Marketing and Communications update
November 1-30, 2022
FY 23 marcom priorities

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

<table>
<thead>
<tr>
<th>Positioning CLAS</th>
<th>Positioning our programs</th>
<th>Web</th>
<th>Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 18 CLAS articles</td>
<td>• Marketing strategies started for all priority programs, 6 additional completed</td>
<td>D9 migrations for:</td>
<td>• Performing arts events marketing position</td>
</tr>
<tr>
<td>• 18 UI placements</td>
<td>• Video, photography and/or collateral for 6 programs</td>
<td>• Communication Studies</td>
<td>• Website building and editing</td>
</tr>
<tr>
<td>• 45 CLAS news items</td>
<td></td>
<td>• IYWS</td>
<td>• Cross-training</td>
</tr>
<tr>
<td>Newsletter: Avg. 57% open, Avg. 39% click rate</td>
<td></td>
<td>• ISWF</td>
<td>• Students</td>
</tr>
<tr>
<td>Avg 2% increase website pageviews</td>
<td></td>
<td>• PBS</td>
<td>• Staff</td>
</tr>
<tr>
<td>Avg 120/mo social posts</td>
<td></td>
<td>• HHP</td>
<td>• Alumni communications</td>
</tr>
<tr>
<td>Avg 6% monthly increase in social engagement</td>
<td></td>
<td>• English</td>
<td></td>
</tr>
<tr>
<td>Avg 1.2% monthly increase in social followers</td>
<td></td>
<td>• Political Science</td>
<td></td>
</tr>
</tbody>
</table>
November content
(compared to previous month)

Output

• 6 CLAS articles published (-6)
  - Q2 goal: 18/18 (100%)

• 4 UI placements (-7)
  - Q2 goal: 15/18 (83%)

• 15 news items (-8)
  - Q2 goal: 38/45 (84%)
November CLAS faculty staff newsletter
(compared to previous month)

- Open rate 55% (-2%)
  - Q2 goal: avg. 57%
- Click rate 37% (+3%)
  - Q2 goal: avg. 39%
- Top links:
  - CLAS Facilities
  - Employee updates
  - Parade photos
Clas.uiowa.edu analytics
(compared to same month previous year)

November 2022

- Pageviews: 53,397 (-7.57%)
  - Q2 goal: avg. 2% increase
- Unique: 45,614 (-3.71%)
- Average time on page: 2:11 (+7.57%)
- Bounce: 63.8% (+.02%)
CLAS social media
(compared to previous month)

• 105 social posts (-13%)
  - Q2 goal: avg. 120

• 3,636 engagements (-23%)
  - Q2 goal: avg. 1.2% increase

• 7,424 social followers (+.10%)
  - Q2 goal: avg. 1.2% increase
Performing arts
(compared to October)

- 144 social posts (+4%)
- 182,861 impressions (+27%)
- 19,002 engagements (+26%)
- 14,166 social followers (+1.6%)
<table>
<thead>
<tr>
<th>EVENT</th>
<th>ATTENDANCE</th>
<th>% SOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dance Gala - 11/11</td>
<td>854</td>
<td>66.20%</td>
</tr>
<tr>
<td>Dance Gala - 11/12</td>
<td>628</td>
<td>48.68%</td>
</tr>
<tr>
<td>Livestream - 11/13</td>
<td>51 peak, average 40</td>
<td></td>
</tr>
<tr>
<td>Livestream - 11/13 to 11/14 @ Noon</td>
<td>254 views</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>EVENT</th>
<th>ATTENDANCE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>The Children's Hour - 10/7</td>
<td>111</td>
<td>27.75%</td>
</tr>
<tr>
<td>The Children's Hour - 10/8</td>
<td>85</td>
<td>21.25%</td>
</tr>
<tr>
<td>The Children's Hour - 10/9</td>
<td>91</td>
<td>22.75%</td>
</tr>
<tr>
<td>The Children's Hour - 10/12</td>
<td>137</td>
<td>34.25%</td>
</tr>
<tr>
<td>The Children's Hour - 10/13</td>
<td>62</td>
<td>15.50%</td>
</tr>
<tr>
<td>The Children's Hour - 10/14</td>
<td>86</td>
<td>21.50%</td>
</tr>
<tr>
<td>The Children's Hour - 10/15</td>
<td>113</td>
<td>28.25%</td>
</tr>
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<tr>
<td>The Bacchae - 11/4</td>
<td>123</td>
<td>95.35%</td>
</tr>
<tr>
<td>The Bacchae - 11/5</td>
<td>128</td>
<td>97.71%</td>
</tr>
<tr>
<td>The Bacchae - 11/6</td>
<td>97</td>
<td>75.78%</td>
</tr>
<tr>
<td>The Bacchae - 11/9</td>
<td>136</td>
<td>95.77%</td>
</tr>
<tr>
<td>The Bacchae - 11/10</td>
<td>122</td>
<td>95.31%</td>
</tr>
<tr>
<td>The Bacchae - 11/11</td>
<td>120</td>
<td>93.75%</td>
</tr>
<tr>
<td>The Bacchae - 11/12</td>
<td>122</td>
<td>94.57%</td>
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</tbody>
</table>
Marketing

• Updated program page →
• Google ads:
  – 51,114 impressions
  – 697 clicks
  – 1.36% CTR
• 5 total inquiries
Video

- Communication Sciences and Disorders
Photography

- Dance
- Communication Studies
- Communication Sciences and Disorders
Marketing strategy

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

In-progress:
- Young Writers’ Studio
- Communication Studies
- Summer Writing Festival

Starting:
- Psychological and Brain Sciences
- Sociology and Criminology
- English

Next:
- Health and Human Physiology
- Political Science
Not shown:

- A million little things
Questions, comments, or feedback?

→ Clas-marcom@uiowa.edu