Monthly update
For April 2024
# Telling the CLAS story

<table>
<thead>
<tr>
<th>Output (news and stories)</th>
<th>Traffic</th>
<th>Faculty and Staff Newsletter</th>
<th>CLAS social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>13 articles (+85%YOY)</td>
<td>~/news 4,851 pageviews (+10%YOY)</td>
<td><a href="#">Link to HTML version</a></td>
<td>152 posts (+11%YOY)</td>
</tr>
<tr>
<td>2 UI placements (-71%YOY)</td>
<td>Top stories by traffic published this month:</td>
<td>52% open rate (+8%YOY)</td>
<td>17,658 engagements (+99%YOY)</td>
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<td><a href="#">Grab some eclipse glasses and take part in this solar phenomenon on the Pentacrest on April 8</a></td>
<td>42% click rate (+68%YOY)</td>
<td>11,333 social followers (+40%YOY)</td>
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<td><a href="#">CLAS announces 2024 faculty promotion and tenure awards</a></td>
<td>Top links:</td>
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<td><a href="#">Mindset matters: Strategies to boost motivation in crunch time</a></td>
<td><a href="#">CLAS announces 2024 faculty promotion and tenure awards</a></td>
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<td><a href="#">Employee updates</a></td>
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<td><a href="#">CLAS Staff Celebration</a></td>
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# Marketing CLAS programs

## CLAS recruitment marketing
- HHP Health Promotion major video
- Enterprise Leadership major video
- Enrollment Management 4/9/24 Lunch and Learn for DEOs on competition analysis and program positioning

## Strategic collaborations
- Dance—value proposition
- Enterprise Leadership—value proposition (final)
- Iowa Summer Writing Festival-marketing plan

## Marketing video/photography
- GWSS Classroom
- Iowa Youth Writing Project
- Chemistry Lab
- CLAS Grad Preksha Kedilaya

## Marketing campaigns
- SJMC- MASC
  - 51,868 advertising impressions
  - 28 web inquiries
  - 6 admits (for summer 2024 session start)
- SSW- MSW (final report)
  - 189 web inquiries (12/20-3/8)
  - 286 total applications (214 since Dec. 20)
  - 182 accepts (+26% goal of 145)
Performing arts marketing and communications - April

Content (news and stories)

25 news items
9 original articles
- (up from 3 in March)
13 UI Placements
- 9 Daily Iowan
- 4 Iowa Now
- 1 CLAS e-News
10 news placements
- Black Dance Magazine

Social media

363 posts
+14 YOY
-25 vs. March
488,638 impressions
+103,370 YOY
-31,438 vs. March
26,010 engagements
+483 YOY
+2,070 vs. March
16,068 social followers
+3,061 YOY
+258 vs March
- (49 of these new followers are for new PAI Instagram account)

Marketing initiatives

Theatre Arts
In the Red and Brown Water (7 shows)
880 tickets sold
3 sold out* shows
Dance Faculty + Grad concerts (6 shows)
507 in attendance
FIERCE (2 shows)
1,786 tickets sold

Special projects

- Three electric performances campaign –
- In the Red and Brown Water
- Fierce
- @performingartsatiowa Instagram – boost in interdisciplinary, collaborative posts
- OSC content collaboration around Fierce:
  - Story on William Menefield
  - Videography for our documentary film (due out in May) about the creative process
  - Collaborative reel about the student experience “on both sides of the curtain”

College of Liberal Arts and Sciences
CLAS web strategy

Website migrations completed

Chemistry
Statistics and Actuarial Science
Mathematics

Department/program website migrations in-progress

- GWSS
- GSS
- Rhetoric
- Writing Center

CLAS website migration

The CLAS site is currently in the process of migration for a summer launch!

See the CLAS Business Updates for regular updates and information about the new CLAS website(s) currently under construction.
Feedback

Send news, story ideas, publications, awards, or general questions to: clas-marcom@uiowa.edu