



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q4 | FY22 (April to June)

Strategic Goals

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

As always, OSC staff photographers attended spring commencement events providing a photographic record of the pride and excitement of journeys successfully completed.
View more images [here](#).

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. Q4 highlights include another increase in overall favorability for Iowa among Iowans, continued growth in social media followers including an almost 5% increase in subscriptions to Iowa’s official TikTok channel, and robust time-on-page for content shared with Iowans via the For Iowa campaign. Total uiowa.edu pageviews declined as Zoom use declined, but traffic to the site jumped substantially among visitors outside the U.S.

NATIONAL BRAND AWARENESS CAMPAIGN



Impressions	28,825,839
Completed video views	2,109,592
uiowa.edu site visits	351,512

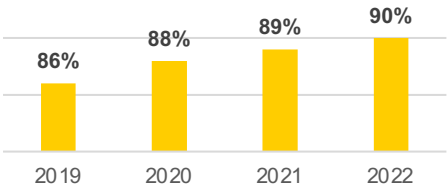
Brand strength composite rating: 5.37 (scale of 1–10)
Biannual national survey of 1,025 students and parents, April 2020

FOR IOWA DIGITAL CAMPAIGN



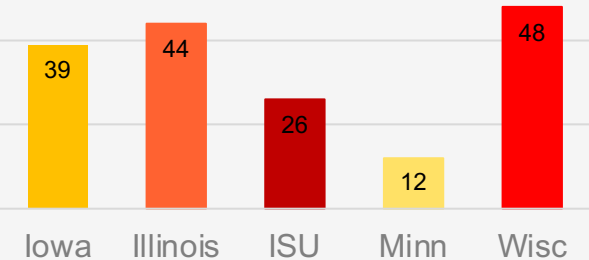
Impressions	1,700,000
Unique page views	27,600
Average time on page	7:17

OVERALL FAVORABILITY



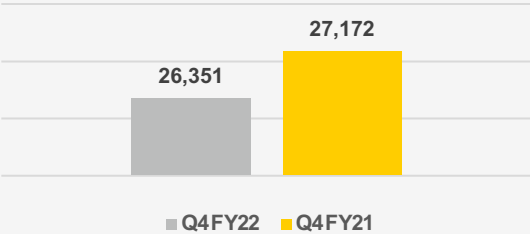
Annual survey of Iowans, June 2022

SHARE OF SEARCH (Google Trends)

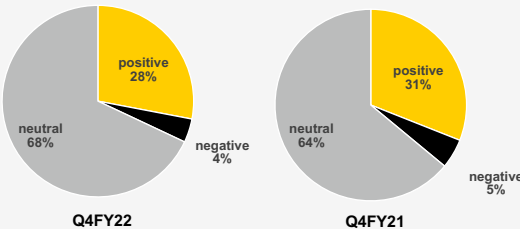


SOCIAL MEDIA MENTIONS

-3%

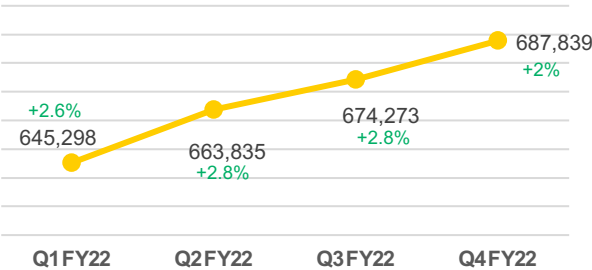


SOCIAL MEDIA SENTIMENT



TOTAL SOCIAL MEDIA FOLLOWERS

2%



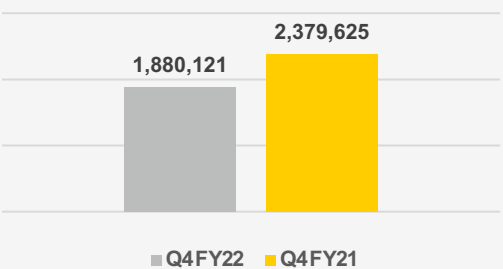
FOLLOWERS BY CHANNEL

LinkedIn	216,014	1.6%
Facebook	195,353	1.9%
Twitter	128,068	1.5%
Instagram	105,175	2.9%
TikTok	26,902	4.7%
YouTube	16,327	3.4%

Percentage growth shown is for Q4FY22 (quarter-over-quarter)

TOTAL UIOWA.EDU PAGEVIEWS*

-20%



AVERAGE (VISIT) SESSION DURATION

1:55

-10.3%

SESSIONS ORIGINATING IN IOWA

369,155

-5.6%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

185,011

-1.1%

SESSIONS ORIGINATING OUTSIDE THE U.S.

98,413

75%

*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. Q4 highlights include robust time-on-page metrics for news and features, and media placements in *Wired* and ESPN. The drop in Merit pageviews is consistent with the previous three quarters of FY22 and is a result of changes implemented by Facebook.

NEWS AND FEATURES

Unique page views	287,114	-10.5%
Avg. time on page	3:05	5.7%

TOP STORIES



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

18,163	Unique page views
4:12	Avg. time on page



[Nursing student learns resilience from tragedy](#)

13,371	Unique page views
3:39	Avg. time on page



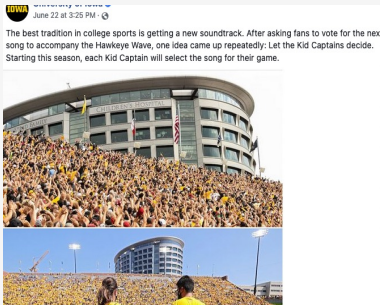
[Dates and times of spring 2022 commencement ceremonies announced](#)

8,811	Unique page views
7:00	Avg. time on page

SOCIAL MEDIA POSTS

Total impressions	17,600,000	-9%
Total engagements	1,347,000	-21%

TOP POSTS



[Link](#)

79,000	Impressions
9,813	Engagements



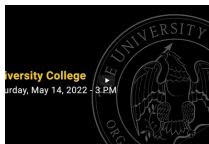
[Link](#)

75,000	Impressions
6,080	Engagements

YOUTUBE

Organic views	148,597	-30%
Watch time (hours)	21,618	16%

TOP VIDEOS



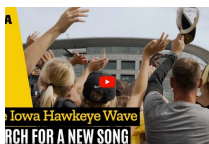
[University College Virtual Ceremony](#)

648	Views
8%	Average percentage viewed



[SIM-IA EMS education trucks roll out](#)

558	Views
79%	Average percentage viewed



[New song for The Wave](#)

490	Views
93%	Average percentage viewed

MERIT PAGES

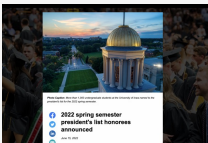
Students recognized	10,322	0%
Total pageviews	39,624	-35%

TOP ACHIEVEMENTS



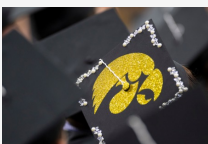
[2022 spring semester dean's list honorees announced](#)

21,674	Page views
33,309	Total user actions



[2022 spring semester president's list honorees announced](#)

9,068	Page views
13,635	Total user actions



[Annual Department of Accounting award winners announced](#)

298	Page views
431	Total user actions

TOP MEDIA PLACEMENTS

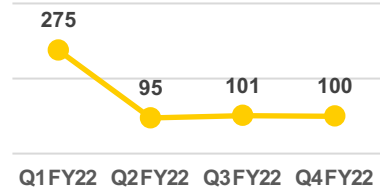


Wired, June 11 – [Apple embraces the ever-expanding dashboard touchscreen: individuals, research finds](#)



ESPN, June 22 – [Children's hospital patients to pick 'Hawkeye Wave' songs at Iowa football games](#)

MEDIA INQUIRIES* MANAGED BY OSC



*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. Q4 highlights include marketing photography for the College of Pharmacy and the Scanlan Center for School Mental Health, as well as communication support for the search for the new vice president for medical affairs and dean of the Carver College of Medicine.

UNDERGRADUATE RECRUITMENT

Viewbooks and Collateral



Junior Why Iowa Yearbook (Admissions)	30,000
Hawkeye Safe Brochure (Public Safety)	2,000

Admissions Digital Campaigns

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

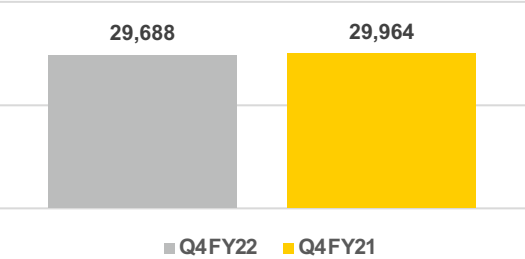
Campus Visits

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) **0%**



Clicks on Apply	9,853	2%
Clicks on Visit Campus	7,918	-10%
Clicks on Request Info	4,196	8.6%
Clicks on Virtual Tour	7,721	7.5%

Enrollment Data

Web inquiries (MAUI)	1,667	-25%
Res/Non-res applications*	24,022	14%
Res/Non-res admits*	21,440	14%

*MAUI High Level Current Cycle report, Fall 2022

PROGRAM MARKETING

OSC coordinated two student volunteer photo shoots in and around the **College of Pharmacy**. As a result, the college has a new library of images to use across its website and marketing materials.



OSC coordinated a photo shoot with students and teachers in a local Iowa high school classroom to illustrate the services provided by the **Scanlan Center for School Mental Health**. The images will be used on the web, on social media, and in marketing materials.



EMPLOYER MARKETING

OSC created a website and 60-page, full-color digital publication to support the search for the position of vice president for medical affairs and dean, **Roy J. and Lucille A. Carver College of Medicine**.



Clicks on Jobs@Ulowa	10,346	-6.8%
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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. Among the Q4 highlights, emails to faculty and staff, graduate students, and parents and families all recorded open rates above 50 percent. As always, dean's and president's list content was very popular among undergraduate and graduate students, and content about spring graduation was well received by parents and families.

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 43%

Average click through rate 9%

TOP CONTENT



[Vacation Payout Program](#)



[Phased Retirement Program](#)

3,299 Clicks via email 2,164

UNDERGRADUATE STUDENTS

Average email open rate 35%

Average click through rate 5%

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 52%

Average click through rate 5%

TOP CONTENT



823 Clicks via email

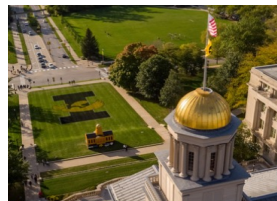
[UI students named to dean's list for spring 2022 semester](#)

[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



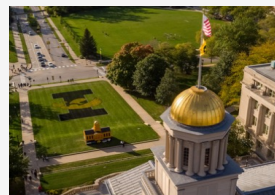
1,192 Clicks via email

[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](#)

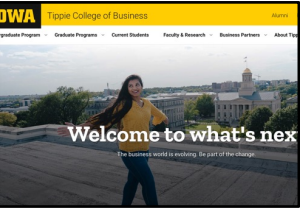
PROVIDING STRATEGIC RESOURCES AND SUPPORT

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. Q4 highlights include the launch of new websites for the Tippie College of Business and International Programs, significant increases in the number of photo shoots and OSC photo downloads, and considerable traffic to the online brand manual.

WEB STRATEGY

44	Sites provisioned on the SiteNow platform
2	SiteNow user training sessions
2	Siteimprove training sessions
0	Monthly Web Community meetings
12	Weekly Sprint Demos

FEATURED WEBSITE UPDATES



[Tippie College of Business](#)



[International Programs](#)

LIVESTREAMED EVENTS

CLAS 2022 Spring Commencement (AM), May 14	
Partner unit	College of Liberal Arts and Sciences
Watch time (hours)	497.5
CLAS 2022 Spring Commencement (PM), May 14	
Partner unit	College of Liberal Arts and Sciences
Watch time (hours)	369

Bill Nye, April 26	
Partner unit	University Lecture Committee
Watch time (hours)	33

VISUAL MEDIA		
94	Photoshoots	19%
2,089	Users	61%
134,740	Page views	58%



TOP DOWNLOADS

38 downloads



30 downloads

BRAND MANAGEMENT

32,774	Brand manual site pageviews
6,182	Site downloads
378	Brand inquiries

TOP DOWNLOAD

1,035	PowerPoint templates
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HIGHLIGHTS/NEW RESOURCES

New Rankings and Facts
Merchandise Storefront expenditures: \$30,946

PROVIDING STRATEGIC RESOURCES AND SUPPORT

OSC partnerships also include providing general guidance on key communication channels like social media, as well as strategic partnerships with colleges and units. Q4 highlights includes expanded campus branding to include temporary banners on the Old Cap during graduation week, new OSC sponsored brand-training opportunities for campus, and completion of the annual survey of Iowans by Hanover Research, Iowa's institutional research partner.

CAMPUS BRANDING

At the request of the President's Office and with the approval of the Campus Planning Committee, OSC collaborated with staff of the Pentacrest Museums and Facilities Management on the installation of banners inside the east and west porticos of the Old Capitol Building as a continuation of the strategic branding of the campus.

The banners were installed in late April in advance of the commencement events for the spring semester, arguably one of the busiest--and most-photographed--10 days of each academic year.

The banners will reappear periodically throughout the year once renovation of the building's iconic gold dome is completed.



VENDOR PARTNER PROGRAM

The OSC-vetted Vendor Partner program is providing value, as evidenced by these samples by Benson and Hepker Design of Iowa City for the **Stanley Museum of Art** grand opening.



BRAND STORYTELLING WORKSHOP

48 communications colleagues representing 26 units across campus participated in a Brand Storytelling Workshop sponsored by OSC in May. Facilitated by The Blake Group, the session helped participants better understand how to bring the Iowa brand to life and better connect with our audiences.

Also, 43 staff from 20 campus units participated in a **Brand Training 101** session led by OSC in April.



HANOVER RESEARCH

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

Recent examples of completed work includes a national review of academic writing programs and an annual survey of Iowans.

Hanover is currently surveying a variety of target audiences about its experiences as patrons of Hancher Auditorium and completing preparation for the biennial survey of Iowa alumni.

Key findings in the 2022 survey of Iowans include:

- Favorability ranking for the institution continuing a three-year trend upward with 90% of respondents indicating they have a favorable view of the University of Iowa.
- 28% of respondents--an 8% increase--identify tuition assistance and financial aid as the most important issue they want the institution to address, ranking it just ahead of conducting research that improves the lives of Iowans (15%).
- Asked about what communications they have seen from Iowa during the past year, social media posts and (television) commercials each increased by 3% to 24 and 33% of respondents, respectively. OSC leans heavily into both of these communications tools in its brand awareness efforts.
- 26% of respondents indicate they used TikTok at least twice in the last week--an 8 percent increase year-over-year. This increase runs parallel to the robust growth of followers of Iowa's official TikTok account.



IOWA

→ OSC.UIOWA.EDU/REPORTS

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