

IOWA

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/e mails

[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](#)

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:
 - o [100 Days of Accessibility](#)
 - o [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

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