

UVA CONTENT AND NEWS

OVERVIEW OF ANALYTICS AND READERSHIP PERCEPTIONS

OCTOBER 2019



University Communications


CONTENTS

Overview	3
Analytics	7
Content Consumption and Perception	15
Next	31



UVA CONTENT AND NEWS PLATFORMS


DAILY REPORT



UVA Today
DAILY REPORT

One More Look at a Great Year for UVA Sports

VIDEO: 2018-19 was a great year for the University of Virginia's student-athletes. Now, the Cavaliers are ready for more. Go Hoos! [MORE >](#)



Health System Works to Reduce Unnecessary Testing, Promote High-Value Care

Doctors order lab tests in order to make better-informed decisions. But excessive testing can be expensive and unpleasant.

UVA TODAY



UVA Today

UNIVERSITY NEWS

Board Approves 'Great and Good' Strategic Plan for University of Virginia

With a central focus on service, the new strategic plan carries an aspiration for UVA to become the best public university in the country by 2030.



STUDENT EXPERIENCE
6 Students Tell Their 2019 Summer Education Abroad Stories



RESEARCH & DISCOVERY
Researchers Look to Join NASA Program to Track Climate Change Impact on Park's Trees

UVA THIS MONTH*



UNIVERSITY OF VIRGINIA

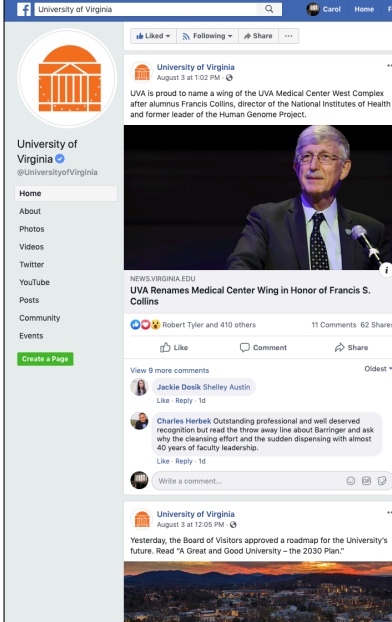
UVA This Month

(Photo Illustration by Alexandra Angelich, University Communications; Photos by Dan Addison, University Communications)

FIRST, READ THIS

- They're here! The **Class of 2023 arrived** last weekend, and we celebrated with **puppies and cookies** (thanks, President Ryan!) and the traditions of **Opening Convocation**
- The UVA Health System shared plenty of news you can use this month, from a warning about **the dangers of vaping** to new information about **a red meat allergy caused by tick bites**.
- In the second installment of our new "On Words" series, **psychology professor Robert Emery's thoughts on "family"** hit close to home on move-in weekend.
- Oh, and Cavalier basketball player Jay Huff welcomed everyone back with **this delightful first-day-of-classes video**. Don't miss it.

SOCIAL MEDIA



University of Virginia

UVA is proud to name a wing of the UVA Medical Center West Complex after alumnus Francis Collins, director of the National Institutes of Health and former leader of the Human Genome Project.

UVA Renames Medical Center Wing in Honor of Francis S. Collins

Robert Tyler and 410 others • 11 Comments • 62 Shares

View 9 more comments

Jackie Desk Shelley Austin
Like Reply · 1d

Charles Herbek Outstanding professional and well deserved recognition but read the three away line about Barringer and ask why the cleansing effort and the sudden dispensing with almost 40 years of faculty leadership.
Like Reply · 1d

Write a comment...

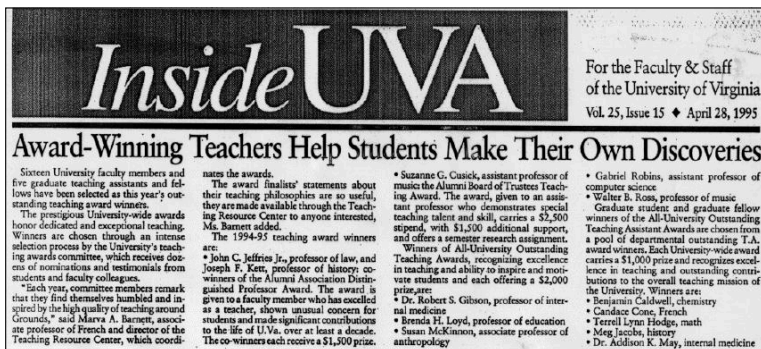
University of Virginia
August 3 at 12:03 PM · Q

Yesterday, the Board of Visitors approved a roadmap for the University's future. Read "A Great and Good University – the 2030 Plan."

*Previously known as *Illimitable*

UVA News: A brief history

University News began as a print newsletter, *Inside UVA*, intended for internal audiences.



Inside UVA ended in 2007. From 2008-2013, the platform moved online focused primarily on internal news, with the majority of the content correlating to upcoming events at the University. In 2013, a review showed that the site's readers and newsletter subscribers were not just staff and faculty, but alumni and parents, and that "event advances" were the least-read form of content, despite being the most frequently published content.



UVA News: A brief history

Beginning in 2014, University Communications began to build out a program of strategic news content and distribution.

Beginning in 2014, UVA Today staff began defining clear content priorities, and developed a readership growth strategy designed to reach larger numbers of readers with compelling content that supported the University's strategic goals.

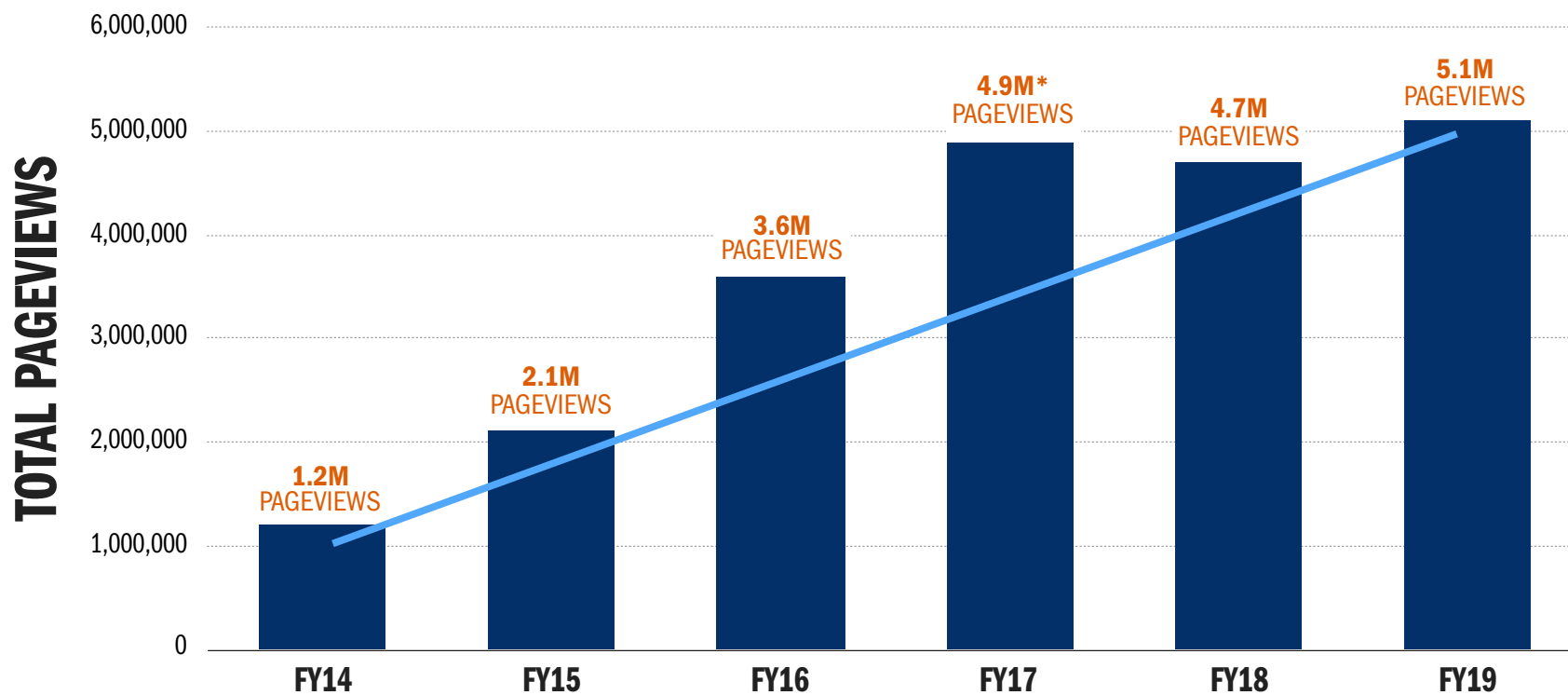
In 2015, UVA Today expanded that focus, sharing content from the University with the broader community, including alumni, parents, students and the public, as well as faculty and staff, with a new focus on both the qualitative – what our stories are about – and the quantitative – the intended audiences and readership for that content.

**OUR GOAL:
PUBLISH COMPELLING CONTENT
OF STRATEGIC VALUE TO THE UNIVERSITY
THAT PEOPLE WANT TO CONSUME.**

UVA TODAY ANALYTICS



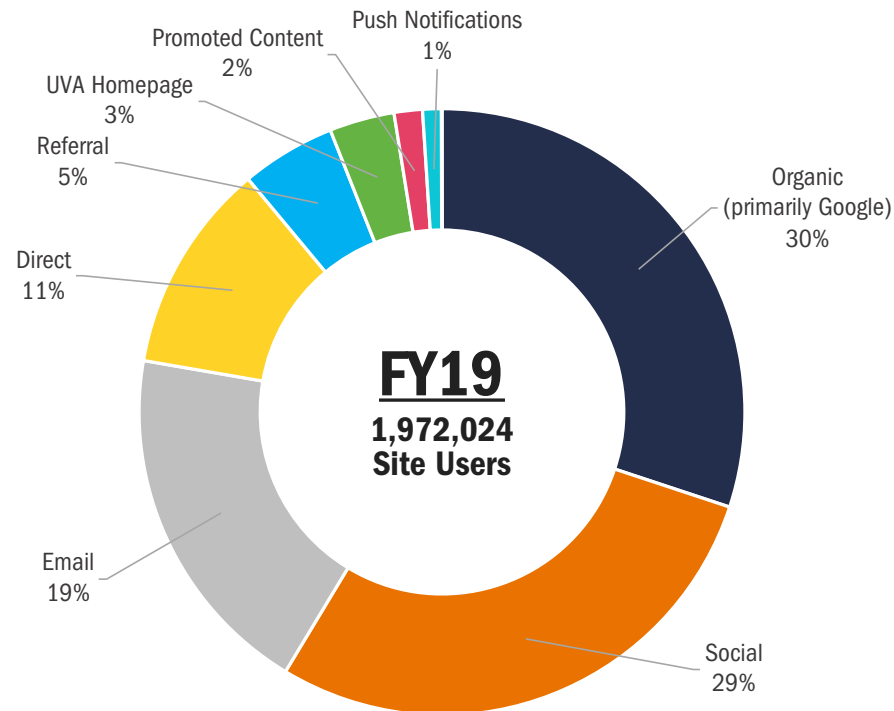
UVA TODAY PAGEVIEWS HAVE INCREASED 325% OVER 2014



UVA Today content saw 5.1M pageviews in FY19.

**FY17 included unusually high pageviews attributed to the Brain/Immune research discovery*

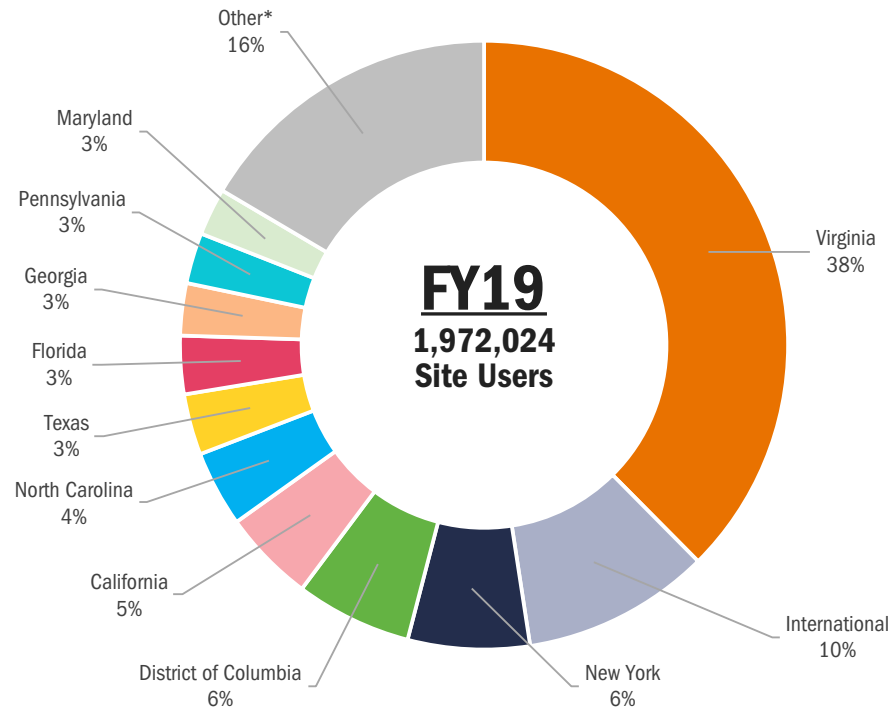
HOW READERS ACCESS UVA TODAY



UVA Today content saw approximately **2 million unique visitors** in FY19. Of those, Organic traffic (primarily Google), Social Media and Email programs brought in the greatest number of readers.

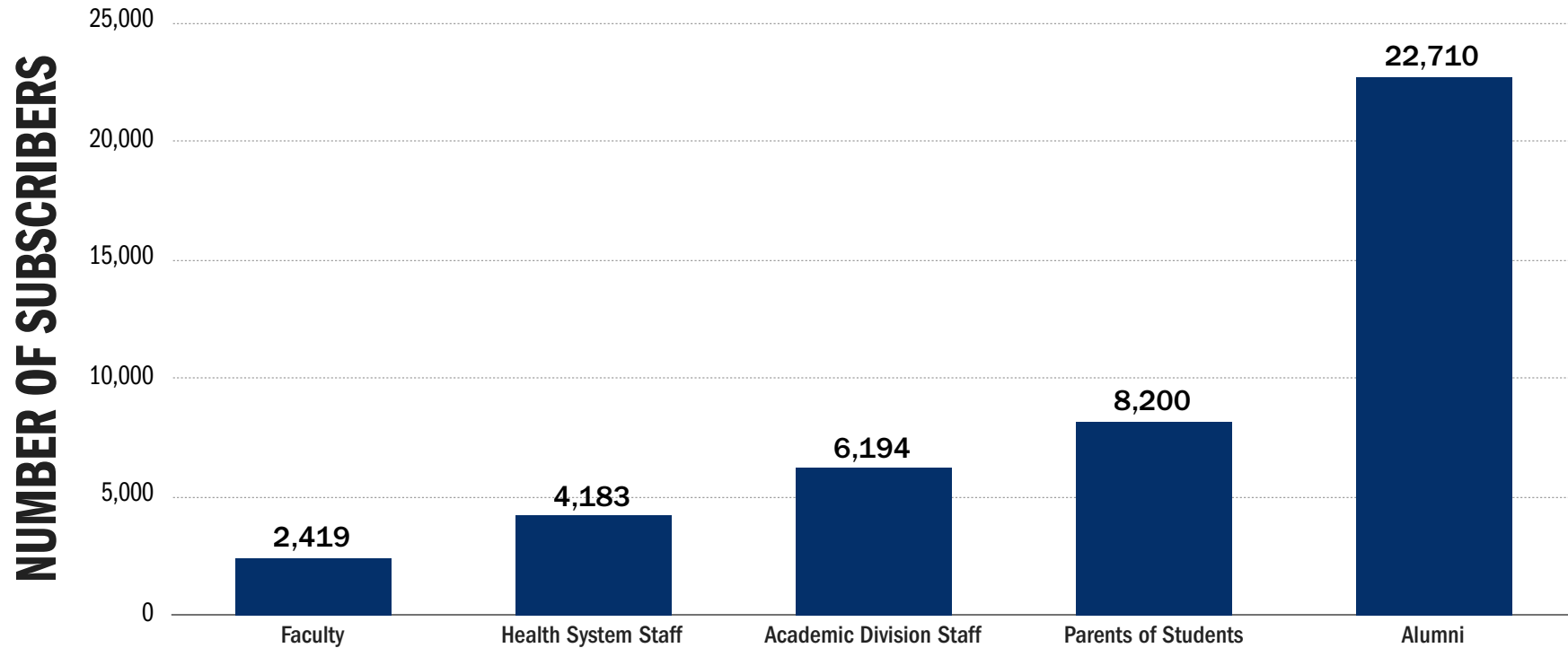
UVA TODAY READERS, CONCENTRATED IN VIRGINIA

There were nearly 2M unique visitors to UVA Today content in FY19. Of those, 38% were concentrated in Virginia.



*"Other" includes states which represent less than 3% of all site users and users whose location cannot be identified.

UVA DAILY REPORT EMAIL - READERSHIP



- Individual readers may be represented above in more than one group, and this visualization does not reflect recipients who choose to receive the Daily Report at their personal email address.
- Faculty and staff subscriptions are updated periodically to account for mid-year employment changes.



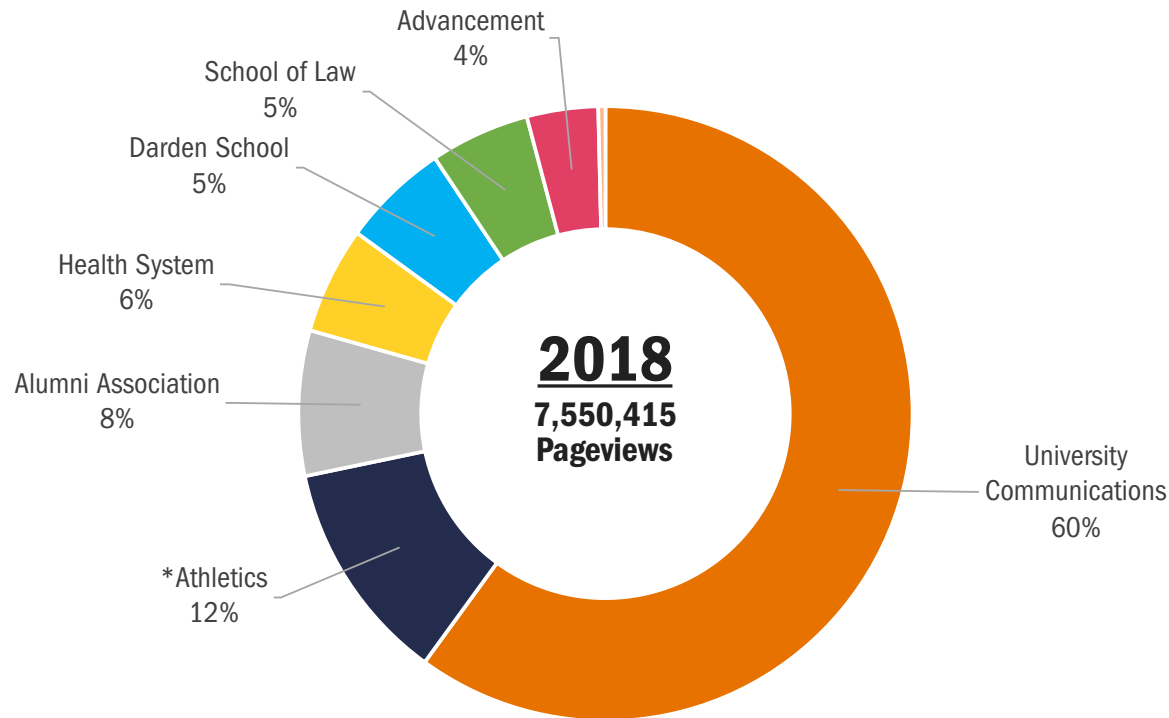
Part of a larger ecosystem

UVA Today content is part of – and connected to – other UVA-owned content channels, and publishes content from around Grounds.

University News staff work closely with Schools, departments and other offices to publish stories from across the University. We regularly post features written by the health system, school communications offices, athletics and more. Our goal is to work across the University to achieve the greatest visibility for positive and compelling news. UVA Today also publishes content

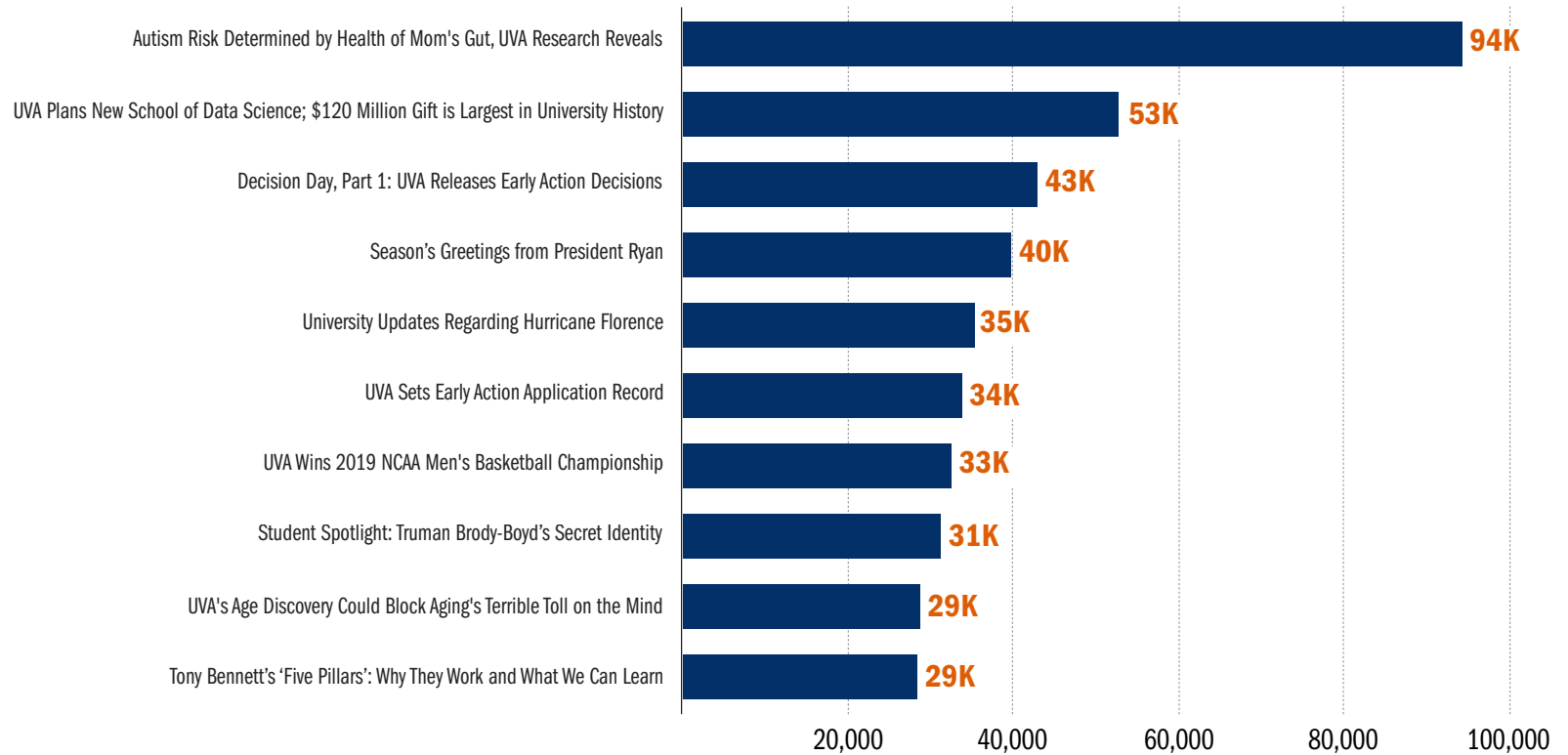
generated by almost all the outlets listed on the next slide, making our traffic a team number. Regarding the following graph, note this does not include readership of print materials such as Virginia Magazine and that pageview volume may not be the goal of every outlet listed. Areas listed provided the data.

2018* 7.5M PAGEVIEWS TO UVA CONTENT ECOSYSTEM



*2018 calendar year is the last full period for which we have the complete data. Also note that this only includes 6 months of athletics data.

TOP STORIES FY19



Top stories reflected a broad mix of research, scholarship, student life, UVA announcements and initiatives.

CONTENT CONSUMPTION AND PERCEPTION



Measuring Effect

Understanding the relationship between consumption of UVA content and perceptions of the University

In early 2019, University Communications commissioned a study to better understand the consumption habits of UVA news content readers, to assess the extent to which exposure and consumption of UVA news content

influences general perceptions of UVA and, more specifically, priorities of importance to the University. The study was fielded in May 2019.



Audiences Recruited

A representative sample of 4,353 respondents were drawn from across University audiences

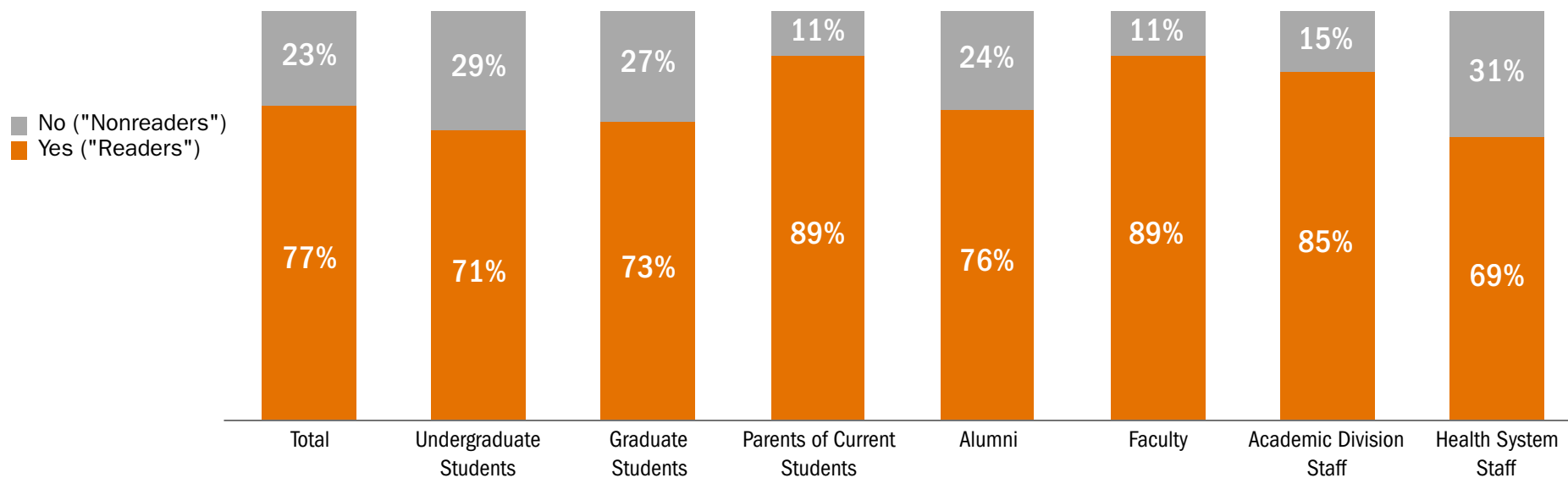
Respondents were asked to define their relationship to the University. Based on their selections, they were assigned to up to three of the following audiences for analysis:

- Undergraduate students
- Graduate students
- Parents of current students
- Alumni
- Faculty
- Academic Division staff
- Health System staff
- Other

Respondents were asked if they consumed news published by the University of Virginia. All respondents could only choose “yes” or “no”. Those who selected “yes” were identified as “Readers.” Those who selected “no” were identified as “Nonreaders.”

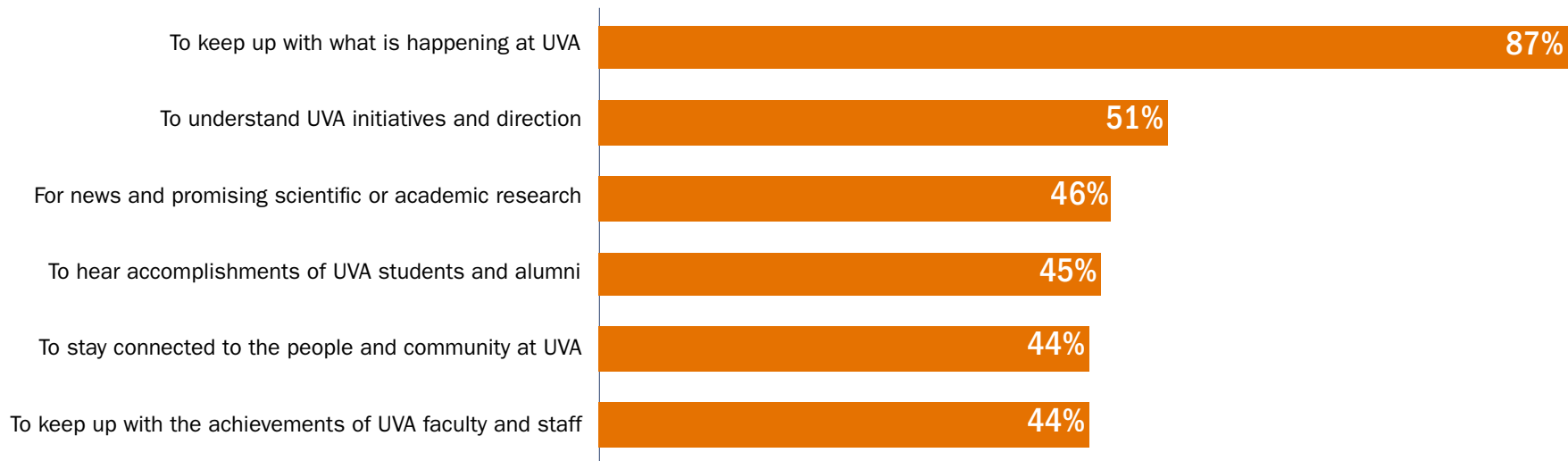
At least seven in ten survey respondents across UVA affiliation groups are Readers of UVA News content.

Do you consume news published by the University of Virginia from UVA Today (news.virginia.edu); UVA's Facebook, Instagram, and Twitter accounts; or email newsletters like The UVA Today Daily Report and Illimitable?
(By Audience)



When asked to choose reasons they read UVA content, Readers selected “to keep up with happenings” and “UVA initiatives” most, and were otherwise evenly distributed.

*Why do you consume UVA News content?
(Readers only)*



Select all that apply.

IMPORTANCE VS. PERFORMANCE:

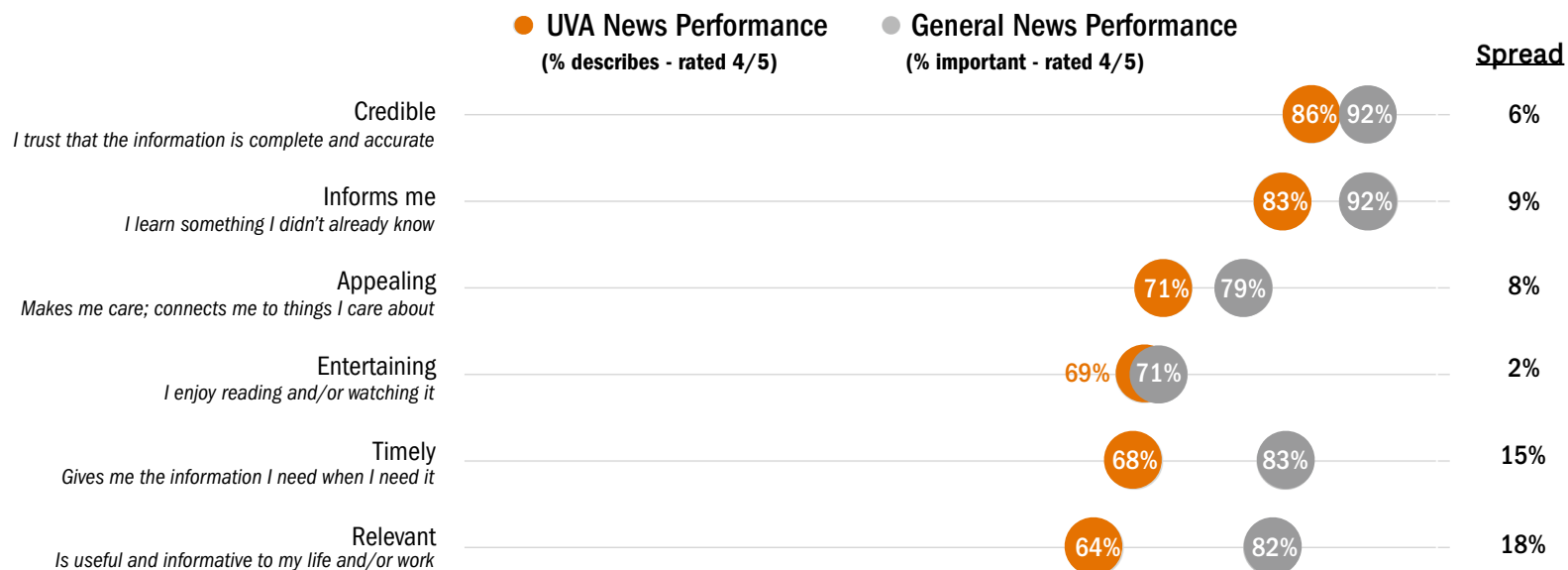
Respondents were asked to indicate how important a series of attributes (credible, informs me, appealing, entertaining, timely, and relevant) are to them when it comes to the *general news* content they want to read, using a scale where 1=not an important component at all, and 5=extremely important component.

They were also asked to identify the extent to which those same attributes describe UVA News content, using a scale where 1=does not describe at all, and 5=describes perfectly.

The two-question approach here identifies both the attributes that are considered to be important in news content in general, while allowing for a direct assessment as to whether these same attributes are strongly associated with UVA News content. The resulting data, as shown on the next page, identifies the attributes associated with UVA News in the minds of its audiences as compared to the *highest standard*.

Readers assessment of UVA content largely mirrors their ranked order of importance for general news content.

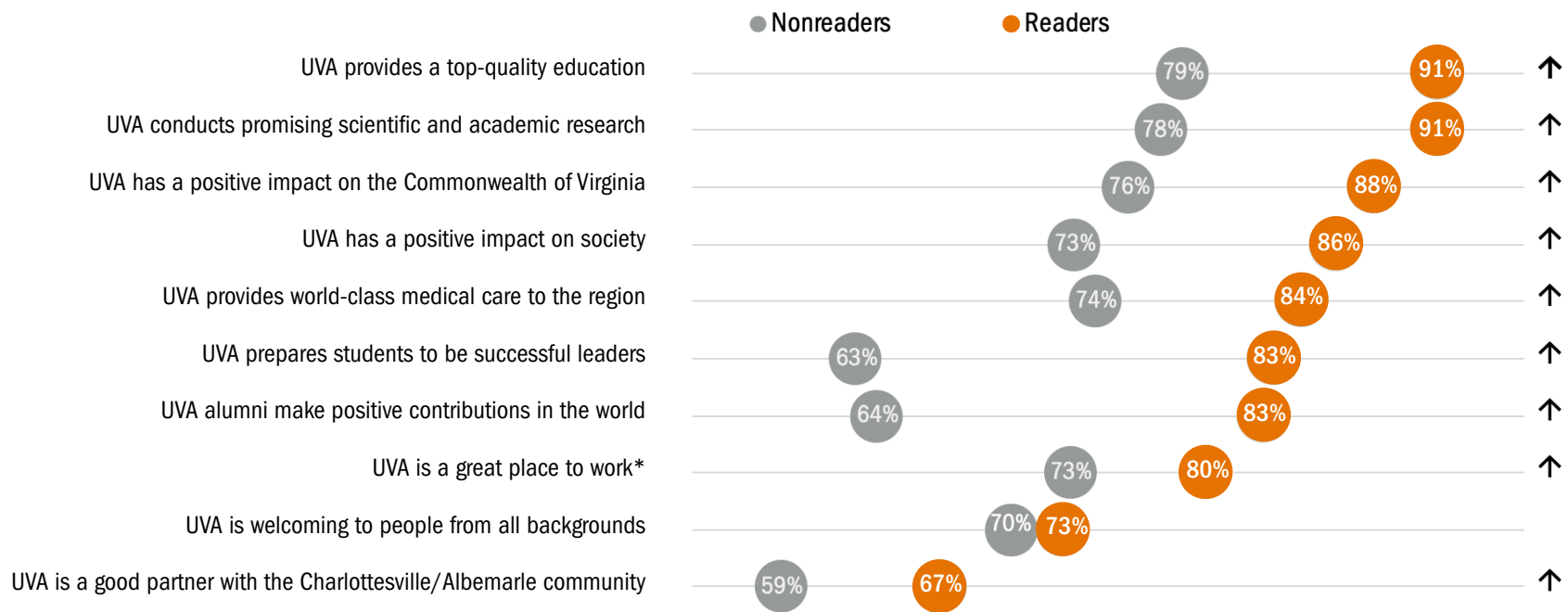
Importance vs. UVA Performance of Factors Related to General News Content (Readers only)



To what extent do each of the following attributes describe UVA News content? Scale: 1= does not describe at all, 5=describes perfectly, and 6=don't know.
 How important to you are each of the following when it comes to the general news content you want to read?
 Scale: 1=not an important component at all, 5=extremely important component, and 6=don't know.
 Only shows 4 and 5 combined

Readers of UVA News are more likely than Nonreaders to agree with statements about UVA.

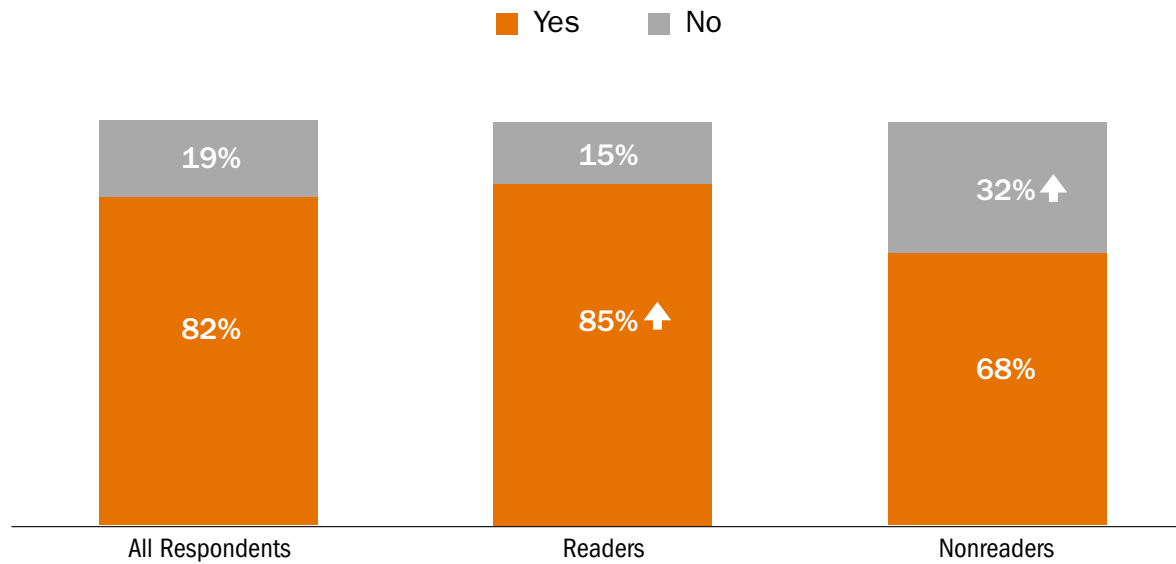
Rate the extent to which you agree with each of the following statements about UVA. (% agree - rated 4/5)



Scale: 1= strongly disagree, 5=strongly agree, and 6=don't know; Only shows 4 and 5 combined.
 *only asked of faculty/staff.
 Arrows indicate significant differences at the 95% confidence level between Readers and Nonreaders

Readers are more likely than Nonreaders to say they have a special bond or connection with UVA.

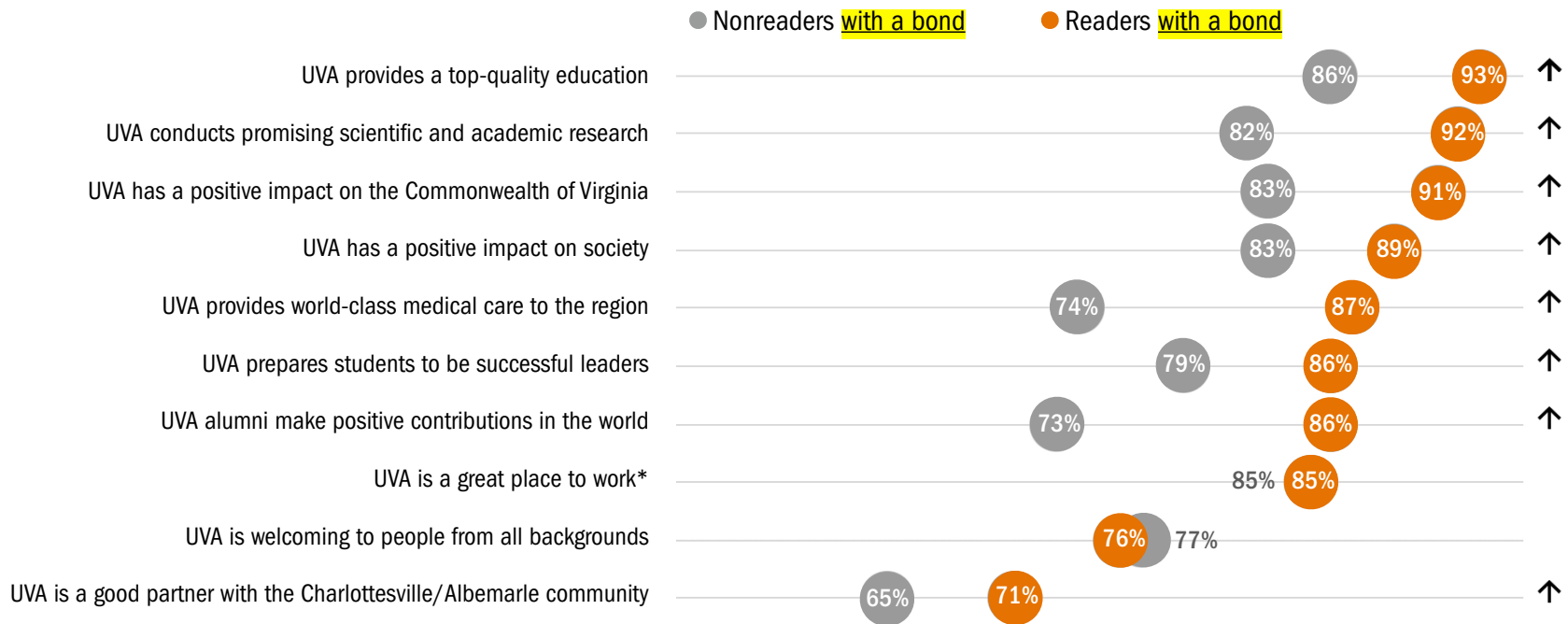
Do you feel a special bond or connection with the University of Virginia?



Arrows indicate significant differences at the 95% confidence level between Readers and Nonreaders.

Among those with a special bond, Readers of UVA news content are more likely than Nonreaders to agree with these statements.

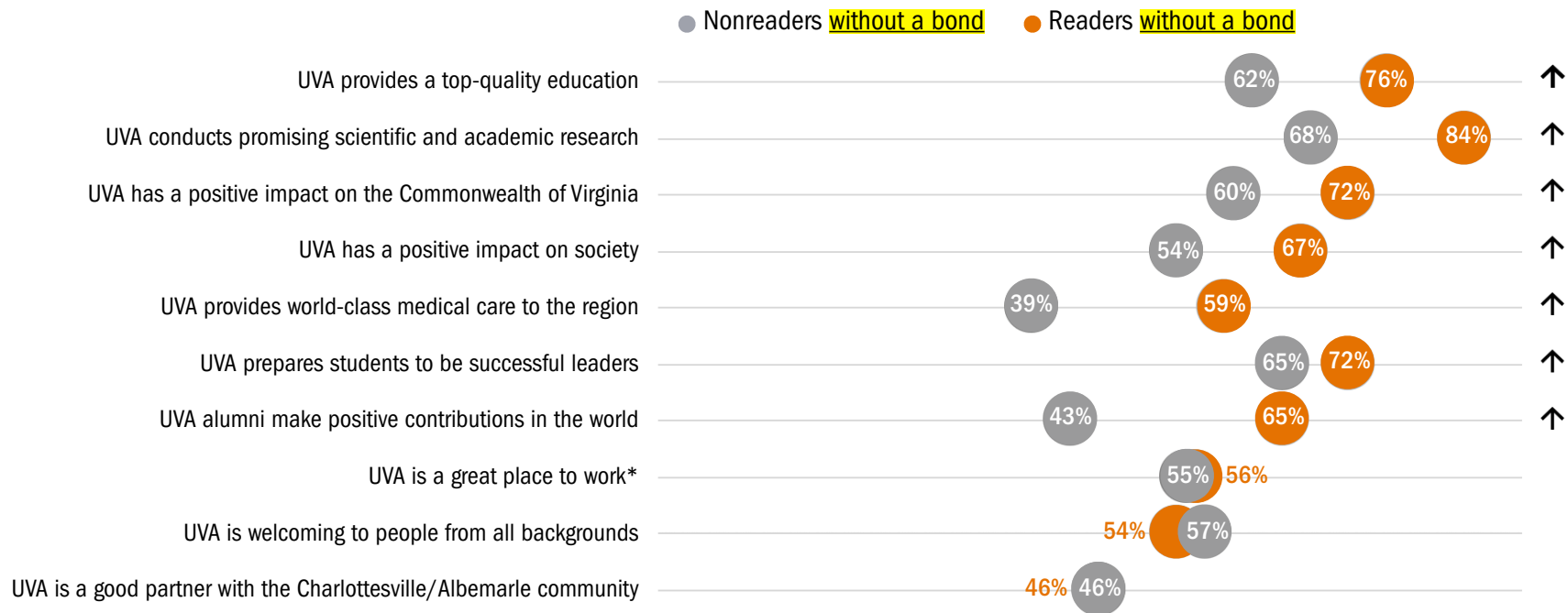
Rate the extent to which you agree with each of the following statements about UVA. (% agree - rated 4/5)



Scale: 1= strongly disagree, 5=strongly agree, and 6=don't know; Only shows 4 and 5 combined.
 *only asked of Faculty/Academic Division Staff/Health System Staff.
 Arrows indicate significant differences at the 95% confidence level between Readers and Nonreaders

Among those *without* a special bond, Readers of UVA news content are more likely than Nonreaders to agree with these statements.

Rate the extent to which you agree with each of the following statements about UVA. (% agree - rated 4/5)



Scale: 1= strongly disagree, 5=strongly agree, and 6=don't know; Only shows 4 and 5 combined.
 *only asked of Faculty/Academic Division Staff/Health System Staff.
 Arrows indicate significant differences at the 95% confidence level between Readers and Nonreaders

Assessing Net Promoter Score (NPS)

- NPS is an indicator of brand loyalty and ranges from -100 to 100.
- Respondents rated the likelihood that they would recommend UVA to a prospective student, using a 10-point scale where 1=not at all likely and 10=extremely likely, and 11=don't know.
 - Detractors=rating of 1-6
 - Passives=rating of 7, 8, or don't know
 - Promoters=rating of 9 or 10
 - $NPS = \% \text{ Promoters} - \% \text{ Detractors}$
- Positive scores indicate that there are more promoters than detractors, while negative scores indicate there are more detractors than promoters.

Corporate Examples:



Other AAUs have NPS scores in the range of -18 to 71 with an average NPS of 30.*



*Based upon 11 AAUs in SimpsonScarborough's Normative Database, including 3 private and 8 public institutions.
Note: 3 of these include NPS scores for a specific School within the larger university
Scores were collected across a variety of audiences, similar to those included in this research study.

UVA's Net Promoter Score is 55 among Readers, nearly double that of Nonreaders (28).

How likely are you to **RECOMMEND** the University of Virginia to a prospective student?

NPS=% Promoters - % Detractors

	Detractors	Passives	Promoters	NPS
Total Respondents	12%	24%	61%	49
Readers	10%	23%	65%	55
Nonreaders	19%	28%	47%	28
Other AAUs have NPS scores in the range of -18 to 71, with an average NPS of 30.*				

*Based upon 11 AAUs in SimpsonScarborough's Normative Database, including 3 private and 8 public institutions.
 Note: 3 of these include NPS scores for a specific School within the larger university
 Scores were collected across a variety of audiences, similar to those included in this research study.



Executive Summary

Based on this data, we can state:

- Pageviews have grown 325% since 2014
- That growth has been driven by organic search, owned social media and email programs
- Search and social media drive the most users, but our email newsletters drive the most traffic over time because regular readers return again and again.
- Readers are concentrated in Virginia, but span all states and some international.
- Top stories reflect a broad mix of scholarship, research, University initiatives, student life and athletics.



Executive Summary

- At least seven in ten respondents from key audiences included in the research are Readers of UVA News content.
- Readers of UVA News are more likely than Nonreaders to:
 - Agree with statements about UVA.
 - Have a special bond or connection with UVA.
 - Be very proud of UVA.
- UVA's Net Promoter Score is 55 among Readers, nearly double that of Nonreaders (28).



Executive Summary

Research Firm observation:

“Findings across a variety of measures indicate that Readers of UVA News hold more positive perceptions of UVA. In fact, when controlling for affinity, we find this to be true: Readers who feel a connection/bond with UVA are more positive on various measures of UVA than Nonreaders who feel a connection/bond; and Readers who do not feel a connection/bond with UVA are more positive on various measures of UVA than Nonreaders who do not feel a connection/bond.

UVA News appears to be positively impacting Readers’ perceptions of the school and UVA should continue to use UVA News to promote various aspects of the school and shape opinions.”

NEXT





UVA News: A look Ahead

Content Strategy in support of the University's Strategic Plan

Guided by the “Great and Good” plan’s strategic priorities and key initiatives, UVA Today staff are now responsible for **coverage areas that directly reflect the strategic plan components.**

As a result, we will tell more stories across our channels that elevate the UVA Strategic Plan. This “beat” realignment puts our staff in better position to produce valuable stories in general, and these changes are reflected in the UVA Today Editorial Plan for 2019.



UVA News: A look Ahead

University News will also go forward with a renewed focus on our distribution and promotion strategies. This means continued and focused efforts to grow our readership, including among groups such as alumni and parents, by paying careful attention to what content they read, and how they read it.

We also recognize that technology platforms are continually changing, and have invested in digital and creative approaches that both support the content plan and help ensure we are incorporating emerging best practice as an integrated part of our content process.