

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly Update
For February 2026

Positioning the college

News, stories, and articles

13 articles (-7% YOY)

~/news

10,839 pageviews
(+127% YOY)

Top stories by traffic published this month

[Save these 2026 spring dates and deadlines](#)

[CLAS majors, minors, and certificates, oh my!](#)

[12 CLAS researchers who Dare to Discover](#)

[Pre-health focus: a healthy dose of opportunities](#)

Newsletters/ emails

Faculty and Staff Newsletter ([link](#))

1. [Employee Updates](#)
2. [Meet 12 CLAS researchers who Dare to Discover](#)
3. [New research director joins CLAS ahead of major building transition](#)

CLAS UP Newsletter ([link](#))

1. [Countdown to graduation](#)
2. [Pre-health in focus: a healthy dose of opportunities](#)
3. [CLAS majors, minors, and certificates, oh my!](#)

CLAS social media

80 posts (-45% YOY)

4,070 engagements (-62% YOY)

15,106 social followers
(+18% YOY)

Top performing posts per channel by engagement

IG: [Iowa top Fulbright producer in 25-26; all CLAS students \(CLAS\)](#)

FB: [New research director joins CLAS ahead of major building transition \(HSHP\)](#)

LI: [Ned Bowden and Johna Leddy materials research \(Chemistry\)](#)

X: [Explore your path at Iowa \(Career Center\)](#)

Strategic issues

[CLAS low-enrolled majors proposed for closure](#) (comms support)

Web strategy

Clas.uiowa.edu*

- 16,172 sessions (-5.94% YOY)
- 48,688 page views (+77.91% YOY)

Resource.clas.uiowa.edu*

- 8,143 sessions (+16.95% YOY)
- 13,744 page views (+13.79% YOY)

**reporting now shows only U.S. traffic, taking out nearly all bot traffic*

Marketing and promoting CLAS programs

Program marketing

MA Strategic Communication

- 85,200 ad impressions
- 1,979 pageviews (+38% YOY)
- 6 web inquiries (-3 YOY)

Master of Social Work*

- 787,818 ad impressions
- 58,222 (+90% YOY)
- 422 web inquiries (-33 or -7.3%YOY)
- 217 application starts

* reporting for 25-26 recruitment cycle (8/1/25-2/1/26)

Video and photography

Prototypes for shorts video pilot:

[Neuroscience](#)

[Informatics and Art](#)

[Journalism and Mass Communication](#)

[Exercise Science](#)

[Neuroscience](#)

[Ethics and Public Policy 15 sec](#)

[Ethics and Public Policy 30 sec](#)

SmugMug February Total Views: 46,719

Top galleries:

[CSD Beth Walker Audiology Lab](#)

[CSD Audiology Lab](#)

[CSD Clinic](#)

Alumni relations

[CLAS Dean's Advisory Council update 2/11/26](#)

UICA External Relations Campus Partners retreat 2/18/26

Building capacity

Website optimizations or improvements

Completed upgrades & site moves

- [Political Science](#)

In progress

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

Up next/on deck for upgrade

- Computer Science
- Journalism

Templates or resources

- Launched new [how-to web documentation](#):
 - [Guidelines for proper use of vertical/portrait imagery in web page design](#)
 - [Reviewing web page design for display in all screen sizes](#)
- [How to find transcripts on YouTube videos](#)

Training and support

- 36 web support requests completed
- CLAS Communicators in-person meeting 2/19 ([slides](#)); ~25 attendees
- MarCom toolkit section traffic:
 - 787 page views (+89.64% YOY)