

# UVM Summer Classes Fill Quickly, Register Soon!

"UVM Summer University " <learn@uvm.edu> CESS Students\_2016\_02\_12  
Sent to 681 recipients on Mar 31, 2016 10:15 am



**—** this mailing  
**—** community avg

Opens

**45%**

305 opens

Clicks

**6%**

19 unique clicks

Delivery

**100%**

681 delivered

0 bounced

Opt-outs

**0**

0% of recipients

Shares

**0**

## OPENS BY DEVICE

**68.6%** Desktop

**31.4%** Mobile

## OPENS BY CLIENT

**0%** AOL

**13.9%** AppleMail

**2.5%** Gmail

**1.4%** Outlook

**0%** Outlook.com

**0%** Yahoo! Mail

**82.3%** Unknown

## CLICK ANALYSIS

The email content features a header with the title "Making a Difference" and a sub-header "Promoting the Vermont College of Education and Social Services (CESS)". The main image shows a young woman in a blue shirt and glasses, smiling and looking down. Below the image, the text reads: "UVM SUMMER REGISTRATION IS NOW OPEN, AND TUITION IS DISCOUNTED BY 30%". The body of the email includes a "Dear Students:" salutation, a paragraph about the variety of courses offered by CESS, and a list of course areas: American Sign Language, Government, Communication, Statistics, Higher Education, Human Services, Leadership, Middle Childhood Education, and Professional Studies. The email concludes with contact information for the Registrar and a footer with the University of Vermont logo and "UVM SUMMER UNIVERSITY".