

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

for February, 2024

Telling the CLAS story

% change is year over year unless otherwise noted

Output (news and stories)

12 articles (+20%)

4 UI placements (-43%)

CLAS social media

114 posts (+.05%)

8,939 engagements (+2.3%)

10,901 social followers (+43%)

Traffic

~/news 5,949 pageviews (+45%)

Top stories by traffic published this month:

[CLAS associate professor featured in new Netflix documentary](#)

[CLAS doctoral students invited to apply for graduate assistanships](#)

[Career Center resources and events for students: spring 2024](#)

Faculty and Staff Newsletter

[Link to HTML version](#)

49% open rate (-4%)

24% click rate (+11%)

Top links:

[Employee updates](#)

[Six departments redesign introductory STEM courses to improve student experiences](#)

[Akbar's new novel featured in New York Times](#)

CLAS Student Newsletter

vs. January

[Link to HTML version](#)

45% open rate

5.3% click rate (+.3%)

Top links:

[Midterms are coming, try these five study tips](#)

[Several STEM courses redesigned to improve learning outcomes](#)

[Are you ready to graduate?](#)

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

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

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.

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Feedback

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