

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For March, 2025

Positioning the college

News, stories, and articles

14 articles (+27% YOY)

~/news 4,280 pageviews (+39%YOY)

Top stories by traffic published this month:

[CLAS physics and astronomy department partners with engineering student to build 3D Lego model of TRACERS satellites](#)

[CLAS Magid Writing Center director wins National Jewish Book Award](#)

[CLAS chemistry faculty member researching how to implement AI in classroom](#)

Newsletters and e-mails

Faculty and Staff Newsletter- March

1. Employee updates
2. Nominate staff for an award
3. Items needed for DVIP donation drive

CLAS social media

155 posts (+4.7%YOY)

10,225 engagements (+13%YOY)

13,080 social followers (+20%YOY)

Top performing posts per channel by engagement

- FB: [Bri Swope Visionary Volunteer Award](#)
- X: [Adam Brummett Academic Technology Advisory Council grant](#)
- IG: [Welcome back to campus](#)
- LinkedIn: [CLAS students who received Fulbright awards](#)

Strategic issues

DEI web review

Graduate Admissions communications

CLAS events

[One Day for Iowa: CLAS Reporting](#)

- \$22,928 raised from 65 gifts (unconfirmed)

[Guidance for CLAS Units](#)

[Digital sign template for CLAS units](#)

Marketing and promoting CLAS programs

Program marketing

[MA-Strategic Communication](#)

- 32,368 ad impressions
- 1,238 page views
- 15 web inquiries
- 1,306 recruitment emails sent
 - Open rate: 37%
 - Click through rate: 13%

[Social Work- MSW](#)

- 83,072 ad impressions
- 4,407 page views
- 62 web inquiries
- 150 accepts as of 4/1 (for March 1 appl. deadline)

Video and photography

[Photography: SEES/EES research lab](#)

[Photography: Physics and Astronomy Tom Folland Lab](#)

[Photography: SEES/EES class and research lab](#)

[Photography: Cinematic Arts/Theatre Arts Directing class Studio A](#)

Templates or resources

New [UI events calendar](#) launched

[New UI photo asset tool](#) launched

Updated [CLAS Marcom toolkit](#) with these resources

Website optimizations or improvements

Upgrade in progress

- Physics and Astronomy

Up next/on deck for upgrade

- English
- Communication Sciences and Disorders

Strategy phase

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

[Project updates](#)