Telling the CLAS story

Output (news and stories)

13 articles (+85%)
15 news items (-11%)
3 UI placements

Traffic

~/news 2,699 pageviews (-30%)

Top stories by traffic published this month:
- CLAS art professor embarks on bike trip across Iceland
- Iowa STEM students explore sustainability across the Atlantic
- Learning at Iowa: How to study effectively

Faculty and Staff Newsletter

August F/S Newsletter
49% open rate (-17%)
32% click rate (-40%)

Top links:
- Employee updates
- Welcome from Dean Sanders
- Kletzing obit and memorial event

CLAS social media

109 posts (-.9%)
7,720 engagements (+165%)
8,415 social followers (+14%)
Marketing CLAS programs

**CLAS recruitment marketing**

Canva versions:
- CLAS Quick Facts
- Health Sciences area of study brochure
- Storytelling through the Arts area of study brochure
- Writing and Communication area of study brochure

**Strategic collaborations**

- School of Social Work
- School of Journalism and Mass Communication

**Media production**

- Summer Writing Festival
- CLAS Welcome Party
- CLAS Career Bootcamp
- Physics and Astronomy Allison Jaynes
- SS Thankview video

**Marketing campaigns**

- MA-Strategic Communication
  - 8 inquiries
  - Fall enrollment: 11
  - Advertising paused
## Performing arts marketing and communications

<table>
<thead>
<tr>
<th>Content (news and stories)</th>
<th>Social media (Dance, Music and Theatre)</th>
<th>Marketing initiatives</th>
<th>Special projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Music</strong> – Josh Weiner column about Fredrik Ullén in Press-Citizen print edition</td>
<td>68 posts</td>
<td><strong>Theatre</strong>: Ida Cordelia Beam Visiting Professor Tawnya Pettiford-Wates lecture</td>
<td><strong>Music</strong>: Fredrik Ullén Neuroscience seminar and piano recital</td>
</tr>
<tr>
<td><strong>Theatre</strong>: Season announcement featured on DITV</td>
<td>78,229 impressions</td>
<td><strong>Auditions promo</strong> across all units</td>
<td><strong>Dance</strong>: Space Place “Glow-up” Instagram Reel</td>
</tr>
<tr>
<td><strong>Dance</strong> – Kowal receives dance research award (Iowa Now)</td>
<td>4,887 engagements</td>
<td><strong>Theatre</strong>: Full Season Announcement</td>
<td><strong>AY Kick-off meetings</strong> with all academic units’ faculty groups</td>
</tr>
<tr>
<td></td>
<td>14,110 social followers</td>
<td><strong>Performing Arts</strong>: Hancher is for Hawkeyes promo</td>
<td><strong>Welcome Gatherings</strong> for PA faculty, staff, students</td>
</tr>
<tr>
<td></td>
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<td><strong>Hiring + onboarding</strong> student employees</td>
</tr>
</tbody>
</table>
CLAS web strategy – D9 migrations update

Launched last month
• Psychological and Brain Sciences

Started last month
• Health and Human Physiology
• Sports and Recreation Management

In-progress
• Theatre
• Dance
• Music
• History
• Earth and Environmental Sciences

Web migration announcement
REMINDER: If your website has not started the migration process, please fill out this pre-migration survey to get your spot in the migration queue.
• Thank you to Biology, Creative Writing Writers’ Workshop, and Religious Studies for already completing your survey!
Feedback

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