

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For May, 2024

Telling the CLAS story

Output (news and stories)

12 articles (+9%YOY)
3 UI placements (0% change YOY)

Traffic

~/news 3,692 pageviews (-13%YOY)

Top stories by traffic published this month:

[Meet the spring 2024 CLAS commencement speakers](#)

[CLAS staff recognized for impactful work](#)

[Congrats to the Class of 2024: Commencement photos and wrap up](#)

Faculty and Staff Newsletter

[Link to HTML version](#)

49% open rate (+4%YOY)

26% click rate (-50% YOY)

Top links:

[CLAS staff members recognized for outstanding contributions](#)

[Employee updates](#)

[Gidal, Harvey, Murray, Rocha named Hubbard-Walder honorees](#)

CLAS social media

152 posts (-30.6%YOY)

9,415 engagements (+26%YOY)

11,494 social followers (+40%YOY)

Web strategy and program marketing

Website migrations completed

[Geographical and Sustainability Sciences](#)

CLAS Site migrations in progress

[Clas.uiowa.edu](#)

[Resource.clas.uiowa.edu](#)

Currently in a [period of reduced website support](#) to prioritize for June 26 launch of final CLAS sites. Thank you for your patience and understanding!

Marketing video/photography

[Art History video](#)

[Enterprise Leadership video](#)

[Exercise Science video](#)

[Grads on campus](#)

[Staff Appreciation event](#)

Marketing campaigns

SJMC-MASC

- 53,345 advertising impressions
- 1,666 web sessions
- 23 inquiries

Performing arts marketing and communications – May 2024

Content (news and stories)

9 news items

2 original articles

4 UI Placements

- CLAS e-News

5 news placements

Social media

170 posts

-65 YOY

-193 vs. April

347,725 impressions

-113,722 YOY

-140,913 vs. April

20,670 engagements

-10,423 YOY

-5,340 vs. April

16,218 social followers

+3,211 YOY

+150 vs April

- *(9 of these new followers are from PAI Instagram account)*

Marketing initiatives

Theatre Arts

New Play Festival

- 1,374 in attendance
- Productions average 84% sold out (68% last year)

Dance

BFA Concert

- 380 in attendance

Music

- Ongoing work on area recruitment brochures

Special projects

@performingartsatiowa
Instagram

- boost in interdisciplinary, collaborative posts

OSC content collaboration

- *Fierce* videography for our documentary film (release pushed out to June 5)

Arts Communicators + Engagers Kickoff Meeting

Exit survey implemented on PAI website for events listings

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Feedback

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