

IOWA

College of Liberal Arts
and Sciences

CLAS Marketing and Communications

FY23 Six-month report (July-December 2023)

January 23, 2024



2023-2024 focus



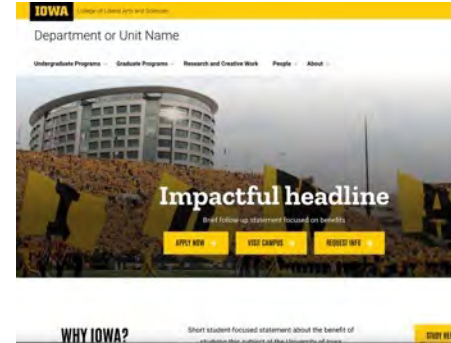
Strengthening the CLAS narrative

- Positioning the college on campus
- Building community within the college
- Supporting student communications
- Assessing alumni relations



Marketing CLAS programs

- Undergraduate recruitment
- Positioning and messaging
- Marketing content and campaigns
- Performing arts focus



Upgrading our web presence

- Complete CMS migration to Drupal 9
- Web strategy 101 (content, metrics, tracking)
- Enabling department and program users



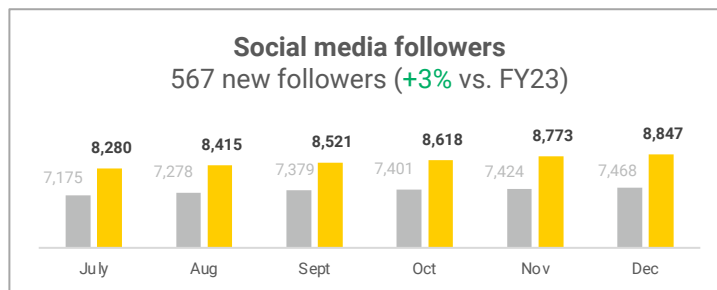
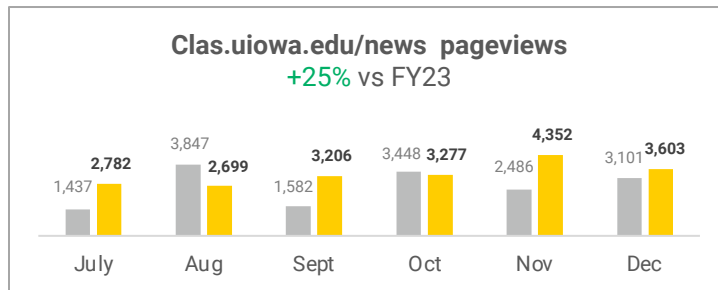
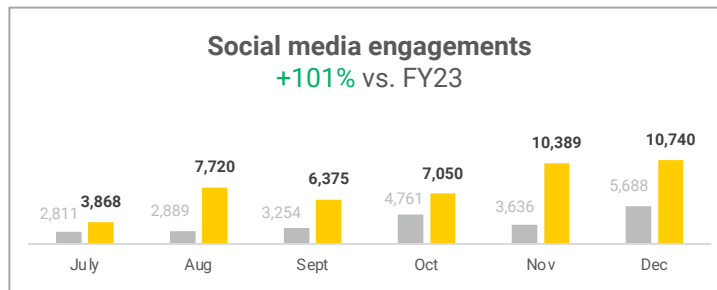
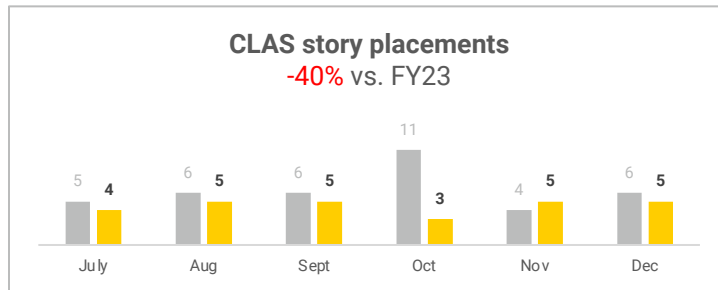
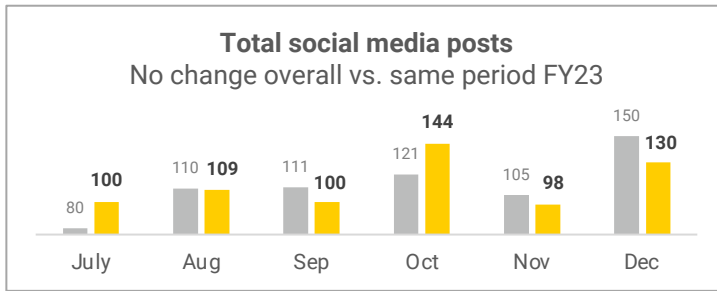
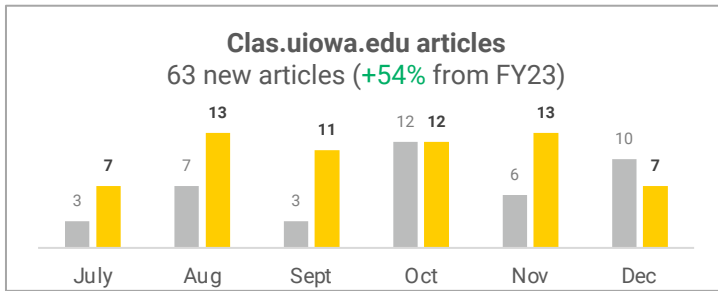
Building capacity for goals 1-3

- Professional staff
- Student employees
- Marketing infrastructure
- Templates, resources, training

CLAS News and Stories

In the first half of AY23-24 we continued increasing production of CLAS content. We reduced publishing in late December when students and many employees are away and to save new content for January. While we continue to share stories with campus partners, placements did decline year-over-year; however, we still saw an increase in CLAS ~/news traffic which was up 25% YOY. This was aided by increased paid promotion of select CLAS stories on Facebook which helped to double our engagement (likes, comments, and shares) and nearly doubled our growth in followers over the same period last year.

July-Dec. 2022 ■ 2023 ■

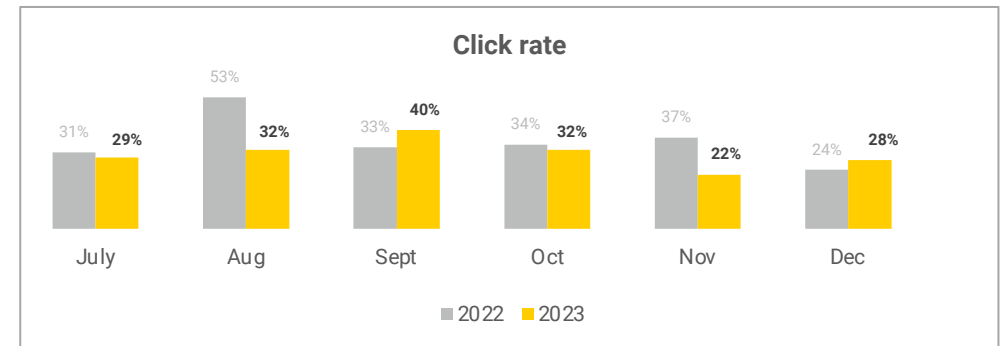
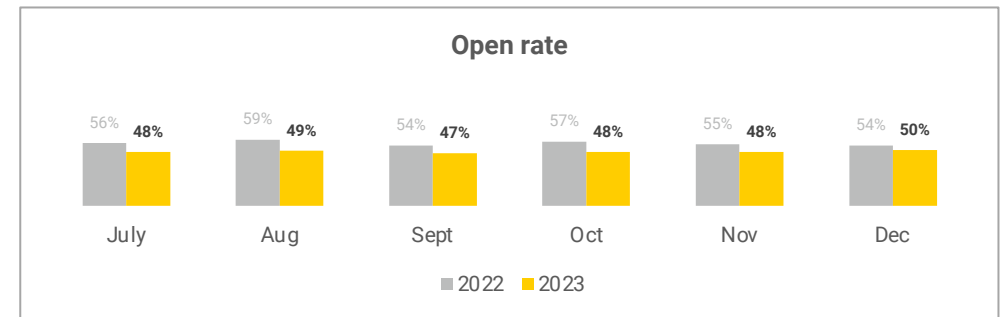
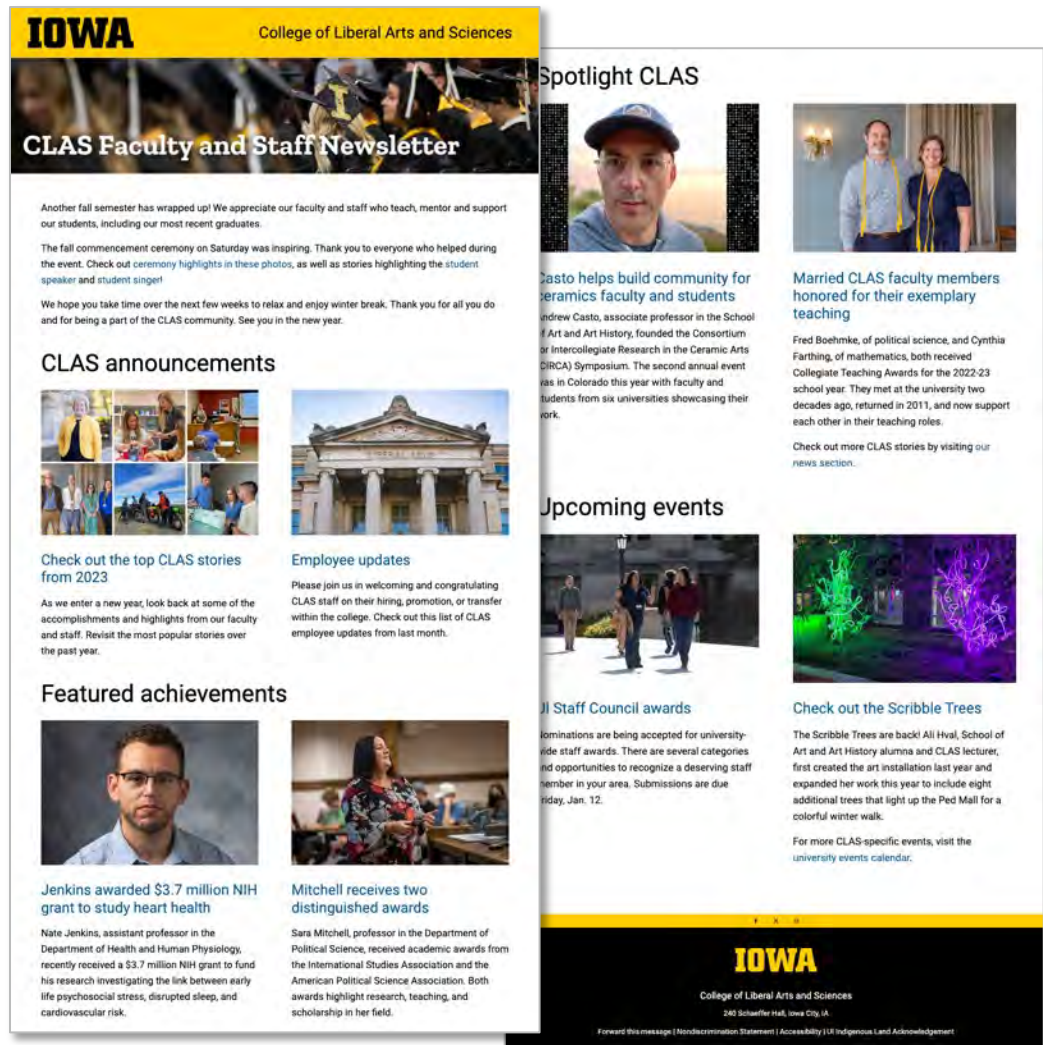


Top 5 CLAS articles by traffic published in July-Dec

1. [Meet the fall CLAS commencement speaker David Roth](#)
2. [Career center advice: how to land your first internship or job](#)
3. [More than 100 classrooms to receive upgrades before classes begin](#)
4. [CLAS art professor embarks on bike trip across Iceland](#)
5. [CLAS department opens new pediatric play lab as part of child life and therapeutic recreation programs](#)
6. [Meet the fall 2023 CLAS commencement singer Christian Frankl](#)
7. [Learning at Iowa: How to study effectively](#)
8. [CLAS psychology professor awarded two NIH grants totaling \\$7.3 million](#)
9. [Married CLAS faculty members earn teaching awards for 2022-23 school year](#)
10. [Where to search on campus for scholarships and financial aid information](#)

Faculty and staff newsletter

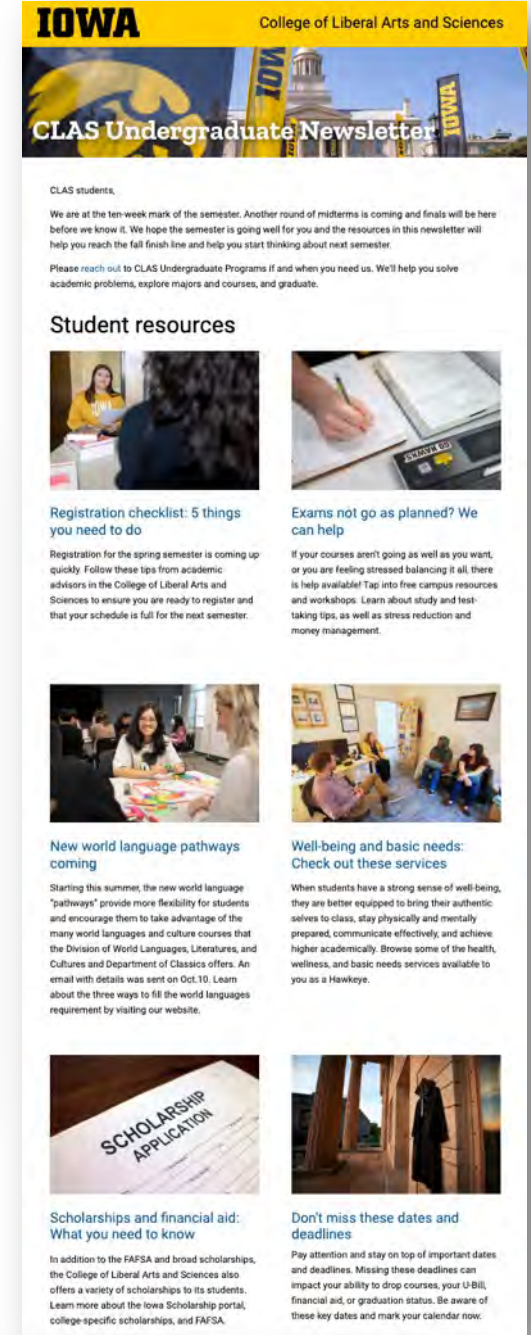
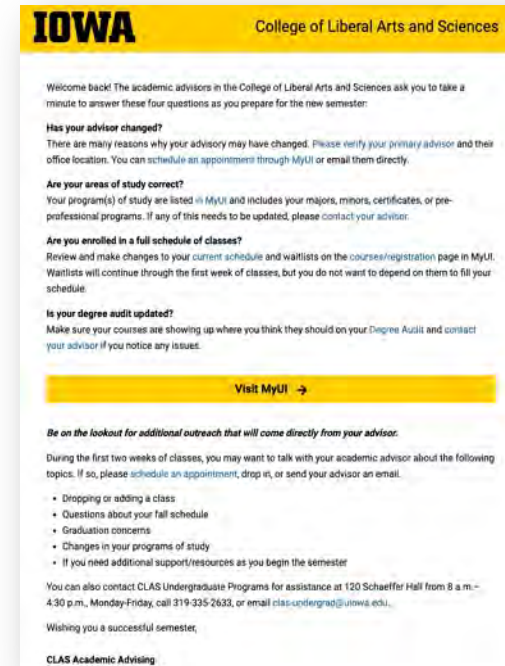
We continued the monthly CLAS newsletter as part of our commitment to increasing transparency and building community. Open and click rates were down relative to FY23 but more stable month-over-month. A possible factor for the decrease is the new CLAS Business Updates (formerly DEO Mailing) which is now sent to the entire college. Our numbers are still on par with internal comms benchmarks in education sector of 51% open and 29% click. (source: [Staffbase.com](https://staffbase.com))



Student communications

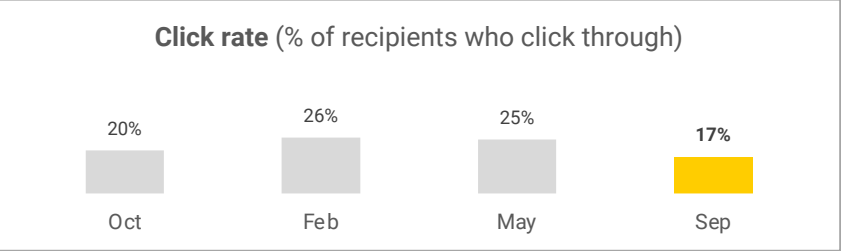
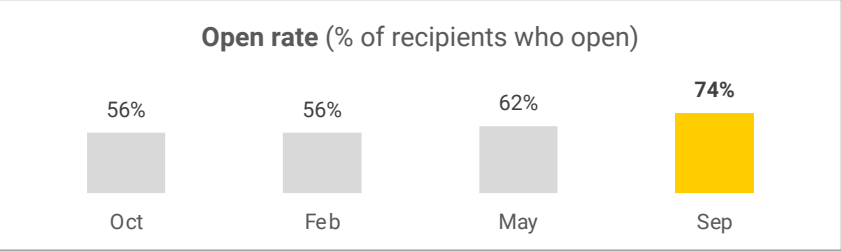
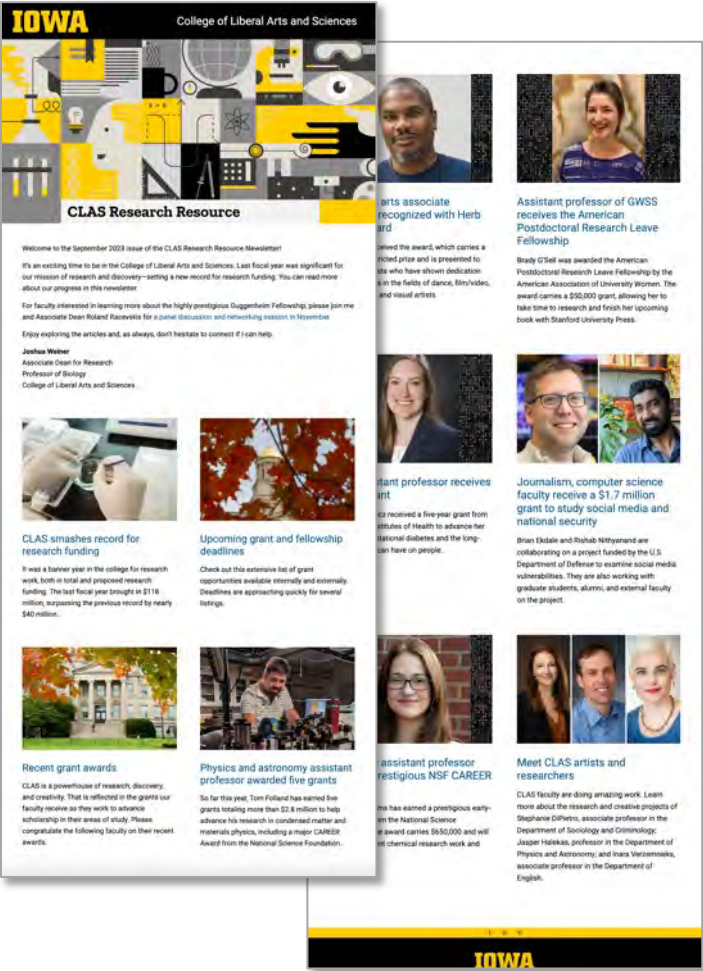
We increased support of student communications through collaboration with CLAS Undergraduate Programs, including promoting CLAS advising, establishing a new CLAS Student Newsletter, and publishing more student-centric content with information and tips designed to help them make their way successfully. While the Newsletter click rates are low compared to other email products, the information is designed to be scannable, so the open rate is a more useful metric here.

- Advising network support
- CLAS Student Newsletter (2x)
 - Open rate ~44% and 45%
 - click rates 2% and 7%
 - Increasing from 2x to 3x/term
- Student-centric content



Research Resource newsletter- September

The [Research Resource](#) email newsletter is sent on behalf of Associate Dean for Research Joshua Weiner three times during the academic year to support and promote research and scholarly activities in the college. Grant information and deadlines typically garner the most views, and this fall's most-viewed feature focused on CLAS setting new records for research proposals and funding awarded.



Top links:

- [Recent grant awards](#)
- [Upcoming grants and fellowship deadlines](#)
- [CLAS smashes records for research funding](#)

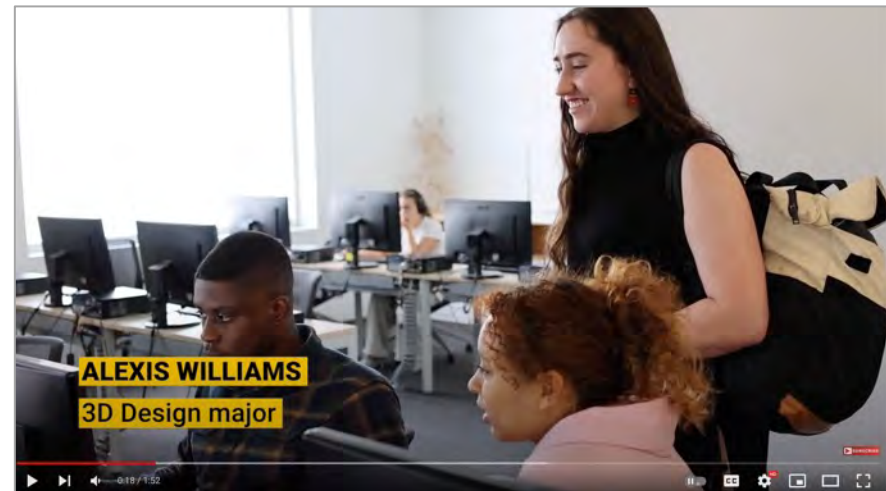
Building community in CLAS

- [Welcome Party](#) (August)
- [Faculty Honors](#) (September)
- [UI Homecoming parade](#) (October)
- Staff Orientation (December)
- Commencement (December)
 - [Student speaker profile](#)
 - [Student singer profile](#)



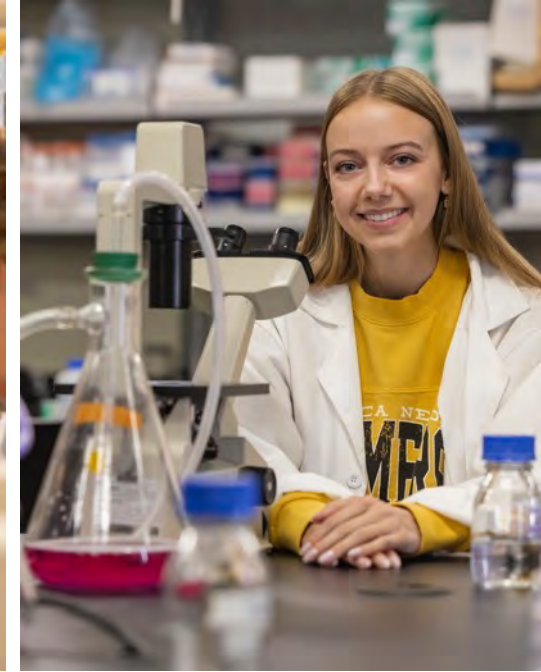
CLAS recruitment marketing (majors video)

- [Political Science major](#) Yunseo Ki
- [Political Science major](#) Zach Springer
- [Political Science major](#) Andrea Longstreet
- [Human Physiology major](#) Maisey Gullickson
- [3D Design major](#) Alexis Williams
- [Neuroscience major](#) Rey Bernard
- [Neuroscience major](#) Inti Becic



CLAS Recruitment marketing (photography)

- [EES- student garden](#)
- [HHP](#)
 - [Play Lab](#)-Emily Mozena
 - [Therapy Dog](#)- Adrienne Johnson
- Biology
 - [Cellular biology lab](#)
 - [Biology major Chloe Schipper](#)
- Art and Art History
 - [3D design class](#)
 - [painting class](#)
 - [ceramics, bike design, and photography](#)
- [Physics and Astronomy- TRACERS project](#)
- [Biology Animal Behavior Lab](#)
- History
 - [Independent Study](#)
 - [Classroom](#)
- [PBS- classroom](#)
- [Fall Pentacrest images](#)



IOWA

College of Liberal Arts and Sciences

Priority program support: MA Strategic Communication (ongoing)

- Tactics
 - [Full web page redesign](#)
 - [Video](#) and [photography](#)
 - HubSpot CRM & marketing automation platform
 - Digital advertising (Search, display, LinkedIn)
- Metrics
 - 208,477 digital ad impressions
 - 6,092 website pageviews
 - 78 web inquiries (+16 YOY)
- Outcomes
 - Fall 2023 enrollments: 11
 - Spring 2024 enrollments: 2
 - Summer 2024 applications: 1
 - Fall 2024 applications: 4



Priority program support: **Iowa Summer Writing Festival** (July 2023)

- Tactics
 - [Website updates](#)
 - Direct emails
 - Digital advertising (Search, Display, Meta, Little Village)
 - [Photography](#)
- Metrics
 - 204,127 advertising impressions
 - 2,500 website visits
 - 466 website conversions*
 - *click-through to registration page
- Outcome
 - ~500 participants in first on-campus festival since 2019



Master of Social Work

Online, Des Moines, and Sioux City
reporting late Dec- current (for March 1 deadline)

- Tactics
 - [Website revamp](#)
 - Home page
 - Graduate page
 - MSW page(s)
 - Digital advertising- search, display, LinkedIn
- Metrics
 - 4,033 website pageviews
 - ~80 web inquiries (since new form launched in December)



IOWA

College of Liberal Arts and Sciences

Performing Arts at Iowa

*Reimagined structure still in development. This is *not* a new name for Division of Performing Arts.*

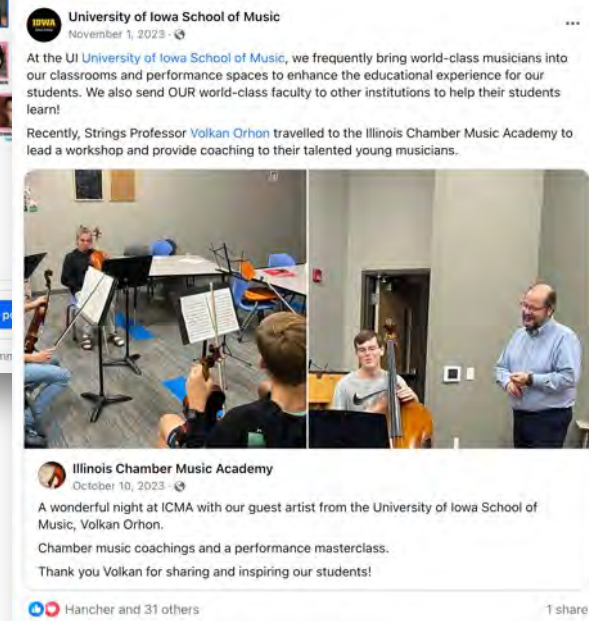
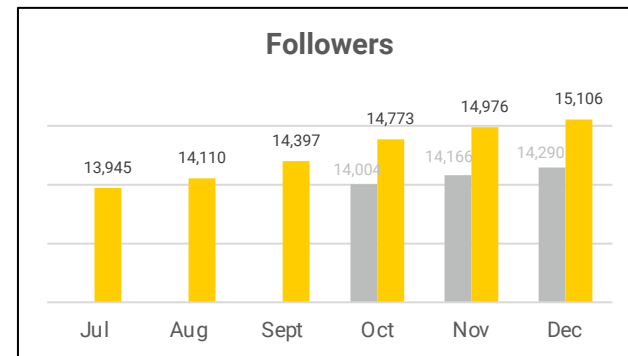
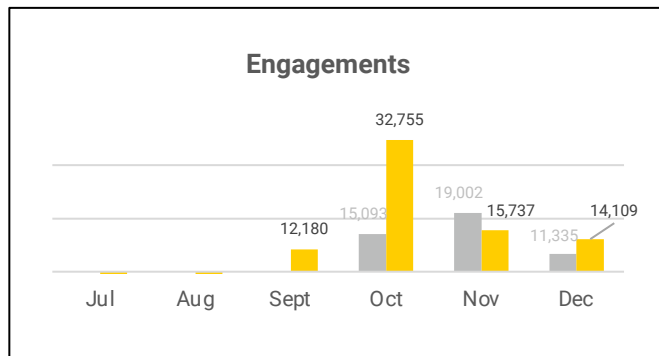
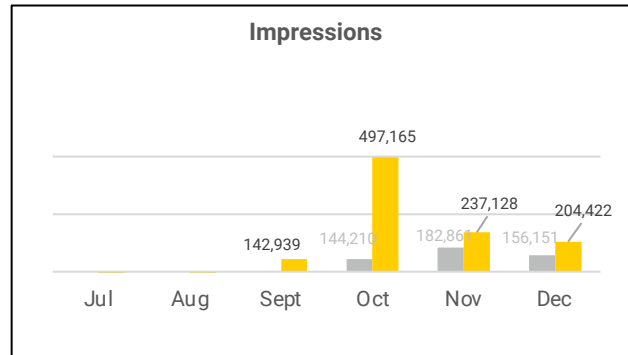
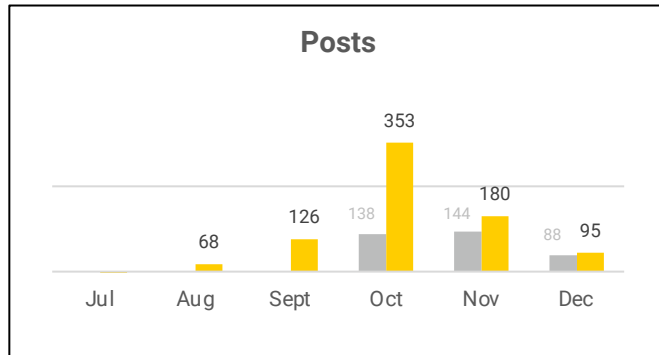
- Collaborative model: CLAS and Office of Provost
 - Hancher Auditorium
 - School of Music
 - Department of Dance
 - Department of Theatre Arts
 - Performing Arts Production Unit
- Events marketing, communications, recruitment, and internal communications
- Collaboration with the Office of Performing Arts and Engagement for increased outreach, community engagement, photography



Performing Arts social media

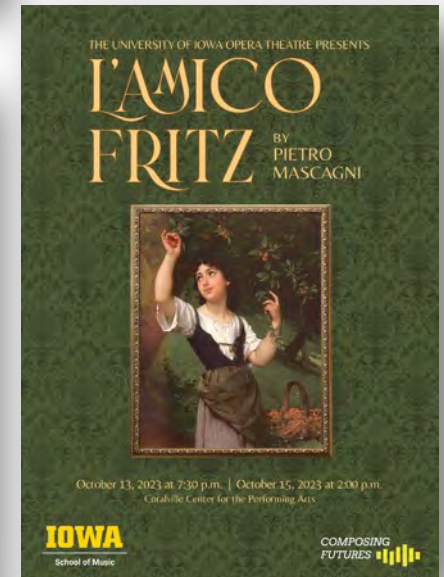
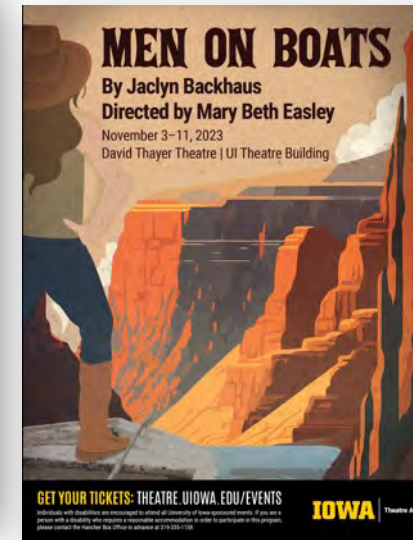
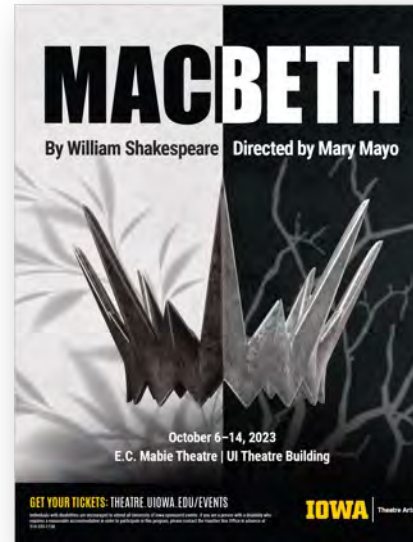
This semester we increased the number of student employees, whose focus is social media posting and engagement. In addition, we began utilizing “central messaging themes” to keep our posts impactful, engaging, and on-brand—and we’ve collaborated increasingly with Hancher’s social media coordinator to increase cohesion and engagement across Performing Arts at Iowa properties.

■ 2022 ■ 2023 Note: social media KPI tracking began in October 2022



Events marketing

- 2 Theatre mainstage productions
 - *Macbeth*
 - 1,526 tickets sold
 - *Men on Boats*
 - 960 tickets sold
 - 4 sold out performances (out of 7)
 - Average % of tickets sold: 73%
- 4 Dance concerts
 - Dance Gala
 - 1,543 tickets sold
 - Thesis I Concert + Grad/Undergrad Concert
 - 672 attended (non-ticketed events)
 - IWP Dance Concert
 - Collaboration between Department of Dance, International Writing Program, Hancher, and the Office of Performing Arts and Engagement as part of Hancher's *Infinite Dream* festival
- Major Music events
 - Fall opera: *L'amico Fritz*
 - 347 tickets sold
 - Guest Artist Concert: Blue Heron
 - Part of Larry G. and Ann Howard Jones Vocal Residency Program
 - Band Extravaganza



Building the Performing Arts at Iowa brand

The screenshot shows the homepage for the Theatre Arts department. At the top, there is a yellow header with the 'IOWA' logo and 'College of Liberal Arts and Sciences'. Below the header, the page title 'Theatre Arts' is centered, with a search icon to the right. A navigation menu includes 'Undergraduate Programs', 'Graduate Programs', 'Production', 'Research and Creative Work', 'People', 'About', and 'Events'. The main visual is a photograph of a diverse group of performers on stage, some wearing floral headpieces. The headline reads 'We imagine it. We create it.' followed by a sub-headline: 'Tell a brand-new story while building a professional theatre resume as you bring fresh perspectives and never-before-seen plays to the stage.' At the bottom, there are three yellow buttons: 'NOW PLAYING', 'VIRTUAL LOBBY', and 'AUDITION INFORMATION'.

The screenshot shows the homepage for the Dance department. It features a yellow header with the 'IOWA' logo and 'College of Liberal Arts and Sciences'. The page title is 'Dance', with a search icon to the right. The navigation menu includes 'Undergraduate Programs', 'Graduate Programs', 'People', 'About', and 'Events'. The main visual is a photograph of a dance troupe in bright yellow outfits performing a synchronized move. The headline reads 'Constant practice in pursuit of excellence. The freedom to create.' followed by a sub-headline: 'Dance who you are. Dance who you want to be. Join the Iowa Dance family.' At the bottom, there are two yellow buttons: 'UPCOMING EVENTS' and 'VIRTUAL DANCE'.

The screenshot shows the homepage for the School of Music. It features a yellow header with the 'IOWA' logo and 'College of Liberal Arts and Sciences'. The page title is 'School of Music', with a search icon to the right. The navigation menu includes 'Undergraduate Programs', 'Graduate Programs', 'Auditions', 'Performance Opportunities', 'Creative and Scholarly Work', 'People', 'About', and 'Events'. The main visual is a photograph of students in a music ensemble, with some playing flutes. The headline reads 'Make music the heart of your education' followed by a sub-headline: 'Grow your talent. Build a foundation. Launch your career.' At the bottom, there are two yellow buttons: 'WATCH LIVESTREAM' and 'UPCOMING EVENTS'.

Building the Performing Arts at Iowa brand

PERFORMING ARTS AT IOWA MUSIC THEATRE ARTS DANCE HANCHER PRODUCTION

FALL 2023 AUDITIONS
Auditions are open to everyone, including non-majors!

MONDAY, AUGUST 21

Dance Gala Guest Choreographer Auditions
5:50 p.m. in the Gym, Halsey Hall

University of Iowa Symphony Orchestra Auditions (Violin and Viola)
9:00 a.m. to 1:00 p.m. in VOX 5300, Voxman Music Building (Violin)
2:00 p.m. to 4:00 p.m. in VOX 2, Voxman Music Building (Viola)

Jazz Ensemble and Combo Auditions
Monday, August 21 through Friday, August 25 in Voxman Music Building

Choir Auditions
Monday, August 21 through Thursday, August 24 in Voxman Music Building

Symphony Band Auditions
1:30 p.m. to 7:00 p.m. in Voxman Music Building

Concert Band Auditions
1:30 p.m. to 7:00 p.m. in Voxman Music Building

TUESDAY, AUGUST 22

University of Iowa Symphony Orchestra Auditions (Violoncello and Double Bass)
11:00 a.m. to 12:00 p.m. in VOX 5400, Voxman Music Building (Double Bass)
12:00 p.m. to 2:00 p.m. in VOX 5400, Voxman Music Building (Violoncello)

Campus Symphony Orchestra Auditions
in VOX 2, Voxman Music Building

WEDNESDAY, AUGUST 23

Campus Symphony Orchestra Auditions
in VOX 2, Voxman Music Building

Black Pop Music Ensemble Auditions
9:00 p.m. to 9:50 p.m. in Voxman Music Building

THURSDAY, AUGUST 24

Campus Symphony Orchestra Auditions
in VOX 2, Voxman Music Building

Theatre Arts General Auditions
7:50 p.m. to 11:50 p.m. in the Theatre Building

FRIDAY, AUGUST 25

Theatre Arts General Auditions
7:50 p.m. to 11:50 p.m. in the Theatre Building

SATURDAY, AUGUST 26 + SUNDAY, AUGUST 27

Theatre Arts General Auditions Callbacks
10:00 a.m. to 11:00 p.m. (Saturday) 10:00 a.m. to 8:00 p.m. (Sunday) in the Theatre Building

FRIDAY, SEPTEMBER 1

Dance Auditions (Grad Thesis Concerts, MFA Independent Projects, Choreo I and III Classes, Faculty Concert, and Martha Graham Panoramas)
9:30 a.m. to 10:30 a.m., 11:00 a.m. to 12:20 p.m. in the Gym, Halsey Hall

MONDAY, SEPTEMBER 18

Spring Opera: Fierce Auditions
3:30 p.m. to 8:30 p.m. in Voxman Recital Hall, Voxman Music Building

QUESTIONS?
Contact Samantha Gobirsch-Paradis (samantha-paradis@uiowa.edu) for Theatre Arts, KatyBeth Scherid (kathrine-scherid@uiowa.edu) for Dance and Opera, or Mandy Powers (amanda-powers@uiowa.edu) for Music.

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 respective department in advance.

SCAN HERE
to learn more +
sign up for an
audition!



IOWA



PERFORMING ARTS AT IOWA

SCHOOL OF MUSIC

DEPARTMENT OF THEATRE ARTS

DEPARTMENT OF DANCE

HANCHER AUDITORIUM

PERFORMING ARTS PRODUCTION UNIT

Creativity is at the heart of everything we do.

At the University of Iowa, we collaborate across campus and community, providing access to the finest performing arts education and training in the world. We offer a wide variety of opportunities for students to engage in the performing arts, whether as a student, performer, or audience member.

Performing Arts at Iowa is the School of Music, Department of Theatre Arts, Department of Dance, Hancher Auditorium, Department of Campus Theater Auditions, and the Performing Arts Production Unit.

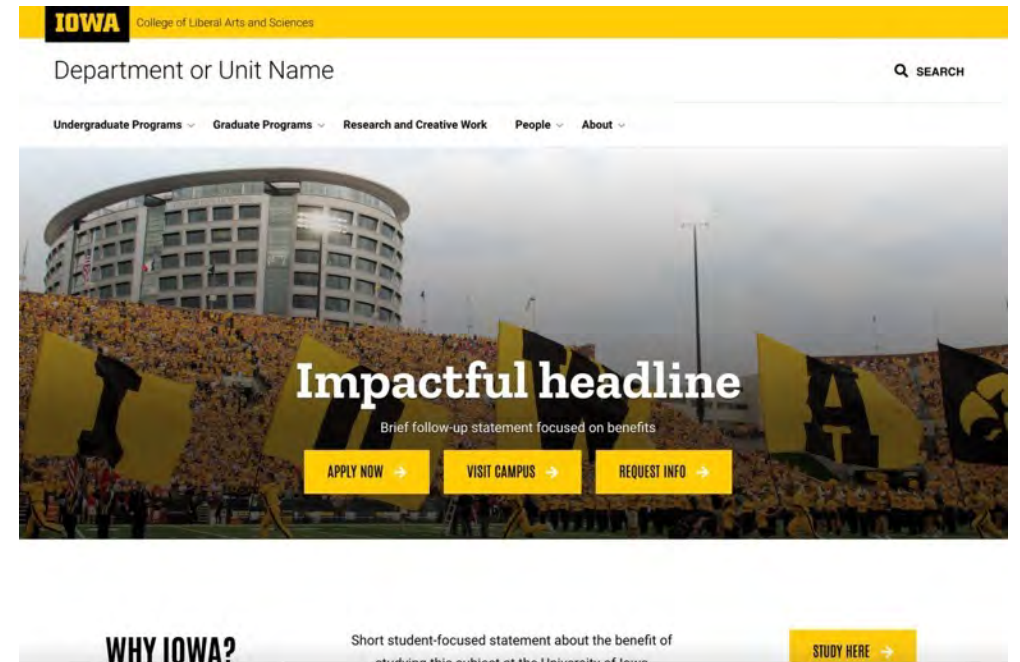
PERFORMINGARTS.IOWA.EDU **IOWA**



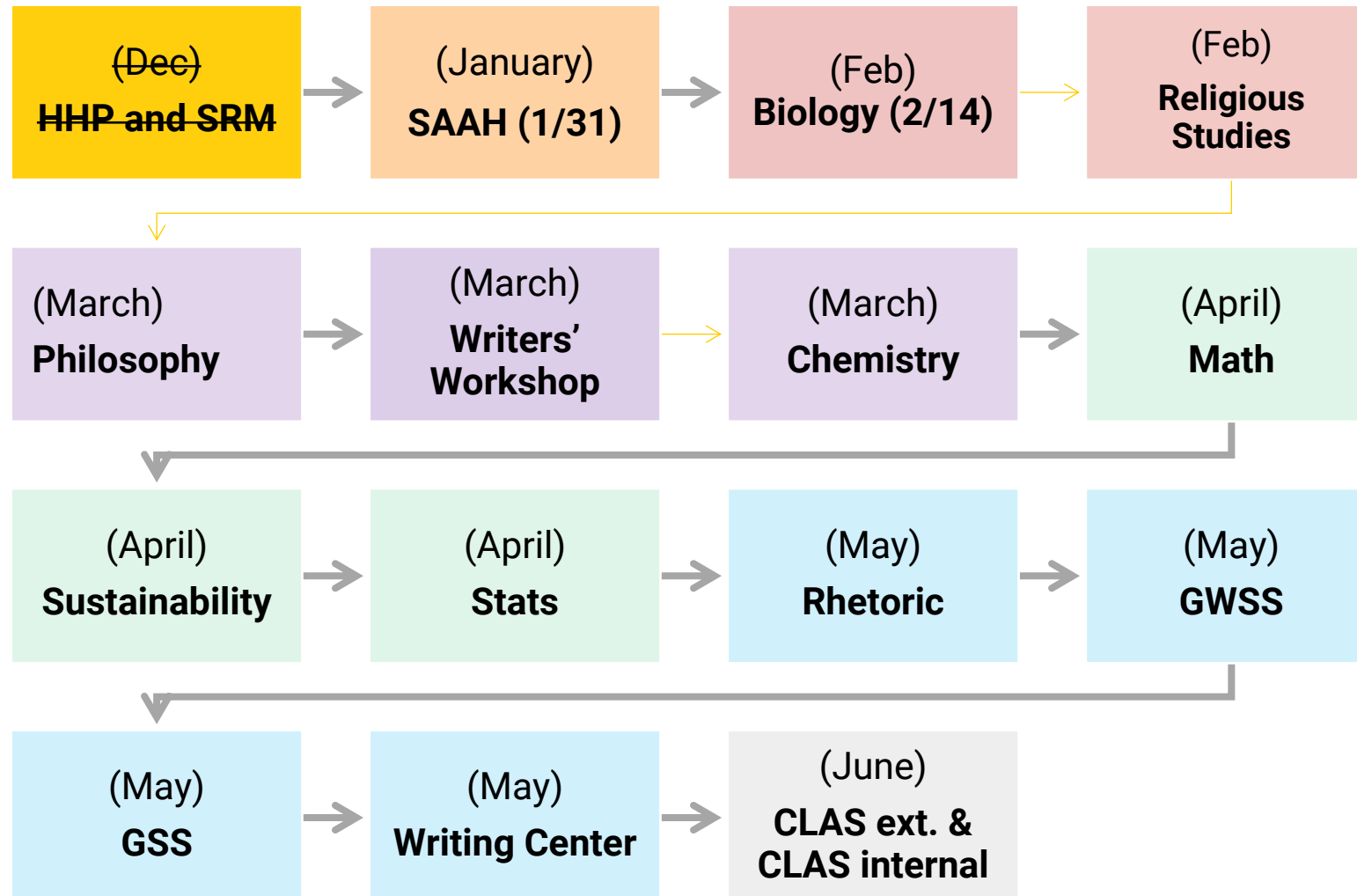
Located in UCC Hallway

Upgrading our web presence

- Updated template and restructured migration process
- Added student web employees
- Migrated 8 websites (+4 vs. Jan-June):
 - [Psychological and Brain Sciences](#)
 - [Earth and Environmental Sciences](#)
 - [Theatre Arts](#), [Music](#), and [Dance](#)
 - [History](#)
 - [Health and Human Physiology](#)
 - [Sport and Recreation Management](#)
- Optimizing web properties (structure, content, calls to action)
- 47 support tickets (since mid-August)

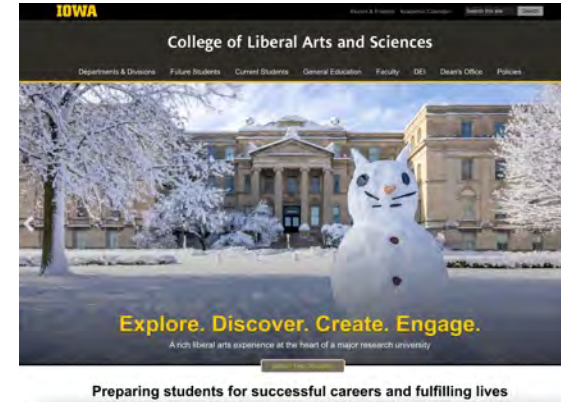


Schedule of remaining migrations (approximate)



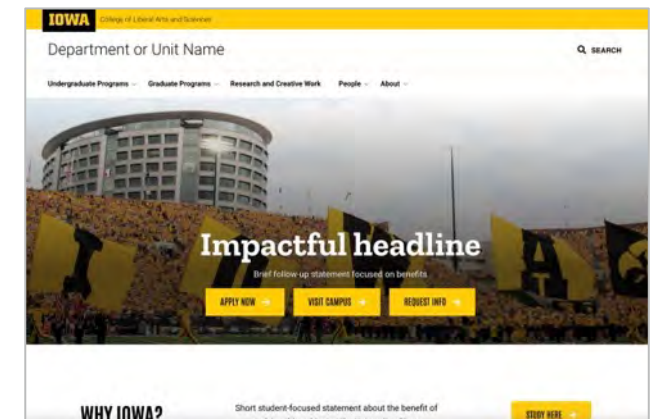
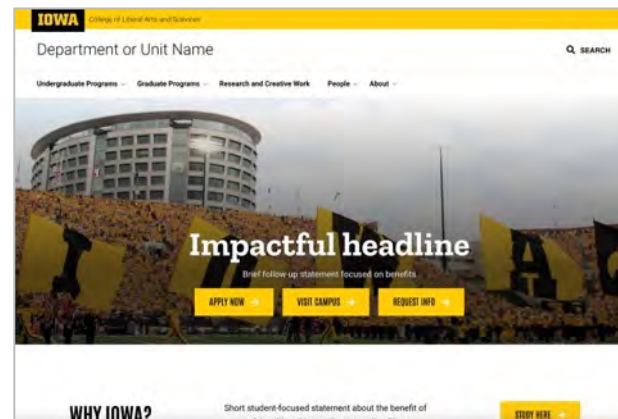
CLAS website plan

- 2-site strategy ✓
- Content audits ✓
- Current site user survey ✓
- Card sort exercise
- Draft structure
- Site builds



CLAS external
Prospective and current students
Prospective faculty
Alumni

CLAS internal
Faculty and staff
Campus audiences



Building capacity

- Staffing
 - Izabela Zaluska, Communications Coordinator (August)
- Student employees (15)
 - Writing/editing/social media (4)
 - Performing arts marketing (6)
 - Web (4)
 - Photography/video (1)
- Resources, info, training
 - [Communications audit template](#)
 - [Marketing/comms plan template](#)
 - Canva design templates
 - [CLAS Quick Facts](#)
 - [Health Sciences brochure](#)
 - [Storytelling through the Arts brochure](#)
 - [Writing and Communication brochure](#)
 - [Email templates](#)
 - Web and Dispatch email training and documentation
- Marketing infrastructure
 - Hubspot CRM (MA-SC)

CLAS Marketing and Communications team

January 2024

Ben Hill, Senior Director Marketing and Communications

Katie Linder, Associate Director Collegiate Communications

Maggie Blaisdell, Director, Web Strategy

Brynne Schweigel, Web Content Strategist

Jill Tobin, Creative Media Manager

Mike Cranston, Web Services Specialist

Izabela Zaluska, Communications Specialist

Jen Knights, Performing Arts Communications Manager

Kayla Schindler, Performing Arts Events Marketing Manager

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Questions or feedback

→ benjamin-hill-1@uiowa

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