



# IOWA

Office of Strategic  
Communication

# QUARTERLY IMPACT REPORT

---

**Q1 | FY23 (July through September)**

## Strategic Goals

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

OSC contributed to the planning of the installation of Tigerhawk logos in the pedestrian walkways at the intersection of Market and Jefferson streets with the Cleary Walkway, a path traversed daily by thousands of UI students, faculty, and staff in addition to hundreds of motorized vehicles of all sizes.

# 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. Q1 highlights include robust year-over-year increases in the national brand awareness campaign metrics, double-digit growth in total social media followers, and a double-digit increase in the number of uiowa.edu sessions originating outside the state.

## NATIONAL BRAND AWARENESS CAMPAIGN



Impressions	20,100,000	10.0%
Completed video views	5,500,000	57.8%
uiowa.edu site visits	26,800	10.5%

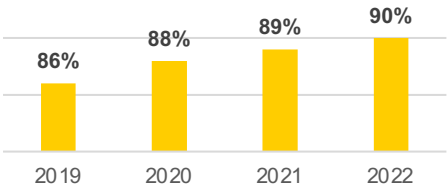
Brand strength composite rating: 5.37 (scale of 1–10)  
Biannual national survey of 1,025 students and parents, April 2020

## FOR IOWA DIGITAL CAMPAIGN



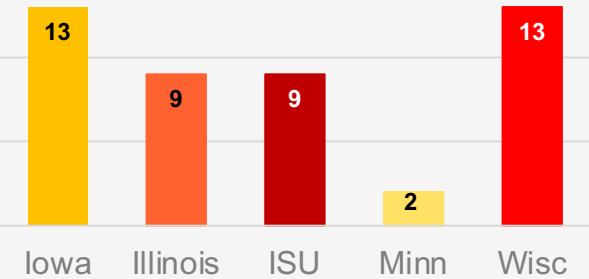
Impressions	1,900,000
Unique page views	39,818
Average time on page	3:15

## OVERALL FAVORABILITY

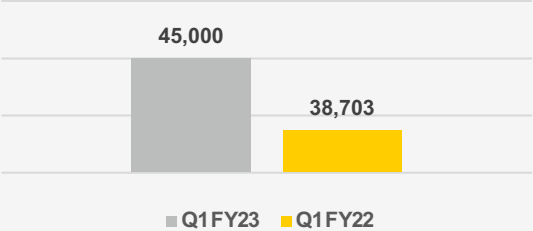


Annual survey of Iowans, June 2022

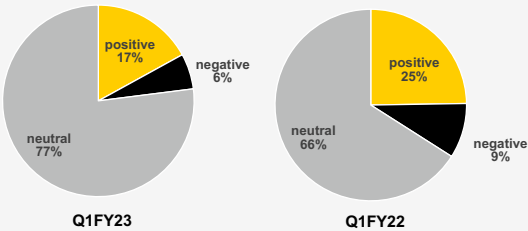
## SHARE OF SEARCH (Google Trends)



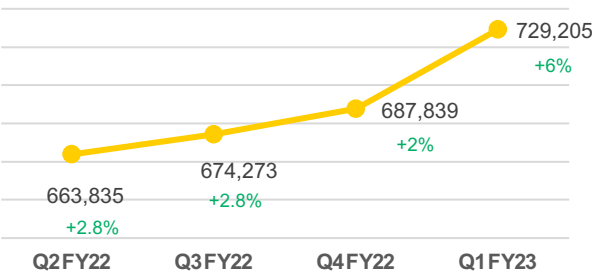
## SOCIAL MEDIA MENTIONS



## SOCIAL MEDIA SENTIMENT



## TOTAL SOCIAL MEDIA FOLLOWERS

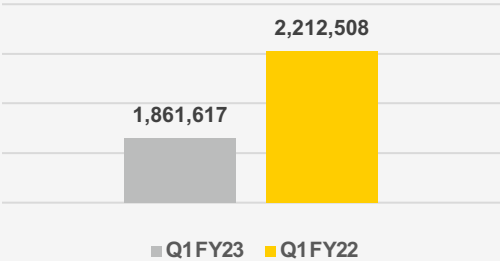


## FOLLOWERS BY CHANNEL

LinkedIn	220,867	2.2%
Facebook	197,484	1.1%
Twitter	131,919	3.0%
Instagram	111,080	5.6%
TikTok	49,135	82.6%
YouTube	18,720	14.7%

Percentage growth shown is for Q1FY23 (quarter-over-quarter)

## TOTAL UIOWA.EDU PAGEVIEWS\*



## AVERAGE (VISIT) SESSION DURATION

1:49 -20%

## SESSIONS ORIGINATING IN IOWA

384,900 -22%

## U.S. SESSIONS ORIGINATING OUTSIDE IOWA

239,258 11%

## SESSIONS ORIGINATING OUTSIDE THE U.S.

65,703 -14%

\*FY23 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. Q1 highlights include year-over-year increases in pageviews for news and features, and impressions for social media posts. OSC also assisted with placement in several national media outlets, most notably *The New York Times* and *The Wall Street Journal*. The media relations team also managed the surge in media inquiries that occurs at the start of each fall semester.

## NEWS AND FEATURES

Unique page views	258,849	21%
Avg. time on page	3:10	-7%

## TOP STORIES



[Iowa surpasses Harvard, Princeton as No. 2 for writing](#)

10,328	Unique page views
5:34	Avg. time on page



[Lessons from the Post-COVID-19 Clinic](#)

9,680	Unique page views
8:07	Avg. time on page



[Trusting the process, a step at a time](#)

7,384	Unique page views
12:07	Avg. time on page

## SOCIAL MEDIA POSTS

Total impressions	12,405,892	23%
Total engagements	748,676	-9%

## TOP POSTS



[Link](#)

4 million	Impressions
8,092	Engagements



[Link](#)

136,000	Impressions
12,000	Engagements

## YOUTUBE

Organic views	135,072	-5%
Watch time (hours)	12,219	24%

## TOP VIDEOS



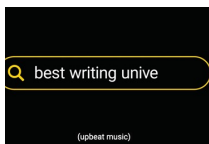
[Welcome Back! A Message from President Wilson](#)

1,350	Views
86%	Average percentage viewed



[Installation of Pollock's "Mural"](#)

1,238	Views
73%	Average percentage viewed



[Welcome to Iowa](#)

1,230	Views
102%	Average percentage viewed

## MERIT PAGES

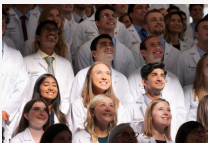
Students recognized	5,893	0%
Total pageviews	7,500	-19%

## TOP ACHIEVEMENTS



[University of Iowa Class of 2026 by the Numbers](#)

1,915	Page views
1,505	Total user actions



[Carver College of Medicine welcomes new class with annual White Coat event](#)

262	Page views
175	Total user actions



[Hawkeye Marching Band returns to Kinnick Stadium](#)

232	Page views
148	Total user actions

## TOP MEDIA PLACEMENTS

### The New York Times

New York Times, Aug. 23 – [Race, class, and traffic deaths: A surge in vehicle crashes is disproportionately harming lower-income families and Black Americans](#)

### THE WALL STREET JOURNAL

Wall Street Journal, Aug. 6 – [Judge in Twitter, Elon Musk case known for quick work](#)

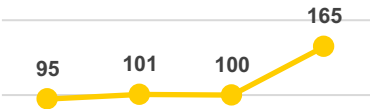
### NEW YORK POST

New York Post, Aug. 14 – [How Elon Musk might turn around his desperate fight against Twitter](#)

## NOTABLE NATIONAL MEDIA COVERAGE

- Today Show
- Forbes
- NBC News
- The New York Times
- New York Post
- The Wall Street Journal
- Chicago Tribune
- Minneapolis Star-Tribune

## MEDIA INQUIRIES\* MANAGED BY OSC



Q2FY22 Q3FY22 Q4FY22 Q1FY23

\*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. Q1 highlights include a variety of annual projects, ranging from undergraduate recruitment viewbooks and ongoing digital campaigns, to curated photography to provide greater imagery choices for campus communicators. Total calls-to-action declined from FY21 numbers which were driven upward by a new deadline to apply, applications being received directly from the Common App, and the enthusiasm generated by the lifting of Covid-related restrictions.

## UNDERGRADUATE RECRUITMENT

### Viewbooks and Collateral



- [Senior Introduction Mailer](#) (Admissions)
- [Travel Viewbook](#) (Admissions)
- [Transfer Viewbook](#) (Admissions)
- [International Viewbook](#) (Admissions)
- [Paying for College Brochure/Mailer](#) (Admissions)
- Student Security Brochure (Public Safety)

### Admissions Digital Campaigns

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

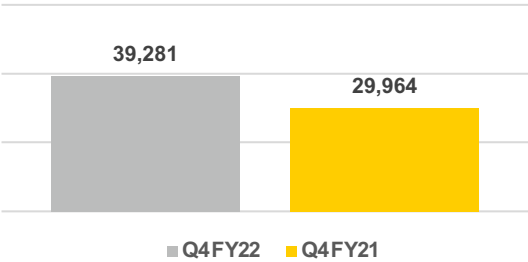
### Campus Visits

Students	Guests	Total	
3,315	4,981	8,296	+46%*

\*Compared against Q3 FY19

### uiowa.edu Recruitment Calls-to-Action

(Clicks on Apply, Visit Campus, Request for Information, Virtual Tour) **-10%**



Clicks on Apply	17,431	-4%
Clicks on Visit Campus	10,021	-20%
Clicks on Request Info	4,440	-6%
Clicks on Virtual Tour	7,407	-12%

### Enrollment Data

Web inquiries (MAUI)	1,667	-25%
Res/Non-res applications*	9,725	31%
Res/Non-res admits*	616	26%

\*MAUI High Level Current Cycle report, Oct. 21, 2022

## PROGRAM MARKETING

OSC staff collaborated with colleagues in the College of Law and the College of Pharmacy on the creation of updated viewbooks for each college.

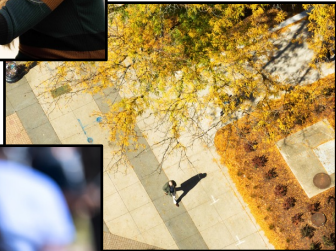


## CREATING TOOLS FOR CAMPUS USE

As noted later in this report, OSC completed more than 100 photo shoots this quarter. Some shoots were for specific projects, while others were intended to expand the library within Iowa's photo sharing account known as Photoshelter. These images are available for review and use by all colleagues across campus as well as some partners outside the university.



Outpatient Supportive and Palliative Care, Pharmacy  
October 2022



Van Allen Hall  
October 2022



Pentacrest Museums Tree Tour  
October 2022

# 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. Q1 highlights include year-over-year increases in open rates for emails to faculty (+10), graduate students (+4), and parents and families (+18). With respect to content, spring commencement lists and event details, dean's list and president's list stories were—as always—high performers among undergraduate/graduate students, and parents and families. Staff engaged most with information about vacation time and retirement options, while faculty were most interested in the annual mid-career faculty scholar award winners.

## FACULTY

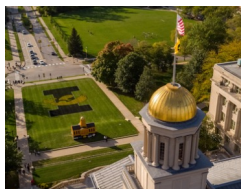
Average email open rate 50%

Average click through rate 8%

### TOP CONTENT



[5 UI faculty receive Iowa Mid-Career Faculty Scholar Awards](#)



[8 projects approved for FY2023 P3 funding](#)

629 Clicks via email 594

## STAFF

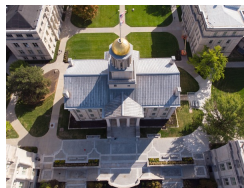
Average email open rate 37%

Average click through rate 8%

### TOP CONTENT



[Vacation Payout Program](#)



[Phased Retirement Program](#)

3,299 Clicks via email 2,164

## UNDERGRADUATE STUDENTS

Average email open rate 37%

Average click through rate 8%

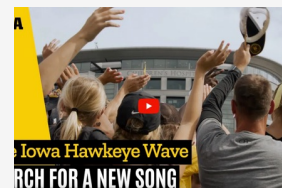
### TOP CONTENT



3,050 Clicks via email

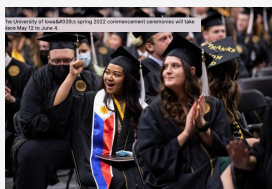
[UI students named to dean's list for spring 2022 semester](#)

[UI students named to president's list for spring 2022 semester](#)



892 Clicks via email

[Iowa asking fans to nominate new song for Hawkeye Wave](#)



224 Clicks via email

[Dates and times of spring 2022 commencement ceremonies announced](#)

## GRADUATE STUDENTS

Average email open rate 53%

Average click through rate 4%

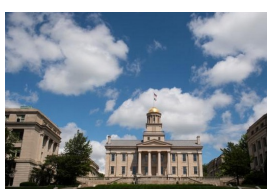
### TOP CONTENT



823 Clicks via email

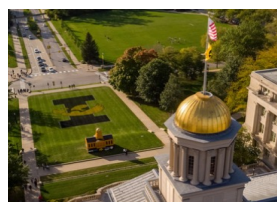
[UI students named to dean's list for spring 2022 semester](#)

[UI students named to president's list for spring 2022 semester](#)



225 Clicks via email

[UI announces 2021 Outstanding Teaching Assistant Award recipients](#)



163 Clicks via email

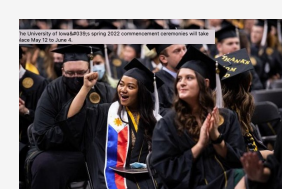
['US News & World Report' releases latest graduate, professional program rankings](#)

## PARENTS AND FAMILIES

Average email open rate 53%

Average click through rate 4%

### TOP CONTENT



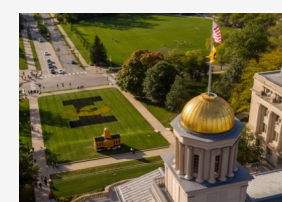
1,192 Clicks via email

[Dates and times of spring 2022 commencement ceremonies announced](#)



492 Clicks via email

[Celebrating Iowa's spring 2022 graduates](#)



134 Clicks via email

['US News and World Report' releases latest graduate, professional program rankings](#)

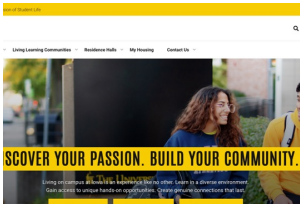
# PROVIDING STRATEGIC RESOURCES AND SUPPORT

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. Q1 highlights include the launch of a new website for Housing and Dining, almost 40,000 visits to the brand manual site, more than 140,000 pageviews inside Photoshelter, and the creation of several new brand management resources.

## WEB STRATEGY

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

## FEATURED WEBSITE UPDATES



[Housing | Division of Student Life](#)

## LIVESTREAMED EVENTS

### Woodward and Bernstein, Sept. 14

Partner unit	College of Law
Watch time (hours)	~600 (Metrics unavailable in Zoom)

### College of Medicine White Coat Ceremony, Aug. 12

Partner unit	College of Medicine
Watch time (hours)	225

### Sarah Chayes Lecture, Sept. 28

Partner unit	Public Policy Center
Watch time (hours)	62

## VISUAL MEDIA

107	Photo shoots	-14%
2,077	Users	0%
145,554	Page views	8%

## TOP DOWNLOADS



47 downloads



43 downloads

## BRAND MANAGEMENT

39,896	Brand manual site pageviews
6,591	Site downloads
385	Brand inquiries

## TOP DOWNLOAD



## HIGHLIGHTS/NEW RESOURCES

- New – [Student organization guidelines](#)
- New – [Icon browser](#)
- New – [Qualtrics survey themes and usage tips](#)

Merchandise Storefront expenditures: \$11,386



# PROVIDING STRATEGIC RESOURCES AND SUPPORT

OSC partnerships also include providing general guidance on key communication channels such as social media, as well as strategic partnerships with colleges and units. Q1 highlights include supporting the opening of the new University of Iowa Stanley Museum of Art, including street banner installation, and the new leadership of Hancher Auditorium with donor and patron research for Iowa's nationally respected performing arts venue.

## CAMPUS BRANDING

OSC staff assisted the UI's new Stanley Museum of Art with the approval process for street banner installation as part of the opening celebration.

Banners were installed in August on Madison Street from Burlington Street to Jefferson and will remain in place through the spring semester.

The installation of street banners on or off the campus requires review and approval by OSC and Facilities Management. To learn more, visit the UI's [official brand site](#).



## HANOVER RESEARCH

OSC manages an institutional contract with Hanover Research to conduct peer reviews and constituent polling.

In Q1, Hanover surveyed Hancher Auditorium donors and patrons, analyzing their attendance and giving habits.



The key findings include:

- Almost all survey respondents are familiar with Hancher and about half attended Hancher-sponsored events, or other events held at Hancher, six or more times since it opened in 2016.
- The majority of respondents are highly interested in attending performing arts events, including dance performances, theater performances, and concerts.
- There appears to be a relationship between age and performing arts preferences.
- Respondents report a positive overall impression of Hancher and feel that it is a valuable institution.
- Active patrons have better overall impressions and more positive feelings about the value of Hancher than inactive patrons and nonpatrons.
- Most respondents are likely to attend live or virtual Hancher or Hancher-sponsored events in the next year and feel connected to Hancher.

- The vast majority of respondents have attended an event at Hancher in the past. However, less than half of respondents have donated to Hancher, and only about a tenth have donated in the past two years.
- The top reasons given by inactive patrons and non-patrons for not attending are related to ticket cost, scheduling, and lack of interest in programming.
- About two-thirds of respondents have volunteered time or given money to a performing arts center, but less than half have donated to Hancher. About one-third report that they are very or extremely likely to donate to Hancher in the future.

Recommendations include:

- Continue to provide high-quality performances and programming that appeals to current patrons and donors, and community members with similar backgrounds and interests.
- While maintaining its traditional base, adjust programming and outreach to appeal to community members who are not currently donating and/or attending events at Hancher.
- Adjust fundraising efforts to attract new patrons and donors from demographics that are currently under-represented.

**IOWA**

**→ OSC.UIOWA.EDU/REPORTS**

**For additional information, please contact:**

**Jeneane Beck**

Assistant vice president for external relations

319-384-0005

jeneane-beck@uiowa.edu