Membership fees and recruitment: There is no charge to join the network, and ARS membership is not required to join. Membership in ARS is encouraged and promoted via newsletters and other venues where the benefits of ARS membership can be highlighted.
- b. *Leadership by Steering Committee*
- i. Committee Chair(s)
 1. Qualifications: Chairs must be members of the R-RN with an active academic research program in Rhododendron that includes publication in peer reviewed journals.
 2. Term and responsibilities: Five-year term, with possibility of reappointment. Consecutive appointments are allowed. Co-chairs are expected to work with steering committee and network members to update Charter Documents as needed, to identify new action items, to provide guidance and assistance for current action items, to develop action items of their own, and to lead creation of the annual report.
 - ii. Committee Members
 1. The committee will include a representative in each Area of Interest (Table 1).
 2. Qualifications: Committee members must be members of the R-RN.
 3. Term and responsibilities: 2-year term, with possibility of reappointment. Steering committee members are expected to work with Chairs, with each other, and with network members to advance network objectives, provide oversight for network activities (e.g. provide feedback on governance decisions and action plans), contribute to the annual report, and develop action items of their own. Representatives may be appointed to lead projects, represent stakeholders, or both. Whenever possible, different representatives should be identified for each project and stakeholder area. When a steering committee position cannot be filled, Chairs become de facto representative of that position.
 - iii. Nomination and appointment procedure
 1. Prospective steering committee members are nominated by network members and approved by majority vote of the steering committee. For Chair appointments, the committee will seek additional approval of nominees from ARS Board of Directors prior to putting the nominee up for a steering committee vote.
 2. Self-nominations are allowed.
 3. Steering committee consideration of appointment renewals and nominations will take place between August 1 and October 1 of each year.
 - a. Current steering committee members will notify the Chair(s) of their intent to remain on or depart the steering committee at the beginning of the consideration period (i.e. by August 1) of each year.
 - b. Nominees to replace departing committee members should be received by September 1 of each year. Those with appropriate qualifications (outlined above) will be contacted by the steering committee Chair(s) to determine if the nomination is accepted. Once the nomination is accepted, nominees will supply a CV to the committee prior to the voting period.
 - c. Nominees to fill open committee positions can be received any time. The process remains the same as for replacement of sitting committee members, except that a special election will be held within 2 months of the date of the nomination.

4. Open steering committee positions and deadlines for filling departing member roles will be advertised in the network newsletter.

c. Action Items

- i. Chairs and steering committee members will propose Action Items, or yearly goals, which speak to an Area of Interest. Network members wishing to propose Action Items will identify and work with the appropriate Steering Committee member to sponsor their proposal.
- ii. Proposed Action Items should be submitted to the Chair(s) during the review period, between August 1st and September 30th, during which time proposers will work with Chair(s) and committee members to refine proposed Action Items prior to voting by the Steering Committee.

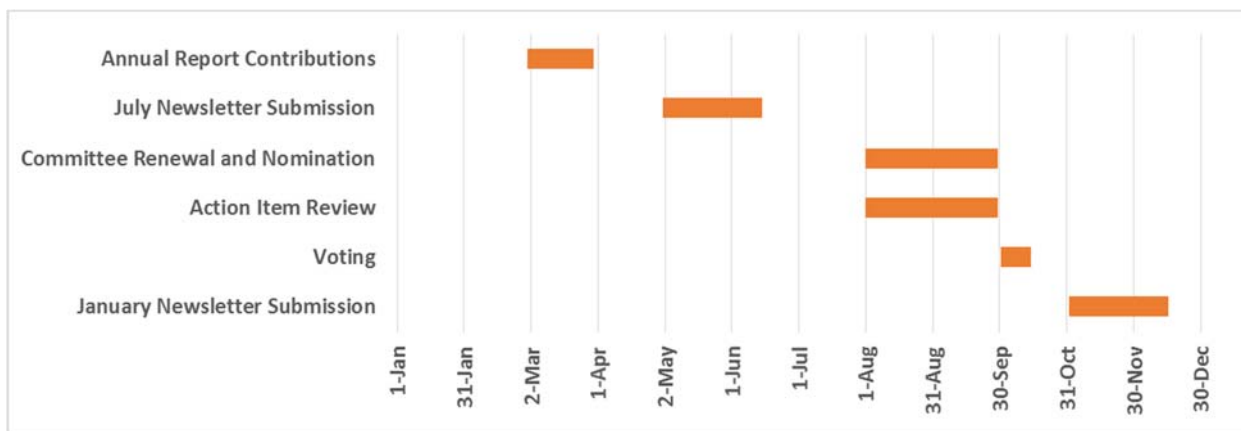
d. Voting

- i. Voting will be web-based, using the freeware platform SurveyMonkey.
- ii. Voting for all steering committee activities will take place October 1st - 15th
 1. Note in year 1 (2018) a special voting period will be held December 17th – 21st to approve Charter Documents and 2019 Action Items.
- iii. Simple majority is required to approve, only votes cast within the voting period are counted.
- iv. Chairs will be responsible for conducting elections and documenting voting results.

Table 1. Areas of Interest represented by Steering committee positions in the R-RN.

Projects	Stakeholders
Citizen Science Experiments	American Rhododendron Society
Collaborative Experiments	Graduate students and post-docs
Collaborative Review Articles	International Scientists
Conferences and Networking	Public Gardens
Funding	Rhododendron Research Foundation
Newsletter	US Scientists
Web Resource Development	
Website Technical Infrastructure	

Figure 1. Yearly timeline for steering committee activities.



Appendix 1. Policy on harassment and discrimination

The Rhododendron Research Network (R-RN) is intended to foster the exchange of scientific ideas, providing participants with an opportunity to establish/renew collaborations, to learn, teach, and network with a diverse community of professional and citizen scientists. R-RN organizers are committed to creating an environment where everyone can participate without harassment, discrimination, or violence of any kind. All participants must be treated with respect and consideration. Registration for the network is considered an agreement to abide by this policy.

Harassment of any R-RN associate or participant will not be tolerated, either in person or online. Unacceptable behavior includes (but is not limited to) unwanted verbal attention, unwanted touching, intimidation, stalking, shaming, or bullying. Discrimination based on gender or gender identity, sexual orientation, age, disability, physical appearance, race, religion, national origin, or ethnicity will not be tolerated. Harassment presented in a joking manner is still harassment and constitutes unacceptable behavior. Retaliation for reporting harassment is also unacceptable, as is reporting an incident in bad faith.

People wishing to report a violation of this code of conduct should contact the R-RN Co-Chairs. Incidents of harassment and discrimination are taken extremely seriously. Confidentiality will be maintained unless disclosure is legally required. When a violation is reported, R-RN Co-Chairs will work with the offended party to identify an appropriate solution. Anyone violating the code of conduct may be: (a) asked to stop, (b) prohibited from participating in network activities, and/or (c) expelled from the network.

R-RN Co-Chairs or Steering Committee Representatives shall not be responsible for any defamatory, offensive, or illegal conduct of any R-RN participants, and shall not be held liable for personal injury, property damage, intellectual theft or damage of any kind suffered by the participants in connection with R-RN. By registering for R-RN membership, each participant acknowledges that they have read this Disclaimer, and expressly releases R-RN and its agents from all liability in connection with such activities as provided herein.

The R-RN Co-Chairs reserve the right to enforce this policy in any manner deemed appropriate. Establishing this policy is intended to prevent incidents of harassment, discrimination, and violence, and to maintain the high quality of scientific discourse that our members should expect.

Appendix C Newsletter Analytics

R-RN Newsletter Analytics April 2, 2019

The mailing list we developed during year 1 has grown from 249 to 303 members, with only 3 unsubscribes so far. We have received no abuse complaints, and our list has performed above industry standards for all campaigns so far (based on non-profit open rates). Especially considering that our list was built from emails gathered in the scientific literature (i.e. a cold email campaign), we have had better-than average success in making contact (average cold-email open rate 25% and unsubscribe rates 0.54% for non-profits). Across all newsletters, a total 160 have opened the newsletter at least once, and those who open the email do tend to interact with and click on multiple links (see below). In 2019-2020 we will consider how best to serve these high contact individuals, including considering targeted email campaigns for high-touch individuals. In 2019 we also implemented a newsletter sign-up on the R-RN website, and we hope that our engagement grows as the self-subscribes increase in number. About half of our audience is not engaging with our newsletter. Below please find summary statistics for the individual email campaigns.

July 2018

Email Campaign Report		
Title:	Rhodo-Research.net I	
Subject Line:	July 2018 Rhododend	
Delivery Date/Time:	Mon, Jul 02, 2018 10:0	
Overall Stats		
Total Recipients:	267	
Successful Deliveries:	248	
Bounces:	19 (7.1%)	
Times Forwarded:	0	
Forwarded Opens:	0	
Recipients Who Opened:	88 (35.5%)	
Total Opens:	222	
Last Open Date:	1/31/19 8:13PM	
Recipients Who Clicked:	10 (4.0%)	
Total Clicks:	16	
Last Click Date:	7/16/18 4:01AM	
Total Unsubs:	1	
Total Abuse Complaints:	0	
Times Liked on Facebook:	0	
Clicks by URL		
URL	Total Click	Unique Click
http://www.rhodo-research.net/	5	4
https://workforcenow.adp.com/mascsr/default/mdf/recr	3	3
http://www.rhodo-research.net/pedigree-search.htm	3	2
http://www.holdenarb.org/	3	3
https://www.rhododendron.org/	2	2

July 2018 clicks

URL	Total clicks
http://www.rhodo-research.net/	5
https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=db704977-d8c5-4be2-a36a-23f4002eddc0&jobId=42940&lang=...	3
http://www.rhodo-research.net/pedigree-search.htm	3
http://www.holdenarb.org/	3
https://www.rhododendron.org/	2

January 2019

Email Campaign Report		
Title:	Rhodo-Research.net I	
Subject Line:	Rhodo-Research.Net	
Delivery Date/Time:	Tue, Jan 15, 2019 10:4	
Overall Stats		
Total Recipients:	280	
Successful Deliveries:	257	
Bounces:	23 (8.2%)	
Times Forwarded:	0	
Forwarded Opens:	0	
Recipients Who Opened:	72 (28.0%)	
Total Opens:	228	
Last Open Date:	3/13/19 7:02PM	
Recipients Who Clicked:	25 (9.7%)	
Total Clicks:	97	
Last Click Date:	3/13/19 12:18PM	
Total Unsubs:	1	
Total Abuse Complaints:	0	
Times Liked on Facebook:	0	
Clicks by URL		
URL	Total Click	Unique Click
https://www.rhododendron.org/ri-index.htm	27	16
https://www.rhododendron.org/researchgrants.htm	18	10
http://www.macroecology-pku.org/PeopleDetail.aspx?id=3	11	6
http://melissawhitman.weebly.com	10	6
https://www.surveymonkey.com/r/7FH5MV5	9	7
http://www.rhodo-research.net/	9	5
http://www.rhodo-research.net	5	2
http://www.facebook.com/sharer/sharer.php?u=* URL:ARCHIVE_LINK_	3	2
http://twitter.com/intent/tweet?text=* URL:MC_SUBJECT *:* URL:AR	3	2
https://www.rhododendron.org/	2	1
http://www.mendeley.com	0	0
http://twitter.com/intent/tweet?text=* URL:MC_SUBJECT *:*	0	0

January 2019 clicks

URL	Total clicks	Unique clicks
https://www.rhododendron.org/ri-index.htm	27 (28%)	16 (28%)
https://www.rhododendron.org/researchgrants.htm	18 (19%)	10 (18%)
http://www.macroecology-pku.org/PeopleDetail.aspx?id=3	11 (11%)	6 (11%)
http://melissawhitman.weebly.com	10 (10%)	6 (11%)
https://www.surveymonkey.com/r/7FHHMV5	9 (9%)	7 (12%)
http://www.rhodo-research.net/	9 (9%)	5 (9%)
http://www.rhodo-research.net	5 (5%)	2 (4%)
http://www.facebook.com/sharer/sharer.php?u=* URL:ARCHIVE_LINK_SHORTI*	3 (3%)	2 (4%)
http://twitter.com/intent/tweet?text=* URL:MC_SUBJECTI*: * URL:ARCHIVE_LINK_SHORTI*	3 (3%)	2 (4%)
https://www.rhododendron.org/	2 (2%)	1 (2%)
http://www.mendeley.com	0 (0%)	0 (0%)
http://twitter.com/intent/tweet?text=* URL:MC_SUBJECTI*	0 (0%)	0 (0%)