

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For June 2024

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

Iowa Summer Writing Festival

Summer on-campus workshops

362,945 ad impressions

10,480 website sessions

175 web inquiries

509 Registrations* **

*summer '24 total as of 6/28

**+24% vs. '23 total

MA Strategic Communication

42,304 ad impressions

1,003 website sessions

20 web inquiries

10 application starts*

*fall 2024 term

Master of Social Work

3,394 website sessions

57 web inquiries

- 29 Online MSW
- 12 Iowa City
- 12 Des Moines
- 1 Sioux City
- 5 Not sure yet

Video and photography

[SOM Summer Jazz Camp](#)

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

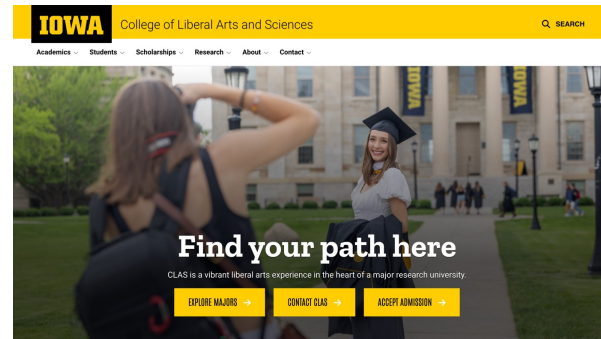
[Gender, Womens, and Sexuality Studies](#)

[Rhetoric](#)

[Writing Center](#)

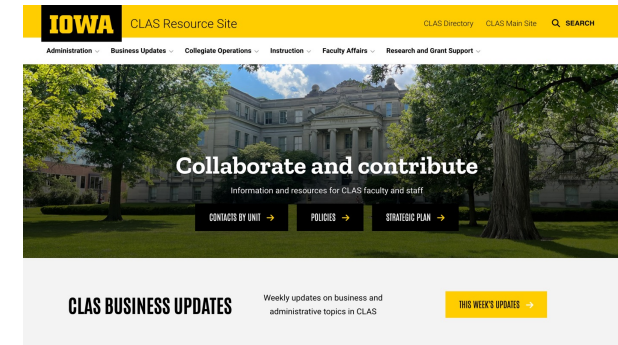
[CLAS Production Unit](#)

New CLAS collegiate site clas.uiowa.edu



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.

New [CLAS Resource Site](#)



Most viewed pages

Directory

Use this listing to find offices and phone numbers for administrative staff and

Faculty Appointments and Review

Learn about the process for appointing and reviewing faculty

HR Administration Resources

Review the administration resources to learn how to submit

Key deadlines

- [Admin task calendar](#)
- [Faculty reviews due dates](#)

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Feedback

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