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

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

CLAS story placements
-36% vs. FY23

Clas.uiowa.edu articles
133 new articles (+33% from FY23)

Social media engagements
+82% vs. FY23

Total social media posts
-2% vs. FY23

Social media followers
567 new followers (+30% vs. FY23)

Clas.uiowa.edu/news pageviews
+10% vs FY23

Top 10 CLAS articles by traffic published in FY24

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

CLAS Faculty and Staff Newsletter

<table>
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<tr>
<th>Month</th>
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- Open rate (-3%)

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- Click rate (-4%)

Research Resource

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- Open rate

CLAS Undergraduate Newsletter

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- Click rate
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

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
- **Tactics**
  - Web page redesign
  - Video and photography
  - Updated inquiry form
  - HubSpot CRM
  - Email marketing
  - Targeted digital ads (search, display, LinkedIn, YouTube)

- **Metrics**
  - 602,407 ad impressions
  - 18,226 web page views
  - 193 web inquiries (+75%)

- **Outcomes**
  - Application starts:
    - Fall ’23: 14 (+2)
    - Spring ’24: 8 (no change)
    - Summer ’24: 6 (+3)
    - Fall ’24: TBD
  - Enrollments:
    - Fall ’23: 11 (+8)
    - Spring ’24: 3 (-1)
    - Summer ’24: 5 (+3)

### Master of Social Work (2024-25 cohort)
- **Tactics**
  - Web redesign
  - New web inquiry form
  - Targeted digital ads (search, display, LinkedIn)

- **Metrics**
  - 73,790 ad impressions
  - 10,355 website pageviews
  - 189 web inquiries

- **Outcomes**
  - 247 applications
  - 182 enrollments (+26% vs target of 145)

### Iowa Summer Writing Festival (on campus)
- **Tactics**
  - Website improvements
  - New website inquiry form
  - Targeted digital ads (search, display, Facebook)

- **Metrics**
  - 362,945 digital ad impressions
  - 10,480 website pageviews
  - 175 web inquiries

- **Outcomes**
  - 509 registrations (+24%)
Performing Arts marketing
News, stories, and content

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)

Major music events
- 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

College of Liberal Arts and Sciences
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
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
  - 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
Questions or feedback

Send story ideas, help requests or general inquiries to: CLAS-marcom@uiowa.edu