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. Q4 highlights include another increase in overall favorability for Iowa among Iowans, continued growth in social media followers including an almost 5% increase in subscriptions to Iowa’s official TikTok channel, and robust time-on-page for content shared with Iowans via the For Iowa campaign. Total uiowa.edu pageviews declined as Zoom use declined, but traffic to the site jumped substantially among visitors outside the U.S.

NATIONAL BRAND AWARENESS CAMPAIGN

Impressions 28,825,839
Completed video views 2,109,592
uiowa.edu site visits 351,512

Brand strength composite rating: 5.37 (scale of 1–10)
Biannual national survey of 1,025 students and parents, April 2020

FOR IOWA DIGITAL CAMPAIGN

Impressions 1,700,000
Unique page views 27,600
Average time on page 7:17

OVERALL FAVORABILITY

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

Annual survey of Iowans, June 2022

SHARE OF SEARCH (Google Trends)

Iowa 39
Illinois 44
ISU 26
Minn 12
Wisc 48

SOCIAL MEDIA MENTIONS

26,351
27,172

SOCIAL MEDIA SENTIMENT

percentage growth shown is for Q4FY22 (quarter-over-quarter)

FOR IOWA DIGITAL CAMPAIGN

FOLLOWERS BY CHANNEL

LinkedIn 216,014 1.6%
Facebook 195,353 1.9%
Twitter 128,068 1.5%
Instagram 105,175 2.9%
TikTok 26,902 4.7%
YouTube 16,327 3.4%

TOTAL SOCIAL MEDIA FOLLOWERS

2%

TOTAL UIOWA.EDU PAGEVIEWS*

-20%

AVERAGE (VISIT) SESSION DURATION

1:55

-10.3%

SESSIONS ORIGINATING IN IOWA

369,155

-5.6%

SESSIONS ORIGINATING OUTSIDE IOWA

185,011

-1.1%

SESSIONS ORIGINATING OUTSIDE THE U.S.

98,413

75%

*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. Q4 highlights include robust time-on-page metrics for news and features, and media placements in Wired and ESPN. The drop in Merit pageviews is consistent with the previous three quarters of FY22 and is a result of changes implemented by Facebook.

### NEWS AND FEATURES

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unique page views</td>
<td>287,114</td>
<td>-10.5%</td>
</tr>
<tr>
<td>Avg. time on page</td>
<td>3.05</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA POSTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total impressions</td>
<td>17,600,000</td>
<td>-9%</td>
</tr>
<tr>
<td>Total engagements</td>
<td>1,347,000</td>
<td>-21%</td>
</tr>
</tbody>
</table>

### YOUTUBE

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic views</td>
<td>148,597</td>
<td>-30%</td>
</tr>
<tr>
<td>Watch time (hours)</td>
<td>21,618</td>
<td>16%</td>
</tr>
</tbody>
</table>

### MERIT PAGES

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students recognized</td>
<td>10,322</td>
<td>0%</td>
</tr>
<tr>
<td>Total pageviews</td>
<td>39,624</td>
<td>-35%</td>
</tr>
</tbody>
</table>

### TOP STORIES

- **Celebrating Iowa's spring 2022 graduates**
  - Unique page views: 18,163
  - Avg. time on page: 4:12
- **Nursing student learns resilience from tragedy**
  - Unique page views: 13,371
  - Avg. time on page: 3:39
- **Dates and times of spring 2022 commencement ceremonies announced**
  - Unique page views: 8,811
  - Avg. time on page: 7:00

### TOP POSTS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>79,000</td>
<td></td>
</tr>
<tr>
<td>Engagements</td>
<td>9,813</td>
<td></td>
</tr>
</tbody>
</table>

### TOP VIDEOS

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>University College Virtual Ceremony</td>
<td></td>
<td><a href="#">Link</a></td>
</tr>
<tr>
<td>SIM-IA EMS education trucks roll out</td>
<td><a href="#">Link</a></td>
<td></td>
</tr>
<tr>
<td>New song for The Wave</td>
<td><a href="#">Link</a></td>
<td></td>
</tr>
</tbody>
</table>

### TOP ACHIEVEMENTS

- **2022 spring semester dean's list honorees announced**
  - Page views: 21,674
  - Total user actions: 33,309
- **2022 spring semester president's list honorees announced**
  - Page views: 9,068
  - Total user actions: 13,635

### MEDIA INQUIRIES* MANAGED BY OSC

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

- **Wired, June 11 – Apple embraces the ever-expanding dashboard touchscreen: individuals, research finds**
- **ESPN, June 22 – Children's hospital patients to pick 'Hawkeye Wave' songs at Iowa football games**

### MEDIA IMPRESSIONS

- **Total impressions**: 17,600,000
- **Total engagements**: 1,347,000
- **Organic views**: 148,597
- **Watch time (hours)**: 21,618
- **Students recognized**: 10,322
- **Total pageviews**: 39,624
- **Unique page views**: 18,163, 13,371, 8,811
- **Avg. time on page**: 3.05, 3.05, 3.05
- **Total user actions**: 9,068, 13,635, 298

Q1FY22: 75,000 impressions, 6,080 engagements, 648 views
Q2FY22: 101,100 impressions, 9,813 engagements, 9,813 views
Q3FY22: 21,674 impressions, 21,674 engagements, 431 views
Q4FY22: 298 impressions, 298 engagements, 298 views

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The drop in Merit pageviews is consistent with the previous three quarters of FY22 and is a result of changes implemented by Facebook.
ATTRACTING 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. Q4 highlights include marketing photography for the College of Pharmacy and the Scanlan Center for School Mental Health, as well as communication support for the search for the new vice president for medical affairs and dean of the Carver College of Medicine.

UNDERGRADUATE RECRUITMENT

**Viewbooks and Collateral**

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Junior Why Iowa Yearbook</td>
<td>30,000</td>
</tr>
<tr>
<td>Hawkeye Safe Brochure (Public Safety)</td>
<td>2,000</td>
</tr>
</tbody>
</table>

**Admissions Digital Campaigns**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impressions</td>
<td>2,000,000</td>
</tr>
<tr>
<td>Page views</td>
<td>129,146</td>
</tr>
<tr>
<td>Time Spent on Page</td>
<td>:52</td>
</tr>
</tbody>
</table>

**Enrollment Data**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web inquiries (MAUI)</td>
<td>1,667</td>
</tr>
<tr>
<td>Res/Non-res applications*</td>
<td>24,022</td>
</tr>
<tr>
<td>Res/Non-res admits*</td>
<td>21,440</td>
</tr>
</tbody>
</table>

*MAUI High-Level Current Cycle report, Fall 2022

**Campus Visits**

<table>
<thead>
<tr>
<th>Category</th>
<th>Students</th>
<th>Guests</th>
<th>Total</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3,315</td>
<td>4,981</td>
<td>8,296</td>
<td>+46%</td>
</tr>
</tbody>
</table>

*Compared against Q3 FY19

**PROGRAM MARKETING**

OSC coordinated two student volunteer photo shoots in and around the College of Pharmacy. As a result, the college has a new library of images to use across its website and marketing materials.

**EMPLOYER MARKETING**

OSC coordinated a website and 60-page, full-color digital publication to support the search for the position of vice president for medical affairs and dean, Roy J. and Lucille A. Carver College of Medicine.

**Clicks on Jobs@UIowa**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10,346</td>
<td>-6.8%</td>
</tr>
</tbody>
</table>
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. Among the Q4 highlights, emails to faculty and staff, graduate students, and parents and families all recorded open rates above 50 percent. As always, dean’s and president’s list content was very popular among undergraduate and graduate students, and content about spring graduation was well received by parents and families.

<table>
<thead>
<tr>
<th>FACULTY</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>50%</td>
<td>35%</td>
<td>52%</td>
</tr>
<tr>
<td>Average click through rate</td>
<td>8%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

**TOP CONTENT**

- **FACULTY**
  - 629 Clicks via email
  - 8 projects approved for FY2023 P3 funding

- **UNDERGRADUATE STUDENTS**
  - 3,050 Clicks via email
  - UI students named to dean’s list for spring 2022 semester

- **GRADUATE STUDENTS**
  - 823 Clicks via email
  - UI students named to president’s list for spring 2022 semester

- **PARENTS AND FAMILIES**
  - 1,192 Clicks via email
  - Dates and times of spring 2022 commencement ceremonies announced

**STAFF**

- Average email open rate | 43%
- Average click through rate | 9%

**TOP CONTENT**

- **STAFF**
  - 224 Clicks via email
  - Iowa asking fans to nominate new song for Hawkeye Wave

- **TOP CONTENT**
  - 892 Clicks via email
  - Dates and times of spring 2022 commencement ceremonies announced

- **TOP CONTENT**
  - 163 Clicks via email
  - US News & World Report releases latest graduate, professional program rankings

- **TOP CONTENT**
  - 134 Clicks via email
  - Celebrating Iowa’s spring 2022 graduates

- **TOP CONTENT**
  - 225 Clicks via email
  - US News and World Report releases latest graduate, professional program rankings

- **TOP CONTENT**
  - 492 Clicks via email
  - Celebrating Iowa’s spring 2022 graduates

Average email open rate
Average click through rate

- **TOP CONTENT**
  - 3,299 Clicks via email
  - Vacation Payout Program

- **TOP CONTENT**
  - 2,164 Clicks via email
  - Phased Retirement Program
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. Q4 highlights include the launch of new websites for the Tippie College of Business and International Programs, significant increases in the number of photo shoots and OSC photo downloads, and considerable traffic to the online brand manual.

WEB STRATEGY

44 Sites provisioned on the SiteNow platform
2 SiteNow user training sessions
2 Siteimprove training sessions
0 Monthly Web Community meetings
12 Weekly Sprint Demos

FEATURED WEBSITE UPDATES

Tippie College of Business

International Programs

LIVESTREAMED EVENTS

CLAS 2022 Spring Commencement (AM), May 14
Partner unit: College of Liberal Arts and Sciences
Watch time (hours): 497.5

CLAS 2022 Spring Commencement (PM), May 14
Partner unit: College of Liberal Arts and Sciences
Watch time (hours): 369

Bill Nye, April 26
Partner unit: University Lecture Committee
Watch time (hours): 33

VISUAL MEDIA

94 Photoshoots 19%
2,089 Users 61%
134,740 Page views 58%

TOP DOWNLOADS

1,035 PowerPoint templates
38 downloads

30 downloads

BRAND MANAGEMENT

32,774 Brand manual site pageviews
6,182 Site downloads
378 Brand inquiries

TOP DOWNLOAD

1,035 PowerPoint templates

HIGHLIGHTS/NEW RESOURCES

New Rankings and Facts

Merchandise Storefront expenditures: $30,946
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. Q4 highlights includes expanded campus branding to include temporary banners on the Old Cap during graduation week, new OSC sponsored brand-training opportunities for campus, and completion of the annual survey of Iowans by Hanover Research, Iowa’s institutional research partner.

Campus Branding

At the request of the President’s Office and with the approval of the Campus Planning Committee, OSC collaborated with staff of the Pentacrest Museums and Facilities Management on the installation of banners inside the east and west porticos of the Old Capitol Building as a continuation of the strategic branding of the campus.

The banners were installed in late April in advance of the commencement events for the spring semester, arguably one of the busiest—and most-photographed—10 days of each academic year.

The banners will reappear periodically throughout the year once renovation of the building’s iconic gold dome is completed.

Vendor Partner Program

The OSC-vetted Vendor Partner program is providing value, as evidenced by these samples by Benson and Hepker Design of Iowa City for the Stanley Museum of Art grand opening.

Hanover Research

OSC manages an institutional contract with Hanover Research to conduct peer reviews and constituent polling.

Recent examples of completed work includes a national review of academic writing programs and an annual survey of Iowans.

Hanover is currently surveying a variety of target audiences about its experiences as patrons of Hancher Auditorium and completing preparation for the biennial survey of Iowa alumni.

Key findings in the 2022 survey of Iowans include:

• Favorability ranking for the institution continuing a three-year trend upward with 90% of respondents indicating they have a favorable view of the University of Iowa.

• 28% of respondents—an 8% increase—identify tuition assistance and financial aid as the most important issue they want the institution to address, ranking it just ahead of conducting research that improves the lives of Iowans (15%).

• Asked about what communications they have seen from Iowa during the past year, social media posts and (television) commercials each increased by 3% to 24 and 33% of respondents, respectively. OSC leans heavily into both of these communications tools in its brand awareness efforts.

• 26% of respondents indicate they used TikTok at least twice in the last week—an 8 percent increase year-over-year. This increase runs parallel to the robust growth of followers of Iowa’s official TikTok account.

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For additional information, please contact:

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