## Telling the CLAS story

### Output (news and stories)

- 8 articles (-33%YOY)
- 3 UI placements (-57%YOY)

### Traffic

- ~/news
- 2,681 pageviews (-12%YOY)

Top stories by traffic published this month:

- [CLAS staff celebrate during annual appreciation event](#)
- [CLAS art and art history professor and six students embark on journey across Iowa on handmade bikes](#)
- [CLAS awards seven graduate assistantships in writing, editing, community engagement](#)

### Faculty and Staff Newsletter

- [Link to HTML version](#)
- 50% open rate (0%YOY)
- 35% click rate (-24%YOY)

Top links:

- [Staff celebrate during appreciation event](#)
- [Employee updates](#)
- [CLAS awards seven graduate assistantships](#)

### CLAS social media

- 133 posts (+7.3%YOY)
- 12,944 engagements (+183%YOY)
- 11,545 social followers (+41%YOY)
## Marketing CLAS programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Ad Impressions</th>
<th>Website Sessions</th>
<th>Web Inquiries</th>
<th>Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa Summer Writing Festival</td>
<td>362,945</td>
<td>10,480</td>
<td>175</td>
<td></td>
</tr>
<tr>
<td>MA Strategic Communication</td>
<td>42,304</td>
<td>1,003</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Master of Social Work</td>
<td>3,394</td>
<td></td>
<td>57</td>
<td>29 Online MSW, 12 Iowa City, 12 Des Moines, 1 Sioux City, 5 Not sure yet</td>
</tr>
</tbody>
</table>

*summer ’24 total as of 6/28
**+24% vs. ’23 total
Performing arts

Content (news and stories)
15 news items
• 3 Music
• 1 Dance
• 8 Theatre
• 3 Performing Arts
1 original article
• Written by one of our undergrad students
5 UI Placements
• CLAS e-News
• Iowa Now email + website
11 news placements

Social media
71 posts
-9 YOY
-58.2% vs. May
106,174 impressions
-9,224 YOY
-69.5% vs. May
6,079 engagements
-2,628 YOY
-64.8% vs. May
16,239 social followers
+2,361 YOY
+0.5% vs. May
*239 followers are from PAI Instagram

Marketing initiatives
Theatre Arts Mainstage poster designs
Dance New student hire: Soraya Cohen will be our new PA marketing assistant for Fall 2024
Music Completed recruitment brochures for Music Therapy, Music Education, Chamber Music, Jazz Studies
Iowa Summer Music Camps photography

Special projects
OSC content collaboration
• Fierce documentary film released June 5
• Successful story pitches and collaboration with OSC re: David Adjmi’s Tony wins
  • Iowa Now
  • Gazette
  • Gazette
  • Register

Arts Communicators + Engagers Slack channel created
Unified Performing Arts At Iowa presence, materials, and staffing at summer orientation events
Created plan for joint season announcement for all Performing Arts units (July announcement)
Search under way for Video / Photo Specialist for Performing Arts
CLAS web strategy

Departmental website migrations

Gender, Womens, and Sexuality Studies

Rhetoric

Writing Center

CLAS Production Unit

New CLAS collegiate site clas.uiowa.edu

New CLAS Resource Site
Feedback

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