## Telling the CLAS story

### Output (news and stories)
- 14 articles (+27%)
- 7 UI placements (-22%)

### Traffic
- ~/news
- 4,353 pageviews (-24%)
- Top stories by traffic published this month:
  - Translation workshop celebrates 60 years
  - 6 CLAS departments redesign introductory STEM courses
  - CLAS psychology professor retires after 50 years

### Faculty and Staff Newsletter
- January Newsletter
  - 52% open rate (-3%)
  - 27% click rate (+5%)
  - Top links:
    - Employee updates
    - CLAS adds undergraduate sustainability requirement
    - Workshop book recommendations

### CLAS Student Newsletter
- January Newsletter
  - 46% open rate
  - 5% click rate
  - Top links:
    - How to apply for scholarships
    - Important dates and deadlines
    - CLAS therapy dog Drax

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**CLAS social media**
- 120 posts (+10%)
- 12,164 engagements (+161%)
- 10,770 social followers (+43%)
### Marketing and Web Strategy

#### Media production
- **Photography:** School of Music feature
- **Photography:** Art History class
- **Photography:** Winter Campus beauty shots
- **Video:** MA-SC YouTube ads
- **Photography:** Biology Labs
- **Video:** SAAH web reel

#### Marketing campaigns

<table>
<thead>
<tr>
<th>Program</th>
<th>Impressions</th>
<th>Pageviews</th>
<th>Inquiries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MA-Strategic Communication</strong></td>
<td>95,727 advertising</td>
<td>2,830</td>
<td>18</td>
</tr>
<tr>
<td><strong>Social Work- MSW</strong></td>
<td>42,471 advertising</td>
<td>6,143</td>
<td>84</td>
</tr>
</tbody>
</table>

#### Website migrations

- **Completed:** Art and Art History
- **In-progress:** Philosophy, Religious Studies, Biology, Writers' Workshop, Chemistry, clas.uiowa.edu

#### Program page redesigns
- **MA-Strategic Communication program pages**
- **School of Social Work- MSW program pages**
Performing arts marketing and communications

Content (news and stories)
- Articles: 5
- News items: 11
- 5 news placements
  - 1 – Iowa Now newsletter
  - 4 – Daily Iowan online and print

Social media
- 120 posts (+22 YOY)
- 317,149 impressions (-288,962 YOY)
- 15,911 engagements (-3,035 YOY)
- 15,256 social followers (+2,841 YOY)

Marketing initiatives
- **Theatre Arts** – *Dance Nation* (Mainstage pre-event promo)
- **Theatre Arts** – MFA programs recruitment social ad campaign (Playwriting, Stage Management, Acting)
  - Reach: 82K+
  - Clicks: 796
- **Dance** – UIDC Dances Described Concert (pre-event promo)

Special projects
- New Performing Arts at Iowa poster series installed in UCC
- Hype video project in approvals phase
- New Events pages interface created for PAI website
Feedback

→ benjamin-hill-1@uiowa

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