

**IOWA**

College of Liberal Arts  
and Sciences

# **CLAS Marketing and Communications**

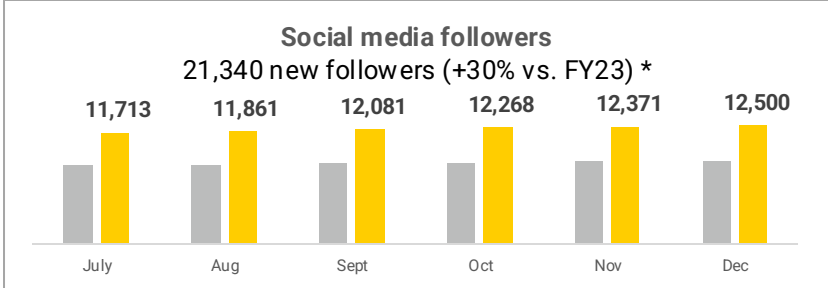
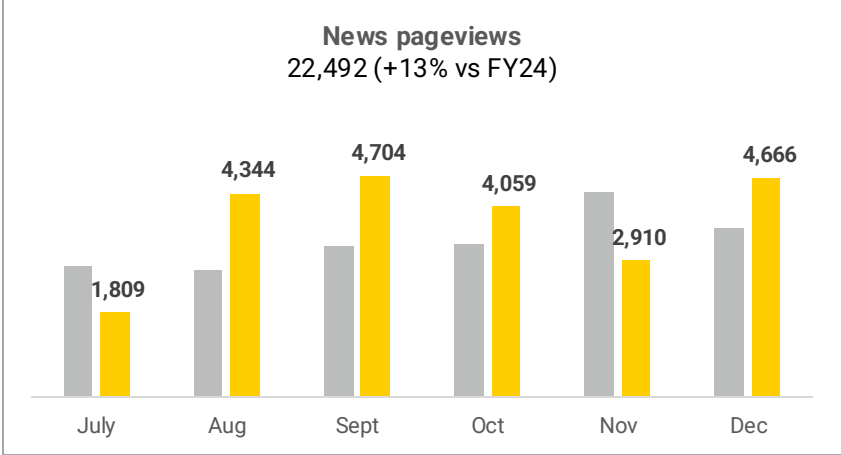
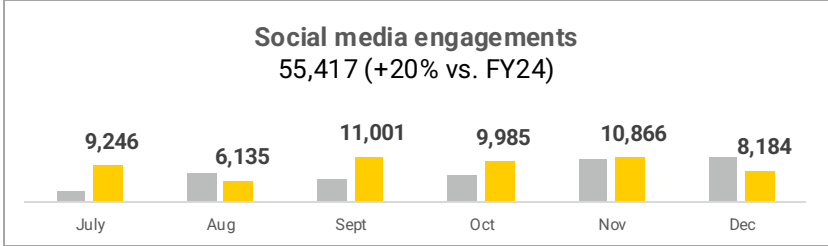
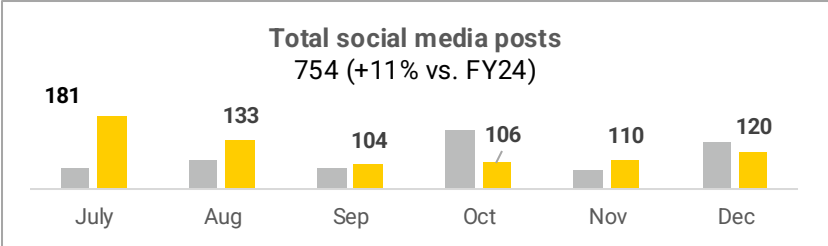
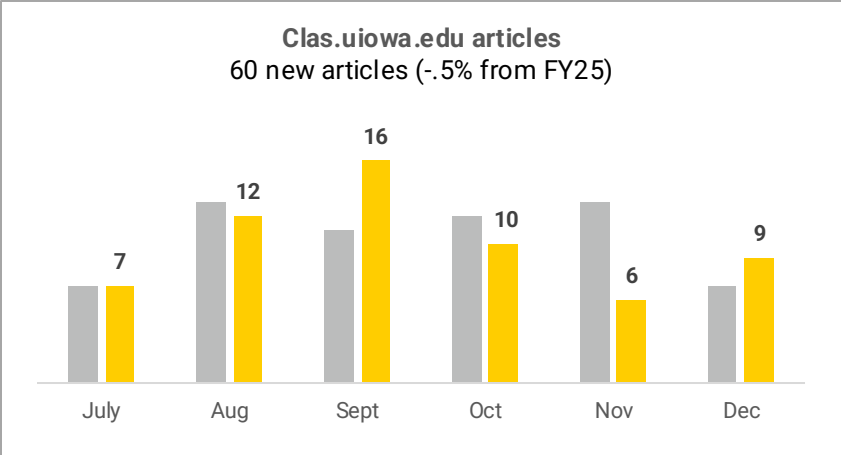
**FY25 midyear report**

July-December 2024



# CLAS news, stories, and social media

FY24 ■ FY25 ■



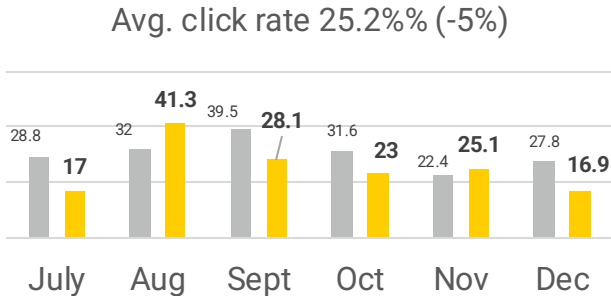
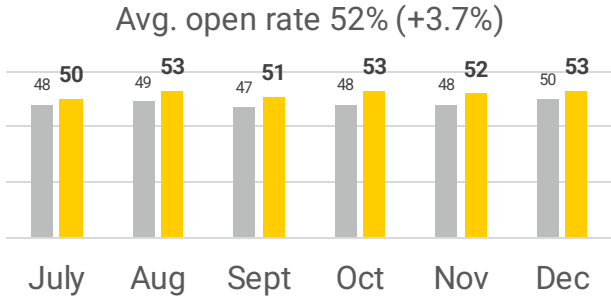
\* re-started CLAS LinkedIn channel in January 2024

- Top 10 CLAS articles by traffic published 7/1/24-12/31/24**
- [CLAS to propose new School of Social and Cultural Analysis](#)
  - [New Health Sciences Academic Building housing two CLAS departments on schedule](#)
  - [CLAS announces new administrative structure for environmental programs and world languages](#)
  - [Fall 2024: Important dates and deadlines for students](#)
  - [CLAS classics associate professor featured in History Channel's new docuseries](#)
  - [CLAS faculty members recognized by students for their commitment to student success](#)
  - [Prep like a pro with these midterm study strategies and workshops](#)
  - [CLAS chemistry faculty member leading \\$9 million project funded by U.S. Department of Defense](#)
  - [Department of Communication Sciences and Disorders receives \\$1.2 million grant to increase training of students serving diverse communities](#)
  - [Meet the new CLAS senior HR director](#)

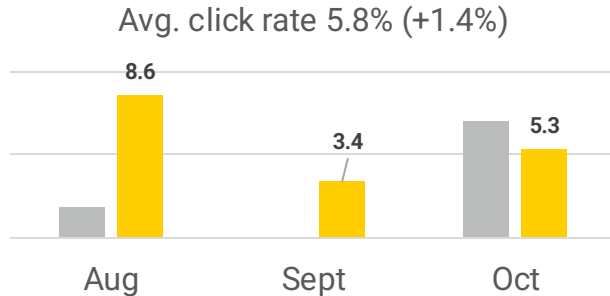
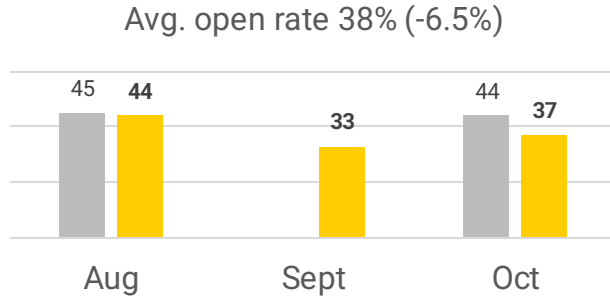
# E-newsletters

█ FY24 
 █ FY25 
 █

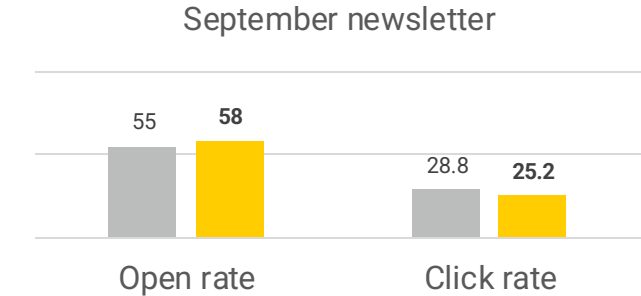
## Faculty and Staff Newsletter



## Undergraduate Newsletter



## Research Resource



- Top links
1. [Recent grant awards](#)
  2. [Upcoming grant and fellowship deadlines](#)
  3. [Meet the new staff members in CLAS GSO](#)

# CLAS Events

- August
  - [CLAS Welcome Party](#)
- September
  - [CLAS Fall Faculty Meeting](#)
- October
  - [Japanese Ambassador visit](#)
  - [Homecoming parade](#)
- December
  - [Commencement](#)



# Strategic issues

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- [SEES and DWLLC announcement](#)
- [CLAS restructure update](#)
- [School of Social and Cultural Analysis announcement](#)
- Writing and Communications steering committee
- SPARC Faculty Recruitment team



# Recruitment marketing

- CLAS Areas of Study content
  - Web landing pages (created 4 of 8)
  - Trifold brochures (updated 7 of 8)
- Promoting the General Education curriculum

**IOWA** College of Liberal Arts and Sciences

Academics ▾ Students ▾ Scholarships ▾ Research ▾ About ▾ Contact ▾

Home / News

## Discover new interests with CLAS general education courses

General education courses in the College of Liberal Arts and Sciences allow students to explore different areas of study and get out of their comfort zone—all while gaining valuable skills for the future.

Monday, October 28, 2024

[Image Gallery](#)

**IOWA**

### WHY SHOULD I CHOOSE WRITING AND COMMUNICATION AT IOWA?

There's good reason why Iowa is known as "The Writing University." Home to more than 40 Pulitzer Prize-winning authors, Iowa is a literary destination. Come improve your craft alongside passionate students and award-winning faculty. You'll be inspired by readings and talks from some of the best writers in the world.

Many employers prioritize writing and communication skills in their hiring decisions, making these majors a gateway to a wide variety of careers.

**Careers our graduates pursue:**

Copywriter	Fundraiser
Communications	Philanthropist
Editor	Marketing
Filmmaker	Politics
Journalist/Reporter	Public relations
Multimedia producer	Law
Graphic designer	Grant writer
Event planner	Publisher
Video and TV producer	...and many more!

**Contact us**

**CLAS Undergraduate Programs**  
clas-undergrad@uiowa.edu  
(319) 335-2633

**Office of Admissions**  
admissions@uiowa.edu  
(319) 335-3847

**WRITING, COMMUNICATIONS, AND LITERATURE**  
in the College of Liberal Arts and Sciences

# Recruitment marketing: media production

## Photography

- [Edge of Space Academy](#)
- [Fall campus](#)
- Gen Eds:
  - [History of Oil](#)
  - [Inequality in sport](#)
  - [History course in special collections](#)
- SEES: [Prairie course at MacBride](#), [Earth Week event](#)
- [CLAS at Mental Health Fair](#)
- [Computer Science course](#)
- [SEES: Raptor Center course](#)
- [GE: Becca Clark's ASL class](#)
- [CSD: Research](#)

- [Classics: Ancient Greek class](#)
- [Anthropology: Brady G'Sell](#)
- [CSD: Beth Walker lab](#)
- [SEES: Environmental Policy and Planning](#)
- [Anthropology: Biological](#)
- [Cinematic Arts: Animation class](#)

## Videos

- [HHP: Therapeutic Recreation](#)
- [Helping Careers area of study video](#)
- [MSW Online](#)



# Program marketing

Graduate/professional

	<b>Master of Arts in Strategic Communication</b> (fall '24 and spring '25 cohorts)					<b>Master of Social Work</b> (2025-26 cohort- Iowa City, Des Moines, and Online)
<b>Tactics</b>	<ul style="list-style-type: none"> <li>Targeted digital ads (search, display, LinkedIn, YouTube)</li> <li>Email marketing</li> </ul>					<ul style="list-style-type: none"> <li>Targeted digital ads (search, display, LinkedIn)</li> <li>Testimonial videos</li> <li>Email marketing</li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>149,331 ad impressions (-28%) *</li> <li>9,241 web page views (+60%)</li> <li><b>136 web inquiries (+74%)</b></li> </ul> <p><small>* Fewer ad impressions + increased traffic and inquiries suggests improved ad targeting, message relevance, and landing page experience, likely from 2023-2024 redesign.</small></p>					<ul style="list-style-type: none"> <li>386,416 ad impressions</li> <li>67,825 website pageviews (+6%)</li> <li><b>179 web inquiries (+9%)</b></li> </ul>
<b>Results</b> (vs. previous year)		Spring '24	Summer '24	Fall '24	Spring '25	<ul style="list-style-type: none"> <li><b>171 total Graduate college applications (+7%) as of 12/31/24</b></li> </ul>
	<b>Application starts</b>	8 (no change)	6 (+3)	14 (no change)	11 (+3)	
	<b>Enrollments</b>	3 (-1)	5 (+3)	9 (-2)	7 (+3)	



# Performing Arts

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- Completed MarCom team evolution
  - New monthly report:
    - [December](#)
    - [November](#)
- Value proposition work: Theatre, Music
- Majors videos in-progress for Dance, Theatre



# CLAS web strategy

- [Modernizing all CLAS websites](#)
- ~3 site upgrades done, 9 in-process
- Launched [Training Resources page](#) for website editors
- Structural changes web migration (in-progress)

The screenshot shows the website for the Bachelor of Arts in Communication Studies at the Iowa College of Liberal Arts and Sciences. The page features a yellow header with the 'IOWA' logo and 'College of Liberal Arts and Sciences'. Below the header is a navigation menu with 'Communication Studies' and a search icon. A secondary navigation bar includes 'Undergraduate Programs', 'Graduate Programs', 'Research and Scholarship', 'People', and 'About'. The main content area has a large image of two students talking, with the title 'Bachelor of Arts in Communication Studies' overlaid. Below the image is a breadcrumb trail: 'Home / Undergraduate Programs / Majors, Minors, and Certificates / Bachelor of Arts in Communication Studies'. A horizontal menu lists 'Majors, Minors, and Certificates', 'COMM Specializations', 'Honors', 'Experiential Learning', 'Advising', 'Awards and Scholarships', and 'Careers and Opportunities'. The main text section is titled 'Earn your BA in Communication Studies' and includes a description of the program and requirements. Three yellow buttons labeled 'APPLY', 'VISIT', and 'REQUEST INFO' are positioned on the right side of the text.

**IOWA** College of Liberal Arts and Sciences

Communication Studies Q SEARCH

[Undergraduate Programs](#) [Graduate Programs](#) [Research and Scholarship](#) [People](#) [About](#)

Home / [Undergraduate Programs](#) / [Majors, Minors, and Certificates](#) / Bachelor of Arts in Communication Studies

## Bachelor of Arts in Communication Studies

[Majors, Minors, and Certificates](#) | [COMM Specializations](#) | [Honors](#) | [Experiential Learning](#) | [Advising](#) | [Awards and Scholarships](#) | [Careers and Opportunities](#)

### Earn your BA in Communication Studies

Develop the skills and knowledge to meet the complex challenges of the 21st century.

The Bachelor of Arts with a major in Communication Studies requires a minimum of 120 s.h., including at least 39 s.h. of work for the major. Students must maintain a GPA of at least 2.00 in all courses for the major and in all UI courses for the major. They also must complete the College of Liberal Arts and Sciences GE CLAS Core.

[APPLY →](#)

[VISIT →](#)

[REQUEST INFO](#)

The curriculum is designed to encourage learning that progresses from foundation courses that teach the basics

# Building capacity

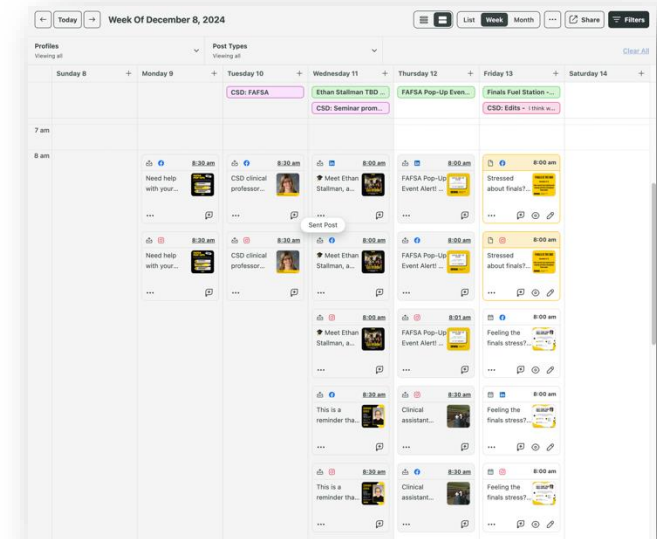
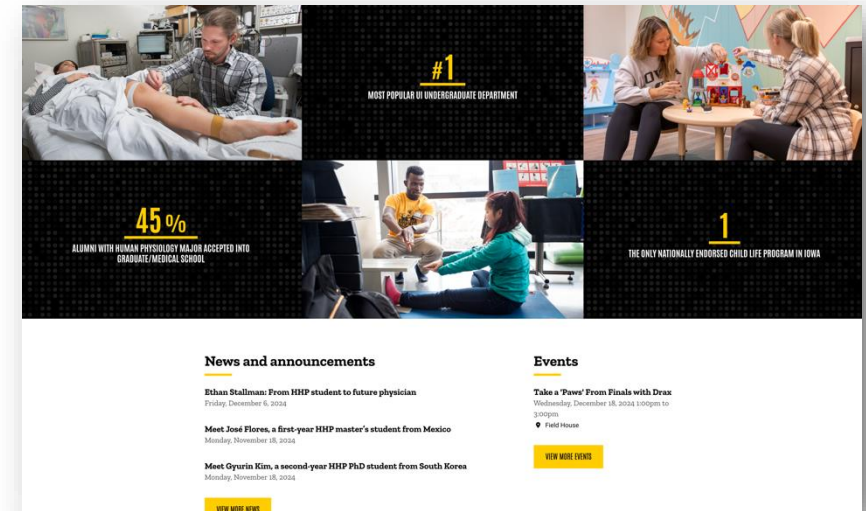
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- Hired Samantha Miller, Marketing Specialist (August)
- Web team leadership transition (November)
- Added new Canva [Design templates](#)
- Hiring plan
  - Communications Specialist (open search)



# Building capacity: departmental comms pilot

- Goal: more sustainable systems for departmental communications
- Primary audiences: internal, alumni
- CLAS platforms/processes, + trained student employees
- Social media, stories, events, website updates, email newsletters, Canva
- Pilot units: HHP, CSD, and Social Work



# CLAS Alumni relations

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## Strategy:

- Start with program-level engagement, while building CLAS affiliation

## Tactics in 2025-2026:

- Benchmarking with peer LAS colleges
- Analyze CLAS programs with successful/sustained alumni engagement
- Pilot efforts with several departments
- Work CLAS branding into program-level tactics
- Partnering with UICA



# Alumni relations: departmental email newsletters

- Converting from PDF to [email](#)
- Shifting from internal (faculty and staff) to external (alumni) focus
- Strong engagement (50-60% open rates)
- New [newsletter website section](#)

**IOWA** Department of Communication Sciences and Disorders

CSD alumni


Greetings from Communication Sciences and Disorders in the College of Liberal Arts and Sciences! The changing seasons can bring a wave of nostalgia—as the bright summer colors turn to the autumnal hues, the business of a new school year begins, and football games light up our screens. We hope these moments remind you of your cherished days in Iowa City.

In 2023, we will move into the new state-of-the-art Health Sciences Academic Building. Until then, we will host multiple activities to commemorate the people who have learned, mentored, and researched in the Wendell Johnson Speech and Hearing Center. This centenary year will be particularly memorable as 2023 marks the 100th anniversary of the American Speech-Language-Hearing Association (ASHA). How fitting to have such an anniversary marked with a new building in the city where ASHA was born!

Thank you for being an invaluable part of our CSD family and for sharing in our legacy of excellence. Enjoy reading these key highlights, important dates, and exciting updates.


**Eric Hunter**  
Chair, Communication Sciences and Disorders  
Homer B. Day and Florence D. Day Endowed Chair in Liberal Arts and Sciences

### Building updates



**New Health Sciences Academic Building on schedule**


The new state-of-the-art building will be home to CSD, and we will move in 2025 after substantial completion of the six-level building. The facility will be a hub for innovative teaching and learning, community outreach, experiential learning, research, and more.



**Save the date: Wendell Johnson commemorative event**


Join us in Iowa City on Saturday, Aug. 2, 2023, as we celebrate and honor the lasting impact of the Wendell Johnson Speech & Hearing Center. Schedule and event details to come. Share your favorite memories or photos of your time in the building using this online form.

### Department news




**Two CSD programs ranked best in the nation**

Iowa's audiology program was ranked second best in the nation by U.S. News and World Report and the speech-language pathology program climbed in the rankings to fifth. Our faculty, staff, students, and alumni continue to shape the future of these professions.




**Krista Davidson develops app to bridge communication gap during emergencies**

Davidson, a clinical professor, recently developed the app Resourcenix, which assists first responders during an emergency when communicating with non-speaking people.




**Beth Walker receives \$1.2 million grant to increase training of students serving diverse communities**

Walker, an associate professor, and her colleagues will train graduate students in audiology and speech-language pathology on working with and treating children with disabilities to come from multicultural backgrounds.



**Remembering professor emeritus Paul J. Abbas**


Abbas had a long esteemed career as an audiology physiologist and cochlear implant expert at Iowa. He was a highly valued faculty member and mentor to students and alumni in the department.



**Speech and hearing science undergrad leads Hawkeye Marching Band**


Meet Brandon Alper, drum major for Iowa's beloved marching band and future pediatric audiologist. Alper is also involved in Dance Marathon and various research projects with CSD faculty.

### Keep in touch



**Save the date for Homecoming**

Homecoming will take place Oct. 20-26, with the parade on Friday evening and Iowa vs. Northwestern football on Saturday. Check out some of the ways you can get involved if you're returning to Iowa City, along with some fun homecoming-themed apparel.



**Stay connected**

No matter where you are, you're always a Hawkeye. Learn how to stay connected to CSD and the College of Liberal Arts and Sciences. Read the stories of fellow alumni and find out how you can volunteer and hire students. Please also consider your potential information as we have

Department of Health and Human Physiology **IOWA**

HHP graduate

Greetings from the Department of Health and Human Physiology in the College of Liberal Arts and Sciences. Fall can often feel nostalgic, with back to school and the promise of a new academic year. We hope you're reminded of you time as an HHP student and we are excited to reconnect with you through our latest newsletter.


This issue is brimming with inspiring stories, notable retirements, and exciting updates—including progress on our new building—that we hope you'll appreciate as a beloved graduate of our program. We've highlighted several stories at the bottom of this email.

Thank you for being a cherished part of our HHP family and sharing in our legacy of excellence and innovation.

*Angie DeBevoise*


**Gary L. Flinn, PhD, FAHA, FAPS**  
Professor and Chair, Department of Health and Human Physiology  
Russell B. Day and Florence D. Day Endowed Chair in Liberal Arts and Sciences

### Notable retirements



**Warren Darling's unwavering commitment to HHP**


In her tribute, HHP Associate Professor of Instruction Kelli Teger, along with alumni and colleagues, reflects on the legacy of Professor Darling, whose 35-year career at Iowa has touched countless lives through mentorship, groundbreaking research, and unwavering dedication. Now recently retired, discover how his work has shaped the future of health and human physiology, leaving an indelible impact on students, colleagues, and the broader scientific community.



**Ben Hunnicutt reimagines work and leisure**


Reflecting on a remarkable 50-year career in the department, Professor Hunnicutt has thoughtfully explored the profound question, "What will you do with your one wild and precious life?" His work has sparked national debates, influenced generations of scholars, and challenged our modern obsession with work. David Gosak, Hunnicutt's former student, shares this tribute to his mentor's career as he retires.

### Academic success



**Spring 2024 honors and awards**


Our undergraduate and graduate students have had an outstanding semester, earning numerous awards and honors, and showcasing their hard work through impactful presentations. Help us congratulate our students who received fellowships and scholarships. Support from alumni and friends like you make these opportunities possible.



**Once a Hawkeye always a Hawkeye**


We are proud of the many recent undergraduate and graduate students who joined the ranks of HHP alumni from the University of Iowa. Check out some of the photos from commencement and celebrations last spring, honoring these major accomplishments. Join us in welcoming these students to the alumni family.

### HHP extras



**New Health Science Academic Building on schedule**

Exciting progress is underway. Our brand-new, six-level building is anticipated in 2025, with final completion in summer 2026 when HHP will move in. The facility will be a hub for innovative teaching and learning, community outreach, experiential learning, research, and more. Learn more about the building's unique features and view the live construction camera to see its progress.



**DVK: HHP is a popular major in the Iowa women's basketball program**

While we all cheered on the Hawkeye women's basketball team during an incredible season, HHP and SRM are especially proud of the students and alumni who play essential roles on the team while gaining experience that supports their professional development in the sports industry. Check out the list of players connected to our programs.

# Alumni relations: building CLAS affinity

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- CLAS Welcome Party swag (August)
- Dean's Advisory council- alumni relations strategy session (September)
- [Commencement email](#) to all CLAS graduates (December)
- [CLAS Undergraduate Newsletter](#) (3x)



**IOWA**

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## Questions or feedback

→ [benjamin-hill-1@uiowa](mailto:benjamin-hill-1@uiowa)

Send story ideas, help requests or general inquiries to: [CLAS-marcom@uiowa.edu](mailto:CLAS-marcom@uiowa.edu)