

IOWA

College of Liberal Arts
and Sciences

CLAS Marketing and Communications

FY24 report

July 2023-June 2024



FY23 Goals and tactics



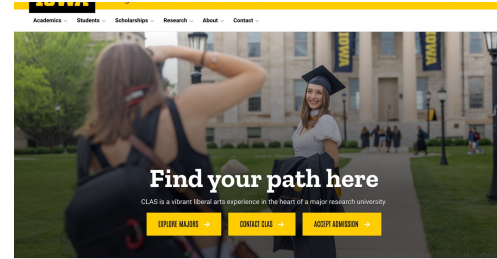
Strengthen the CLAS narrative

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



Marketing CLAS programs

- Undergraduate recruitment
- Professional/online
- Performing Arts at Iowa year 2



Explore, discover, and create your own story in CLAS. With more than 70 majors to choose from, you'll gain the skills to succeed and graduate ready for what's next.

Modernize web presence

- Complete CMS migration to Drupal 10
- Web strategy 101 (content, metrics, tracking)
- Enabling department and program users

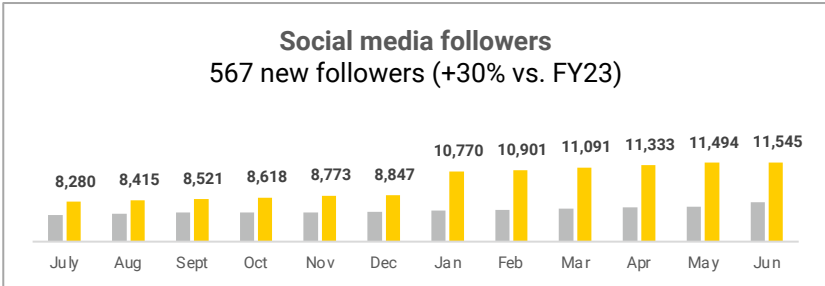
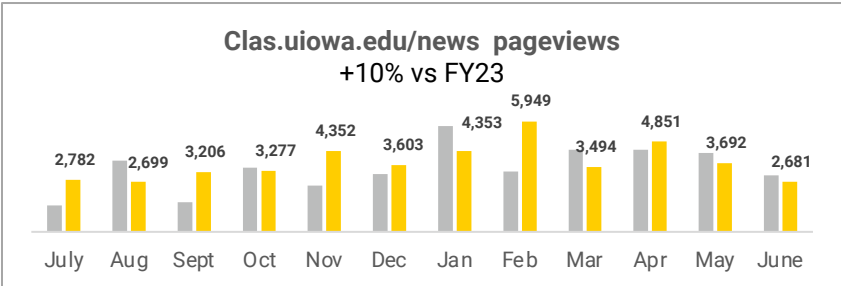
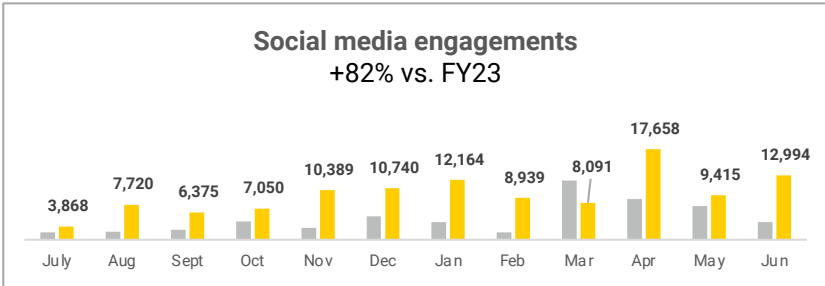
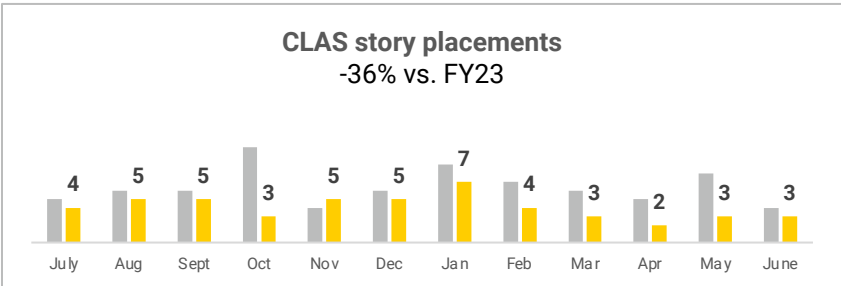
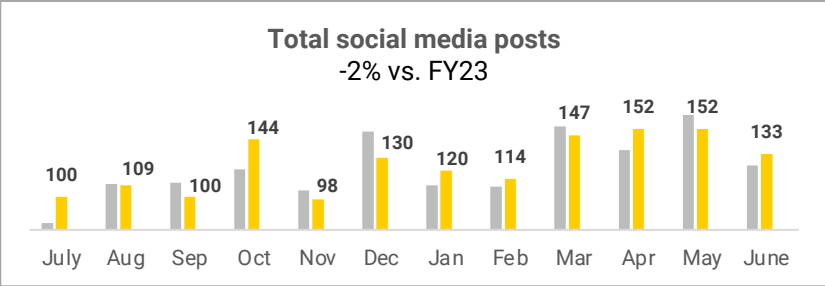
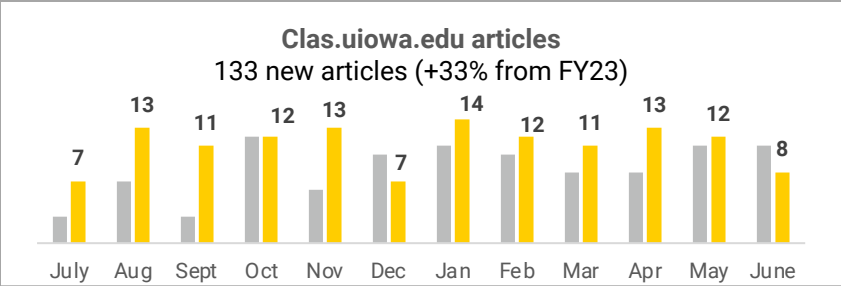


Build capacity for goals 1-3

- Staff and skills
- Student employees
- Marketing infrastructure
- Templates, resources, training

CLAS news, stories, content

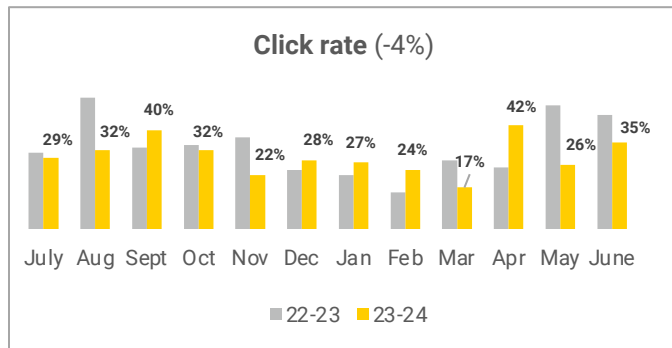
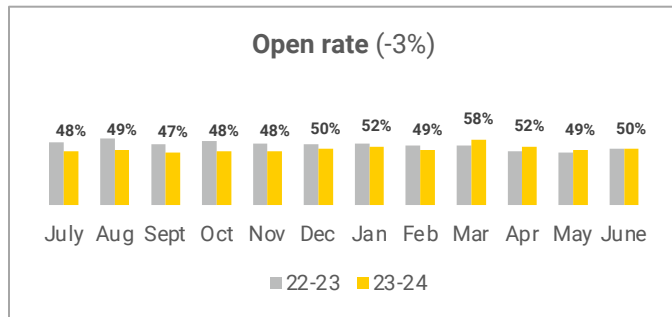
22-23 ■ 23-24 ■



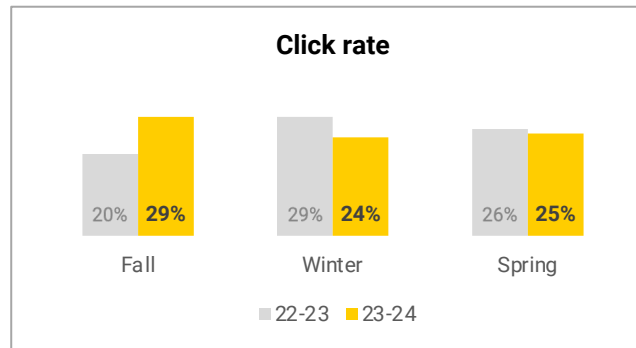
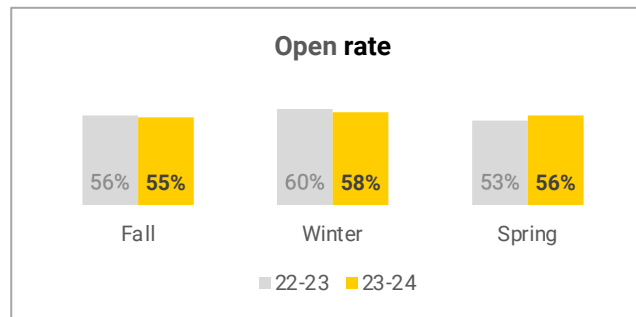
- Top 10 CLAS articles by traffic published in FY24
- [Meet the fall 2023 CLAS commencement speaker](#)
 - [CLAS associate professor featured in new Netflix documentary](#)
 - [Grab some eclipse glasses and take part in this solar phenomenon on the Pentacrest on April 8](#)
 - [Students: are you looking for a summer internship?](#)
 - [CLAS announces 2024 faculty promotion and tenure awards](#)
 - [More than 100 classrooms to receive upgrades before classes begin](#)
 - [Midterms are coming, try these five study tips](#)
 - [CLAS department opens new pediatric play lab as part of Child Life and Therapeutic Recreation programs](#)
 - [CLAS departments redesign introductory STEM courses to improve student learning](#)
 - [CLAS welcomes new therapy dog into the Therapeutic Recreation program](#)

CLAS Newsletters

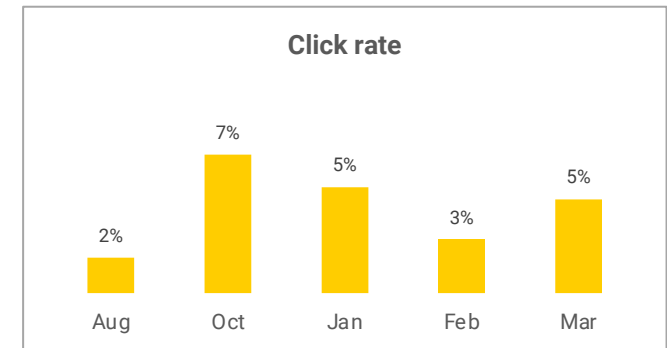
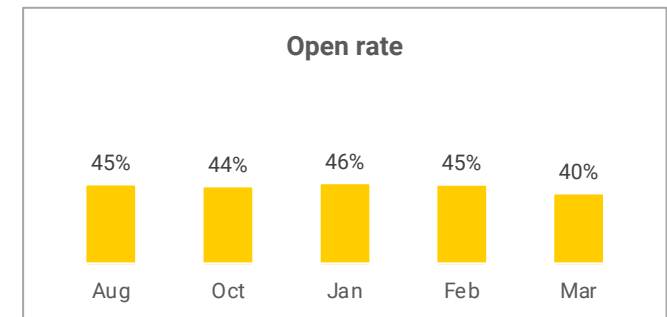
CLAS Faculty and Staff Newsletter



Research Resource



CLAS Undergraduate Newsletter



Celebrating the CLAS community

- [Welcome Party](#)
- [Faculty Honors](#)
- [UI Homecoming Parade](#)
- [Commencement](#)
- [Staff Appreciation](#)



One Day for Iowa 2024

CLAS

- \$10,100 match
- raised \$23k (+98%) from 71 gifts (+57%)

CLAS departments

- 52 depts and programs participating (+17)
- Total gifts: 1,318 (+20%)



Recruitment marketing & student success

Video

- [Enterprise Leadership](#)
- [MFA Stage Management](#)
- [MA Strategic Communication](#)
- [Art- 3D Design](#)
- [Neuroscience](#)
- [Exercise Science](#)
- [Health Promotion](#)
- [Human Physiology](#)
- [Art History](#)

Photography

- [CLAS Advising](#)
- [Chemistry](#)
- [CLAS Career Boot Camp](#)
- [EES](#)
- [Rhetoric](#)
- [Journalism](#)
- [Iowa Youth Writing Project](#)
- [Writing Center](#)
- [GWSS](#)
- [Enterprise Leadership](#)
- [Religious Studies](#)
- [Stats and Actuarial Science](#)
- [Mathematics](#)
- [Art- Printmaking](#)
- [Biology](#)
- [Theatre- Playwrights Workshop](#)
- [Social Work](#)
- [History](#)
- [Writers' Workshop](#)
- [Art- Art History](#)
- [Art- Ceramics](#)
- [Art- Painting](#)
- [Music- Jazz Studies](#)
- [MA Strategic Communication](#)
- [SOM- Summer Music Camps](#)
- [Dance- UI Dance Company](#)
- [Physics and Astronomy](#)
- [Health Promotion](#)
- [Human Physiology](#)
- [Therapeutic Rec](#)
- [Psychological and Brain Sciences](#)



IOWA

College of Liberal Arts and Sciences

Recruitment marketing

- Value proposition work:
 - Dance
 - Theatre
 - Enterprise Leadership
 - Social Work
 - Journalism
 - Cinematic Arts



Program marketing

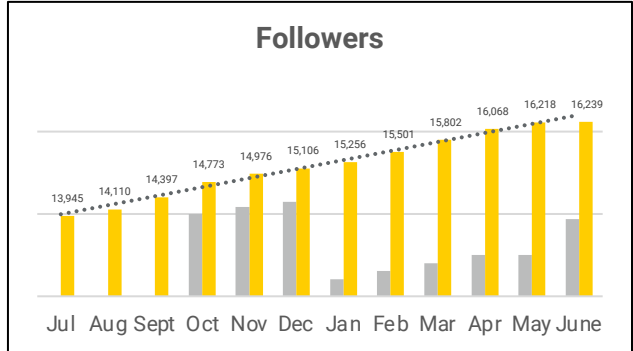
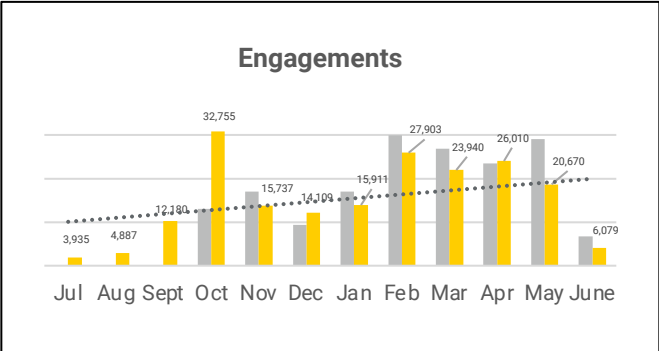
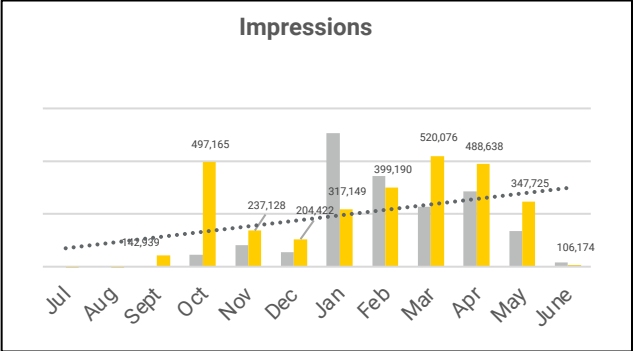
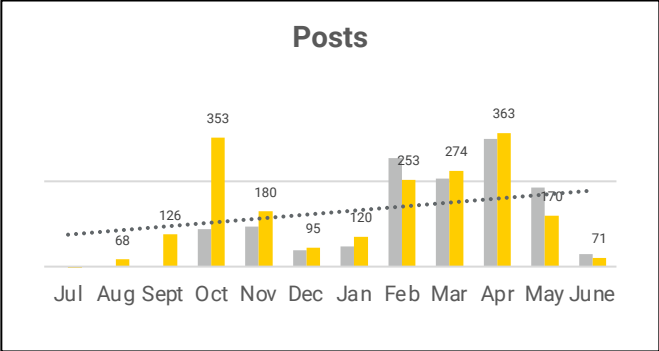
Graduate/professional and nondegree

	MA Strategic Communication					Master of Social Work (2024-25 cohort)	Iowa Summer Writing Festival (on campus)
Tactics	<ul style="list-style-type: none"> • Web page redesign • video and photography, • Updated inquiry form • HubSpot CRM • Email marketing • Targeted digital ads (search, display, LinkedIn, YouTube) 					<ul style="list-style-type: none"> • Web redesign • New web inquiry form • Targeted digital ads (search, display, LinkedIn) 	<ul style="list-style-type: none"> • Website improvements • New website inquiry form • Targeted digital ads (search, display, Facebook)
Metrics	<ul style="list-style-type: none"> • 602,407 ad impressions • 18,226 web page views • 193 web inquiries (+75%) 					<ul style="list-style-type: none"> • 73,790 ad impressions • 10,355 website pageviews • 189 web inquiries 	<ul style="list-style-type: none"> • 362,945 digital ad impressions • 10,480 website pageviews • 175 web inquiries
Outcomes		Fall '23	Spring '24	Summer '24	Fall '24	<ul style="list-style-type: none"> • 247 applications • 182 enrollments <ul style="list-style-type: none"> • +26% vs target of 145 	<ul style="list-style-type: none"> • 509 registrations (+24%)
	Application starts	14 (+2)	8 (no change)	6 (+3)	11		
	Enrollments	11 (+8)	3 (-1)	5 (+3)	TBD		

Performing Arts marketing

News, stories, and content

■ 22-23 ■ 23-24 Note: social media KPI tracking began in October 2022



Performing Arts events

Theatre, Dance, and Music

Theatre mainstage productions

- Macbeth (avg. 51%)
- Men on Boats (avg. 94%, 4 sellouts)
- Dance Nation (avg. 86%)
- Into the Woods (avg. 99%, 6 sellouts)
- [In the Red and Brown Water](#) (avg. 82%)
- *Average % of tickets sold: 82%*

New Play Festival attendance: 1374 (avg. 72%)

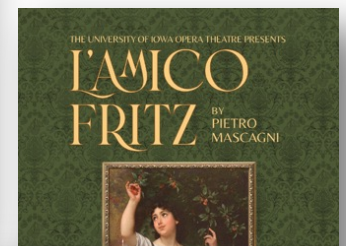
Dance concerts

- Thesis I Concert (attendance: 276)
- Dance Gala (attendance: 1,543)
- Grad/Undergrad Concert (attendance: 396)
- UI Dance Company concert (attendance: 332)
- Thesis II concert (attendance: 157)
- Martha Graham Panorama (attendance: 1,376)

- Faculty concert (attendance: 221)
- Graduate Concert (attendance: 286)
- BFA Concert (attendance: 380)

Major music events

- Fall opera: L'amico Fritz
 - 347 tickets sold
- Spring opera: Fierce
 - 1786 tickets sold
- Guest Artist Concert: Blue Heron
- Band Extravaganza
- Coast Guard Band concert



Performing Arts at Iowa

Other highlights and collaborations

- [Dance, Music, and Theatre](#) website upgrades
- [Performing Arts at Iowa website](#) launched
- [Performing Arts at Iowa hype video](#)
- [Arts Iowa calendar](#) decommissioned
- [Martha Graham residency](#)
- [Fierce collaboration](#)



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
5:30 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 2000, Voorman Music Building (Violin)
2:00 p.m. to 4:00 p.m. in VOX 2, Voorman Music Building (Viola)
Jazz Ensemble and Combo Auditions
Monday, August 21 through Friday, August 23 in Voorman Music Building
Choir Auditions
Monday, August 21 through Thursday, August 24 in Voorman Music Building
Symphony Band Auditions
1:30 p.m. to 7:00 p.m. in Voorman Music Building
Concert Band Auditions
1:30 p.m. to 7:00 p.m. in Voorman 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, Voorman Music Building (Double Bass)
12:00 p.m. to 2:00 p.m. in VOX 5402, Voorman Music Building (Violoncello)
Campus Symphony Orchestra Auditions
in VOX 2, Voorman Music Building

WEDNESDAY, AUGUST 23
Campus Symphony Orchestra Auditions
in VOX 2, Voorman Music Building
Black Pop Music Ensemble Auditions
6:00 p.m. to 9:00 p.m. in Voorman Music Building

THURSDAY, AUGUST 24
Campus Symphony Orchestra Auditions
in VOX 2, Voorman Music Building
Theatre Arts General Auditions
7:00 p.m. to 11:00 p.m. in the Theatre Building

FRIDAY, AUGUST 25
Theatre Arts General Auditions
7:00 p.m. to 11:00 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

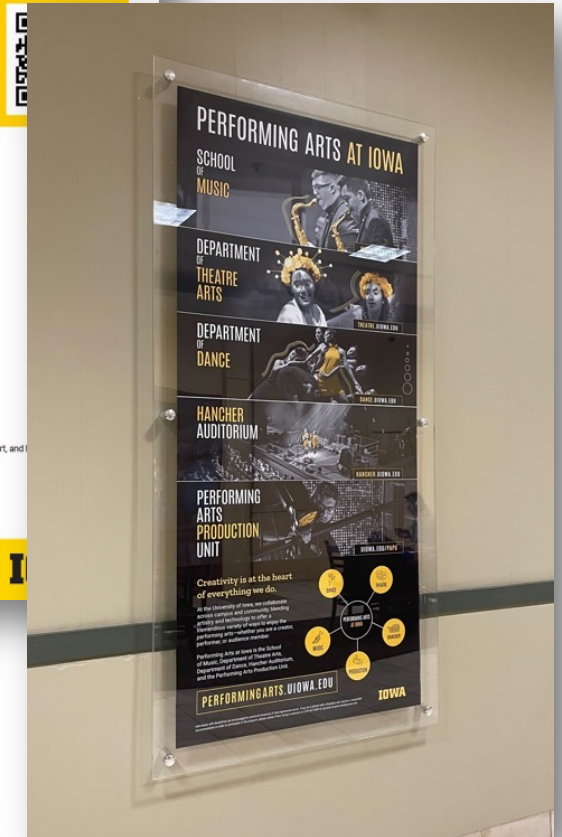
FRIDAY, SEPTEMBER 1
Dance Auditions (Grad Thesis Concerts, MFA Independent Projects, Choreo I and III Classes, Faculty Concert, and
9:30 a.m. to 10:30 a.m., 11:00 a.m. to 12:20 p.m. in the Gym, Halsey Hall

MONDAY, SEPTEMBER 18
Spring Opera: Fierce Auditions
5:30 p.m. to 8:30 p.m. in Voorman Recital Hall, Voorman Music Building

QUESTIONS?
Contact: Samantha Oudbrech-Paradis (samantha-paradis@uiowa.edu) for Theatre Arts, Kayleigh Schmid (katharine-schmid@uiowa.edu) for Dance and Opera, or Mandy Powers (mandy-powers@uiowa.edu) for Music.

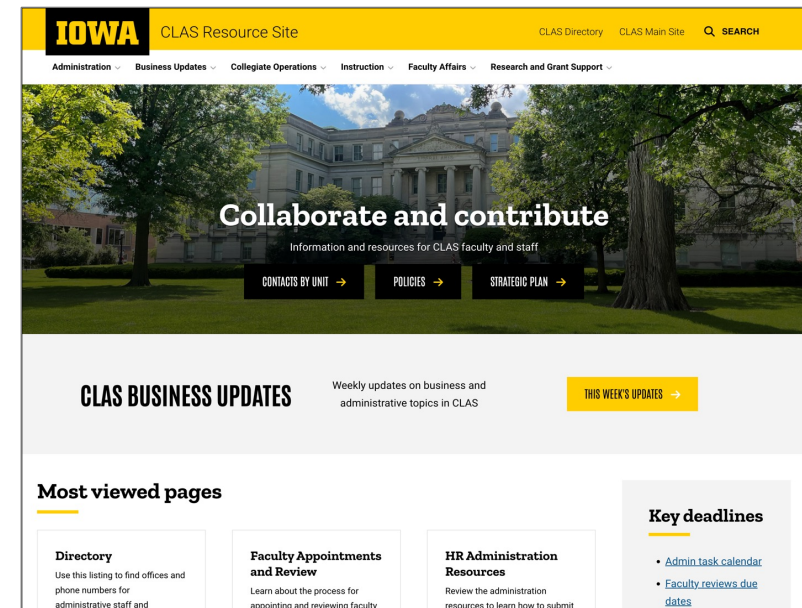
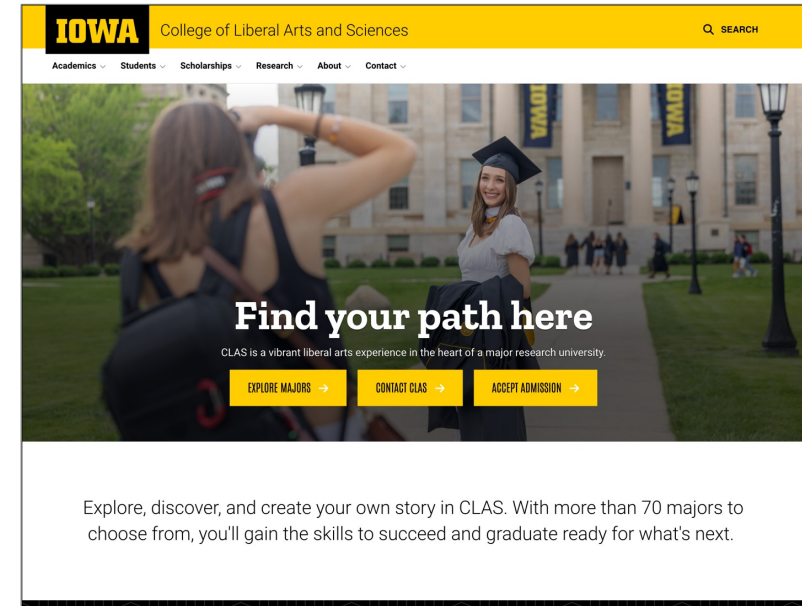
Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact the respective department in advance.

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



CLAS web strategy

- Updated [departmental site template](#)
- Streamlined migration process
- Added capacity through team cross-training, adding student employees
- Migrated **21** department and program sites
- Launched new CLAS websites
 - [Clas.uiowa.edu](https://clas.uiowa.edu)
 - [Resource.clas.uiowa.edu](https://resource.clas.uiowa.edu)



FY25 priorities

- Continue building CLAS storytelling channels and audiences
- Support undergraduate recruitment by positioning and marketing CLAS majors and communicating value of the GE program
- Student success communications in collaboration with 120
- Increase professional program marketing (MSW, MA-SC, etc.) to drive growth
- Pilot CLAS alumni relations strategy and tactics
- Continue evolution of performing arts marcom model
- Web strategy: governance, training, optimizing, performance

CLAS Marketing and Communications team

July 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