

Marketing Report

The current multiyear awareness and recruiting campaign, Further, began in September 2024. The Office of Marketing has incorporated language and design elements from this new campaign into the assets it produces while replacing items from the former campaign. Marketing supported recruiting events during the spring of 2025 that included Explore Wright State Day, Lake Campus Open House, Graduate Programs Virtual Open House, and virtual information sessions for RSCOB's graduate programs and M.B.A. program. Specific advertising campaigns were launched to promote the Active Duty Military Scholarship and Wright-Patterson Air Force Base Graduate Scholarship, a "transfer targets" campaign for students enrolled for Fall Semester 2024 who attended another college. Previous campaigns for the aviation program and for high school seniors to apply continue.

Projects and Deliverables

Since February 8, 2025, the Office of Marketing has completed numerous projects aimed at increasing enrollment and marketing the university for our Wright State community partners. Completed projects include publications, advertising, web, videography, photography, digital imaging, social media, and branding. Listed below are highlights of those projects.

I. PUBLICATIONS AND ADVERTISING

Advertising

- 2024_25 DBJ Forums Advertising Aerospace and Defense Awards Print Ad
- 2024_25 TikTok Ads_February_Go Further Maroon 3
- 2024-25 Facebook Ads April General
- 2024-25 Facebook Ads February General
- 2024-25 Facebook Ads February Senior Apply Push
- 2024-25 Facebook Ads March General
- 2024-25 GPHS Grad Open Houses_March_Digital Signage Ad
- 2024-25 GPHS Grad Open Houses_March_Email Header
- 2024-25 RING Digital Ads April General
- 2024-25 RING Digital Ads February General
- 2024-25 RING Digital Ads March General
- 2024-25 Sinclair Clarion Ads_April 4
- 2024-25 Sinclair Clarion Ads_Feb. 28
- 2024-25 WPAFB Advertising Digital Screen Basketball Ad
- 2024-25 WPAFB Advertising Email_Website Ads March
- 2024-25 WPAFB Advertising Email_Website Ads_April
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad_April
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad_March
- 2024-25 WPAFB Advertising Wright Times Magazine Print Ad_April
- ADM | Hoby Ohio West Leadership Seminar Program Print Ad
- CoLA | ArtsGala 2025 DBJ Full Page Ad
- CoLA | ArtsGala 2025 DBJ Half Page "Thank-you" Ad

- CoLA | ArtsGala 2025 DBJ Half Page Ad
- CoLA | ArtsGala 2025 DBJ Strip Ad
- CoLA | ArtsGala 2025 DDN Half Page "Thank You" Ad
- CS | Employer Speaker Series 24-25 WPAFB March
- EM | Enrollment Promotion Residence Hall Sandwich Boards Update
- EM | Fly-In Event Program Ad
- EM | Livability Dayton Banner Ad
- EM | Livability Dayton Print Ad
- EWSD_March 15_Nutter Center Concourse Screens
- EWSD_March 15_Nutter Center Marquee Graphic
- LAKE | Lake Campus Open House Print Ad Design Templates
- MKT | Big Hoopla Program Ad
- MKT | State Science Day Program Ad
- RSCOB | DBJ Ad Campaigns 2024-25 Native Content Article March 19
- RSCOB | DBJ Ad Campaigns 2024-25 Native Content Banners April 18
- RSCOB | DBJ Ad Campaigns 2024-25 Native Content Banners March 19
- RSCOB | DBJ Ad Campaigns 2024-25 XL Banners March 4

Print

- 2024-25 GPHS Grad Open Houses_March_Postcard
- ADM | Transfer Scholarship One-Pager
- ARM | ROTC Brochure Update
- Boonshoft School of Medicine Career Curriculum Infographic
- Boonshoft School of Medicine, Specialty Fair
- BSOM | Academy of Medicine Dinner Invitation
- BSOM | Academy of Medicine Membership Campaign Letters
- BSOM| Health Fair Save the Date Card
- BSOM| Specialty Fair Poster
- CHEH | Clinical Mental Health Counseling (M.S.) Flier
- CHEH | Health Sciences Flyer
- CHEH | Millet 162 Mural
- CJS | BA -Military Concentration Handout
- CJS | BA Distance Learning Handout
- CoLA | ArtsGala 2025 Program
- COLA | Environmental Studies BS Page
- COLA | Environmental Studies Card Large
- COLA | Environmental Studies Flyer
- COLA | Environmental Studies Small Card
- COLA | IDS BA and BS Handout
- COLA | Theatre Programs 2024–25 Alice by Heart
- COLA | Theatre Programs 2024–25 Dance Concert
- COLA | Theatre Programs 2024–25 Emerging Choreographers Concert Handout
- COLA | Theatre Programs 2024–25 The Apple Tree
- CoSM Thank You Cards
- DSAB Greeting Card
- EWSD_March 15_Map
- EWSD_March 15_Postcard

- EWSD_March 15_Printed Agenda
- EWSD_March 15_Room Signs
- Explore Wright State Day flyers
- FAC | Gas line QR code
- Flyer
- Graduation Invitations for Plastic Surgery Residency
- Health and Wellness Task Force Reports - Format for Printing
- Honors Graduate Recognition Ceremony Spring 2025
- Honors Program and Honors Courses Sheet
- Honors Program Graphic Sheet
- January SOI Postcard
- Junior Print 3
- LAKE | Lake Campus 2025 Spring Commencement Program
- LAKE | Lake Scholars Event
- LAKE | Lake Scholars Invitation
- LAKE | Laker Life
- LAKE | March Apply Postcard
- LAKE | SOI Postcard
- LAKE Scholar Envelope
- LIB | 215DL Mural
- March Apply Postcard
- MKT | Aviation Enrollment Map
- Postcard
- PRES | Regional Spelling Bee 2025 Shirt
- PRES | Scholar Event 9x6 Envelope
- PRES | Scholar Event Invite
- PRES | Scholar Event Letter
- RSCOB | Summer Camps
- RSCOB | Summer Camps Flyer
- RSCOB | UG_GR Flyer Update
- RSCOB Summer Camps
- School Counseling (M.Ed.) Program Flier
- Small Brochure change and reprint
- SS | Returning Raiders Postcard
- SS | Stranded Credits Initiative Postcard
- Swap photo
- Wright Venture poster

Emails

- RSCOB | Summer Camps

Design Only

- COLA | WHIO Digital Ads
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable

- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- Design/Graphics Deliverable
- EWSD_March15_SocialMediaGraphic
- RSCOB | Summer Camps Email Header

Breakdown

- 39 advertising projects
- 65 print/publications
- 1 email projects
- 13 design only
- 118 total

II. WEB

Projects

- Changing Our Grad Open House Website
- CHEH | Exercise Science BS program website
- CHEH | Health Sciences BS program webpage
- COLA | 2023 CoLA Faculty & Staff Awards List
- Convert AP, CLEP, IB, DSST, and ECE PDFs to Webpages
- FIN | Migrate WINGS Express Finance Guide
- MKT | Active Duty Military Scholarship Web Page
- MKT | Fact Sheet Spring 2025 Update
- MPH Foundation Fund-Hittner Fund
- PRES | Premier partnership web content
- PROVOST | Wright State Online website revamp
- RLH | Sibbs Weekend Webpage
- SA | Webpage update
- Strategic Plan website restructure
- Update the CGPHS website with some new staff members headshots
- VPBFA | Strategic Plan Listening Sessions
- Women of Wright State Website

Breakdown

- 17 web projects
- 596 web support requests
- 613 total

III. PHOTOGRAPHY AND VIDEO

Video

- 2024-25 GPHS Grad Open Houses_March_CTV_OTT
- 2024-25 Lake Campus Open Houses_March_CTV_OTT
- 2024-25 Lake Campus Open Houses_March_Lima Market Radio
- 2024-25 Lake Campus Open Houses_March_Streaming Audio
- 2024-25 Lake Campus Open Houses_March_YouTube
- 2024-25 WPAFB Advertising Digital Screen Ad_April
- 2024-25 WPAFB Advertising Digital Screen Ad_March
- 2024-25 YouTube Ads_April_Further Maroon 4
- 2024-25 YouTube Ads_April_Lake Campus Visit
- 2024-25 YouTube Ads_April_Transfer
- 2024-25 YouTube Ads_February_CHEH Aviation
- 2024-25 YouTube Ads_February_Go Further_Maroon 3
- 2024-25 YouTube Ads_February_MBA
- 2024-25 YouTube Ads_February_Program_COLA Theatre Design Tech
- 2024-25 YouTube Ads_January_RSCOB Virtual Information Session
- 2024-25 YouTube Ads_March_Go Further Yellow 2
- 2024-25 YouTube Ads_March_Graduate Programs General
- ADM | Student Orientation Ambassador Intro - Intake Meeting
- ADV | CSIC 2025 Video - Editing
- BSOM | Public Health Testimonial Videography Shoot
- COLA | Update ArtsGala Scholarship Recipient Videos
- CSIC 2025 Video - Shoot
- EWSD_March 15_Preroll
- GreenGoldAdmit_Preroll
- HR | President Edward's Welcome Video for New Employee Orientation
- LAKE | Lake Campus T102 Radio Ads Police Academy
- LAKE | Lake Campus T102 Radio Ads Supervision and Management BTAS
- ODS | Scholarship Feature Videos
- PRES | Spelling Bee 2025 Trivia Preroll
- RSCOB | BS, Supply Chain Management

Photography

- 2025 ArtsGala Art Competition Winners
- 2025 Spelling Bee
- 2025 Top Scholars
- Academy of Medicine Dinner
- ADM | Tour Guide Photoshoot
- Alice by Heart
- Alt Text and Images: Best Practices Friday Session Photography
- Alumni Achievement Awards
- ArtsGala 2025
- Big Hoopla STEM Challenge

- Boonshoft School of Medicine 4th Annual Research Symposium
- BSOM Match Day 2025
- CJ-Forensic Club, Student club Police Dogs - Josh Gilliam Contact
- Department of Psychiatry Research Symposium
- Dining locations for dining services website and campus map
- Disability Services Scholarship Banquet
- Dr. Jason Anderson
- Emanuel Clayton
- EWSD_March 15_Photoshoot
- Friends of the Libraries Annual Luncheon
- Health Professions Day 2025
- Holi Festival Celebration
- Homecoming 2025
- Kathrine Dillard
- Kevin Schmidt, a 2011 psychology graduate
- Lake Campus Photos
- Lake Campus Photoshoot
- Lindsay Bogan
- Marketing Scholarships & Awards Luncheon
- Match Day 2025 Group Photo
- Matthew Correll story
- MPH Program Cohort Picture
- Raiderthon
- Raj Sooin College of Business DSAB meeting with President Sue Edwards
- RSCOB | School of Finance, Accountancy, MIS and Economics (FAME) Photography - Intake
- Seth Gordon Headshot
- Spring Career Fair
- Student Clinician Ceremony
- Student Leadership Award Winners Portraits
- Tau Sigma Induction Ceremony
- Tererra Hellman - Public Safety Professional Photo
- Theatre Production - Much Ado About Nothing
- Top Scholar Dinner
- William Stalker
- Winter Around Campus
- Women of Wright State Awards 2025
- Wright Venture

Digital Image Orders

- Order photos for: 17389-10 Tom Hanks VIP Reception 4-19-16
- Order photos for: 25617 Ologie Photos, September 2022
- Order photos for: 6 / 29 71561 Lance Cauley, RSCOB Professionals Day 11-13-24
- Order photos for: 64918 Champions Garden Dedication 9-8-23
- Order photos for: 66032 Sherry Adkins, BSOM Wright State University Rural Family Medicine Residency 7-25-23

- Order photos for: 68489 Diana Schaefer, Outstanding Scholarly & Creative Activity and Public Impact Awards 2-1-24
- Order photos for: 69326 Chanel Winston, BSOM Student Clinicians Ceremony
- Order photos for: 69416 Chanel Winston, BSOM Class of 2028 White Coat Ceremony and Convocation 7-6-24 69416
- Order photos for: 69561 Barbara Darden, BSOM Neurology Marketing Photos 6-28-24
- Order photos for: 70015 Sherry Adkins, Rural Family Medicine Interns 7-31-24
- Order photos for: 70837 Kayla Metz, RSCOB DSAB Headshots and group photo 11-20-24
- Order photos for: 71053 Kristina Healy, RSCOB Marketing Photos 11-19-24
- Order photos for: 71114 Orientation 7-13-24
- Order photos for: 71725 Lake Campus Fall Photos 10-8-24
- Order photos for: 71941 Rachelle Whittridge, RSCOB Speaker Series featuring Raj Soin 11-25-24
- Order photos for: 71966 ArtsGala Winners Libby Gephart and Suvekshya Maharjan 2-21-25
- Order photos for: 71966 ArtsGala Winners Libby Gephart and Suvekshya Maharjan 2-21-25
- Order photos for: 72056 Nancy Bigley Celebration 11-19-2
- Order photos for: 72141 Health Sciences Flyer
- Order photos for: 72172 Department of Psychiatry Research Symposium 4-1-25
- Order photos for: 72556 CSIC Students 1-30-25
- Order photos for: 72886 Health Professions Day 2-17-25
- Order photos for: 72986 Winter on Campus 1-7-25
- Order photos for: 73041 Kris Sproles, William Stalker Profile 2-6-25
- Order photos for: 73045 Regional Spelling Bee 3-7-25
- Order photos for: 73146 Marya Cordes, Much Ado About Nothing Theatre Production 2-15-25
- Order photos for: 73146 Much Ado About Nothing Theatre Production 2-12-25
- Order photos for: 73146 Much Ado About Nothing Theatre Production 2-12-25
- Order photos for: 73146 Much Ado About Nothing Theatre Production 2-12-25
- Order photos for: 73185 Homecoming Activities 2-5-25 and 71721 Kathy Kuntz, Alumni Achievement Awards 2-7-25
- Order photos for: 73220 Marketing Scholarships & Awards Luncheon 4-9-25
- Order photos for: 73312 DSAB Greeting Card v06
- Order photos for: 73324 ArtsGala 4-5-25
- Order photos for: 73431 Women of Wright State Awards 3-10-25
- Order photos for: 73517 Emanuel Clayton, Assistant Director, Academic Success 3-7-25
- Order photos for: 73667 Service Day Digital Screen v02
- Order photos for: 73710 Jill Puthoff, Lake Campus 3-13-25
- Order photos for: 73710 Lake Campus 3-13-25
- Order photos for: 73716 Alice by Heart Theatre Production 3-19-25
- Order photos for: 73716 Alice by Heart Theatre Production 3-19-25
- Order photos for: 73716 Alice By Heart Theatre Production 3-19-25
- Order photos for: Accessibility website
- Order photos for: Active Duty Military Undergraduate Scholarship webpage

- Order photos for: Active Military Scholarship Digital Ad Photos
- Order photos for: Alumni Achievement Awards for Kathy Kurtz
- Order photos for: April Craze 2022 Photos
- Order photos for: April Facebook Ads
- Order photos for: Artsgala
- Order photos for: Business Artificial Intelligence Minor webpage
- Order photos for: CECS Baja Lab Marketing Photos
- Order photos for: CECS website
- Order photos for: CoLA Intern - Dance Brochure Pictures
- Order photos for: Dining Services website and Campus Map
- Order photos for: DSAB with President Sue Edwards 3-25-25
- Order photos for: Emanuel Clayton, Assistant Director, Academic Success 3-7-25
- Order photos for: Exercise Science webpage
- Order photos for: Facebook General Ad Photos for March
- Order photos for: For Green and Gold Days
- Order photos for: Greek life photos
- Order photos for: Green and Gold Day webpage
- Order photos for: Health Sciences webpage
- Order photos for: Healthcare landing page
- Order photos for: Holden, Kurt 03 1-23
- Order photos for: Homecoming Pictures BSOM 2025
- Order photos for: <https://wrightstate.smugmug.com/2025/February/73185-Homecoming-Activities-2-5-25>
- Order photos for: Interdisciplinary Studies webpages
- Order photos for: Job Fair webpage
- Order photos for: Marketing FAGC slide
- Order photos for: misc CECS requests
- Order photos for: MKT Scholarship and Awards Pictures
- Order photos for: Much Ado About Nothing
- Order photos for: Much Ado About Nothing
- Order photos for: Multiple titles
- Order photos for: n/a
- Order photos for: Order digital photos
- Order photos for: outdoor events photos misc
- Order photos for: Photos - Kayla Metz
- Order photos for: Raiderthon
- Order photos for: RSCOB | Summer Camp Photos
- Order photos for: RSCOB DSAB with President Sue Edwards
- Order photos for: RSCOB Marketing Photos 11-19-24
- Order photos for: Sibling Weekend webpage
- Order photos for: Spring Commencement 4-28-18
- Order photos for: stemm experience
- Order photos for: Study Abroad website
- Order photos for: Summer Bridge program webpage
- Order photos for: Summer on Campus and Rowdy on Campus Photos
- Order photos for: UCIE Study International Ad Photos
- Order photos for: Wonders, Karen 11-23

- Order photos for: Wright Path informational materials
- Order photos for: Wright State Online website
- Order photos for: Wright MUN High School Model United Nations Conference webpage

Breakdown

- 47 location and studio photography shoots
- 30 video projects
- 92 internal digital imaging requests
- 33 external digital imaging requests
- 202 total

IV. One Call Messaging

- None for this timeframe

V. SOCIAL MEDIA

- Continued implementing Further campaign branding into social content.
- Began a series of “class feature videos” to highlight unique opportunities WSU offers our students.
- Aligned organic social posts to complement our recruitment advertising, mail, and email efforts.
- Attended and created content around Match Day, Raiderthon, ArtsGala, Research Fairs, the WSU vs AF Baseball Game, and other campus gatherings to promote a positive image of student life on campus.
- Began hosting “student takeovers” to share student perspectives of their experience at Wright State.
- Continued hosting Social Media Managers Meetings to get all SMM’s across campus. connected and working together to elevate our collective social presence. Collaborated with Legal to host a meeting on important policy updates. Started assembling content for our first in-person meeting this summer.
- Increased efforts to consistently engage with students on TikTok and saw a nice jump in followers over the prior period.
- Continued to grow our following and increase our post engagements over the previous reporting period across all of Wright State University’s social media channels.

VI. BRANDING

- Go Further campaign styleguide in progress
- Premier Partnership brandguide in progress