

# FY18-Q1

July 1 - September 30, 2017

# CLASS MARKETING & COMMUNICATIONS QUARTERLY SUMMARY

In the first quarter, the CLASS Marketing and Communications team was able to address many of its goals as related to the accomplishment of the CLASS cascaded plan (listed by action number within each goal):



## TRANSFORM

1. Implement online degree marketing and communication plan
2. Create and implement promotion plan for Film and Television Studies degree
4. Promote resources available to online degree students to aid in retention
7. Support the marketing and communications efforts of CLASS's current interdisciplinary research initiatives - TRIP and the CDIL

## CULTIVATE



9. Promote CLASS multicultural events through CLASS Notes, email, web, press releases, advertising and stories, as appropriate
10. Promote participation in the Diversity and Stratification Certificate Program in CLASS Notes and any other faculty/staff communication pieces
12. Promote CLASS events that are held during work hours
14. Promote the work and achievements of CLASS staff, faculty, students and alumni to the college, university, external UI audience and general public

## INNOVATE



18. Promote faculty and student research awards, grants, exhibitions, publications, presentations, performances, etc. through CLASS Notes, email, web, press releases, advertising and stories, as appropriate
19. Pitch research stories to the general and specialized media, as appropriate

## ENGAGE



22. Implement CLASS online degree marketing and communication plan [Also CLASS MarCom Action #1]
24. Assist, as able, in the promotion of CLASS's camps, festivals, performances and events
25. Assist the CLASS Development team in the marketing of its fundraising and stewardship goals and objectives

## ONLINE STUDENTS

- 204 RFI's submitted
- 147 enrolled students
- Bachelor's degrees in Organizational Sciences, General Studies and Psychology **all surpassed FY18 headcount goals.**



## PROJECTS COMPLETED

- Created online degree print materials
- Ordered recruitment materials
- Created parent orientation packets
- Marketing for CDIL Digital Showcase
- Created CLASS Fast Facts sheets
- Convocation speaker hosting and marketing
- Cascaded plan print document
- CLASS Notes (4 editions published)
- Edited development publications
- Dean's messages for events and publications
- Distributed welcome packets for online degree seeking students
- Provided art direction for annual giving solicitation letter photo shoots for college
- Department fact sheets & four-year plans



## MEDIA OVERVIEW

22

press releases sent to various media outlets (avg 7/mo)

Press releases & experts resulted in

43

articles with a reach of 1.3 million people

"College of Letters, Arts and Social Sciences" mentioned in

18

media stories

194+

articles written about CLASS programs, faculty, staff, students & alumni with a reach of 67 million people

7

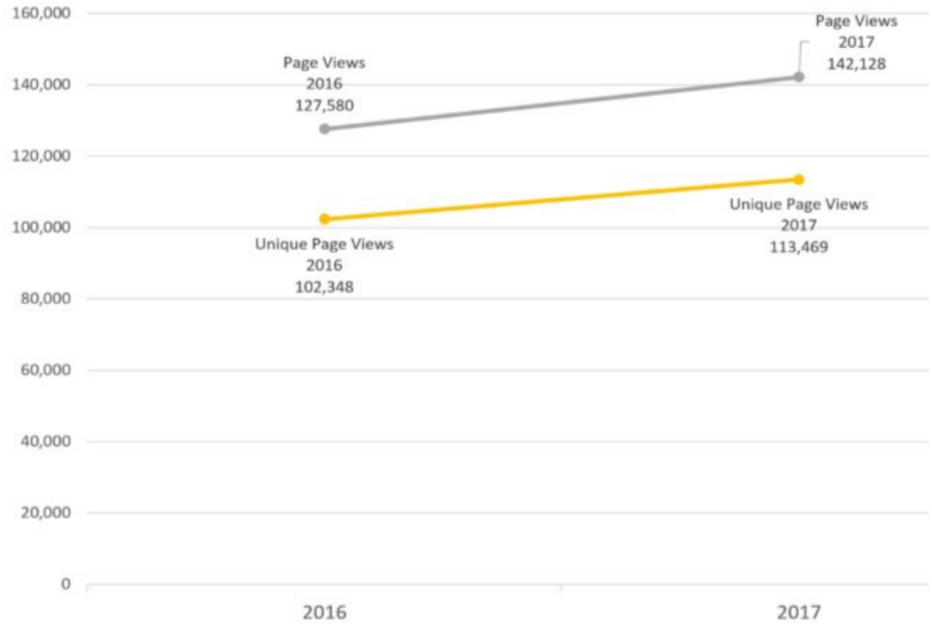
faculty experts mentioned in 8 articles and 1 television broadcast

## WEBSITE ANALYTICS

- CLASS pages had a total of 142,128 page views in Q1. This is an increase of more than 14,000 page views than this time in 2016.
- Unique page views totaled 113,469.
- Average time on page was 00:01:29.

### Most Visited Pages during Q1

1. CLASS main page
2. Online degrees
3. Lionel Hampton School of Music
4. M.S. Human Factors
5. Department of Theatre Arts
6. CLASS departments
7. Lionel Hampton Jazz Festival
8. English faculty and staff
9. Marching band camp
10. Music events



## EMAIL CAMPAIGNS

- 12 campaigns sent to 8,859 total recipients
- Highest open rate 72.58% - CLASS Notes 09/12/17 edition
- Emails resulted in 2,921 unique opens and 662 unique clicks

### Quarter 1 Email Campaigns Supported:

Dean's Suite, CLASS Online Programs, Lionel Hampton Jazz Festival, History, Theatre Arts, & the Auditorium Chamber Music Series (LHSOM)



## SOCIAL MEDIA

- 79,245 impressions on 122 posts, with overall engagement of 6,644 interactions (avg. 650 impressions and 55 interactions per post).
- Followers on three platforms more than doubled from Q1 last year.
- Average increase of 68 followers per month.

