July content
(compared to previous month)

- 80 social posts (-35)
- 7,175 social followers (-66)
- 4 news items
- 2 CLAS stories published (-2)
  - Brunet named music director for Lexington Philharmonic
  - Webb Space Telescope story
- 3 CLAS stories featured in July 28th IowaNow email
Marketing support

• MA Strategic Communication direct marketing campaign (SJMC)
• 61,913 digital ad impressions
• Alumni email: 12,600 recipients
• 40 inquiries

• Conference for Undergraduate Women in Physics promotional poster
Marketing support

- Labs photography (Biology)
- UI Speaks photography (CSD)
CLAS Welcome Party Friday August 19th 3:30pm on the Pentacrest lawn in front of Shaeffer Hall
D9 websites launched or provisioned

Launched:

• Conference for Women in Physics (Department of Physics and Astronomy)

• Iowa Peer Workforce Collaborative (School of Social Work)

In-progress:

• Magid Center for Undergraduate Writing

• Iowa Sciences Academy

• Communication Sciences and Disorders chair search

• Earth and Environmental Sciences
Internal comms, strategy, and issues

- Faculty and staff email newsletter launched
- Community Health Collaborative- marketing assessment (HHP)
- July talking points from OSC