

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign focused on Raider Country continues. We keep adjusting our spend towards digital channels as in-person activities are still limited. We will continue to adjust accordingly.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 62 publications and advertising projects for our Wright State community partners since Jan 29, 2021. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Graduate School Feb 2021 Campaign
- Princeton Review print and digital ads
- Dayton Business Journal – Doing Business with WPAFB print ad
- Dayton Business Journal – Focus on K-12 Education Section digital ads
- Columbus Dispatch print digital ads
- Dayton Daily News Education Today print ads
- South Dayton Lifestyle magazine ads
- State Science Day 2021 Program ad
- Skywriter April 2021 ad
- Aim Media spring sports section print ad
- Sidewalk graphics – The Greene
- High School Advertising
- Ring Digital Ads
- Ohlmann Digital Ads
- Facebook Ads
- Theatre Season 2021
- FAFSA completion postcards
- Apply postcard for underrepresented students
- Summer semester 2021 registration postcard
- NCAA Tournament postcard
- Retirees Association postcard
- Various ArtsGala art, ads, landing pages, email, and print pieces

Breakdown

- 28 Print Projects
- 34 Advertising Projects

II. WEB

The Office of Marketing web team has completed 440 web support requests and projects since January 29, 2021. Highlights include the following completed projects:

Highlights

- Police website updates
- Wright Venture 2021
- UAB website redevelopment
- CaTS website refresh
- ArtsGala website
- BSOM scholarship report
- Academy of Medicine E-vite
- Matchday Map
- Medical Spirituality Conference
- Social media policies and guidelines have been added to the website, including the recently approved university guidelines.

Breakdown

- 14 web projects completed
- 426 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 102 photography requests, video projects, and internal/external digital imaging requests since Jan 29, 2021. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- Ohio Information Security Conference video
- Multiple CTV/OTT/TV videos
- Graduate School Youtube ad videos
- MBA student testimonial videos
- ESPN Horizon League Tournament ad video
- ArtsGala 2021 student testimonial videos
- Covid vaccine PSA video
- Undergrad/Transfer Youtube Ad videos
- ARTsGAla 2021 covid experience video
- ArtsGala 2021 Klaben, Thornburg videos
- Grad School campaign video
- Sports team and individual photos
- Army ROTC recruitment and nursing photos
- SGA portraits and meeting photos
- Covid vaccination photos
- Multiple socially distanced classrooms

Breakdown

- 19 location and studio photography sessions
- 22 Video production projects
- 46 internal digital imaging requests
- 15 external digital imaging requests

IV. Branding

Branding efforts that are in process/completed include:

- Calamityville logo complete; in process of creating new site on wright.edu and stationery
- Boonshoft School of Medicine brand and marketing efforts merged with our office; branding updated to reflect Wright State brand
- In process of creating brand book and style guide for Athletics; Lake Campus Athletics also to be included
- In process of new branding for new college, College of Health and Human Services and its 4 departments
- In process of updating content/brand for digital signage
- Ongoing: updating environmental and installing murals/colors across campus

V. WINGS ANNOUNCEMENTS

From January 30 through April 6, the Office of Marketing has posted 51 announcements on the university's WINGS portal, serving offices and departments such as the University Police Department, Environmental Health and Safety, Boonshoft School of Medicine, and the Bolinga Black Cultural Resources Center. There is no cost to the requester.

Notable examples include:

- Black Entrepreneurs of Dayton Virtual Panel Discussion
- Boonshoft Public Health Workforce Scholarship
- Virtual Hiring Event for Wright-Patterson Air Force Base
- Wright State Police offering new active shooter program called Run! Hide! Fight!
- Lead Exposure Health Education from Nursing Students and Environmental Health and Safety
- Virtual "Lunch-In" with Dayton Mayor Nan Whaley