



OFFICE OF STRATEGIC COMMUNICATION

QUARTERLY IMPACT REPORT

Q4 | FY20 April–June

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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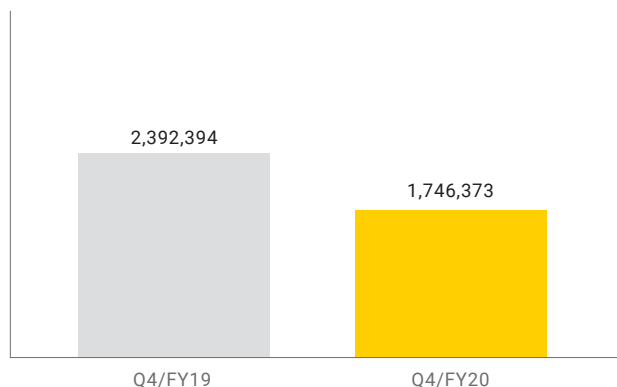
IOWA

UIOWA.EDU

This quarter the university launched our first comprehensive redesign of uiowa.edu since 2014. By shifting our focus to prioritize prospective students, we saw a commensurate decrease in overall site volume. With the launch of the new website on May 26, we've introduced several key metrics to reflect our increased focus on prospective student visitors: clicks on *Apply*, *Visit Campus*, and *Request Information* buttons.

TOTAL PAGEVIEWS

27% ↓



AVERAGE (VISIT) SESSION DURATION

2:32

6.79% ↓

SESSIONS ORIGINATING IN IOWA

725,861

26.47% ↓

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

204,082

14.24% ↓

SESSIONS ORIGINATING OUTSIDE THE U.S.

72,097

11.66% ↓

CONVERSIONS (combined clicks on Apply, Visit Campus, Request Information)

9,037

NA

CLICKS ON 'APPLY' CTA

4,392

202.25% ↑

CLICKS ON 'VISIT CAMPUS' CTA

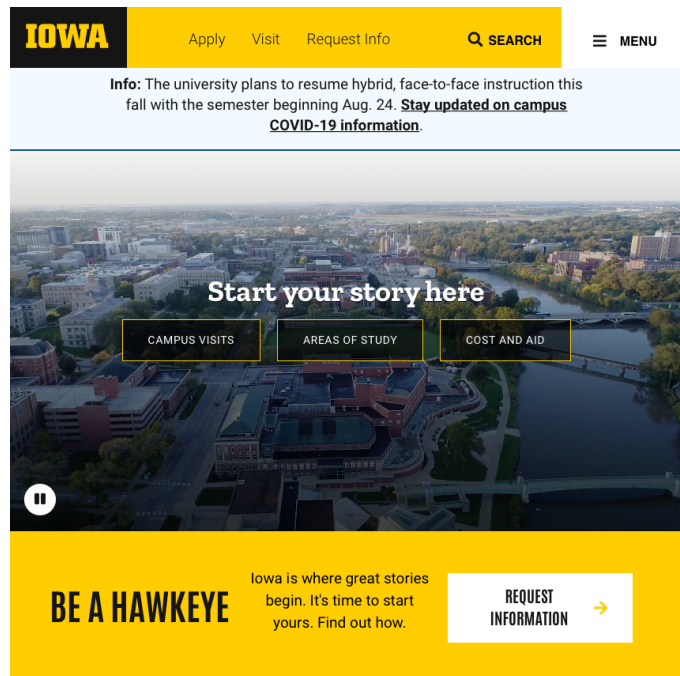
3,549

NA

CLICKS ON 'REQUEST INFORMATION' CTA

988

NA



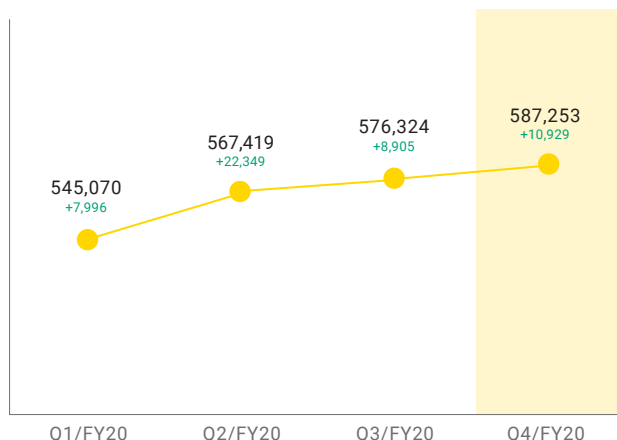
Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.

SOCIAL MEDIA

OSC adjusted content and posted to social media less frequently in Q4 to reflect the global pandemic and protests for racial justice nationwide. The change in tone and frequency resulted in an expected decline in impressions and engagement.

TOTAL FOLLOWERS

2% ↑



NEW FOLLOWERS

10,929

TOTAL IMPRESSIONS

5,090,692

18% ↓

TOTAL ENGAGEMENTS

504,942

8% ↓

TOP POSTS



uiowa University of Iowa

We condemn the underlying culture of racism and violence in our country that has led us to where we are today. We're so proud of all our people @uihealthcare who participated in #WhiteCoatsForBlackLives yesterday, and we stand in solidarity with those who call for justice and reconciliation.

3w

University of Iowa · Follow
May 5 · 🌐

Virtual Iowa Fight Song

The Iowa Fight Song never sounded so good. The University of Iowa Hawkeye Marching Ba... See More



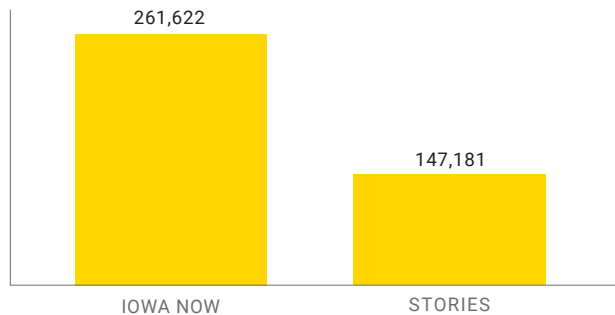
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NEWS AND FEATURES

Q4 content focused on heavily on commencement, commendations, and coronavirus. The commencement package saw a huge jump this year; it was tied to Meritpages content for individual students. The dean's list/president's list remains a draw for students and parents. COVID feature content focused primarily on research, expertise, community efforts, and entrepreneurship.

TOTAL PAGE VIEWS

36.79% ↑



AVERAGE TIME ON PAGE

Iowa Now	2:11	15.11% ↓
Stories	4:00	14.58% ↑

TOP NEWS PUBLISHED IN Q4 BY PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
24,019	UI students named to dean's list for spring 2020 semester	06/10/20	4:00
11,099	UI students named to president's list for spring 2020 semester	06/10/20	2:06
8,862	Special reservoir at University of Iowa to be used for coronavirus research	04/30/20	7:18
8,383	College of Engineering helps fill UI face shield gap	04/01/20	2:31
6,719	Unique UI collaborations helping extend use, decontaminate PPE	04/27/20	5:14

TOP FEATURES PUBLISHED IN Q4 BY UNIQUE PAGEVIEWS

		PUB DATE	AVG TIME ON PAGE
65,718	Celebrating Iowa's spring 2020 graduates	05/06/20	4:08
17,498	Scientists, media turn to Iowa's coronavirus expert	05/08/20	8:49
7,289	Developing at-home method for collecting COVID-19 testing samples	05/22/20	6:03
4,821	Time to stream some Hawkeye handiwork	04/09/20	5:59
4,116	Med school grad launches Apollo platform	06/11/20	9:11

TOP SOURCES OF TRAFFIC IN Q4 BY UNIQUE PAGEVIEWS

Iowa Now:

94,300+	Google
30,700+	Direct
29,400+	Faculty/staff email
24,000+	Facebook (organic)
14,000+	Facebook (promoted)

Stories:

70,000+	Facebook (organic)
27,400+	Direct
22,400+	Facebook (promoted)
8,000+	UI Home Page
4,000+	Google

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).

Messaging about the coronavirus outbreak and necessary measures taken by the UI in response continued to increase our communication with all audiences in Q4. Engagement (open rates) with all audiences remains high, with an unprecedented 73% of undergraduate students opening the Fall 2020 semester update message in June.

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

Faculty/Staff	CLICK RATE	PUB DATE
6 faculty, 6 staff honored with BOR excellence awards	1,687	05/14/20
Looking to the future amidst COVID-19 (JBH message)	1,344	05/14/20
College of Engineering helps fill face shield gap	1,086	04/02/20
In case you missed it: UI announces plans for fall 2020 semester	1,026	06/18/20
USNWR grad school rankings	998	04/02/20
Undergraduate students		
Students named to dean's list	2,747	06/11/20
Students named to presidents list	2,411	06/06/20
Spring 2020 commencement ceremonies	304	05/07/20
Celebrating spring 2020 graduates	244	05/07/20
Spring 2020 commencement will be virtual	167	04/09/20
Parents and families		
		PUB DATE
Students named to president's list	2,338	06/11/20
Students named to dean's list	2,113	06/11/20
Spring 2020 commencement ceremonies	1,162	04/14/20
Spring 2020 Commencement will be virtual	950	05/07/20
Celebrating Spring 2020 graduates	573	05/07/20

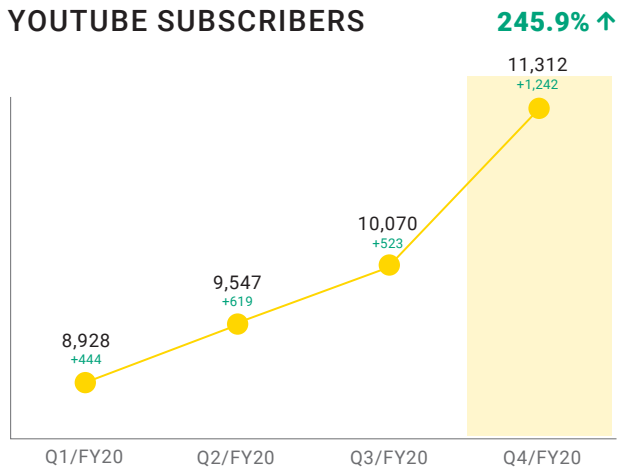
COVID-19 CAMPUS UPDATE EMAIL CONTENT WITH HIGHEST OPEN RATES

Faculty/Staff <i>(Average open rate is about 37.0%)</i>	SENT	OPEN RATE	PUB DATE
Budget message from President Harreld	26,727	52.0%	06/08/20
Pay practices update, limited research to resume, and summer fees update	26,637	50.0%	05/11/20
A message from leadership, retirement plan update, and more	26,550	48.5%	04/17/20
Undergraduate students <i>(Average open rate is about 40.0%)</i>			
Fall 2020 semester update	16,639	73.0%	06/17/20
A message of thanks, working remotely reminder, and update on fall planning	21,642	65.0%	05/15/20
Fall virtual campus update times and links	16,693	64.0%	06/22/20
Graduate students <i>(Average open rate is about ??0%)</i>			
Summer programming, CAMBUS, and other helpful reminders	6,508	70.0%	04/03/20
Pay practices update, limited research to resume, and summer fees update	6,486	68.0%	05/11/20
Budget message from President Harreld	3,250	68.0%	06/08/20
Parents and families <i>(Average open rate is about 38.0%)</i>			
Spring 2020 virtual commencement celebration and more	25,673	49.0%	04/08/20
A message from leadership, retirement plan update, and more	25,608	47.0%	04/17/20
Budget message from President Harreld	25,318	47.0%	06/08/20

VIDEO

Overall highlight/context: OSC saw a significant increase in the UI's key YouTube metrics, compared to the previous quarter as well as the same period last year. This was driven almost entirely by organic traffic and correlates with a reported increase in YouTube traffic during the COVID-19 pandemic. Following the cancellation of in-person commencements, OSC partnered with the Office of the Registrar to produce virtual events for each college. The commencements were shared live through YouTube Premieres and allowed audiences to watch synchronously and live chat with students, families and friends.

YOUTUBE SUBSCRIBERS



TOP VIEWED NEW YOUTUBE VIDEOS

42,511	Ashton Kutcher Commencement Speech 05/15/20
10,098	Thank you to all the Hawkeyes on the Frontlines 04/27/20
3,736	President Harreld welcomes 2020 students 04/28/20

YOUTUBE TOTAL VIEWS

252,838 75.3% ↑

YOUTUBE ORGANIC VIEWS (not promoted)

239,595 88.12% ↑

YOUTUBE MINUTES WATCHED

1,167,000 151.6% ↑

YOUTUBE ENGAGEMENTS

(LIKES/DISLIKES/COMMENTS/SHARES)

8,005 244% ↑

TOP LIVE-STREAMED EVENTS BY VIEWS

1,140	CLAS PM Commencement Ceremony 05/16/20
1,024	CLAS AM Commencement Ceremony 05/16/20
743	Tippie College of Business Commencement Ceremony 05/16/20

VIDEO PERFORMANCE ON UI SOCIAL MEDIA

99,253	viewed the entire video
196,998	viewed at least 50%
59,150	engaged with the video post

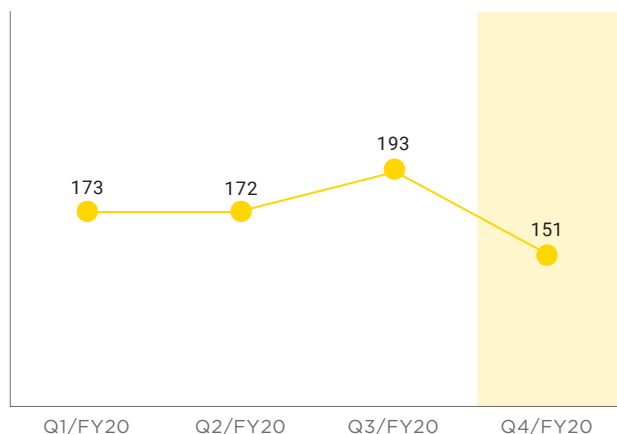
MEDIA RELATIONS

Nearly all incoming media inquiries were in related in some way to COVID-19 or the university's response to George Floyd's murder and protests on campus and in the community, 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 these topics.

TOP NOTABLE NATIONAL MEDIA OUTLETS



MEDIA INQUIRIES MANAGED BY OSC



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

MOST SUCCESSFUL PROACTIVE PLACEMENTS

CNN.com—Jacob Priest, College of Education: “Home from college and bumping heads with parents: here’s how you can get along”

Richard Lewis

National Geographic—Ali Salem, College of Pharmacy: “Why a coronavirus vaccine could take way longer than a year”

Richard Lewis

National Geographic—Ali Salem, College of Pharmacy: “A COVID-19 vaccine has passed its first human trial. But is it the frontrunner?”

Richard Lewis

Psychology Today—Emily Kroska, Department of Psychological and Brain Sciences: “Seeking Purpose in Uncertain Times”

Richard Lewis

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

2

Division of Student Life team members
College of Public Health faculty

TOP INQUIRIES BY SUBJECT

The university's response to COVID-19 and plans for the fall semester

The university's response to George Floyd's murder as well as protests on campus and in the community

MARKETING

Q4 saw the culmination of a nearly three-year long effort to implement a new brand strategy with the launch of key deliverables including a completely redesigned uiowa.edu and a comprehensive brand manual website. OSC is working with campus partners on a two-year implementation roll out and is pleased to report many enthusiastic early adopters. Additionally, OSC expanded campus branding; adding light pole banners in the parking lots immediately west of Kinnick Stadium and immediately north of the Transportation Center.

CAMPAIGN DESCRIPTION

For Iowa campaign

In collaboration with UI Health Care Marketing and Communications, OSC ramped up promotion of stories related to Iowa's positive work during the COVID-19 crisis and continue to see great engagement.

AVERAGE TIME ON PAGE

6:33

UNIQUE PAGEVIEWS

88,450

IMPRESSIONS

3,200,000

School counselor campaign

Full-page, full-color advertisement in Summer 2020 edition of the ASCA magazine sent to subscribers and attendees of ASCA's annual convention, staged virtually in late June

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95,000

VIDEO PARTNER PROJECTS OF NOTE

Life and Natural Sciences at Iowa
Admissions

Orientation 2020 Welcome Video
Orientation

Thank you to all the Hawkeyes on the Frontlines
UI Health Care

BRAND.UIOWA.EDU (new brand site launched May 26)

TOTAL SITE VISITS—10,792 **74% ↑**

SITE DOWNLOADS SINCE MAY 26—2,165 NA

TOTAL BRAND INQUIRIES—594 **266% ↑**

TOTAL LOCKUPS—312 (307 SINCE MAY 26) NA

PHOTOSHOOTS

35

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

0 (Portrait Studio closed due to COVID-19)

PHOTOSHELTER DOWNLOADS

5,408

CREATIVE PARTNER PROJECTS OF NOTE

Spring Commencement Mailers 6,000 printed
Office of the Registrar, Office of the President

College of Pharmacy Brochure 1,000 printed
College of Pharmacy

Admissions International Student Viewbook 5,000 printed
Admissions, International Programs

Iowa Edge Postcards 1,000 printed
Center for Diversity and Enrichment

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.

STORIES—57 **103% ↑**

STUDENTS RECOGNIZED—11,975 **24% ↑**

ONLINE PAGE VIEWS—68,466 **166% ↑**

HIGH SCHOOLS RECEIVED UPDATES—1,600 **784% ↑**

SOCIAL MEDIA ACTIONS—210,000 **206% ↑**

SOCIAL MEDIA IMPRESSIONS—67,000,000 **193% ↑**

Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.

CORONAVIRUS.UIOWA.EDU

The University of Iowa Coronavirus information site is the central communications hub for information related to the UI's response to the global health emergency. With the semester ending and a growing understanding of covid-19, the site has seen a corresponding decline in aggregate use of the site. This downward trend was expected when the urgency subsided but traffic is expected to increase again closer to the start of the fall semester.

Site launch date: Mar, 2, 2020. Reporting Duration: Apr. 1 – June 30, 2020

TOTAL PAGEVIEWS

151,372

(48.24% ↓ over previous partial quarter)

BOUNCE RATE

55.04%

(4.27% ↑ over previous partial quarter)

TOTAL USERS (VISITORS)

50,734

(54.52% ↓ over previous partial quarter)

SESSIONS (VISITS)

79,281

(54.58% ↓ over previous partial quarter)

AVERAGE SESSION DURATION

1:36

(9.05% ↑ over previous partial quarter)

TOP CITIES (FROM WHERE SEARCH ORIGINATED)

Iowa City	10,868 users (54.52% ↓ over previous partial quarter)
Cedar Rapids	2,710 users (53.97% ↓ over previous partial quarter)
Chicago	1,353 users (63.99% ↓ over previous partial quarter)
North Liberty	1,291 users (45.13% ↓ over previous partial quarter)
Coralville	1,286 users (43.12% ↓ over previous partial quarter)

TOP TRAFFIC SOURCES

Direct	32,528 users (37.47% ↓ over previous partial quarter)
Google organic	8,081 users (11.02% ↓ over previous partial quarter)
Uiowa.edu slideshow	2,961 users (63.78% ↓ over previous partial quarter)

DEVICE TYPE

Desktop	26,423 users (32.71% ↓ over previous partial quarter)
Mobile	23,625 (65.73% ↓ over previous partial quarter)
Tablet	1,223 (63.68% ↓ over previous partial quarter)

TOP 10 SEARCHES ON THE SITE

Zoom (3,316.67% ↑ over previous partial quarter)
Travel (485.71% ↑ over previous partial quarter)
Academic calendar (141.67% ↑ over previous partial quarter)
Parking (525% ↑ over previous partial quarter)
Housing (40% ↑ over previous partial quarter)
Commencement (54.58% ↓ over previous partial quarter)
Calendar (40% ↑ over previous partial quarter)
Research (366.67% ↑ over previous partial quarter)
Human resources (45.45% ↑ over previous partial quarter)
Admissions (1,100 % ↑ over previous partial quarter)

TOP 10 GOOGLE SEARCHES RELATED TO THE SITE

University of Iowa covid (477.59% ↑ over previous partial quarter)
University of Iowa coronavirus (82.76% ↓ over previous partial quarter)
uiowa covid (627.66% ↓ over previous partial quarter)
uiowa coronavirus (71.35% ↓ over previous partial quarter)
University of Iowa covid 19 (52.08% ↑ over previous partial quarter)
University of Iowa fall 2020 NA
University of Iowa fall 2020 coronavirus NA
coronavirus uiowa (65.76% ↑ over previous partial quarter)
University of Iowa covid fall 2020 NA
uiowa covid-19 (51.85% ↑ over previous partial quarter)