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CLAS Marketing and Communications

FY25 report

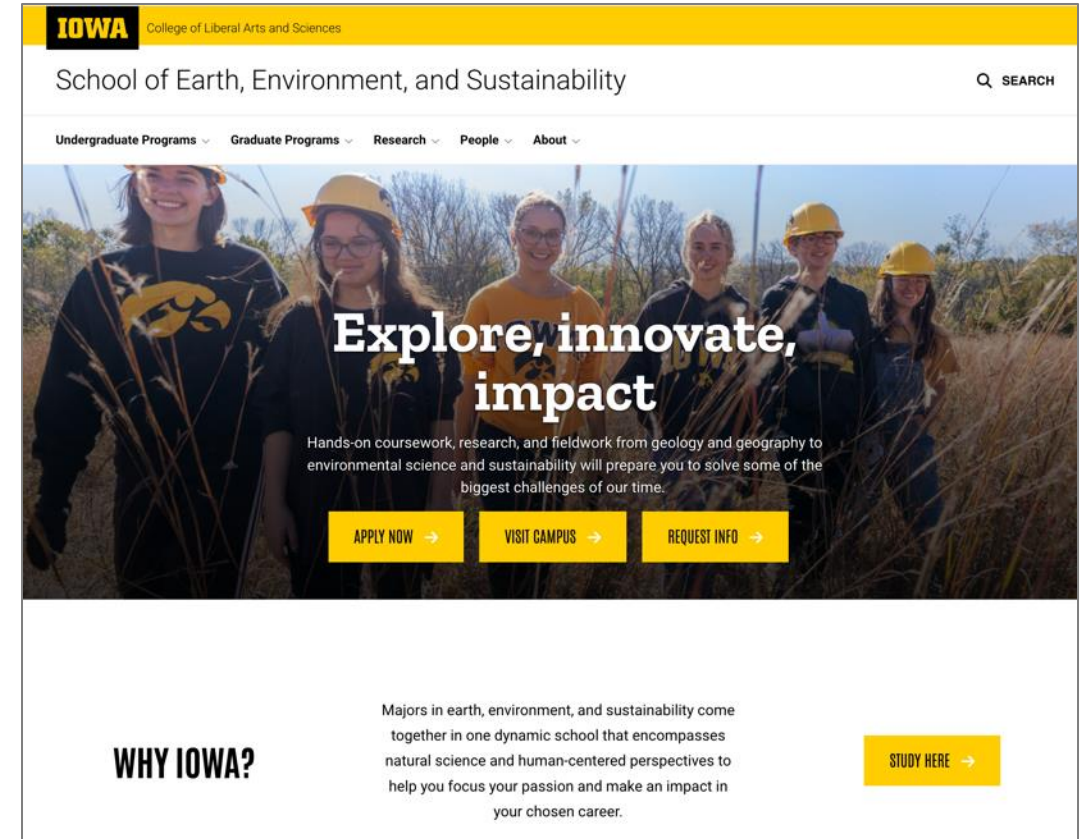
July 2025



CLAS Web Strategy

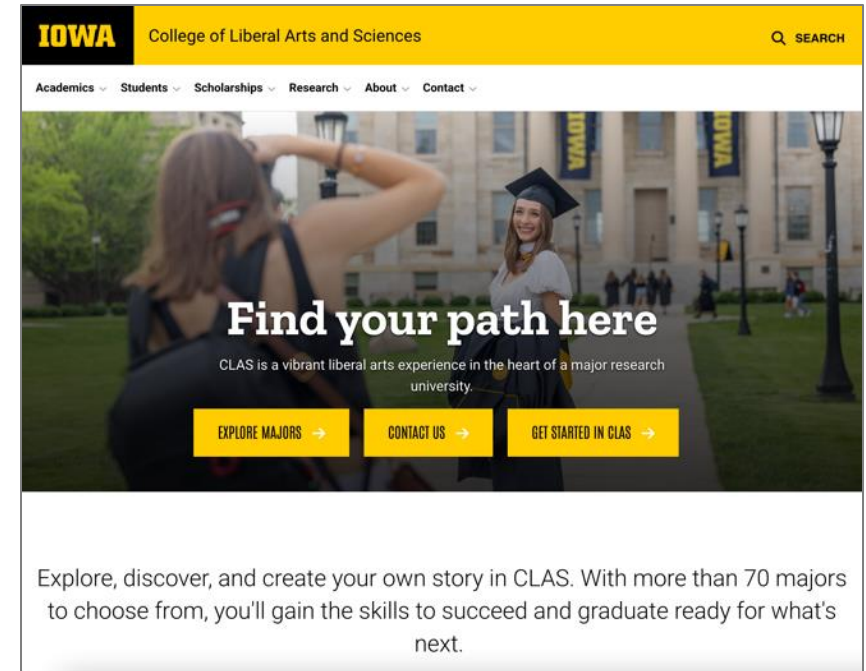
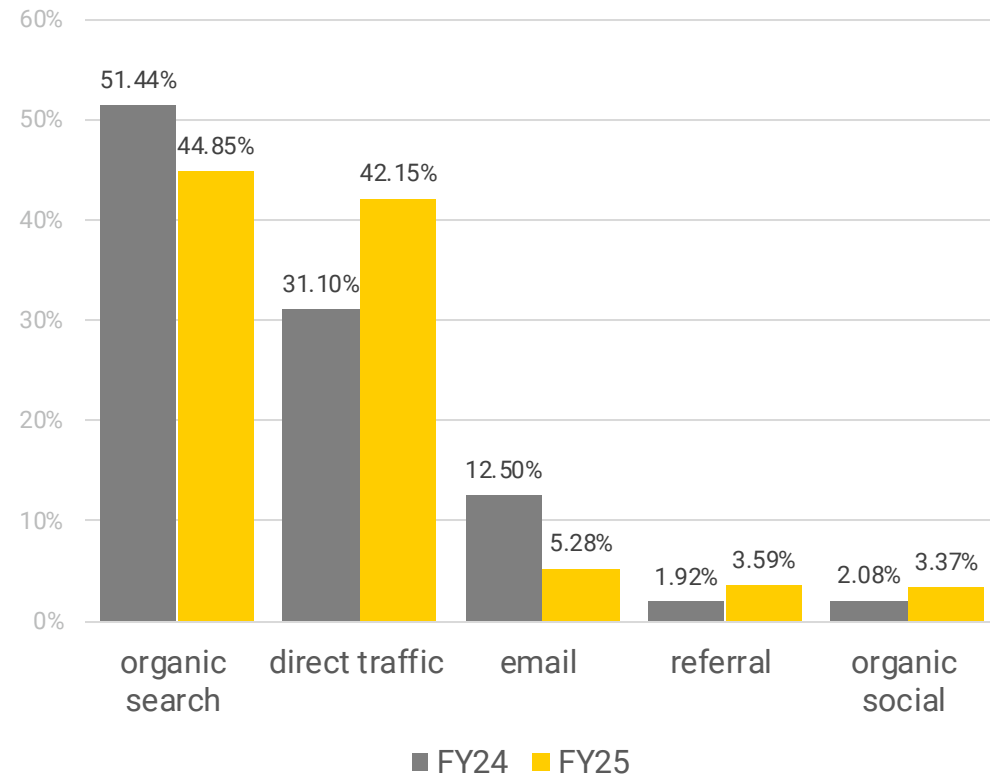
- Strategic site upgrades (6)
 - [Communication Studies](#)
 - [Sociology and Criminology](#)
 - [History](#)
 - [Anthropology](#)
 - [Physics and Astronomy](#)
 - [English](#)
- Site migrations (6)
 - [Enterprise Leadership](#)
 - [Paleontology Repository](#)
 - [CLAS Strategic Plan site combined into 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%)

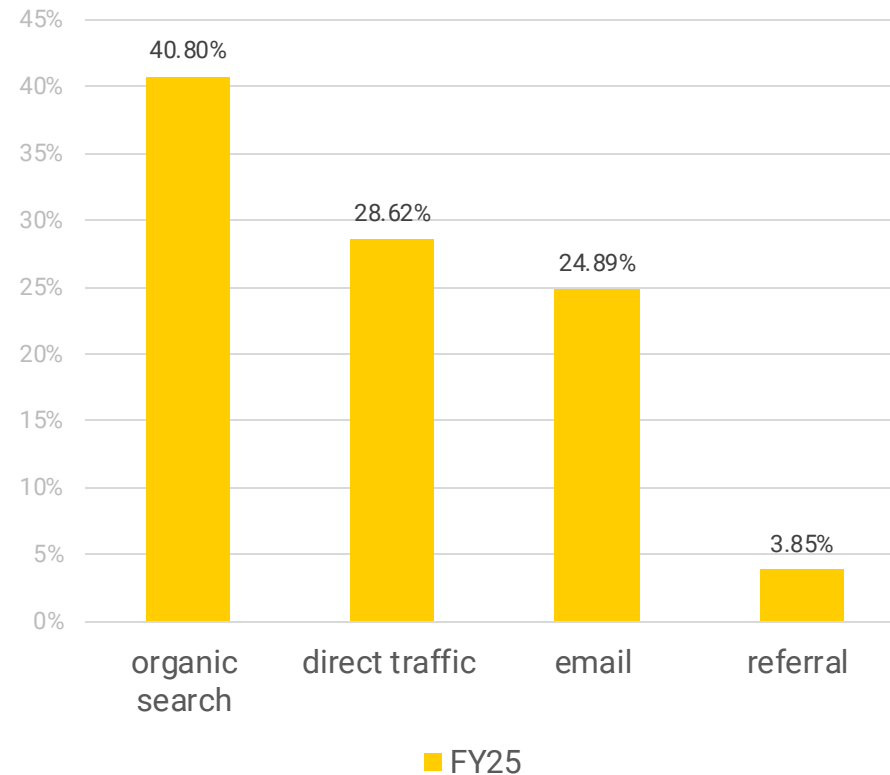


Top pages by % of total pageviews:

1. [Home page](#) (13.7%)
2. [Undergraduate Majors, Minors, and Certificates](#) (4.6%)
3. [Student Classification \(Handbook\)](#) (4.08%)
4. [Scholarships](#) (3.9%)
5. [General Education requirements](#) (3.35%)

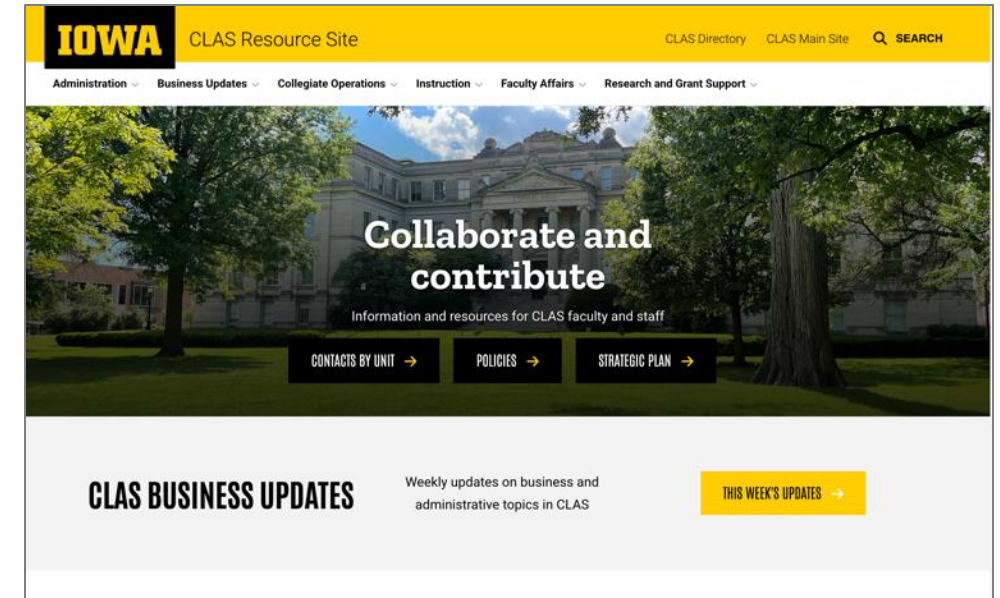
Resource.clas.uiowa.edu

82,459 overall sessions (*FY25 only*)



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College of Liberal Arts and Sciences

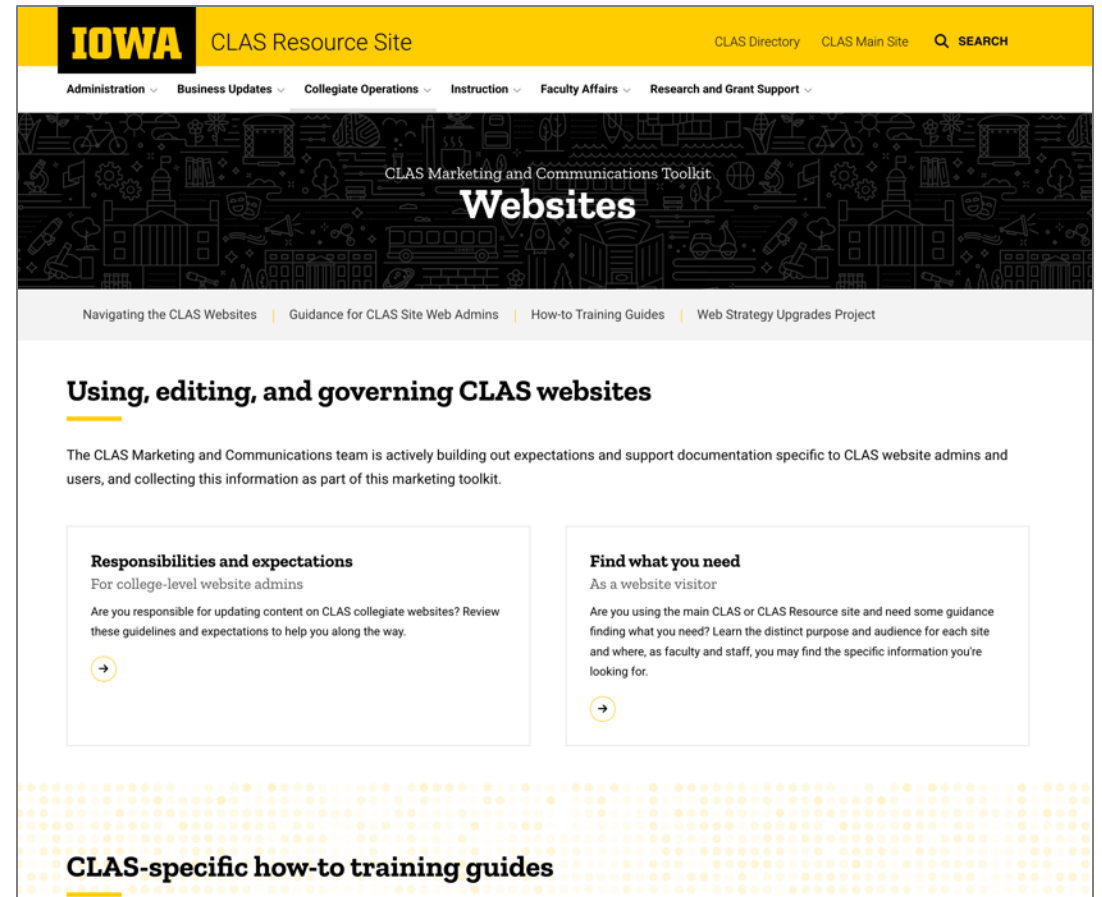


Top pages by % of total pageviews:

1. [Home](#) (6.37%)
2. [HR administration resources](#) (3.87%)
3. [CLAS main contacts by unit](#) (2.58%)
4. [Search](#) (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

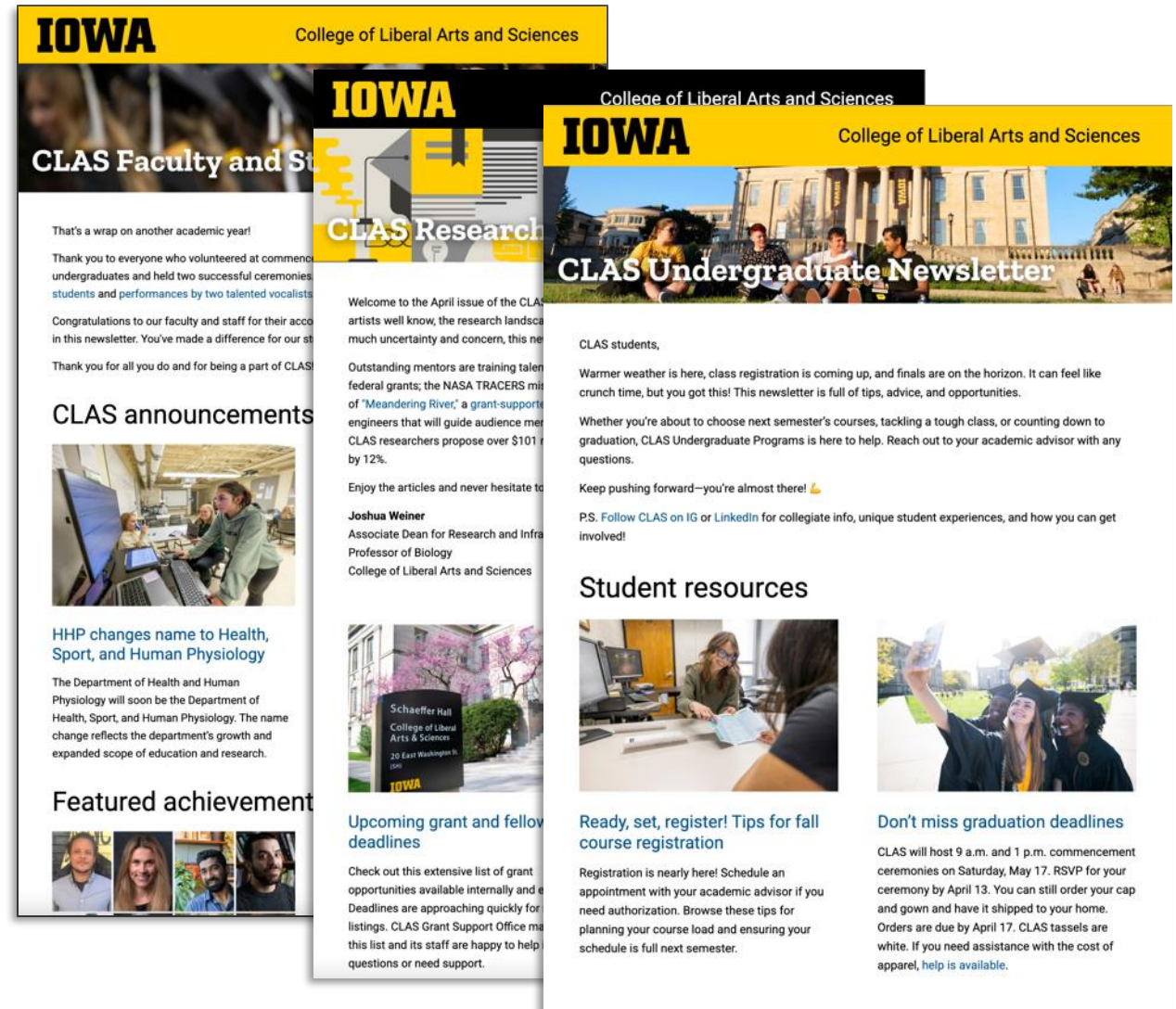
- ~/news traffic: 52,117 views (+15.4% YOY)
- 137 website articles (+3% YOY)
 - CLAS announcements
 - Faculty achievements
 - Student success
 - Featured 25 of 38 CLAS academic units

Top 2024-25 stories by traffic

1. [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. [Two CLAS alumni nominated for Grammy Awards](#) 1,336 views
4. [Facilities upgrades in CLAS research spaces will spur discovery, creative activity](#) 1,071 views
5. [CLAS announces new administrative structure for environmental programs and world languages](#): 1,040 views

CLAS communication channels

- [Faculty and Staff](#) 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%)
- [Undergraduate](#) e-newsletter
 - Avg. open rate 37% (-7%)
 - Avg. click rate 4.35% (+.5%)
- Social media followers 13,474 (+18%)
 - [Facebook](#) +421
 - [Instagram](#) +790
 - [LinkedIn](#) +919
 - [X](#) -109



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



Recruitment marketing

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



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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)

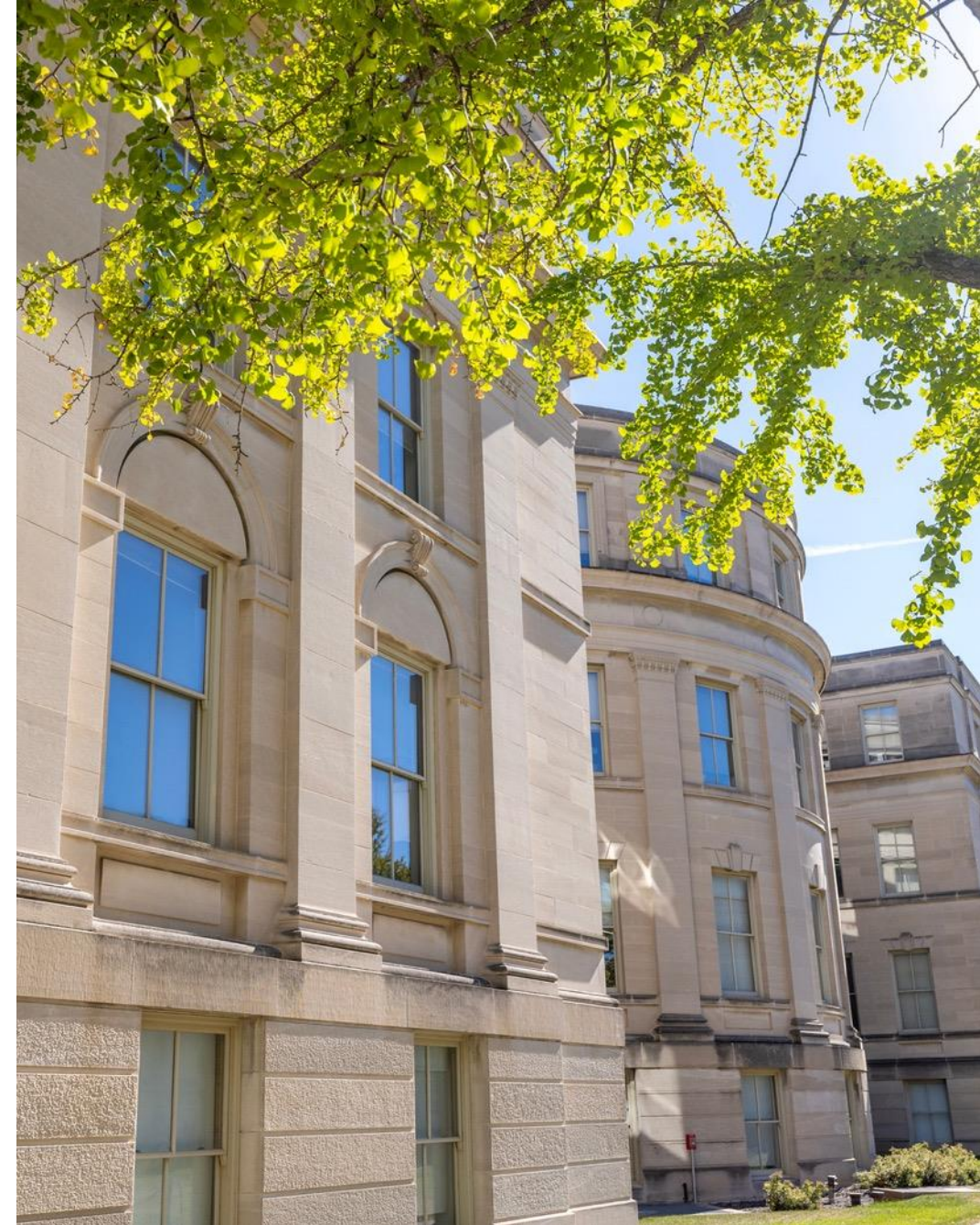
21 new enrollments (+4)

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



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