

IOWA

College of Liberal Arts
and Sciences

Marketing and Communications monthly update

May 2023

FY23 priorities:

- Position the college
- Market our programs
- Upgrade our web presence
- Build capacity



May CLAS content

[% progress toward Q4 target]

Output

- 11 CLAS articles published [76%]
- 4 UI placements [50%]
- 25 news items [73%]
- ~news traffic: 4,258 pageviews (+153% vs. May '22)

CLAS honors faculty with 2023 teaching, engagement, and outreach awards

Nine faculty members were nominated by their colleagues and received these prestigious, annual awards from the College of Liberal Arts and Sciences.

Thursday, May 11, 2023

By Katie Linder

The College of Liberal Arts and Sciences is recognizing nine faculty members for their contributions in the classroom, community, and beyond during the 2023 Collegiate Teaching, International Engagement Teaching, and Outreach awards.



The Collegiate Teaching Award

The Collegiate Teaching Awards are presented each year to faculty members for outstanding performance in the classroom, laboratory, or studio.

Fred Boehmke, Political Science

Fred Boehmke is a professor and Marvin and Rose Lee Pomeroy Professor of Political Science. He teaches the most challenging courses in the department, including quantitative, statistical, and data analytics approaches to studying politics. Boehmke makes himself available to students—meeting frequently in his office. He also serves as a mentor outside the classroom and on various committees. His commitment to quality teaching and mentoring is well-known.

CLAS announces 2023 faculty promotion and tenure awards

The College of Liberal Arts and Sciences has announced the recipients of its prestigious awards for faculty who received a promotion to associate professor, full professor, and associate professor of instruction.

Thursday, May 11, 2023

By Katie Linder

The College of Liberal Arts and Sciences has announced eight faculty members will receive the college's esteemed Dean's Scholar, Collegiate Scholar, and Distinguished Associate Professor of Instruction awards.



CLAS Dean's Scholar Award

The Dean's Scholar Award recognizes faculty candidates for promotion who excel in both teaching and scholarship or creative work. The two-year awards carry a one-time \$3,000 grant. The following faculty were selected among those promoted to associate professor with tenure:

Louisa Hall, English

Hall is an accomplished novelist and poet. Her work involves fiction, biography, science, science fiction, and the ethics of writing about other people, animals, and things. Her novels include *Reproduction*, *Trinity*, and *Speak*. She was shortlisted for the International Dylan Thomas Award and won the Langum Prize for historical fiction. Her novel *Speak* was a Best Book of the Year in *NPR*, *Slate*, *the Washington Post*, and *Men's Journal*.

Meet the spring 2023 CLAS commencement speakers

During each CLAS commencement ceremony, graduates will hear an address from a peer who will reflect on their shared experience as a Hawkeye, while also looking toward the future.

Sunday, May 7, 2023

By Katie Linder

Students will receive their degrees from the College of Liberal Arts and Sciences during commencement ceremonies at 9 a.m. and 1 p.m. on May 13, 2023. This spring, two academically accomplished graduates from different tracks, will deliver the addresses.

Quinn Kamberos

Quinn Kamberos will speak at the 9 a.m. ceremony. She will receive a degree with University Honors and highest distinction, and a Phi Kappa Phi honor.

Quinn is graduating in the top two percent of her class and has earned a spot on the president's list of distinguished graduates.

As an undergraduate teaching assistant this past spring, she helped take her writing to a new level. She was featured in the English magazine *Wilder Things*.

Quinn's strong visions and ideas have helped her feel that it's something she could have only found here at Iowa.

Quinn's time at Iowa was the absolute wealth of possibilities. She is grateful for the opportunity to study from home, which allowed her a unique opportunity to study from home.

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May CLAS newsletter

[vs Q4 goal]

- Open rate 47% [-10%]
- Click rate 50% [+20%]
- Top links:
 - [Promotion and tenure awards](#)
 - [Employee updates](#)
 - [CLAS staff recognition awardees](#)

IOWA College of Liberal Arts and Sciences



A banner image showing a Hawkeye car from graduation

Another academic year has come and gone! In this newsletter, we celebrate the many accomplishments of our faculty and staff. Thank you for all the ways you have carried out our educational mission this semester—you've made a huge difference for our students, including our newest alumni.

On Saturday, we graduated more than 2,100 undergraduates and held two successful commencement ceremonies. Thanks to all of you who volunteered your time. Our events included remarks from two outstanding students, performances by two talented vocalists, and the conferring of two honorary degrees. Check out some of the photos!

As always, thanks for all you do and for being part of the CLAS community.

CLAS announcements




CLAS announces 2023 faculty promotion and tenure awards

Eight faculty members will receive the college's prestigious Dean's Scholar, Collegiate Scholar, and Distinguished Associate Professor of Instruction awards. Recipients have been recommended for promotion.

Employee updates


Please welcome and congratulate CLAS staff on their hiring, promotion, or transfer within the college. Check out this list of CLAS employee updates from last month.

Featured achievements




Blumberg named 2023 UI Distinguished chair

Mark Blumberg, F. Wendell Miller Professor and Chair in the Department of Psychological and Brain Sciences, was named a 2023 UI Distinguished Chair. This university-wide honor recognizes faculty who are nationally and internationally renowned for their scholarship, teaching, and service.



Jaynes, Wessel receive UI Mid-Career faculty scholar award

CLAS associate professors Allison Jaynes, physics and astronomy, and Jan Wessel, psychological and brain sciences, were two of the four UI recipients. This award provides development opportunities for outstanding tenured associate professors who have established national or international reputations in their disciplines and are exceptional teachers.





Four CLAS faculty named Hubbard-Walder honorees

Loyce Arthur, theatre arts, Megan Knight, rhetoric, Emily Mozena, health and human physiology, and Rachel Young, journalism and mass communication received this award, which was presented to five UI faculty who have participated in a variety of university teaching and have contributed to curriculum and program development.

CLAS announces 2023 teaching, engagement, and outreach awards

Nine faculty members were nominated by their colleagues and recently awarded the college's Collegiate Teaching, International Engagement Teaching, and Outstanding Outreach and Public Engagement awards for this academic year.

Check out more CLAS stories by visiting our news section.



Four CLAS staff honored with university-wide awards

Kellie Busho, communication sciences and disorders, Cherie Hansen-Rieskam, English, and Laura Kastens, American studies and gender, women's, and sexuality studies, received Outstanding Staff Awards. Martha Kirby, political science, earned a Staff Award for Distinguished Leadership in DEI.

Nearly 40 staff to be honored during CLAS staff recognition and award celebration

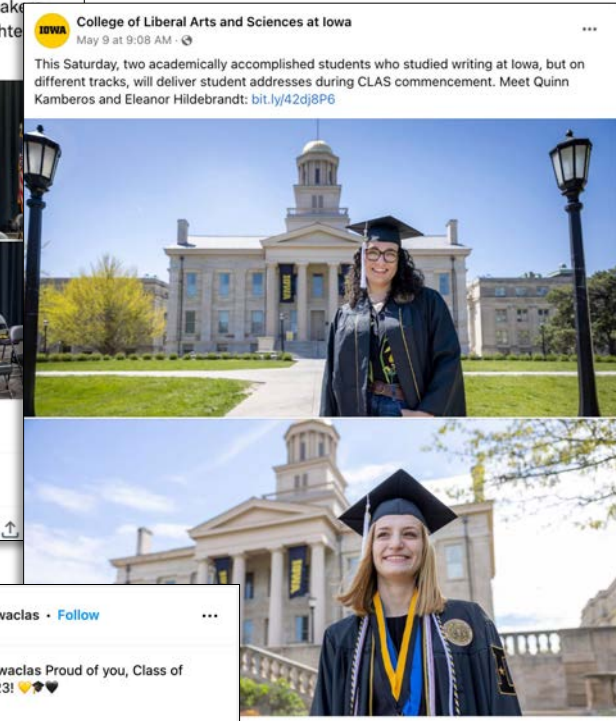
During the celebration on June 15, dozens of staff colleagues will be recognized by the college with Mary Louise Kelly and longevity awards. These include DEI, Leadership, Professional and Development, and Staff Excellence awards.

For more CLAS-specific events, visit the university events calendar.

CLAS social media

[vs Q4 target]

- 219 social posts [+75%]
- 7,543 engagements [-14%]
- 7,885 social followers [+90%]



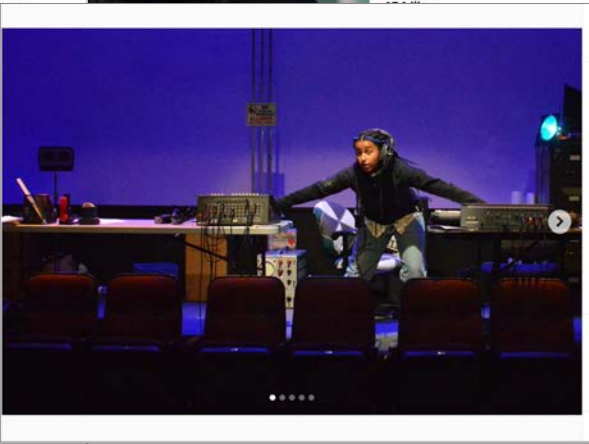
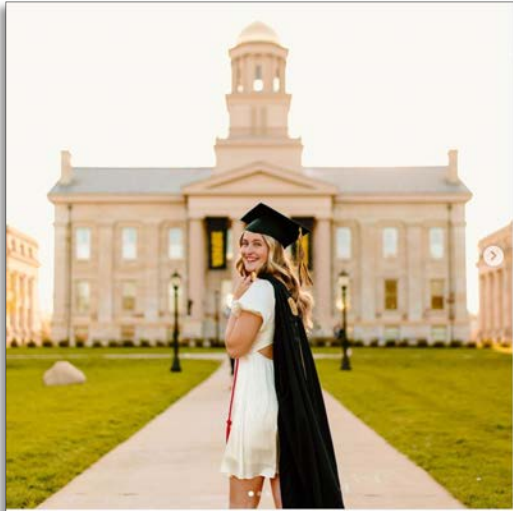
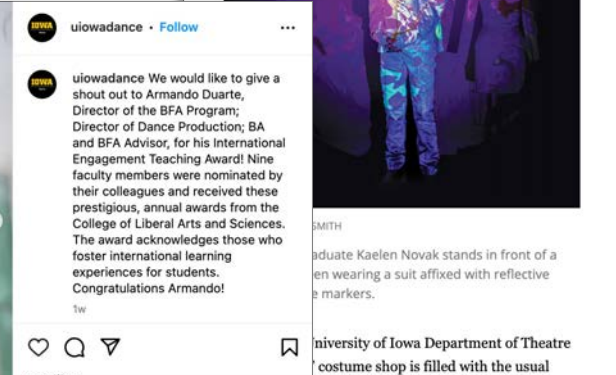
Spring 2023 CLAS Commencements

- [Student speakers feature](#)
- [Student singers feature](#)
- [Honorary doctorates feature](#)
- [Commencement recap](#)



Performing arts content

- 4 local media placements
- 235 social posts (-12.3% from April)
 - 461,447 impressions [+19.8% from April]
 - 31,093 engagements [+21.8% from April]
 - 13,007 social followers [+1.6%]



Performing arts- events

- New Play Festival 2023- House Counts

Event Name	Attendance	% Sold
Lil G- 5/1, 5:30pm	129	88%
Lil G- 5/1, 9:00pm	127	82%
Booth- 5/2, 5:30pm	85	65%
Booth- 5/2, 9:00pm	70	54%
Fathers and Sons- 5/4, 5:30pm	115	79%
Fathers and Sons- 5/4, 9:00pm	123	84%
You're Still Here- 5/5, 5:30pm	68	52%
You're Still Here- 5/5, 9:00pm	52	40%
Bound 5/1	51	73%
The Home at 15 Lee St. 5/2	41	59%
Pleasure Play 5/3	55	79%
Anti-Hero 5/3	58	83%
Pixie Dream 5/4	28	40%
Selections Undergrad Workshop 5/4	35	50%
Homecoming 5/5	48	69%

NOW SHOWING:

MAY 1-6

IOWA NEW PLAY FESTIVAL 2023

4 PRODUCTIONS

● ROUNDTABLE
DISCUSSIONS

● STAND-UP COMEDY
SHOWCASE

● READINGS



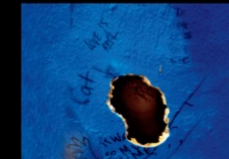
Lil G: A Gatsby Remix

by Isaiah Reaves
directed by Caroline Clay
Monday, May 1 at 5:30 p.m. + 9:00 p.m.
David Thayer Theatre



BOOTH

by Amanda Keating
directed by Ann Kreitman
Tuesday, May 2 at 5:30 p.m. + 9:00 p.m.
Alan MacVey Theatre



Fathers and Sons

by Valerie Muensterman
directed by Meg Mechelke
Thursday, May 4 at 5:30 p.m. + 9:00 p.m.
David Thayer Theatre



You're Still Here

by Olivia Clement
directed by Natalie Villamonte Zito
Friday, May 5 at 5:30 p.m. + 9:00 p.m.
Alan MacVey Theatre

→ For the full schedule of events, visit theatre.uiowa.edu.

Productions: \$5 general admission; free for UI students (with ID).

Reading Series: Free, but you must obtain a ticket.

Funding for the Iowa New Play Festival is provided by
The David and Jean Schaal Fund for Theatre Arts.

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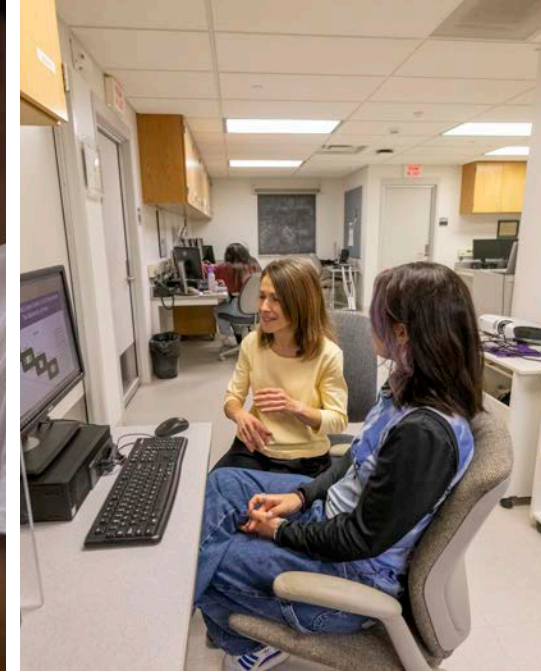
Theatre Arts

→ PURCHASE YOUR TICKETS : THEATRE.UIOWA.EDU

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact the Hancher Box Office in advance at 319-335-1158.

Marketing

- Photography
 - [PBS- Leyre Castro Ruiz Lab](#)
 - [Magid Center – Writers Room course](#)
 - [Dance workshops](#)
 - Commencement speakers
 - [Quinn Kamberos](#)
 - [Eleanor Hildebrandt](#)
 - [CLAS Staff Orientation pilot program](#)



Web

In-progress: English, Performing Arts at Iowa, Psychological and Brain Sciences, Theatre Arts

Next:

- Music, Dance
- Health and Human Physiology
- Sport and Recreation Management
- Art and Art History

Team changes:

- Hires: Brynne Schweigel- Web Content Strategist (May 30)
- Departure: Austin Montelius- Web and Graphic Designer (May 17)



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Questions, comments, or feedback

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