



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q2 | FY22 (October - December)

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

Highlights include a 38% increase in visits to uiowa.edu as a result of OSC's National Brand Awareness Campaign and a robust 'average time on page' for OSC's *For Iowa* digital content. Quarterly growth in new social media followers has rebounded to pre-pandemic levels and positive social media sentiment ticked up slightly despite a slight decrease in mentions. Traffic to uiowa.edu was up across the board and dramatically so among those visitors outside the U.S.

NATIONAL BRAND AWARENESS CAMPAIGN



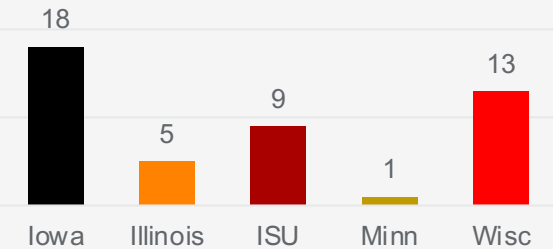
Impressions	17,820,000
Completed video views	3,975,000
uiowa.edu site visits	55,020

FOR IOWA DIGITAL CAMPAIGN

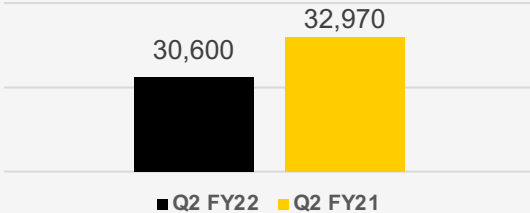


Impressions	1,900,000
Unique pageviews	43,495
Average time on page	6:01

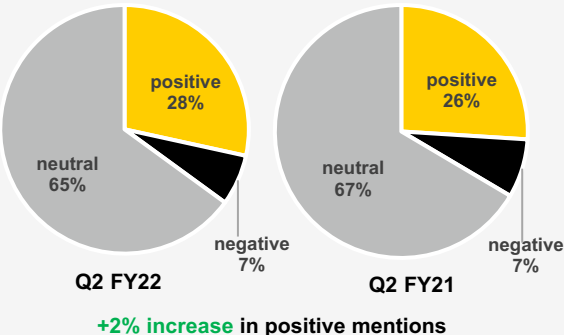
SHARE OF SEARCH (Daily average via Google Trends)



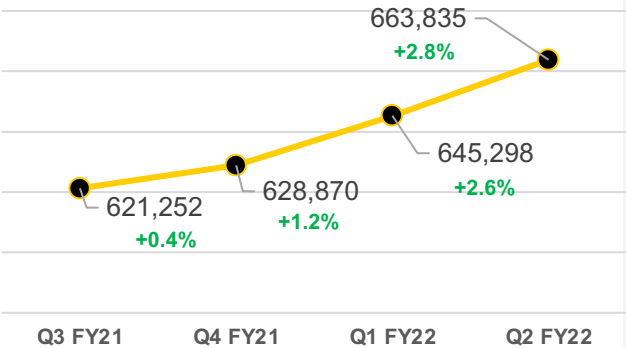
SOCIAL MEDIA MENTIONS (-7%)



SOCIAL MEDIA SENTIMENT



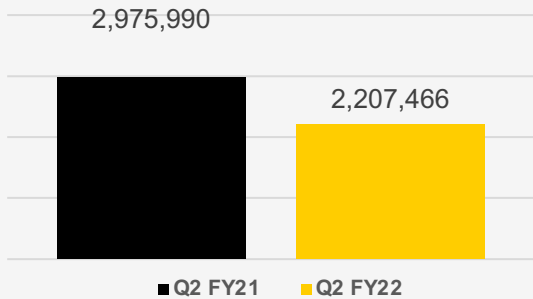
SOCIAL MEDIA TOTAL FOLLOWERS (+2.8%)



FOLLOWERS BY CHANNEL

Facebook	191,057
Twitter	124,349
Instagram	98,965
LinkedIn	209,270
TikTok	24,994
YouTube	15,200

TOTAL UIOWA.EDU PAGEVIEWS* (-26%)



*Q2 FY22 pageviews inflated by approximately 45% due to Zoom

AVERAGE (VISIT) SESSION DURATION**

1:59 -5%

SESSIONS ORIGINATING IN IOWA**

459,586 +5%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA**

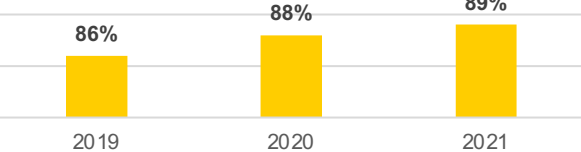
204,873 +16%

SESSIONS ORIGINATING OUTSIDE THE U.S.

98,050 +70%

**Zoom sources removed

OVERALL FAVORABILITY OF THE UNIVERSITY OF IOWA




(Annual survey of Iowans, June 2021)

BUILDING AND PROTECTING THE UNIVERSITY BRAND

Bolstered by a pair of stories that netted 10,000-plus views, total unique page views of news and feature content rocketed, triggering a solid boost in average time on page. Social media impressions topped 26 million but engagement in that content dipped slightly. Merit Pages activity continues to be hindered by the change in the algorithm utilized by Facebook. Media inquiries followed the annual pattern of slowing during the end of the calendar year.

NEWS AND FEATURES			
Unique page views	90,078	+56%	
Average time on page	4:18	+5%	

Top Stories



[Iowa medical graduate returns to small-town roots](#)

10,398

Unique page views

4:18

Average time on page



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

10,352

Unique page views

5:42

Average time on page



[From small towns to a big NASA gig](#)

5,887


Unique page views

5:50

Average time on page

SOCIAL MEDIA POSTS			
Total impressions	26,600,000	+13%	
Total engagements	1,930,000	-8%	

Top Posts




[Link](#)

498,000

Impressions

59,000

Engagements



[Link](#)

75,000


Impressions

10,000

Engagements

YOUTUBE			
Organic views	166,796	-3%	
Watch time (hours)	16,132	-29%	

Top Videos



[Live coverage of the 2021 Homecoming Parade](#)

2,572

Views

12%

Average percentage viewed




[UI School of Music's 'Winter Wonderland'](#)

1,573

Views

38%

Average percentage viewed



[Virtual Campus Tour](#)

1,194

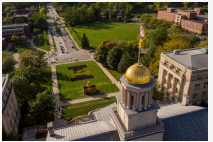
Views

51%

Average percentage viewed

MERIT PAGES			
Student achievements	39	-38%	
Total pageviews	4,400	-35%	

Top Achievements



[Charter Committees give University of Iowa students a chance to shape their future](#)

86

Page views

59

Total user actions



[2021 Homecoming Council represents a cross-section of academic interests](#)

113

Page views

85

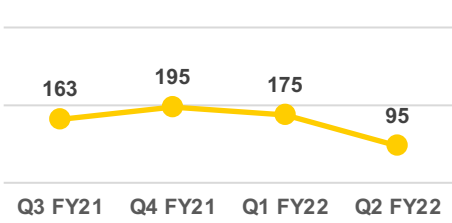
Total user actions

TOP MEDIA PLACEMENTS	
NASA Blog -- From Small Towns to a Big NASA Gig – Richard Lewis (editorial); Tim Schoon (photography)	

NOTABLE NATIONAL MEDIA COVERAGE



MEDIA INQUIRIES MANAGED BY OSC*



*Totals do not include inquiries made of UIHC or Athletics

ATTRACTING PROSPECTIVE STUDENTS, FACULTY, AND STAFF

OSC's work in support of student recruitment continued in earnest during the quarter with multiple deliverables including the annual Iowa Update newsletter distributed to school counselors nationwide. Clicks on the "Apply" and "Request for Information" buttons on uiowa.edu increased by double-digits, potentially in response to Iowa's new deadline for application.

UNDERGRADUATE RECRUITMENT

Viewbooks and Collateral



Admissions Student Life Viewbook	50,000
Admissions Academics Viewbook	45,250
Iowa Update Counselor Mailer	25,600
Admissions Visit Day Folders	30,000
Admissions Diversity Mailer	5,100

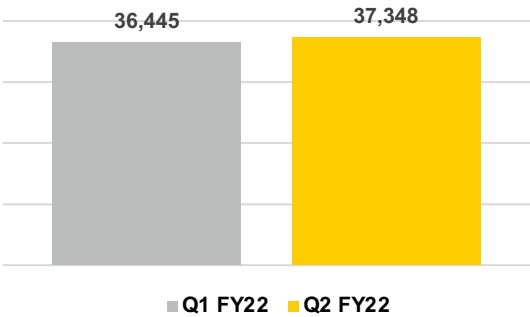
Admissions Digital Campaigns

Impressions	2,500,000
Page views	93,171
Time Spent on Page	:58

Campus Visits	
(Students only (vs. 2019))	4,781
*Source: Office of Admissions	(+1%)

uiowa.edu Recruitment Calls-to-Action (+2%)

(Clicks on Apply, Visit Campus, Request Information)



Clicks on Apply	21,559	+12%
Clicks on Visit Campus	10,722	-15%
Clicks on Request Info	4,503	+16%

Enrollment Data

Web inquiries (MAUI)	2,559	+104%
Resident applications*	5,177	+8%
Non-resident application*	16,458	+22%
Resident admits*	4,643	+10%
Non-resident admits*	14,580	+24%

*Fall 2022 session data as of 1/17/22
MAUI High Level Current Cycle report

SCHOOL COUNSELOR MARKETING

Iowa Update Newsletter

OSC partners with the Office of Admissions on an annual newsletter produced exclusively for high school counselors. The most recent edition was distributed in November to more than 24,000 school counselors nationwide. The newsletter is one piece of a multi-channel effort to keep this important group of influencers/promoters fully aware of all things Iowa.

"While the overall percentage of 'promoters' – those counselors extremely likely to recommend the University of Iowa – has remained consistent, Iowa has made progress since 2018 as its overall Net Promoter Score has moved 8 points."

Hanover Research, "2021 High School Counselor Survey," prepared for the University of Iowa January 2022



PHOTOGRAPHY AND VIDEOGRAPHY

Drone Expertise

Staff in OSC's photo and video units are committed to making full drone capabilities available to the campus. The image of the west side of the Pentacrest that appears on the front page of this quarterly report is evidence of this commitment. It was taken during Homecoming Week 2021.



Clicks on Jobs@Ulowa	9,897	(+1%)
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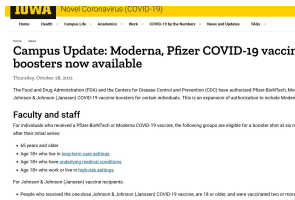
ENGAGING FACULTY, STAFF, STUDENTS, AND PARENTS

OSC is focused on providing timely and useful content when communicating with current faculty, staff, students and parents of students; including, information about COVID-19 vaccination boosters, Iowa's "Future of Work" pilot program, the severe weather cancellation policy, and accomplishments of Iowa's 2021 fall semester graduates.

FACULTY AND STAFF

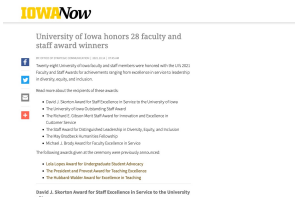
Average email open rate	43%
Average click through rate	7%

Top Content



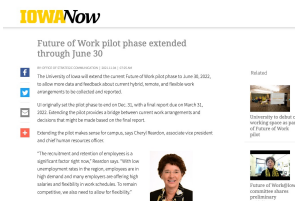
Moderna and Pfizer
COVID-19 booster
shots available

2,126 Clicks via email



University of Iowa
honors 28
faculty/staff award
winners

1,229 Clicks via email

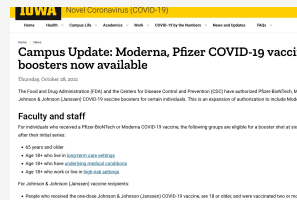


976 Clicks via email

UNDERGRADUATE STUDENTS

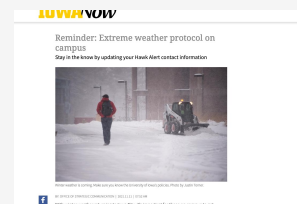
Average email open rate	38%
Average click through rate	3%

Top Content

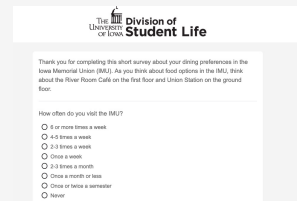


COVID-19 vaccine boosters available at student health

758 Clicks via email



Winter Weather:
How do I know if
classes will be
canceled?

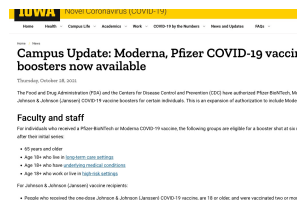


305 Clicks via email

GRADUATE STUDENTS

Average email open rate	49%
Average click through rate	3%

Top Content

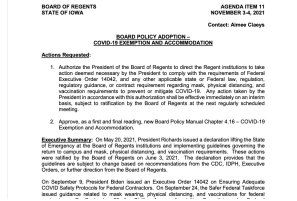


[COVID-19 vaccine boosters available at student healthcine-boosters-now-available](#)

350 Clicks via email



108 Clicks via email

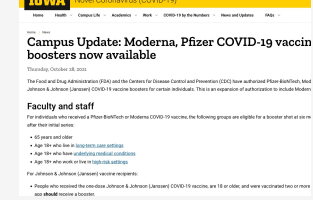


103 Clicks via email

PARENTS AND FAMILIES

Average email open rate	43%
Average click through rate	4%

Top Content



COVID-19 booster
available if your
student received
the Pfizer vaccine

622 Clicks via email



603 Clicks via email



476 Clicks via email

Celebrating fall 2021 graduates

<https://stories.uiowa.edu/celebrating-iowa-fall-2021-graduates>

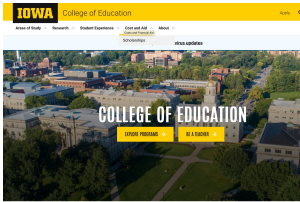
PROVIDING STRATEGIC RESOURCES AND SUPPORT

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

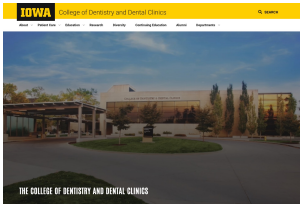
WEB STRATEGY

96	Sites provisioned on the SiteNow platform
3	SiteNow user training sessions
3	Siteimprove training sessions
3	Monthly Web Community meetings
10	Weekly Sprint Demos

Featured Website Updates



[College of Education](#)



[College of Dentistry and Dental Clinics](#)

LIVESTREAMED EVENTS

Bill Nye Lecture -- Nov. 30	
Partner unit	University Lecture Committee
Watch time (hours)	456

Mitchell Alexander Lecture – Nov. 17	
Partner unit	University Lecture Committee
Watch time (hours)	331

CLAS Virtual Commencement – Dec. 18	
Partner unit	Office of Registrar/CLAS
Watch time (hours)	122

VISUAL MEDIA

138	Photoshoots
13,861	PhotoShelter downloads

Top Downloads

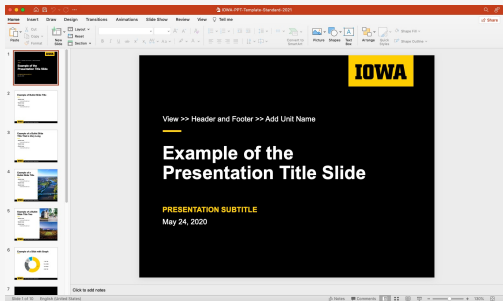


BRAND MANAGEMENT

33,029	Brand manual site unique pageviews
5,755	Site downloads
237	Brand inquiries

Top Download

1,086 PowerPoint templates



Highlights/New Resources

[Extended Color Guidelines](#)

[New Icons Available](#)

[Merchandise Storefront](#)

PROVIDING STRATEGIC RESOURCES AND SUPPORT

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

HANOVER RESEARCH

OSC manages Iowa's contract with Hanover Research. We utilize this partnership to investigate areas of priority and interest to both OSC and the institution. For example, the 2021 High School Counselor Survey is executed every two years and results are shared with campus colleagues and utilized by OSC when working on projects involving the recruitment of students.

Our partnership with Hanover also provides access to other research conducted by Hanover that may be applicable to any institution of higher education. The Trend Analysis and Benchmarking: Remote Work for Non-Instructional Staff report was shared recently with colleagues in University Human Resources.



CELEBRATING 2021

OSC annually uses the end of the calendar year as an opportunity to aggregate its best photography and videography for the previous 12 months to share with the campus and the greater University of Iowa community via *Iowa Now*. The video is also shared with alumni nationwide via Iowa's social media channels.

2002-21....

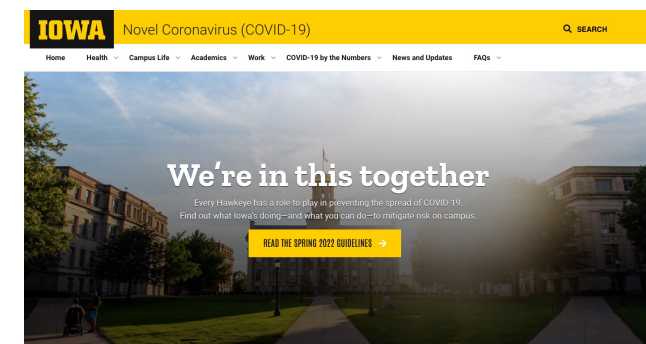
in images...

in video...



INSTITUTIONAL COVID-19 WEBSITE

The rise of the Omicron variant of COVID-19 in late November resulted in a spike in traffic to Iowa's COVID-19 website in early December and again in early January as the campus community prepared for the start of the 2022 spring semester. Members of OSC internal communications team are responsible for the content that rests there.



IOWA

→ OSC.UIOWA.EDU/REPORTS

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