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 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.

**SHARE OF SEARCH** (Google Trends)

- Iowa: Q3FY22 = 26, Q3FY23 = 56
- Illinois: Q3FY22 = 25, Q3FY23 = 34
- ISU: Q3FY22 = 43, Q3FY23 = 43

**SOCIAL MEDIA MENTIONS**

- LinkedIn: 29,376
- Facebook: 29,330
- Twitter: 133,953
- Instagram: 115,378
- YouTube: 18,192

**SOCIAL MEDIA TOTAL FOLLOWERS** +11%

- 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%

- Q3FY22 = 1,154,097
- Q3FY23 = 1,085,387

**AVERAGE (VISIT) SESSION DURATION** 1:46

- Q3FY22: 6%
- Q3FY23: 6%

**SESSIONS ORIGINATING IN IOWA** 970,590

- Q3FY22: 970,590
- Q3FY23: 970,590

**SESSIONS ORIGINATING OUTSIDE IOWA** 360,208

- Q3FY22: 360,208
- Q3FY23: 360,208

**SESSIONS ORIGINATING OUTSIDE THE U.S.** 65,442

- Q3FY22: 65,442
- Q3FY23: 65,442

**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%)

**Impressions**

- uiowa.edu site visits: 41,821 (38%)
- Total UIOWA.EDU pageviews: 1,154,097

**Overall favorability of the University of Iowa**

- 2019: 86%
- 2020: 88%
- 2021: 89%
- 2022: 90%

Annual survey of Iowans, June 2022

11% increase in total positive mentions compared to Q3FY22
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 pageviews: 312,193 (+8%)  
Avg. time on page: 2:57 (+4%)

SOCIAL MEDIA POSTS

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

YOUTUBE

Organic views: 135,633 (-4%)  
Watch time (hours): 13,211 (-12%)

MERIT PAGES

Student achievements: 26 (24%)  
Total pageviews: 55,918 (79%)

TOP STORIES

- Family of doctors provide family care in rural Iowa towns
- Data for decades: Cancer registry has profound impact

TOP POSTS

- Student journalists at Iowa work inside and out of the classroom  
- Student journalists at Iowa work inside and out of the classroom
- Dance Marathon 28

TOP VIDEOS

- Screenwriting with an Iowa touch
- Dance Marathon leadership guides DM28

TOP ACHIEVEMENTS

- Dance Marathon 28
- List of graduates include two who earned three degrees

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"

- PBS
  "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: 103  
Q1FY23: 124  
Q2FY23: 145  
Q3FY23: 165

-43% -4% 31% 8%

*Does not include responses to proactive pitches, or stories from UI Health Care and Athletics.
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

<table>
<thead>
<tr>
<th>Viewbook/Guide</th>
<th>Users</th>
<th>Pageviews</th>
<th>Video Views</th>
<th>Leads Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academics Viewbook (Junior)</td>
<td>45,200</td>
<td>23%</td>
<td>37,188</td>
<td>28,277</td>
</tr>
<tr>
<td>Housing and Dining Guide</td>
<td>15,075</td>
<td>23%</td>
<td>10,389</td>
<td>223</td>
</tr>
<tr>
<td>Financial Aid Guide (Senior)</td>
<td>77,000</td>
<td>23%</td>
<td>2,875</td>
<td>132</td>
</tr>
<tr>
<td>Student Life Viewbook (Senior)</td>
<td>50,100</td>
<td>23%</td>
<td>1,163</td>
<td>169</td>
</tr>
</tbody>
</table>

#### ADMISSIONS DIGITAL CAMPAIGNS

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

#### UIOWA.EDU RECRUITMENT CALLS-TO-ACTION

<table>
<thead>
<tr>
<th>Call-to-Action</th>
<th>Clicks</th>
<th>Year-over-Year Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clicks on Apply, Visit Campus, Request Information and Virtual Tour</td>
<td>37,188</td>
<td>-23%</td>
</tr>
<tr>
<td>Clicks on Campus Visits</td>
<td>9,384</td>
<td>-8%</td>
</tr>
<tr>
<td>Clicks on Request Info</td>
<td>3,332</td>
<td>-27%</td>
</tr>
<tr>
<td>Clicks on Virtual Tour</td>
<td>6,884</td>
<td>-20%</td>
</tr>
</tbody>
</table>

#### 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:

<table>
<thead>
<tr>
<th>Month</th>
<th>Users</th>
<th>Pageviews</th>
<th>Video Views</th>
<th>Leads Generated</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 22</td>
<td>4,277</td>
<td>7,906</td>
<td>1,947</td>
<td>105</td>
</tr>
<tr>
<td>January 23</td>
<td>4,603</td>
<td>9,265</td>
<td>2,748</td>
<td>293</td>
</tr>
<tr>
<td><strong>Year-over-Year Change:</strong></td>
<td><strong>325</strong></td>
<td><strong>17%</strong></td>
<td><strong>801</strong></td>
<td><strong>187</strong></td>
</tr>
<tr>
<td>February 22</td>
<td>3,727</td>
<td>5,931</td>
<td>2,379</td>
<td>91</td>
</tr>
<tr>
<td>February 23</td>
<td>4,295</td>
<td>10,389</td>
<td>2,232</td>
<td>223</td>
</tr>
<tr>
<td><strong>Year-over-Year Change:</strong></td>
<td><strong>568</strong></td>
<td><strong>15%</strong></td>
<td><strong>-147</strong></td>
<td><strong>132</strong></td>
</tr>
<tr>
<td>March 22</td>
<td>4,566</td>
<td>7,543</td>
<td>2,875</td>
<td>113</td>
</tr>
<tr>
<td>March 23</td>
<td>5,327</td>
<td>13,103</td>
<td>2,865</td>
<td>282</td>
</tr>
<tr>
<td><strong>Year-over-Year Change:</strong></td>
<td><strong>1,163</strong></td>
<td><strong>22%</strong></td>
<td><strong>5,560</strong></td>
<td><strong>169</strong></td>
</tr>
</tbody>
</table>
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 exam schedule for the 2022 fall semester.

FACULTY
- Average email open rate: 48% (-down 2%)
- Average click through rate: 7% (down 2%)

UNDERGRADUATE STUDENTS
- Average email open rate: 36% (down 1%)
- Average click through rate: 3% (up 1%)

GRADUATE STUDENTS
- Average email open rate: 54% (up 2%)
- Average click through rate: 5% (up 3%)

PARENTS AND FAMILIES
- Average email open rate: 57% (up 4%)
- Average click through rate: 7% (up 2%)

STAFF
- Average email open rate: 36% (down 9%)
- Average click through rate: 7% (down 1%)

TOP CONTENT
- 17 receive Early Career Scholars Award
- 10 tips for beating the winter blues
- Dean’s list
- President’s list
- Graduates list
- Final exam schedule is out
- 10 tips for beating the winter blues
- Final exam schedule is out
- Iowa expert offers tips on how to adjust to an empty nest

1,023 Clicks via email
997 Clicks via email
535 Clicks via email
1,243 Clicks via email
9821 Clicks via email
484 Clicks via email
346 Clicks via email
7,849 Clicks via email
1,475 Clicks via email
612 Clicks via email
1,031 Clicks via email
957 Clicks via email
997 Clicks via email
1,031 Clicks via email
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.

### LIVESTREAMED EVENTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Partner unit</th>
<th>Watch time (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dance Marathon – Feb. 2-4</td>
<td>Division of Student Life</td>
<td>1,149</td>
</tr>
</tbody>
</table>

### VISUAL MEDIA

<table>
<thead>
<tr>
<th>Photoshoots</th>
<th>104</th>
<th>XX%</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhotoShelter downloads</td>
<td>15,481</td>
<td>12%</td>
</tr>
</tbody>
</table>

### TOP DOWNLOADS

<table>
<thead>
<tr>
<th>Feature Website Update</th>
<th>Top Download</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving Safety Research Institute</td>
<td>Example of the Presentation Title Slide</td>
</tr>
<tr>
<td>Sociology and Criminology</td>
<td>Icon Browser</td>
</tr>
</tbody>
</table>

### BRAND MANAGEMENT

<table>
<thead>
<tr>
<th>Highlight/Resource</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand manual site unique pageviews</td>
<td>40,558</td>
</tr>
<tr>
<td>Site downloads</td>
<td>6,114</td>
</tr>
<tr>
<td>Brand inquiries</td>
<td>472</td>
</tr>
</tbody>
</table>

### Featured Website Updates

- Driving Safety Research Institute
- Sociology and Criminology

### Weekly Sprint Demos

- 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
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.
For additional information, please contact:

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