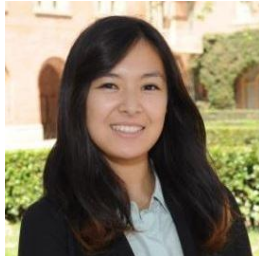


'16-'17 National Board Mid Year Updates

Senior Editor



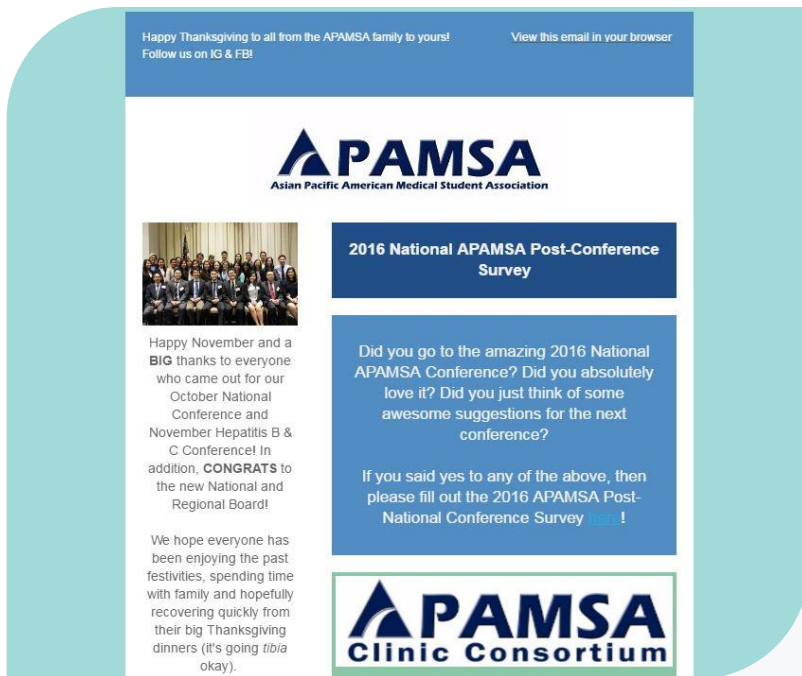
Purnima Gurung

pgurung@usc.edu

California Northstate University, Class of 2021

November Newsletter – Post National Conference

Most opens! – Yay!



November Newsletter

Regular · APAMSA 2014-2015 Database

Sent on Wed, Nov 30, 2016 9:04 pm

4,387

Subscribers

1.6%

Clicks

22.0%

Opens

January & February Newsletters

Happy New Year's & A Billiing Hug From National APAMSA!
Follow us on IG & FB!

View this email in your browser




Happy January!! We hope everyone has had a chance to celebrate the new year with friends and family!



**A Message From the President
Happy New Year 2017!**

Did you hear about all the new updates at APAMSA? They're EAR-resistibly sound!

We, at National APAMSA, wish 2017 will be the best year yet for all!




Shop through Amazon Smile here & support APAMSA!



**Happy Lunar New Year
From National APAMSA!**


Happy Spring! Check out what APAMSA's done this February!
Follow us on IG & FB!

View this email in your browser


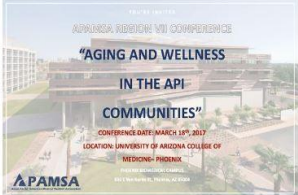



February must have had a FGFR3 mutation, because it was too short!

National APAMSA has some exciting news and highlights from this past month! Check it out for some APAMSA love! <3



Shop through Amazon Smile here & support APAMSA!

Join APAMSA Region VII's "Aging and Wellness in the API Communities"

Where: University of Arizona College of Medicine - Phoenix
When: March 18th, 2017
Get your tickets [here!](#)



January Newsletter

Regular · APAMSA 2014-2015 Database

Sent on Wed, Feb 01, 2017 2:41 am

4,636

Subscribers

1.5%

Clicks

20.8%

Opens



February Newsletter

Regular · APAMSA 2014-2015 Database

Sent on Fri, Mar 03, 2017 4:42 pm

4,599

Subscribers

1.0%

Clicks

15.1%

Opens

Overview

- November post-conference newsletter had the most “opens” but only by 2% more than average.
- December experienced a lapse in activity – likely due to holidays so no newsletter was sent out
- January experienced a good amount of activity (lots of materials and lots of “opens”) while February experienced a decrease in “opens”.

Future Directions & Goals

- Set to send out March newsletter
- Work on developing a “Current Medical Events” section for instances like December when we don’t have as much material
- Aim to improve newsletter interest to meet the average yearly 30% of “opens” by including more student opportunities and chapter highlights