

Marketing Report

Mid-December–Mid-February 2018

I. PUBLICATIONS HIGHLIGHTS

The Office of Marketing print team has completed 35 projects for our Wright State community partners including multiple projects aimed at recruitment and increasing enrollment.

In collaboration with the College of Engineering and Computer Science (CECS), we completed and implemented a communications plan that includes automatically generated email lists and postcard mailings to high school seniors. We also completed a folder for recruiting events that includes brochures and inserts that describe the CECS academic departments and degree offerings.

We worked with the College of Science and Mathematics to produce 4,000 postcards as well as an email, inviting students to the February 18 Path to Health Professions Day. These were sent to both high school seniors and potential transfer students.

We helped increase positive university visibility and community awareness by producing program ads for the State Science Day, the Women in Leadership Symposium, the Ohio Prevent Blindness People of Vision Award Luncheon, the Martin Luther King Celebration Banquet, the Ohio Civil Rights Hall of Fame ceremony, the NAACP Freedom Fund Banquet, and the National Conference for Community & Justice of Greater Dayton Friendship Dinner,

We also produced posters for various buildings around campus to support the Students First Fund initiative.

The following lists the completed projects.

ADVANCEMENT

- Foundation People of Vision Program Ad
- Students First Fund Posters

CENTERS OF EXCELLENCE

- CECS Grand Challenges Website

BUSINESS AND FISCAL AFFAIRS

- Controller 2018 Annual Report Cover

COLLEGE OF EDUCATION AND HUMAN SERVICES

- CEHS IDDL/MSLD/Org Studies *Skywrighter* Ad

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

- CECS Prospective Student Postcards
- CECS Marketing Folder
- CECS SOCHE Event PP Text
- CECS Email Communications
- CECS Email Headers

COLLEGE OF LIBERAL ARTS

- *ArtsGala* 2019 DDN Ads
- *ArtsGala* 2019 Jan18 DBJ 1/4 Page Ad
- CELIA 2019 Vista Displays: 20767
- COLA ILA Card Update: 20700
- Microaggression: The New Face of Bigotry Poster

COLLEGE OF NURSING AND HEALTH

- Military BSN Billboards

COLLEGE OF SCIENCE AND MATHEMATICS

- Path to Health Professions 2019 Postcard
- COSM Neuroscience Notebook Cover
- Path to Health Professions 2019 Email Invitation

ENROLLMENT MANAGEMENT

- Admissions Undecided Event Postcard 2019
- Admissions Raider Open House Postcard (February 23) 2019

MULTICULTURAL AND COMMUNITY ENGAGEMENT

- UCIE Recruitment Brochure Update for India 2019
- UCIE Banner Update 2019

PRESIDENT AND PROVOST, OFFICES OF THE

- Commencement Program Fall 2018
- University/President Holiday Card 2018
- Diversity and Inclusion Website Refresh 2018
- Premier Flyin' to the Hoops Program Ad
- FAFSA Display Ads
- Premier Flyin' to the Hoops Vinyl Banner
- MLK Banquet Ad 2019
- Raider Open House Display Ads

RAJ SOIN COLLEGE OF BUSINESS

- ISSCM Certificate Program Graphics
- RSCOB Holiday Email: 20761
- RSCOB LIFT² Save the Date Card 2019
- RSCOB Business Scholarship Challenge Postcard 2019

STUDENT AFFAIRS

- Student Affairs Annual Report 2018

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

- As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials, promotional items, and online. We fill requests for university, college, department, and unit logos, and answer questions from stakeholders and Printing Services.
- We also participate in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

LEARFIELD LICENSING

- Through the Learfield Licensing portal, we approved 130 licensed items for market and returned two designs for revisions during the period from Dec. 1, 2018, to Jan. 31, 2019.

III. ADVERTISING HIGHLIGHTS

From December 1, 2018, to February 1, 2019, the Office of Marketing completed the following Digital Advertising:

TRANSFER CAMPAIGN

- **November 14, 2018–January 11, 2019**—The radio comprised three radio spots that ran for three weeks each; the first was primarily generating brand awareness, and each progressively created a more solid call to action to transfer and start at Wright State for Spring Semester.
- Two digital campaigns ran for transfer. The first component ran from Thanksgiving to the week before Christmas. The second campaign ran from December 29 through January 7. These all had a call to action to start at Wright State for Spring Semester.

FAFSA CAMPAIGN

- **December 29, 2018–January 8, 2019**—Two separate campaigns ran in digital simultaneously: one targeting students and another targeting parents. The call to action for this campaign was to submit a FAFSA prior to our priority deadline. Prospective students who send their FAFSA info to Wright State are more likely to begin here in the fall.

UNDERGRAD CAMPAIGN, PART I

- **January 14–February 1, 2019**—A full multi-part campaign targeting prospective students and their parents to consider Wright State for Fall 2019.

BSN MILITARY CAMPAIGN

- **January 20–May 10, 2019**—The final components of the grant-funded campaign are currently running in social, and outdoor billboards are being produced. These billboards will be placed locally to appeal to WPAFB service men and women.

ONLINE MBA CAMPAIGN

- **November 21–December 23, 2018**—A combination of drive time radio, paid search, online display and Facebook/Instagram advertisements aimed at adults 21–44 living in Columbus promoting our 100% flexible, online MBA with the lowest in state tuition that is AACSB accredited.

ARTSGALA

- **January 2019**—Print ads in DBJ and DDN to promote the upcoming *ArtsGala* fundraiser.

COLLEGE OF EDUCATION AND HUMAN SERVICES

- **January 2019**—Print ads for Instructional Design for Digital Learning, Leadership Development and Organizational Studies graduate programs in the *Skywrighter*.

FLYIN' TO THE HOOPS

- **January 18–21, 2019**—Premier Flyin' to the Hoops tri-state high school basketball tournament program ad, banner, and audio spots at Trent Arena

IV. WEB HIGHLIGHTS

TRANSFER

- <https://www.wright.edu/admissions/transfer>
 - Developed a new top-level site for transfer students
 - Rebuilt from the ground up
 - Uses all current best practices and branding standards
 - Incorporated new content around success stories, and the value of Wright State
 - Simplified copy on many pages to be as friendly as possible to all audiences

WOMEN IN STEMM

- <https://www.wright.edu/audience/women-in-stemm>
 - Developed a new site aimed at all things women in STEMM for the university
 - Will eventually replace multiple smaller sites that are not being maintained
 - Will improve SEO for prospective students, staff and faculty looking for this content
 - Worked closely with a multidisciplinary team to integrate content from COSM and CECS

DIVISION OF STUDENT SUCCESS

- <https://www.wright.edu/division-of-student-success>
 - Developed a new landing page for the new Division of Student Success
 - Updated sites that were previously using that namespace
 - New site is an umbrella for Enrollment Management, the University Center for International Education, the University Registrar and the former University College all reporting to Paul Carney

ADVANCEMENT

- <https://www.wright.edu/giving/students-first-fund>
 - Worked closely with the Foundation Board to develop this new initiative around funding opportunities for student success
 - Developed a new webpage
 - Developed an application form
 - Developed an online rubric to be used during the evaluation process

LABOR RELATIONS

- <https://www.wright.edu/labor-relations>
 - Worked closely with the office of communications to produce a site in a timely manner

- Ensured all content posted was approved and up as quickly as possible

NUTTER CENTER

- Assisted CaTS and Nutter Center staff in transitioning all existing content from their legacy system to Four Winds for all digital displays in the Nutter Center and the outdoor signs on Colonel Glenn
 - Ensures continuity of services across the university for digital displays using a single system
 - Office of Marketing can now act as backup to Nutter Center staff for content changes, support, and updates
 - Implementing new ongoing content related to recruiting efforts into the existing content rotation

WEB DEVELOPMENT OPERATIONS

- Continued to ensure all public websites deploy all updates for vulnerabilities
- Continue to refine our codebase for efficiency and management

V. SOCIAL MEDIA

GROWTH

- Calendar year 2018 ended with 161,794 total connections, up 9.1 percent over 2017. Social media audience growth is beginning to plateau as it reaches critical mass figures. Aside from the decline in organic (unpaid) reach and engagement from Facebook's algorithm, Wright State continues to see strong results from our growing investments in social media.
- So far in 2019, the university has seen substantial growth in our Facebook and Twitter accounts, largely due to the national attention derived from the union negotiations and strike. Facebook has seen 400 new followers, and Twitter 300 new followers. Our overall numbers have not grown much, however, as both LinkedIn and Instagram have implemented follower reductions to eliminate fake accounts and bots. These user sweeps have resulted in our LinkedIn account losing more than 1,000 followers since December 1, and a drop of nearly 200 followers on Instagram over the last week. After these platforms complete this process, we anticipate these accounts to begin rebounding. As of February 1, 2019, the year-to-date growth of our primary accounts is 0.8 percent. Excluding LinkedIn and Instagram, our YTD growth rate is 2.9 percent—well ahead of our usual February growth.

SOCIAL MEDIA TIMELINE AT WRIGHT STATE UNIVERSITY

- **2008:** Began official Wright State account on MySpace
- **2009:** Added official Wright State account on Facebook on June 23
- **2010:** Hit 6,000 followers on Facebook; MySpace removed as an official channel
- **2011:** Hit 8,900 followers on Facebook
- **2012:** Surpassed 10,000 followers on Facebook; accumulated enough fans/followers to begin to collect meaningful data
- **2013:** Added Twitter and LinkedIn; began using Sprout Social individual accounts in the Offices of Marketing and Communications on December 4
- **2014:** Added more Twitter accounts; added Vine, Instagram, Pinterest, Tumblr, YouTube, and Google+; began using Sprout Social Enterprise on December 1
- **2015:** Created full-time social media director position with student team; surpassed 100,000 total fans/followers

- **2016:** LinkedIn dropped education pages; added Snapchat; ended year with 137,705 connections
- **2017:** Vine, Tumblr removed as official channels; launched Facebook account for Newsroom and Twitter account for President Schrader; conducted ITN for next social media management platform, began contract negotiations with the top vendor an incumbent, Sprout Social; launched Snapchat on-demand filter advertising; ended year with 148,363 connections
- **2018:** Finalizing contract with Sprout Social, which will dramatically increase our bandwidth for using the social media management platform; surpassed 80,000 followers on LinkedIn; ended year with 161,794 connections
- **2019:** Google+ shut down as a social media network; began dividing Facebook reach as organic and paid; began tracking LinkedIn reach as the follower count is becoming less reliable

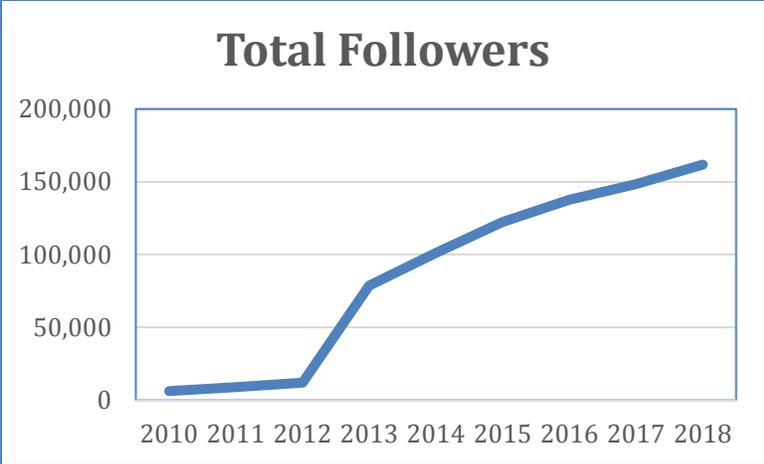
UNIVERSITY SOCIAL MEDIA SUMMARY

- The social media managers group has declined by roughly 23 percent over the last two years due to staff cuts. The numbers in the annual metrics that follow are directly correlated to this dramatic cut.
- One metric not previously included in the annual charts is worth reporting in this annual review. Outbound content (the posts sent out from the Wright State accounts connected to Sprout Social) has declined by 23.4 percent over the last year, which is also correlated to the decrease in managers across both campuses. However, our inbound content has only declined by 5.9 percent, showing that while our output has declined, users are still seeking out our accounts and turning to social media for community news, infotainment/entertainment, and general customer service at roughly the same level as before the decline in output.
- While account growth has slowed here and at our peer institutions, it is noteworthy that our total followers across the university's 15 main accounts have increased by more than 9 percent in 2018.

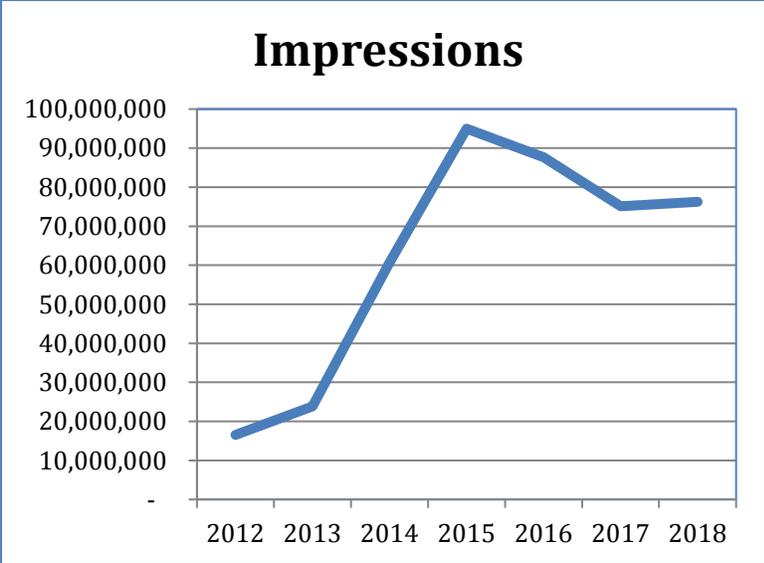
Sprout Social

- Wright State now has 246 social media profiles connected to our social media management enterprise system, Sprout Social. This platform allows us to monitor, track, analyze, and engage with any accessible social media content that mentions brand keywords. We can also schedule unlimited content to keep our accounts active.

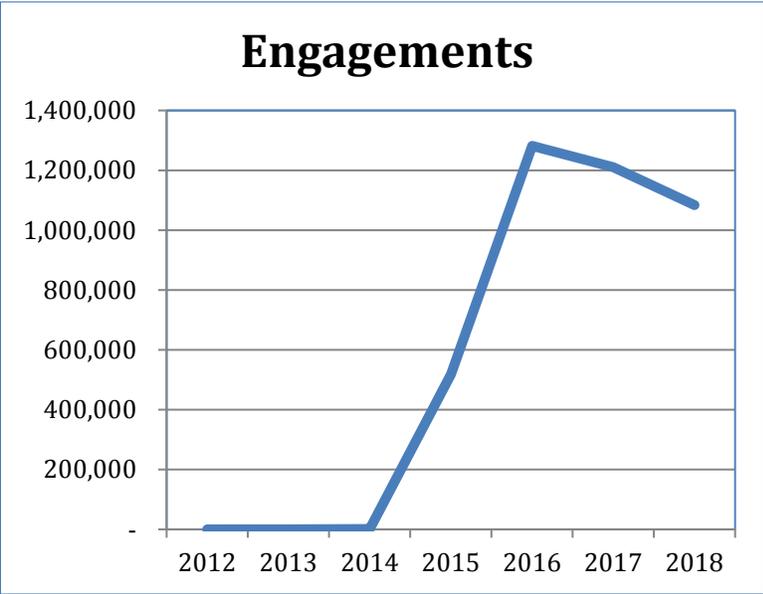
Growth Charts



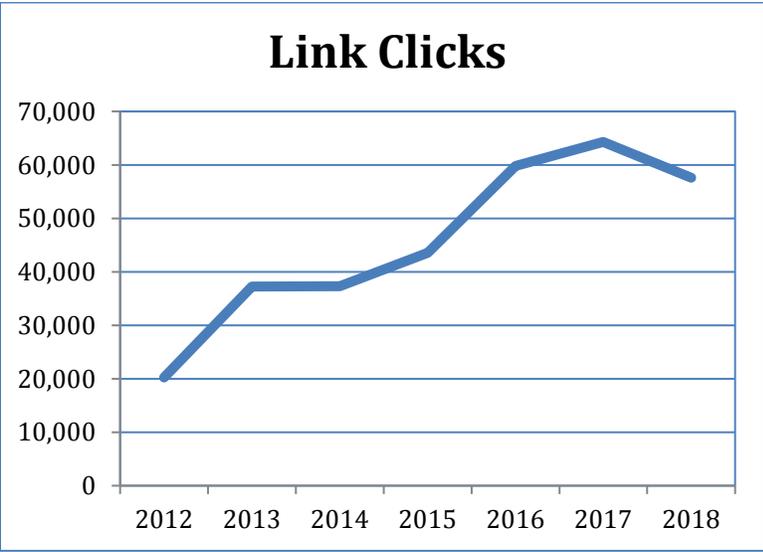
Total Followers: Number of users who have opted to follow our social media accounts



Impressions: Number of times our content was served to users on Twitter, Facebook, and LinkedIn. This metric has only recently become available for Instagram, where we have seen the most growth. The decrease over the last year is attributed to the lack of available data from Instagram and Snapchat and the decrease in Facebook organic reach.



Engagements: Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.



Link Clicks: The cumulative number of clicks on Bit.ly links, a web address shortening service that provides real-time link tracking. These are clicks to our website from our social media content and to our social media content from other channels. For more data or information, please contact Katie Halberg at katie.halberg@wright.edu.

VI. PHOTOGRAPHY AND VIDEO

- The Office of Marketing video and photography team completed the following projects in support of our mission to enhance the university's position, image, visibility, reputation, and presence:
 - 40 Photography Projects: 36 location shoots, 4 studio shoots
 - 30 Digital Imaging Projects
 - 2 Video Projects
- Photography highlights include Fall Commencement, various shoots for the Alumni Magazine and the Campus Scholarship and Innovation Campaign, alumni events, softball/baseball team photos/portraits, the First Pitch banquet, SNMA Black History Month, and a multitude of newsroom photo shoots.
- Video highlights include the production of a Middle Childhood Education Recruitment Video, which focused on the recruitment of high school students into the field of education—specifically Middle Childhood Education. This video will be used for web, partnership schools and counselors.
- International Student Testimonial videos were also produced for the UCIE website.

VII. WINGS ANNOUNCEMENTS

From late December through mid-February 2019, the Office of Marketing's senior editor has posted 49 announcements on the university's WINGS portal, serving numerous colleges, departments, and administrative areas with in-house announcements for cultural events, services, academic offerings, service opportunities, employee and faculty workshops, and about important messages from the administration. There is no cost to the requester.

ATHLETICS

- BIG GAME TONIGHT! WSU Women's Basketball hosts Horizon League powerhouse Green Bay
- Faculty & Staff Appreciation Night
- RAIDER FAMILY NIGHT
- Big Basketball Weekend Ahead!

BOLINGA BLACK CULTURAL RESOURCES CENTER, et al.

- MICROAGGRESSIONS: The New Face of Bigotry

BOONSHOFT SCHOOL OF MEDICINE/WRIGHT STATE PHYSICIANS

- Wright State Physicians is offering a weight loss surgery education seminar
- Wright State University partners with Verily Life Sciences to combat opioid crisis

CENTER FOR TEACHING AND LEARNING

- CTL Spring Semester Workshops and Book Groups
- Workshops Offered by CTL—Week of January 14, 2019
- Workshop Offered by CTL—Week of January 21, 2019
- Workshops Offered by CTL—Week of January 28, 2019
- Workshops Offered by CTL—Week of February 11, 2019

COLLEGE OF LIBERAL ARTS—LEAP

- LEP 0550 Pronunciation Improvement
- Improve Your English Pronunciation!

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURES

- THINK YOU'RE FUNNY?—Enroll in ENG 2020: The Basics of Stand-Up Comedy for Spring 2019!

DEPARTMENT OF THEATRE, DANCE, AND MOTION PICTURES

- The Curious Incident of the Dog in the Night-Time
- Mother Courage and Her Children
- Emerging Choreographers Concert will feature new works by Wright State dance majors

DISABILITY SERVICES

- Working with Students on the Autism Spectrum

ESPM

- ESPM Wednesday sales closed until January 9

GYMNASTICS CLUB

- Support the Gymnastics Club: Rapid Fired Fundraiser

HOSPITALITY SERVICES

- FREE SAMPLES at Hospitality Services Vendor Fair

HUMAN RESOURCES

- Premier Health Mobile Mammography Coach coming to Dayton Campus

INSTITUTIONAL RESEARCH AND ANALYTICS

- What do you think about your overall educational experience at Wright State?
- Wright State wants to know: How many hours a week do you work at a job?
- Wright State wants to know: Have you worked on projects during class?
- Wright State wants to know: How many hours a week do you commute to and from class?

LANA CENTER

- Lunar New Year Celebration
- ASA Fortune Cookie Fundraiser

PROVOST'S OFFICE

- Tuition refund period for full-term classes extended to February 1

RAJ SOIN COLLEGE OF BUSINESS

- Taste Your Master's Event
- 2019 Wright Venture Competition

RESEARCH

- Would you like to help us learn more about cognitive effort during group tasks and earn some money?

RESEARCH AND SPONSORED PROGRAMS

- WORKSHOP: How to Navigate the SPIN Database and Identify Funding Opportunities

STAFF DEVELOPMENT DAY PLANNING COMMITTEE

- Staff Development Day needs your input!

STUDENT ORGANIZATIONS

- Student Organization Budget Committee (SOBC) Process 2019–20
- Funding for Student Organizations

STUDENT UNION

- Student Union Office Relocations

TESOL

- Improve Your English Pronunciation!

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- UCIE Brown Bag Series: Exploring PUERTO RICO
- EDUCATION ABROAD FAIR this Wednesday
- Study Abroad through ISA!

UNIVERSITY LIBRARIES

- Free Basic Patent Information Workshop

WARGAMES SOCIETY

- Wings of Glory: Battle of Britain—*Battle Over Waterloo Scenario*

WOMEN'S CENTER

- SCARF FRENZY
- THE VAGINA MONOLOGUES 2019

WRIGHT STATE UNIVERSITY NEWSROOM, FROM THE

- Wright State University partners with Verily Life Sciences to combat opioid crisis
- Wright State film grad Hannah Beachler nominated for Oscar for her work on 'Black Panther'

WRITING ACROSS THE CURRICULUM

- Writing Bootcamp for faculty/staff scholarly work

WWSU 106.9 FM

- Hear Sports Director Shea Neal interview men's basketball players Alan Vest and Malachi Smith