End-of-Year Briefing
(1st January 2010 - 31st December, 2010)

Released 20th January 2011.

Contents:

NOTE:

To view a copy of the following documents as listed on the Logical Framework on page 6, please contact the administrator:
- Partner agreement
- Volunteer agreement
- Styleguide

Foreword:

Vijana FM seeks to be a media-based platform that the youth can use to share, exchange, and develop ideas for sustainable development in East Africa. The content for this platform is meant to be by the youth from their perspectives, and for the youth. As a result, this platform incorporates two fields: Media and education.

This incorporation is not possible without an evaluative and introspective system. Vijana FM seeks to assess its work in order to identify its strengths, weaknesses, opportunities, and risks relative to conventional research on educative media.

This is the final of four briefings for our first year of operation, 2010. The purpose of this briefing is twofold:

1. To track cumulative and quarterly progress with respect to activity on www.vijana.fm;

2. To formulate goals based on current results in order to improve our overall performance.

While the current version of this report may significantly lack indicators used by similar but much more formal organizations to measure "progress", with your feedback we look forward to continuing the task of developing new ways to account for youth activity, formal or informal. As you will notice from the introduction of a Logical Framework Analysis (LFA) approach, the development of such new ways to account for behaviour is likely to be a dynamic and ever-changing endeavour.

Thank you for your continued enthusiasm and support towards the Vijana FM project. Comments, questions, and suggestions are always welcome.

Administrator / Head of Operations   19th January 2010
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Contributing staff and roles (as of 31st December 2010):

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Definitions:

Web analytics definitions:

Total visits: Total number of times the website recorded a visit, either by a human or a searchbot.

Searchbot: Software created by search engines like Google that "crawl" the Internet for new websites.

Absolute unique visits: Total number of non-repeated, new visits to the website.

Pageviews: Total number of pages visited.

Average pages visited: Pageviews divided by total visits.

Bounce rate: Out of total visits, those visitors who visit one page only, and then bounce off elsewhere.

Average time on site: Total spent on the website divided by total visits to the website.

Percent, new visits: Out of total visits, those visitors who were new and not returning.

Traffic sources: Other websites with links to our website.

Keywords: Words used to generate search results that lead visitors to our website.

Browser: Software used to access Internet web pages, e.g.: Internet Explorer, Mozilla Firefox, etc.

Google (Organic):   Visits from a Google search.

Google (Referral):   Visits from Google-affiliated websites, such as blogger and Google Groups.

Blog analytics definitions:

Total posts: Total number of published articles on the blog.

Total comments: Total number of published comments to posts. Includes later-deleted comments.

Tag: A word, attached to a post, that can be clicked on later to browse posts with the same tag.

Category: A higher-level tag, such as language and medium.

Average comments/post: Total number of comments divided by total posts.

Total tagged by language: Total number of posts with one or more language tags (i.e.: Swahili, English)

Total tagged by medium: Total number of posts with one or more medium tags (i.e.: Audio, Print, Visual)

Percent, total posts: Proportion of total posts across the blog.

Percent, total comments: Proportion of total comments across the blog.

Location tags: Tags which refer to a geographical area.

Logical Framework (as of December 31st December 2010):

Objectives	Activities	Purpose	Indicators used	Sources	Last briefing	31st December 2010	Change
(A) Create a multi-media dissemination and feedback platform	1. Branding	Build an identity that appeals to East African youth.	a. Primary traffic source	a. Website analytics	a. Facebook	a. Google (Organic)	-
	2. Hosting a website	Create a space on the Internet for a media platform.	a. Unique website visits b. Pageviews c. Average pages visited per visit d. Bounce rate	a. Website analytics b. Website analytics c. Website analytics d. Website analytics	a. 4,883 b. 43,912 c. 3.79 d. 50 %	a. 6,892 b. 31,814 c. 2.62 d. 61 %	a. **+ 41 %** b. **- 28 %** c. **- 31 %** d. **+ 11 %**
	3. Blogging	Host a discussion forum that can help produce and syndicate information, while taking in feedback from the public.	a. Total posts b. Average comment per post c. Average time on site	a. Blog analytics b. Blog analytics c. Website analytics	a. 497 b. 2.03 c. 8:36 mins	a. 544 b. 2.15 c. 5:14 mins	a. **+ 9 %** b. **+ 6 %** c. **- 3:22 mins**
	4. Syndicating: Via Facebook	Promote the brand and updates from the blog on a social network that is heavily engaged with universities.	a. Group members b. Interactions	a. Facebook insights b. Facebook insights	a. 498 b. 97	a. 509 b. 44	a. **+ 2 %** b. **- 45 %**
	5. Syndicating: Via Twitter	Promote the brand and updates from the blog on a social network that works over SMS.	a. Followers b. Mentions and direct messages	a. Twitter b. Twitter	-	a. 178 b. TBA	-
(B) Create a network of contributors	1. Recruiting (studio crew)	Forge a common platform of collaboration between young, driven and creative constituents of East African development.	a. Studio crew members b. Focus groups/tasks	a. Website b. Google groups	a. 24 b. 1	a. 25 b. 5	a. **+ 1** b. **+ 4**
	2. Networking (using Google Group)	Facilitate drafts and/or discussions about future published media.	a. Interactions	a. Google groups	-	a. TBA	-
(C) Encourage collaboration between contributors and public audience	1. Partnering	Encourage collaboration with and amongst similar-interest groups.	a. Partner agreement	a. Administrator	a. Appendix …	a. Appendix …	-
	2. Facilitating contributions	Welcome submissions from the public, as well as longer-term commitments to volunteer.	a. Submit form b. Volunteer agreement	a. Website b. Administrator	-	-	-
	3. Training (with styleguide)	Provide "value-added volunteering" opportunities, mainly through training on use of the Vijana FM platform.	a. Frequently asked questions	a. Administrator	-	-	-
(D) Encourage entrepreneurship amongst public audience	(TBA, pending reporting of newly-established sub-projects: Tzelect, Elimu Share, Entrepreneurship Curriculum, Science Camp, and Art Portal.)						
(E) Ensuring sustainability	1. Monitoring and Evaluation	Consistently track outcomes with respect to the objectives.	a. Reports released b. Surveys conducted	a. Website (with login) b. Administrator	a. 3 b. n/a	a. 4 b. 1	-
	2. Grants-writing and business modelling	Take advantage of purpose-driven funding available to East African projects.	a. Proposal submitted b. Results (funding granted)	a. Administrator b. Administrator	a. 3 b. $ 0	a. 3 b. $ 0	-

Goals (January 1ˢᵗ 2011 – March 31ˢᵗ 2011)

Based on the logical framework above, a suggested list of goals is as follows:

- **Website and blog goals:**

    (1) Continue to improve post layout and interactivity to increase the following:

    (a) Pageviews;

    (b) Average time on site; and

    (c) Bounce rate.

    (2) Continue to engage Facebook group members in discussions on the blog.

- **General goals:**

(3) Seek ways to track internal progress on individual projects (TZelect, Elimu Share, etc.)

Appendix 1- Web analytics (1ˢᵗ October - 31ˢᵗ December, 2010):

Summary:

Total visits:	12,135 visits
Absolute unique visits:	6,892 visits
Pageviews:	31,814 views
Avg. pages visited:	2.62 pages/visit
Bounce rate:	61 %
Avg. time on site:	5:14 mins/visit
% of New visits:	54.51 %

Site visit map:
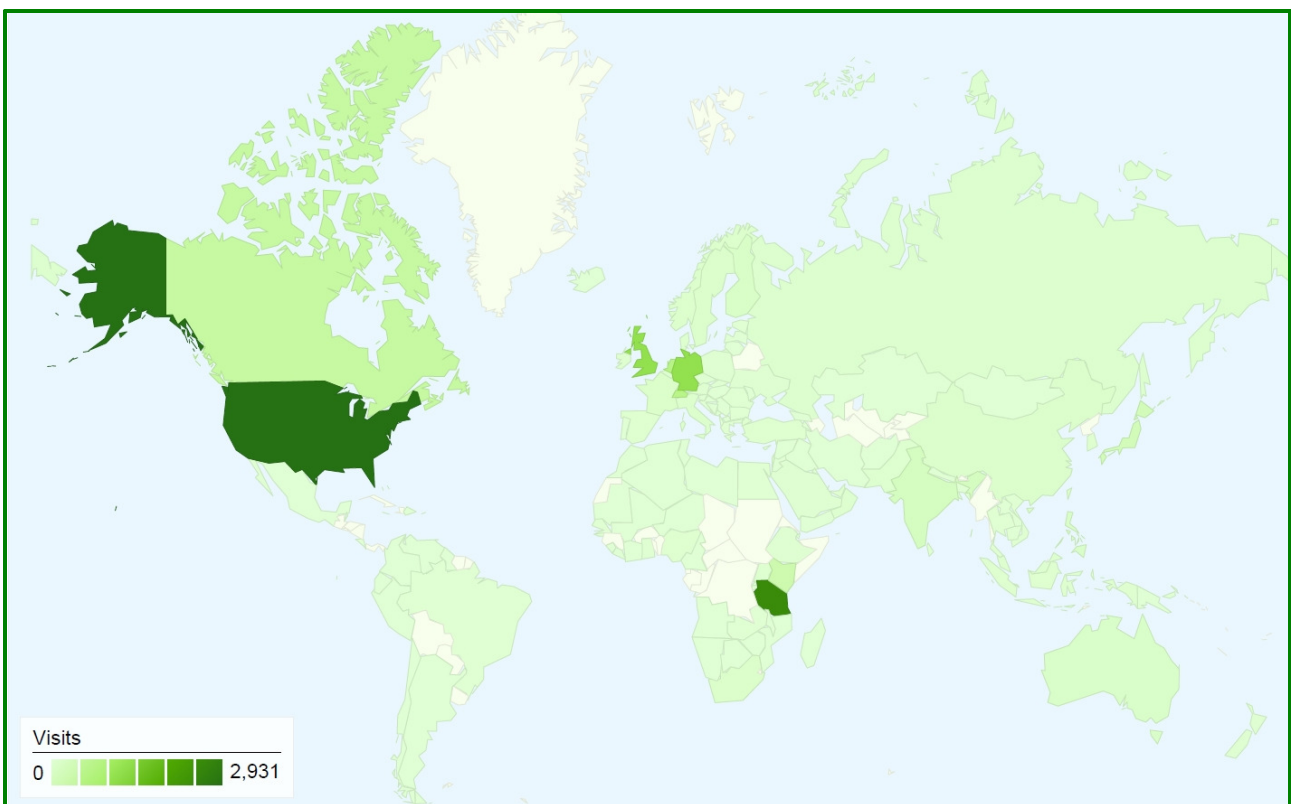
Top five countries visiting, ranked in order of number of visits:

Country	# of Visits	Avg. Pages Visited	Avg. Time on Site	% of New Visits	Bounce Rate*
United States	2,931	2.10	00:04:16	51 %	59 %
Tanzania	2,488	1.51	00:01:50	74 %	77 %
United Kingdom	1,189	3.00	00:04:09	58 %	57 %
Germany	1,187	4.65	00:12:01	14 %	34 %
Netherlands	672	8.75	00:24:21	22 %	21 %

Top five pages visited:

Sources	Pageviews	% of Total Pageviews
Homepage (vijana.fm)	7,389	23 %
Blog (vijana.fm/blog)	5,384	17 %
About (vijana.fm/about)	570	2 %
Brain drain good for Africa? (vijana.fm/blog/2010/10/04/brain-drain-good-for-africa/)	523	2 %
The Economist and Tanzania's election (vijana.fm/2010/10/28/the-economist-and-tanzanias-election/)	396	1 %

Top five traffic sources:

Sources	Visits	% of Total Visits
Google (Organic) (google.com)	4,891	40 %
Facbook (facebook.com)	2,517	21 %
Direct (vijana.fm)	2,025	17 %
Google (Referral)	345	3 %
Issa Michuzi (issamichuzi.blogspot.com)	334	3 %

Top five keywords:

Keywords	Visits	% of Total Visits
vijana fm	248	5 %
saikolojia ya binadamu vijana	227	4 %
Ze utamu	186	4 %
vijana	133	3 %
uchafuzi wa mazingira mara	103	2 %

Top five browsers accessing www.vijana.fm:

Keywords	Visits	% of Total Visits
Firefox	5,874	40 %
Internet Explorer	3,995	33 %
Google Chrome	2,304	19 %
Safari	771	6 %
Opera	119	1 %

Appendix 2 - Blog analytics (31st August 2009 – 31st December 2010):

Summary:

Total posts	544
Total comments	1170
Avg. comments per post	2.15 comments/post
Total tags	125
Total categorized by language	497
Total categorized by medium	524

Category breakdown:

Category	# of Posts	% of Total Posts
English	295	54 %
Swahili	202	37 %
Audio	70	13 %
Print	247	45 %
Visual	207	38 %

Top five tags:

Tag name	# of Posts	% of Total Posts
Tanzania	225	41 %
Global	99	18 %
Education	88	16 %
Entrepreneurship	81	15 %
Youth	69	13 %

Top five commented-on posts:

	Post title (Author)	# of Comments	Categories	Tags
1	Vijana wa Tanzania tuamke!	32	Swahili, Print	Politics, Tanzania, Youth
2	Education for self-reliance	17	Swahili, English, Print	Africa, Education, Politics, Tanzania
3	Brain drain good for Africa?	16	English, Audio, Print	Africa, Economy, Employment, Politics
	What happens after JK?	16	English, Print	Elections, Leadership, Politics, Tanzania
4	Kigamboni	15	English, Visual	Development, Tanzania
5	Letter to the editor: The case against voting for Chadema	14	English, Print	Governance, Letter, Tanzania