

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For April 2024

Telling the CLAS story

Output (news and stories)

13 articles (+85%YOY)

2 UI placements (-71%YOY)

Traffic

~/news 4,851 pageviews
(+10%YOY)

Top stories by traffic
published this month:

[Grab some eclipse glasses and take part in this solar phenomenon on the Pentacrest on April 8](#)

[CLAS announces 2024 faculty promotion and tenure awards](#)

[Mindset matters: Strategies to boost motivation in crunch time](#)

Faculty and Staff Newsletter

[Link to HTML version](#)

52% open rate (+8%YOY)

42% click rate (+68%YOY)

Top links:

[CLAS announces 2024 faculty promotion and tenure awards](#)

[Employee updates](#)

[CLAS Staff Celebration](#)

CLAS social media

152 posts (+11%YOY)

17,658 engagements
(+99%YOY)

11,333 social followers
(+40%YOY)

Marketing CLAS programs

CLAS recruitment marketing

- [HHP Health Promotion major video](#)
- [Enterprise Leadership major video](#)
- Enrollment Management 4/9/24 Lunch and Learn for DEOs on competition analysis and program positioning

Strategic collaborations

- Dance–value proposition
- [Enterprise Leadership–value proposition \(final\)](#)
- Iowa Summer Writing Festival–marketing plan

Marketing video/photography

[GWSS Classroom](#)

[Iowa Youth Writing Project](#)

[Chemistry Lab](#)

[CLAS Grad Preksha Kedilaya](#)

Marketing campaigns

SJMC- MASC

- 51,868 advertising impressions
- 28 web inquiries
- 6 admits (for summer 2024 session start)

SSW- MSW (final report)

- 189 web inquiries (12/20-3/8)
- 286 total applications (214 since Dec. 20)
- 182 accepts (+26% goal of 145)

Performing arts marketing and communications- April

Content (news and stories)

25 news items

9 original articles

- (up from 3 in March)

13 UI Placements

- 9 Daily Iowan
- 4 Iowa Now
- 1 CLAS e-News

10 news placements

- *Black Dance Magazine*

Social media

363 posts

+14 YOY
-25 vs. March

488,638 impressions

+103,370 YOY
-31,438 vs. March

26,010 engagements

+483 YOY
+2,070 vs. March

16,068 social followers

+3,061 YOY
+258 vs March

- (49 of these new followers are for new PAI Instagram account)

Marketing initiatives

Theatre Arts

In the Red and Brown Water (7 shows)

880 tickets sold
3 sold out* shows

Dance Faculty + Grad concerts (6 shows)

507 in attendance

FIERCE (2 shows)

1,786 tickets sold

Special projects

- **Three electric performances campaign** –
- In the Red and Brown Water
- Fierce
- **@performingartsatiowa Instagram** – boost in interdisciplinary, collaborative posts
- **OSC content collaboration** around Fierce:
 - -Story on William Menefield
 - -Videography for our documentary film (due out in May) about the creative process
 - -Collaborative reel about the student experience “on both sides of the curtain”

CLAS web strategy

Website migrations completed

[Chemistry](#)

[Statistics and Actuarial Science](#)

[Mathematics](#)

Department/program website migrations in-progress

- GWSS
- GSS
- Rhetoric
- Writing Center

CLAS website migration

The CLAS site is currently in the process of migration for a summer launch!

See the [CLAS Business Updates](#) for regular updates and information about the new CLAS website(s) currently under construction.

IOWA

Feedback

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