CONTENTS

Overview 3
Analytics 7
Content Consumption and Perception 15
Next 31
OVERVIEW

UVA CONTENT AND NEWS PLATFORMS

DAILY REPORT

One More Look at a Great Year for UVA Sports

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 inefficient.

UVA TODAY

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 2020.

Student Experience

6 Students Tell Their 2020 Summer Experience Abroad Stories

Research & Discovery

Research Team Looks to Join NRA Program to Track Climate Change Impact on Poro’s Trains

UVA THIS MONTH*

*Previously known as Illimitable

SOCIAL MEDIA

UVAThisMonth

(Foto illustration by Alejandro Angulo, University Communications. Photos by Dan Addison, University Communications)

FIRST, READ THIS

- They’re Here! The Class of 2023 arrives (well, we’re nearly done), and we celebrated with music and fun.

- See what our student-athletes have been up to.

- Nominations are now open for the University of Virginia’s 2022 Alumni Awards, presented by the Alumni Association.

- UVA Today is looking for people who want to contribute to the community. Contact us at community@virginia.edu.

- Check out the latest installment of our new “On Our Minds” series, “The Future of Private Equity: A Conversation with...”

- Could you be the next UVA Today Emerging Alum? Apply today at uva.edu/alumni/alumni-emergence.

- The latest episode of our podcast “On Our Minds” features...
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.
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 COMPPELLING CONTENT OF STRATEGIC VALUE TO THE UNIVERSITY THAT PEOPLE WANT TO CONSUME.
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
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.
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 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.
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)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Undergraduate Students</th>
<th>Graduate Students</th>
<th>Parents of Current Students</th>
<th>Alumni</th>
<th>Faculty</th>
<th>Academic Division Staff</th>
<th>Health System Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes (“Readers”)</td>
<td>23%</td>
<td>29%</td>
<td>27%</td>
<td>11%</td>
<td>24%</td>
<td>11%</td>
<td>15%</td>
<td>31%</td>
</tr>
<tr>
<td>No (“Nonreaders”)</td>
<td>77%</td>
<td>71%</td>
<td>73%</td>
<td>89%</td>
<td>76%</td>
<td>89%</td>
<td>85%</td>
<td>69%</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To keep up with what is happening at UVA</td>
<td>87%</td>
</tr>
<tr>
<td>To understand UVA initiatives and direction</td>
<td>51%</td>
</tr>
<tr>
<td>For news and promising scientific or academic research</td>
<td>46%</td>
</tr>
<tr>
<td>To hear accomplishments of UVA students and alumni</td>
<td>45%</td>
</tr>
<tr>
<td>To stay connected to the people and community at UVA</td>
<td>44%</td>
</tr>
<tr>
<td>To keep up with the achievements of UVA faculty and staff</td>
<td>44%</td>
</tr>
</tbody>
</table>
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)**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>UVA News Performance (% describes - rated 4/5)</th>
<th>General News Performance (% important - rated 4/5)</th>
<th>Spread</th>
</tr>
</thead>
<tbody>
<tr>
<td>Credible</td>
<td>86%</td>
<td>92%</td>
<td>6%</td>
</tr>
<tr>
<td>Informs me</td>
<td>83%</td>
<td>92%</td>
<td>9%</td>
</tr>
<tr>
<td>Appealing</td>
<td>71%</td>
<td>79%</td>
<td>8%</td>
</tr>
<tr>
<td>Entertaining</td>
<td>69%</td>
<td>71%</td>
<td>2%</td>
</tr>
<tr>
<td>Relevant</td>
<td>64%</td>
<td>82%</td>
<td>18%</td>
</tr>
</tbody>
</table>

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)

- UVA provides a top-quality education
- UVA conducts promising scientific and academic research
- UVA has a positive impact on the Commonwealth of Virginia
- UVA has a positive impact on society
- UVA provides world-class medical care to the region
- UVA prepares students to be successful leaders
- UVA alumni make positive contributions in the world
- UVA is a great place to work*
- UVA is welcoming to people from all backgrounds
- UVA is a good partner with the Charlottesville/Albemarle community

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?

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Respondents</td>
<td>82%</td>
<td>19%</td>
</tr>
<tr>
<td>Readers</td>
<td>85%</td>
<td>15%</td>
</tr>
<tr>
<td>Nonreaders</td>
<td>68%</td>
<td>32%</td>
</tr>
</tbody>
</table>

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)

<table>
<thead>
<tr>
<th>UVA DESCRIPTIONS</th>
<th>Nonreaders with a bond (%)</th>
<th>Readers with a bond (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA provides a top-quality education</td>
<td>74</td>
<td>86</td>
</tr>
<tr>
<td>UVA conducts promising scientific and academic research</td>
<td>73</td>
<td>83</td>
</tr>
<tr>
<td>UVA has a positive impact on the Commonwealth of Virginia</td>
<td>79</td>
<td>87</td>
</tr>
<tr>
<td>UVA has a positive impact on society</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>UVA provides world-class medical care to the region</td>
<td>86</td>
<td>91</td>
</tr>
<tr>
<td>UVA prepares students to be successful leaders</td>
<td>74</td>
<td>86</td>
</tr>
<tr>
<td>UVA alumni make positive contributions in the world</td>
<td>73</td>
<td>79</td>
</tr>
<tr>
<td>UVA is a great place to work*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UVA is welcoming to people from all backgrounds</td>
<td>65</td>
<td>71</td>
</tr>
<tr>
<td>UVA is a good partner with the Charlottesville/Albemarle community</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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)*

- UVA provides a top-quality education
- UVA conducts promising scientific and academic research
- UVA has a positive impact on the Commonwealth of Virginia
- UVA has a positive impact on society
- UVA provides world-class medical care to the region
- UVA prepares students to be successful leaders
- UVA alumni make positive contributions in the world
- UVA is a great place to work*
- UVA is welcoming to people from all backgrounds
- UVA is a good partner with the Charlottesville/Albemarle community

<table>
<thead>
<tr>
<th>Statement</th>
<th>Nonreaders without a bond</th>
<th>Readers without a bond</th>
</tr>
</thead>
<tbody>
<tr>
<td>UVA provides a top-quality education</td>
<td>62%</td>
<td>76%</td>
</tr>
<tr>
<td>UVA conducts promising scientific and academic research</td>
<td>60%</td>
<td>72%</td>
</tr>
<tr>
<td>UVA has a positive impact on the Commonwealth of Virginia</td>
<td>65%</td>
<td>72%</td>
</tr>
<tr>
<td>UVA has a positive impact on society</td>
<td></td>
<td></td>
</tr>
<tr>
<td>UVA provides world-class medical care to the region</td>
<td>39%</td>
<td>59%</td>
</tr>
<tr>
<td>UVA prepares students to be successful leaders</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>UVA alumni make positive contributions in the world</td>
<td>43%</td>
<td>55%</td>
</tr>
<tr>
<td>UVA is a great place to work*</td>
<td>46%</td>
<td>57%</td>
</tr>
<tr>
<td>UVA is welcoming to people from all backgrounds</td>
<td>54%</td>
<td>66%</td>
</tr>
<tr>
<td>UVA is a good partner with the Charlottesville/Albemarle community</td>
<td>46%</td>
<td>46%</td>
</tr>
</tbody>
</table>

* only asked of Faculty/Academic Division Staff/Health System Staff.

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

Scale: 1= strongly disagree, 5=strongly agree, and 6=don’t know; Only shows 4 and 5 combined.
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
  - Promotors=rating of 9 or 10
  - NPS=% Promoters - % Detractors
- Positive scores indicate that there are more promoters than detractors, while negative scores indicate there are more detractors than promoters.

Corporate Examples:

- Apple: 72
- 43

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?

\[ \text{NPS} = \% \text{ Promoters} - \% \text{ Detractors} \]

<table>
<thead>
<tr>
<th></th>
<th>Detractors</th>
<th>Passives</th>
<th>Promoters</th>
<th>NPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Respondents</td>
<td>12%</td>
<td>24%</td>
<td>61%</td>
<td>49</td>
</tr>
<tr>
<td>Readers</td>
<td>10%</td>
<td>23%</td>
<td>65%</td>
<td>55</td>
</tr>
<tr>
<td>Nonreaders</td>
<td>19%</td>
<td>28%</td>
<td>47%</td>
<td>28</td>
</tr>
</tbody>
</table>

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.”
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.
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.