

Appendix C

Summary of Jam Participation

Total Business Education Jam Participation Statistics

As reported by the IBM Jam Program Office

24,858 total visits
122 countries represented
157,253 page views
3,969 registrants at the launch of the Business Education Jam
5,730 registrants at the conclusion of the Business Education Jam
44% increase in registrations during the Jam
8,495 total logins
74% registration conversion rate
3,921 unique users
1,258 unique posters

Posts by Discussion Forums: 6,310 Posts

Supporting 21st Century Competencies	1,013
Increasing the Value of Management Education	821
Cultivating Innovation & Entrepreneurship	821
Challenging the Business Model of Education	750
Engaging New-Generation Students & Employees	702
Fostering Ethical Leadership	600
Driving Learning Experiences	483
Producing Research with Impact	428
Harnessing Digital Technology	403
Evaluating Policy & Rankings	289

Post and Login Demographic Information

By Affiliation:

Unique logins by primary affiliation:

Higher Ed Business School with 37% followed by Student 26% and Industry 13%

Total posts by primary affiliation:

Higher Ed Business School with nearly 59% followed by Student at 14% and Industry at 10%

By Location:

Unique logins by country/location: the United States with 69% followed by the United Kingdom at 5% and Mexico/Canada/Thailand/India at 2%

Total posts by country/location:

The United States with 76% followed by the United Kingdom at 4% and Mexico/Canada at 2%

By Position:

Unique logins by position: Student: Current Undergraduate at 27% with Higher Ed: Staff & Administration at 10% and Student: Current graduate at 7%

Total posts by position: Higher Ed: Staff and Administration at 16% followed by Student: Current Undergraduate at 14%

By Gender and Age:

Unique logins by gender and age:

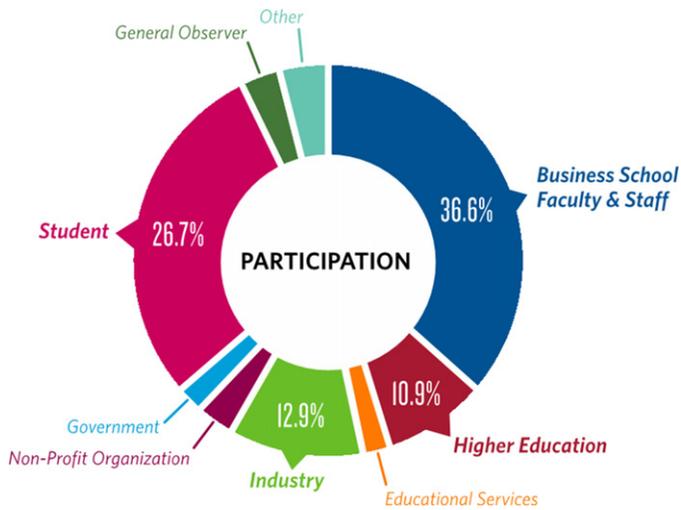
Female 18–21 leads with 15% followed by Male 18–21 with 11% and Female 26–32 at 8%

Total posts by gender and age:

Female 26–32/Male 56–60/Male 33–40 all at 8%

5,730 REGISTRANTS

- 122 COUNTRIES
- 40+ INDUSTRIES
- 350 ACADEMIC INSTITUTIONS



ENGAGEMENT

- 24,858 VISITS
- 157,253 PAGE VIEWS
- 6,310 TOTAL POSTS