Strategic Goals

• Building and protecting the university brand
• Attracting and engaging students, faculty and staff
• Developing strategic support and resources
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 top 50 destination university. This section highlights some of the primary ways we build awareness and measure the impact over time.

**NATIONAL BRAND CAMPAIGN**

- Impressions: 11,005,762
- Completed video views: 809,377
- UIowa.edu site visits: 32,655

**FOR IOWA DIGITAL CAMPAIGN**

- Impressions: 2,500,000
- Unique pageviews: 59,886
- Average time on page: 7:22

**SHARE OF SEARCH**

- **Ulowa**: 11,005,762
- **Illinois**: 809,377
- **Iowa St.**: 32,655
- **UMinn**: 3,137,556
- **UWisc**: 2,443,587

**SOCIAL MEDIA MENTIONS**

- Facebook: 17,707 (-21%)
- Twitter: 13,938
- Instagram: 6,157 (-19%)
- LinkedIn: 558 (-32%)
- TikTok: 6,157 (-19%)

**SOCIAL MEDIA SENTIMENT**

- Positive: 7,223 (-22%)
- Negative: 6,157 (-19%)
- Neutral: 558 (-32%)

**SHARE OF SEARCH via Google Trends**

**TOTAL UIOWA.EDU PAGEVIEWS**

- Q3FY20: 2,443,587
- Q3FY21: 3,137,556

**SOCIAL MEDIA TOTAL FOLLOWERS**

- Q4FY20: 587,253
- Q1FY21: 597,190
- Q2FY21: 618,328
- Q3FY21: 621,252

**IMPRESSIONS**

- Q3FY20: 2,443,587
- Q3FY21: 3,137,556

**AVERAGE (VISIT) SESSION DURATION**

- 1:35 (-37%)

**SESSIONS ORIGINATING IN IOWA**

- Q3FY20: 1,955,585
- Q3FY21: 2,443,587

**SESSIONS ORIGINATING OUTSIDE IOWA**

- Q3FY20: 377,963
- Q3FY21: 443,587

**SESSIONS ORIGINATING OUTSIDE THE U.S.**

- Q3FY20: 84,592
- Q3FY21: 102,587
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. In Q3, the ramifications of COVID-19 on the way people use social media continued to negatively impact numbers when comparing them to time periods before the pandemic. However, features like the diabetes story below that were promoted via the ‘For Iowa’ campaign saw impressive engagement, and we’ve had continued success during COVID-19 utilizing video for effective campus communications.

NEWS AND FEATURES

Unique Page Views 303,752 +14.3%
Avg. time on Page 2:50 +16%

TOP STORIES

5,729 Unique page views
5:52 Avg. time on page

Social Media

Total Impressions 19,300,000 -11%
Total Engagements 605,766 -78%

TOP POSTS

180,000 Impressions
17,400 Engagements

180,000 Impressions
17,400 Engagements

180,000 Impressions
17,400 Engagements

YOUTUBE

Organic Views 148,042 -4%
Watch time (hours) 10,478 -6%

TOP VIDEOS

2,651 Views
71% Average % viewed

2,427 Views
31.8% Average % viewed

2,427 Views
31.8% Average % viewed

MERIT PAGES

Student Achievements 40 +18%
Total Pageviews 95,000 -41%

TOP ACHIEVEMENTS

2020 fall semester dean's list honorees announced
72,825 Page Views
211,669 Total User Actions

2020 fall semester University of Iowa president's list honorees announcement
11,321 Page Views
36,346 Total User Actions

2020 fall semester University of Iowa president's list honorees announcement
11,321 Page Views
36,346 Total User Actions

NOTABLE NATIONAL MEDIA COVERAGE

VICE - "Scientists Discover Massive 'Pipeline' in the Cosmic Web Connecting the Universe", Richard Lewis

Tech Explorist - "Streams of cold gas provisioned early, massive galaxies", Richard Lewis

TOP MEDIA PLACEMENTS

VP/COO - "Scientists Discover Massive 'Pipeline' in the Cosmic Web Connecting the Universe", Richard Lewis

NOTABLE NATIONAL MEDIA COVERAGE

MEDIA INQUIRIES* MANAGED BY OSC

151 215 165 195
Q4FY20 Q1FY21 Q2FY21 Q3FY21

*Does not include responses to proactive pitches, or stories from UIHC and Athletics.
ATTRACTION 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. For Q3, recruitment-related actions on the homepage had a predictable decline given it is later in the application cycle, but web inquiries saw a big increase from the previous year, and domestic applications and admits for Fall '21 were strong despite the challenges of this year's recruiting cycle.

UNDERGRADUATE RECRUITMENT

Viewbooks and collateral

Admissions Visit Viewbook 57,000
Admissions Closer Brochure 15,000
Admissions Diversity Mailer 5,000
Admissions Yield Campaign Postcard Series 25,800

ADMISSIONS DIGITAL CAMPAIGNS

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

UIOWA.EDU RECRUITMENT CALLS-TO-ACTION

(Claps on Apply, Visit Campus, Request Information) -28%

<table>
<thead>
<tr>
<th>Call to Action</th>
<th>FY21</th>
<th>FY20</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks on Apply</td>
<td>13,305</td>
<td>-31%</td>
<td></td>
</tr>
<tr>
<td>Clicks on Visit Campus</td>
<td>8,368</td>
<td>-34%</td>
<td></td>
</tr>
<tr>
<td>Clicks on Request Info</td>
<td>4,414</td>
<td>+14%</td>
<td></td>
</tr>
</tbody>
</table>

PROGRAM MARKETING

Distance and Online Education winter campaign

550,000 Impressions
174 Inquiries
6 Admits

ENROLLMENT DATA

Web inquiries (MAUI) 2,519 +73%
Res/Non-res applications* 20,746 -4.52%
Res/Non-res admits* 18,476 -2.71%

*Fall 2021 data as of 4/2/21 via MAUI High Level Current Cycle report

FACULTY AND STAFF RECRUITMENT

Presidential search
Search prospectus
Leadership profile
Presidential search website

Clicks on Jobs@UIowa 10,558 1.3%
ENGAGING CURRENT STUDENTS, PARENTS, FACULTY AND STAFF

Timely communication to internal audiences with relevant and engaging content is essential to supporting and retaining students, faculty and staff. In Q3, academic accomplishments remained a popular topic with parents and families, while campus news and information received the most interest from students, faculty and staff. The low engagement of the student emails relative to their higher open rates suggests summarizing key information within the email (rather than linking off to another page) is more effective with student audiences.

UNDERGRADUATE STUDENTS

Avg. email open rate 41%
Avg. Click through rate 2%

FACULTY AND STAFF

Avg. email open rate 39%
Avg. Click through rate 7%

PARENTS AND FAMILIES

Avg. email open rate 37%
Avg. Click through rate 8%

GRADUATE STUDENTS

Avg. email open rate 53%
Avg. Click through rate 3%

TOP CONTENT

**Spring 2021 commencement update**

618 Clicks via email

**Cambus route changes for spring semester**

163 Clicks via email

**Apply for HEERF II funding on March 15**

118 Clicks via email

**Fall 2020 graduation, dean’s and president’s lists**

6,165 Clicks via email

**UI announces 2021–22 academic calendar**

564 Clicks via email

**63 UI colleges and programs in latest ‘US News’ rankings**

459 Clicks via email

**John Keller to step down as dean of the Graduate College**

1,994 Clicks via email

**A message to campus from President Harreld**

1,857 Clicks via email

**Before you hit send, update your email signature**

1,524 Clicks via email

**Apply for HEERF II funding on March 15**

53 Clicks via email
PROVIDING STRATEGIC RESOURCES AND SUPPORT

In the process of building the university brand and attracting and engaging students, faculty, and staff, we share the platforms, resources, and insights we use to do that with our campus partners to help them advance their program’s mission. A significant recent effort is OSC’s investment with ITS in campus web infrastructure which is enabling more cohesive, on-brand, easier-to-use websites for all the university’s colleges and administrative units.

WEB STRATEGY
- 80 Sites provisioned on the SiteNow platform
- 6 SiteNow user training sessions
- 1 Siteimprove training sessions
- 3 Monthly Web Community meetings
- 12 Weekly Sprint Demos

LIVESTREAMED EVENTS
- Dance Marathon – February 26th-27th
  - Partner unit: Division of Student Life
  - Watch time (hours): 5,211
- University Lecture: Lacks Family – February 16th
  - Partner unit: Division of Student Life
  - Watch time (hours): 474
- University Lecture: Michael Steele – February 3rd
  - Partner unit: Division of Student Life
  - Watch time (hours): 309

VISUAL MEDIA
- 46 Photoshoots
- 6034 Photoshelter downloads

TOP DOWNLOADS
- PowerPoint templates: 953

BRAND MANAGEMENT
- 25,446 Brand manual site unique pageviews
- 5,287 Site downloads
- 327 Brand inquiries

HIGHLIGHTS/NEW RESOURCES
- Stylized Microsoft Word Template
  - Began promoting brand resources in faculty/staff Iowa Now emails
  - Updated web guidelines
To reinforce Iowa's reputation as the writing university, OSC collaborated with the Graduate College, Iowa Review and the UI Press as presenting sponsor of the Association of Writers and Writing Programs (AWP) 2021 conference and bookfair. This year’s conference had more than 6,000 attendees; hosted well-attended readings by Iowa authors and info sessions with Iowa programs; and featured a live-streamed keynote by U.S. Poet Laureate and Iowa Writer’s Workshop graduate Joy Harjo that was enjoyed live by more than 2,500 conference attendees. Promotion garnered 45,000 impressions in social media via The Writing University Twitter and Facebook accounts.

OSC partnerships also include providing general guidance on key communication channels like social media, as well as strategic partnerships with colleges and units.

**AWP CONFERENCE SPONSORSHIP**

To reinforce Iowa’s reputation as the writing university, OSC collaborated with the Graduate College, Iowa Review and the UI Press as presenting sponsor of the Association of Writers and Writing Programs (AWP) 2021 conference and bookfair. This year’s conference had more than 6,000 attendees; hosted well-attended readings by Iowa authors and info sessions with Iowa programs; and featured a live-streamed keynote by U.S. Poet Laureate and Iowa Writer’s Workshop graduate Joy Harjo that was enjoyed live by more than 2,500 conference attendees. Promotion garnered 45,000 impressions in social media via The Writing University Twitter and Facebook accounts.

**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.
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