

College of Liberal Arts and Sciences

Marketing and Communications

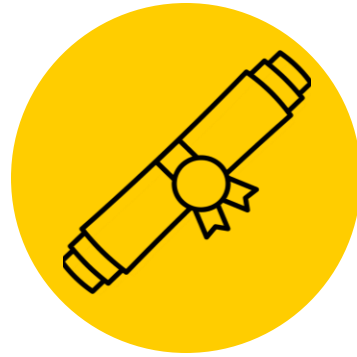
Monthly update

For September, 2026

Highlights from September 2026



[CLAS Alumni
Newsletter launched](#)



[New Areas of
Study pages](#)



[MSW inquiries,
applications up](#)



[Dance building
visual gallery](#)

Telling the CLAS story

News and storytelling

21 articles published
(+200% YOY)

~/news
17,306 pageviews (+56% YOY)

Top stories by traffic published this month:

- [Step inside CLAS's new home for Dance](#)
- [Tour the new HSAB](#)
- [26-27 Ida Beam visiting professors](#)

Academic unit coverage

21 of 31 academic units featured on CLAS News (this month)

94% of academic units featured on CLAS News Q1 YTD

15 of 31 academic units highlighted through shared content

Audience communications

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

- [Employee updates](#)
- [26-27 Ida Beam visiting professors](#)
- [Staff spotlight: Tracy Meginnis](#)

Audience communications

Social media followers:
16,989 (+19% YOY)

- Facebook: 4,213
- Instagram: 5,159
- LinkedIn: 4,349
- X: 3,268

Total engagements: 13,802
(+149% YOY)

Top performing posts per channel by engagement:

Facebook: [Beth Skinner alumni profile](#)

Instagram: [Dance Building dedication invite](#)
(collaborative post)

X: [Elizabeth Rodriguez Fielder profile](#)

LinkedIn: [Psychology major campaign](#)

[CLAS Alumni Newsletter](#)

Send #1 to 72,328 alumni

34,552 unique opens

Open rate: 48.5%

Click rate: 3.3%

Top links:

- [Step inside CLAS's new home for dance](#)
- [Tour the new Health Sciences Academic Building](#)
- [CLAS alumni apparel store](#)

Marketing and recruitment

Master of Social Work

- 148,973 ad impressions
- 13,556 page views (+23% YOY)
- 73 inquiries (+12% YOY)
- 83 applications (+10.7% YOY)
- 4.8% brand visibility
- [Social Work alumni survey email](#)
 - Sent to 2892
 - Open rate: 41%
 - CTR: 8.6%

MA Strategic Communication

- 48,521 ad impressions
- 4,473 page views (+186% YOY)
- 15 inquiries (+15% YOY)
- 1 application
- 41.6% brand visibility

Speech, Language, and Hearing Clinic

- 87,463 ad impressions
- 4,483 page views(+16.7% MOM)
- Emails from website: 48
- Phone calls from website: 37

Marketing and recruitment (cont.)

Video

Majors videos

- YouTube playlist views: 989
- YouTube playlist avg. % viewed: 58.2%

New majors videos:

- [Journalism and Mass Comm](#)

YouTube shorts

- YouTube playlist views 1,960
- YouTube playlist APV 65.1%

New YouTube shorts

- [Interdepartmental Studies](#)
- [SRM and Journalism Mass Comm](#)
- [Journalism and Mass Comm](#)

Photography

Total shoots: 7

Units covered:

- SJMC
- HSHP

[CLAS SmugMug](#):

- 21,733 **photo views**

Top galleries:

- [HSHP in new HSAB](#)
- [David Gould class headshots](#)
- [CLAS Welcome Party](#)

Marketing content

Redesigned CLAS Area of Study pages:

[World Languages](#)

[Social Sciences and Policy](#)

[Culture and Society](#)

[Business and Entrepreneurialism](#)

CLAS website

Section traffic

- Academics: 13,928 (-9.93%)
- Areas of Study: 736 (+147.81%)
- General Education: 2,516 (-27.33%)

Departmental websites

- Undergraduate:
 - 270 request info clicks
 - 471 apply clicks
 - 267 visit clicks
- Graduate
 - 1,233 apply clicks
 - 506 request info clicks

Web strategy

clas.uiowa.edu

- 76,254 page views (-6.44%)
- 15,343 engaged sessions (-6.89%)
- AI search visibility: 36,900 impressions

resource.clas.uiowa.edu

- 22,470 page views (+31.29%)
- 5,493 engaged sessions (+18.82%)
- AI search visibility: 19,500 impressions

Academic unit support

Training and support

- 54 web help requests across 22 CLAS academic units

Resources and improvements

Marcom Toolkit traffic:

- 974 page views (+8.46%)
- Top resources by traffic:
 - [How to access previous versions of a website](#)
 - [Design templates](#)
 - [Photos and video](#)