

Sellout crowds, record-setting national television ratings, off-the-charts social media buzz, and buzzer-beating wins... there wasn't a bigger story in sports during the month of March than the march of the Iowa women's basketball team to the national championship game.



IOWA

Office of Strategic
Communication

QUARTERLY IMPACT REPORT

Q3 | FY23 (January to March)

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

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. Q3 highlights include year-over-year increases in visits to uiowa.edu as a result of the of the national brand awareness campaign, solid year-over-year growth in total social media followers that was bolstered by double-digit growth in Instagram and YouTube followers, and a double-digit increase in positive social media sentiment. The decline in the number of uiowa.edu sessions originating in Iowa is largely attributable to a decline in Zoom traffic; the decline in sessions originating outside the U.S. is the result of a significant decline in traffic from India.

NATIONAL BRAND AWARENESS CAMPAIGN



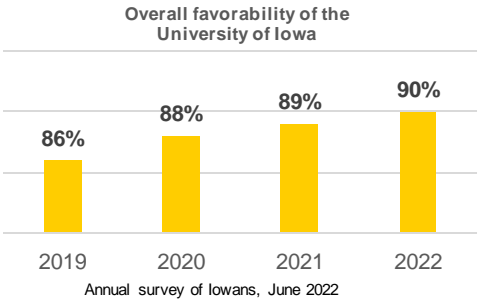
Impressions	17,874,622	-11%
Completed video views	3,444,117	-66%
uiowa.edu site visits	41,821	38%

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

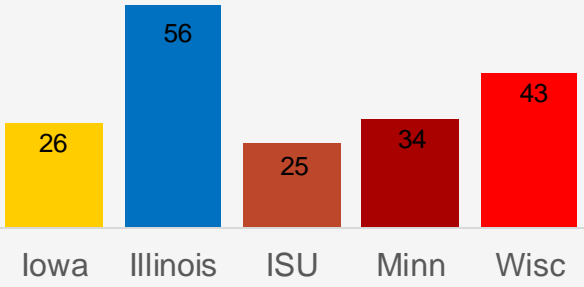
FOR IOWA DIGITAL CAMPAIGN



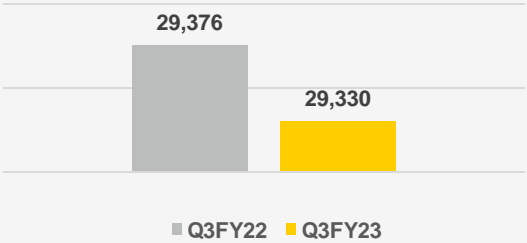
Impressions	1,454,733	-19%
Unique pageviews	40,637	18%
Average time on page	4:08	-43%



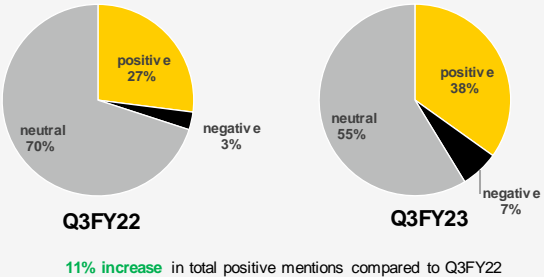
SHARE OF SEARCH (Google Trends)



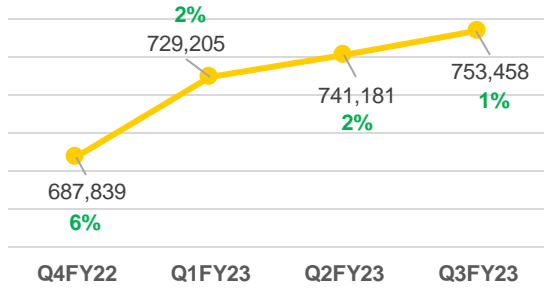
SOCIAL MEDIA MENTIONS NC



SOCIAL MEDIA SENTIMENT



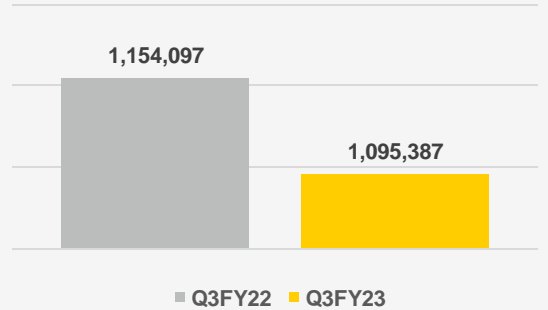
SOCIAL MEDIA TOTAL FOLLOWERS +11%



FOLLOWERS BY CHANNEL

LinkedIn	229,152	8%
Facebook	202,251	6%
Twitter	133,953	6%
Instagram	115,378	13%
YouTube	18,192	15%

TOTAL UIOWA.EDU PAGEVIEWS -5%



AVERAGE (VISIT) SESSION DURATION

1:46 -6%

SESSIONS ORIGINATING IN IOWA

970,590 -21%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

360,208 32%

SESSIONS ORIGINATING OUTSIDE THE U.S.

65,442 -41%

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. Q3 highlights include year-over-year increases in unique pageviews and average time on page with news and features as well as total pageviews in the Merit Pages platform. OSC also assisted with placement in several national media outlets, most notably, *The New York Times* and PBS. The media relations team also successfully managed another year-over-year increase in media inquiries.

NEWS AND FEATURES

Unique pageview s	312,193	+8%
Avg. time on page	2:57	+4%

TOP STORIES



[Family of doctors provide family care in rural Iowa towns](#)

11,650	Unique page view s
4:00	Avg. time on page



[Data for decades: Cancer registry has profound impact](#)

6,675	Unique page view s
12:04	Avg. time on page



[UI medical students rejoice on Match Day](#)

4,984	Unique page view s
4:14	Avg. time on page

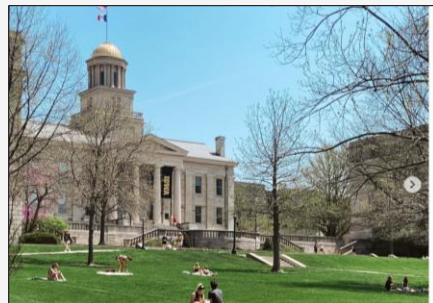
SOCIAL MEDIA POSTS

Total impressions	19,300,000	-6%
Total engagements	1,711,370	-15%

TOP POSTS



943,507 Impressions [LINK](#)
96,397 Engagements



332,235 Impressions [LINK](#)
26,935 Engagements

YOUTUBE

Organic view s	135,633	-4%
Watch time (hours)	13,211	-12%

TOP VIDEOS



[Student journalists at Iowa work inside and out of the classroom](#)

454	View s
56%	Average percent viewed



[Screenwriting with an Iowa touch](#)

395	View s
65%	Average percent viewed



[40th annual Presidential Lecture](#)

281	View s
7%	Average percent viewed

MERIT PAGES

Student achievements	26	24%
Total pageview s	55,918	79%

TOP ACHIEVEMENTS



[Dance Marathon 28](#)

394	Page view s
417	Total user actions



[Dance Marathon leadership guides DM28](#)

215	Page view s
237	Total user actions



[List of graduates include two who earned three degrees](#)

647	Page view s
750	Total user actions

TOP MEDIA PLACEMENTS

The New York Times

["Why monthly makes everyone so anxious: With tax day looming, we asked experts to share tips for managing stress"](#)



["Finding joy in early black writing"](#)

The New York Times

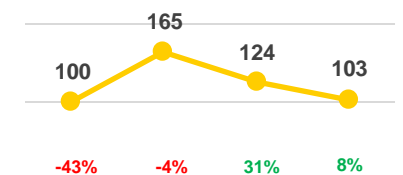
["Caitlin Clark is piling up points and records at her own \(fast\) pace"](#)

OTHER NOTABLE NATIONAL COVERAGE



THE WALL STREET JOURNAL

INQUIRIES* MANAGED BY OSC



Q4FY22 Q1FY23 Q2FY23 Q3FY23

*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 Q3 OSC delivered several key viewbooks for high school juniors and seniors. OSC's investment in Student Connect – a product of U.S. News and World Report – has proven to deliver more than simply an on-brand experience for prospective students and parents. Lastly, clicks on four key Call-to-Action links on UI's website registered year-over-year declines as current-year data is again compared against FY22 data that was inflated by post-Covid enthusiasm among those in the college search process.

UNDERGRADUATE RECRUITMENT

VIEWBOOKS AND COLLATERAL



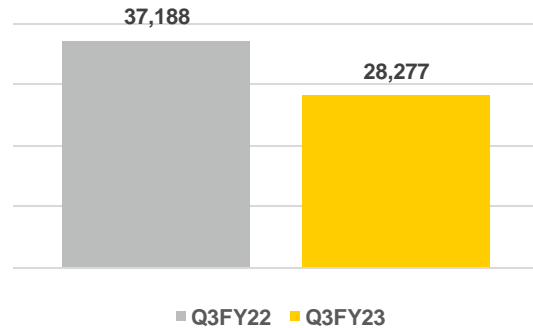
Academics Viewbook (Junior)	45,200
Housing and Dining Guide	15,075
Financial Aid Guide (Senior)	77,000
Student Life Viewbook (Senior)	50,100

ADMISSIONS DIGITAL CAMPAIGNS

Impressions	4,300,000
Page views	29,961
Time Spent on Page	2:32

UIOWA.EDU RECRUITMENT CALLS-TO-ACTION

Clicks on Apply, Visit Campus, Request Information and Virtual Tour **-23%**



Category	Q3FY22	Q3FY23	% Change
Clicks on Apply	8,627	5,384	-38%
Clicks on Campus Visits	9,384	8,598	-8%
Clicks on Request Info	3,332	2,488	-27%
Clicks on Virtual Tour	6,884	5,504	-20%

U.S. NEWS STUDENT CONNECT

In January 2022, the UI entered into an agreement with the U.S. News Student Connect program which provided OSC the opportunity to manage all editorial, photography and video that appears on the UI's page inside the higher education section of the online U.S. News and World Report. The goal was to ensure full compliance with the UI's new branding guidelines.



The investment also meant the UI would receive information on each visitor to the page who completed a form inside Student Connect that provided the parent or prospective student the opportunity to compare the UI against other institutions or request additional information about the UI. OSC shares these "leads" monthly with Enrollment Management.

The results have been encouraging:

Month	Users	Pageviews	Video Views	Leads Generated
January 22	4,277	7,906	1,947	105
January 23	4,603	9,265	2,748	293
Year-over-Year Change:	325 8%	1,358 17%	801 47%	187 178%
February 22	3,727	5,931	2,379	91
February 23	4,295	10,389	2,232	223
Year-over-Year Change:	568 15%	4,458 75%	-147 -2%	132 145%
March 22	4,566	7,543	2,875	113
March 23	5,327	13,103	2,865	282
Year-over-Year Change:	1,163 22%	5,560 74%	-10 ->1%	169 150%

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. In Q3, open and click through rates for emails to faculty and staff were down year-over-year while performance with emails to undergraduate students was static. Open and click through rates for email delivered to graduate student, and parents and families were up slightly. As always, content related to Dean's and President's lists, and graduates performed well as did notices about the final exams schedule for the 2022 fall semester.

FACULTY

Average email open rate **48%** **-2%**

Average click through rate **7%** **-2%**

TOP CONTENT



[17 receive Early Career Scholars Award](#)

1,023

Clicks via email



[10 tips for beating the winter blues](#)

957

STAFF

Average email open rate **36%** **-9%**

Average click through rate **7%** **-1%**

TOP CONTENT



[Watch party cancelled due to weather threat](#)

1,243

Clicks via email



[17 receive Early Career Scholars Award](#)

1,031

UNDERGRADUATE STUDENTS

Average email open rate **36%** **-1%**

Average click through rate **3%** **1%**

TOP CONTENT



[Dean's list](#)

[President's list](#)

[Graduates list](#)

9,821

Clicks via email



[Final exam schedule is out](#)

997

Clicks via email



[10 tips for beating the winter blues](#)

535

Clicks via email

GRADUATE STUDENTS

Average email open rate **54%** **2%**

Average click through rate **5%** **3%**

TOP CONTENT



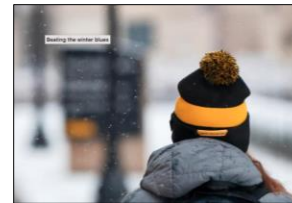
[Dean's list](#)

[President's list](#)

[Graduates list](#)

484

Clicks via email



[10 tips for beating the winter blues](#)

346

Clicks via email



[Final exam schedule is out](#)

217

Clicks via email

PARENTS AND FAMILIES

Average email open rate **57%** **4%**

Average click through rate **7%** **2%**

TOP CONTENT



[Dean's list](#)

[President's list](#)

[Graduates list](#)

7,849

Clicks via email



[Final exam schedule is out](#)

1,475

Clicks via email



[Iowa expert offers tips on how to adjust to an empty nest](#)

612

Clicks via email

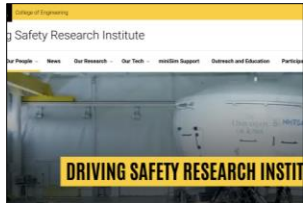
PROVIDING STRATEGIC RESOURCES AND SUPPORT

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. Q3 highlights include the provisioning of 37 websites on the UI's SiteNow platform and the introduction of two updated websites. OSC photographers completed more than 100 photoshoots and the UI's PhotoShelter library logged more than 15,000 downloads. The UI's online brand manual continued to be a popular destination with more than 40,000 unique pageviews and 6,000 downloads during the quarter.

WEB STRATEGY

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

FEATURED WEBSITE UPDATES



[Driving Safety Research Institute](#)



[Sociology and Criminology](#)

LIVESTREAMED EVENTS

Dance Marathon – Feb. 2-4

Partner unit Division of Student Life
Watch time (hours) 1,149

Michael Barbaro Lecture – Mar. 8

Partner unit University Lecture Committee
Watch time (hours) 126

Krause Prize Ceremony -- *****

Partner unit Nonfiction Writing Program
Watch time (hours) 10

VISUAL MEDIA

104 XX% Photoshoots
15,481 12% PhotoShelter downloads

TOP DOWNLOADS



BRAND MANAGEMENT

40,558 Brand manual site unique pageviews
6,114 Site downloads
472 Brand inquiries

TOP DOWNLOAD

1,218 PowerPoint templates



Icon Browser 792 users / 2,955 downloads

HIGHLIGHTS/NEW RESOURCES

[Boilerplate](#)

[New lockup review process](#)

Merchandise Storefront Expenditures: \$6,790

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. Q3 highlights include a collaboration between OSC and the Office of Campus Safety to rewrite the UI's crisis communications manual. OSC also provided guidance to the School of Planning and Public Affairs on its installation of street banners celebrating the department reaching the milestone of 1,000 graduates; OSC also worked with the City of Iowa City on a street banner installation on Dubuque Street, arguably the most trafficked gateway to the campus and city.

CRISIS COMMUNICATIONS MANUAL

OSC partnered with the Office of Campus Safety to revise and rewrite the university's crisis communication Manual. It reflects best practices in both fields.

Distributed to campus administrators in March, the manual outlines the university's protocol for managing communication during an emergency or an event that presents a reputational crisis on campus.



It is important to provide accurate and timely communication with the university community and its stakeholders when an event occurs. By planning for a crisis and discussing the communication roles and responsibilities of each team member, the university can provide a more coordinated response, which helps minimize the negative impact on the university's reputation.

CAMPUS BRANDING

School of Planning and Public Affairs/Madison Street

OSC provided guidance to the School of Planning and Public Affairs on a street banner program which helped to bring awareness to the celebration of the School's first 1,000 alumni. The installation is an example of how a unit, school, department, or college can generate attention for an achievement or celebration.

Madison Street is the only location on campus available for such activities.



Dubuque Street

OSC worked with the City of Iowa City to place branded street banners on the light poles on Dubuque Street beginning at Park Road and north to Foster Road. The installation provides a colorful welcome to the thousands of visitors to campus and others who utilize this gateway into Iowa City on a daily basis.

The Dubuque Street installation is the second such partnership with the City of Iowa City. The other is the installation of banners on Iowa Avenue between Clinton and Gilbert streets.

IOWA

→ OSC.UIOWA.EDU/REPORTS

For additional information, please contact:

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