

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update

For December, 2025

Positioning the college

News, stories, and articles

10 articles (+11% YOY)

~/news 25,307 pageviews
(+488% YOY)*

**Top stories by traffic
published this month:**

[Lindsey Vella staff feature](#)

[Meet 2025 Commencement speaker Isa Holtze](#)

[Meet fall 2025 Commencement singer Sage Johnson](#)

** We are currently seeing increased bot traffic on clas.uiowa.edu that Google is unable to filter out. We expect this to stabilize over time.*

Newsletters

[Faculty and Staff Newsletter](#)

1. [CLAS Top Stories from 2025](#)
2. [Employee Updates](#)
3. [Lindsey Vella staff feature](#)

Emails

Commencement emails (2,977 unique sends)

1. Call for student speakers; reminder (2 emails)
2. Call for volunteers
3. Reminders for graduates
4. Congratulations graduates

Winter holiday greeting emails

1. Graduate students (1,501 sends)
2. Undergraduate students (13,063 sends)
3. Big 10 deans (31 sends)
4. Faculty and staff (1,772 sends)
5. Donors and alumni (8,083 sends)

CLAS social media

94 posts (-22% YOY)

7,577 engagements (-8%YOY)

14,829 social followers
(+19% YOY)

Top performing posts per channel by engagement:

FB: [CLAS leaders shine at Way Up Conference](#)

IG: [Welcome back from fall break](#)

X: [Bookshelf Picks \(Iowa Magazine article\)](#)

LI: [Small Bites](#)

CLAS events

December commencement coverage:

- [Students graduating with distinction and honors](#)
- [Meet 2025 Commencement speaker Isa Holtze](#)
- [Meet fall 2025 Commencement singer Sage Johnson](#)
- [Event recap](#)

Marketing and promoting CLAS programs

Program marketing

[Master of Social Work](#)

- 2,400 ad impressions
- 6,108 pageviews
- 67 inquiries

[MA Strategic Communication](#)

- 1,434 ad impressions
- 672 pageviews
- 13 inquiries

Video

- [Philosophy major](#)
- [Classics, Ancient Civilization, & Religious Studies](#)
- [MS Speech-Language Pathology](#)

Photography

- [Isa Holtze student feature](#)
- [Sage Johnson student feature](#)
- [Computer Science class](#)
- [Senior Leadership portrait updates](#)
- [American Studies class](#)
- [CSD SLP class](#)
- [Leah Stringer student feature](#)
- [SAAHD Painting exhibition](#)

Top 3 SmugMug galleries by views:

- [Isa Holtze commencement speaker](#)
- [Campus](#)
- [Winter](#)

Building capacity

Website optimizations

Completed upgrades & site moves

- Sport Rec Management (move to [HSHP](#))
- [Psychological and Brain Sciences \(PBS\)](#)
- [Writing Certificate](#) (move to SJMC)

In progress

- Political Science

Up next/on deck for upgrade

- Ethics and Public Policy (move to Philosophy)
- Classics and Religious Studies combination

Web strategy

clas.uiowa.edu

- 23,525 sessions (+17.67% YOY)
- 71,847 page views (+133.36% YOY)

resource.clas.uiowa.edu

- 9,123 sessions (+44.28% YOY)
- 13,412 page views (+26.52% YOY)

Note: We are currently seeing increased bot traffic on clas.uiowa.edu that Google is unable to filter out. We expect this to stabilize over time.

Training and support

- 26 web support requests completed
- CLAS Marcom toolkit traffic:
 - 660 page views (+150.95% YOY)

Staffing

New hire: Communications Specialist Jessica Lien (start date Dec. 1)

IOWA

Insert->Header and Footer->Type Customizable Name

