

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
for February, 2025

Positioning the college

News, stories, and articles

14 articles (+16% YOY)

~/news 5,072 pageviews (-14%YOY)

Top stories by traffic published this month:

[Magid Center for Writing in CLAS gives students unique, hands-on writing, publishing experience](#)

[CLAS philosophy faculty member receives \\$1 million grant to further research on ethics of AI-enabled weapons](#)

[Explore animation, video games, sustainability, and more with CLAS general education courses](#)

E-newsletters

[Faculty and Staff Newsletter](#)

1. Employee Updates
2. Davidovic receives \$1 million grant to further research on ethics of AI-enabled weapons
3. Blumberg recognized for career-long contributions in understanding sleep in early life

[Undergraduate Student Newsletter](#)

1. Time to start thinking about your summer plans
2. Countdown to graduation
3. CLAS GE courses spotlight story

[Research Resource](#) (1/27)

1. Recent grant awards
2. Facilities upgrades to CLAS spaces
3. Upcoming grant and fellowship deadlines

CLAS social media

146 posts (+32.7%YOY)

10,653 engagements (+21.8%YOY)

12,862 social followers (+19.5%YOY)

Top performing posts per channel by engagement

- FB: [Facilities update story](#)
- X: [CSSI political science faculty research](#)
- IG: [Valentine's Day post](#)
- LinkedIn: [Facilities update story](#)

Strategic issues

SCA announcement [update](#)

Internal communications

[MOP referendum emails](#) and [policy website support](#)

[NCHA promotional email](#)

[GA promotional email, web page, and online form support](#)

[Research program support survey email](#)

[HR staff performance review training email](#)

Marketing and promoting CLAS programs

Undergraduate recruitment

Updated [areas of study in CLAS pages on clas.uiowa.edu](#)

- [Math, Quantitative, and Natural Sciences](#)
- [Writing, Communications, and Literature](#)

Program marketing

[MA-Strategic Communication](#)

- 46,685 ad impressions
- 1,433 page views
- 14 web inquiries

New U2G page added:

<https://journalism.uiowa.edu/u2g>

Program marketing

[Social Work- MSW](#)

- 40,427 ad impressions
- 5,405 page views
- 46 web inquiries
- Email marketing:
 - 2/6/25:** Sent to 886
 - 68% open rate (603)
 - 3.6% click through rate (32)
 - 9 applications
 - 2/20/25:** Sent to 769
 - 56% open rate (428)
 - 2% click through rate (15)
- 173 total applications to date as of 3/3 (-5 vs. 2/28/24)

Video and photography

Video

[Theatre major video](#)

[Dance major video](#)

Photography

[Cinematic Arts/Theatre directing class](#)

[Cinematic Arts Laura Gede class](#)

[Gen Ed class Chris Goetz](#)

[Gen Ed class Biology John Manak](#)

Building capacity

Website optimizations or improvements

Upgrades completed

- [Anthropology](#)
- [Paleontology Repository](#) (as part of the SEES project)

Up next/on deck for upgrade

- Physics and Astronomy
- English

Strategy phase

- SEES (new website)
- LLLC (new website)
- Spanish and Portuguese (upgrade)
- Communication Sciences and Disorders (upgrade)

[Project updates](#)

Templates or resources

[Post-mass mail tips](#)

Staff



Hired and onboarded Naomi Martinez, CLAS Departmental Communications Coordinator (2/10)