



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q1 | FY22 (July–September)

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

OSC increased brand awareness marketing efforts in Iowa and nationally during Q1. Iowa's "share of search" relative to peer institutions benefited greatly from the return of Hawkeye football and a successful start to the season. The decrease in social media mentions reflects a decline in negative comments related to COVID-19 and a more positive online atmosphere overall. While the number of uiowa.edu pageviews continue to be inflated by the increased use of Zoom on campus, the jump in traffic relative to last year and from sessions originating outside of Iowa suggest a growing general awareness of the university.

NATIONAL BRAND AWARENESS CAMPAIGN



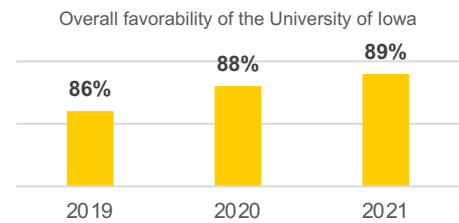
Impressions	18,302,454
Completed video views	3,485,361
Ulowa.edu site visits	40,810

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

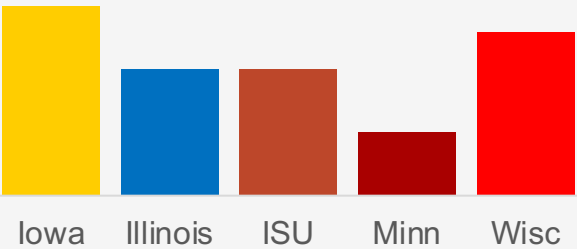


Impressions	2,359,511
Unique pageviews	34,605
Average time on page	7:22

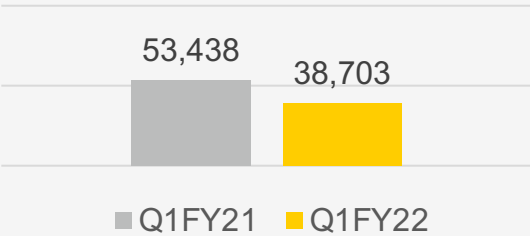


(Annual survey of Iowans, June 2021)

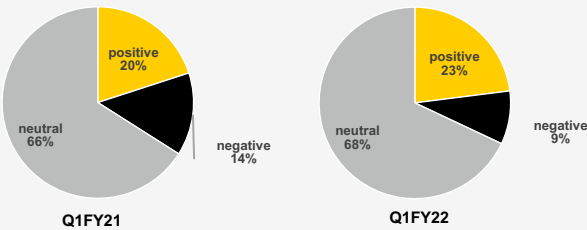
SHARE OF SEARCH via [Google Trends](#)



SOCIAL MEDIA MENTIONS -28%

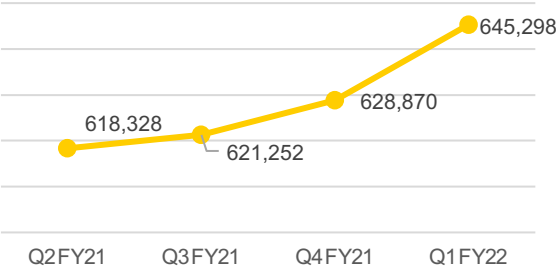


SOCIAL MEDIA SENTIMENT



35% decrease in total negative mentions compared to Q1FY21

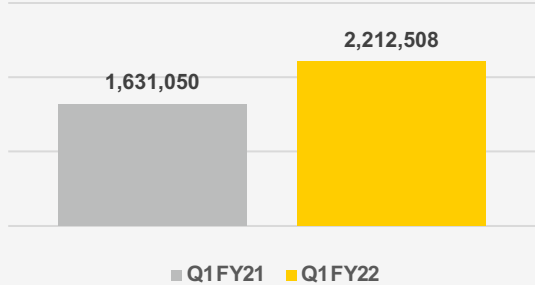
SOCIAL MEDIA TOTAL FOLLOWERS +2.6%



FOLLOWERS BY CHANNEL

Facebook	189,902
Twitter	121,840
Instagram	94,250
LinkedIn	206,122
TikTok	18,504
YouTube	14,680

TOTAL UIOWA.EDU PAGEVIEWS* +36%



*pageviews inflated by approx. 40% due to Zoom

AVERAGE (VISIT) SESSION DURATION

1:57 -19%

SESSIONS ORIGINATING IN IOWA

483,776** -29%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

215,820** +11%

SESSIONS ORIGINATING OUTSIDE THE U.S.

76,348** +56%

**with Zoom sources removed

BUILDING AND PROTECTING THE UNIVERSITY BRAND

Overall traffic on news and features was down in part due to unique events of 2020 including UI administrative transitions as well news related to the football program and the derecho storm. Additionally, in 2021, the email products frequently pointed to external sources, especially content related to COVID-19. The solid time on page shows enthusiasm around the return to campus for fall '21 semester. A continued decline in organic YouTube traffic reflects an increase in pandemic-related, internally focused videos, and corresponding decrease in externally oriented video features. It also reflects more time spent producing video creative for the national brand marketing efforts, which is not captured by organic view count. Merit Pages traffic declined due to fewer stories featuring students relative to 2020, and changes in how Facebook supports Merit content shared by our students.

NEWS AND FEATURES

Unique page views	214,896	-6.8%
Avg. time on page	3:25	+1.1%

TOP STORIES



[Class of 2025 by the numbers](#)

7,883	Unique page views
4:17	Avg. time on page



[Welcome to the fall 2021 semester, Hawkeyes!](#)

5,433	Unique page views
15:28	Avg. time on page



[From near-fatal accident to life as a college student](#)

5,187	Unique page views
6:20	Avg. time on page

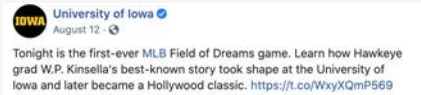
SOCIAL MEDIA POSTS

Total impressions	24,611,784	+37.5%
Total engagements	2,114,190	+10.3%

TOP POSTS



67,400	Impressions
16,100	Engagements



275,000	Impressions
38,000	Engagements

YOUTUBE

Organic views	141,840	-19.6%
Watch time (hours)	9,810	-19.0%

TOP VIDEOS



[Introducing President Barbara J. Wilson](#)

4,603	Views
63%	Average % viewed



[Faculty and Staff Welcome from President Barbara J. Wilson](#)

1,400	Views
76.6%	Average % viewed



[Spencer Petras wants Hawkeyes to do their part](#)

508	Views
92%	Average % viewed

MERIT PAGES

Student achievements	16	-38.5%
Total pageviews	9,791	-17.9%

TOP MERIT UPDATES



[The Class of 2025, by the numbers](#)

3,040	Page views
2,189	Total user actions



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

595	Page views
314	Total user actions



[College of Pharmacy welcomes new class with white coat ceremony](#)

206	Page views
211	Total user actions

TOP MEDIA PLACEMENTS

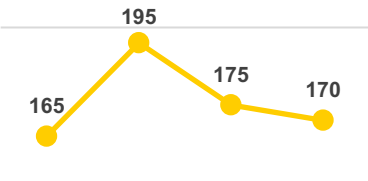
NPR: ["Why Bronze Medalists Are Likely More Happy Than Those Who Won Silver"](#)
—Tom Snee/Tippie College of Business

Axios: ["The 'beauty premium' is real, but remote work could change that"](#)
—Tom Snee/Tippie College of Business

NOTABLE NATIONAL MEDIA COVERAGE



MEDIA INQUIRIES* MANAGED BY OSC



Q2FY21 Q3FY21 Q4FY21 Q1FY22

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

ATTRACTING PROSPECTIVE STUDENTS, FACULTY, AND STAFF

OSC's marketing partnership with Enrollment Management produced multiple print pieces ahead of the busy fall recruitment season. Website metrics reflect the optimization of the redesigned uiowa.edu for prospective student audiences, as evidenced by the 30% increase in recruitment-related calls to action. The decrease in clicks on Visit Campus were offset by the Virtual Tour click through rate (CTA) that was added in late 2020 and has seen steady traffic since then.

UNDERGRADUATE RECRUITMENT

VIEWBOOKS AND COLLATERAL



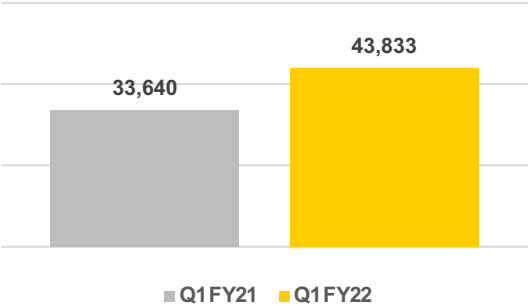
Project	Qty
Domestic Travel viewbook	23,200
Transfer Guide	4,100
Paying for College—Financial Aid	77,800
Senior Intro Brochure	35,100
Senior Why Iowa viewbook	68,100
Hawkeye Way visit day video	

ADMISSIONS DIGITAL CAMPAIGNS

Impressions	725,917
Website views	26,684
Avg. time on page	:51

UIOWA.EDU RECRUITMENT CALLS TO ACTION

(Clicks on Apply, Visit Campus, Request Information) **+30%**



Clicks on Apply	18,144	+13%
Clicks on Visit Campus	12,528	-9%
Clicks on Request Info	4,745	+24%
Clicks on Virtual Tour	8,416	n/a

ENROLLMENT DATA

Web inquiries (MAUI)	2,841	+2%
Res/Non-res applications*	3,949	-1%
Res/Non-res admits*	2,730	+10%

*Fall 2022 class data as of 9/27/21 via MAUI High Level Current Cycle report

PROGRAM MARKETING



Quantity	1,500
Audience	Prospective JD students
Actions	Apply, visit, request info



Audiences	Internal and external research partners and potential sponsors
Quantity	500

EMPLOYER MARKETING

Employer Brand initiative

OSC is collaborating with Human Resources and the Office of the Provost this year to develop messaging that supports employee recruitment and retention under the UI's strategic priority of Faculty and Staff Success. This effort will include employee value propositions aimed at both staff and faculty and will be applied in various communication channels and resources to be developed later in FY22.



Clicks on Jobs@UIowa	10,843	+2.7%
----------------------	--------	-------

ENGAGING FACULTY, STAFF, STUDENTS, AND PARENTS

The open and click through rates of IowaNow emails to internal audiences in Q1 were comparable to historical trends. Faculty and staff engagement with the two videos featuring President Wilson indicate strong interest in Iowa's new leader and an appreciation for hearing from her directly. Undergraduate students were interested in news about campus returning to normal, while graduate students showed an interest in COVID-19 updates. Parents showed their appetite for seeing photos from the first few days of the semester.

FACULTY AND STAFF

Average email open rate **39%**

Average click through rate **10%**

TOP CONTENT



[Faculty and Staff Welcome from President Barbara J. Wilson](#)

1,909 Clicks via email



[Introducing President Barbara J. Wilson](#)

1,604 Clicks via email



[Hancher Auditorium announces 2021–22 season](#)

1,637 Clicks via email

UNDERGRADUATE STUDENTS

Average email open rate **37%**

Average click through rate **4%**

TOP CONTENT



[Remember these things when attending Hawkeye football games this fall](#)

663 Clicks via email



[Plan your homecoming itinerary](#)

565 Clicks via email



[Higher Education Emergency Relief Funds available for fall 2021](#)

458 Clicks via email

GRADUATE STUDENTS

Average email open rate **49%**

Average click through rate **5%**

TOP CONTENT



[COVID-19 booster available if you received Pfizer-BioNTech vaccine](#)

326 Clicks via email



[New COVID-19 vaccination incentives: Apple electronics, Java House, free parking, and more](#)

273 Clicks via email



[Higher Education Emergency Relief Funds available for fall 2021](#)

229 Clicks via email

PARENTS AND FAMILIES

Average email open rate **31%**

Average click through rate **6%**

TOP CONTENT



[Photos from the start of a brand-new semester](#)

3,989 Clicks via email



[Register now for Family Weekend, Sept. 24–26](#)

1,104 Clicks via email



[Get to know President Wilson](#)

413 Clicks via email

PROVIDING STRATEGIC RESOURCES AND SUPPORT

Providing resources and strategy to help colleges, departments, and programs meet their goals while advancing institutional priorities.

WEB STRATEGY

102	Sites provisioned on the SiteNow platform
4	SiteNow user training sessions
4	Siteimprove training sessions
3	Monthly Web Community meetings
12	Weekly Sprint Demos

FEATURED WEBSITE REDESIGNS



[Distance and Online Education](#)



[Office of the President](#)

TOP LIVESTREAMED EVENTS

CCOM White Coat Ceremony—August 13, 2021	
Partner unit	Carver College of Medicine
Watch time (hours)	12,641
Peak viewers	472
Nursing White Coat Ceremony—August 20, 2021	
Partner unit	College of Nursing
Peak viewers	51

Iowa Virtual Human Summit—September 2, 2021	
Partner unit	Iowa Technology Institute
Watch time (hours)	217
Peak viewers	68

VISUAL MEDIA

124	Photoshoots
22,060	PhotoShelter downloads

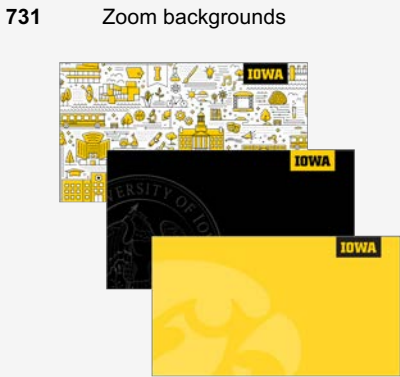
TOP DOWNLOADS



BRAND MANAGEMENT

36,428	Brand manual site unique pageviews
6,575	Site downloads
424	Brand inquiries

TOP DOWNLOAD



NEW RESOURCES

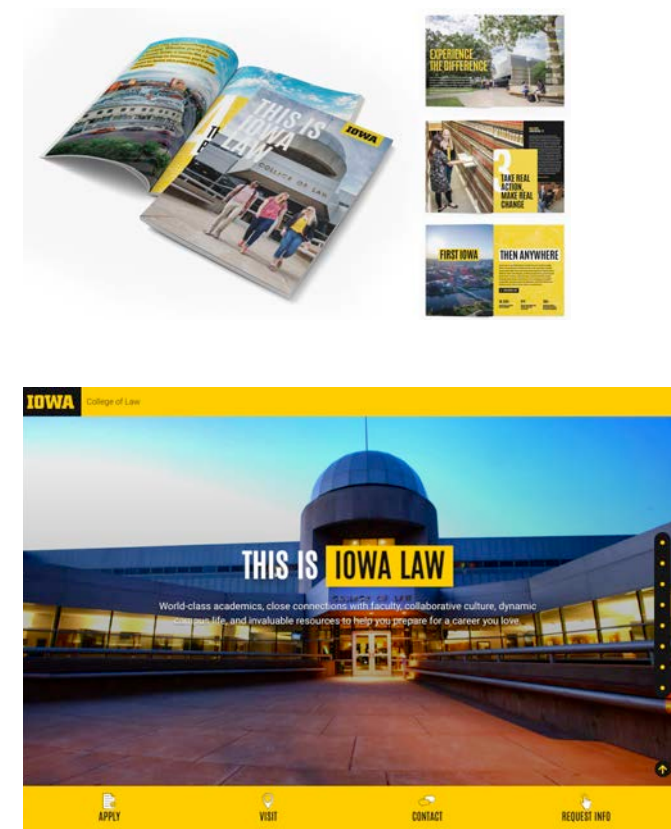
Certificate templates
Zoom backgrounds
175th Anniversary logo and guidelines

PROVIDING STRATEGIC RESOURCES AND SUPPORT

Providing resources and strategy to help colleges, departments, and programs meet their goals while advancing institutional priorities.

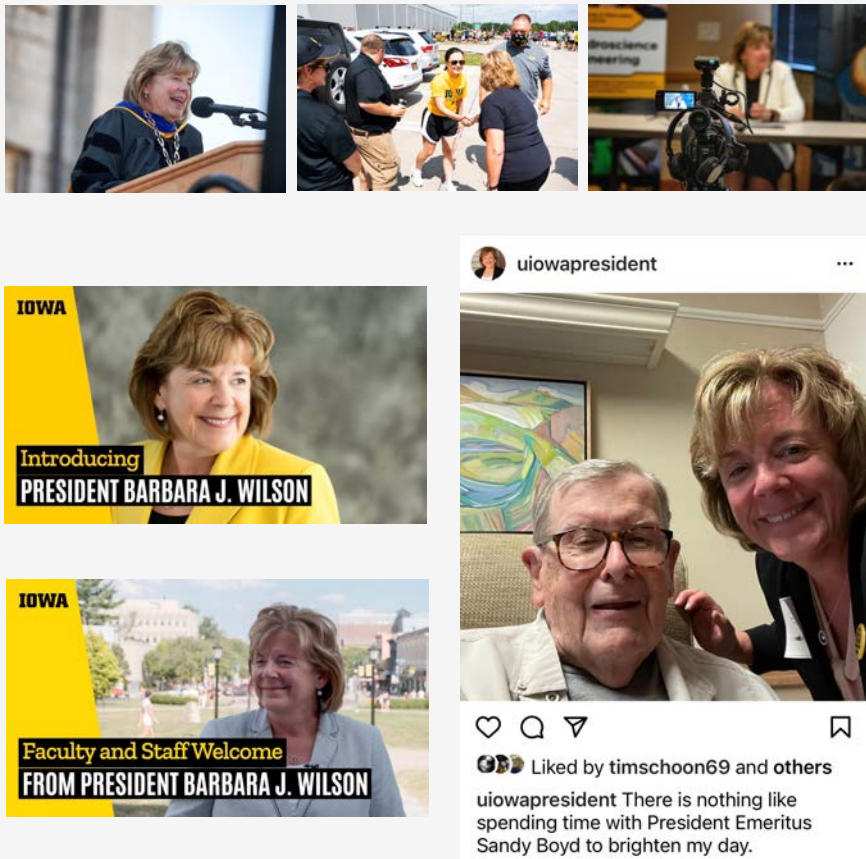
COLLEGE OF LAW MARKETING COLLABORATION

As the follow-up to our strategy exercise from fall 2020, OSC collaborated with the College of Law to develop new recruitment marketing materials including photography, design assets, a new JD viewbook, and a corresponding microsite.



INTRODUCING PRESIDENT WILSON TO CAMPUS

OSC partnered with the Office of the President to help introduce President Barb Wilson to the campus community via video, photography, social media, and media availability.



CAMPUS BRAND IMPLEMENTATION

As the university continued into year two of brand implementation, OSC partnered with Facilities Management and Fleet Services to begin updating building and vehicle signage to reflect new branding.



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

Ben Hill

Senior director for marketing communications

319-384-3400

benjamin-hill-1@uiowa.edu