

**IOWA**

College of Liberal Arts and Sciences

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# Marketing and Communications

**Monthly update**  
For March 2026

# Positioning the college

## News, stories, and articles

12 articles (-14% YOY)  
~/news 8,225  
pageviews (+92% YOY)

Top stories by traffic  
published this month:

1. [Proactively plan for finals](#)
2. [Ready, set, register](#)
3. [Noted science historian to speak on AI, humanities](#)

## E-newsletters and emails

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

1. [Employee updates](#)
2. [CLAS Staff Council DVIP/RVAP Donation Drive](#)
3. [One Day for Iowa social media challenges](#) (in-copy with several other links)

One Day for Iowa campaign

- [Email to CLAS undergraduate students](#)
- [Email to CLAS faculty and staff](#)
- [Thank You email to donors](#)

## Email, cont.

Commencement

1. [Invitation to be a student speaker \(to students graduating with distinction\)](#)
2. [Call for volunteers \(to faculty and staff\)](#)

Other

1. [Voting is open for shared governance](#)

## CLAS social media

92 posts (-40%YOY)

11,672 engagements (+14% YOY)

15,376 social followers (+18% YOY)

**Top performing posts per channel by engagement:**

FB: [Cancer Analytics & Maps for Small Areas \(CAMSA\) tool](#)

IG: [Free late night uber vouchers](#)

LI: [Cancer Analytics & Maps for Small Areas \(CAMSA\) tool](#)

X: [Roxy Ekberg on earning the Mauck Stouffer Young Iowa Journalist Award](#)

## CLAS websites\*

**clas.uiowa.edu**

- 14,984 sessions (-0.62% YOY)
- 45,466 page views (+83.84% YOY)

**resource.clas.uiowa.edu**

- 7,670 sessions (+15.32% YOY)
- 13,518 page views (+15.14% YOY)

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

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# Marketing and promoting CLAS programs

## Program marketing

### MA Strategic Communication

- 854,571 ad impressions
- 2,066 pageviews (+66% YOY)
- 5 web inquiries (-7 YOY)

### Master of Social Work

- 136 ad impressions
- 7,083 pageviews (+60% YOY)
- 60 web inquiries (-2 YOY)

## Video and photography

### [Astronomy major video](#)

Video shorts:

- [Neuroscience short 1](#)
- [Neuroscience short 2](#)
- [Astronomy short 1](#)
- [Astronomy short 2](#)

PHOTO:

- [Casey DeRoo research lab with Mallory Weber](#)
- [Physics and Astronomy electrical lab](#)
- [Physics and Astronomy Dr. Nataf and student 1:1 research](#)
- [LLLC Translation class](#)

Top SmugMug galleries by views:

1. [Students on campus](#)
2. [CSD Audiology Lab](#)
3. [Campus](#)

## Alumni relations

### [One Day for Iowa](#)

(college-wide totals)

- **Total raised:** \$230,921
- **Donations:** 899
- CLAS tactics:
  - Social media
  - [CLAS site story](#)
  - Targeted emails
  - In-person team activations
  - Thank you video

# Building capacity

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## Website optimizations or improvements

### In progress

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

### Up next/on deck for upgrade

- Computer Science
- Journalism

## Training and support

- 35 web support requests completed
- CLAS Communicators [meeting 3/19](#) (28)
- MarCom toolkit section traffic:
  - 950 page views (+138.1% YOY)