Marketing and Communications Update
October 2022
FY23 priorities

• Position CLAS
• Position our programs
• Upgrade our web presence
• Build capacity
# Quarter 2 (Oct-Dec) goals

## Positioning CLAS
- 18 CLAS articles
- 18 UI placements
- 45 CLAS news items
- Newsletter: Avg. 57% open, Avg. 39% click rate
- Avg 2% increase website pageviews
- Avg 120/mo social posts
- Avg 6% monthly increase in social engagement
- Avg 1.2% monthly increase in social followers

## Positioning our programs
- Marketing strategies started for all priority programs, 6 additional completed
- Video, photography and/or collateral for 6 programs

## Web
- D9 migrations for:
  - Communication Studies
  - IYWS
  - ISWF
  - PBS
  - HHP
  - English
  - Political Science

## Capacity
- Performing arts events marketing position
- Website building and editing
  - Cross-training
  - Students
  - Staff
- Alumni communications
October content
(compared to previous month)

Output
• 12 CLAS stories published (+9)
• 11 UI placements (+6)
• 23 news items (+11)
October faculty staff newsletter

• Open rate 57% (+3%)
• Click rate 34% (+1%)
• Top links:
  – Employee updates
  – Faculty honors website
  – Faculty honors recap

CLAIR announcements

Spotlight CLAS

Employee updates

Featured achievements

Celebrating our faculty

Hawkes honored by American Physical Society

Clay Hawkes presented the DeMorgan Lecture at the American Physical Society's annual meeting in four-minute presentation. This award recognizes outstanding research contributions to high energy physics.
Clas.uiowa.edu analytics (compared to same month previous year)

October 2022

- Pageviews: 57,065 (+2.87%)
- Unique: 48,549 (+2.69%)
- Average time on page: 2:08 (+4.65%)
- Bounce: 63.6% (-1.04%)

<table>
<thead>
<tr>
<th>Page Title</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
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<tbody>
<tr>
<td>1. College of Liberal Arts and Sciences</td>
<td>5,018 (8.75%)</td>
<td>4,075 (8.39%)</td>
<td>00:01:29</td>
<td>3,788 (11.28%)</td>
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<td>2. Student Classification</td>
<td>2,971 (5.11%)</td>
<td>2,822 (5.81%)</td>
<td>00:04:09</td>
<td>2,815 (8.39%)</td>
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<tr>
<td>3. Departments and Divisions</td>
<td>2,156 (3.76%)</td>
<td>1,644 (3.39%)</td>
<td>00:03:04</td>
<td>504 (1.56%)</td>
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<td>4. CLAS Scholarships</td>
<td>1,878 (3.29%)</td>
<td>1,604 (3.30%)</td>
<td>00:03:46</td>
<td>1,556 (4.84%)</td>
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<td>5. CLAS Core</td>
<td>1,847 (3.24%)</td>
<td>1,396 (2.88%)</td>
<td>00:06:18</td>
<td>1,119 (3.32%)</td>
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<td>6. Requirements for a Bachelor's Degree</td>
<td>1,621 (2.84%)</td>
<td>1,521 (3.13%)</td>
<td>00:03:06</td>
<td>1,404 (4.56%)</td>
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<tr>
<td>7. School of Art and Art History, (IN) unveiled new artwork that reflects brain activity</td>
<td>1,452 (2.54%)</td>
<td>1,145 (2.36%)</td>
<td>00:00:50</td>
<td>655 (1.98%)</td>
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<td>8. Undergraduate Minors Awarded by CLAS</td>
<td>1,106 (1.94%)</td>
<td>728 (1.56%)</td>
<td>00:02:04</td>
<td>468 (1.50%)</td>
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<tr>
<td>9. College of Liberal Arts and Sciences Search</td>
<td>1,098 (1.92%)</td>
<td>956 (1.97%)</td>
<td>00:00:26</td>
<td>6 (0.12%)</td>
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<td>10. Grading System</td>
<td>1,094 (1.92%)</td>
<td>970 (2.00%)</td>
<td>00:04:16</td>
<td>912 (3.42%)</td>
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For reference

Clas.uiowa.edu  
(57k pageviews)

Music.uiowa.edu  
(35k pageviews)

Uiowa.edu  
(694k pageviews)

Now.uiowa.edu  
(58k pageviews)
October CLAS social media

- 121 social posts (+9%)
- 4,761 engagements (+47%)
- 7,401 social followers (+.3%)
2021 – 2022 Annual Faculty Meeting
Award Recognition Ceremony
Monday, October 17, 2022 | 3:30 p.m. – 5 p.m.
Old Capitol Senate Chamber
College of Liberal Arts and Sciences
CLAS at Homecoming
Performing arts
(compared to previous month)

Output

• 138 social posts (+79%)

• 144,210 impressions (+77.4%)

• 15,093 engagements (+114%)

• 11,944 social followers (+1.6%)

University of Iowa Department of Theatre Arts updated their cover photo.

Performer: October 13, 2023

Driving the artistic vision of Performing Arts at the University of Iowa is the College of Liberal Arts and Sciences (CLAS). We are committed to providing a dynamic and engaging arts experience to our community. Our programs include theatre, dance, music, and other artistic endeavors that celebrate diversity and inclusivity. Whether you're a student, faculty member, or simply a visitor, we invite you to join us in celebrating the arts. Stay tuned for more updates and events! #Uiowatheatre #PerformingArts
• Promotional materials  
• Instagram student takeover  
• Professional images from Miranda  
• UI Stories/IowaNow feature  
• Daily Iowan story  
• Daily Iowan ads

Ticket sales: 685 (7 performances)

• Promotional materials  
• direct mail postcard  
• email to Hancher list  
• on site promotion (CCPA)

Ticket sales: 326 (3 performances)

• Postcards/flyers and email to band directors and high schools across Iowa  
• Hancher email to music event ticket buyers  
• Social: Facebook event, Instagram and FB posts  
• Digital signage on campus

Ticket sales: 1,531
Dance Gala 2022 returns to Hancher with themes of mental health, inclusivity

The University of Iowa Dance Gala will perform at Hancher Auditorium for the first time in two years — and will include a poignant performance inspired by mental illness.

Tuesday, November 1, 2022

After two years of virtual or limited presentations, Dance Gala will take the stage at Hancher Auditorium on November 11 and 12. The 2022 performance titled In Motion, presented by the Performing Arts at Iowa, features a diverse program with choreography by the Department of Dance that addresses heavy topics — like mental illness, coping, and community. It will also feature live musical performances by the School of Music, analog and virtual technology, and production assistance from the Department of Theatre Arts.

Dino Barragan is an associate professor in the Department of Dance and the artistic director for this year’s gala and choreographed the piece UNFINISHED, which he says is inspired by schizophrenia. His close friend, Michael Judges, had two brothers who suffered from the disorder, which can cause hallucinations, delusions, and extremely disordered thinking. One of the brothers ultimately died by suicide at just 21 years old.

"His experience moved me greatly," Barragan explains. "As did the family’s perseverance and determination to advocate for the estimated 14.2 million others in the U.S. who suffer from serious mental illnesses like schizophrenia, bipolar disorder, and depression."

Through the Judge family, Barragan also made a connection with Margiea Warner, an Iowa Writers’ Workshop graduate and schizophrenia survivor who writes about her personal experience in her project 27 Keys to Wellness. Barragan says his choreography is a tribute to survivors like his friends, Warner and Judge, but also honors those who succumb to the illness, which, unfortunately, isn’t uncommon.

More information is available at dancenights.ia.edu. On Sunday, Nov. 13, at 3 p.m., the performance will be available for online viewing in the same line.

Two more UI performing arts events we’re excited about:

- Symphony Concert
- Dance Gala 2022
Recruitment marketing

Quick Facts

The College of Liberal Arts and Sciences is the heart of the University of Iowa, home to a variety of areas of study ranging from liberal sciences and IT to DE training in the humanities and the performing arts.

As a CAES student, you'll join the top 20% of students who choose to major in this discipline. More than 3,000 students have multiple majors with many pursuing art and science. As an undergrad, you'll have the opportunity to think computer science and art, or music and mathematics. It's OK to have a major when you arrive — or to change it. CAES is the place to find your passion! Our advisors will be there to help you every step of the way from intention to graduation.

More than 100 percent of our bachelor’s degrees are earned in CAES, and 95 percent of our students experience a successful job or graduate school placement after earning their degree.

IOWA

Health Sciences
In the College of Liberal Arts and Sciences

Why Should I Choose Health Science at Iowa?

Hands on is more than an expression but a regular occurrence. You'll not only get to look under the microscopes in the lab but work with professionals in the nearby clinics. Careers that stem from these majors focus on improving quality of life, making people smile, or helping others to be healthy and wholesome. We encourage you to explore, grow, and experience your career path — so you can feel confident in your choice, and excited to get started. There are many more majors available than what's listed in this brochure, all part of our nationally recognized programs in the health professions.

Careers that our graduates go into:

- Doctor of Medicine (MD)
- Dentist
- Chiropractor
- Veterinarian
- Pharmacist
- Physician Assistant
- Physical Therapist
- Optometrist
- Audiologist
- Speech Language Pathologist

...and many more

Iowa
Marketing strategies

- Psychological and Brain Sciences
- Health and Human Physiology
- Sociology and Criminology
- English
Website migrations

Site migrations in-progress:
• Communication Studies
• Iowa Young Writers’ Studio
• Iowa Summer Writing Festival

Next:
• Psychological and Brain Sciences
• Sociology and Criminology
• Health and Human Physiology
• English
• Political Science
Building capacity

New hire: Kayla Schindler, Events Marketing Manager

Cross-training: web development, website building, and web editing

Student web editors

Collaboration with CLAS recruitment and Office of Performing Arts and Engagement
Questions, comments, or feedback?

→ benjamin-hill-1@uiowa

Send story ideas, publications, awards, help requests, or general inquiries to: clas-marcom@uiowa.edu