FY23 priorities

• Position CLAS
• Position our programs
• Strengthen our web presence
• Build capacity
Current KPIs

• Content:
  – Outputs (posts, articles, news items)
  – Placements
  – Engagement

• Web traffic

• Program engagements

• Website migrations
# Positioning CLAS- Q1 results

## Social media

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>80</td>
<td>110</td>
<td>111</td>
</tr>
<tr>
<td>Engagements</td>
<td>2,811</td>
<td>2,889</td>
<td>3,254</td>
</tr>
<tr>
<td>Followers</td>
<td>7,175</td>
<td>7,278</td>
<td>7,379</td>
</tr>
</tbody>
</table>

## Storytelling

- 12 CLAS articles produced
- 12 UIowa placements (CLAS stories shared via IowaNow, Stories and social channels)
- 33 CLAS site news items (including external stories)

**Top articles:**

- [Hawkeye football player shares hearing loss story at UI SPEAKS camp](#)
- [Translation Program receives a $1 million grant to form National Resource Center for Translation and Global Literacy](#)

## Faculty & staff newsletter

<table>
<thead>
<tr>
<th></th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open rate</td>
<td>56%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Click-to-open rate</td>
<td>54%</td>
<td>92%</td>
<td>61%</td>
</tr>
</tbody>
</table>

## CLAS website

- 127,849 Unique pageviews (+1.85%)
- 88,325 Sessions (+.11%)
- 36,735 Sessions originating outside Iowa (+12.5%)
- 1:31 Avg. session duration (+7.38%)

### TOP PAGES:

- Student classification
- Requirements for a bachelors degree
- Departments and divisions
- CLAS Core requirements

## Issues in media

- [Gazette story on adding flexibility to World Language Requirement](#)
Webb space telescope will expose Hawkeyes to a new frontier in astronomy and physics

Keri Hoadley, an assistant professor of physics and astronomy at the University of Iowa College of Liberal Arts and Sciences, says the new telescope is ushering in an exciting and transformative time for her field.

Friday, July 15, 2022

By Katie Linder

The James Webb Space Telescope (JWST) is set to make discoveries that will likely have an enormous impact on the way we understand the universe, creating infinite opportunities for learning and research at the University of Iowa.

Keri Hoadley is an assistant professor in the UI Department of Physics and Astronomy and is an expert on far-ultraviolet astrophysics. She says the recent images produced by the JWST, the world's premier space science observatory, and released by NASA, blew her mind—and that's significant because her expectations were already exceedingly high.

"I didn't have words," Hoadley says. She says the scholarship that will result from these initial images will likely transform her field.

"I have seen comments from colleagues that they anticipate just one image alone (SMACS 0723) will lead to absolute groundbreaking discoveries in astronomy—helping us to diagnose, find, and understand what the first stars and galaxies that ever formed in our universe look like," she explains.

This is also a big moment for students aspiring to study astronomy and physics, especially at Iowa, which has a storied history of working with NASA to help the U.S. be

Translation Program receives a $1 million grant to form National Resource Center for Translation and Global Literacy

The award, through the US Department of Education, will support a proposed center that will leverage Iowa’s strengths in writing, translation, teacher education and international studies.

Monday, August 15, 2022

By Katie Linder

CLAS Associate Professor Amin Ajai led a team of colleagues across campus to produce a successful proposal to the U.S. Department of Education. The grant totals more than $1 million over the next four years—one of the largest humanities grants at Iowa.

The funding will help launch a new national resource center that will advance translation and global literacy skills for students in K-12, undergraduate, and graduate-level study at Iowa, and other campuses across the US.

Ajai is the Director of MFA in Literary Translation and an Associate Professor of Instruction in the Division of World Languages, Literatures, and Cultures in CLAS and is one of two PIs for the proposal. Pamela Voseley, Professor and Associate Dean in the UI College of Education, is the second PI.

Ajai says this impactful grant underscores Iowa’s longstanding commitment to translation and international education. About 60 years ago, the UI was the first to offer a translation workshop in an academic setting. Nearly 50 years ago it launched its MFA in Literary Translation, and this year UI will offer a BA in Translation, the first-ever program of its kind in the US.

"Our commitment to translation and international writing is nationally recognized, and so is our commitment to training secondary school teachers of world languages—all of these make the UI an excellent site to host a National Resource Center for Translation and Global Literacy," Ajai says.

The proposed center will work to:

Hawkeye football player shares his story of hearing loss during UI SPEAKS youth camp

As a toddler, Iowa student-athlete Kelly Talerdor was diagnosed with severe hearing loss. He recently talked about his experience and offered advice to kids who have hearing loss or stutter as part of a summer program.

Monday, August 15, 2022

By Katie Linder

Iowa football player Kelly Talerdor was just a tike when his family learned he had severe hearing loss.

That diagnosis eventually led to cochlear implant surgery at University of Iowa Stead Family Children’s Hospital, followed by speech therapy services. As a small child, he attended the Listen and Speak Up Preschool at the Wendell Johnson Speech and Hearing Clinic, formerly directed by Professor Emeritus Anne Wallace, where he learned important speaking skills designed for kids with cochlear implants and hearing aids.

"I was pretty little, so I don’t remember much, but my parents tell me it was a vital part of my life that helped develop my speaking in a clear and mature way," the 19-year-old from North Liberty, Iowa says. "They say my speech therapist at Wendell did a great job making sure I Thank you very much while learning.”

Talerdor, who is currently studying finance at Iowa, plays outside linebacker for the Hawkeye football squad and was also selected in 2009 as one of the first UI Captains, a program the children’s hospital and Iowa football launched to spotlight inspirational stories about pediatric patients.

He welcomed the opportunity in June to share his personal story with 15 children as part of UISTEAKS, a 5-day summer program designed for kids aged 7-17 who stutter or have hearing loss. The camp is hosted by the Department of Communication Sciences and Disorders in the UI College of Liberal Arts and Sciences.
Positioning our programs- Q1 results

• Marketing strategies delivered:
  – Communication Sciences and Disorders
  – Computer Science
  – Communication Studies

• Underway:
  – Health and Human Physiology
  – Sociology and Criminology
Positioning our programs- Q1 results

- Video, photography and collateral projects
  - Communication Sciences and Disorders
  - MA Strategic Communication
  - Biology
  - Political Science
  - Performing Arts
Positioning our programs - Q1 results

- Performing Arts: 56 projects
  - 20 Theatre
  - 26 Music
  - 10 Dance

DANCE GALA 2022
LIVE PERFORMANCES
NOVEMBER 11-12 | 8:00 PM

Groundbreaking choreography created by Iowa Dance faculty and premiere of a new work by FLOCK

Tickets are available through the Hancher Box Office at 319-335-1160 or at ARTS.UIOWA.EDU

Individuals with disabilities are encouraged to attend all University of Iowa-sponsored events. If you are a person with a disability who requires a reasonable accommodation in order to participate in this program, please contact the Hancher Box Office in advance at 319-335-1158.
1. Health and Human Physiology
2. Social Work
3. Cinematic Arts
4. Art and Art History
5. English
6. Psychological and Brain Sciences
7. Physics and Astronomy
8. Music, Theatre and Dance*
9. Sociology and Criminology
10. Political Science
11. Communication Sciences and Disorders
12. Communication Studies
13. Magid Center for Writing
14. Iowa Sciences Academy
15. MA- Strategic Communication
16. Computer Science
17. Enterprise Leadership
Updating our web presence - Q1 progress

Sites launched:
- Magid Center for Writing
- Iowa Youth Writing Project
- Iowa Sciences Academy
- Faculty Honors

In-progress:
- Communication Studies
- Iowa Young Writers’ Studio
- Iowa Summer Writing Festival
## Building capacity - Q1 progress

### CLAS team
- Jen Knights, performing arts
- Mark Bennett, web
- Mike Cranston, web
- Currently hiring performing arts marketing manager
- Cross-training staff into web editing

### Student employees
- Writer/editor and social media (3)
- Performing arts-social media, web and calendaring (2)
- School of Social Work- student comms role (1)

### College wide
- CLAS Communicators Network
- Marketing and Communications toolkit

### Strategic outsourcing
- Video
- Web/brochure copywriting
- Digital marketing

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**IOWA**

College of Liberal Arts and Sciences
Quarter 2 goals
Quarter 2 goals

Positioning CLAS
- Social media
  - Avg. 120 monthly posts
  - Avg. 3,500 engagements
  - Avg. 110 increase total followers
- 18 CLAS articles
- 18 UI placements
- 45 CLAS news items

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
Questions or feedback

→ benjamin-hill-1@uiowa

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