The Office of Strategic Communication supports the University of Iowa mission by using communication to build awareness and appreciation for the university’s people and programs. We provide counsel and produce content that advances the priorities of the university, connects with people emotionally and intellectually, and compels them to act on our behalf.

PREVIOUS QUARTERLY REPORTS AT OSC.UIOWA.EDU/REPORTS.

FOR ADDITIONAL INFORMATION, PLEASE CONTACT:

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This quarter the university launched our first comprehensive redesign of uiowa.edu since 2014. By shifting our focus to prioritize prospective students, we saw a commensurate decrease in overall site volume. With the launch of the new website on May 26, we’ve introduced several key metrics to reflect our increased focus on prospective student visitors: clicks on Apply, Visit Campus, and Request Information buttons.

**TOTAL PAGEVIEWS**

<table>
<thead>
<tr>
<th>Q4/FY19</th>
<th>Q4/FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,392,394</td>
<td>1,746,373</td>
</tr>
</tbody>
</table>

**27% ↓**

**AVERAGE (VISIT) SESSION DURATION**

- 2:32
- 6.79% ↓

**SESSIONS ORIGINATING IN IOWA**

- 725,861
- 26.47% ↓

**U.S. SESSIONS ORIGINATING OUTSIDE IOWA**

- 204,082
- 14.24% ↓

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

- 72,097
- 11.66% ↓

**CONVERSIONS** (combined clicks on Apply, Visit Campus, Request Information)

- 9,037
- NA

**CLICKS ON ‘APPLY’ CTA**

- 4,392
- 202.25% ↑

**CLICKS ON ‘VISIT CAMPUS’ CTA**

- 3,549
- NA

**CLICKS ON ‘REQUEST INFORMATION’ CTA**

- 988
- NA

Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.
SOCIAL MEDIA

OSC adjusted content and posted to social media less frequently in Q4 to reflect the global pandemic and protests for racial justice nationwide. The change in tone and frequency resulted in an expected decline in impressions and engagement.

TOTAL FOLLOWERS

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1/FY20</td>
<td>545,070</td>
</tr>
<tr>
<td>Q2/FY20</td>
<td>567,419</td>
</tr>
<tr>
<td>Q3/FY20</td>
<td>576,324</td>
</tr>
<tr>
<td>Q4/FY20</td>
<td>587,253</td>
</tr>
</tbody>
</table>

NEW FOLLOWERS

- Q1/FY20: 545,070
- Q2/FY20: 567,419
- Q3/FY20: 576,324
- Q4/FY20: 587,253

TOTAL IMPRESSIONS

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Total Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1/FY20</td>
<td>587,253</td>
</tr>
<tr>
<td>Q2/FY20</td>
<td>576,324</td>
</tr>
<tr>
<td>Q3/FY20</td>
<td>545,070</td>
</tr>
<tr>
<td>Q4/FY20</td>
<td>5,090,692</td>
</tr>
</tbody>
</table>

TOTAL ENGAGEMENTS

- Q1/FY20: 587,253
- Q2/FY20: 576,324
- Q3/FY20: 545,070
- Q4/FY20: 504,942

TOP POSTS

1. University of Iowa
   - We condemn the underlying culture of racism and violence in our country that has led us to where we are today. We’re so proud of all our people @uihealthcare who participated in #WhiteCoatsForBlackLives yesterday, and we stand in solidarity with those who call for justice and reconciliation.

2. Virtual Iowa Fight Song
   - The Iowa Fight Song never sounded so good. The University of Iowa Hawkeye Marching Ba... See More

Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.
NEWS AND FEATURES

Q4 content focused on heavily on commencement, commendations, and coronavirus. The commencement package saw a huge jump this year; it was tied to Meritpages content for individual students. The dean’s list/president’s list remains a draw for students and parents. COVID feature content focused primarily on research, expertise, community efforts, and entrepreneurship.

TOTAL PAGE VIEWS
- Iowa Now: 261,622
- Stories: 147,181

AVERAGE TIME ON PAGE
- Iowa Now: 2:11, 15.11% ↓
- Stories: 4:00, 14.58% ↑

TOP NEWS PUBLISHED IN Q4 BY PAGEVIEWS
<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Title</th>
<th>PUB DATE</th>
<th>AVG TIME ON PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>24,019</td>
<td>UI students named to dean's list for spring 2020 semester</td>
<td>06/10/20</td>
<td>4:00</td>
</tr>
<tr>
<td>11,099</td>
<td>UI students named to president's list for spring 2020 semester</td>
<td>06/10/20</td>
<td>2:06</td>
</tr>
<tr>
<td>8,862</td>
<td>Special reservoir at University of Iowa to be used for coronavirus research</td>
<td>04/30/20</td>
<td>7:18</td>
</tr>
<tr>
<td>8,383</td>
<td>College of Engineering helps fill UI face shield gap</td>
<td>04/01/20</td>
<td>2:31</td>
</tr>
<tr>
<td>6,719</td>
<td>Unique UI collaborations helping extend use, decontaminate PPE</td>
<td>04/27/20</td>
<td>5:14</td>
</tr>
</tbody>
</table>

TOP FEATURES PUBLISHED IN Q4 BY UNIQUE PAGEVIEWS
<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Title</th>
<th>PUB DATE</th>
<th>AVG TIME ON PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>65,718</td>
<td>Celebrating Iowa's spring 2020 graduates</td>
<td>05/06/20</td>
<td>4:08</td>
</tr>
<tr>
<td>17,498</td>
<td>Scientists, media turn to Iowa's coronavirus expert</td>
<td>05/08/20</td>
<td>8:49</td>
</tr>
<tr>
<td>7,289</td>
<td>Developing at-home method for collecting COVID-19 testing samples</td>
<td>05/22/20</td>
<td>6:03</td>
</tr>
<tr>
<td>4,821</td>
<td>Time to stream some Hawkeye handiwork</td>
<td>04/09/20</td>
<td>5:59</td>
</tr>
<tr>
<td>4,116</td>
<td>Med school grad launches Apollo platform</td>
<td>06/11/20</td>
<td>9:11</td>
</tr>
</tbody>
</table>

TOP SOURCES OF TRAFFIC IN Q4 BY UNIQUE PAGEVIEWS

- **Iowa Now:**
  - 94,300+ Google
  - 30,700+ Direct
  - 29,400+ Faculty/staff email
  - 24,000+ Facebook (organic)
  - 14,000+ Facebook (promoted)

- **Stories:**
  - 70,000+ Facebook (organic)
  - 27,400+ Direct
  - 22,400+ Facebook (promoted)
  - 8,000+ UI Home Page
  - 4,000+ Google

Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.
Each month, OSC delivers a curated email to internal audiences consisting of faculty and staff (about 26,000 sent weekly), undergraduate students (about 23,000 sent twice per month), and parents and families (about 26,000 sent once per month).

Messaging about the coronavirus outbreak and necessary measures taken by the UI in response continued to increase our communication with all audiences in Q4. Engagement (open rates) with all audiences remains high, with an unprecedented 73% of undergraduate students opening the Fall 2020 semester update message in June.

Q3 EMAIL CONTENT WITH HIGHEST READER CLICK RATES (Non-Covid Iowa Now emails)

<table>
<thead>
<tr>
<th>Faculty/Staff</th>
<th>CLICK RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 faculty, 6 staff honored with BOR excellence awards</td>
<td>1,687</td>
<td>05/14/20</td>
</tr>
<tr>
<td>Looking to the future amidst COVID-19 (JBH message)</td>
<td>1,344</td>
<td>05/14/20</td>
</tr>
<tr>
<td>College of Engineering helps fill face shield gap</td>
<td>1,086</td>
<td>04/02/20</td>
</tr>
<tr>
<td>In case you missed it: UI announces plans for fall 2020 semester</td>
<td>1,026</td>
<td>06/18/20</td>
</tr>
<tr>
<td>USNWR grad school rankings</td>
<td>998</td>
<td>04/02/20</td>
</tr>
</tbody>
</table>

Undergraduate students

<table>
<thead>
<tr>
<th>CLICK RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students named to dean's list</td>
<td>2,747</td>
</tr>
<tr>
<td>Students named to presidents list</td>
<td>2,411</td>
</tr>
<tr>
<td>Spring 2020 commencement ceremonies</td>
<td>304</td>
</tr>
<tr>
<td>Celebrating spring 2020 graduates</td>
<td>244</td>
</tr>
<tr>
<td>Spring 2020 commencement will be virtual</td>
<td>167</td>
</tr>
</tbody>
</table>

Parents and families

<table>
<thead>
<tr>
<th>CLICK RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students named to president's list</td>
<td>2,338</td>
</tr>
<tr>
<td>Students named to dean's list</td>
<td>2,113</td>
</tr>
<tr>
<td>Spring 2020 commencement ceremonies</td>
<td>1,162</td>
</tr>
<tr>
<td>Spring 2020 Commencement will be virtual</td>
<td>950</td>
</tr>
<tr>
<td>Celebrating Spring 2020 graduates</td>
<td>573</td>
</tr>
</tbody>
</table>

COVID-19 CAMPUS UPDATE EMAIL CONTENT WITH HIGHEST OPEN RATES

<table>
<thead>
<tr>
<th>Faculty/Staff (Average open rate is about 37.0%)</th>
<th>SENT</th>
<th>OPEN RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Budget message from President Harreld</td>
<td>26,727</td>
<td>52.0%</td>
<td>06/08/20</td>
</tr>
<tr>
<td>Pay practices update, limited research to resume, and summer fees update</td>
<td>26,637</td>
<td>50.0%</td>
<td>05/11/20</td>
</tr>
<tr>
<td>A message from leadership, retirement plan update, and more</td>
<td>26,550</td>
<td>48.5%</td>
<td>04/17/20</td>
</tr>
</tbody>
</table>

Undergraduate students (Average open rate is about 40.0%)

<table>
<thead>
<tr>
<th>SENT</th>
<th>OPEN RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2020 semester update</td>
<td>16,639</td>
<td>73.0%</td>
</tr>
<tr>
<td>A message of thanks, working remotely reminder, and update on fall planning</td>
<td>21,642</td>
<td>65.0%</td>
</tr>
<tr>
<td>Fall virtual campus update times and links</td>
<td>16,693</td>
<td>64.0%</td>
</tr>
</tbody>
</table>

Graduate students (Average open rate is about 72.0%)

<table>
<thead>
<tr>
<th>SENT</th>
<th>OPEN RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer programming, CAMBUS, and other helpful reminders</td>
<td>6,508</td>
<td>70.0%</td>
</tr>
<tr>
<td>Pay practices update, limited research to resume, and summer fees update</td>
<td>6,486</td>
<td>68.0%</td>
</tr>
<tr>
<td>Budget message from President Harreld</td>
<td>3,250</td>
<td>68.0%</td>
</tr>
</tbody>
</table>

Parents and families (Average open rate is about 38.0%)

<table>
<thead>
<tr>
<th>SENT</th>
<th>OPEN RATE</th>
<th>PUB DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2020 virtual commencement celebration and more</td>
<td>25,673</td>
<td>49.0%</td>
</tr>
<tr>
<td>A message from leadership, retirement plan update, and more</td>
<td>25,608</td>
<td>47.0%</td>
</tr>
<tr>
<td>Budget message from President Harreld</td>
<td>25,318</td>
<td>47.0%</td>
</tr>
</tbody>
</table>
Overall highlight/context: OSC saw a significant increase in the UI's key YouTube metrics, compared to the previous quarter as well as the same period last year. This was driven almost entirely by organic traffic and correlates with a reported increase in YouTube traffic during the COVID-19 pandemic. Following the cancellation of in-person commencements, OSC partnered with the Office of the Registrar to produce virtual events for each college. The commencements were shared live through YouTube Premieres and allowed audiences to watch synchronously and live chat with students, families and friends.

**YOUTUBE SUBSCRIBERS**

245.9% ↑

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1/FY20</td>
<td>8,928</td>
</tr>
<tr>
<td>Q2/FY20</td>
<td>9,547 +619</td>
</tr>
<tr>
<td>Q3/FY20</td>
<td>10,070 +523</td>
</tr>
<tr>
<td>Q4/FY20</td>
<td>11,312 +1,245</td>
</tr>
</tbody>
</table>

**TOP VIEWED NEW YOUTUBE VIDEOS**

<table>
<thead>
<tr>
<th>Views</th>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>42,511</td>
<td>Ashton Kutcher Commencement Speech</td>
<td>05/15/20</td>
</tr>
<tr>
<td>10,098</td>
<td>Thank you to all the Hawkeyes on the Frontlines</td>
<td>04/27/20</td>
</tr>
<tr>
<td>3,736</td>
<td>President Harreld welcomes 2020 students</td>
<td>04/28/20</td>
</tr>
</tbody>
</table>

**TOP LIVE-STREAMED EVENTS BY VIEWS**

<table>
<thead>
<tr>
<th>Views</th>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,140</td>
<td>CLAS PM Commencement Ceremony</td>
<td>05/16/20</td>
</tr>
<tr>
<td>1,024</td>
<td>CLAS AM Commencement Ceremony</td>
<td>05/16/20</td>
</tr>
<tr>
<td>743</td>
<td>Tippie College of Business Commencement Ceremony</td>
<td>05/16/20</td>
</tr>
</tbody>
</table>

**VIDEO PERFORMANCE ON UI SOCIAL MEDIA**

<table>
<thead>
<tr>
<th>Views</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>99,253</td>
<td>viewed the entire video</td>
</tr>
<tr>
<td>196,998</td>
<td>viewed at least 50%</td>
</tr>
<tr>
<td>59,150</td>
<td>engaged with the video post</td>
</tr>
</tbody>
</table>
MEDIA RELATIONS

Nearly all incoming media inquiries were in relation to COVID-19 or the university's response to George Floyd's murder and protests on campus and in the community, which impacted metrics. During this time, the team also served as a valuable resource for many campus partners by providing advice and counsel for managing sensitive or emerging issues related to these topics.

TOP NOTABLE NATIONAL MEDIA OUTLETS

- CNN
- National Geographic
- Psychology Today

MEDIA INQUIRIES MANAGED BY OSC

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Q1/FY20</th>
<th>Q2/FY20</th>
<th>Q3/FY20</th>
<th>Q4/FY20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>173</td>
<td>172</td>
<td>193</td>
<td>151</td>
</tr>
</tbody>
</table>

*Please note this data does not include responses to proactive pitches or stories from UIHC or Athletics.

MOST SUCCESSFUL PROACTIVE PLACEMENTS

- CNN.com—Jacob Priest, College of Education: "Home from college and bumping heads with parents: here's how you can get along"
  Richard Lewis

- National Geographic—Ali Salem, College of Pharmacy: "Why a coronavirus vaccine could take way longer than a year"
  Richard Lewis

- National Geographic—Ali Salem, College of Pharmacy: "A COVID-19 vaccine has passed its first human trial, but is it the frontrunner?"
  Richard Lewis

- Psychology Today—Emily Kroska, Department of Psychological and Brain Sciences: "Seeking Purpose in Uncertain Times"
  Richard Lewis

CAMPUS MEDIA TRAINING SESSIONS PROVIDED BY OSC

- Division of Student Life team members
- College of Public Health faculty

TOP INQUIRIES BY SUBJECT

- The university's response to COVID-19 and plans for the fall semester
- The university’s response to George Floyd's murder as well as protests on campus and in the community
MARKETING

Q4 saw the culmination of a nearly three-year long effort to implement a new brand strategy with the launch of key deliverables including a completely redesigned uiowa.edu and a comprehensive brand manual website. OSC is working with campus partners on a two-year implementation roll out and is pleased to report many enthusiastic early adopters. Additionally, OSC expanded campus branding; adding light pole banners in the parking lots immediately west of Kinnick Stadium and immediately north of the Transportation Center.

CAMPAIGN DESCRIPTION

For Iowa campaign

In collaboration with UI Health Care Marketing and Communications, OSC ramped up promotion of stories related to Iowa’s positive work during the COVID-19 crisis and continue to see great engagement.

School counselor campaign

Full-page, full-color advertisement in Summer 2020 edition of the ASCA magazine sent to subscribers and attendees of ASCA’s annual convention, staged virtually in late June

VIDEO PARTNER PROJECTS OF NOTE

Life and Natural Sciences at Iowa
Admissions

Orientation 2020 Welcome Video
Orientation

Thank you to all the Hawkeyes on the Frontlines
UI Health Care

BRAND.UIOWA.EDU (new brand site launched May 26)

TOTAL SITE VISITS—10,792
SITE DOWNLOADS SINCE MAY 26—2,165
TOTAL BRAND INQUIRIES—594
TOTAL LOCKUPS—312 (307 SINCE MAY 26)

PHOTOSHOOTS

35

DEPARTMENTS SERVED BY OSC PORTRAIT STUDIO

0 (Portrait Studio closed due to COVID-19)

PHOTOSHELTER DOWNLOADS

5,408

CREATIVE PARTNER PROJECTS OF NOTE

Spring Commencement Mailers
Office of the Registrar, Office of the President
6,000 printed

College of Pharmacy Brochure
College of Pharmacy
1,000 printed

Admissions International Student Viewbook
Admissions, International Programs
5,000 printed

Iowa Edge Postcards
Center for Diversity and Enrichment
1,000 printed

MERIT

OSC uses Merit to publish and share stories about student accomplishments including making the Dean’s List, participating in a club activity, landing an internship, studying abroad, earning a certificate, or participating in research. The accomplishments are then shared with media outlets, high schools, hometown legislators, and on participating students’ social media accounts.

STORIES—57
STUDENTS RECOGNIZED—11,975
ONLINE PAGE VIEWS—68,466
HIGH SCHOOLS RECEIVED UPDATES—1,600
SOCIAL MEDIA ACTIONS—210,000
SOCIAL MEDIA IMPRESSIONS—67,000,000

Note all percentage comparisons represent Q4/FY20 vs. Q4/FY19.
The University of Iowa Coronavirus information site is the central communications hub for information related to the UI’s response to the global health emergency. With the semester ending and a growing understanding of covid-19, the site has seen a corresponding decline in aggregate use of the site. This downward trend was expected when the urgency subsided but traffic is expected to increase again closer to the start of the fall semester.

Site launch date: Mar, 2, 2020. Reporting Duration: Apr. 1–June 30, 2020

### TOTAL PAGEVIEWS
151,372  
(48.24% ↓ over previous partial quarter)

### BOUNCE RATE
55.04%  
(4.27% ↑ over previous partial quarter)

### TOTAL USERS (VISITORS)
50,734  
(54.52% ↓ over previous partial quarter)

### SESSIONS (VISITS)
79,281  
(54.58% ↓ over previous partial quarter)

### AVERAGE SESSION DURATION
1:36  
(9.05% ↑ over previous partial quarter)

### TOP CITIES (FROM WHERE SEARCH ORIGINATED)
- Iowa City: 10,868 users (54.52% ↓ over previous partial quarter)
- Cedar Rapids: 2,710 users (53.97% ↓ over previous partial quarter)
- Chicago: 1,353 users (63.99% ↓ over previous partial quarter)
- North Liberty: 1,291 users (45.13% ↓ over previous partial quarter)
- Coralville: 1,286 users (43.12% ↓ over previous partial quarter)

### TOP TRAFFIC SOURCES
- Direct: 32,528 users (37.47% ↓ over previous partial quarter)
- Google organic: 8,081 users (11.02% ↓ over previous partial quarter)
- Uiowa.edu slideshow: 2,961 users (63.78% ↓ over previous partial quarter)

### DEVICE TYPE
- Desktop: 26,423 users (32.71% ↓ over previous partial quarter)
- Mobile: 23,625 (65.73% ↓ over previous partial quarter)
- Tablet: 1,223 (63.68% ↓ over previous partial quarter)

### TOP 10 SEARCHES ON THE SITE
- Zoom (3,316.67% ↑ over previous partial quarter)
- Travel (485.71% ↑ over previous partial quarter)
- Academic calendar (141.67% ↑ over previous partial quarter)
- Parking (525% ↑ over previous partial quarter)
- Housing (40% ↑ over previous partial quarter)
- Commencement (54.58% ↓ over previous partial quarter)
- Calendar (40% ↑ over previous partial quarter)
- Research (366.67% ↑ over previous partial quarter)
- Human resources (45.45% ↑ over previous partial quarter)
- Admissions (1,100 % ↑ over previous partial quarter)

### TOP 10 GOOGLE SEARCHES RELATED TO THE SITE
- University of Iowa covid (477.59% ↑ over previous partial quarter)
- University of Iowa coronavirus (82.76% ↓ over previous partial quarter)
- uiowa covid (627.66% ↓ over previous partial quarter)
- uiowa coronavirus (71.35% ↓ over previous partial quarter)
- University of Iowa covid 19 (52.08% ↑ over previous partial quarter)
- University of Iowa fall 2020 NA
- University of Iowa fall 2020 coronavirus NA
- coronavirus uiowa (65.76% ↑ over previous partial quarter)
- University of Iowa covid fall 2020 NA
- uiowa covid-19 (51.85% ↑ over previous partial quarter)