



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q4 | FY21 (April–June)

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

This page summarizes efforts to increase and measure our brand awareness over time, as well as monitor the overall health of our brand. In annual polling, our favorability rating in Iowa continues to hold strong thanks in large part to our ongoing 'For Iowa' digital campaign, promoting relevant positive stories about the university in local communities. A considerable decrease in overall social media mentions reflects a calmer online atmosphere relative to last year during the chaotic spring 2020 semester. The decline in uiowa.edu pageviews is likely due in part to disruption of the recruitment cycle brought on by COVID-19, while the increase in session duration and the growth of our social media audiences suggest the Iowa brand is still getting stronger.

NATIONAL BRAND AWARENESS CAMPAIGN



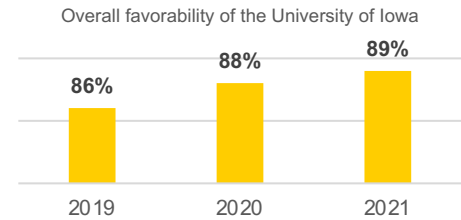
Impressions	14,852,088
Completed video views	2,670,004
Ulowa.edu site visits	34,273

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

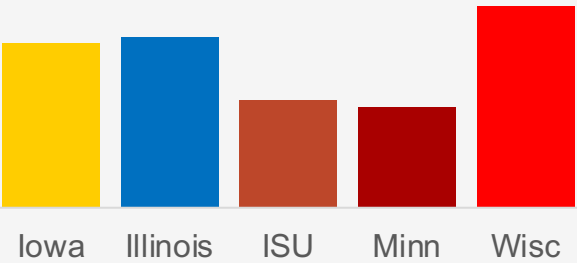


Impressions	1,900,000
Unique pageviews	48,528
Average time on page	6:14

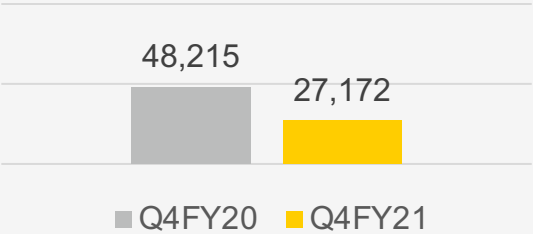


(Annual survey of Iowans, June 2021)

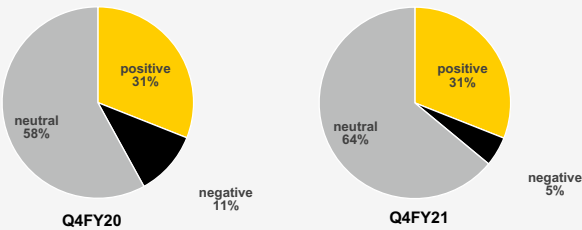
SHARE OF SEARCH via [Google Trends](#)



SOCIAL MEDIA MENTIONS

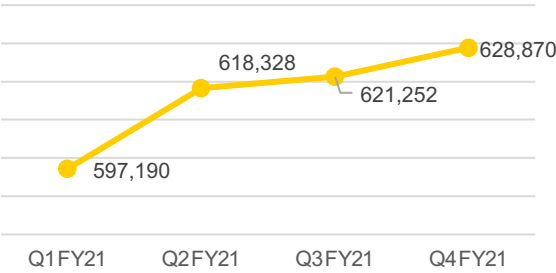


SOCIAL MEDIA SENTIMENT



82% decrease in total negative mentions compared to Q4FY20

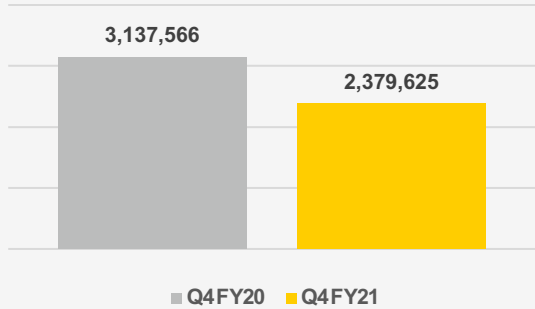
SOCIAL MEDIA TOTAL FOLLOWERS +1.2%



FOLLOWERS BY CHANNEL

Facebook	188,325
Twitter	119,800
Instagram	89,510
LinkedIn	202,652
TikTok	15,653
YouTube	14,125

TOTAL UIOWA.EDU PAGEVIEWS -24%



AVERAGE (VISIT) SESSION DURATION

1:47 +13%

SESSIONS ORIGINATING IN IOWA

1,361,402 -30%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

322,135 -15%

SESSIONS ORIGINATING OUTSIDE THE U.S.

78,395 -7%

BUILDING AND PROTECTING THE UNIVERSITY BRAND

A Q4 decline in the reach of our content across most channels can be attributed to several factors. This time a year ago, more of our news and video content was timely information about COVID-19 and it's impact on university operations. On social media and Merit Pages, a quiet spring '21 semester without many student activities or breaking COVID-19 news produced a less engaged audience, even for typically popular spring content about student achievements and graduation. A bright spot was earned media coverage of a new Iowa-led study of the Earth's auroras that landed positive stories on NPR, CNN and national science news outlets.

NEWS AND FEATURES

Unique page views	320,646	-21.5%
Avg. time on page	2:55	+3.5%

TOP STORIES



[Expert care saves mother and newborn](#)

15,571	Unique page views
4:00	Avg. time on page



[Going home for the first time, after nearly 1,000 days](#)

11,792	Unique page views
7:30	Avg. time on page



[Barbara J. Wilson named Iowa's next leader](#)

10,208	Unique page views
9:49	Avg. time on page

SOCIAL MEDIA POSTS

Total impressions	19,300,000	-6%
Total engagements	1,711,370	-15%

TOP POSTS



78,000	Impressions
12,700	Engagements



100,000	Impressions
14,250	Engagements

YOUTUBE

Organic views	210,935	-12%
Watch time (hours)	18,714	-3.8%

TOP VIDEOS



[Diffuse auroral erasers](#)

51,979	Views
101%	Average % viewed



[Physicists describe new type of Aurora](#)

17,637	Views
84.7%	Average % viewed



[Spring 2021 College of Liberal Arts and Sciences Virtual Commencement - 9am](#)

4,677	Views
17.5%	Average % viewed

MERIT PAGES

Student achievements	48	-16%
Total pageviews	60,797	-11%

TOP ACHIEVEMENTS



2021 spring semester dean's list honorees announced

39,830	Page views
59,329	Total user actions



2021 spring semester president's list honorees announced

11,717	Page views
18,136	Total user actions



Iowa celebrates spring 2021 graduates

3,049	Page views
2,263	Total user actions

TOP MEDIA PLACEMENTS

NPR– [“What Causes the Northern Lights? Scientists Finally Know for Sure.”](#) - Richard Lewis

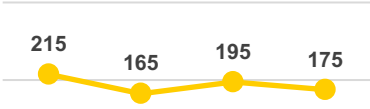
CNN– [“The mysterious origin of the northern lights has been proven.”](#) - Richard Lewis

UPI– [“Study: Brains, bodies of babies active during new sleep stage.”](#) - Richard Lewis

NOTABLE NATIONAL MEDIA COVERAGE



MEDIA INQUIRIES* MANAGED BY OSC



Q1FY21 Q2FY21 Q3FY21 Q4FY21

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

ATTRACTING PROSPECTIVE STUDENTS, FACULTY, AND STAFF

OSC's recruitment marketing metrics are down relative to the previous year- due in part to COVID-19, making direct comparison difficult. With the fall 2021 application cycle largely complete by May, website calls to action declined accordingly in Q4. However, interest in campus visits increased in anticipation of the fall semester on campus, and an overall continued increase in web inquiries show that awareness of and interest in Iowa continues to grow.

UNDERGRADUATE RECRUITMENT

Viewbooks and collateral



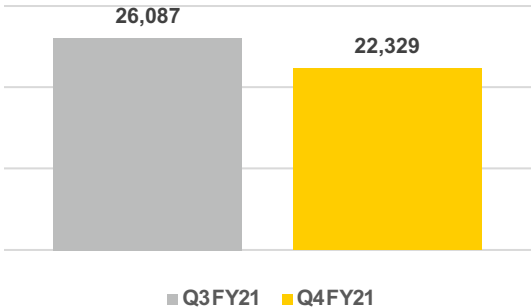
Admissions International Viewbook	2,500
Junior Why Iowa Brochure	25,000
Admissions Summer Visit Postcard	27,400
DDEI Iowa Edge Postcard	1,400

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) **-14%**



Clicks on Apply	9,665	-27%
Clicks on Visit Campus	8,800	+5%
Clicks on Request Info	3,864	-12%

ENROLLMENT DATA

Web inquiries (MAUI)	2,223	+9%
Res/Non-res applications*	21,253	-4.5%
Res/Non-res admits*	4,679	-5%

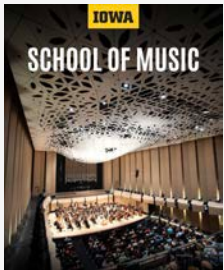
*Fall 2021 data as of 6/30/21 via MAUI High Level Current Cycle report

PROGRAM MARKETING



[College of Dentistry recruitment testimonials](#)

27	Videos
16	Prospect emails
820	Views



[School of Music '21-22 viewbook](#)

12	Pages
4,000	Copies printed

EMPLOYER MARKETING

OSC collaborated with HR to create a branded, and more inviting atmosphere in the University Services Building. The graphics and imagery help foster university pride with prospective and current employees in USB.



Clicks on Jobs@Ulowa	10,843	+2.7%
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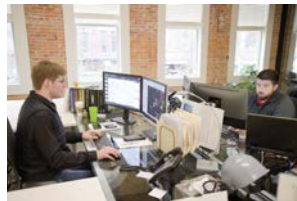
ENGAGING FACULTY, STAFF, STUDENTS, AND PARENTS

The Office of Strategic Communication sends curated emails to key audiences; weekly to faculty and staff, twice a month to undergraduate and graduate students, and monthly to parents. Iowa’s annual graduation package and dean’s and president’s lists continue to be the most popular content in Q4 for our student and parent audiences. In addition, there was strong engagement by all audiences with the April 30 email announcing President Wilson’s hiring, with an open rate of 45% of faculty, staff and undergraduate students and 56% of graduate students.

FACULTY AND STAFF

Average email open rate **38%**
Average click through rate **7%**

TOP CONTENT



[Future of Work@Iowa shares final report for campus](#)

1,886 Clicks via email



[Board of Regents announces schedule for UI president finalist open forums](#)

1,604 Clicks via email



[Share your feedback on UI presidential candidates](#)

1,409 Clicks via email

UNDERGRADUATE STUDENTS

Average email open rate **36%**
Average click through rate **3%**

TOP CONTENT



[Get to know Iowa's spring 2021 graduates](#)

564 Clicks via email



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

484 Clicks via email



[UI students named to president's list for spring 2021 semester](#)

346 Clicks via email

GRADUATE STUDENTS

Average email open rate **46%**
Average click through rate **4%**

TOP CONTENT



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

484 Clicks via email



[UI students named to president's list for spring 2021 semester](#)

346 Clicks via email



[Get to know Iowa's spring 2021 graduates](#)

217 Clicks via email

PARENTS AND FAMILIES

Average email open rate **31%**
Average click through rate **6%**

TOP CONTENT



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

1,835 Clicks via email



[Get to know Iowa's spring 2021 graduates](#)

1,343 Clicks via email



[Celebrating spring 2021 graduates photo gallery](#)

995 Clicks via email

PROVIDING STRATEGIC RESOURCES AND SUPPORT

Iowa’s web presence took a major step forward this summer with the launch of the fully-redesigned admissions.uiowa.edu, which was the result of a year of collaboration between OSC and Enrollment Management. OSC’s video team livestreamed dozens of events for campus partners due to limited in-person activities because of COVID-19 and campus adoption of the Iowa brand continued full steam ahead with the provision of new templates and training resources.

WEB STRATEGY

64	Sites provisioned on the SiteNow platform
3	SiteNow user training sessions
5	Siteimprove training sessions
2	Monthly Web Community meetings
11	Weekly Sprint Demos

FEATURED WEBSITE UPDATES



Undergraduate Admissions



College of Pharmacy

LIVESTREAMED EVENTS

University Lecture Committee: Dan Levy - April 9th

Partner unit	Division of Student Life
Watch time (hours)	12,641

CLAS Virtual Commencement AM – May 15th

Partner unit	Office of Registrar/CLAS
Watch time (hours)	963

CLAS Virtual Commencement PM – May 15th

Partner unit	Office of Registrar/CLAS
Watch time (hours)	943

VISUAL MEDIA

79	Photoshoots
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8849	PhotoShelter downloads
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TOP DOWNLOADS



BRAND MANAGEMENT

30,291	Brand manual site unique pageviews
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6,675	Site downloads
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411	Brand inquiries
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TOP DOWNLOAD

1,086	PowerPoint templates
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HIGHLIGHTS/NEW RESOURCES

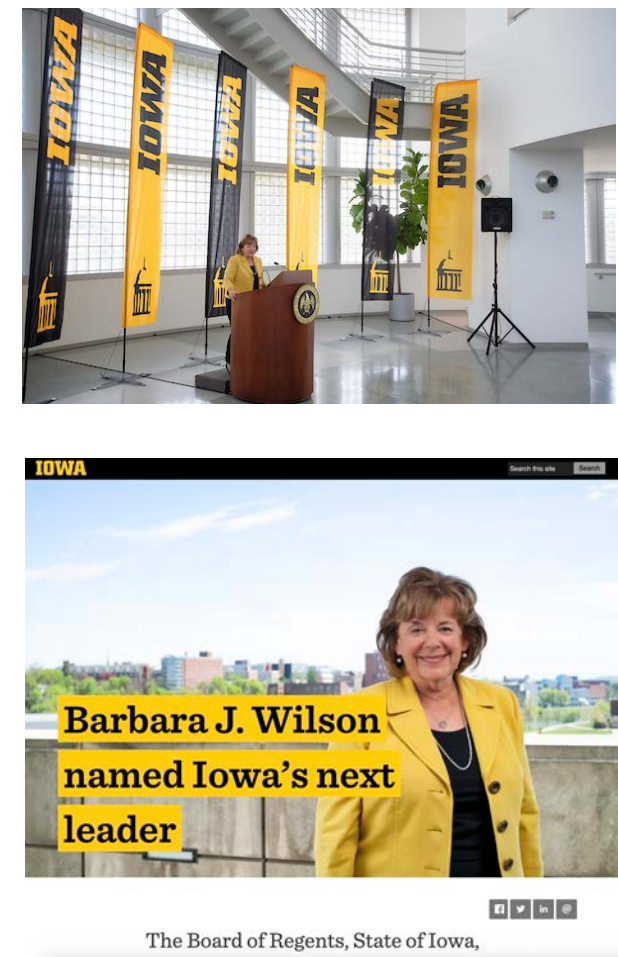
- [Brand onboarding resources](#)
- [Health care icons and PDF index added to iconography](#)
- [Expanded brand guidelines for research centers and outreach units](#)

PROVIDING STRATEGIC RESOURCES AND SUPPORT

Important collaborations for OSC in Q4 included announcing and introducing Iowa's 22nd President, Barbara J. Wilson, providing video and technical support for the Celebration of Graduates event at Kinnick Stadium in May, and acquiring the talents of the ITS web development team to continue delivering a consistently branded, high-performing website platform that all university units can leverage.

PRESIDENTIAL ANNOUNCEMENT

Friday April 30, 2021



CELEBRATION OF GRADUATES AT KINNICK STADIUM

Sunday May 16, 2021



OSC-ITS WEB TEAMS MERGER

Prospective student research confirms a university's website is the most important source of info for prospective students, so this investment in our web presence will build our digital brand to help Iowa become a destination university.



→ Please give us your feedback [at this link](#)

IOWA

→ OSC.UIOWA.EDU/REPORTS

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