

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For September, 2024

Positioning the college

News, stories, and articles

16 articles (+45% YOY)

~/news pageviews

4,704 (+46%YOY)

Top stories by traffic published this month:

[Restructuring announcement](#)

[Celebrating our faculty](#)

[Health sciences building update](#)

Newsletters

[Faculty and Staff Newsletter](#)

1. [Employee updates](#)
2. [Celebrating our faculty](#)
3. [Restructuring announcement](#)

[Undergraduate Student Newsletter](#)

1. [Prep like a pro with these midterm study strategies and workshops](#)
2. [Get a jump start on registration](#)
3. [How to pick a world language pathway](#)

[Research Resource](#)

1. [Recent grant awards](#)
2. [Upcoming grant and fellowship deadlines](#)
3. [Meet new GSO staff](#)

CLAS social media

104 posts (+4% YOY)

11,001 engagements (+18% YOY)

12,081 social followers (+43% YOY)

- Passed 3,000 followers on IG

Most engaging posts by channel

- Facebook: [Welcome Party photos](#)
- X: [Story on journalism sustainability capstone courses](#)
- IG: [Photos/facts highlighting incoming class](#)
- LinkedIn: [Physics and astronomy receive money from NASA + Rep. Miller-Meeks visits department](#)

Strategic communications

[CLAS restructuring announcement](#)

[CLAS renames two GE areas](#)

CLAS events

[Annual Faculty Meeting](#)

Fall Dean's Advisory Council meeting

Marketing and promoting CLAS programs

Undergraduate recruitment

Areas of Study brochure updates:

[World Language Pathways](#)

[Health Sciences](#)

[Visual and Performing Arts](#)

[Writing, Communications, and Literature](#)

[Earth, Environment, and Sustainability](#)

[Helping Careers](#)

[Math, Quantitative, and Natural Sciences](#)

Program marketing

[MA-Strategic Communication](#)

- 17,475 ad impressions
- 539 page views
- 32 web inquiries

[Social Work- MSW](#)

- 42,088 ad impressions
- 2,878 page views
- 64 web inquiries

Video and photography

[Faculty honors](#)

[Emily Finzel portrait](#)

Alumni relations

[Alumni fellows story](#)

Fall UICA Alumni Leadership Council meeting

Building capacity

Website optimizations or improvements

[Web strategy upgrades project](#) progress for:

- Anthropology
- Classics
- Communication Studies
- Computer Science
- English
- History
- Physics and Astronomy
- Political Science
- Psychological and Brain Sciences
- Sociology and Criminology

Templates or resources

[Canva tutorial video](#)