

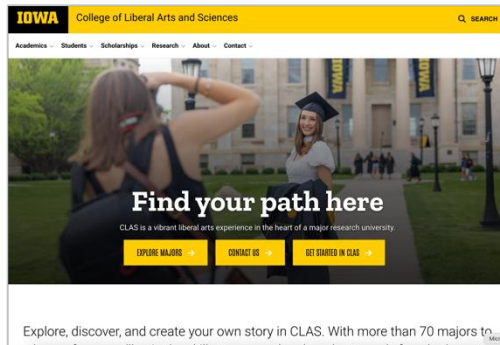
College of Liberal Arts and Sciences

Marketing and Communications

Midyear update

January, 2026 (reporting on July 1-December 31)

Key Outcomes



Growth of CLAS web presence

- + 45% users
- + 63% engaged sessions
- +102% pageviews



Undergraduate recruitment support

- Dept. website optimizations
- Video and photography
- CLAS Core/Gen Ed redesigns



Enhanced online grad. program marketing

- Improved CRM utilization and marketing automation
- ROI analysis



Strengthening alumni relations

- Engaging departments
- Modernizing communications
- Alumni Fellows

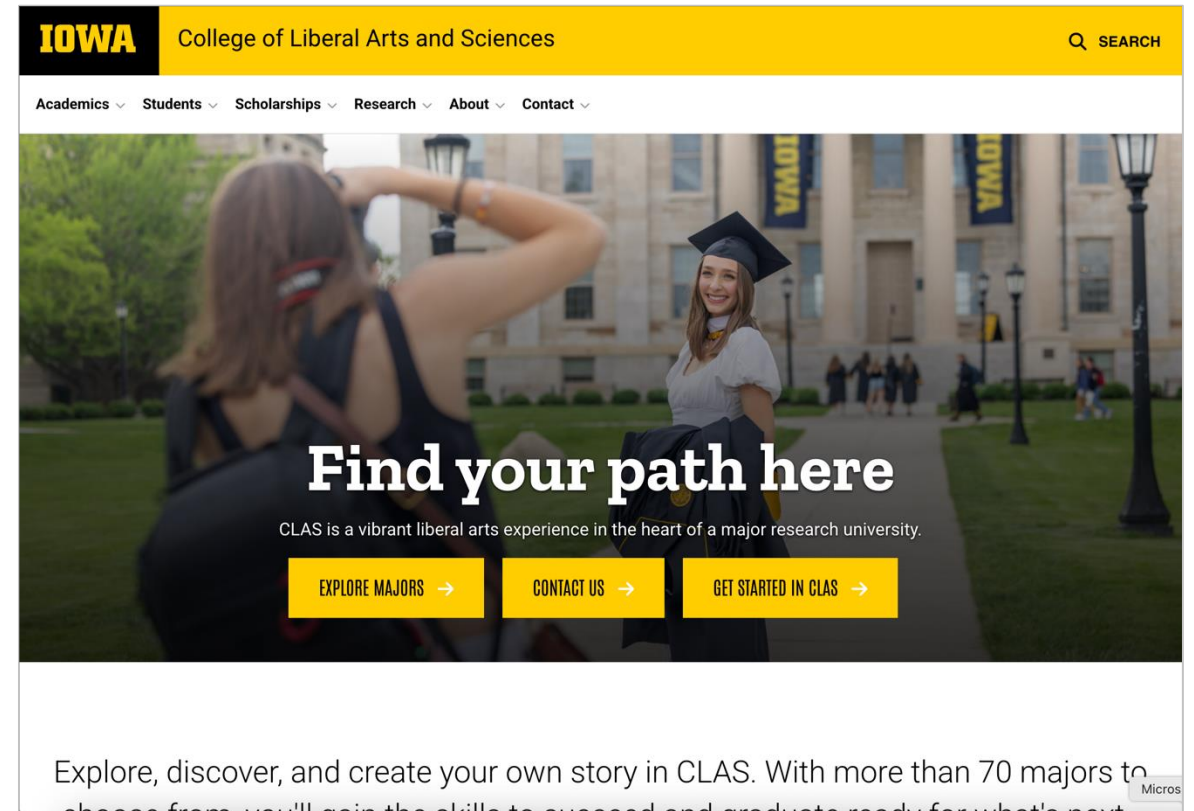
Growth of the CLAS web presence

Overall:

- 76,059 users (+ 43%)
- 90,596 engaged sessions (+ 63%)
- 312,203 pageviews (+102%)

Subsections:

- About + 68%
- Academics + 47%
- Students + 162%
- Areas of Study + 429%
- Scholarship + 62%



Growth of the CLAS web presence

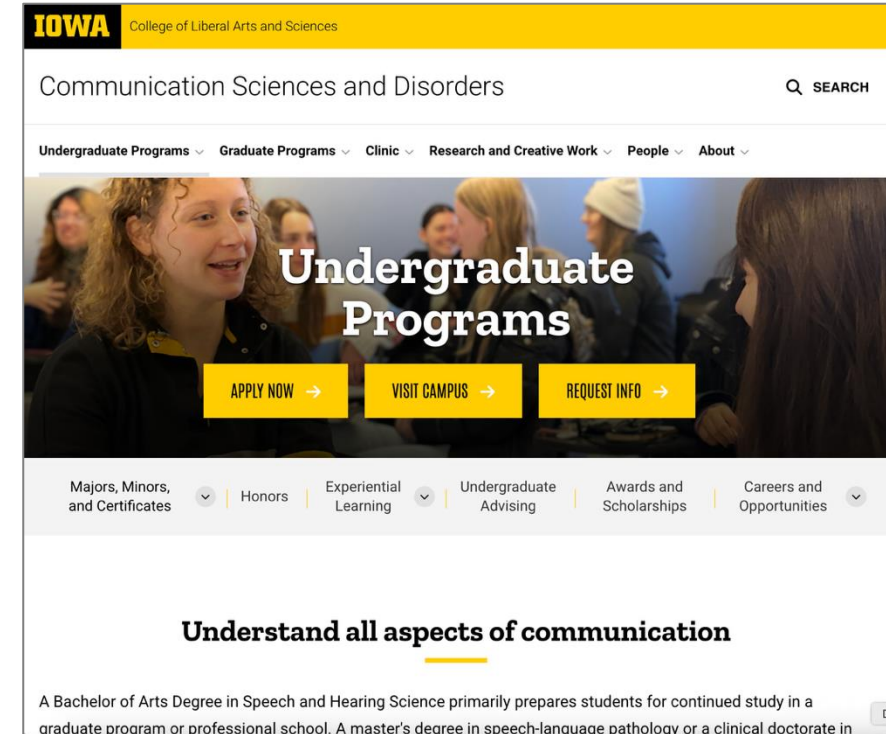
News

- 67,519 views (+ 221%)
- Top stories by views
 - [Beloved Iowa professor Jay Holstein dies at 87](#) 10,900 views
 - [CLAS students graduating with distinction and honors](#) 1,650 views
 - [Magid Center for Writing update from CLAS](#) 1,466 views



Undergraduate recruitment marketing

- [Dept. web strategy upgrades](#)
- Visual media
 - 7 new [major videos](#)
 - New photography for [10 CLAS programs](#)
- [CLAS Core Gen Ed pages redesign](#)
 - Pageviews +63%
 - Users -8%
 - Engaged sessions +25%



csd.uiowa.edu/undergraduate

- Users +37%
- Engaged Sessions +80%
- Average engagement time +70%
- Traffic +218%

Online grad program marketing

- Increased use of Hubspot marketing automation for MA-SC and MSW
- MA-SC (fall 25 and spring 26 terms)
 - 7,497 pageviews (-19%)
 - 79 Inquiries (-45%)
 - 21 Application starts (-1)
 - 15 Enrollments (no change)
- MSW (2026-2027 cycle)
 - 47,601 pageviews (-30%)
 - 446 Inquiries (+149%)
 - 217 application starts (as of 1/20/26)



Hello Prospective MSW Student,

Thanks for expressing interest in the University of Iowa's Master of Social Work (MSW) program. February 1st is the deadline to apply for 2026 admissions to either the 2-Year Advanced Standing or Regular Standing MSW programs.

As Iowa's top-ranked MSW program, we offer an affordable, hands-on education with real-world practicum placements at your local social service agencies.

The February 1st deadline will be here before you know it, and the MSW application is a two-step process. It's important to get your application started soon to complete the process. You don't have to have all your materials handy to start the application. Apply now to begin your journey!

Apply Today!

Alumni relations in CLAS

- Engagement with departments
 - Newsletter support
 - Print-to-digital transition
- [CLAS Alumni Fellows](#) event
 - 446 views (+153%)
- [redesigned Campaign page](#)
 - 145 (+400%)
- CLAS [Alumni section](#) growth
 - 1,644 pageviews (+106%)

Hi, Ben,

Welcome to the School of Social Work newsletter!

We're thrilled to share stories of impact from our students, faculty, staff, and alumni.

This issue highlights our renewed commitment to professional development with details about an upcoming [Continuing Education event](#)—part of our expanding offerings for social work professionals.

Thank you for being part of our community. Your dedication advances our shared mission to create meaningful change in the world.

Miriam J. Landsman

Director, School of Social Work



In memory of Sharaine Webster

We remember Clinical Assistant Professor Sharaine Webster, whose compassion, leadership, and dedication to helping others left an enduring mark on her students, colleagues, and the social work community.



Finding purpose: Kerby Hanson's MSW story at Iowa

After 16 years in the classroom, Kerby Hanson found his calling in social work through Iowa's MSW program. Now a private practice owner, he helps children and families navigate life's challenges while advocating for vulnerable communities.



Questions, feedback, or suggestions:

benjamin-hill-1@uiowa.edu

clas-marcom@uiowa.edu