FY23 Goals and tactics

1. Strengthen the CLAS narrative
   • News and storytelling
   • Internal communications
   • Community building

2. Market CLAS programs
   • Recruitment marketing
   • Positioning and messaging
   • Marketing content and campaigns
   • Performing arts focus

3. Upgrade our web presence
   • Website platform migration
   • Campus collaboration
   • Governance and strategy

4. Build capacity for goals 1-3
   • Growing the CLAS team
   • Adding tools and skills
   • Creating resources and templates
Telling the CLAS story
CLAS Content

Our content strategy tells the story of the College of Liberal Arts and Sciences and works to raise awareness and understanding of the college while promoting its people and programs to audiences on and off campus. Over the last year, we set monthly and quarterly goals to increase content production and saw a commensurate increase in viewership, which was greatly aided by the proactive distribution methods described on the next page. These metrics reflect the ebb and flow of activity during the academic year and helped us establish new baselines for assessing future efforts.

News and stories

Clas.uiowa.edu/news pageviews

Top 10 CLAS articles

1. Journalism graduate makes history presiding over US House
2. Translation program receives $1 million grant to form national resource center
3. School of Music inspires young musicians during summer camps
4. Hawkeye football player shares hearing loss story at UI Speaks youth camp
5. New artwork reveals brain activity
6. Longtime CLAS employee celebrates 55 years at UI
7. CLAS alum brightens Iowa City with light installation
8. CLAS graduate students invited to apply for assistantships
9. CLAS teaching receives high marks on Instagram
10. Dance Gala returns with themes of mental health, inclusivity
Sharing the CLAS story

A key part of our communication strategy is consistently sharing relevant content with campus partners, including the Office of Strategic Communication and the UI Center for Advancement, who then use it as part of their efforts to engage audiences on campus and beyond. We track those as 'story placements.' This gives CLAS stories greater reach than publishing or sharing on CLAS channels alone.

### CLAS social media

**Social media posts**

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
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<td>108</td>
<td>154</td>
<td>136</td>
<td>124</td>
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**Engagements (likes, comment, shares)**

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<tr>
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<td>2,866</td>
<td>12,021</td>
<td>8,791</td>
<td>7,543</td>
<td>4,614</td>
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**Social media followers**

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<tr>
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<th>Jul</th>
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<th>Nov</th>
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<td>7,739</td>
<td>7,810</td>
<td>8,885</td>
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</table>

### Campus partner channels

- **IowaNow email for faculty and staff (OSC)**
- **@UIowa social media (OSC)**
- **Iowa Magazine for Alumni and Friends (UICA)**
Internal communication
Faculty and staff newsletter

In July 2022 we re-established a collegiate newsletter, sent monthly to all faculty and staff, to increase communication and understanding within the college. The CLAS newsletter includes profiles, updates, faculty accomplishments, staff news, and events, and saw consistent engagement over the course of the year as measured by open rate (how many recipients open the message) and click rate (how many recipients click on links within the message).
Research Resource newsletter

The Research Resource newsletter is sent on behalf of Associate Dean for Research Joshua Weiner during the academic year to the college and campus partners to support and promote CLAS Research and foster our culture of discovery and creativity. This past academic year CLAS re-vamped the newsletter from a digital flip-style publication to an email newsletter for improved accessibility and saw steadily improving engagement.

Top links:

- **Upcoming grant and fellowship deadlines**
- **Recent grant awards**
- **Research success stories and profiles**
  - **Example**: CLAS Research builds on strengths
  - **Example**: Meet the Artist: Rachel Cox
CLAS Business Updates

- In 2022-2023 an internal communications committee evaluated the DEO Mailing, a weekly email sent out by the dean’s office providing important deadlines and reminders to departments.

- The newsletter was renamed the CLAS Business Updates and reformatted for faster assembly and improved readability.

- The send list was expanded from only DEOs and Administrators to all CLAS faculty and staff to improve awareness and understanding across the college of important information, issues, and activities.
Building Community
CLAS Welcome Party- Aug. 19th

The CLAS Welcome Party was part of OnIowa! week, when the university welcomes first-year and transfer students to campus before classes begin. Featuring live music, giveaways, refreshments, and appearances from the CLAS deans and Herky the Hawk, this afternoon event on the Pentacrest lawn was attended by an estimated 750 incoming CLAS students.
Faculty honors ceremony- Oct. 17th

To promote CLAS scholarship and teaching, the college held a fall faculty meeting ceremony and reception to recognize recipients of various university and CLAS honors and promoted a relaunched faculty honors website.
New Year message

Dean Sanders’ annual winter greeting shared with CLAS faculty, staff, students, donors, and campus leaders was another short stop-motion animation featuring ‘Hope the Snowhawk’ produced by CLAS creative media manager Jill Tobin. This year’s message celebrated the return of a sense of normalcy and optimism pervading the college and campus after the COVID-19 pandemic.

- Email open rate 47.5%
- 843 views
- View-through rate 86%
2022-2023 was DEI Director Liz Mendez-Shannon’s first year in CLAS, and the year’s report was a combination of numbers and narrative about representation and DEI issues in CLAS, delivered for the first time as a more accessible e-newsletter rather than a digital PDF as in the past.

**Reporting period: January 16-27**

- **Open rates:**
  - 56% CLAS
  - 72% UI leaders and campus partners
- **1,068 pageviews**
- **Top links:**
  - Welcome message
  - CLAS diversity numbers
  - DEI initiatives in CLAS
  - Committee roundtable
One Day for Iowa- March 29th

This year was the college's first concerted push during the UI's annual day of giving. While many CLAS departments and programs enjoy strong relationships with their alumni, the college has historically had lower engagement than other UI colleges due to its size and complexity; however, this effort showed there is support and affinity for CLAS that we can build on.

- **Goal:** Support the CLAS Excellence and Innovation fund and increase alumni engagement in CLAS

- **Tactics:**
  - Leadership gift match ($2,400)
  - Targeted emails (CLAS advisory council, CLAS alumni and donors, CLAS faculty and staff)
  - News article
  - Social media promotion

- **Results:** $11,585 raised (45 gifts)

| SLT match | $2,400 | CLAS gifts | $9,185 |

Total raised across all CLAS departments: $334,898 (1,397 gifts)
Hawkeye Caucus Day at the Capitol- April 26th

Hawkeye Caucus is the annual day of legislative advocacy at the Iowa capitol, where UI programs paint the capitol rotunda black and gold while promoting the impact that UI programs have across the state.

• Featured CLAS programs:
  – Communication Sciences and Disorders
  – Political Science

• Recap story
CLAS Graduate Assistantships

Led by Associate Dean for Graduate Education and Outreach and Engagement Christine Getz, 2023 was the second year of a five-year pilot project providing CLAS doctoral students unique opportunities to gain varied experience in outreach, engagement, and writing that will benefit career preparation.

• Promotional tactics:
  - Email
  - Organic and paid social media
  - Campus partner promotion
• Results: 24 applications (+12 from 2022)

College of Liberal Arts and Sciences
Commencement (Dec. and May)

In 2022-2023 CLAS invested in an improved commencement experience for our students, families, and participants by streamlining the program, selecting faculty to participate, celebrating student speakers and performers, and increasing volunteer participation and appreciation efforts.

• Student speakers feature
• Student singers feature
• Honorary doctorates feature
• Commencement recap
New Staff Orientation & Staff Recognition Celebration

CLAS Marketing and Communications supported two events focused on staff development. In April, CLAS Human Resources held a pilot orientation program for new employees to familiarize them with the college, meet the dean and other staff, and get off to a good start. Later in June, a CLAS committee organized the annual staff recognition program where Associate Dean for the Arts and Humanities Roland Racevskis thanked collegiate staff for their essential service and recognized award winners in the areas of leadership, longevity, professional development, staff excellence, and DEI.
Marketing CLAS programs
CLAS recruitment marketing

Our team partnered closely with the CLAS Admissions team to create and update recruitment marketing materials promoting and explaining the many academic offerings within CLAS, as well as new materials to promote the college and its areas of study at fall student recruitment events.
Marketing strategies

CLAS Marketing and Communications and CLAS Admissions collaborated with the following departments and programs on marketing strategy and messaging work during 2022-2023:

- Communication Sciences and Disorders
- Communication Studies
- Computer Science
- Dance
- English (example)
- Enterprise Leadership
- Health and Human Physiology (example)
- Iowa Sciences Academy
- Journalism and Mass Communication
- Magid Center for Writing
- Music
- Psychological and Brain Sciences (example)
- Political Science
- Sociology and Criminology (example)
- Social Work
- Sport and Recreation Management
- Theatre Arts (example)
Marketing photography

CLAS Marketing and Communications produced photography to support student recruitment for the following programs in 2022-2023:

- Art and Art History
- Biology
- Communication Sciences and Disorders
- Communication Studies
- Computer Science
- Dance
- English
- Magid Center for Writing
- Music
- Physics and Astronomy
- Psychological and Brain Sciences
- Political Science
- Religious Studies
- Sociology and Criminology
- Theatre Arts
Marketing videos

CLAS Marketing and Communications partnered with CLAS Admissions and several external creative vendors to create recruitment marketing videos for the following programs in 2022-2023. The videos are designed to convey the student experience and help prospective audiences learn about CLAS majors.

- Communication Studies
  - Program overview
- Computer Science
  - Program overview
- Communication Sciences and Disorders
  - Program overview
  - Grad student profile
- Sociology and Criminology
  - Student profile
  - Student profile
  - Student profile
  - Program overview
- English
  - Student profile
  - Student profile
  - Student profile
- Psychological and Brain Sciences
  - Neuroscience major
- Political Science
  - Student profile
  - Student profile
  - Student profile
  - Student profile
Marketing campaigns

CLAS Marketing and Communications worked with an external marketing agency and several CLAS programs to plan and execute digital marketing for several professional graduate degree and nondegree programs.

• School of Social Work- Sioux City MSW (Dec. 2022- Feb 2023)
• MA Strategic Communication (ongoing)
• Iowa Summer Writing Festival (June-July 2023)
Performing arts focus
Strengthening the performing arts at Iowa

• Collaborative model: CLAS and Office of Provost
  – Hancher Auditorium
  – School of Music
  – Department of Dance
  – Department of Theatre Arts
  – Performing Arts Production Unit

• Events marketing, communications, recruitment, and internal communications
Performing arts social media

After losing two full-time marketing staff in the previous academic year, 2022-2023 was a year of rebuilding and learning for the performing arts departments. By restoring capacity and pursuing new modes of collaboration, the marketing team has increased promotion of dance, music, and theatre events and programs and will build on these efforts in 2023-2024.

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**Posts**

<table>
<thead>
<tr>
<th>Month</th>
<th>Posts</th>
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<td>Nov</td>
<td>144</td>
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<tr>
<td>Dec</td>
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**Impressions**

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<td>Dec</td>
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<td>Jan</td>
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<td>Mar</td>
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<td>May</td>
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**Engagements**

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<td>Feb</td>
<td>12,415</td>
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<td>Mar</td>
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<tr>
<td>May</td>
<td>13,127</td>
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<tr>
<td>June</td>
<td>13,878</td>
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**Followers**

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<tr>
<th>Month</th>
<th>Followers*</th>
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<tbody>
<tr>
<td>Oct</td>
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<td>13,127</td>
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<tr>
<td>May</td>
<td>13,878</td>
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*closed Twitter accounts in January
Events marketing

- 5 Theatre mainstages
  - Avg. 67% sold
  - 1st Mabie Theatre sellout since pre-pandemic

- 2 ticketed Dance concerts
  - First Dance Gala on Hancher stage since 2019

- Major Music events
  - 2 opera events
  - Band Extravaganza
  - Israeli Music Festival

- 15 New Play Festival events
  - Avg. 67% sold
Building the performing arts brand
Upgrading our web presence
Upgrading our web presence

Capacity
• Shifted web responsibility from IT to Marketing
• Departures: Mark Bennett (web development), Austin Montelius (design)
• Hires: Maggie Blaisdell (web strategy), Brynne Schweigel (content strategy)

Site launches
• Iowa Young Writers’ Studio
• Communication Studies
• Sociology and Criminology
• English
• Political Science
• Summer Writing Festival
• Performing Arts at Iowa
Building capacity
The CLAS Marketing and Communications team

July 2023

Ben Hill, Senior Director Marketing and Communications
Katie Linder, Associate Director Collegiate Communications
Maggie Blaisdell, Director, Web Strategy
Brynne Schweigel, Web Content Strategist
Jill Tobin, Creative Media Manager

Jen Knights, Communications Manager
Kayla Schindler, Events Marketing Manager
Mike Cranston, Web Services Specialist
(Open) Communications Specialist
Templates and resources

To improve support for communication and marketing work in departments and programs, the CLAS team developed branded design templates and other resources using easy-to-use platforms like PowerPoint, Word and Canva, and we will continue to add more of these resources in the coming year.

https://clas.uiowa.edu/external-relations/marketing-and-communications-toolkit
2023-2024 focus

• Strengthening the CLAS narrative
  – Supporting student communications
  – Assessing alumni relations

• Strategic support for priority programs
  – CLAS recruitment
  – Performing Arts at Iowa, year 2
  – Marketing investments: strategy, messaging, photography, video

• Essential support for all CLAS programs
  – DIY templates, resources, how-to info

• Web strategy
  – Complete CMS upgrade to Drupal 9
  – Introduce strategy (content, metrics, tracking)
  – Enabling department and program users
How we define success

• More than metrics
• Supporting changes in CLAS
• Enabling growth for our departments and programs
• Supporting the success of our students, faculty, and staff
• CLAS leads
Questions or feedback

→ benjamin-hill-1@uiowa

Send story ideas, help requests or general inquiries to: CLAS-marcom@uiowa.edu