

IOWA

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For April, 2026

CLAS communications

News, stories, and articles

12 articles (-14% YOY)

~/news 10,498 pageviews (+116% YOY)

Top stories by traffic published this month:

[Speech-language pathology rises to #3 in latest U.S. News & World Report ranking](#)

[Estate gift fuels bold vision for SEES and interdisciplinary discovery](#)

[CLAS mathematical and computational scientists collaborate with medical professionals](#)

Newsletters/ emails

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

1. [Employee Updates](#)
2. [Five CLAS researchers shine in 2026 Discovery and Innovation awards](#)
3. [Phi Beta Kappa honors exceptional CLAS student scholars](#)

Undergraduate Student Newsletter ([link](#))

1. [Don't miss CLAS Commencement](#)
2. [The finals survival hack no one talks about](#)
3. [How CLAS students are combating burnout](#)

Research Resource ([link](#))

1. [Seven CLAS research teams receive first-ever Large Grant Development Opportunity](#)
2. [Meet four researchers and artists](#)
3. [Recent grant awards](#)

CLAS social media

98 posts (-23% YOY)

6,408 engagements (+1% YOY)

15,564 social followers (+18% YOY)

Top performing posts per channel by engagement:

FB: [Paul Dilley's \\$500k grant](#)

IG: [Phi Beta Kappa inductees](#)

LI: [Phi Beta Kappa inductees](#)

X: [Jan Wessel's research on cognitive control](#)

CLAS websites*

[clas.uiowa.edu](#)

- 15,513 sessions (-8.32% YOY)
- 48,560 page views (+83.87% YOY)

[resource.clas.uiowa.edu](#)

- 8,906 sessions (+14.52% YOY)
- 15,741 page views (+5.25% YOY)

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

Event support

D. Graham Burnett: *Writing, Attention, Study: AI and the Human Uses of Human Being* [Event notice](#), [article](#), and email

CLAS Wellness Ambassador representation at Staff Spring Resource Fair

Marketing and promoting CLAS programs

Program marketing

MA Strategic Communication

- 136,195 ad impressions
- 2,246 pageviews (+62% YOY)
- 12 web inquiries (-6 YOY)
- [Deadline extension email](#)
 - 21% open rate
 - 7.69% click-through rate
 - 2 applications
- [Graduating seniors email push](#)
 - 46% open rate
 - 2% click-through rate

Program marketing

Master of Social Work

- 5,500 ad impressions
- 6,128 pageviews (+43% YOY)
- 49 web inquiries (-13 YOY)

Video and photography

[Physics and Astronomy double major video](#)

[Physics major video](#)

- [Photography: PA James Green Van Allen visit](#)
- [Allison Jaynes research lab with students](#)
- [Arissa Kahn profile](#)
- [Spring Old Cap](#)
- [Spring Schaeffer Hall](#)

Video shorts:

- [Exercise Science short](#)
- [Journalism and Mass Comm short](#)
- [Physics short](#)
- [Ethics and Public Policy short](#)

Top SmugMug galleries by view:

[CSD Clinic](#)

[Campus](#)

[CSD Research Lab](#)

Alumni relations

UICA [Alumni Leadership Council](#)-hosting CLAS rep Tony Tran and business meeting 4/16 & 4/17

[CLAS Dean's Advisory Council](#) spring virtual meeting 4/24

Building capacity

Website optimizations or improvements

Complete

- [CLAS ALT](#) (move to CLAS Resource)

In progress

- CLAS Policy (move to CLAS Resource)
- Classics and Religious Studies combination (to be classics-religion.uiowa.edu)
- Rhetoric (move to Communication Studies)
- Computer Science
- Journalism

Templates or resources

- [How to create news articles guide](#), including:
 - [Example article](#)

Training and support

- 51 web support requests completed
- MarCom toolkit section traffic:
 - 1,001 page views (+122.44% YOY)