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)
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
CLAS social media

[vs Q4 target]

- 219 social posts [+75%]
- 7,543 engagements [-14%]
- 7,885 social followers [+0.90%]
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

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

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