

College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For May 2026

Positioning the college

News, stories, and articles

13 articles (+8% YOY)

~/news 12,580 pageviews (+86 %YOY)

Top stories by traffic published this month:

[Meet the spring 2026 CLAS Commencement speakers and singers](#)

[CLAS announces 2026 faculty promotion and tenure awards](#)

[CLAS faculty and staff recognition in 2026](#)

Newsletters/ emails

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

1. [CLAS announces 2026 faculty promotion and tenure awards](#)
2. [2026 Collegiate Teaching Awards honor outstanding CLAS faculty](#)
3. [CLAS faculty and staff recognition in 2026](#)

Commencement emails

1. [Reminders for graduates who RSVPed](#) (CLAS and University College)
2. [Email to all graduates](#) (CLAS and University College)

CLAS social media

122 posts (+/-0% YOY)

9,735 engagements (-22% YOY)

15,870 social followers (+19% YOY)

Top performing posts per channel by engagement

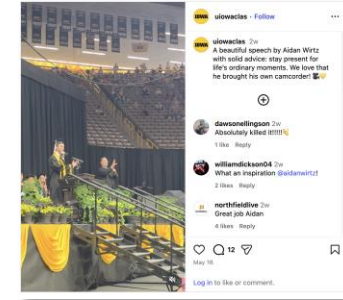
FB: [Congratulations, spring graduates](#)

IG: [Fun facts about spring 2026 graduates](#)

X: [Meet this year's Commencement speakers](#)

LI: [Meet this year's Commencement speakers](#)

Social media (continued)



Our social media management platform Sprout Social does not measure engagement on Instagram reels, but [the clip of Aidan Wirtz's commencement speech](#) garnered **33.1K views**, reached **22.1k accounts**, garnered **1.6k likes**, and received 12 comments. In addition, it was remixed 22 times, shared 82 times, saved 45 times, and earned us 22 new followers.

CLAS events

Spring 2026 AM & PM Commencement coverage 5/16/26

- Student speaker selection
- Graduate communications
- Speaker/singer profiles
- CLAS program insert and event script
- Live social media coverage during both ceremonies
- Day-of event support

Marketing and promoting CLAS programs

Program marketing

MA Strategic Communication

- 101,149 ad impressions
- 2,555 page views (+25% YOY)
- 27 web inquiries (+107% YOY)
- 4 total application starts this cycle (-4YOY)

Master of Social Work

- 5,400 ad impressions
- 5,764 page views (+55% YOY)
- 61 web inquiries (-23% YOY)

Speech, Language, and Hearing Clinic

- 1,934 ad impressions
- 8,572 page views
- Emails from website: 42
- Calls from website: 32

Video and photography

Majors videos

- [Global Health Studies video](#)
- [Mathematics](#)
- [Biomedical Sciences](#)

Shorts

- [Social Work](#)
- [English](#)
- [Speech and Hearing Sciences](#)
- [Global Health Studies](#)

Photo shoots

- [Aidan Wirtz feature](#)
- [Jenna Crowley](#)
- [CSD SLP clinic Laura Schmidt](#)
- [CSD SLP clinic Louise Pinkerton](#)
- [CSD Aphasia Reading Club](#)
- [CSD SLP Voice Session Louise Pinkerton](#)
- [Biology Lab](#)
- [HSAB Building Exteriors and Signage](#)

Top SmugMug galleries by views

- [CSD SLP Voice Session](#)
- [CSD SLP clinic Laura Schmidt](#)
- [CSD SLP Zoom Session](#)

Alumni communications

[SSW spring alumni newsletter](#)

- Sent: 2,834
- Open rate: 45.5%
- Click-through-rate: 4.7%
- Top 3 links
 - [Explore new opportunities: Social work open positions](#)
 - [Continuing Education opportunity](#)
 - [Alumni profile: Sara Kintzle](#)

[MA-SC marketing email to UI graduates](#)

- Sent: 23,287
- Open rate: 37.3%
- Click-through-rate: 1%

Web strategy and support

Website optimizations or improvements

Complete

- [CLAS Policy](#) (move to CLAS Resource)
- [Computer Science](#)

In progress

- Classics and Religious Studies combination
- Rhetoric (move to Communication Studies)
- Journalism and Mass Communication

CLAS websites*

clas.uiowa.edu

- 15,281 sessions
- (-11.6% YOY)
- 46,920 page views(+76.61% YOY)

resource.clas.uiowa.edu

- 7,869 sessions(+11.6% YOY)
- 13,293 page views (-0.95% YOY)

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

Training and support

- 31 web support requests completed
- CLAS Communicators meeting: social media ([slides](#)), 23 attendees
- MarCom toolkit section traffic:
 - 778 page views (+40.69% YOY)