

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For November 2024

Positioning the college

News, stories, and articles

6 articles (-54%YOY)

~/news 2,910 pageviews (-33%YOY)

Top stories by traffic published this month:

[Meet the new CLAS senior HR director](#)

[CLAS journalism students gain hands-on experience launching marketing campaign](#)

[Japanese Ambassador to U.S. meets with CLAS students during visit to Iowa](#)

Email newsletters

[Faculty and Staff Newsletter](#)

1. [Employee updates](#)
2. [Learn how CLAS makes budget decisions](#)
3. [Meet the new CLAS senior HR director](#)

[Undergraduate Student Newsletter](#)

1. [Explore and apply for available scholarships](#)
2. [To drop or not to drop? Consider these things](#)
3. [New campus wellbeing website launches](#)

CLAS social media

110 posts (+12.3%YOY)

10,866 engagements (+4.4%YOY)

12,371 social followers (+20.8%YOY)

Top performing posts per channel by engagement

- Facebook: [Scott Shaw leading \\$9 million project](#)
- X: [Mindfulness tips from Well-Being at Iowa](#)
- LinkedIn: [Q&A with Neda Barrett](#)
- Instagram: [Japanese Ambassador to the U.S. visits CLAS](#)

Strategic initiatives

[Video: How CLAS Makes Budget Decisions](#)

[Story: Discover new interests with CLAS general education courses](#)

CLAS Leads:
Internal Communications workshop

Media hits

[DI: UI students gain marketing practice with journalism school professor's new book](#)

Marketing and promoting CLAS programs

Undergraduate recruitment

Area of Study landing pages

For current and prospective students:

- [Health Sciences](#)
- [Helping Careers](#)
- [Visual and Performing Arts](#)

Program marketing

[MA-Strategic Communication](#)

- 14,543 ad impressions
- 394 page views
- 17 web inquiries

[Social Work- MSW](#)

- 143,244 ad impressions
- 6,229 page views
- 85 web inquiries
- 138 total application starts this cycle (+6 YOY)

Video and photography

MSW ad videos

Falicia Beck

<https://youtu.be/v6KLQFMpi74>

https://youtu.be/MrmKIPc6_8E

Allison Wright

https://youtu.be/j-_R_TXi9Gs

<https://youtu.be/X1D-r9SW11k>

[Homecoming photos](#)

[Computer science course](#)

[SEES course at Raptor Center](#)

[GE: Becca Clark's ASL Class](#)

Departmental communications*

[Meet new CSD clinical faculty member Jacqueline Carder](#)

[CSD researcher featured in national article about over-the-counter hearing aids](#)

[HHP students provide health screenings, promote wellness during LiveWell Health and Well-Being Fair on campus](#)

[HHP faculty member Kara Whitaker's research takes center stage at NIH "Diverse Voices" event](#)

* This is a pilot effort this year to train and assign student employees to provide departmental communications support

Building capacity

Website optimizations or improvements

Upgrade completed

- [Communication Studies](#)

Upgrade in process

- Sociology and Criminology

Up next/on deck for upgrade:

- Anthropology
- History

Strategy phase

- SEES (new website)
- Physics and Astronomy upgrade

[Project updates](#)

Departmental communication capacity

- Dispatch training for Youth Ballet that resulted in their first [newsletter](#) in the system
- Web and social media training for communications students hired in CSD, HHP, and SSW

CLAS Communicators fall meeting

- Social media comment guidelines
- Mass mail policy update
- Marcom team update
- Internal communications channels overview
- Departmental website updates