August content
(compared to previous month)

Output

- 110 social posts (+30)
- 7,175 social followers (+103)
- 17 news items (+13)
- 7 CLAS stories published (+3)
August CLAS website analytics (vs. Aug. ‘21)

August 2022

- Pageviews: 62,032  
  +8.76%

- Unique: 52,184  
  +11.77%

- Average time on page: 2:09 +7.7%

- Bounce: 64.4% -.18%

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>%Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. College of Liberal Arts and Sciences</td>
<td>5,124</td>
<td>8.26%</td>
</tr>
<tr>
<td>2. Student Classification</td>
<td>College of Liberal Arts and Sciences</td>
<td>4,438</td>
</tr>
<tr>
<td>3. Requirements for a Bachelor’s Degree</td>
<td>College of Liberal Arts and Sciences</td>
<td>2,500</td>
</tr>
<tr>
<td>Mary Kaye football player shares her story of hearing loss during 5th SPEAKS youth camp</td>
<td>College of Liberal Arts and Sciences</td>
<td>2,458</td>
</tr>
<tr>
<td>5. Departments and Divisions</td>
<td>College of Liberal Arts and Sciences</td>
<td>2,098</td>
</tr>
<tr>
<td>6. CLAS Core</td>
<td>College of Liberal Arts and Sciences</td>
<td>1,656</td>
</tr>
<tr>
<td>7. Prerequisites Q &amp; A for Undergraduate Students at UI</td>
<td>College of Liberal Arts and Sciences</td>
<td>1,494</td>
</tr>
<tr>
<td>8. Translation Program receives a $1 million grant to form National Resource Center for Translation and Global Literacy</td>
<td>College of Liberal Arts and Sciences</td>
<td>1,351</td>
</tr>
<tr>
<td>9. College of Liberal Arts and Sciences Search</td>
<td>College of Liberal Arts and Sciences</td>
<td>1,232</td>
</tr>
<tr>
<td>10. For Undergraduate Students</td>
<td>College of Liberal Arts and Sciences</td>
<td>1,182</td>
</tr>
</tbody>
</table>
Faculty staff email newsletter

• Open rate 59%
  – (1094/1938)
• Click rate 52%
• Top links:
  – Aron Aji Translation grant story
  – Employee updates
  – Dr. Liz Mendez-Shannon intro
  – Mennefield opera story
Performing arts

Hello from Iowa City:

I hope this letter finds you well and enjoying the best of the season, whatever you may be. We continue to live in a challenging, troubling time. However, there are many reasons to feel hopeful, engaging others to public health, and stories even more compelling. We must continue to tell our stories.

As the theatre community we are committed to staying active, sharing our joy, and making your voices heard. Enjoy your artistry how you engage in your communities. Our art is an art of our hope.

This past year, the Department of Theatre Arts, our students, faculty, and staff have been focusing on our audiences. We are an essential part of the University of Iowa, and our mission is to serve and to support. We have experienced many challenges, but we have grown stronger and closer. We are indeed fortunate to be part of the University of Iowa College of Liberal Arts, as a Department Arts is, indeed, as much for the students that come out of us as for the arts we produce.

Social Justice Initiatives:

Focusing on Equity, Inclusion, and Belonging continue to be a key focus of our department. Our Equity, Inclusion, and Belonging initiatives have included creating a new Dance program focused on Equity, Inclusion, and Belonging, which involves faculty and students from all disciplines. The program aims to foster a more diverse and inclusive environment while promoting the importance of social justice issues in the field of dance. As part of these efforts, we have implemented new policies and practices aimed at creating a more welcoming and inclusive community for all who participate in the department.

THINK. MAKE. DANCE.

You’re looking for a place that will challenge you as a thinker and mover. You’re looking for a dance community that will support you in growing as a creative, dynamic, conscious dance artist. You’re ready to immerse yourself daily in rigorous practice in the studio, the classroom, and beyond. It’s all waiting for you in the heart of the midwest.

The University of Iowa offers three undergraduate programs in dance: a Bachelor of Arts (BA), Bachelor of Fine Arts (BFA), and minor in dance. We are also home to one of the top graduate dance programs in the country. All students have ample opportunities to work on the dance in dance by performing in work by faculty, graduate students, guest artists, and their own choreography.

UNDERGRADUATE AUDITION DATES

FALL: NOVEMBER 11, 2022 (application deadline November 4, 2022)
SPRING: FEBRUARY 17, 2023 (application deadline February 10, 2023)

319-335-2228
Halsey Hall, 28 W. Jefferson St., Iowa City, IA 52242
DANCE.UIOWA.EDU

I'm looking for a place that will challenge me as a thinker and mover. You're looking for a dance community that will support you in growing as a creative, dynamic, conscious dance artist. You're ready to immerse yourself daily in rigorous practice in the studio, the classroom, and beyond. It's all waiting for you in the heart of the midwest.

The University of Iowa offers three undergraduate programs in dance: a Bachelor of Arts (BA), Bachelor of Fine Arts (BFA), and minor in dance. We are also home to one of the top graduate dance programs in the country. All students have ample opportunities to work on the dance in dance by performing in work by faculty, graduate students, guest artists, and their own choreography.
CLAS Welcome Party Friday August 19th

Est. 750 freshman students attended
Other August projects

- Dean’s fall donor letter
- Computer Science marketing strategy
- Marketing Communications tool kit launched
- 2nd meeting of CLAS communications network
D9 websites launched or provisioned in August

Launched:

• Communication Sciences and Disorders chair search
• Iowa Sciences Academy

In-progress:

• Magid Center for Writing
• Iowa Youth Writing Project
• Earth and Environmental Sciences
• History
When will I get my new website?

• This academic year (22-23)

• Sequence:
  1. First group: Comms Studies, PBS, English, SAAH, HHP, Soc/Crim, Music, Theatre, Dance
  2. Other programs next
  3. CLAS site last

• Advance work you can and should do:
  ✓ review your content and pages
  ✓ make decisions: keep/change/delete
  ✓ note key areas of need/concern
  ✓ develop your Why Iowa points

• More details later this week
Questions?

Email: clas-marcom@uiowa.edu