

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

March 2024

Reporting for 3/1-3/31 unless otherwise noted

Telling the CLAS story

Output (news and stories)

11 articles (+38% YOY)
3 UI placements (-50% YOY)

CLAS social media

147 posts (-5.8% YOY)
8,091 engagements (-32.9% YOY)
11,091 social followers (+39.2% YOY)

Traffic

~/news 3,494 pageviews (-20%YOY)

Top stories by traffic published this month:

[Midterms are coming, try these 5 tips](#)

[CLAS psychology professor receives \\$3.2 million NIH grant](#)

[Mindset Matters: Strategies to boost motivation in crunch time](#)

Faculty and Staff Newsletter

[Link to HTML version](#)

48% open rate (-9.4% YOY)
16.8% click rate (-40.6%YOY)

Top links:

[Employee Updates](#)

[Nominate staff for an award](#)

[One Day for Iowa](#)

Research Resource newsletter (February)

[Link to HTML version](#)

58% open rate (-3.3% YOY)
24% click rate (-20%YOY)

Top links:

[Recent grant awards](#)

[Upcoming grant and fellowship deadlines](#)

[HHP professor researching four-day work week for 50 years](#)

Marketing CLAS programs

CLAS recruitment marketing

[Enterprise Leadership Video](#)

[Theatre Stage Management Video](#)

Strategic initiatives

Theatre- value proposition development

Dance- value proposition development

[Enterprise Leadership strategy](#)

SPARC Committee- faculty value proposition development

Content production

[Statistics Classroom](#)

[Math Classroom](#)

[AAH Screenprinting Class](#)

Marketing campaigns

[MA Strategic Communication](#)

- 33,000 advertising impressions
- 1,047 web sessions
- 16 inquiries
- 4 applications

[Social Work- MSW 2024-25 recruitment marketing*](#)

- 73,000 total advertising impressions
- 2,700 web sessions
- ~200 inquiries
- 286 total applications**

*reporting period 12/15/23-3/8/24

**Graduate College apps

Performing arts marketing and communications

Content (news and stories)

10 news items

3 original articles

UI Placements:

- Sean Harken story on stories.iowa.edu
- PAI hype video posted to uiowa socials

8 news placements

Social media

274 posts

+18 YOY

+21 vs. Feb

520,076 impressions

+193,650 YOY

+120,886 vs. Feb

23,940 engagements

-4,844 YOY

-4,963 vs. Feb

15,802 social followers

+2,998 YOY

+301 vs Feb

Marketing initiatives

Theatre Arts

Into the Woods

2,380 tickets sold

5 sold out shows (of 6)

Dance

Thesis II Concert

157 in attendance

Iowa Summer Music Camps social advertising

One Day For Iowa

Music \$8,460

Hancher \$4,714

Dance \$1,925

Theatre \$170

Special projects

Three electric performances campaign – Martha Graham Panorama

- 38 students performed at Hancher
- 1376 tickets sold
- Video project collab with Dance students, PAI staff, and UICA

@performingartsatiowa Instagram – boost in interdisciplinary, collaborative posts

Sean Harken story – helped bump up hype video views to 2K+

Kicked off content collaboration with OSC around **FIERCE** storytelling

CLAS web strategy

Website migrations completed

[Writers' Workshop](#)

[Biology](#)

[Philosophy](#)

Website migrations in progress

Chemistry

Math

Stats

GWSS

GSS

Rhetoric

Writing Center

CLAS

IOWA

Feedback

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