Small trends show changes in how sessions are accessed. There is a slight decrease in access through desktop from and a slight increase in mobile access 2016 to 2017.

We also see an increase in page view and users from 2016 to 2017. Page views on important sites nearly double such as Publications, Journal Articles and Conference Archives.

Another goal for Energy Storage Strategic Outreach was to make the 2017 Peer Review & EESAT Conference accessible to people of all ages. In order to create a pipeline of the next generation of engineers, scientists, technologists, economists, etc., interested in the sciences related to energy storage, I led the project that resulted in on-site recruiting at an energy storage technical conference.

Reaching and mobilizing undergraduate and graduate students relied heavily on social media tactics. Engaging with students through the web allowed for a broad reach of individuals. By utilizing social media we are able to disseminate materials more efficiently and cost effectively.

Creating an official hashtag, #EESAT 2017, allows for participants to join conversations online and stay connected.