

CLAS Marketing and Communications

FY25 report

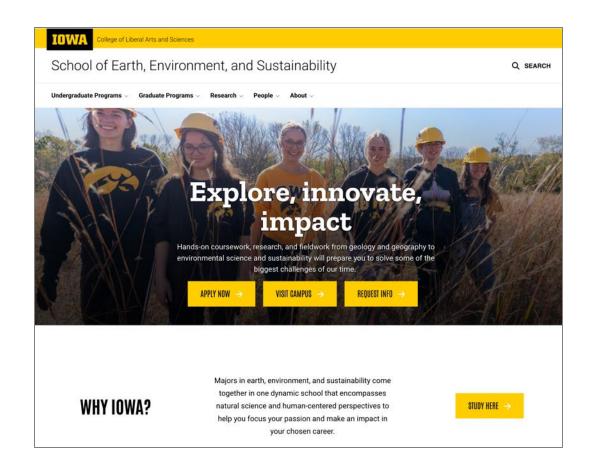
July 2025



CLAS Web Strategy

- Strategic site upgrades (6)
 - Communication Studies
 - Sociology and Criminology
 - History
 - Anthropology
 - Physics and Astronomy
 - English
- Site migrations (6)
 - Enterprise Leadership
 - Paleontology Repository
 - CLAS Strategic Plan site combined into CLAS Resource Site
 - School of Earth, Environment, and Sustainability (replaces 4 sites)
 - Department of Languages, Linguistics, Literatures, and Cultures (replaces 9 sites)
 - Office of Sustainability and the Environment

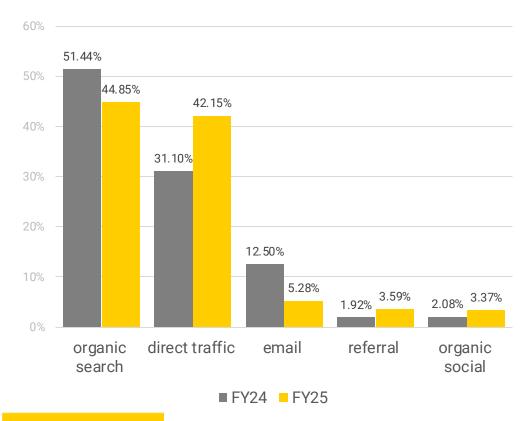
Net reduction of 14 websites

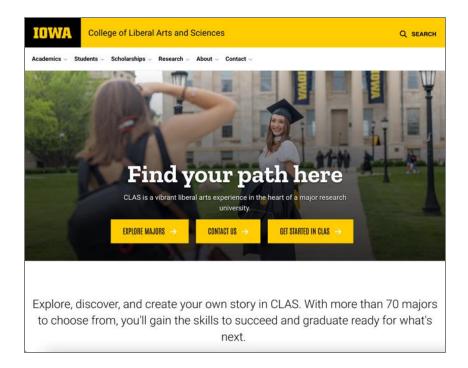




Clas.uiowa.edu

222,119 overall sessions (-32%)





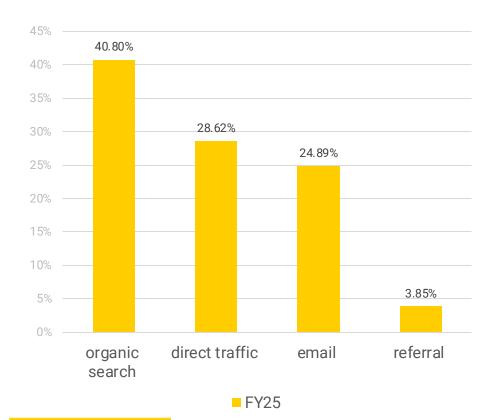
Top pages by % of total pageviews:

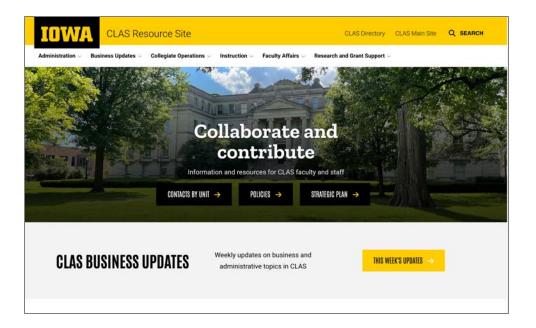
- 1. <u>Home page (13.7%)</u>
- Undergraduate Majors, Minors, and Certificates (4.6%)
- 3. Student Classification (Handbook) (4.08%)
- 4. Scholarships (3.9%)
- 5. General Education requirements (3.35%)



Resource.clas.uiowa.edu

82,459 overall sessions (FY25 only)





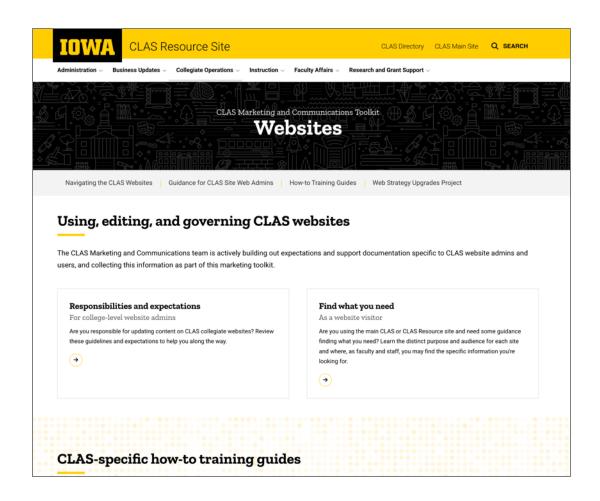
Top pages by % of total pageviews:

- 1. <u>Home</u> (6.37%)
- 2. HR administration resources (3.87%)
- 3. CLAS main contacts by unit (2.58%)
- 4. <u>Search</u> (1.85%)
- 5. Faculty Appointments Review (1.75%)
- 6. Grant Support Office (1.72%)
- 7. Business Updates (1.66%)
- 8. Dean's office staff (1.65%)
- 9. Finance (1.53%)
- 10. Syllabus template (1.22%)



Web support and governance

- Training and documentation
 - ~20 user trainings
 - ~25 items added on CLAS Resource Site
- DEI web review
- Accessibility review





Telling the CLAS story

- ~/news traffic: 52,117 views (+15.4% YOY)
- 137 website articles (+3% YOY)
 - CLAS announcements
 - Faculty achievements
 - Student success
 - Featured 25 of 38 CLAS academic units

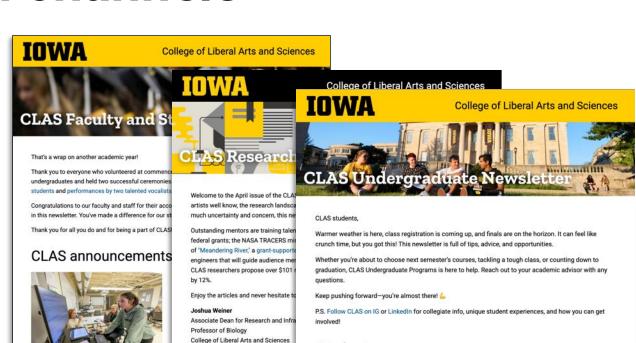
Top 2024-25 stories by traffic

- CLAS proposes new school of Social and Cultural Analysis 2,533 views
- 2. New Health Sciences Academic Building housing two CLAS departments remains on schedule 1,617 views
- 3. <u>Two CLAS alumni nominated for Grammy</u> <u>Awards</u> 1,336 views
- 4. Facilities upgrades in CLAS research spaces will spur discovery, creative activity 1,071 views
- 5. <u>CLAS announces new administrative</u> <u>structure for environmental programs and</u> <u>world languages</u>: 1,040 views



CLAS communication channels

- <u>Faculty and Staff</u> e-newsletter
 - Avg. open rate 52.75% (+3.6%)
 - Avg. click rate 26.9% (-2.5%)
- Research Resource e-newsletter
 - Avg. open rate 59.7% (+2.4%)
 - Avg. click rate 33.7% (+7.71%)
- <u>Undergraduate</u> e-newsletter
 - Avg. open rate 37% (-7%)
 - Avg. click rate 4.35% (+.5%)
- Social media followers 13,474 (+18%)
 - Facebook +421
 - <u>Instagram</u> +790
 - LinkedIn +919
 - X 109



Student resources



Ready, set, register! Tips for fall course registration

Registration is nearly here! Schedule an appointment with your academic advisor if you need authorization. Browse these tips for planning your course load and ensuring your schedule is full next semester.



Don't miss graduation deadlines

CLAS will host 9 a.m. and 1 p.m. commencement ceremonies on Saturday, May 17. RSVP for your ceremony by April 13. You can still order your cap and gown and have it shipped to your home. Orders are due by April 17, CLAS tassels are white. If you need assistance with the cost of apparel, help is available.

Featured achievement Upcoming grant and fellow





HHP changes name to Health, Sport, and Human Physiology

expanded scope of education and research.

The Department of Health and Human Physiology will soon be the Department of Health, Sport, and Human Physiology. The name change reflects the department's growth and



deadlines

Check out this extensive list of grant

opportunities available internally and e

Deadlines are approaching quickly for

listings. CLAS Grant Support Office m.

this list and its staff are happy to help I

questions or need support.

Departmental communications pilot

- ✓ Student employees
- √ Comms calendar and planner
- ✓ website and content
- ✓ social media
- ✓ E-newsletters

Dept.	Production	~/news section pageviews	Social media followers
CSD	14 articles	5,470 (+1.64%)	+229
HSHP	27 articles	7,009 (+214.59%)	+393
SSW	15 articles	2,841 (+90.93%)	+302



Alumni relations

Updated newsletters

- HSHP, CSD, SSW, English, CINE
 - Email > PDF > print
 - More alumni-centric content
 - Cross-purpose on websites
- Avg open rate: 52.33%
 - Benchmark: 25–35% typical, 40%+ strong
- Avg click rate: 8.7%
 - Benchmark: 1.5–3.5% typical, 5%+ strong

Lessons

- Affinity and engagement vary
- Alumni want to hear from their program
- Cost-effective way to build connection
- Web and email templates make it easier

IOWA

School of Social Work

Communication Sciences and Disorders

Hi, Jordan

Welcome to the Scho

Thank you to everyour is helping students a

We're also excited to alum Peggy Trosper brings a wealth of e work professionals.

Be on the lookout fo Continuing Education

Thanks for being pa

Miriam J. Landsma Director, School of :



MSW graduat growing in the

Sam Ramsey, an MS from engineering to a mental health. Now a embedded therapist, open environment.



TOTAL

Health and Human Physiology

current students and the ong strength and continuity of ou Dear Gary,

As we reflect on the 2024-

has accomplished. From h

commitment to service-wh

remains central to who we a

In this edition, we highlight

celebration with national le

inspiring paths our alumni o

I hope you enjoy these stori

Chair. Communication Scie

Harriet B. and Harold S. Bra

CSD graduate prog

among nation's be

The 2025 U.S News & World

placed lowa's audiology pro and the speech-language p

the Iowa CSD among the to country. As part of our natio clinical training, the Wendel

Hearing Clinic offers person based care that integrates of

training with direct involver

faculty and researchers. Vi-

more or schedule an appoin

It's hard to believe the 2024–25 academic year has come to a close, and summer is well underway. As always, spring was a busy season for the Department of Health and Human Physiology.

Our faculty published 87 research papers on a range of biomedical and health-related topics, mentored graduate students through thesis and dissertation exams, and presented their work at national and international conferences. Instructional activity reached new heights, as our programs continue to grow with faculty teaching more students than ever. Several HHP faculty members, including Anna Stanhewicz, Kara Whitaker, and Emily Mozena received recognition for their exceptional teaching and research.

Planning is well underway for the upcoming academic year, including strategic initiatives, curriculum updates, and final preparations for our move into the new Health Sciences Academic Building in early 2026, and our department's name change to the Department of Health, Sport, and Human Physiology.

Thank you to our alumni—including members of the new HHP Alumni Advisory Board—for your continued support! We're proud of the growth, collaboration, and excellence that define our department, and we look forward to the year ahead.

Stay connected with us on Instagram, Facebook, and LinkedIn and visit the news section on our website to explore the latest stories.

Gary L. Pierce, PhD, FAHA, FAPS

Professor and Chair, Department of Health and Human Physiology Russell B. Day and Florence D. Day Endowed Chair in Liberal Arts and Sciences



Advisory board supports HHP's mission and future

Meet the inaugural University of Iowa Department of Health and Human Physiology Advisory Board. These dedicated members are helping shape the department's future by supporting student success, providing professional insight, and strengthening HHP's



HHP prepares for 2026 move to new Health Sciences Academic Building

The state-of-the-art building will enhance the department's teaching, research, and community engagement efforts with cutting-edge anatomy and exercise labs, health testing services, and innovative experiential learning spaces for

Recruitment marketing

- 14 new <u>CLAS major videos</u>
 - 3,594 views
 - Avg. view duration 53%
- 44 <u>photo shoots</u> for 18 CLAS departments
- CLAS Areas of Study landing page updates:
 - Health Sciences; Visual and performing arts; Writing, Communications, and Literature; Helping Careers
- Updated <u>General Education messaging</u> and <u>Gen Ed course features</u>









Online graduate/professional programs

Master of Social Work

52,892 webpage views (+50.9%)

775 Inquiries (+/- NA)

195 program applications (+7)

172 new enrollments (-10)

Implemented HubSpot CRM

Marketing emails (4)

• Open rates: 89%,74%,68%,56%

• CTR: 6.2%,5.7%,3.6%,2.1%

• Email recipients applied: 8,13,9,9 (40)

MA Strategic Communication

19,009 webpage views (+12%)

257 Inquiries (+64)

32 program applications (+12)

21 new enrollments (+4)

Marketing email (1):

Open rate: 28.26%

• CTR: 3.35%

Email recipients applied : 2



Strategic initiatives & issues

- School of Social and Cultural Analysis
- DWLLC restructure
- MOP 2.0 communications
- SEES launch
- HSHP name change
- Committee efforts:
 - Writing and Communication task force
 - OPAE Executive Committee
 - SPARC Faculty Recruitment subcommittee
 - UI Brand Committee
 - Accessibility Task Force- web subcommittee





College of Liberal Arts and Sciences