

CLAS Marketing and Communications update (July 2024)

News, stories, and articles

7 articles (+/- 0% YOY)

~/news traffic:
1,809 pageviews (-35%YOY)

Top stories by traffic published this month:

[School of Art and Art History adds design to its name](#)

[CLAS classics associate professor featured on History Channel docuseries](#)

[CLAS physics and astronomy professor receives prestigious NSF CAREER award](#)

Newsletters and emails

[July CLAS Faculty and Staff Newsletter](#)

Top links:

1. [Employee updates](#)
2. [New CLAS resource website](#)
3. [Jennifer Graham receiving Unsung Hero award](#)

[CLAS Dean's Advisory Council update](#)

CLAS social media

181 posts (+81% YOY)

9,246 engagements (+136% YOY)

11,713 social followers (+43% YOY)

Most engaging posts by channel:

- [Facebook](#) and [LinkedIn](#): CLAS chemistry department Carver Foundation grant
- [X](#): Profile on HHP student Thomas Hart's achievements
- [Instagram](#): Herky on Parade designed by CLAS students, faculty and alumni

Program marketing

[MA Strategic Communication](#)

- 50,642 ad impressions
- 449 website pageviews
- 24 website inquiries
- 4 applications
- 9 new enrollments (fall)

Strategic initiatives

[School of Art, Art History, and Design name change](#)
(end of June)

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Website optimizations or improvements

[Introducing the new CLAS websites](#)

[Navigating the CLAS websites](#)

Web training

[How-to: Replacing a Media File](#) web editing refresher training

Video and photography

[Edge of Space Academy](#)

[HHP Therapeutic Rec Video](#)

IOWA

Questions? Feedback?

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