

**IOWA**

College of Liberal Arts and Sciences

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# Marketing and Communications

**Monthly update**

for February, 2024

# Telling the CLAS story

% change is year over year unless otherwise noted

## Output (news and stories)

12 articles (+20%)

4 UI placements (-43%)

## CLAS social media

114 posts (+.05%)

8,939 engagements (+2.3%)

10,901 social followers (+43%)

## Traffic

~/news 5,949 pageviews (+45%)

Top stories by traffic published this month:

[CLAS associate professor featured in new Netflix documentary](#)

[CLAS doctoral students invited to apply for graduate assistanships](#)

[Career Center resources and events for students: spring 2024](#)

## Faculty and Staff Newsletter

[Link to HTML version](#)

49% open rate (-4%)

24% click rate (+11%)

Top links:

[Employee updates](#)

[Six departments redesign introductory STEM courses to improve student experiences](#)

[Akbar's new novel featured in New York Times](#)

## CLAS Student Newsletter

vs. January

[Link to HTML version](#)

45% open rate

5.3% click rate (+.3%)

Top links:

[Midterms are coming, try these five study tips](#)

[Several STEM courses redesigned to improve learning outcomes](#)

[Are you ready to graduate?](#)

# Marketing CLAS programs

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## Campaign: MA-Strategic Communication

- 117,555 ad impressions
- 1,601 pageviews
- 10 inquiries
- 4 application starts

## Campaign: School of Social Work MSW

- 28,961 ad impressions
- 3,290 pageviews
- 73 inquiries
- 57 application starts

## Content production

[Social Work lecture](#)

[Writers' Workshop](#)

[UI Dance Company](#)

[CLAS Advising](#)

[Lisa Schlesinger](#)

[Playwrights'](#)

[Workshop](#)

## Strategic collaborations

Enterprise Leadership

# Performing arts marketing and communications

## Content (news and stories)

Articles: 1

News Items: 6

8 news placements

- 1 in Iowa Now
- 1 in Iowa Magazine

## Social media

**253 posts**

-52 YOY  
+133 vs. Jan

**399,190 impressions**

-44,094 YOY  
+82,041 vs. Jan

**27,903 engagements**

-4,057 YOY  
+11,992 vs. Jan

**15,501 social followers** +2,881 YOY  
+236 vs. Jan

## Marketing initiatives

### Theatre Arts

*Dance Nation*  
955 tickets sold

### Dance

UIDC *Dances Described*  
Concert

332 tickets sold

### Music

Undergrad recruitment flyers created for Music Therapy, Jazz, Chamber Music, Music Education areas

## Special projects

❤️ Valentine's alumni series for PA

Performing Arts at Iowa Instagram launch (& GIPHY stickers) 🧐

Launched content collaboration plan with OSC around *FIERCE* storytelling



[Hype video](#) finally out! ▶️

# CLAS web strategy

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## Website migrations completed

[Religious Studies](#)

## Website migrations in progress

Biology

Philosophy

Writers' Workshop

Chemistry

clas.uiowa.edu

## New website migrations started

Stats

Math

GWSS

GSS

Rhetoric

Writing Center

All CLAS D7 department and program site migrations are now officially in progress!

## Celebrating web enhancements across the college

[Iowa Summer Writing Festival](#) launched new navigation ahead of summer registration opening.

The [Spanish and Portuguese](#) homepage has been updated to match the CLAS department [template strategy](#), providing clear calls-to-action and an audience-centric user experience.

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# Feedback

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