



OFFICE OF STRATEGIC COMMUNICATION

QUARTERLY IMPACT REPORT

Q3 | FY20 January–March

The Office of Strategic Communication supports the University of Iowa mission by using communication to build awareness and appreciation for the university's people and programs. We provide counsel and produce content that advances the priorities of the university, connects with people emotionally and intellectually, and compels them to act on our behalf.

PREVIOUS QUARTERLY REPORTS AT [OSC.UIOWA.EDU/REPORTS](https://osc.uiowa.edu/reports).

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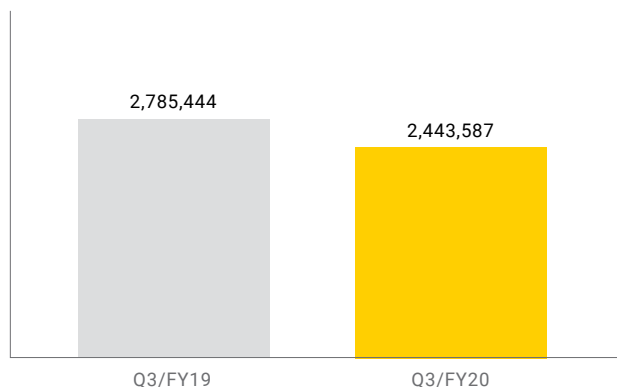
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UIOWA.EDU

The university continues to experience an erosion of visitor traffic to the homepage as a result of Google's strategy of pushing traffic to specific websites within the uiowa.edu domain. Other contributing factors include brand awareness and health, technical issues with the site, and market/demographic trends that will continue to create downward pressure on organic engagement. OSC is currently leading a branding project and homepage redesign to respond to these changes.

TOTAL PAGEVIEWS

12.27% ↓



AVERAGE (VISIT) SESSION DURATION

2:31

4.48% ↓

SESSIONS ORIGINATING IN IOWA

1,042,240

8.58% ↓

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

254,142

6.31% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

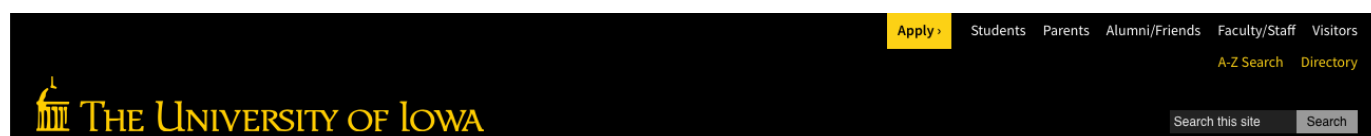
83,711

13.50% ↓

UNIQUE CLICKS ON 'APPLY' BUTTON

4,677

New



[ABOUT](#)

[ADMISSION](#)

[ACADEMICS](#)

[NEWS](#)

[ARTS](#)

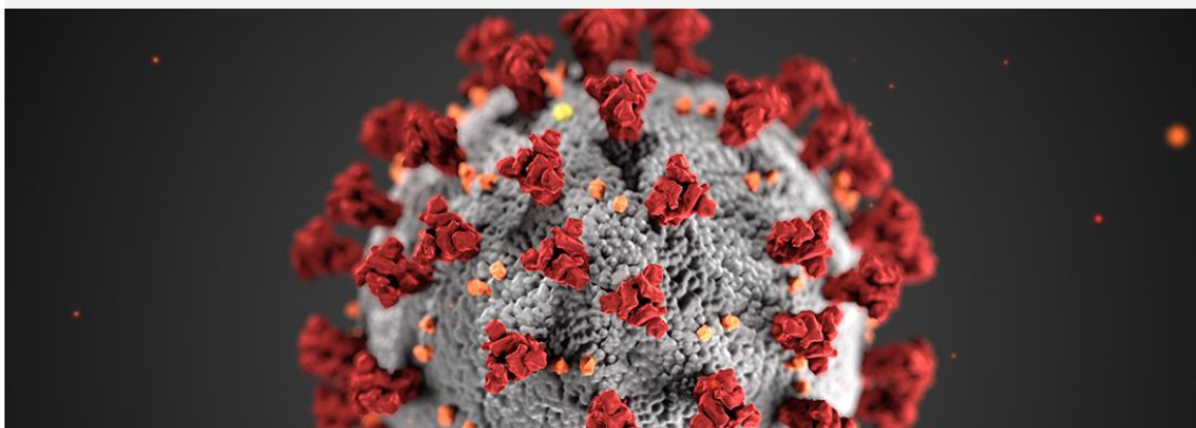
[ATHLETICS](#)

[RESEARCH](#)

[HEALTH CARE](#)

[OUTREACH](#)

ANNOUNCEMENT: Courses will be conducted virtually through the rest of the spring semester. *Stay current with campus COVID-19 information.*



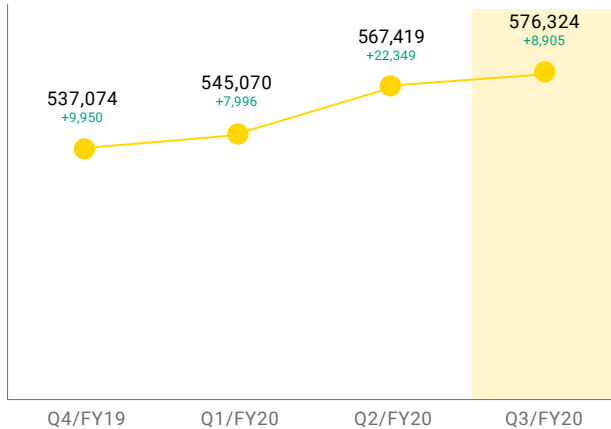
Note all percentage comparisons represent Q3/FY20 vs. Q3/FY19.

SOCIAL MEDIA

Since March, the Coronavirus has completely shifted our content focus, frequency of posting, messaging, and interaction on social media, resulting in both positive and negative impacts on our metrics.

TOTAL FOLLOWERS

2% ↑



NEW FOLLOWERS

8,905

TOTAL IMPRESSIONS

21,617,788

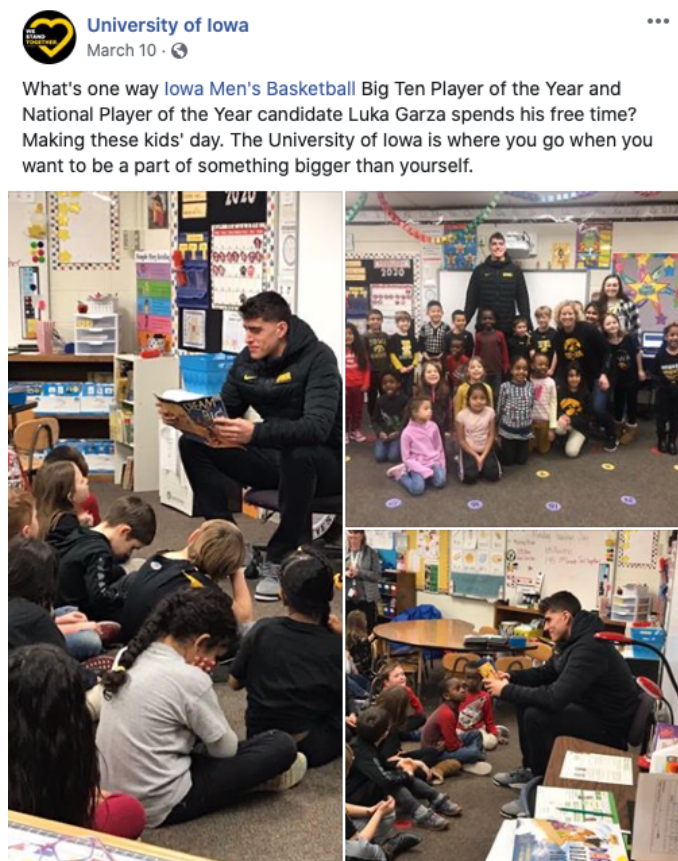
9% ↓

TOTAL ENGAGEMENTS

2,474,052

5% ↑

TOP POSTS

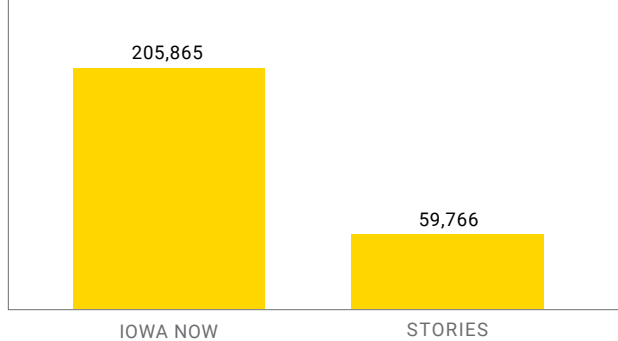


Note all percentage comparisons represent Q3/FY20 vs. Q3/FY19.

NEWS AND FEATURES

Health care content continues to draw a solid audience, and alumni pieces focusing on writing and sport and recreation management drew positive responses. The high amount of traffic on the [Iowa Now](#) coronavirus updates article foreshadowed the demand for information that we saw on the dedicated coronavirus site.

TOTAL PAGE VIEWS



AVERAGE TIME ON PAGE

Iowa Now	2:07
Stories	3:36
Overall	2:26

TOP NEWS PUBLISHED IN Q3 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
10,610	UI students named to dean's list for fall 2019 semester	01/27/20	3:33
7,675	2019 Novel Coronavirus updates	01/28/20	7:40
5,192	UI students named to president's list for fall 2019 semester	01/27/20	2:02
2,622	US News & World Report releases latest graduate, professional programs rankings	03/17/20	2:02
2,264	New UI College of Pharmacy Building opens	01/30/20	3:43

MOST VIEWED NEWS DURING Q3 REGARDLESS OF PUB DATE

		PUB DATE	AVG TIME ON PAGE
21,533	What's going on when babies twitch in their sleep	7/25/16	9:46

TOP FEATURES PUBLISHED IN Q3 BY UNIQUE PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
3,226	Alumna's bestseller is book club buzz	02/03/20	4:26
2,119	Road to Super Bowl runs through Iowa	02/13/20	9:51
1,648	The right calls for Kid Captain Cooper.	01/08/20	4:46
1,555	Reshaping baby's future	03/04/20	5:51
1,542	How Girls Go STEM is making waves and opening doors	02/21/20	4:38

MOST VIEWED FEATURE DURING Q3 REGARDLESS OF PUB DATE

		PUB DATE	AVG TIME ON PAGE
8,404	Here's looking at you, Kid Captains	07/31/19	2:12

TOP SOURCES OF TRAFFIC IN Q3 BY UNIQUE PAGEVIEWS

Iowa Now:	Stories:
94,400+ Google	17,200+ Direct
25,100+ Faculty/staff email	13,200+ Facebook (organic)
24,700+ Direct	11,000+ UI Home Page
16,200+ Facebook	8,000+ Facebook (promoted)
13,700+ uiowa.edu websites	4,700+ Google

Note all percentage comparisons represent Q3/FY20 vs. Q3/FY19.

OSC EMAIL CONTENT

Each month, OSC delivers a curated email to internal audiences consisting of **faculty and staff** (about 26,000 sent weekly), **undergraduate students** (about 23,000 sent twice per month), and **parents and families** (about 26,000 sent once per month).

Q3 EMAIL CONTENT WITH HIGHEST READER CLICK RATES (Non-Covid Iowa Now emails)

Faculty/Staff

	CLICK RATE	PUB DATE
Coronavirus update, check while you're on Spring Break	2,134	03/13/20
Recent deaths	941	02/27/20
New College of Pharmacy building opens	766	01/30/20
Sarah Hansen named new vice president for student life	743	03/12/20
UI completes employment practices review	708	01/23/20

Undergraduate students

UI students named to dean's list for fall 2019 semester	352	02/06/20
UI students named to president's list for fall 2019 semester	250	02/06/20
Spring job and internship fair	147	02/06/20
Helpful information about caucusing during class time on Feb. 3	113	01/23/20
Coronavirus update	101	02/06/20

Parents and families

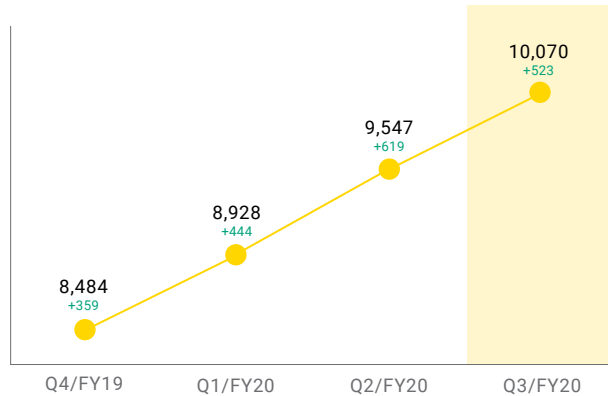
		PUB DATE
UI students named to dean's list for fall 2019 semester	3,486	02/04/20
UI students named to president's list for fall 2019 semester	1,540	02/04/20
Housing options over spring break	481	03/03/20
UI students receive degrees after fall 2019 semester	348	02/04/20
Spring job and internship fair	304	02/04/20

VIDEO

While the COVID-19 pandemic impacted so much of our collective work, there were still some very positive numbers in our Q3 video analytics. Our organic video traffic was stronger across the board, including this older but once-again relevant [video from UI Health Care](#) on the proper use of personal protective equipment. Overall, we've benefited from YouTube's algorithm favoring longer form content. While our increase in total views was modest, we saw sizable gains in all the other key metrics, all of which were driven by the organic performance of our content.

YOUTUBE SUBSCRIBERS

42.1% ↑



TOP VIEWED NEW YOUTUBE VIDEOS

1,700	Researchers determine age of last known Homo erectus settlement 12/23/19
610	Mural 01/13/20
503	COVID-19 Media Briefing 03/11/20

YOUTUBE TOTAL VIEWS

151,611

2.8% ↑

YOUTUBE ORGANIC VIEWS (not promoted)

145,224

24.1% ↑

YOUTUBE MINUTES WATCHED

664,784

40.8% ↑

YOUTUBE ENGAGEMENTS

(LIKES/DISLIKES/COMMENTS/SHARES)

5,251

53.6% ↑

TOP LIVE-STREAMED EVENTS BY VIEWS

10,209	Dance Marathon 02/07/20
5,117	Gathe Raho 02/22/20
2,334	Nachte Raho 03/07/20

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

72,073	viewed the entire video
154,773	viewed at least 50%
45,000	engaged with the video post

Note all percentage comparisons represent Q3/FY20 vs. Q3/FY19.

MEDIA RELATIONS

Nearly all incoming media inquiries were related in some way to COVID-19 this quarter, which impacted metrics. During this time, the team also served as a valuable resource for many campus partners by providing advice and counsel for managing sensitive or emerging issues related to the pandemic. At the end of the quarter the team transitioned to proactively pitching UI sources and positive stories related to the UI’s response to the virus.

TOP NOTABLE NATIONAL MEDIA OUTLETS

AP



THE CHRONICLE OF HIGHER EDUCATION

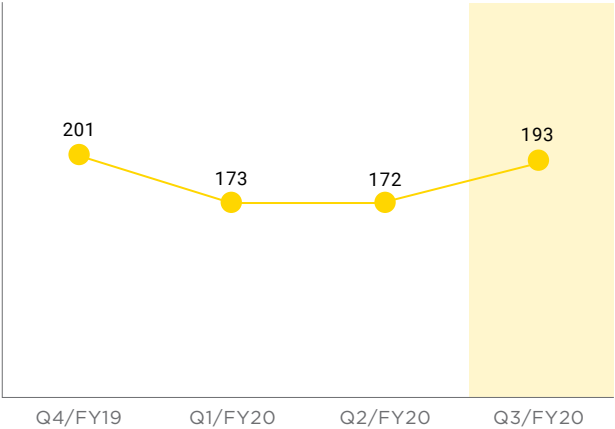
yahoo!

MOST SUCCESSFUL PLACEMENTS

Associated Press: “5 Lessons from Campuses that Closed After Natural Disasters”

Daily Mail: “Scientists discover a ‘chemical ear muff’ drug that could protect hearing without muting all sound in an effort to prevent auditory problems suffered by a quarter of US soldiers”

MEDIA INQUIRIES MANAGED BY OSC



* Please note this data does not include responses to proactive pitches or stories from UIHC or Athletics.

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

0

TOP INQUIRIES BY SUBJECT

The University’s preparation and response to COVID-19

MARKETING

OSC's marketing efforts in Q3 continued to focus on steadily building awareness nationally, fortifying our reputation within the state through health care stories, attracting and recruiting students, and reinforcing the University of Iowa's reputation as the 'writing' university.

CAMPAIGN DESCRIPTION

For Iowa digital campaign

AVERAGE TIME ON PAGE

7:19

UNIQUE PAGEVIEWS

29,000

IMPRESSIONS

1,100,000

In collaboration with UI Health Care Marketing and Communications we ramped up promotion of stories related to Iowa's positive work during the COVID-19 crisis late in quarter 3 and are seeing unprecedented engagement.

School counselor campaign

NA

NA

90,000

Building awareness and familiarity of the UI with school counselors nationally via American School Counselor Association (ASCA) state e-newsletters and state-level ASCA affiliate web sites display ads.

Digital Admissions campaign

NA

20,700

3,400,000

OSC partners with Admissions to target specific audiences and locations to increase awareness and drive prospective students down the admissions funnel.

Iowa at AWP: March 3–7, San Antonio

ESTIMATED BRAND IMPRESSIONS (BOOTH VISITORS AND AWP CONFERENCE APP DISPLAY ADS):

51,000

OSC in partnership with the International Writing Program, the UI Press, UI Center for Advancement and The Iowa Review organized and hosted a University of Iowa booth and alumni event at the 2020 AWP (Association of Writers and Writing Programs) Conference.

VIDEO PARTNER PROJECTS OF NOTE

37th Annual Presidential Lecture—Corrine Peak-Asa
Office of the President

Visual and Performing Arts at the University of Iowa
Admissions

Compose Your Future at the University of Iowa School of Music
Admissions

CREATIVE PARTNER PROJECTS OF NOTE

Admissions Yield Campaign (3 mailers) 44,500 printed

Admissions Closer Brochure 12,000 printed

Financial Aid Award Letters 13,000+ printed

Admissions Junior Viewbook 35,000 printed

MERIT

OSC uses Merit to publish and share stories about student accomplishments including making the Dean's List, participating in a club activity, landing an internship, studying abroad, earning a certificate or participating in research. The accomplishments are then shared with media outlets, high schools, hometown legislators, and on participating students' social media accounts.

BRAND WEBSITE INQUIRIES ANSWERED

147

PHOTOSHOOTS

51

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

34

PHOTOSHELTER DOWNLOADS

6,645

STORIES—31 **210% ↑**

STUDENTS RECOGNIZED—9,070 **14% ↑**

ONLINE PAGE VIEWS—160,228 **6% ↑**

HIGH SCHOOLS RECEIVED UPDATES—1,318 **703% ↑**

SOCIAL MEDIA ACTIONS—180,000 **138% ↑**

SOCIAL MEDIA IMPRESSIONS—56,800,000 **123% ↑**

Note all percentage comparisons represent Q3/FY20 vs. Q3/FY19.

CORONAVIRUS

OSC created coronavirus.uiowa.edu to be the central communication hub for the rapidly evolving and extended-duration global health emergency. In the site's short existence its front page has become the second-most visited page in our entire university ecosystem (surpassed only by uiowa.edu front page). Data shared here reflects March 2, 2020 (site launch date) through April 7, 2020 rather than the full quarter.

TOTAL PAGEVIEWS

305,623

TOTAL USERS (VISITORS)

115,235

SESSIONS (VISITS)

181,713

AVERAGE SESSION DURATION

1:28

BOUNCE RATE

57.48%

TOP CITIES (FROM WHERE SEARCH ORIGINATED)

Iowa City	30,600 users (24%)
Cedar Rapids	6,090 users (4.78%)
Des Moines	4,636 users (3.64%)
Unknown	4,402 users (3.45%)
Omaha	4,265 users (3.35%)
Chicago	3,183 users (2.99%)

TOP TRAFFIC SOURCES

Direct (+untracked email)	54,127 users (44.50%)
Facebook referral	21,336 users (17.54%)
Uiowa.edu referrer	16,388 users (13.47%)
Google organic	9,471 users (7.79%)

DEVICE TYPE

Mobile	70,343 users (61.12%)
Desktop	41,270 users (35.86%)
Tablet	3,469 users (3.01%)

TOP 10 SEARCHES ON THE SITE

Commencement
Zoom
Housing
Spring break
Human resources
Academic calendar
Calendar
Dorms
Graduation
Study abroad

CORONAVIRUS (cont.)

Messaging about the coronavirus outbreak and necessary measures taken by the UI in response dramatically increased our communication with all audiences in Q3, especially during March when we sent more than 1.1M emails. Engagement (open rates) with all audiences also increased dramatically for COVID-19 campus messages.

COVID-19 CAMPUS UPDATE EMAIL CONTENT WITH HIGHEST OPEN RATES

Faculty/Staff	SENT	OPEN RATE	PUB DATE
<u>First COVID-19 case reported on campus</u>	26,505	58.51%	03/19/20
<u>Direction to work remotely</u>	26,494	55.60%	03/17/20
Community spread detected in Johnson County	26,486	55.21%	03/16/20
Undergraduate students			
<u>Classes move online for rest of semester</u>	21,471	86.96%	03/18/20
<u>UI moving to virtual instruction through April 3</u>	21,464	81.98%	03/11/20
<u>First COVID case reported on campus</u>	21,472	80.18%	03/19/20
Graduate students			
<u>Classes move online for rest of semester</u>	6,499	82.92%	03/18/20
<u>First COVID case reported on campus</u>	6,499	82.60%	03/19/20
Coronavirus confirmed in Johnson County	6,497	81.78%	03/08/20
Parents and families			
<u>First COVID-19 case reported on campus</u>	25,799	57.34%	03/19/20
<u>Classes move online for rest of semester</u>	25,803	55.57%	03/18/20
Community spread detected in Johnson County	25,791	55.31%	03/16/20