Marketing and Communications

Monthly update for February, 2024
### Telling the CLAS story

% change is year over year unless otherwise noted

<table>
<thead>
<tr>
<th>Output (news and stories)</th>
<th>Traffic</th>
<th>Faculty and Staff Newsletter</th>
<th>CLAS Student Newsletter vs. January</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 articles (+20%)</td>
<td>~/news 5,949 pageviews (+45%)</td>
<td>Link to HTML version</td>
<td>Link to HTML version</td>
</tr>
<tr>
<td>4 UI placements (-43%)</td>
<td>Top stories by traffic published this month:</td>
<td>49% open rate (-4%)</td>
<td>45% open rate</td>
</tr>
<tr>
<td>CLAS social media</td>
<td>CLAS associate professor featured in new Netflix documentary</td>
<td>24% click rate (+11%)</td>
<td>4% open rate</td>
</tr>
<tr>
<td>114 posts (+.05%)</td>
<td>CLAS doctoral students invited to apply for graduate assistanships</td>
<td>Top links:</td>
<td>5.3% click rate (+.3%)</td>
</tr>
<tr>
<td>8,939 engagements (+2.3%)</td>
<td>Career Center resources and events for students: spring 2024</td>
<td>Employee updates</td>
<td>Midterms are coming, try these five study tips</td>
</tr>
<tr>
<td>10,901 social followers (+43%)</td>
<td>Akbar’s new novel featured in New York Times</td>
<td>Six departments redesign introductory STEM courses to improve student experiences</td>
<td>Several STEM courses redesigned to improve learning outcomes</td>
</tr>
<tr>
<td></td>
<td>Are you ready to graduate?</td>
<td>Career Center resources and events for students: spring 2024</td>
<td></td>
</tr>
</tbody>
</table>
Marketing CLAS programs

Campaign: MA - Strategic Communication
- 117,555 ad impressions
- 1,601 pageviews
- 10 inquiries
- 4 application starts

Campaign: School of Social Work MSW
- 28,961 ad impressions
- 3,290 pageviews
- 73 inquiries
- 57 application starts

Content production
- Social Work lecture
- Writers' Workshop
- UI Dance Company
- CLAS Advising
- Lisa Schlesinger Playwrights' Workshop

Strategic collaborations
- Enterprise Leadership
Performing arts marketing and communications

**Content (news and stories)**
- Articles: 1
- News Items: 6
- 8 news placements
  - 1 in Iowa Now
  - 1 in Iowa Magazine

**Social media**
- 253 posts
  - -52 YOY
  - +133 vs. Jan
- 399,190 impressions
  - -44,094 YOY
  - +82,041 vs. Jan
- 27,903 engagements
  - -4,057 YOY
  - +11,992 vs. Jan
- 15,501 social followers
  - +2,881 YOY
  - +236 vs. Jan

**Marketing initiatives**
- Theatre Arts
  - Dance Nation
  - 955 tickets sold
- Dance
  - UIDC Dances Described Concert
  - 332 tickets sold
- Music
  - Undergrad recruitment flyers created for Music Therapy, Jazz, Chamber Music, Music Education areas

**Special projects**
- ❤ Valentine’s alumni series for PA
- Performing Arts at Iowa Instagram launch (& GIPHY stickers)
- Launched content collaboration plan with OSC around FIERCE storytelling
- 🙌 Hype video finally out!
# CLAS web strategy

## Website migrations completed
- Religious Studies

## Website migrations in progress
- Biology
- Philosophy
- Writers' Workshop
- Chemistry
- Clas.uiowa.edu

## New website migrations started
- Stats
- Math
- GWSS
- GSS
- Rhetoric
- Writing Center

## Celebrating web enhancements across the college
- Iowa Summer Writing Festival launched new navigation ahead of summer registration opening.

The Spanish and Portuguese homepage has been updated to match the CLAS department template strategy, providing clear calls-to-action and an audience-centric user experience.

All CLAS D7 department and program site migrations are now officially in progress!
Feedback

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