Marketing and Communications

Monthly update
March 2024
Reporting for 3/1-3/31 unless otherwise noted
Telling the CLAS story

Output (news and stories)
- 11 articles (+38% YOY)
- 3 UI placements (-50% YOY)

Traffic
- ~/news 3,494 pageviews (-20% YOY)
- Top stories by traffic published this month:
  - Midterms are coming, try these 5 tips
  - CLAS psychology professor receives $3.2 million NIH grant
  - Mindset Matters: Strategies to boost motivation in crunch time

Faculty and Staff Newsletter
- Link to HTML version
- 48% open rate (-9.4% YOY)
- 16.8% click rate (-40.6% YOY)
- Top links:
  - Employee Updates
  - Nominate staff for an award
  - One Day for Iowa

Research Resource newsletter (February)
- Link to HTML version
- 58% open rate (-3.3% YOY)
- 24% click rate (-20% YOY)
- Top links:
  - Recent grant awards
  - Upcoming grant and fellowship deadlines
  - HHP professor researching four-day work week for 50 years

CLAS social media
- 147 posts (-5.8% YOY)
- 8,091 engagements (-32.9% YOY)
- 11,091 social followers (+39.2% YOY)
# Marketing CLAS programs

## CLAS recruitment marketing

- **Enterprise Leadership Video**
- **Theatre Stage Management Video**

## Strategic initiatives

- Theatre-value proposition development
- Dance-value proposition development
- **Enterprise Leadership strategy**
- SPARC Committee-faculty value proposition development

## Content production

- **Statistics Classroom**
- **Math Classroom**
- **AAH Screenprinting Class**

## Marketing campaigns

### MA Strategic Communication
- 33,000 advertising impressions
- 1,047 web sessions
- 16 inquiries
- 4 applications

### Social Work- MSW 2024-25 recruitment marketing*
- 73,000 total advertising impressions
- 2,700 web sessions
- ~200 inquiries
- 286 total applications**

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*reporting period 12/15/23-3/8/24
**Graduate College apps
Performing arts marketing and communications

Content (news and stories)
10 news items
3 original articles
UI Placements:
- Sean Harken story on stories.iowa.edu
- PAI hype video posted to uiowa socials
8 news placements

Social media
274 posts
+18 YOY
+21 vs. Feb
520,076 impressions
+193,650 YOY
+120,886 vs. Feb
23,940 engagements
-4,844 YOY
-4,963 vs. Feb
15,802 social followers
+2,998 YOY
+301 vs Feb

Marketing initiatives
Theatre Arts
Into the Woods
2,380 tickets sold
5 sold out shows (of 6)
Dance
Thesis II Concert
157 in attendance
Iowa Summer Music Camps social advertising
One Day For Iowa
Music $8,460
Hancher $4,714
Dance $1,925
Theatre $170

Special projects
Three electric performances campaign – Martha Graham Panorama
- 38 students performed at Hancher
- 1,376 tickets sold
- Video project collab with Dance students, PAI staff, and UICA

@performingartsatiowa Instagram – boost in interdisciplinary, collaborative posts
Sean Harken story – helped bump up hype video views to 2K+
Kicked off content collaboration with OSC around FIERCE storytelling

College of Liberal Arts and Sciences
# CLAS web strategy

## Website migrations completed

- Writers' Workshop
- Biology
- Philosophy

## Website migrations in progress

- Chemistry
- Math
- Stats
- GWSS
- GSS
- Rhetoric
- Writing Center
- CLAS
Feedback

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