

College of Liberal Arts and Sciences

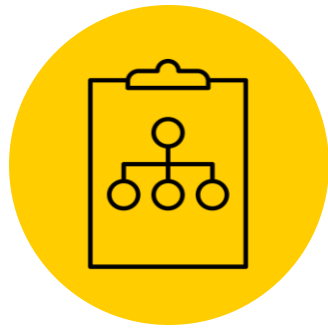
Marketing and Communications

Monthly update report
For July 2026

Highlights from July 2026



100% year-over-year increase in CLAS news output



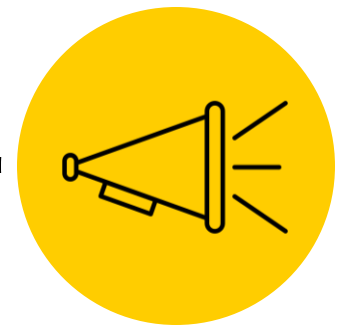
Story coverage included nearly **half of all CLAS academic units**



NEW: Tracking of recruitment calls-to-action (apply, visit, request information)



NEW: Increased use of video content on social media channels



NEW: Increased student-centric recruitment marketing content

Telling the CLAS story

News and storytelling

14 articles published
(+100%)

~/news 7,579 pageviews
(+184%)

Top stories by traffic
published this month:

- [A new chapter for Classics and Religious Studies in CLAS](#)
- [Outreach program helps young mathematicians reach new heights](#)
- [Coming home and paying it forward](#)

Academic unit coverage

9 academic units
featured on CLAS News

15 of 32 academic
units featured to date

11 units highlighted
through shared content

Audience communications

[Faculty and Staff Newsletter](#)

- [A new chapter for Classics and Religious Studies in CLAS](#)
- [Employee updates](#)
- [CLAS at the forefront of AI education at the University of Iowa](#)

Audience communications

Social media
followers: 16,157 (+19%)

- Facebook: 4,013
- Instagram: 4,774
- LinkedIn: 4,094
- X: 3,276

Total engagements: 8,378
(+7.4%)

Top performing posts by
channel by engagement:

- Facebook: [CARS announcement](#)
- Instagram: [Physics and Astronomy major video](#)
- X: [Hancher's 26-27 season is here](#)
- LinkedIn: [Summer in Iowa City](#)

Alumni engagement

[~/alumni](#) section traffic

- 126 page views (-6.67% YOY)

Dept. Newsletters

- [CSD alumni newsletter](#)
- [HSHP alumni newsletter](#)

Marketing and recruitment

Master of Social Work

- 5,700 ad impressions
- 5,711 page views (+139%)
- 44 inquiries (-39%)
- 1 application, fall '27 cycle
- 4% brand visibility in AI-powered search

MA Strategic Communication

- 64,673 ad impressions
- 2,880 page views (+197%)
- 10 inquiries (-16%)
- 14 applications, fall '26 cycle (-14% YOY)
- 51% brand visibility in AI-powered search
- [U2G recruitment push](#)
 - Open rate: 46%
 - CTR: 7%

Speech, Language, and Hearing Clinic

- 63,016 ad impressions
- 2,998 page views (-3.4% month-over-month)
- Emails from website: 27
- Phone calls from website: 42

Marketing and recruitment (cont.)

Majors videos

[CLAS Majors videos](#)

Playlist views: 626

YouTube playlist APV 56.3%

[YouTube shorts](#)

Playlist views 6,879

Playlist avg. percentage viewed: 48%

- [Environmental Sciences](#)
- [Poli Sci and Internat'l Relations](#)
- [History](#)
- [Sustainability Sciences](#)
- [Physics](#)
- [Biomedical Sciences](#)
- [Speech and Hearing Sciences](#)
- [Therapeutic Recreation](#)
- [Neuroscience](#)
- [Spanish](#)
- [English and Creative Writing](#)
- [Enterprise Leadership](#)
- [Cinema and Screenwriting](#)
- [Global Health Studies](#)
- [Psychology](#)

Photography

[CLAS SmugMug:](#)

- 17,873 photo views

Top galleries:

- [Biology lab classroom](#)
- [Campus](#)
- [Biology-Biomedical Sciences Research Lab](#)

Recruitment marketing content

- [New U2G pathways in HSHP](#)
- [CLAS mathematics major develops ways of thinking that extend beyond the classroom](#)
- [Global health studies major explores health through an interdisciplinary lens](#)
- [Biology major prepares CLAS students through research and hands-on learning](#)
- [CLAS criminology student finds purpose in understanding people](#)
- [CLAS physics and astronomy student discovers endless possibilities at Iowa](#)
- [Why choose Iowa for a Master's in Strategic Communication?](#)
- [Can I go to grad school while working full time?](#)
- [Strategic communication, public relations, and marketing: What's the difference?](#)

Web

Section traffic

- [Academics](#): 8,320 page views (+23.28%)
- [Areas of Study](#): 362 page views (+43.08% YOY)
- [General Education](#): 1,954 page views (+22.2% YOY)

Departmental websites

- Undergraduate:
 - 259 apply clicks
 - 212 request info clicks
 - 138 visit clicks
- Graduate:
 - 574 apply clicks
 - 326 request info clicks

Web strategy

clas.uiowa.edu

- 60,180 page views (+4.68%)
- 3,747 engaged sessions (+13.44%)
- AI search visibility: 27,600 impressions

resource.clas.uiowa.edu

- 13,628 page views (+23.09%)
- 7,323 engaged sessions (+27.42%)
- AI search visibility: 10,300 impressions

Academic unit support

Training and support

- 40 web help requests completed for 15 CLAS academic units

Resources and improvements

Marcom Toolkit traffic:

- 830 page views (+66.33%)
- Top resources by traffic:
 - [Accessing website archives](#)
 - [Design templates](#)
 - [Photos and video](#)

General questions, comments, feedback: clas-marcom@uiowa.edu

Send us your news, achievements, or story ideas:

<https://resource.clas.uiowa.edu/form/marcom-web-form>