



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q3 | FY21 (January–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 top 50 destination university. This section highlights some of the primary ways we build awareness and measure the impact over time.

NATIONAL BRAND CAMPAIGN



Impressions	11,005,762
Completed video views	809,377
Ulowa.edu site visits	32,655

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

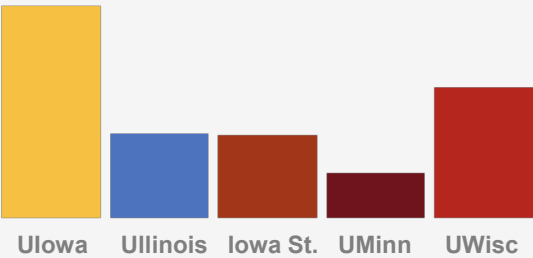
FOR IOWA DIGITAL CAMPAIGN



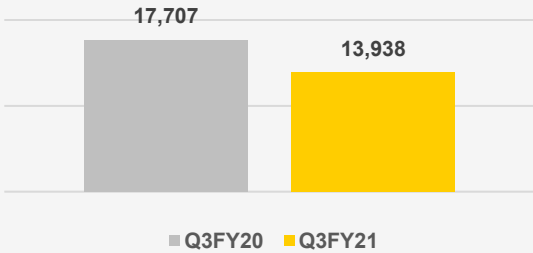
Impressions	2,500,000
Unique pageviews	59,886
Average time on page	7:22

Mean Iowa favorability rating: 8.5 (scale of 1-10)
(Annual survey of 1,000 registered Iowa voters, January 2020)

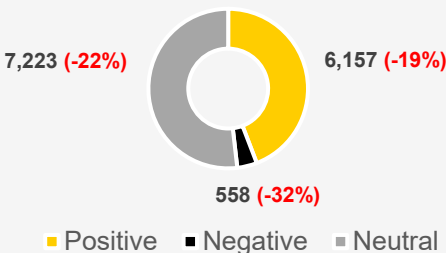
SHARE OF SEARCH via [Google Trends](#)



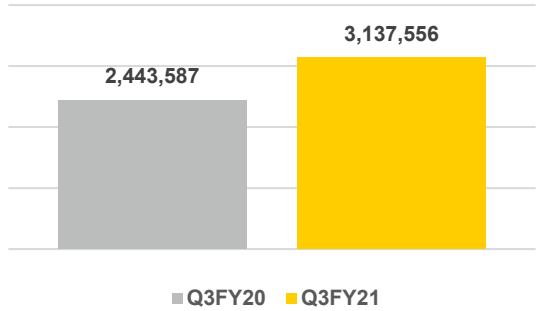
SOCIAL MEDIA MENTIONS -21%



SOCIAL MEDIA SENTIMENT



TOTAL UIOWA.EDU PAGEVIEWS 28%



AVERAGE (VISIT) SESSION DURATION -37%

1:35

SESSIONS ORIGINATING IN IOWA +88%

1,955,585

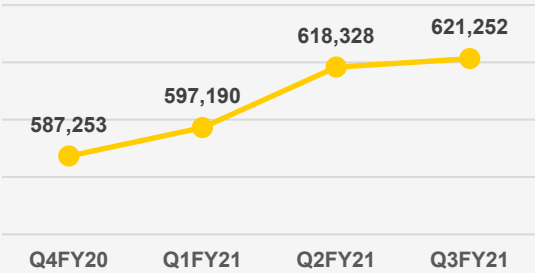
SESSIONS ORIGINATING OUTSIDE IOWA +49%

377,963

SESSIONS ORIGINATING OUTSIDE THE U.S. 1%

84,592

SOCIAL MEDIA TOTAL FOLLOWERS



FOLLOWERS BY CHANNEL

Facebook	187,998
Twitter	119,135
Instagram	87,649
LinkedIn	199,987
TikTok	13,083
YouTube	13,400

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. In Q3, the ramifications of COVID-19 on the way people use social media continued to negatively impact numbers when comparing them to time periods before the pandemic. However, features like the diabetes story below that were promoted via the 'For Iowa' campaign saw impressive engagement, and we've had continued success during COVID-19 utilizing video for effective campus communications.

NEWS AND FEATURES

Unique Page Views	303,752	+14.3%
Avg. Time on Page	2:50	+16%

TOP STORIES



[A half-century's worth of heart discoveries](#)

5,729	Unique page views
5:52	Avg. time on page



[Iowa injects hope for people with diabetes](#)

5,148	Unique page views
15:23	Avg. time on page



[Writing across the disciplines: Among elite company](#)

2,941	Unique page views
07:08	Avg. time on page

SOCIAL MEDIA

Total Impressions	19,300,000	-11%
Total Engagements	605,766	-78%

TOP POSTS



180,000	Impressions
17,400	Engagements

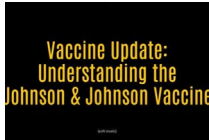


80,100	Impressions
9,000	Engagements

YOUTUBE

Organic Views	148,042	-4%
Watch time (hours)	10,478	-6%

TOP VIDEOS



[Vaccine Update: Understanding the Johnson & Johnson Vaccine](#)

2,651	Views
71%	Average % viewed



[Journey to Unity](#)

2,427	Views
31.8%	Average % viewed



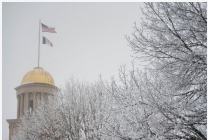
[Future of Work: with University of Iowa Associate VP & Chief Human Resources Officer](#)

1,008	Views
84%	Average % viewed

MERIT PAGES

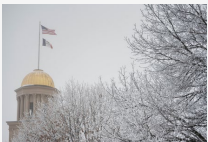
Student Achievements	40	+18%
Total Pageviews	95,000	-41%

TOP ACHIEVEMENTS



2020 fall semester dean's list honorees announced

72,825	Page Views
211,669	Total User Actions



2020 fall semester University of Iowa president's list honorees announcement

11,321	Page Views
36,346	Total User Actions



Iowa celebrates fall 2020 graduates

1,520	Page Views
2,251	Total User Actions

TOP MEDIA PLACEMENTS

VICE –“ [Scientists Discover Massive 'Pipeline' in the Cosmic Web Connecting the Universe](#)”, Richard Lewis

Tech Explorist–“ [Streams of cold gas provisioned early, massive galaxies](#)”, Richard Lewis

NOTABLE NATIONAL MEDIA COVERAGE



MEDIA INQUIRIES* MANAGED BY OSC



Q4FY20 Q1FY21 Q2FY21 Q3FY21

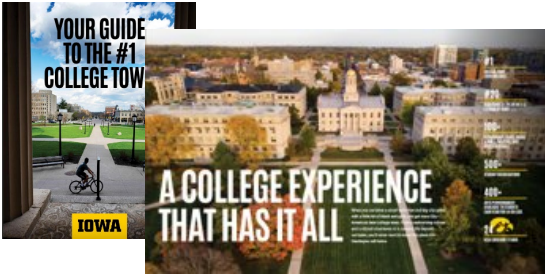
**Does not include responses to proactive pitches, or stories from UIHC and Athletics.*

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. For Q3, recruitment-related actions on the homepage had a predictable decline given it is later in the application cycle, but web inquiries saw a big increase from the previous year, and domestic applications and admits for Fall '21 were strong despite the challenges of this year's recruiting cycle.

UNDERGRADUATE RECRUITMENT

Viewbooks and collateral



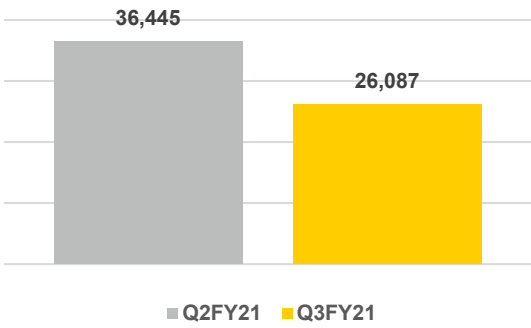
Admissions Visit Viewbook	57,000
Admissions Closer Brochure	15,000
Admissions Diversity Mailer	5,000
Admissions Yield Campaign Postcard Series	25,800

ADMISSIONS DIGITAL CAMPAIGNS

Impressions	4,300,000
Page views	29,961
Time Spent on Page	2:32

UIOWA.EDU RECRUITMENT CALLS-TO-ACTION

(Clicks on Apply, Visit Campus, Request Information) **-28%**



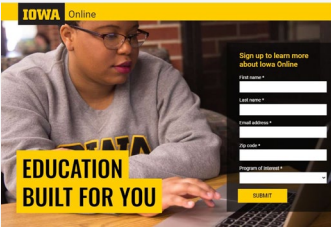
Clicks on Apply	13,305	-31%
Clicks on Visit Campus	8,368	-34%
Clicks on Request Info	4,414	+14%

ENROLLMENT DATA

Web inquiries (MAUI)	2,519	+73%
Res/Non-res applications*	20,746	-4.52%
Res/Non-res admits*	18,476	-2.71%

*Fall 2021 data as of 4/2/21 via MAUI High Level Current Cycle report

PROGRAM MARKETING



[Distance and Online Education winter campaign](#)

550,000	Impressions
174	Inquiries
6	Admits

FACULTY AND STAFF RECRUITMENT

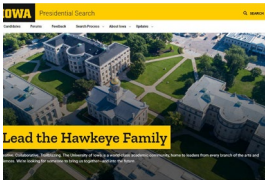
Presidential search



[Search prospectus](#)



[Leadership profile](#)



[Presidential search website](#)

Clicks on Jobs@Ulowa	10,558	1.3%
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ENGAGING CURRENT STUDENTS, PARENTS, FACULTY AND STAFF

Timely communication to internal audiences with relevant and engaging content is essential to supporting and retaining students, faculty and staff. In Q3, academic accomplishments remained a popular topic with parents and families, while campus news and information received the most interest from students, faculty and staff. The low engagement of the student emails relative to their higher open rates suggests summarizing key information within the email (rather than linking off to another page) is more effective with student audiences.

UNDERGRADUATE STUDENTS

Avg. email open rate 41%
Avg. Click through rate 2%

TOP CONTENT



[Spring 2021 commencement update](#)

618 Clicks via email



[Campus route changes for spring semester](#)

163 Clicks via email



[Apply for HEERF II funding on March 15](#)

118 Clicks via email

FACULTY AND STAFF

Avg. email open rate 39%
Avg. Click through rate 7%

TOP CONTENT



[John Keller to step down as dean of the Graduate College](#)

1,994 Clicks via email



[A message to campus from President Harrel](#)

1,857 Clicks via email



[Before you hit send, update your email signature](#)

1,524 Clicks via email

PARENTS AND FAMILIES

Avg. email open rate 37%
Avg. Click through rate 8%

TOP CONTENT



[Fall 2020 graduation, dean's and president's lists](#)

6,165 Clicks via email



[UI announces 2021-22 academic calendar](#)

564 Clicks via email



[63 UI colleges and programs in latest 'US News' rankings](#)

459 Clicks via email

GRADUATE STUDENTS

Avg. email open rate 53%
Avg. Click through rate 3%

TOP CONTENT



[Campus route changes for spring semester](#)

89 Clicks via email



[Spring 2021 commencement update](#)

88 Clicks via email



[Apply for HEERF II funding on March 15](#)

53 Clicks via email

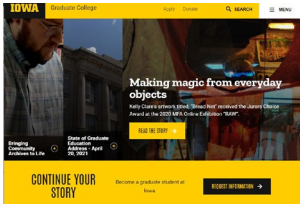
PROVIDING STRATEGIC RESOURCES AND SUPPORT

In the process of building the university brand and attracting and engaging students faculty and staff, we share the platforms, resources and insights we use to do that with our campus partners to help them advance their program's mission. A significant recent effort is OSC's investment with ITS in campus web infrastructure which is enabling more cohesive, on-brand, easier-to-use websites for all the university's colleges and administrative units.

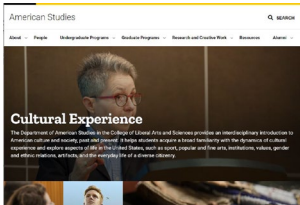
WEB STRATEGY

80	Sites provisioned on the SiteNow platform
6	SiteNow user training sessions
1	Siteimprove training sessions
3	Monthly Web Community meetings
12	Weekly Sprint Demos

FEATURED WEBSITE UPDATES



[Graduate College](#)



[American Studies](#)

LIVESTREAMED EVENTS

Dance Marathon – February 26th-27th	
Partner unit	Division of Student Life
Watch time (hours)	5,211

University Lecture: Lacks Family – February 16th	
Partner unit	Division of Student Life
Watch time (hours)	474

University Lecture: Michael Steele – February 3rd	
Partner unit	Division of Student Life
Watch time (hours)	309

VISUAL MEDIA

46	Photoshoots
6034	Photoshelter downloads

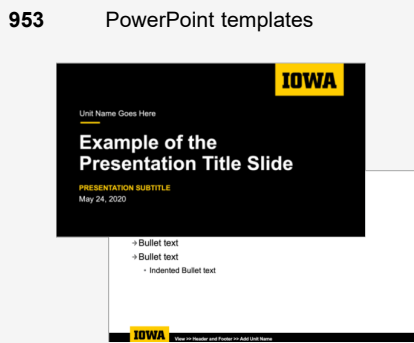
TOP DOWNLOADS



BRAND MANAGEMENT

25,446	Brand manual site unique pageviews
5,287	Site downloads
327	Brand inquiries

TOP DOWNLOAD



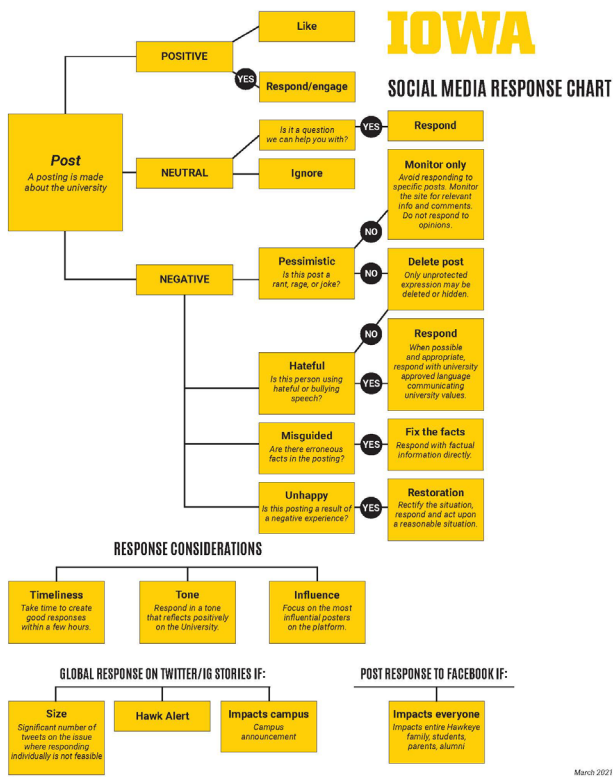
HIGHLIGHTS/NEW RESOURCES

- [Stylized Microsoft Word Template](#)
- Began promoting brand resources in faculty/staff Iowa Now emails
- [Updated web guidelines](#)

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.

UPDATED SOCIAL MEDIA RESPONSE CHART



COLLEGE OF LAW MARKETING STRATEGY

OSC worked with the College of Law team to take stock of their marketing goals, efforts and capabilities, and develop a marketing plan in support of the college's goals. The outcome was a strategy and accompanying scope of work led by the college which will be executed and measured according to their key objectives.

Current state (2020)	Plan	Future state
Measure by 4-7 metrics <ul style="list-style-type: none">USNWR ranking (#27)Website page views: 514,441<ul style="list-style-type: none">Admissions (Apply now): 4,129Organic search volume: 80,297Social followers: 17,732Social Impressions: 783,537Eamed media impressions: Need a way to track – currently doing a 14-day trial of Brand 24	Constituted of 4 to 7 initiatives <ul style="list-style-type: none">Optimize website as our largest/most visible marketing toolBuild our social media audiences, and engage them moreA focused content strategy that emphasizes Iowa Law selling pointsIncrease media exposure of Iowa Law faculty on national/intl levelDeliver audience-centric email marketing campaignsPaid media tactics to expand our reach and build awareness Rationalized by 4-7 assumptions <ul style="list-style-type: none">Top priority audience is prospective JD studentsTop prospective student concerns are outcomes and costOur website is the top source of information and therefore priority channelWe will have some help from OSCWe will track and report on monthly, quarterly and annual basis Expressed as 1 sentence <p>We will produce content (web, social, email) that elevates the Iowa Law brand in order to attract motivated students, enhance our academic reputation among peer institutions, and strengthen ties with our alumni.</p>	Measure by 4-7 metrics <ul style="list-style-type: none">USNWR ranking: < 30Website traffic: 750,000<ul style="list-style-type: none">Admissions CTAs: 7,500Organic search volume: 150,000Total social followers: 25,000Social Impressions: 1,000,000Eamed media impressions: Need a way to track – currently doing a 14-day trial of Brand 24

AWP CONFERENCE SPONSORSHIP

To reinforce Iowa's reputation as the writing university, OSC collaborated with the Graduate College, Iowa Review and the UI Press as presenting sponsor of the [Association of Writers and Writing Programs \(AWP\) 2021 conference and bookfair](#). This year's conference had more than 6,000 attendees; hosted well-attended readings by Iowa authors and info sessions with Iowa programs; and featured a live-streamed keynote by U.S. Poet Laureate and Iowa Writer's Workshop graduate Joy Harjo that was enjoyed live by more than 2,500 conference attendees. Promotion garnered 45,000 impressions in social media via The Writing University [Twitter](#) and [Facebook](#) accounts.



#AWP21 Keynote Address by Joy Harjo, Sponsored by University of Iowa

Joy Harjo

THEATER MODE

IOWA

 **OSC.UIOWA.EDU/REPORTS**

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