College of Liberal Arts and Sciences

Marketing and Communications

Monthly update
For November, 2023
Telling the CLAS story

Output (news and stories)
- 13 articles (+7)
- 5 UI placements (+1)
- 7 news items (-8)

Traffic
- ~/news 4,352 pageviews (+1,679)
- Top stories by traffic published this month:
  - Career center advice: How to use your fall break to land your first internship
  - CLAS departments opens new pediatric play lab
  - CLAS psychology professor awarded two NIH grants totaling $7.3 million

Faculty and Staff Newsletter
- Link to HTML version
- 48% open rate (-7%)
- 22% click rate (-15%)
- Top links:
  - Employee updates
  - What facilities projects are underway at the College of Liberal Arts and Sciences?
  - Durham honored with Brody Award for Faculty Service

CLAS social media
- 98 posts (-7.5%)
- 10,389 engagements (+186%)
- 8,773 social followers (+16%)
## Marketing CLAS programs

### Special marketing projects
- Hubspot Marketing hub implementation (MA-SC)
- Iowa Summer Writing Festival '23 marketing analysis
- CLAS site migration planning with senior directors

### Dept. strategy consults
- Dance
- Theatre Arts
- Social Work
- Biology

### Media production
- **Portrait:** Playwriting MFA student Sixtus Igbokwe
- **Photography:** Cellular Biology Lab
- **Photography:** Biology Student Chloe Schipper

### Marketing campaigns
- Online MA-Strategic Communication
  - Advertising channels: Google search, LinkedIn, and Display
  - 53,672 advertising impressions
  - 1,115 web page views
  - 12 web inquiries
  - 1 application
- **MA-SC digital signage ad for current students**
  - 3 page visits
Performing arts marketing and communications

<table>
<thead>
<tr>
<th>Content (news and stories)</th>
<th>Social media</th>
<th>Marketing initiatives</th>
<th>Special projects</th>
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</thead>
<tbody>
<tr>
<td>Media Mentions:</td>
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<td>• Press Citizen – <em>An extravagant treat for band fans this Sunday</em></td>
<td>180 posts (+36 YOY)</td>
<td><strong>Theatre Arts – <em>Men on Boats</em></strong> (November 3–11)</td>
<td><strong>Photography</strong></td>
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<td>• Gazette – <em>Stepping up Hawkeye Marching Band performances</em></td>
<td>237,128 impressions (+54,267 YOY)</td>
<td>960 tickets sold</td>
<td>• <em>Men on Boats</em></td>
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<td>• Daily Iowan – 3 articles</td>
<td>15,737 engagements (-3,265 YOY)</td>
<td>4 sold out shows</td>
<td>• <em>Dance Gala</em></td>
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<td>14 news items added to performing arts websites</td>
<td>14,976 social followers (+2,844 YOY)</td>
<td><strong>Dance – Dance Gala</strong> (November 10 &amp; 11)</td>
<td>• <em>New Horizons Band and the Iowa Symphony Band</em></td>
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<td>1,543 tickets sold</td>
<td>• <em>Iowa Steel Bands Concert</em></td>
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<td>Dance Gala broadcast</td>
<td>• Symphony Orchestra &amp; UI Choirs at Hancher</td>
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<td>163 views (on premiere)</td>
<td>• <em>Roomful of Teeth residency</em></td>
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CLAS web strategy

Website migrations completed

• Dance (11/1 launch)
• History (11/1 launch)

Website migrations in progress

• Health & Human Physiology
• Sport & Recreation Management
• Art & Art History
• Biology (starting)
• Clas.uiowa.edu

Improvement review

• Integration of department-specific strategic positioning/messaging work
• Introduction of facilities page template (e.g.: Theatre Building)
• Strong recruitment messaging
• Consistent user-focused navigation and calls-to-action (baseline structure: CLAS dept template)

Pre-migration survey
If your website has not started the migration process, please fill out this pre-migration survey to secure your spot in the migration queue.
Feedback

Send news, story ideas, publications, awards, or general questions to: clas-marcom@uiowa.edu