College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For January 2025

Positioning the college

News, stories, and articles

13 articles (-7% YOY)

~/news 5,379 pageviews (+23%YOY)

Top stories by traffic published this month:

Two CLAS alumni nominated for the Grammy Awards

Spring 2025: Important dates and deadlines for students

Facilities upgrades to CLAS research spaces will spur discovery, creative activity

Newsletters/emails

Faculty and Staff Newsletter

1. Employee Updates
2. Fall 2024 CLAS Commencement recap
3. Apply for the Obermann Writing Collective

Undergraduate Student Newsletter

1. Save these dates and deadlines
2. Just do it: Go meet your instructor
3. Stay cozy and energized: Tips for starting a new semester in the cold
4. New beginnings: Strategies for a successful semester

CLAS social media

119 posts (-.8%YOY)

8,759 engagements (-29%YOY)

12,700 social followers (+19%YOY)

Top performing posts per channel
by engagement

- FB: Emily Hurst profile
- X: SCA announcement
- IG: Important dates and deadlines
- LinkedIn: SEES DEO interviewed in the Gazette

Strategic issues

MOP voting communications:

- EC email
- Voting open email
- Web page and web alerts

Collegiate emails

Advising outreach email

Performance reviews email

Communication Sciences and Disorders- peer program newsletter

IOWA

College of Liberal Arts and Sciences

Marketing and promoting CLAS programs

Program marketing

[MA-Strategic Communication](#)

- 47,457 ad impressions
- 1,641 page views
- 26 web inquiries

[Social Work- MSW](#)

- 135,504 ad impressions
- 6,973 page views
- 76 web inquiries

Photography

[Cultural Anthropology- Cynthis Chou](#)

[Classics Proseminar- CelsianaWarwick](#)

Video

[SEES Environmental Policy and Planning major](#)

[HHP Health Studies major](#)

Building capacity

Website optimizations or improvements

Upgrade completed

- History

Up next/on deck for upgrade

- Anthropology
- Paleontology Repository (as part of SEES project)

Strategy phase

- SEES (new website)
- Physics and Astronomy (upgrade)
- LLLC (new website)
- Spanish and Portuguese (upgrade)

Project updates

Training and resources

Web accessibility initiative promotion

- CLAS Business Updates and CLAS Communicators highlights, including:
  - 100 Days of Accessibility
  - Accessibility audit tools and resources

Elections web training

- Faculty governance and elections process

Departmental support

- New web editor training for Health and Human Physiology
- Digital signage and Dispatch for CSD and HHP staff

CLAS Communicator meeting

- Events calendar demo and training
- Added additional events documentation to Marcom toolkit