CIVIS A European Civic University

RESULT R9.1

CIVIS Public Website

CIVIS – a European Civic University

Erasmus+: European Universities

612648-EPP-1-2019-1-FR-EPPKA2-EUR-UNIV

CIVIS Public Website

The CIVIS website (civis.eu) has been designed with the aim to provide up-to-date general information about: the objectives; the on-going, past and future activities; and the results of CIVIS. It is therefore used as a main dissemination as well as communication tool and serves as a gateway to diffuse and showcase CIVIS activities to both internal and external communities and is the public image of the CIVIS initiative.

Figure 1.1 CIVIS Website landing page
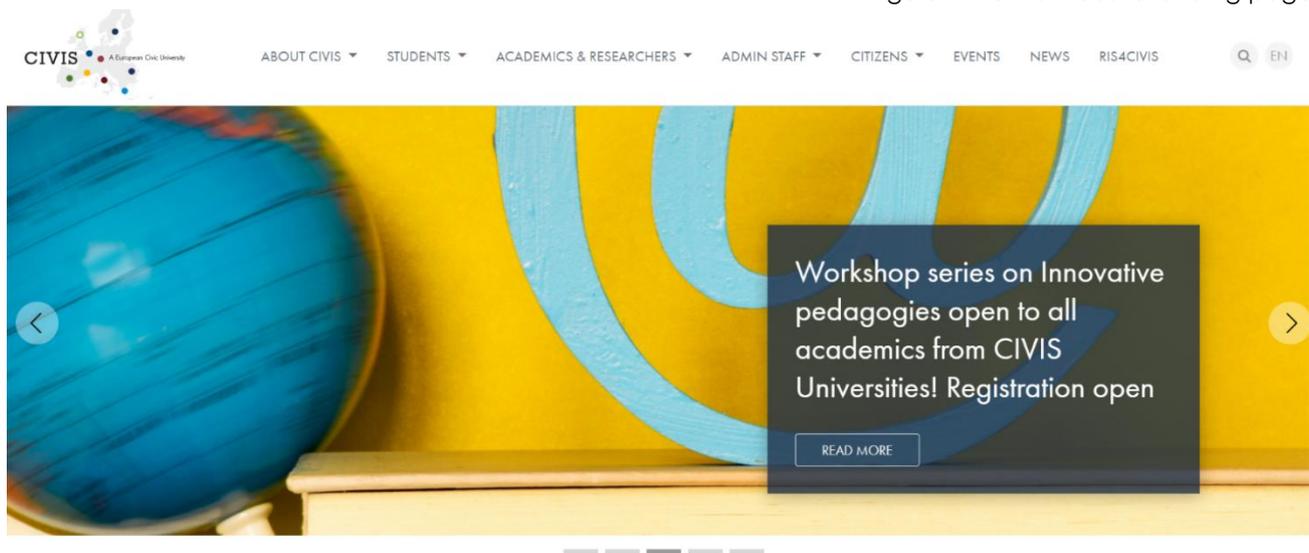
The website was launched in September 2019 and is maintained by an external service provider, Typi Design. Hence, while the CIVIS Communication Officer holds administrative rights to the website, they do not have a fully-fledged access, which means they can update the content, but cannot modify the technical aspects of the website (CSS, HTML, etc).

CIVIS Communication Officer

In order to ensure the timely and effective development and implementation of CIVIS Dissemination and Communication Plan *(see Result R9.4)* as well as the related tools, channels and activities, the project budget foresees the recruitment of a fulltime Communication Officer.

The main tasks and responsibilities of CIVIS Communication Officer include:

- Supporting the WP9 project leader;
- Contributing to the development of the CIVIS strategic communication plan;
- Managing all CIVIS communication channels: website, newsletter, internal newsfeed, social media channels;
- Coordinating of all CIVIS activities including the CIVIS Days in collaboration with the WP9 members:
- Developing and creating engaging content across all platforms;
- Managing the WP9 communications budget.

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Through an open call for applications and following group interviews with participation of representatives of the ULB, AMU and UAM, the selected candidate signed an employment contract on [October 2019] with the ULB, leader of the Work Package 9 Sustainability and Dissemination. The CIVIS Communication Officer is based at the ULB in Brussels, Belgium, and in principle conducts their daily duties at the CIVIS representation office in Brussels *(see Result R9.7)*. However, following the COVID-19 outbreak the CIVIS Communication Officer has been subject to the obligation for ULB personnel to favour teleworking.

CIVIS Website structure

The website structure is testament to the rapid evolution and deployment of the CIVIS activities: while it first focused on a general presentation of the Alliance and on its expected results, it soon appeared (M6, March 2020 onwards) necessary to change its structure. Consequently, and in compliance with WP9's efforts to best serve the project's needs and evolution, and to streamline information access for all key target audiences (students, academics and researchers, administrative staff, and citizens), we opted for a target-oriented structure through which each target group find all the information about CIVIS's added-value and vision for them, as well as tailored content (calls, workshops, courses, etc.).

In March 2021, several changes were also implemented, in line with the aforementioned vision, : the addition of a "PhD category" (under academics and researchers) and a "resource page" where all public deliverables, project results and outputs are easily accessible and downloadable.

Figure 1.2 CIVIS Website structure

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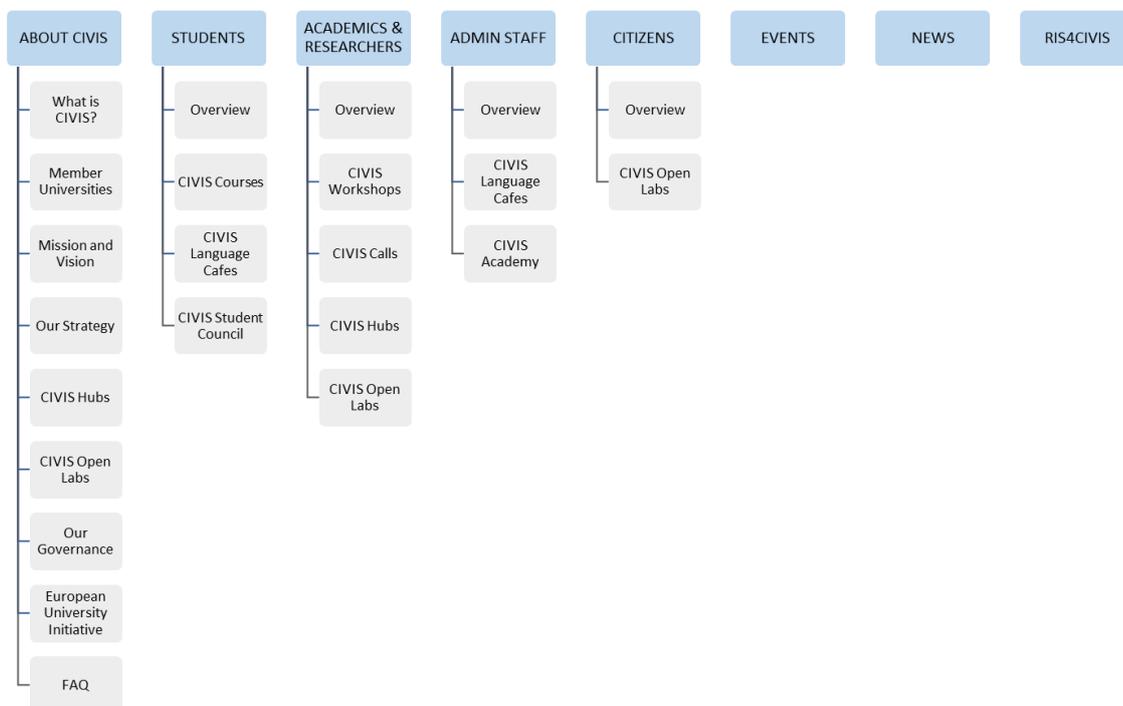
The Event section was added at a later stage (January-February 2021) in response to the ever-growing amount of activities and events CIVIS organises. This events hub section is designed for maximal ease of use and positive user experience with the addition of filters, in line once again with the overall revamping of the website. Filters include: audience targeted (all, CIVIS students, CIVIS academics and researchers, CIVIS administrative staff, CIVIS PhD candidates, all students, all academics and researchers, all administrative staff, businesses), format of the event (on-site, hybrid or online), dates and months of the events, language of the event, and the organiser (CIVIS, RIS4CIVIS, all member universities, and external organiser). Such a broad range of filters allows for a tailored user experience and for the promotion of a wider array of relevant activities and event that may not technically be CIVIS-labelled, but are still either considered 'CIVIS-like' or simply of particular interest for our internal and external communities.

Each event has its own dedicated landing page where all relevant information are thoughtfully displayed within a common framework (that is all news have the same sections and items for coherence and cohesion purposes). Call-to-actions have also been added on these webpages for immediate registration, information query and conversion (if applicable).

Figure 1.3 CIVIS Events-page

The News section populates all CIVIS-related information, updates, outputs and results that are of public and general interest (for our internal and external communities): launch of a new project (e.g. RIS4CIVIS or CIVIS3i), launch of a CIVIS Hub or of an Open Lab; publication of a new call for project or results of a call for project, interview with key stakeholders (e.g. Incumbent presidents of the Alliance about their vision for their six-month presidency, or as its assessment) or about key deliverables and milestones (e.g. the handbook on innovative pedagogies). All news are promoted on social media and most relevant/urgent ones are shared in CIVIS's external newsletter.

Figure 1.4 CIVIS News-page

Selected CIVIS E-BELONG project to tackle social and emotional dimension of online learning

22 February 2021

CIVIS publishes a handbook on innovative pedagogies: ways into the process of learning transformation

18 February 2021

The CIVIS3i postdoctoral fellowship programme selected under MSCA-H2020

11 February 2021

Our language cafés are back! Sign up now and improve your language skills with native speakers

2 February 2021

As the CIVIS website has been designed to provide up-to-date general information about CIVIS, its objectives, its ongoing, past and future activities, and its results, it is natural a dedicated space be implemented for RIS4CIVIS. RIS4CIVIS (Research and Innovation Strategy for CIVIS) is a 3-year project awarded with a 2 million euros budget by the European Commission under the Horizon 2020 "Science with and for Society" programme. The project will enable the CIVIS Alliance and other European universities to pave the way and pool out their expertise to address the 21st-century challenges through world-class R&I.

As such, a landing page for RIS4CIVIS was created in the CIVIS website, and the page will evolve as the project unfolds whilst complying with the original scope of the website. This dedicated space will be used to provide general information about RIS4CIVIS as well as more tailored information and resources for RIS4CIVIS core audiences. RIS4CIVIS is highlighted on the homepage and researchers-pages with strategically placed shortcuts and a "tag" on the "News" and "Event" sections has been created for immediate identification of all RIS4CIVIS content.

Careful consideration is paid to the proper acknowledgment of RIS4CIVIS funding source (Horizon 2020).
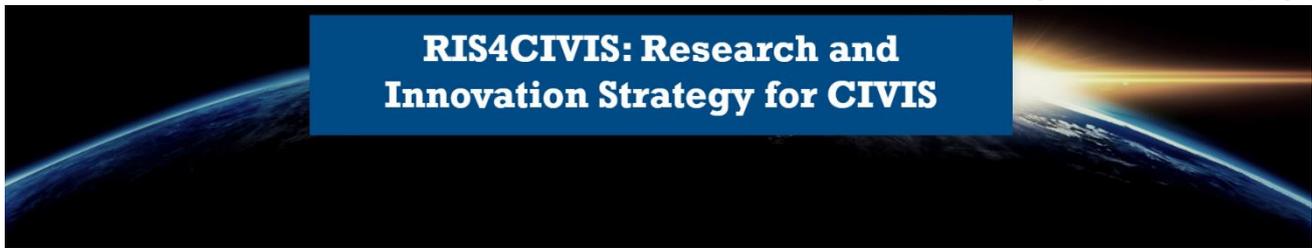
Strengthening the CIVIS European University in Research and Innovation

The project "RIS4CIVIS" will support the Research and Innovation dimension of the CIVIS European University in line with its shared, integrated, long-term strategy and in synergy with its education dimension. The 3-year project was awarded a 2 million euros budget by the European Commission under the Horizon 2020 "Science with and for Society" programme.

RIS4CIVIS will enable the CIVIS Alliance and other European universities to pave the way and pool out their expertise to address the 21st-century challenges through world-class R&I.

CIVIS Website Key statistics

Note: the overall statistic performance of the website is somewhat skewed as the time range covered in the table below comprises periods of low activity (October 2019 - March 2020), as little to no content was produced. Surges of traffic, interest and user retention showed most noticeably in November 2020 (around the Global CIVIS Days), May 2020 (various launches and activities), and February-March 2021 (with the promotion of several CIVIS short-term courses).

In early 2021 there was a notable surge in direct traffic to the CIVIS website, indicating successful dissemination efforts among CIVIS member universities. Some work is foreseen to improve traffic to the website originating from the CIVIS Newsletter. Traffic originating from social media remained stable. A 10% traffic share is considered satisfactory since following CIVIS on social media does not necessarily mean that algorithms will show all CIVIS content on the newsfeed of our followers. However, there is need for continued dissemination of all CIVIS content benefiting from the support of CIVIS member universities, in order to broaden our reach and to improve awareness of CIVIS among our stakeholders.

Content websites have average bounce rates between 40-60% (2020 benchmark). We believe that the new target-oriented design of the CIVIS website will help retain visitors and better meet their needs, increasing thus the average time spent on our website. We are also happy to note that all CIVIS member countries are among the top locations and that the most visited webpages are linked to CIVIS activities and initiatives.

Table 1.1 CIVIS Website statistics (1st Oct 2019 – 31st March 2021)

Indicator	Results
N° of website users	70.380 (17% returning and 83% new users)
N. of references to CIVIS website on Google	1.250.000 (Term looked for "CIVIS - a European CIVIC university" on Google)
Traffic data to CIVIS website	(1) Direct: 37,3% (26.162 users, returning included) (2) Referral: 25.7% (19.736 users, returning included) (3) Organic search: 25.3 % (19.460 users, returning included) (4) Social media: 11.3% (8.333 users, returning included) (5) Email: 0.3% (336 users, returning included)
General on-site behaviour	(1) Most visited pages (after the homepage): who is CIVIS, CIVIS universities, CIVIS courses, CIVIS News, call for researchers MSCIF 2020(2) Bounce rate: 57,28% (51.88% for the returning visitors) (3) Average time spent on the website: 1min 20sec (1min38sec for the returning visitors) (4) Nb of pages per session: 2.7 (5) Top countries: Italy, Greece, Spain, France, Belgium, Romania, Germany, Sweden and the United Kingdom (6) Top websites sources: Facebook, La Sapienza Website, UAM Website, AMU Website, Stockholm University Website and University of Bucharest website (7) Core sociodemographic data: 18-24yo (21,8%), 25-34yo(26.42%), 35-54yo(15,7%), 55-65+ (>10%)

Source of data: Google Analytics