



# IOWA

Office of Strategic  
Communication

# QUARTERLY IMPACT REPORT

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**Q2 | FY23 (October through December)**

## Strategic Goals

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

*A stunning view of the dome atop the Old Capitol Building captured during a recent drone flight over the campus.*

# 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 year-over-year growth in total social media followers and a modest uptick in positive sentiment, and a double-digit increase in the number of uiowa.edu sessions originating outside the state.

## NATIONAL BRAND AWARENESS CAMPAIGN



Impressions	19,641,422	10%
Completed video views	6,346,791	58%
uiowa.edu site visits	44,701	11%

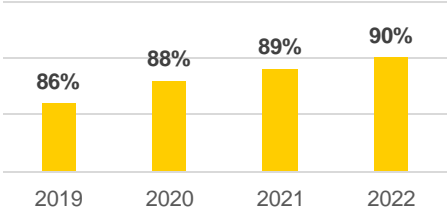
Brand strength composite rating: 5.37 (scale of 1–10)  
Biannual national survey of 1,025 students and parents, April 2020

## FOR IOWA DIGITAL CAMPAIGN



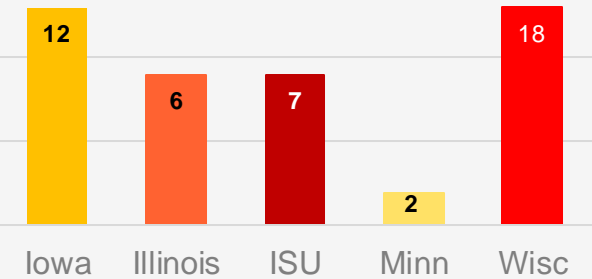
Impressions	1,088,600	-43%
Unique pageviews	21,887	-50%
Average time on page	4:14	-30%

## OVERALL FAVORABILITY



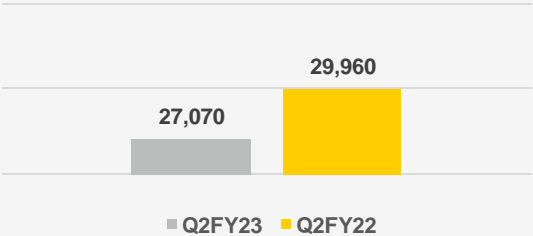
Annual survey of Iowans, June 2022

## SHARE OF SEARCH (Google Trends)

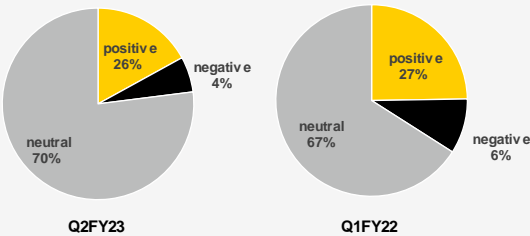


## SOCIAL MEDIA MENTIONS

-1%

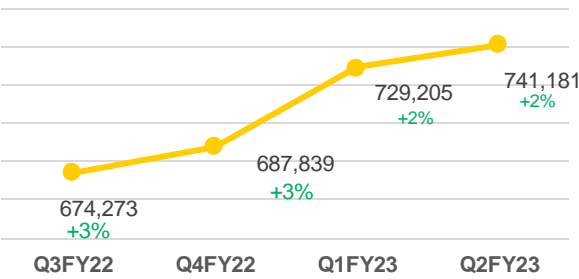


## SOCIAL MEDIA SENTIMENT



## TOTAL SOCIAL MEDIA FOLLOWERS

10%



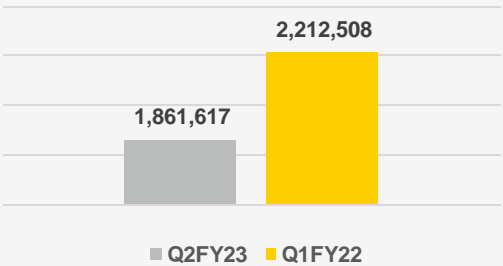
## FOLLOWERS BY CHANNEL

LinkedIn	224,840	2%
Facebook	198,300	>1%
Twitter	132,735	>1%
Instagram	111,080	2%
TikTok	52,997	8%
YouTube	17,425	3%

Percentage growth shown is for Q2FY23 (quarter-over-quarter)

## TOTAL UIOWA.EDU PAGEVIEWS\*

-16%



## AVERAGE (VISIT) SESSION DURATION

1:47 -5%

## SESSIONS ORIGINATING IN IOWA

895,659 -25%

## U.S. SESSIONS ORIGINATING OUTSIDE IOWA

341,759 23%

## SESSIONS ORIGINATING OUTSIDE THE U.S.

81,537 -24%

\*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. Q2 highlights include year-over-year increases in YouTube content watch-times and the number of students highlighted on the university's Merit Page. OSC also assisted with placement in several national media outlets, most notably *The Wall Street Journal* and *Scripps*. The media relations team also managed a year-over-year surge in media inquiries.

## NEWS AND FEATURES

Unique pageview s	224,458	-2%
Avg. time on page	3:01	-6%

## TOP STORIES



[Former UI president Sandy Boyd dies](#)

8,449	Unique pageview s
9:17	Avg. time on page



[Van pool riders take the wheel in roadway rescue](#)

6,278	Unique pageview s
3:18	Avg. time on page



[West campus first to see 10-year facilities master plan](#)

5,606	Unique pageview s
4:16	Avg. time on page

## SOCIAL MEDIA POSTS

Total impressions	26,598,976	-35%
Total engagements	1,932,650	-24%

## TOP POSTS



[Link](#)

50,000	Impressions
10,503	Engagements



[Link](#)

125,400	Impressions
17,200	Engagements

## YOUTUBE

Organic view s	135,633	-5%
Watch time (hours)	13,211	24%

## TOP VIDEOS



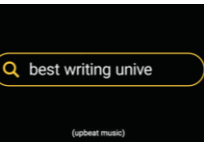
[Let it snow!](#)

2,369	View s
8%	Average percentage viewed



[2022 University of Iowa Rewind](#)

803	View s
77%	Average percentage viewed



[The University of Iowa Graduate Conducting Program](#)

547	View s
54%	Average percentage viewed

## MERIT PAGES

Students recognized	153	18%
Total pageview s	4,318	>1%

## TOP ACHIEVEMENTS



[Student speakers share their thoughts about Fall 2022 commencements](#)

426	Pageview s
569	Total user actions



[Frankline Matanji: 2022 Global Student Award winner](#)

103	Pageview s
99	Total user actions



[Homecoming Committee is on the clock](#)

232	Pageview s
148	Total user actions

## TOP MEDIA PLACEMENTS

### THE WALL STREET JOURNAL

Elon Musk, Tesla Board Members to Defend CEO's Pay in Court  
<https://www.msn.com/en-us/money/companies/elon-musk-tesla-board-members-to-defend-ceos-pay-in-court/ar-AA143P72?ocid=FinanceShimLayer>



Sikh Air Force Cadet Explores Religious Identity Woes In U.S. Military  
<https://scrippsnews.com/stories/sikh-air-force-cadet-s-religious-identity-in-u-s-military/>

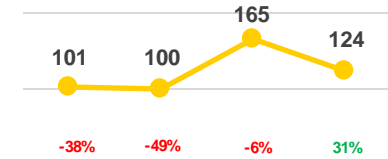


Rockets to Uncover Electric Circuit That Powers the Northern Lights  
<https://www.nasa.gov/feature/goddard/2022/sun-rocket-to-uncover-electric-circuit-that-powers-the-northern-lights>

## NOTABLE NATIONAL MEDIA COVERAGE

- The Today Show*
- Forbes*
- Newsweek*

## MEDIA INQUIRIES\* MANAGED BY OSC



Q3FY22 Q4FY22 Q1FY23 Q2FY23  
\*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. In Q2 OSC completed several non-resident student recruitment focus groups, updated viewbooks, and expanded the university's photo library. Total calls-to-action year-over-year are down modestly, but total applications and admits are flat compared to a year ago.

## UNDERGRADUATE RECRUITMENT

### Viewbooks and Collateral



[Academic Viewbook](#) (Junior)  
[Housing and Dining Guide](#)  
[Financial Aid Guide](#) (Senior)  
[Student Life Viewbook](#) (Senior)

### Admissions Digital Campaigns

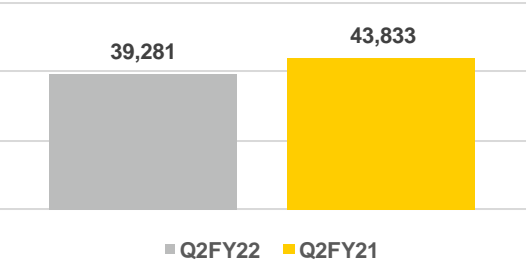
Impressions	2,000,000
Pageviews	129,146
Time spent on page	:52

### Campus Visits

Students	Guests	Total	
4,301	5,325	9,626	-14%

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

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



Clicks on Apply	18,862	-15%
Clicks on Visit Campus	8,321	-22%
Clicks on Request Info	4,661	4%
Clicks on Virtual Tour	7,464	-15%

### Enrollment Data

Web inquiries (MAUI)	1,667	-25%
Res/Non-res applications*	21,635	>1%
Res/Non-res admits*	19,547	>1%

\*MAUI High Level Current Cycle report, current cycle, Week 3

## STUDENT RECRUITMENT RESEARCH

In late November, staff of OSC and Enrollment Management traveled to nine different high schools in Texas, California, and Colorado to stage focus groups with future college students to inform Iowa's student recruitment efforts. The tour was the first since 2019.

Here is a sampling of the high-level takeaways:

**University name must be quickly identifiable (on printed materials)**  
*"Need to know where it's from at a glance"*

**Make (printed materials) readable/digestible**  
*"I will give it a 30-second scan"*

**Personalization (in communication) matters**  
*"I only look at mail if it's personalized"*



## 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



# 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 faculty and staff IowaNow emails, with news about the institution's 10-year facilities master plan garnering the most attention. Students gravitated to content about favorite spots to eat and extreme weather protocols, while parents were most interested in finals week.

## FACULTY

Average email open rate 56%

Average click-through rate 6%

### TOP CONTENT



[UI honors 30 faculty and staff award winners](#)



[West campus first to see 10-year facilities master plan](#)

383 Clicks via email 367

## STAFF

Average email open rate 35%

Average click-through rate 6%

### TOP CONTENT



[West campus first to see 10-year facilities master plan](#)



[Email signatures](#)

1,712 Clicks via email 990

## UNDERGRADUATE STUDENTS

Average email open rate 37%

Average click-through rate 3%

### TOP CONTENT



[9 On-campus Spots to Grab a Meal](#)

760 Clicks via email



[Reminder: Extreme weather protocol on campus](#)

288 Clicks via email



[Enjoy finals at the IMU](#)

244 Clicks via email

## GRADUATE STUDENTS

Average email open rate 51%

Average click-through rate 3%

### TOP CONTENT



[9 On-campus Spots to Grab a Meal](#)

241 Clicks via email



[Reminder: Extreme weather protocol on campus](#)

76 Clicks via email



[Three things you need to experience on the University of Iowa campus](#)

66 Clicks via email

## PARENTS AND FAMILIES

Average email open rate 56%

Average click-through rate 4%

### TOP CONTENT



[Final exam schedules are now available](#)

783 Clicks via email



[Does your student plan to rent off-campus housing next year?](#)

744 Clicks via email



[Tips for the best places to visit in Iowa City](#)

316 Clicks via email

# 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. Q2 highlights include the launch of new websites for ITS and the Office of the State Archaeologist, livestreaming of the annual Homecoming parade for the second year in a row, and consistent use of OSC's brand manual, design and communication tools, and photography.

## WEB STRATEGY

163	Sites provisioned on the SiteNow platform
3	SiteNow user training sessions
3	Siteimprove training sessions
1	Monthly Web Community meetings
13	Weekly Sprint Demos

## FEATURED WEBSITE UPDATES



[ITS | Research Services](#)



[Office of the State Archaeologist](#)

## LIVESTREAMED EVENTS

School of Music Choir, Nov. 30	
Partner unit	School of Music
Watch time (hours)	385

2022 Homecoming Parade, Oct. 28	
Partner unit	Homecoming Executive Council
Watch time (hours)	345

CLAS Commencement Ceremony, Dec. 17	
Partner unit	College of Liberal Arts and Sciences
Watch time (hours)	299

VISUAL MEDIA		
104	Photo shoots	-14%
2,077	Users	0%
145,554	Pageviews	8%



## TOP DOWNLOADS

47 downloads



43 downloads

## BRAND MANAGEMENT

38,831	Brand manual site pageviews
5,947	Site downloads
306	Brand inquiries

## TOP DOWNLOAD



## HIGHLIGHTS/NEW RESOURCES

New – [Formal wordmark restricted](#)

Merchandise Storefront expenditures: \$4,466
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# PROVIDING STRATEGIC RESOURCES AND SUPPORT

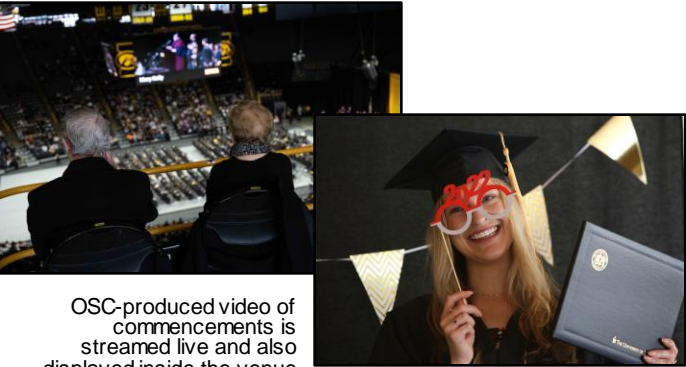
OSC partnerships also include providing general guidance on key communication channels such as social media, as well as strategic partnerships with colleges and units. Q2 highlights include livestreaming all Fall 2022 commencement events and great end of the semester photography as well as presentation tools that benefit students.

## LIVE COVERAGE OF COMMENCEMENTS

In collaboration with the Office of the Registrar and select colleges, OSC produced livestreaming video of all seven commencement events staged in December. The productions generated more than 2,400 views and 730 hours of watch time.

OSC has produced live coverage of commencements for more than a decade, transitioning from live and pre-recorded broadcasts on UITV to a combination of UITV and livestreaming before moving to livestreaming exclusively five years ago.

The team responsible for the productions typically includes as many as 15 current students. The workload for this group increases significantly in the spring; 16 commencement events were streamed last spring and, collectively, the series generated in excess of 8,600 views and 2,560 hours of watch time.

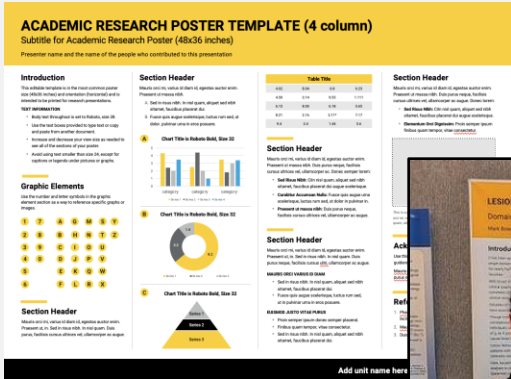


## CUSTOM BRANDED POSTER TEMPLATE FOR ACADEMIC RESEARCH

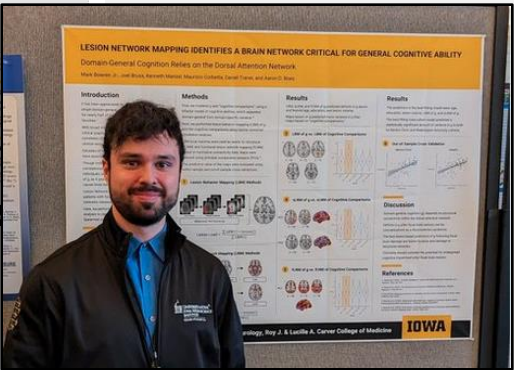
Branded templates provide an easy way to produce marketing and communication materials while ensuring brand consistency. A wide variety of templates are available for download in the template library inside [brand.uiowa.edu/template-library](http://brand.uiowa.edu/template-library), including two options for posters used in the presentation of academic research.

The poster templates have been downloaded more than 500 times since their introduction in January 2022—an impressive number given the "niche" tool that the poster is. The PowerPoint template is the most popular download.

The list of download options ranges from name tags and stationery, to bi-fold program brochures, stylized Microsoft Word documents, table tents, and event postcards.



Four-column and three-column versions of posters are available for download [Link](#)



## PERSONALIZATION DRIVES ENGAGEMENT

Most if not all communicators responsible for crafting email would think of “personalization” as addressing the recipient individually, which is correct. However, personalization can also take the form of a message crafted for a group of recipients who all share something in common like parents of first-year students at Iowa.

In December, OSC forwarded an email to all members of this unique sub-set of parents of UI students that congratulated them for helping to guide their child through their first semester on campus and to let them know that it's OK if their student was struggling with the transition. The note also included several campus resources available to their student.

The email was sent to more than 4,700 parents and had an open rate of 72 percent. It also triggered a handful of responses from the recipients:

*“Thank you, I really appreciate that! I think my son had some difficulties with getting to class on time and I’m pretty sure he isn’t going to pass, but your words gave me encouragement!”*

*“Thank you for this email. While our daughter loved her first semester and has repeatedly told us how happy she is (that) she selected UI, I appreciate the note and the resources provided. We are so pleased and proud to be a part of this great UI community. Happy Holidays!”*

### IOWA

**Dear Iowa parents and families,**

Congratulations on your student finishing their first semester at Iowa! It's a big accomplishment—for them and for you—no matter if it was a huge success or a challenge. We hope you'll take some time over winter break to talk about how it went and to celebrate.

For some students—maybe yours—living away from home and away from their family and close friends presented challenges. During the first semester, many first-year students struggle with being on their own and not having family support immediately available to them. One of our daughters certainly did, and it almost ended her college experience. During the first few weeks on campus, she was overwhelmed with homesickness and everything began to unravel.

Other students struggle academically. Our other daughter was too embarrassed to tell us she earned a failing grade and only shared the information when it was time to return to classes. Discussing it earlier during the break would have given us more time to reassure her that she was not “stupid” or a “failure,” and that it's common for first-year students to struggle.

**IOWA**

**→ OSC.UIOWA.EDU/REPORTS**

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