

Member Engagement Q2 2026



Newsletter

- Avg. Open Rate: 32.71%
- Avg. Click-Thru Rate: 1.81%
- Total Unsubscribes: 3

MCERA Webpages

- Total Views: 1,626
- Active Users: 829
- Avg. Engagement Time: 36.02 sec.

Customer Service Surveys

- Surveys Received:

2026 Q2	2026 Q1	2025 Q4
4	6	10

MemberDirect

- Registered Users: 1821
- Q2 2026 Enrollments: 18

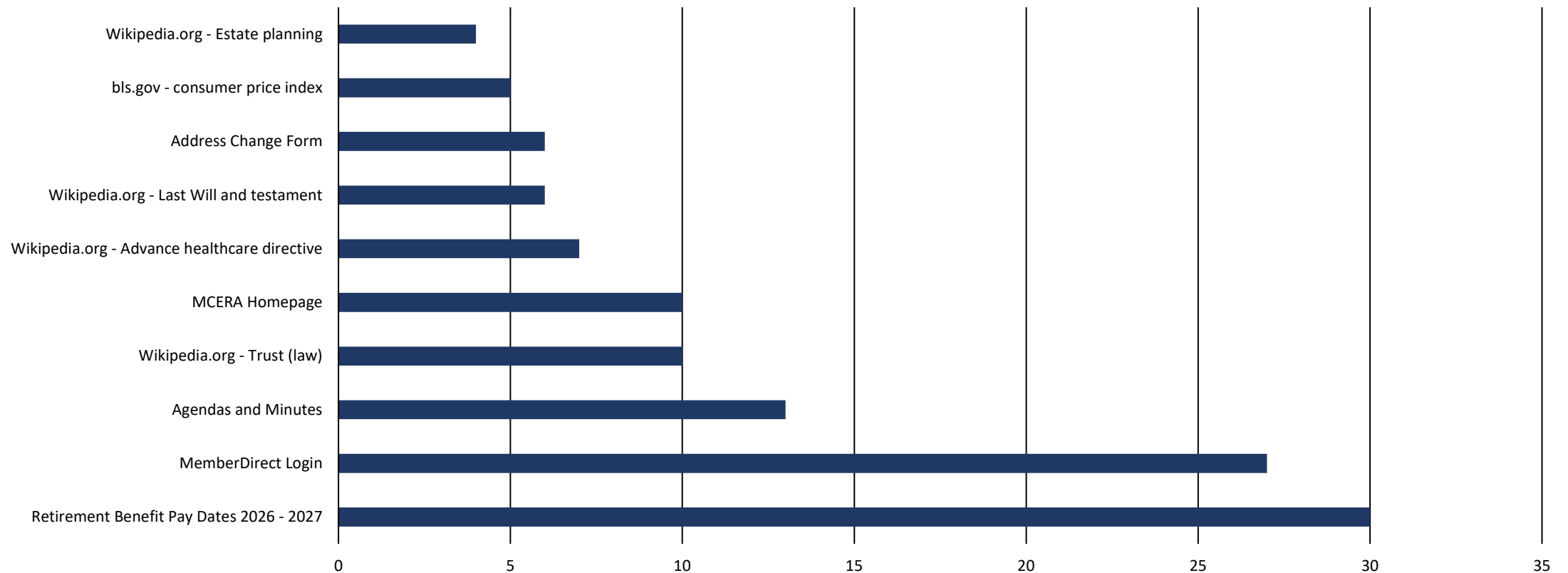
MCERA YouTube

- Board Meeting Views: 295

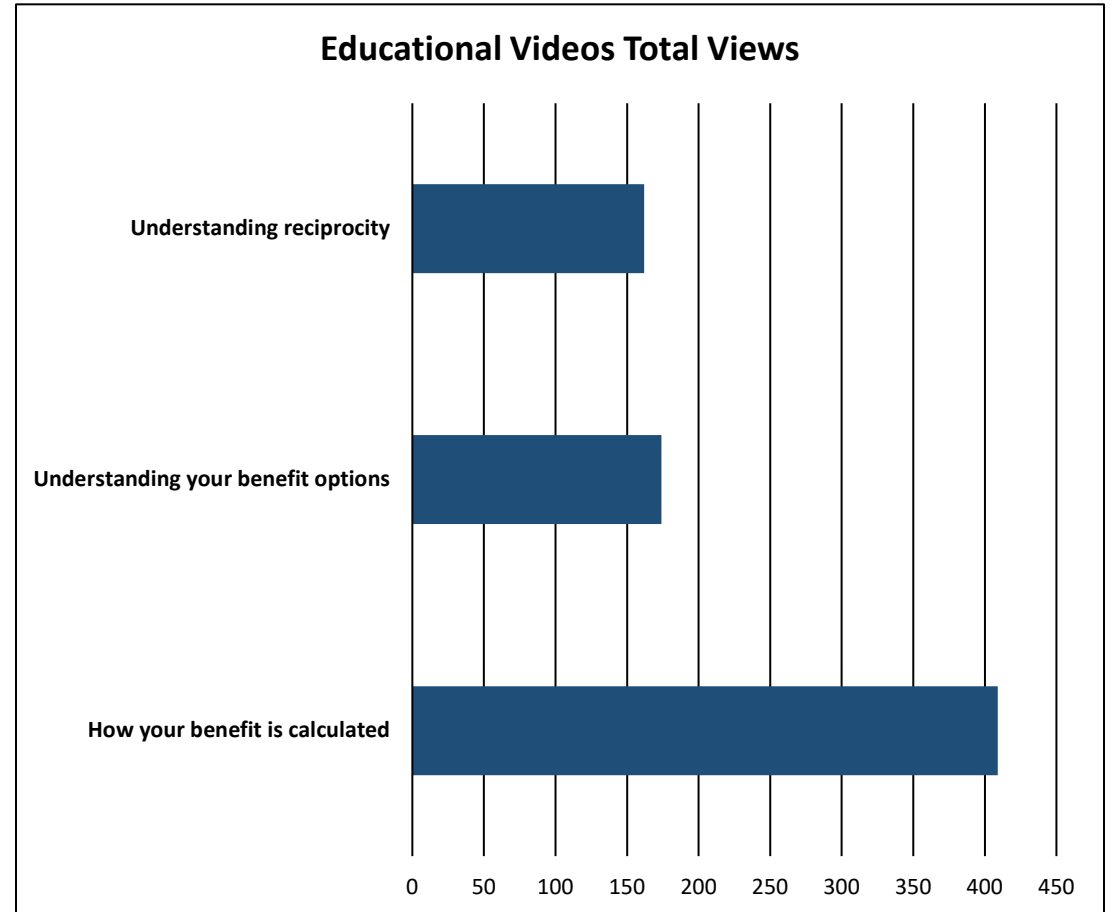
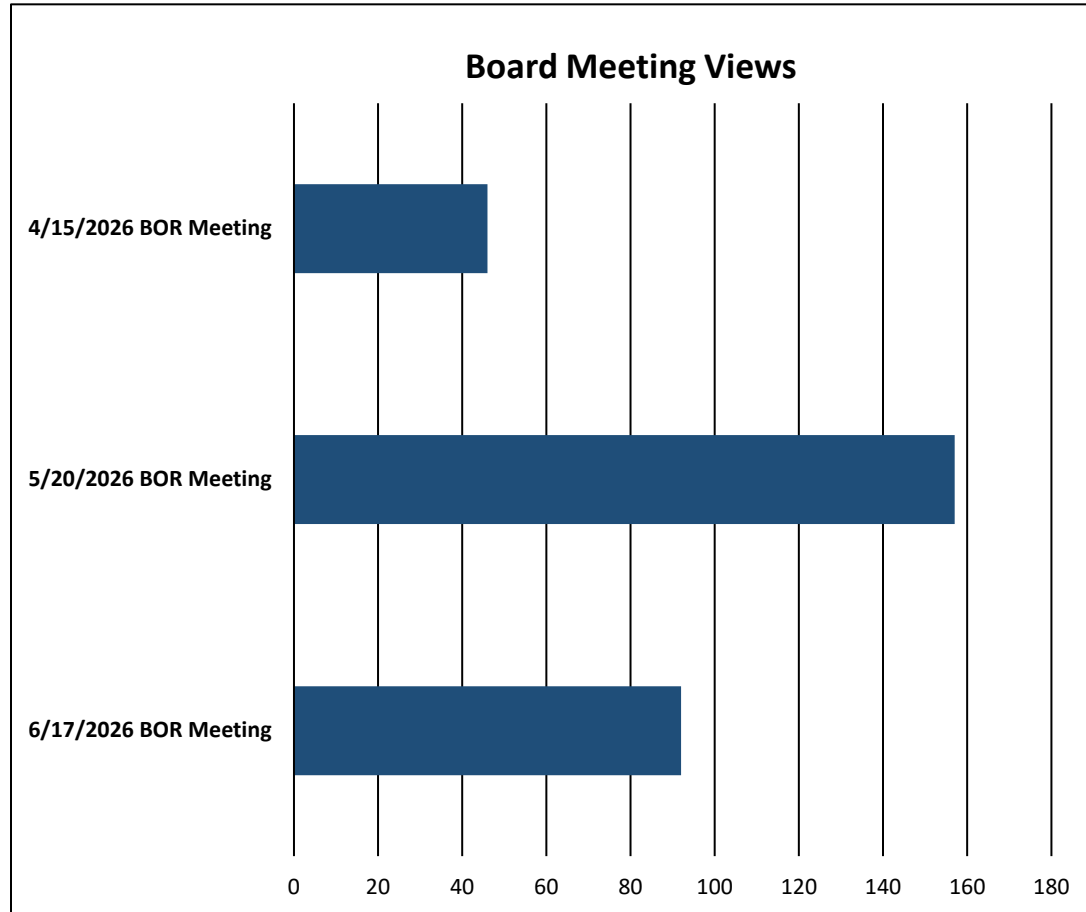
Newsletter Engagement



Top Links - Unique Clicks



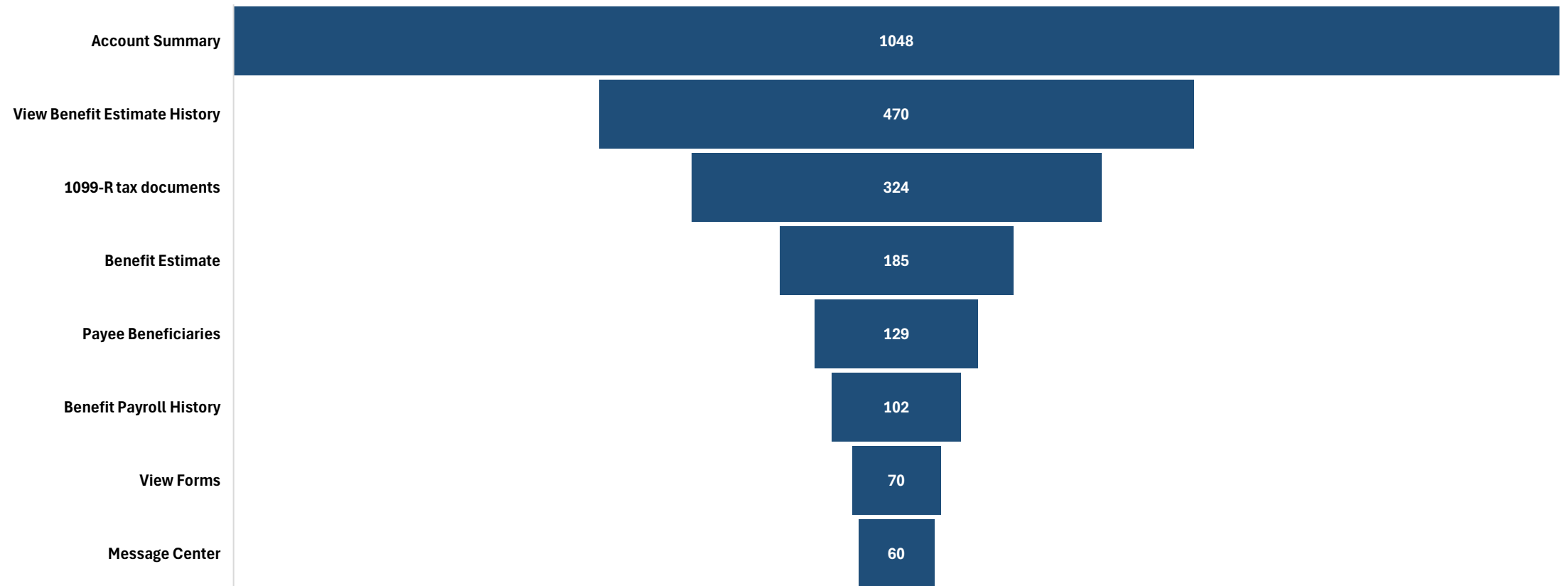
MCERA YouTube Content



MemberDirect Activity



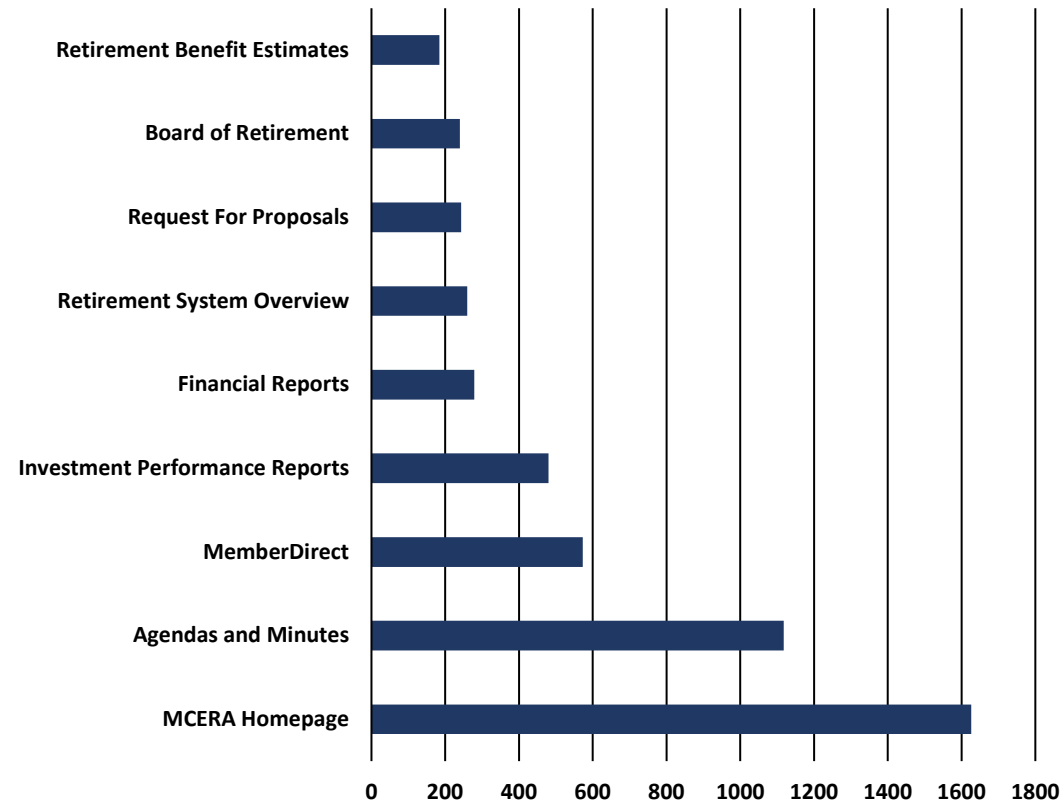
Page Views



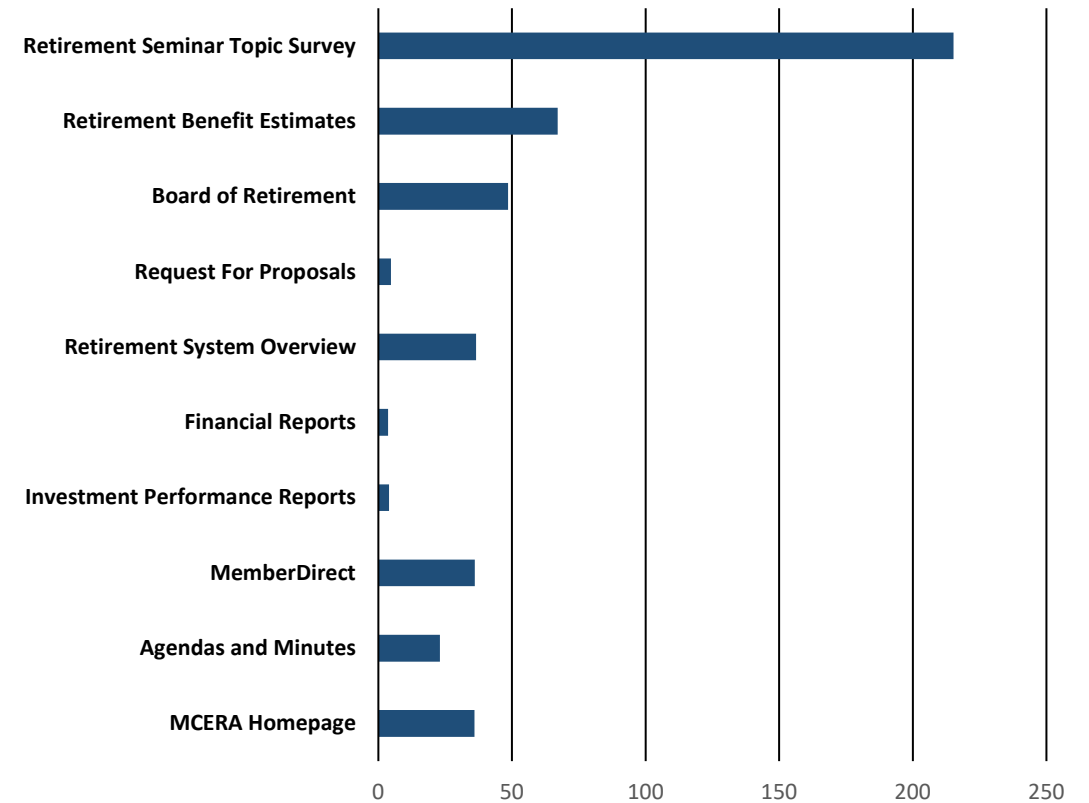
MCERA Top 10 Webpages



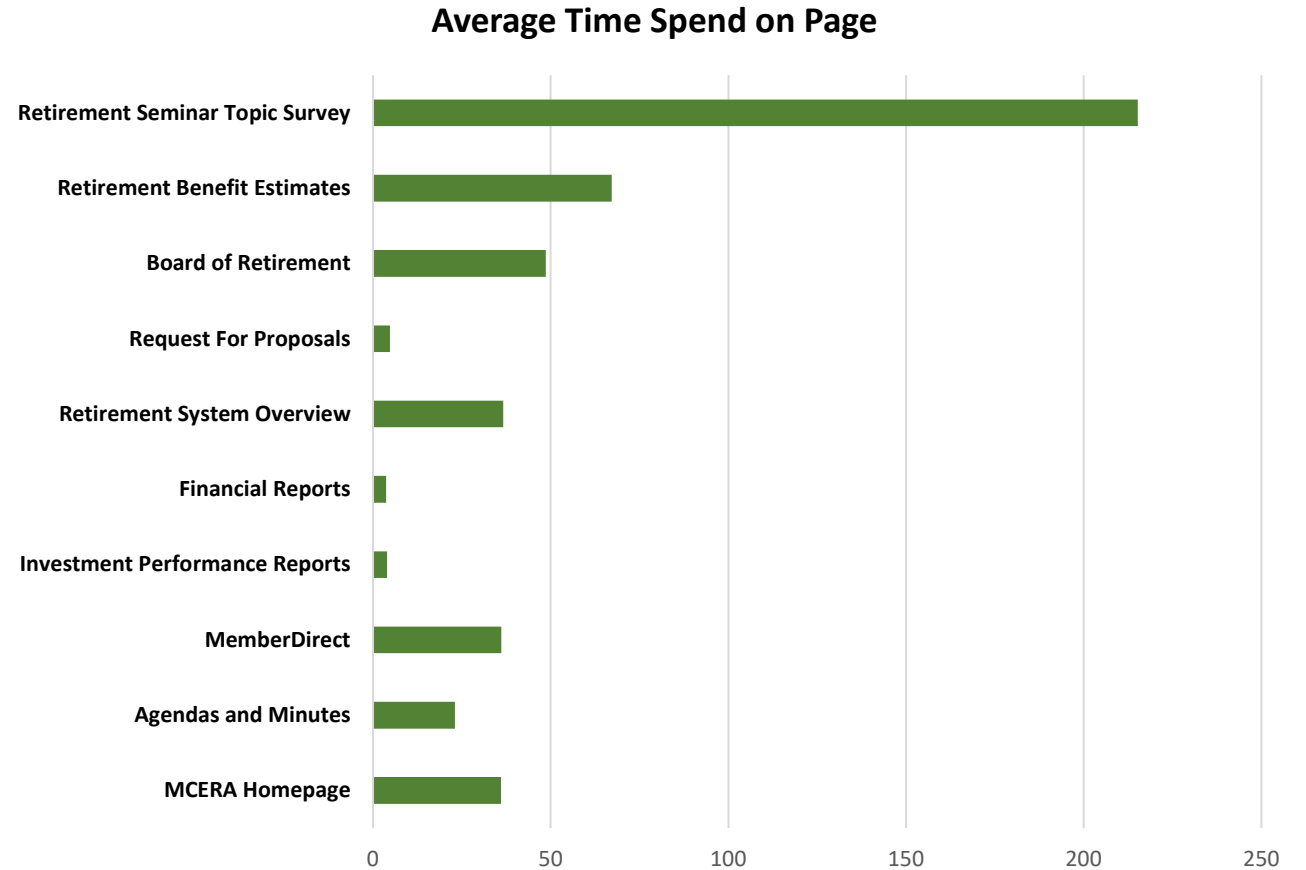
Page Views



Average Time Spend on Page



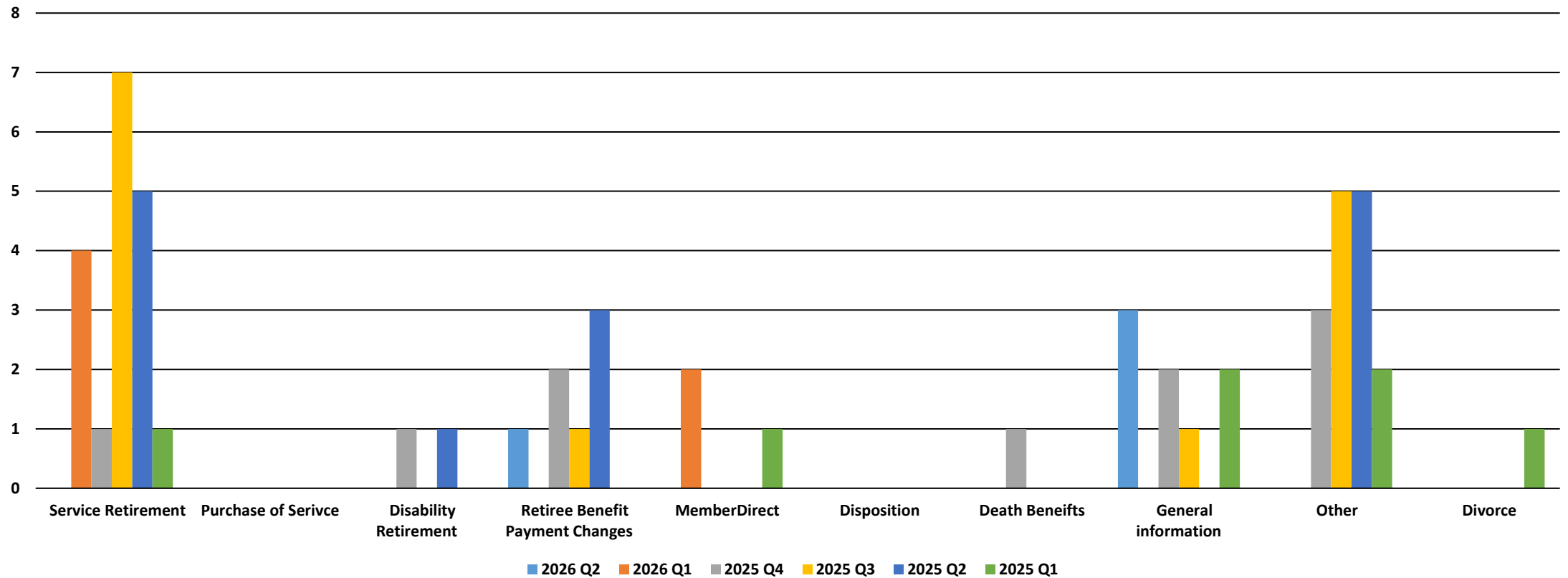
MCERA Webpage Engagement Time



Customer Service Surveys



Reason For Contacting MCERA



Survey Comments



- Yes he (Octavio) was extremely courteous and kind, with a warm tone of voice.
- Mike got me the information I needed in a very timely manner.
- Mike and i believe Nora, went above and beyond to help me during this confusing and stressful time and I am very grateful.
- Mike presented to me and other new employees on Monday. He made the information easy to understand and made himself available and accessible. He followed up with me afterwards like he said he would. I really appreciate his help!