

A person is kneeling on a brown floor, painting a large, colorful geometric mural on a wall. The mural consists of various colored triangles and polygons in shades of yellow, orange, green, pink, purple, and blue. The person is wearing a black t-shirt and black pants. There are paint cans and bags on the floor next to them.

IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q3 | FY22 (January to March)

Strategic Goals

- Building and protecting the university brand
- Attracting and engaging students, faculty and staff
- Developing strategic support and resources

BUILDING AND PROTECTING THE UNIVERSITY BRAND

In carrying out OSC's mission, our highest priority is to build overall awareness and favorability for the University of Iowa inside and beyond the state of Iowa in order to help attract the students, talent, and resources we need to be a destination university. In Q3 the university saw continued growth in social media followers, including a 4% percent increase in subscriptions to Iowa's official YouTube channel. Total uiowa.edu pageviews fell as Zoom use declined, but traffic grew among visitors outside the U.S. The National Brand Campaign attracted 2 million completed video views while Iowa outpaced its peer set in 'share of search.'

NATIONAL BRAND AWARENESS CAMPAIGN



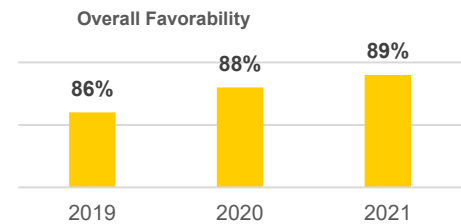
Impressions	20,171,969
Completed video views	2,126,876
uiowa.edu site visits	124,324

Brand strength composite rating: 5.37 (scale of 1–10)
Bi-annual national survey of 1,025 students and parents, April 2020

FOR IOWA DIGITAL CAMPAIGN

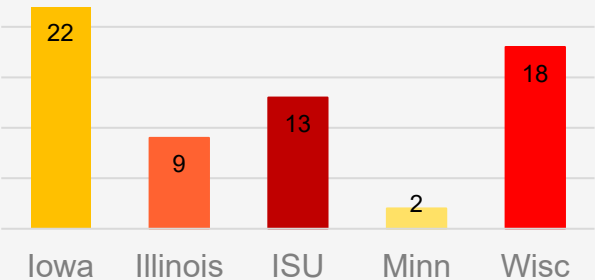


Impressions	1,800,000
Unique page views	34,805
Average time on page	7:08

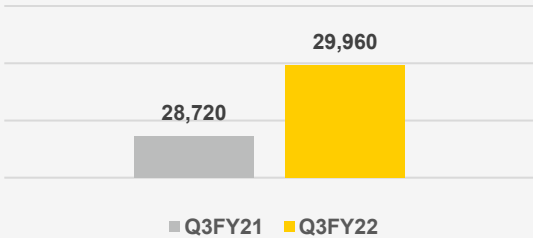


Annual survey of Iowans, June 2021

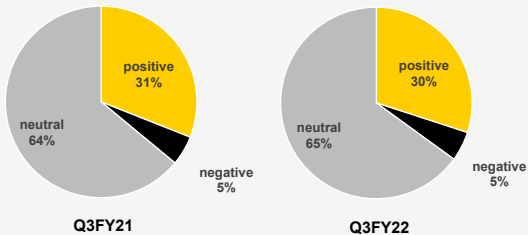
SHARE OF SEARCH (Google Trends)



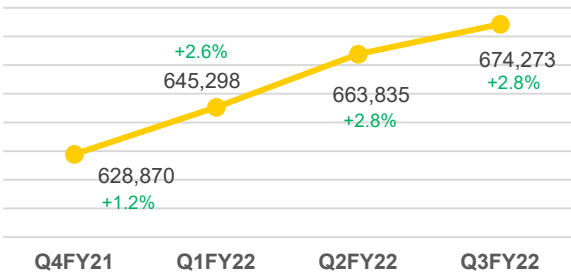
SOCIAL MEDIA MENTIONS +4%



SOCIAL MEDIA SENTIMENT



TOTAL SOCIAL MEDIA FOLLOWERS +9%

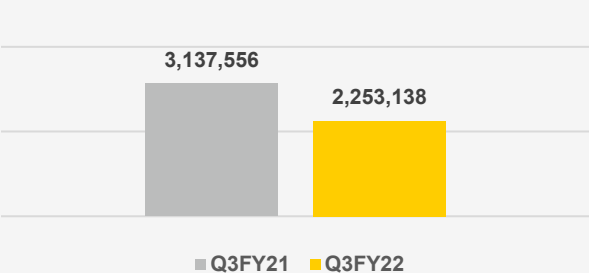


FOLLOWERS BY CHANNEL

LinkedIn	212,580	+2%
Facebook	191,751	+0%
Twitter	126,209	+1%
Instagram	102,255	+3%
TikTok	25,688	+3%
YouTube	15,790	+4%

Percentage growth shown is for Q3FY22 (quarter-over-quarter)

TOTAL UIOWA.EDU PAGEVIEWS* -28%



AVERAGE (VISIT) SESSION DURATION

1:56 -1.43%

SESSIONS ORIGINATING IN IOWA

443,054 +4.20%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

189,976 -4.59%

SESSIONS ORIGINATING OUTSIDE THE U.S.

101,091 +73.60%

*Total includes data inflated by Zoom

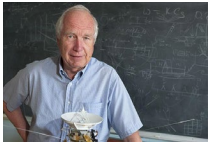
BUILDING AND PROTECTING THE UNIVERSITY BRAND

One of the primary ways OSC works to build the university brand is through content and stories that highlight our areas of strength and distinction across academics, research and scholarship, and health care. Q3 highlights include robust time-on-page metrics for news and features, another quarter of total social media impressions above 20 million, and media placements in *The New York Times* and *USA Today*. The drop in Merit student achievements is a result of consolidating individual student stories into a single achievement featuring multiple students, while the continued drop in Merit pageviews is a result of changes implemented by Facebook.

NEWS AND FEATURES

Unique page views	288,248	-5.1%
Avg. time on page	2:57	+4.1%

TOP STORIES



[Legendary Iowa space physicist Donald Gurnett dies](#)

9,969	Unique page views
7:01	Avg. time on page



[Serving his country, honoring his doctor](#)

6,408	Unique page views
4:51	Avg. time on page



[UI to embark on 10-year facilities master plan](#)

4,559	Unique page views
6:04	Avg. time on page

SOCIAL MEDIA POSTS

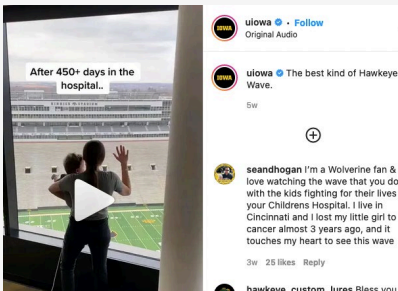
Total impressions	22,785,888	+18%
Total engagements	1,593,984	-4%

TOP POSTS



[Link](#)

512,000	Impressions
33,000	Engagements



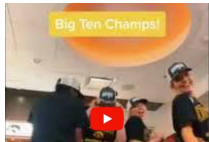
[Link](#)

624,000	Impressions
17,700	Engagements

YOUTUBE

Organic views	141,642	+3.3%
Watch time (hours)	14,889	+25.7%

TOP VIDEOS



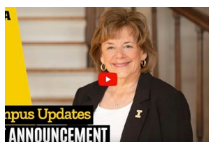
[Big Ten Champs!](#)

1,549	Views
105%	Average percentage viewed



[University of Iowa 2021 Rewind](#)

1,371	Views
34%	Average percentage viewed



[\\$70M gift to expand health care](#)

1,076	Views
73%	Average percentage viewed

MERIT PAGES

Student achievements	38	-45%
Total pageviews	31,299	-67%

TOP ACHIEVEMENTS



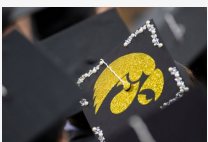
[2021 fall semester dean's list honorees announced](#)

30,425	Page views
48,046	Total user actions



[2021 fall semester president's list honorees announced](#)

8,573	Page views
11,218	Total user actions



[Iowa celebrates fall 2021 graduates](#)

1,315	Page views
927	Total user actions

TOP MEDIA PLACEMENTS

The New York Times

New York Times – [“A Parasitic Wasp Unmasked: One Species Is Actually 16 Species”](#)

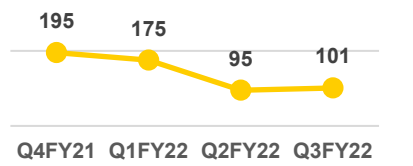


USA Today – [“Stressors from time in prison speed up aging process for incarcerated individuals, research finds”](#)



Iowa Public Radio – [“The View of Ukraine from Iowa”](#)

MEDIA INQUIRIES* MANAGED BY OSC



*Does not include responses to proactive pitches, or stories from UI Health Care and Athletics.

ATTRACTING PROSPECTIVE STUDENTS, FACULTY, AND STAFF

OSC partners with Enrollment Management on marketing to prospective undergraduates. In addition, we collaborate regularly with colleges on graduate, professional, and online recruitment marketing initiatives, and support the recruitment of administrators, faculty, and staff. Q3 highlights include an ongoing creative and digital campaign in support of the Office of Admissions and a healthy increase in clicks on important call-to-action links on uiowa.edu. OSC also contributed to marketing materials for the College of Public Health and recruitment materials for the vice president for legal affairs search.

UNDERGRADUATE RECRUITMENT

Viewbooks and Collateral



Junior Visit Yearbook	50,000
Yield Postcard Series	12,000
Engineering Yield Mailer	1,700
College of Pharmacy Viewbook	100

Admissions Digital Campaigns

Impressions	2,000,000
Page views	129,146
Time Spent on Page	:52

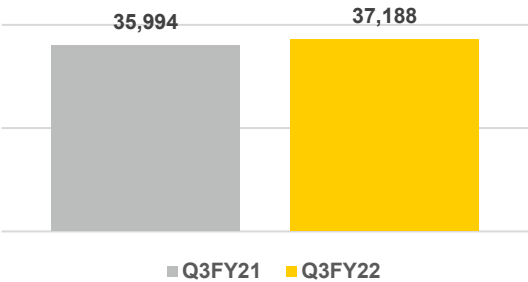
Campus Visits

Students	Guests	Total	
3,121	5,105	8,226	+7%*

*Compared against Q3 FY19

uiowa.edu Recruitment Calls-to-Action

(Clicks on Apply, Visit Campus, Request for Information, Virtual Tour) **+3%**



Clicks on Apply	13,901	+4%
Clicks on Visit Campus	10,154	+21%
Clicks on Request Info	4,560	+3%
Clicks on Virtual Tour	8,573	-13%

Enrollment Data

Web inquiries (MAUI)	2,201	-12%
Res/Non-res applications*	23,896	+15%
Res/Non-res admits*	21,337	+15%

*MAUI High Level Current Cycle report, April 15, 2022

PROGRAM MARKETING

Working in partnership with the College of Public Health and the Office of Admissions, OSC assisted in the creation of collateral designed to introduce high school juniors to the UI's public health academic offerings and the types of careers available with a degree in public health.

The piece was designed to complement CPH's overall recruitment strategy by providing the target audience with the very specific information it is seeking at this stage of the enrollment funnel. In addition to the printed piece, OSC provided art direction and photography support for several CPH photo shoots to bolster its library and illustrate the unique experience available to students in the college.



EMPLOYER MARKETING

OSC staff played a key role in a search for an institutional leadership position, assisting in the creation of a 60-page, full-color digital publication to be shared with potential applicants for the position of vice president for legal affairs and general counsel.

"Please pass along our thanks to your team for a heroic job. The position profile is stunning; the search is on the street!"

--Marty Scholtz
Vice president for research, chair of search committee



Clicks on Jobs@Ulowa	10,184	+2.7%
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ENGAGING FACULTY, STAFF, STUDENTS, AND PARENTS

Timely communication to internal audiences with relevant and engaging content is essential to supporting and retaining students, faculty, and staff. In Q3, emails to faculty and staff recorded modest upticks in open and click-through rates for both audiences. Open rates for emails to graduate students and parents and families both topped 50 percent, a substantial increase over last quarter. As always, interest in program rankings and dean's list honorees was substantial.

FACULTY

Average email open rate **50%**
Average click through rate **8.5%**

TOP CONTENT



[USNWR latest graduate, professional program rankings](#)

828 Clicks via email 418



[7 Iowa faculty named AAAS fellows](#)

STAFF

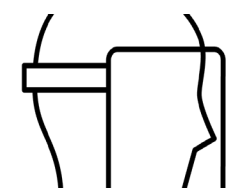
Average email open rate **45%**
Average click through rate **8%**

TOP CONTENT



[UI to embark on 10-year facilities master plan](#)

1,029 Clicks via email 1,023



[Regents guidance, KN95 respirators, and guidance for instructors](#)

UNDERGRADUATE STUDENTS

Average email open rate **37%**
Average click through rate **2%**

TOP CONTENT



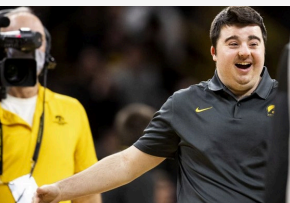
[UI students named to dean's list for fall 2021 semester](#)

1,568 Clicks via email



[CAMPUS service for spring 2022 academic session](#)

142 Clicks via email



[Nothing but net: Iowa men's basketball student manager Jack Devlin](#)

64 Clicks via email

GRADUATE STUDENTS

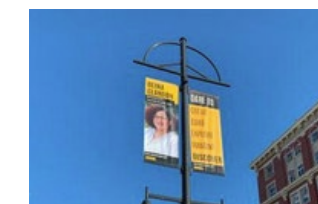
Average email open rate **52%**
Average click through rate **2%**

TOP CONTENT



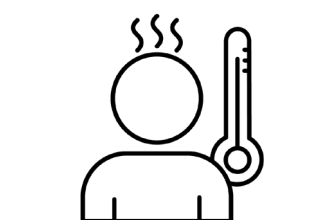
[Know the signs of frostbite](#)

156 Clicks via email



[Eighty-two of the University of Iowa's rising stars are showcased on banners downtown](#)

83 Clicks via email



[UI health plans to cover at-home COVID tests](#)

54 Clicks via email

PARENTS AND FAMILIES

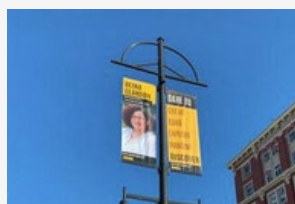
Average email open rate **53%**
Average click through rate **5%**

TOP CONTENT



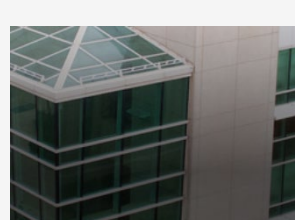
[UI students named to dean's list for fall 2021 semester](#)

4,149 Clicks via email



[Eighty-two of the University of Iowa's rising stars are showcased on banners downtown](#)

156 Clicks via email



[Explore, prepare for your student's future career](#)

134 Clicks via email

PROVIDING STRATEGIC RESOURCES AND SUPPORT

In the process of building the university brand and attracting and engaging students, faculty, and staff, OSC shares the platforms, resources, and insights with its campus partners to help them advance their program’s mission. Q3 highlights include an updated and more strategic Graduate Admissions website from the web development group and a significant increase in the use of OSC’s visual media assets. OSC also shared three new branded communication templates as well as provided additional guidance and resources for campus communicators.

WEB STRATEGY

48	Sites provisioned on the SiteNow platform
3	SiteNow user training sessions
3	Siteimprove training sessions
3	Monthly Web Community meetings
13	Weekly Sprint Demos

FEATURED WEBSITE UPDATES



[Graduate Admissions](#)

LIVESTREAMED EVENTS

2022 Dance Marathon, Feb. 4

Partner unit	Dance Marathon
Watch time (hours)	3,018

Presidential Installation, Feb. 25

Partner unit	Office of the President
Watch time (hours)	99

Professor Loretta J. Ross Lecture, March 23

Partner unit	University Lecture Committee
Watch time (hours)	67

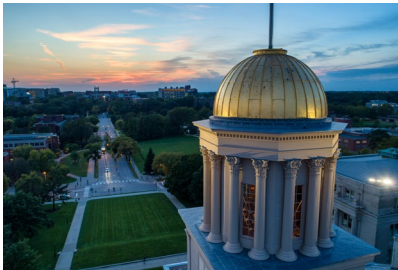
VISUAL MEDIA

77	Photoshoots	+67%
1,872	Users	+42%
122,585	Page views	+52%

TOP DOWNLOADS



38 downloads

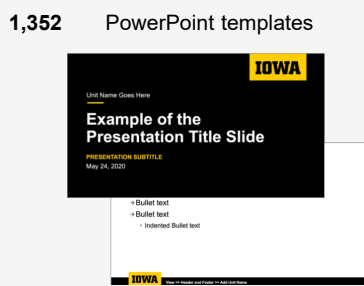


30 downloads

BRAND MANAGEMENT

33,029	Brand manual site pageviews
7,207	Site downloads
451	Brand inquiries

TOP DOWNLOAD



NEW TEMPLATES

- [New slide layouts and assets for PowerPoint](#)
- [Academic research poster template](#)
- [Roll-up banner templates](#)

HIGHLIGHTS/NEW RESOURCES

- [Vendor partners](#)
- [Environmental brand guidelines](#)
- [Quick Facts list](#)

PROVIDING STRATEGIC RESOURCES AND SUPPORT

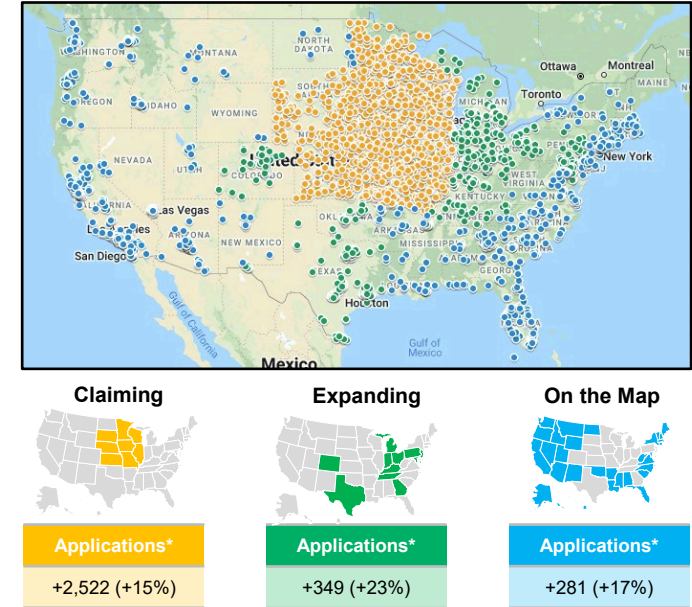
OSC partnerships also include providing general guidance on key communication channels like social media, as well as strategic partnerships with colleges and units. Q3 highlights evidence that the national brand campaign is helping drive applications in targeted regions. OSC also introduced a vendor partner program designed to provide campus colleagues with vetted and approved marketing professionals. The OSC-produced half-time spot was seen by a record 41 million viewers during 2021 football season.

NATIONAL BRAND CAMPAIGN

Executed in partnership with the Office of Enrollment Management (OEM) and the Office of Admissions, the national brand campaign annually delivers OSC-produced video through digital social channels and connected television to prospective students and their parents inside ZIP codes prioritized by OEM. The effort is intended to build brand equity among the target audience.

Through Q3 of FY22, the campaign generated more than 59 million impressions, resulting in 10 million video views and 350,000 clicks on links within the social media posts.

The campaign's primary Key Performance Indicator (KPI) is applications received. The university prioritizes the "Expanding" market (green dots), spending 50% of it's marketing investment on this region. It splits the remaining 50% on the "Claiming" and "On the Map" regions.



Applications*
+2,522 (+15%)

Applications*
+349 (+23%)

Applications*
+281 (+17%)

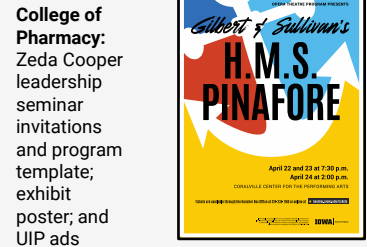
*Year-over-year comparison of applications received through March 31

VENDOR PARTNER PROGRAM

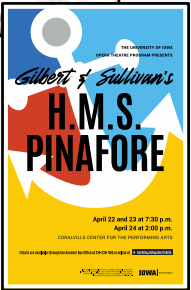
During the late summer and early fall of 2021, OSC staff and campus colleagues vetted and approved the first participants in Iowa's [Vendor Partner Program](#).

The 16 vendors boast a variety of talent, experience, and expertise to support creative and marketing needs across campus. All vendors participated in onboarding sessions led by OSC staff to familiarize them with Iowa brand guidelines, resources, and procedures.

Some of the approved vendors have long histories meeting the needs of colleges and units, including Benson and Hepker Design of Iowa City. Below is a sampling of 10 projects it completed for campus clients during the first reporting period for approved vendors.



College of Pharmacy: Zeda Cooper leadership seminar invitations and program template; exhibit poster; and UIP ads



College of Engineering: Sustainable World Development graduate program postcard series

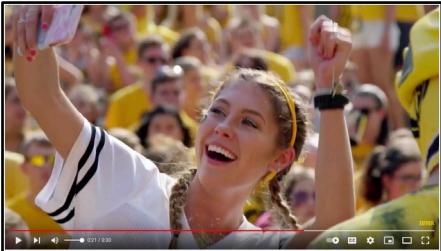
INSTITUTIONAL MESSAGE / FOOTBALL TELEVISION

The University of Iowa's agreements with the Big Ten Conference include an opportunity to run a 30-second commercial during every Iowa football game broadcast.

The size of the audience is determined by a variety of considerations, including perceived and actual competitiveness of the game, time of day, TV network, and competing programming.

Viewership highlights for 2021:

41.2 million total viewership/14 games	(largest-ever total for UI)
11.6 million	2021 Big Ten Championship game
6.9 million	Penn State game (largest ever in regular season)
6.4 million	2022 Citrus Bowl
3.9 million	Iowa State game (largest ever for series)
1.9 million	Nebraska game (largest ever for Big Ten Network)



"It's Great to be a Hawkeye" (top) was included in the broadcast of Iowa's first six games of 2021 and netted 10.1 million viewers; "Made by Hawkeyes" was featured in Iowa's final eight games and was seen by 32.1 million viewers.

IOWA

→ OSC.UIOWA.EDU/REPORTS

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