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

Highlights include a 38% increase in visits to uiowa.edu as a result of OSC’s National Brand Awareness Campaign and a robust ‘average time on page’ for OSC’s For Iowa digital content. Quarterly growth in new social media followers has rebounded to pre-pandemic levels and positive social media sentiment ticked up slightly despite a slight decrease in mentions. Traffic to uiowa.edu was up across the board and dramatically so among those visitors outside the U.S.

NATIONAL BRAND AWARENESS CAMPAIGN
- Impressions: 17,820,000
- Completed video views: 3,975,000
- uiowa.edu site visits: 55,020

FOR IOWA DIGITAL CAMPAIGN
- Impressions: 1,900,000
- Unique pageviews: 43,495
- Average time on page: 6:01

SHARE OF SEARCH (Daily average via Google Trends)
- Iowa: 18
- Illinois: 5
- ISU: 9
- Minn: 1
- Wisc: 13

SOCIAL MEDIA MENTIONS (-7%)
- Total mentions: 621,252 (Q2 FY21) vs 628,870 (Q2 FY22)

SOCIAL MEDIA TOTAL FOLLOWERS (+2.8%)
- Facebook: 191,057 (Q2 FY22) vs 124,349 (Q2 FY21)
- Twitter: 124,349 (Q2 FY22) vs 98,965 (Q2 FY21)
- Instagram: 98,965 (Q2 FY22) vs 24,994 (Q2 FY21)
- LinkedIn: 209,270 (Q2 FY22) vs 24,994 (Q2 FY21)
- TikTok: 24,994 (Q2 FY22) vs 15,200 (Q2 FY21)

SOCIAL MEDIA SENTIMENT
- Positive: 26%
- Neutral: 67%
- Negative: 7%

OVERALL FAVORABILITY OF THE UNIVERSITY OF IOWA
- Positive: 86%
- Neutral: 88%
- Negative: 89%

(April survey of Iowans, June 2021)

TOTAL UIOWA.EDU PAGEVIEWS* (-26%)
- Q2 FY21: 2,975,990
- Q2 FY22: 2,207,466

AVERAGE (VISIT) SESSION DURATION**
- 1:59

SESSIONS ORIGINATING IN IOWA**
- Q2 FY22: 459,586
- +5%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA**
- Q2 FY22: 204,873
- +16%

SESSIONS ORIGINATING OUTSIDE THE U.S.
- Q2 FY22: 98,050
- +70%

*Q2 FY22 pageviews inflated by approximately 45% due to Zoom
**Zoom sources removed
Bolstered by a pair of stories that netted 10,000-plus views, total unique page views of news and feature content rocketed, triggering a solid boost in average time on page. Social media impressions topped 26 million but engagement in that content dipped slightly. Merit Pages activity continues to be hindered by the change in the algorithm utilized by Facebook. Media inquiries followed the annual pattern of slowing during the end of the calendar year.

### Top Stories
- **10,398** Unique page views
- **4:18** Average time on page
  - **Iowa medical graduate returns to small-town roots**

### Top Posts
- **498,000** Impressions
- **59,000** Engagements
  - **From near-fatal accident to life as a college student**

### Top Videos
- **2,572** Views
  - **12%** Average percentage viewed
  - **Live coverage of the 2021 Homecoming Parade**

### Top Achievements
- **113** Page views
- **85** Total user actions
  - **Charter Committees give University of Iowa students a chance to shape their future**

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**NOTABLE NATIONAL MEDIA COVERAGE**

**NASA Blog** — *From Small Towns to a Big NASA Gig* — Richard Lewis (editorial); Tim Schoon (photography)

**MEDIA INQUIRIES MANAGED BY OSC**

*Totals do not include inquiries made of UIHC or Athletics
OSC’s work in support of student recruitment continued in earnest during the quarter with multiple deliverables including the annual Iowa Update newsletter distributed to school counselors nationwide. Clicks on the “Apply” and “Request for Information” buttons on uiowa.edu increased by double-digits, potentially in response to Iowa’s new deadline for application.

### UNDERGRADUATE RECRUITMENT

Viewbooks and Collateral

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions Student Life Viewbook</td>
<td>50,000</td>
</tr>
<tr>
<td>Admissions Academics Viewbook</td>
<td>45,250</td>
</tr>
<tr>
<td>Iowa Update Counselor Mailer</td>
<td>25,600</td>
</tr>
<tr>
<td>Admissions Visit Day Folders</td>
<td>30,000</td>
</tr>
<tr>
<td>Admissions Diversity Mailer</td>
<td>5,100</td>
</tr>
</tbody>
</table>

Admissions Digital Campaigns

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Impressions</th>
<th>Page views</th>
<th>Time Spent on Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>2,500,000</td>
<td>93,171</td>
<td>.58</td>
</tr>
</tbody>
</table>

### SCHOOL COUNSELOR MARKETING

Viewbooks and Collateral

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>uiowa.edu Recruitment Calls-to-Action</td>
<td>(+2%)</td>
</tr>
<tr>
<td>(Clicks on Apply, Visit Campus, Request Information)</td>
<td></td>
</tr>
<tr>
<td>Q1 FY22</td>
<td>36,445</td>
</tr>
<tr>
<td>Q2 FY22</td>
<td>37,348</td>
</tr>
</tbody>
</table>

Clicks on Apply 21,559 (+12%)

Clicks on Visit Campus 10,722 (-15%)

Clicks on Request Info 4,503 (+16%)

### ENROLLMENT DATA

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resident applications*</td>
<td>5,177 (+8%)</td>
<td></td>
</tr>
<tr>
<td>Non-resident application*</td>
<td>16,458 (+22%)</td>
<td></td>
</tr>
<tr>
<td>Resident admits*</td>
<td>4,643 (+10%)</td>
<td></td>
</tr>
<tr>
<td>Non-resident admits*</td>
<td>14,580 (+24%)</td>
<td></td>
</tr>
</tbody>
</table>

*Fall 2022 session data as of 1/17/22 MAUI High Level Current Cycle report

### PHOTOGRAPHY AND VIDEOGRAPHY

Drone Expertise

Staff in OSC’s photo and video units are committed to making full drone capabilities available to the campus. The image of the west side of the Pentacrest that appears on the front page of this quarterly report is evidence of this commitment. It was taken during Homecoming Week 2021.

### IOWA UPDATE NEWSLETTER

OSC partners with the Office of Admissions on an annual newsletter produced exclusively for high school counselors. The most recent edition was distributed in November to more than 24,000 school counselors nationwide. The newsletter is one piece of a multi-channel effort to keep this important group of influencers/promoters fully aware of all things Iowa.

“While the overall percentage of ‘promoters’ – those counselors extremely likely to recommend the University of Iowa – has remained consistent, Iowa has made progress since 2018 as its overall Net Promoter Score has moved 8 points.”

Hanover Research, “2021 High School Counselor Survey,” prepared for the University of Iowa January 2022

### CAMPUSS VISITS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students only (vs. 2019)</td>
<td>4,781 (+1%)</td>
<td></td>
</tr>
</tbody>
</table>

*Source: Office of Admissions

Clicks on Jobs@Iowa 9,897 (+1%)
ENGAGING FACULTY, STAFF, STUDENTS, AND PARENTS

OSC is focused on providing timely and useful content when communicating with current faculty, staff, students and parents of students; including, information about COVID-19 vaccination boosters, Iowa’s “Future of Work” pilot program, the severe weather cancellation policy, and accomplishments of Iowa’s 2021 fall semester graduates.

<table>
<thead>
<tr>
<th>FACULTY AND STAFF</th>
<th>UNDERGRADUATE STUDENTS</th>
<th>GRADUATE STUDENTS</th>
<th>PARENTS AND FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average email open rate</td>
<td>43%</td>
<td>Average email open rate</td>
<td>38%</td>
</tr>
<tr>
<td>Average click through rate</td>
<td>7%</td>
<td>Average click through rate</td>
<td>3%</td>
</tr>
</tbody>
</table>

Top Content

- Moderna and Pfizer COVID-19 booster shots available
  - Clicks via email: 2,126

- University of Iowa honors 28 faculty/staff award winners
  - Clicks via email: 1,229

- Future of Work pilot phase extended through June 30
  - Clicks via email: 976

Top Content

- COVID-19 vaccine boosters available at student health
  - Clicks via email: 309

- Winter Weather: How do I know if classes will be canceled?
  - Clicks via email: 758

- Please upload proof of your vaccination against COVID-19
  - Clicks via email: 350

- Board of Regents to consider action item on federal COVID-19 protocols
  - Clicks via email: 108

- Celebrating fall 2021 graduates
  - Clicks via email: 603
Providing resources and strategy to help colleges, departments, and programs meet their goals while advancing institutional priorities.

**WEB STRATEGY**

- 96 Sites provisioned on the SiteNow platform
- 3 SiteNow user training sessions
- 3 Siteimprove training sessions
- 3 Monthly Web Community meetings
- 10 Weekly Sprint Demos

**LIVESTREAMED EVENTS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Partner Unit</th>
<th>Watch Time (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bill Nye Lecture -- Nov. 30</td>
<td>--</td>
<td>University Lecture Committee</td>
<td>456</td>
</tr>
<tr>
<td>Mitchell Alexander Lecture -- Nov. 17</td>
<td>--</td>
<td>University Lecture Committee</td>
<td>331</td>
</tr>
<tr>
<td>CLAS Virtual Commencement -- Dec. 18</td>
<td>--</td>
<td>Office of Registrar/CLAS</td>
<td>122</td>
</tr>
</tbody>
</table>

**VISUAL MEDIA**

<table>
<thead>
<tr>
<th>Resource</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photoshoots</td>
<td>138</td>
</tr>
<tr>
<td>PhotoShelter downloads</td>
<td>13,861</td>
</tr>
</tbody>
</table>

**BRAND MANAGEMENT**

- 33,029 Brand manual site unique pageviews
- 3,755 Site downloads
- 237 Brand inquiries

**Top Downloads**

- 1,086 PowerPoint templates

**Featured Website Updates**

- [College of Education](#)
- [College of Dentistry and Dental Clinics](#)

**Highlights/New Resources**

- [Extended Color Guidelines](#)
- [New Icons Available](#)
- [Merchandise Storefront](#)
The rise of the Omicron variant of COVID-19 in late November resulted in a spike in traffic to Iowa’s COVID-19 website in early December and again in early January as the campus community prepared for the start of the 2022 spring semester. Members of OSC internal communications team are responsible for the content that rests there.

OSC annually uses the end of the calendar year as an opportunity to aggregate its best photography and videography for the previous 12 months to share with the campus and the greater University of Iowa community via Iowa Now. The video is also shared with alumni nationwide via Iowa’s social media channels.

Our partnership with Hanover also provides access to other research conducted by Hanover that may be applicable to any institution of higher education. The Trend Analysis and Benchmarking: Remote Work for Non-Instructional Staff report was shared recently with colleagues in University Human Resources.
For additional information, please contact:

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319-384-0005
jeneane-beck@uiowa.edu