



RESULT R9.3

CIVIS Newsletters

CIVIS – a European Civic University

Erasmus+: European Universities

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CIVIS Newsletter

The CIVIS Newsletter (civis.eu) was designed to make CIVIS activities, including calls for projects, widely known to the communities of all partners. It has been used as a tool to strengthen the sense of belonging to CIVIS, by highlighting initiatives or projects conducted locally in the universities of the Alliance and encouraging their sharing or the emergence of new initiatives.

Initially, twelve newsletters were thought to be published over the project duration (once every quarter months), but it soon became apparent that “special” editions would be necessary when the need arose (promotion of a large-scale CIVIS event, e.g. the Global CIVIS Days, or when an initially unforeseen milestone was reached, e.g. the integration of the University of Glasgow as associate partner).

The CIVIS Online Newsletter was launched in May 2020 (M6), as foreseen in the original call of the project and is coordinated by the Communication Officer, in collaboration with the WP9 Dissemination and Sustainability leaders, and the TF Communication coordinator and the TF Communication members.

Currently, two types of newsletters exist: (1) CIVIS Info: Informs, internally and weekly, on all project management and project development aspects: call for proposal, meeting invites, networking opportunities, etc, and (2) CIVIS newsletters: Showcases, on a quarterly-basis, CIVIS activities, outcomes and results.

It is important to note that WP9 only manages the CIVIS Newsletter (WP9 deliverable 9.3) and that the CIVIS info is coordinated by WP2, and will thus not be covered in the present report.

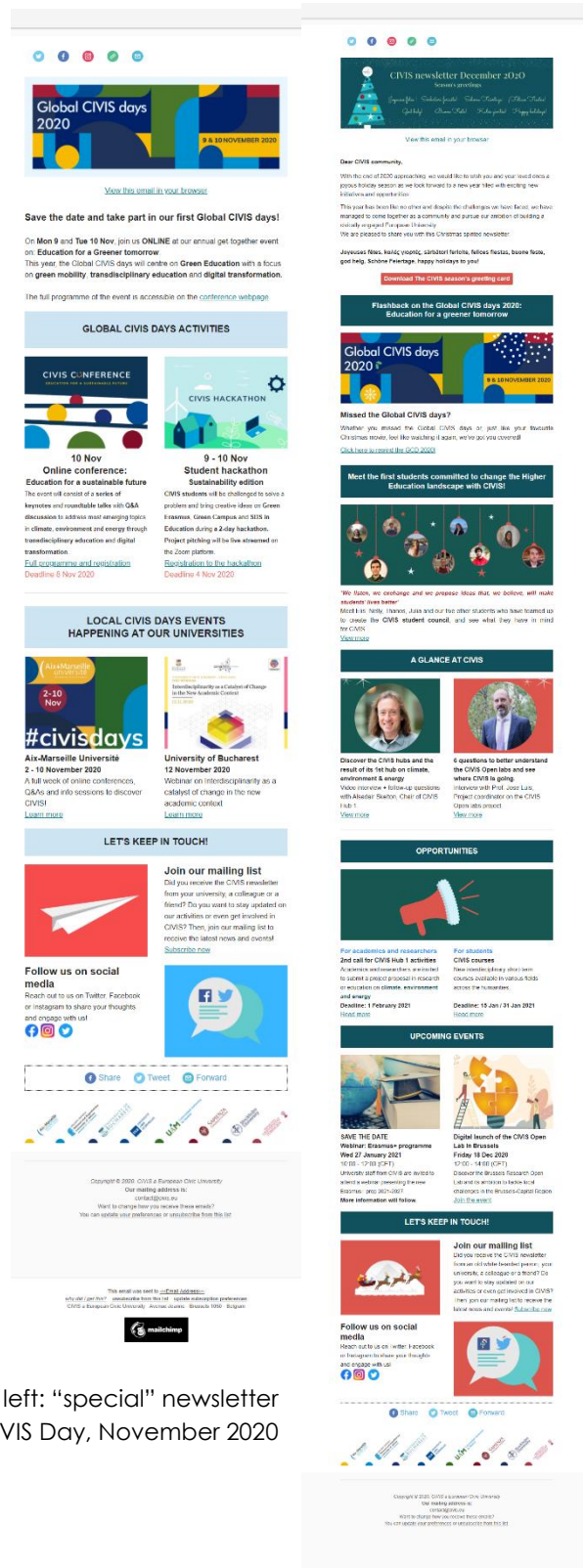


Figure 1.1 CIVIS Newsletter (right: regular newsletter, December 2020; left: “special” newsletter promoting the Global CIVIS Day, November 2020)

CIVIS Newsletter structure


CIVIS Newsletter is composed of several sections:

- **Key content:** an item that is of utmost importance and relevance – for promotional or informative purposes (e.g. a motion design video presenting the Alliance or a statement from the Chancellor of the University of Glasgow upon joining CIVIS as associate partner)
- **A glance at CIVIS:** listing of the most urgent or compelling news
- **Opportunities:** summary of all calls for proposals, of interest or other that require internal action (i.e. share it through one Member University's channels or notify relevant people)
- **Events:** listing of the upcoming events (webinars, conference, etc.)
- **Lets keep in touch:** gentle reminder to join the CIVIS community on its various social media platforms.

Through this means, the newsletter aims to create a feeling of belonging within the CIVIS community by sharing the relevant information amongst academics and researchers, administrative staff, students as well as any other external stakeholders or citizens interested in the CIVIS Alliance and by updating them on the progress of the Alliance.

CIVIS Newsletter subscription

Anyone interested in the CIVIS Alliance may subscribe to the newsletter through this link: <https://civis.eu/en/newsletter>.



Subscribe to our newsletter to receive the latest news on CIVIS.

Email address *

First name * Last name *

Country * Organisation / Institution *

Are you:

a student
 a University staff
 a representative from a European institution
 Business
 Media
 Other, please specify

Which CIVIS focus areas are you interested in:

Climate, environment and green energy
 Health
 Cities, territories and mobilities
 Digital and technological transformation
 Society, culture and heritage

I agree to the Privacy policy *

* Required fields

SUBSCRIBE

Figure 1.2 CIVIS Newsletter subscription's page

The subscription form evolved throughout the 18 months-lifespan of the project. Indeed, it initially comprised scarce requirements: First/last names and e-mail addresses. This did not allow for robust segmentation and targeting, and failed to provide WP9 with sufficient data to improve its emailing strategy. Bearing the need for a more tailored and versatile approach to the newsletter strategy, the current subscription form includes additional, albeit not always required, variables that allow newly-registered visitors to refer their interests (Hub themes), their organisation, their occupation, and their country.

With this newly-updated form (launched in autumn 2020), WP9 will be able to explore a much wider array of strategic updates, in line with the target-oriented approach adopted on the website. This will ensure a more coherent overall strategy for CIVIS.

To ensure our compliance with the GDPR, all newsletters are only be sent to registered subscribers (which will include each member university's authorities, communications department, and international relations department) and the subscription form, as well as the SAAS (Software as a Service used) enable double opt-in. Each member University will then be at liberty to forward the newsletter to their registered audiences according to their internal mailing strategies.

To increase CIVIS's newsletter subscribers list, each member university is strongly encouraged to add, as and when they see fit, a newsletter registration call-to-action in their own mailing campaigns.

CIVIS Newsletter key statistics

Table 1.1 CIVIS Newsletter statistics (from May 2020 – to March 2021)

Indicator	Results
N° of subscribers	3.201
Opening rate	35.6% on average
CTR (click-through rate)	11.3% on average
Unsubscribe rate	0.33%

Source of data: MailChimp and Sendinblue

Overall, we are satisfied by the statistical performance of the different emailing campaigns we have launched. We note a steady growth of subscribers, as well as a very low unsubscribe rate (albeit slightly above current benchmarks, i.e. 0.21%)¹, which indicates that the content put forward caters to our community's needs and expectations. This also shows that collective efforts to promote the CIVIS Newsletter is fruitful. Opening rate (35.6%) and CTR (11.2%) are both superior to the Education section benchmark²: 23% and 2.9%, respectively.

¹ Source : “Comparaisons et statistiques de marketing par e-mail par secteur », <https://mailchimp.com/fr/resources/email-marketing-benchmarks/>, accessed May 2021

² Id.

Moving forward

Efforts will be made to widen the number of receivers of the newsletter; not only to the communities of the member universities but beyond. The objective is to actively involve more people into the Alliance but also to ensure the interactions between the people involved in CIVIS.

WP9 is currently laying out an updated email strategy, in line with its ongoing efforts to better meet our subscribers' needs and further our dissemination efforts. As such, we are contemplating the creation of an additional newsletter that positively complements the two existing ones:

Newsletter	Targets	Objectives
CIVIS Info	Internal community of people working on CIVIS	Informs, internally and weekly, on all project management and project development aspects: call for proposal, meeting invites, networking opportunities, etc.
CIVIS newsletters	External target audiences	Showcases, on a quarterly-basis, CIVIS activities, outcomes and results.
CIVIS Highlights	Internal community of people working on CIVIS	Populates, every month, tangible, shareable and exploitable activities, outcomes and results to all parties directly involved in CIVIS

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Table 1.2 CIVIS Newsletter statistics (from May 2020 – to September 2022)

Indicator	Results
N° of subscribers	4502
Opening rate	31.5% on average
CTR (click-through rate)	10.29% on average
Unsubscribe rate	0.17%

Source of data: MailChimp and Sendinblue