Promoting CLAS and CLAS programs

News, stories, and articles

7 articles (+/- 0% YOY)

~/news 3,216 pageviews (+77%YOY)

Top stories by traffic published this month:

Four CLAS staff members receive awards for leadership and excellence

CLAS PBS researchers receive NSF funding to understand how speech perception relates to reading and language skills

CLAS SRM students travel to Big Ten Conference headquarters to gain insight into college athletics

Newsletters & emails

Faculty and Staff Newsletter

1. Employee Updates

2. Four CLAS staff members receive awards for leadership and excellence

3. Dept. of Languages, Linguistics, Literatures, and Cultures website

CLAS social media

113 posts (-38%YOY)

7,799 engagements (-16%YOY)

13,569 social followers (+16%YOY)

Top performing posts per channel by engagement

- FB: CLAS Leadership Award

- IG: Seven more weeks until classes

- X: Engineering student creates Lego TRACERS model

- LinkedIn: Engineering student creates Lego TRACERS model

Program marketing

MA-Strategic Communication

- 21,128 ad impressions

- 969 pageviews

- 12 web inquiries

Social Work- MSW

- 2,386 page views

- 69 web inquiries

Video and photography

Dean Sanders UICA thank you video

Dean Sanders welcome video

Music- percussion rehearsal

Cinematic Arts- screenwriting course

Cinematic Arts- equipment checkout

Cinematic Arts- production studio

Cinematic Arts- production course

Cinematic Arts- VR course

Building capacity

Website optimizations or improvements

Completed upgrades & site moves
- LLLC (new website)
- Spanish & Portuguese
- SEES (new website)

In progress
- Communication Sciences and Disorders
- Global Health Studies (move to Anthropology)
- LatinX Studies and Native American Studies (move to American Studies)

Up next/on deck for upgrade
- Cinematic Arts
- Social Work
- Psychological and Brain Sciences
- Sport Rec Management (move to HSHP)

Project updates

Templates or resources

- Kicked off review of existing support documentation to identify areas for improvement

- News section reporting available on all collegiate and departmental websites in Google Analytics 4

Training and support

- 50 support tasks completed in July

- SEES and LLLC trainings completed on new site structure

- Accessibility audit for CLAS web portfolio submitted