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. Q1 highlights include robust year-over-year increases in the national brand awareness campaign metrics, double-digit year-over-year growth in total social media followers and a modest uptick in positive sentiment, and a double-digit increase in the number of uiowa.edu sessions originating outside the state.

NATIONAL BRAND AWARENESS CAMPAIGN

<table>
<thead>
<tr>
<th>Metric</th>
<th>Impressions</th>
<th>Completed video views</th>
<th>iuow.edu site visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>19,641,422</td>
<td>6,346,791</td>
<td>44,701</td>
</tr>
<tr>
<td>Percentage growth</td>
<td>10%</td>
<td>58%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Brand strength composite rating: 5.37 (scale of 1–10)

Annual national survey of 1,025 students and parents, April 2020

FOR IOWA DIGITAL CAMPAIGN

<table>
<thead>
<tr>
<th>Metric</th>
<th>Impressions</th>
<th>Unique pageviews</th>
<th>Average time on page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,088,600</td>
<td>21,887</td>
<td>4:14</td>
</tr>
<tr>
<td>Percentage growth</td>
<td>-43%</td>
<td>-50%</td>
<td>-30%</td>
</tr>
</tbody>
</table>

OVERALL FAVORABILITY

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Favorability</td>
<td>86%</td>
<td>88%</td>
<td>89%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Annual survey of Iowans, June 2022

SHARE OF SEARCH (Google Trends)

<table>
<thead>
<tr>
<th>State</th>
<th>Q0F22</th>
<th>Q1F22</th>
<th>Q2F22</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iowa</td>
<td>12</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Illinois</td>
<td>18</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>ISU</td>
<td>6</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Minn</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Wisc</td>
<td>7</td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA MENTIONS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>224,840</td>
<td>2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>198,300</td>
<td>&gt;1%</td>
</tr>
<tr>
<td>Twitter</td>
<td>132,735</td>
<td>&gt;1%</td>
</tr>
<tr>
<td>Instagram</td>
<td>111,080</td>
<td>2%</td>
</tr>
<tr>
<td>TikTok</td>
<td>52,997</td>
<td>8%</td>
</tr>
<tr>
<td>YouTube</td>
<td>17,425</td>
<td>3%</td>
</tr>
</tbody>
</table>

FOLLOWERS BY CHANNEL

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
<td>224,840</td>
<td>2%</td>
</tr>
<tr>
<td>Facebook</td>
<td>198,300</td>
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<tr>
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<td>17,425</td>
<td>3%</td>
</tr>
</tbody>
</table>

Percentage growth shown is for Q2FY23 (quarter-over-quarter)

SOCIAL MEDIA SENTIMENT

Q2FY23: positive 20%, neutral 70%, negative 10% Q1FY22: positive 27%, neutral 67%, negative 6%

AVERAGE (VISIT) SESSION DURATION

1:47 -5%

SESSIONS ORIGINATING IN IOWA

895,659 -25%

U.S. SESSIONS ORIGINATING OUTSIDE IOWA

341,759 23%

SESSIONS ORIGINATING OUTSIDE THE U.S.

81,537 -24%

*FY23 total includes data inflated by Zoom
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. Q2 highlights include year-over-year increases in YouTube content watch times and the number of students highlighted on the university’s Merit Page. OSC also assisted with placement in several national media outlets, most notably The Wall Street Journal and Scripps. The media relations team also managed a year-over-year surge in media inquiries.

NEWS AND FEATURES
Unique pageviews: 224,458 (-2%)
Avg. time on page: 3.01 (-6%)

TOP STORIES
Former UI president Sandy Boyd dies
Van pool riders take the wheel in roadway rescue
West campus first to see 10-year facilities masterplan

SOCIAL MEDIA POSTS
Total impressions: 26,598,976 (-35%)
Total engagements: 1,932,650 (-24%)

TOP POSTS
50,000 Impressions
10,503 Engagements

YOUTUBE
Organic views: 135,633 (-5%)
Watch time (hours): 13,211 (24%)

TOP VIDEOS
Let it snow!
2,369 Viewed
8% Average percentage viewed

TOP ACHIEVEMENTS
Student speakers share their thoughts about Fall 2022 commencements
Frankline Matanji: 2022 Global Student Award winner

MERIT PAGES
Students recognized: 153 (18%)
Total pageviews: 4,318 (>1%)

TOP MEDIA PLACEMENTS
THE WALL STREET JOURNAL
Elon Musk, Tesla Board Members to Defend CEO’s Pay in Court
Scripps
Sikh Air Force Cadet Explores Religious Identity Woes In U.S. Military
NASA
Rockets to Uncover Electric Circuit That Powers the Northern Lights

NOTABLE NATIONAL MEDIA COVERAGE
• The Today Show
• Forbes
• Newsweek

MEDIA INQUIRIES* MANAGED BY OSC
Q3FY22 Q4FY22 Q1FY23 Q2FY23
101 100 165 124
-38% -49% -8% 31%

*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 Q2 OSC completed several non-resident student recruitment focus groups, updated viewbooks, and expanded the university’s photo library. Total calls-to-action year-over-year are down modestly, but total applications and admits are flat compared to a year ago.

### UNDERGRADUATE RECRUITMENT

#### Viewbooks and Collateral

<table>
<thead>
<tr>
<th>Academic Viewbook (Junior)</th>
<th>Housing and Dining Guide</th>
<th>Financial Aid Guide (Senior)</th>
<th>Student Life Viewbook (Senior)</th>
</tr>
</thead>
</table>

#### Admissions Digital Campaigns

- Clicks on Apply: 18,862 (-15%)
- Clicks on Visit Campus: 8,321 (-22%)
- Clicks on Request Info: 4,661 (4%)
- Clicks on Virtual Tour: 7,464 (-15%)

#### Enrollment Data

- Web inquiries (MAUI): 1,667 (-25%)
- Res/Non-res applications*: 21,635 (>1%)
- Res/Non-res admits*: 19,547 (>1%)

*MAUI High Level Current Cycle report, current cycle, Week 3

### STUDENT RECRUITMENT RESEARCH

In late November, staff of OSC and Enrollment Management traveled to nine different high schools in Texas, California, and Colorado to stage focus groups with future college students to inform Iowa’s student recruitment efforts. The tour was the first since 2019.

Here is a sampling of the high-level takeaways:

- **University name must be quickly identifiable (on printed materials)**
  
  *“Need to know where it’s from at a glance”*

- **Make (printed materials) readable/digestible**
  
  *“I will give it a 30-second scan”*

- **Personalization (in communication) matters**
  
  *“I only look at mail if it’s personalized”*

### CREATING TOOLS FOR CAMPUS USE

As noted later in this report, OSC completed more than 100 photo shoots this quarter. Some shoots were for specific projects, while others were intended to expand the library within Iowa’s photo sharing account known as Photoshelter. These images are available for review and use by all colleagues across campus as well as some partners outside the university.

Outpatient Supportive and Palliative Care, Pharmacy
October 2022

Van Allen Hall
October 2022

Sample pages of view book created for focus groups
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. Q1 highlights include year-over-year increases in open rates for faculty and staff IowaNow emails, with news about the institution’s 10-year facilities master plan garnering the most attention. Students gravitated to content about favorite spots to eat and extreme weather protocols, while parents were most interested in finals week.

<table>
<thead>
<tr>
<th>FACULTY</th>
<th>Average email open rate</th>
<th>Average click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP CONTENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>UIC honors 3 faculty and staff award winners</td>
<td>West campus first to see 10-year facilities master plan</td>
<td></td>
</tr>
<tr>
<td>383 Clicks via email</td>
<td>367 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAFF</th>
<th>Average email open rate</th>
<th>Average click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>35%</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP CONTENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>West campus first to see 10-year facilities master plan</td>
<td>Email signatures</td>
<td></td>
</tr>
<tr>
<td>288 Clicks via email</td>
<td>990 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNDERGRADUATE STUDENTS</th>
<th>Average email open rate</th>
<th>Average click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>37%</td>
<td>3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP CONTENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>9 On-campus Spots to Grab a Meal</td>
<td>Reminder: Extreme weather protocol on campus</td>
<td></td>
</tr>
<tr>
<td>760 Clicks via email</td>
<td>76 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRADUATE STUDENTS</th>
<th>Average email open rate</th>
<th>Average click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51%</td>
<td>3%</td>
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<table>
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<tr>
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<td>9 On-campus Spots to Grab a Meal</td>
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<td></td>
</tr>
<tr>
<td>241 Clicks via email</td>
<td>76 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PARENTS AND FAMILIES</th>
<th>Average email open rate</th>
<th>Average click-through rate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56%</td>
<td>4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP CONTENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam schedules are now available</td>
<td>Does your student plan to rent off-campus housing next year?</td>
<td></td>
</tr>
<tr>
<td>783 Clicks via email</td>
<td>744 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STAFF</th>
<th>Average email open rate</th>
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</thead>
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<td>3%</td>
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<table>
<thead>
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<td>56%</td>
<td>3%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TOP CONTENT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Does your student plan to rent off-campus housing next year?</td>
<td>Tips for the best places to visit in Iowa City</td>
<td></td>
</tr>
<tr>
<td>744 Clicks via email</td>
<td>316 Clicks via email</td>
<td></td>
</tr>
</tbody>
</table>
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. Q2 highlights include the launch of new websites for ITS and the Office of the State Archaeologist, livestreaming of the annual Homecoming parade for the second year in a row, and consistent use of OSC’s brand manual, design and communication tools, and photography.

**WEB STRATEGY**

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

**FEATURED WEBSITE UPDATES**

- **ITS | Research Services**
- **Office of the State Archaeologist**

**LIVESTREAMED EVENTS**

<table>
<thead>
<tr>
<th>Event</th>
<th>Partner unit</th>
<th>Watch time (hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>School of Music Choir, Nov. 30</td>
<td>School of Music</td>
<td>385</td>
</tr>
<tr>
<td>2022 Homecoming Parade, Oct. 28</td>
<td>Homecoming Executive Council</td>
<td>345</td>
</tr>
<tr>
<td>CLAS Commencement Ceremony, Dec. 17</td>
<td>College of Liberal Arts and Sciences</td>
<td>299</td>
</tr>
</tbody>
</table>

**VISUAL MEDIA**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Count</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo shoots</td>
<td>104</td>
<td>-14%</td>
</tr>
<tr>
<td>Users</td>
<td>2,077</td>
<td>0%</td>
</tr>
<tr>
<td>Page views</td>
<td>145,554</td>
<td>8%</td>
</tr>
</tbody>
</table>

**TOP DOWNLOADS**

- **IOWA**
  - 47 downloads
- **IOWA**
  - 43 downloads

**BRAND MANAGEMENT**

- **38,831** Brand manual site page views
- **5,947** Site downloads
- **306** Brand inquiries

**TOP DOWNLOAD**

- **1,138** PowerPoint templates

**HIGHLIGHTS/NEW RESOURCES**

- **New** – Formal wordmark restricted

- Merchandise Storefront expenditures: $4,466
Providing Strategic Resources and Support

OSC partnerships also include providing general guidance on key communication channels such as social media, as well as strategic partnerships with colleges and units. Q2 highlights include livestreaming all Fall 2022 commencement events and great end of the semester photography as well as presentation tools that benefit students.

Live Coverage of Commencements

In collaboration with the Office of the Registrar and select colleges, OSC produced livestreaming video of all seven commencement events staged in December. The productions generated more than 2,400 views and 730 hours of watch time.

OSC has produced live coverage of commencements for more than a decade, transitioning from live and pre-recorded broadcasts on UITV to a combination of UITV and livestreaming before moving to livestreaming exclusively five years ago.

The team responsible for the productions typically includes as many as 15 current students. The workload for this group increases significantly in the spring; 16 commencement events were streamed last spring and, collectively, the series generated in excess of 8,600 views and 2,560 hours of watch time.

Custom Branded Poster Template for Academic Research

Branded templates provide an easy way to produce marketing and communication materials while ensuring brand consistency. A wide variety of templates are available for download in the template library inside brand.uiowa.edu/template-library, including two options for posters used in the presentation of academic research.

The poster templates have been downloaded more than 500 times since their introduction in January 2022—an impressive number given the "niche" tool that the poster is. The PowerPoint template is the most popular download.

The list of download options ranges from name tags and stationery, to bifold program brochures, stylized Microsoft Word documents, table tents, and event postcards.

Personalization Drives Engagement

Most if not all communicators responsible for crafting email would think of "personalization" as addressing the recipient individually, which is correct. However, personalization can also take the form of a message crafted for a group of recipients who all share something in common like parents of first-year students at Iowa.

In December, OSC forwarded an email to all members of this unique sub-set of parents of UI students that congratulated them for helping to guide their child through their first semester on campus and to let them know that it’s OK if their student was struggling with the transition. The note also included several campus resources available to their student.

The email was sent to more than 4,700 parents and had an open rate of 72 percent. It also triggered a handful of responses from the recipients:

"Thank you, I really appreciate that! I think my son had some difficulties with getting to class on time and I’m pretty sure he isn’t going to pass, but your words gave me encouragement!"

"Thank you for this email. While our daughter loved her first semester and has repeatedly told us how happy she is (that) she selected UI, I appreciate the note and the resources provided. We are so pleased and proud to be a part of this great UI community. Happy Holidays!"
OSC.UIOWA.EDU/REPORTS

For additional information, please contact:

Jeneane Beck
Assistant vice president for external relations
319-384-0005
jeneane-beck@uiowa.edu