

College of Liberal Arts and Sciences

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# Marketing and Communications

**Monthly update**  
For April 2025

# Positioning the college

## News, stories, and articles

14 articles (+8% YOY)

~/news 4,862 pageviews (+.2%YOY)

Top stories by traffic published this month:

[Proactively plan for finals: Your guide to end-of-semester success](#)

[Transformative CLAS employee reflects on four decades at Iowa ahead of retirement](#)

[University of Iowa recognizes CLAS faculty](#)

## Newsletters/e mails

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

1. [13 CLAS faculty receive UI awards for outstanding achievements](#)
2. [Employee updates](#)
3. [CLAS faculty recognized by esteemed national organizations](#)

### [Undergraduate Student Newsletter](#)

1. [Don't miss graduation deadlines](#)
2. [To drop or not to drop? These are the questions](#)
3. [Ready, set, register! Tips for fall course registration](#)

## CLAS social media

128 posts (-16%YOY)

5,992 engagements (-66%YOY)

13,233 social followers (+18%YOY)

Top performing posts per channel by engagement

- FB: Tips for securing a summer internship
- X: UICA April 23 TRACERS event
- IG: How to enjoy spring on campus during finals
- LinkedIn: CLAS graduate and undergraduate students receive research excellence awards

## CLAS events

Tom Koeppel retirement

- [Story](#)
- [Email invitations](#)

Spring 2025 CLAS Dean's Advisory Council meeting

## Internal communications

[Research Resource](#)

[Iowa Student Experience Survey](#)

[CLAS Shared Governance Elections](#)

[Commencement call for volunteers](#)

[Commencement speaker invitation](#)

# Marketing and promoting CLAS programs

## Alumni communications

[School of Social Work alumni newsletter](#)

[One Day for Iowa Thank You Emails](#)

## Program marketing

[MA-Strategic Communication](#)

- 1,383 pageviews
- 20 web inquiries
- 7 students enrolled for Summer '25 (+1 YoY)

[Social Work- MSW](#)

- 153,300 ad impressions
- 4,272 page views
- 65 web inquiries
- 165 accepts as of 5/6 (2025-2026 app cycle)

## Video and photography

[Photography:](#)

- [Social Work- Miriam Landsman research](#)
- [Computer Science- Guanpeng Li Lab](#)
- [CSD 100 Year ASHA Anniversary event](#)
- [Campus Seasonal](#)

[Video: SEES EES major](#)

## Website migrations and upgrades

**Completed upgrades**

- [Physics and Astronomy](#)

**In-progress**

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

**Up next/on deck for upgrade**

- Communication Sciences and Disorders

[Project updates](#)