

College of Liberal Arts and Sciences

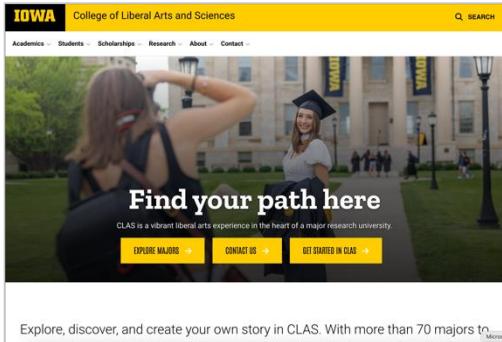
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# Marketing and Communications

**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

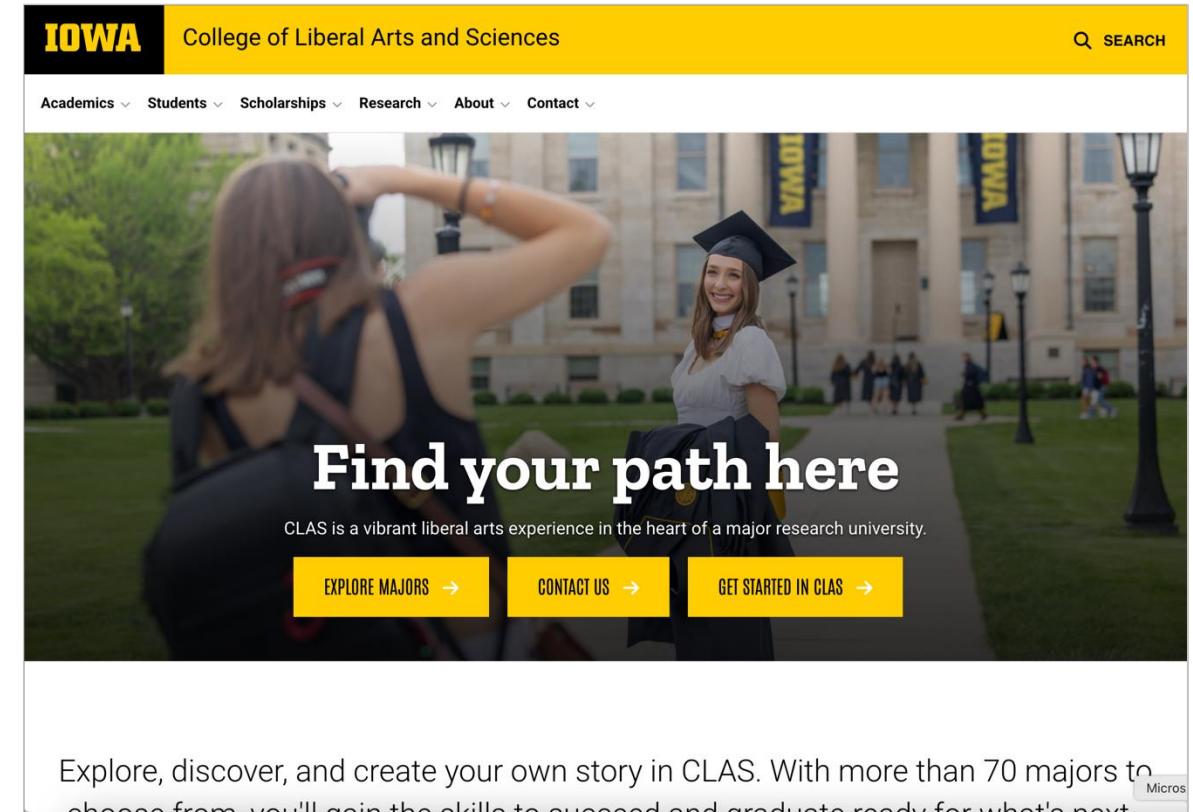
# Growth of the CLAS web presence

## 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



The screenshot shows a news article on the University of Iowa College of Liberal Arts and Sciences website. The header features the 'IOWA' logo, the text 'College of Liberal Arts and Sciences', and a search bar. Below the header is a navigation menu with links to 'Academics', 'Students', 'Scholarships', 'Research', 'About', and 'Contact'. The main content area contains a photograph of Jay Holstein, a man with glasses and a slight smile, standing in front of a bookshelf. The article title is 'Beloved Iowa professor Jay Holstein dies at 87'. Below the title is a paragraph of text and a date: 'Wednesday, November 19, 2025'.

Home / News

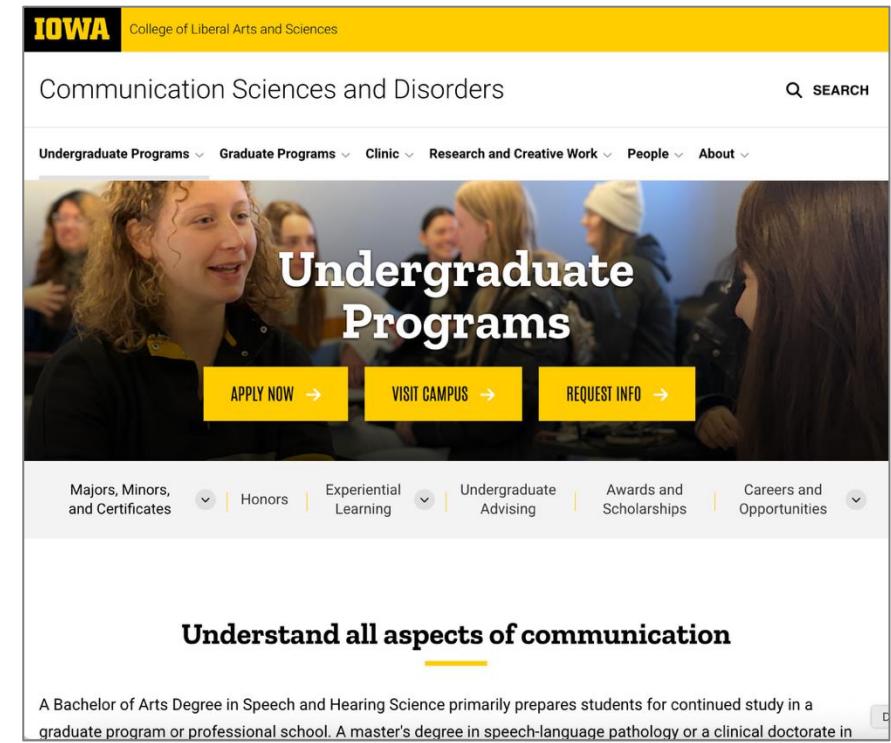
## Beloved Iowa professor Jay Holstein dies at 87

For more than five decades at the University of Iowa, Holstein taught tens of thousands of students and became one of the institution's most celebrated educators.

Wednesday, November 19, 2025

# 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](http://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)

**IOWA**

School of Social Work



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!**

**IOWA**

CLAS MarCom 25-26 midyear update

# 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:

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