

Celebrating CALS Teaching Excellence:

Objective or purpose of promotional piece, campaign, event or programming:

In 2018, one of the Iowa State University College of Agriculture and Life Sciences (CALS) strategic goals was to communicate the college's on-going tradition of teaching excellence. This included featuring the topic through social media; in the bi-annual alumni magazine, STORIES and via the annual college Thanksgiving message. The college began the campaign in March 2018 by requesting online submissions from CALS alumni and friends highlighting the college faculty and staff who were most impactful during their adventure at Iowa State University.

The submissions were solicited through CALS Facebook (12,000+ followers), Twitter (4,000+ followers) and Instagram (1,500+ followers) accounts as well through the college's alumni e-newsletter STORIES Online (circulation 30,000+). Alumni were encouraged to provide submissions through their social media accounts using #CALStories or by filling out an online form. Submissions were used to generate content for the biannual CALS alumni magazine, STORIES. A special charge was given to the 261 members of the CALS young alumni program, Curtiss League to engage in CALS online content and share the opportunity through their personal networks. The #CALStories #CALSthanks campaign was continued throughout the summer and fall by sharing stories from the magazine and social media posts and quotes from alumni who provided submissions.

The campaign was completed in November with the creation and distribution of the annual CALS Thanksgiving video. The video was distributed through CALS social media outlets and e-mailed from CALS interim dean to alumni and friends on the STORIES Online mailing list and distributed electronically to campus partners.

Brief statement evaluating the effectiveness of this promo piece, campaign, event or programming:

The campaign provided nine months of online engagement via CALS social media outlets.

- Approximately 250 tweets, comments and posts about the #CALStories #CALSthanks campaign were shared by college alumni, friends, faculty, staff and students.
- Approximately 25 online submissions were collected.
- Facebook posts about CALS teaching excellence featuring STORIES magazine articles reached approximately 11,000 people.
- Alumni submissions generated content ideas for six articles in STORIES magazine highlighting CALS educators (circulation 48,000).
- One specific article, "#CALStories My Favorite CALS Professor," includes a story that lists unique quotes from a variety of online submissions.
- The Thanksgiving video reach included:
 - Facebook (embedded video)
 - Reach: 5,235
 - Views: 2,556
 - Reactions, Comments, Shares: 260

- Reactions: 223
- Comments: 21
- Shares: 17

Twitter

- 1,838 views
- 21 likes
- 5 retweets

Vimeo (direct views)

- 758

iContact (e-mail newsletter clicks)

- 751 clicks to watch video