

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For January 2026

CLAS communications

News, stories, and articles

13 articles (0%)

~/news 10,908 Pageviews (+114.3% YOY)

Top stories published this month by traffic :

[Save these dates and deadlines](#)

[How to have a successful semester](#)

[Anna Newnum begins new chapter](#)

[Meet four CLAS researchers and artists](#)

E-newsletters

[Faculty and Staff Newsletter](#)

1. Employee updates
2. Anna Newnum begins new chapter
3. Commencement photo recap

[CLAS UP Newsletter](#)

1. Important dates and deadlines
2. Strategies for getting to class
3. Managing a cold spring semester

[Research Resource](#)

1. Meet four CLAS researchers and artists
2. Recent grant awards
3. Upcoming grant deadlines

CLAS social media

87 posts (-29%YOY)

5,006 engagements (-37%YOY)

14,954 social followers (+18%YOY)

Top performing posts per channel by engagement

FB: [Throwback photos of Schaeffer Hall](#)

IG: [Throwback photos of Schaeffer Hall](#)

LI: [Throwback photos of Schaeffer Hall](#)

X: [Michelle Voss article](#)

Email

Dean's holiday message

- [Undergraduate](#) (14,065) 40% open rate
- [Graduate](#) (1524) 66%
- [Faculty and staff](#) (1752) 56%
- [Alumni and friends](#) (8006) 57%
- [B1G deans](#) (31) 78%

Administrative emails

- [Performance Review notification](#) (supervisors) 63% open rate
- [Advising reminders](#) (undergraduates) 50%
- [Scholarship final reminder](#) (undergraduates) 43%

Marketing and promoting CLAS programs

Marketing strategy

Health, Sport, and Human Physiology

Actuarial Science

Speech, Language, and Hearing Clinic

Program marketing

MA Strategic Communication

- 102,882 ad impressions
- 12,461 views (+84%)
- 12 Inquiries

Master of Social Work

- Ad impressions
- 2,751 views(+28%)
- 52 inquiries

Video and photography

[Ethics and Public Policy major video](#)

[PA Spaceflight Lab](#)

[CSD Audiology Clinic 1](#)

[CSD Audiology Clinic 2](#)

[CSD Audiology Clinic 3](#)

[CSD SPL clinic 1](#)

[CSD SLP clinic 2](#)

[CSD SLP clinic 3](#)

[CSD Audiology clinic 4](#)

[Philosophy classroom](#)

[Philosophy Debate Class](#)

[Ethics Public Policy class](#)

[Philosophy Ethics Bowl Club](#)

Top 3 SmugMug galleries by views:

[CSD Clinic](#)

[CSD Meghan Foody lab Nile](#)

[CSD Beth Walker Lab](#)

Building capacity

Website optimizations or improvements

Completed upgrades & site moves

- Ethics and Public Policy (move to [Philosophy](#))

In progress

- Political Science
- Classics and Religious Studies combination
- Rhetoric (move to Communication Studies)
- CLAS Policy (move to CLAS Resource)

Up next/on deck for upgrade

- Computer Science
- Journalism and Mass Communication

Training and support

49 web support requests completed

CLAS MarCom toolkit section traffic: 735 pageviews(+43.55%YOY)

Web strategy

clas.uiowa.edu

- 20,091 sessions
- (-17.27% YOY)
- 62,139 page views (+71.41% YOY)

resource.clas.uiowa.edu

- 9,142 sessions (+19.53%YOY)
- 14,780 page views (+7.45%YOY)