

UVA THIS MONTH

UNIVERSITY COMMUNICATIONS

JUNE 2021

EXECUTIVE SUMMARY

UNIVERSITY of VIRGINIA

UVA This Month

Editor's note: June brought national championships, new appointments and big news – including a landmark \$100 million investment in the study and promotion of democracy, a mission that has defined UVA since its founding. Below, read more about the new Karsh Institute of Democracy, catch up on student triumphs in academics and athletics and meet the University's new rector, vice rector and other new faces on Grounds.



The June 2021 edition of UVA This month was sent on Saturday, June 26. It featured stories about national championships, new Law faculty, and the new Karsh Institute of Democracy.

Performance remained steady from May to June, indicating sustained engagement from readers. Though year over year performance softened, last year's June edition included stories about COVID-19 related updates and plans for the fall semester, which were of high importance and well-read. Therefore, it may not be fair to compare last year's email against a more "normal" year.

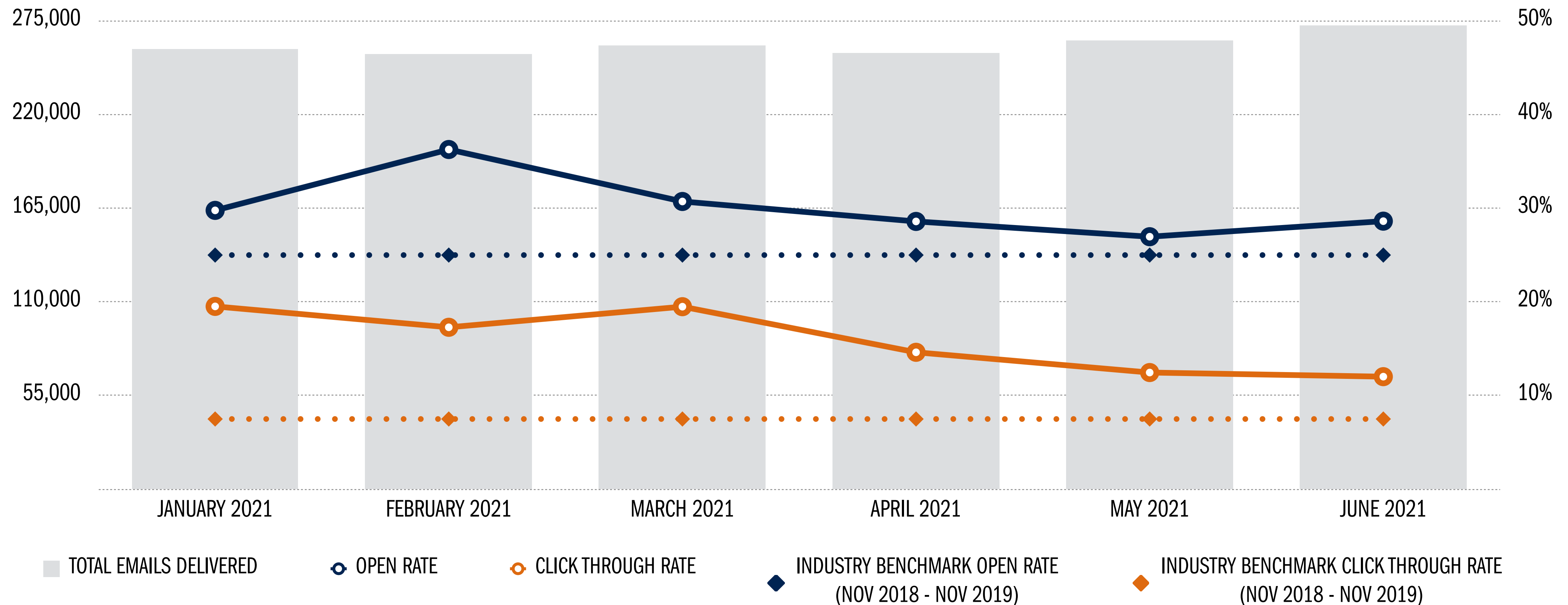
Each month, our top performing story tends to come from a different section of the UVA This Month email. We've seen stories in the "First, read this" section drive a lot of clicks, and we've also seen the last story at the bottom of the email drive clicks. This month, the most-clicked story was located in the middle of the email content.

Key Takeaway: The order of story content in UVA This Month does not appear to impact performance. Instead, readers continue to demonstrate that they are reading through the entirety of the email and finding content that they are interested in.



YEAR TO DATE UVA THIS MONTH PERFORMANCE

From May to June, open rate improved while click through rate remained flat

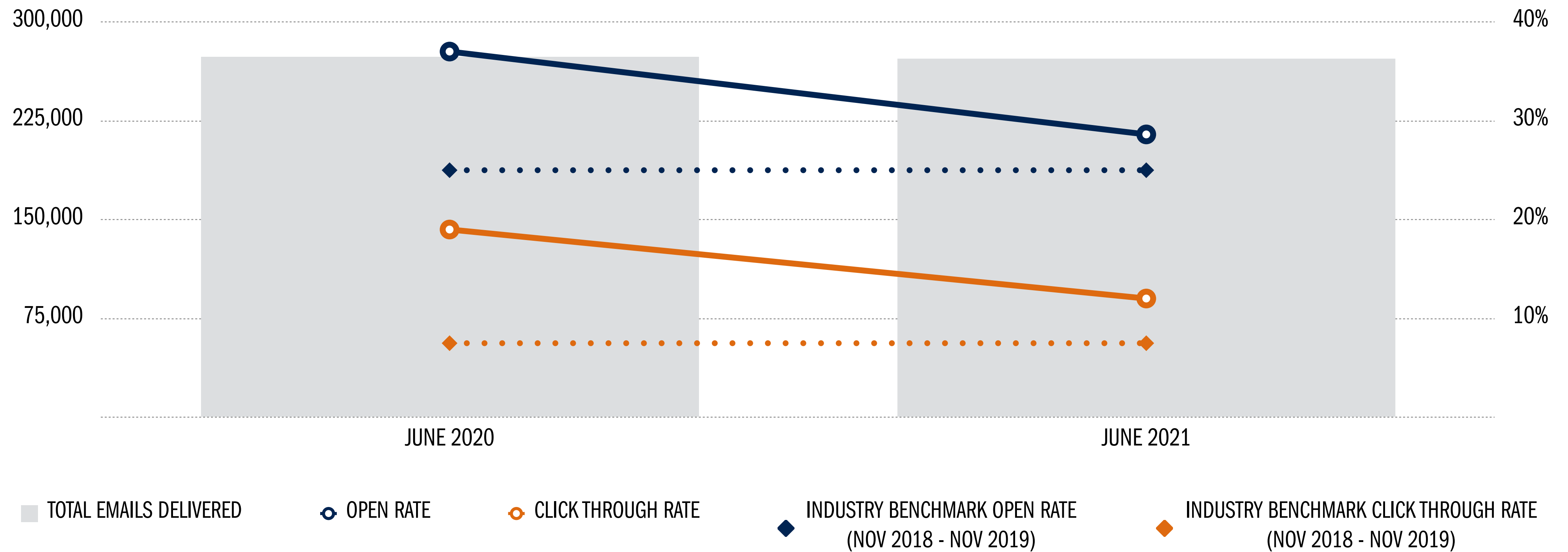


* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

YEAR OVER YEAR UVA THIS MONTH PERFORMANCE

Year over year, open and click through rates softened, but still remain above industry averages



* Click through rate is calculated by dividing unique clicks by unique opens. Education industry benchmark from HubSpot Email Benchmarks, reflecting period November 2018 - November 2019.

SOURCE: Marketing Cloud

STORY PERFORMANCE IN JUNE 2021 UVA THIS MONTH

Below are the top 5 stories by total click volume in the June UVA This Month. The pie chart reflects all stories that made up over 5% of total email clicks. "Other" includes all other stories and links within the email.

TOP 5 MOST-CLICKED STORIES IN JUNE UVA THIS MONTH

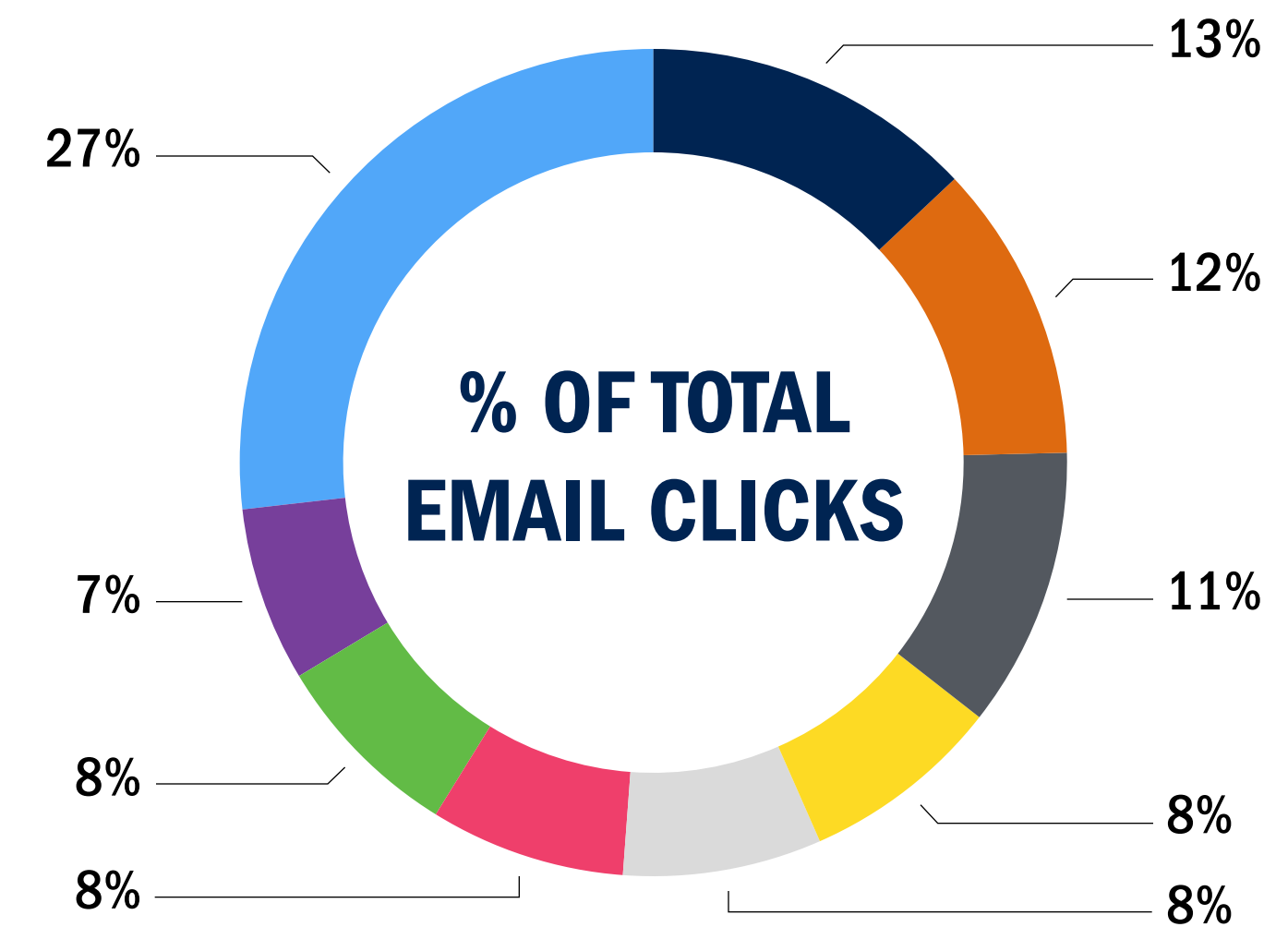
UVA LAW ADDS 17 HIGH-PROFILE ACADEMICS. TWITTER HOLLERS BACK.

RILEY'S RUMINATIONS: PHOTOGRAPHER PICKS FAVORITE ATHLETICS PHOTOS FROM AN UNUSUAL YEAR

BANNER YEAR CONTINUES FOR UVA SWIMMING

UVA OUTLINES VACCINE POLICY FOR FACULTY AND STAFF IN THE ACADEMIC DIVISION

CLEMENT TO SERVE AS UVA RECTOR, HARDIE AS VICE RECTOR



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- CLEMENT TO SERVE AS UVA RECTOR, HARDIE AS VICE RECTOR
- GOING BEYOND 'BACK TO NORMAL': 5 RESEARCH-BASED TIPS FOR EMERGING FROM PANDEMIC LIFE
- Q&A: WHAT TO KNOW ABOUT THE 'DELTA' VARIANT AND CURRENT VACCINES
- LED BY KARSH FAMILY GIFT, UVA PLANS \$100 MILLION FOR INSTITUTE OF DEMOCRACY
- OTHER

SOURCE: Marketing Cloud