

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For June 2025

Positioning the college

News and stories

10 articles (+25% YOY)

~/news 3,277 pageviews (+22% YOY)

Top stories by traffic published this month:

[Students recognize CLAS faculty members for their impact in the classroom](#)

[Six CLAS humanities faculty receive funding to pursue summer research projects](#)

[Three CLAS mathematics faculty members offer a math club at an Iowa City junior high school](#)

E-newsletters

Faculty and Staff Newsletter

1. [Students recognize CLAS faculty members for their impact in the classroom](#)
2. [Six CLAS humanities faculty receive funding to pursue summer research projects](#)
3. [Meet the new CLAS senior director of business and financial administration](#)

CLAS social media

110 posts (-17%YOY)

13,016 engagements (-1%YOY)

13,475 social followers (+17%YOY)

Top performing posts per channel by engagement

- FB: [Students on the Dean's list and President's list](#)
- X: [Iowa Summer Writing Festival story](#)
- IG: [CLAS faculty recognized by class of 2025](#)
- LinkedIn: [Melissa Febos Iowa Now profile](#)

Marketing CLAS programs

Website optimizations

Completed upgrades

- [English](#)

In-progress

- SEES (new website)
- LLLC (new website)
- Spanish & Portuguese
- Communication Sciences and Disorders
- Global Health Studies (move to Anthropology)
- Latinx Studies (move to American Studies)

Up next/on deck for upgrade

- Social Work
- Cinematic Arts
- Psychological and Brain Sciences

[Project updates](#)

Program marketing

[MA-Strategic Communication](#)

- 36,446 ad impressions
- 1,432 page views
- 7 web inquiries

[Social Work- MSW](#)

- 2,197 page views
- 57 web inquiries

Video and photography

[SEES overview reel](#)

Alumni relations

[CSD alumni newsletter](#)

- Sends: 1,697
- Open rate: 54.04%
- Click rate: 15.67%

[HHP alumni newsletter](#)

- Sends: 8,756
- Open rate: 51.91%
- Click rate: 3.39%

[CSD WenJo Commemorative Event invitation](#)

- Sends: 2,036
- Open rate: 59.58%
- Click rate: 18.32%