

**IOWA**

College of Liberal Arts and Sciences

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# Marketing and Communications

**Monthly update**

For December 2024

# Positioning the college

## News, stories, and articles

9 articles (+28% YOY)

~/news 4,301 pageviews (+19%YOY)

Top stories by traffic published this month:

[CLAS to propose new School of Social and Cultural Analysis](#)

[CLAS progresses in multiyear administrative restructure](#)

[CLAS history and classics faculty member reflects on military service and its impact on her teaching and research](#)

[CLAS students graduating with distinction and honors](#)

## Newsletters and emails

### [Faculty and Staff Newsletter](#)

1. Employee updates
2. Top stories from 2024
3. Student care manager

### [CLAS advisory council email](#)

1. TRACERS mission
2. SEES
3. CSD, HHP building update
4. Student care manager story

### [Email to all December graduates](#)

1. Distinction list
2. Update your contact info
3. Student speaker profile

## CLAS social media

120 posts (-19%YOY)

8,184 engagements (-29%YOY)

12,500 social followers (+20%YOY)

Top performing posts per channel by engagement

- [FB](#) and [X](#): Kadera and Mitchell working to empower women in political science
- [Instagram](#): Facts about the fall graduating class
- [LinkedIn](#): List of students graduating with honors and distinction

## Strategic issues

[CLAS Restructuring Update](#)

[SCA proposal announcement](#)

CLAS Leads session: External Communications

## CLAS events

CLAS December commencement

[Recap article](#)

[Communications summary](#)

# Marketing and promoting CLAS programs

## Website optimizations or improvements

### Upgrade completed

- [Sociology and Criminology](#)

### Upgrade in progress

- History

### Up next/on deck for upgrade

- Anthropology

### Strategy phase

- SEES (new website)
- Physics and Astronomy upgrade

[Project updates](#)

## Program marketing

### [MA-Strategic Communication](#)

- 22,313 ad impressions
- 1,216 page views
- 13 web inquiries
- 11 app starts (+3)
- 7 admits (+3)

### [Social Work- MSW](#)

- 89,733 ad impressions
- 4,312 page views
- 67 web inquiries

## Video and photography

### Photography:

[Fall Commencement Speaker: Lucie Brennan](#)

[CSD: Research](#)

[Classics: Ancient Greek](#)

[Anthropology: Brady G'Sell](#)

[CSD: Beth Walker](#)

[SEES: EPPL Silvia Secchia and student](#)

[Anthropology: Biological](#)

[Cinematics: Animation](#)

## Media coverage

[Gazette: UI prepares to launch new environment and sustainability school](#)