

Advancement Committee Report
Communications and Marketing Report
April 2014

Print and Advertising

The spring 2014 issue of *Wright State University Magazine* was written, edited, designed, printed, and mailed to 80,000 alumni and friends of the university. The magazine is also available online.

In addition, 105 print/advertising projects were completed in February and March.

We created an RN2BSN marketing program including newspaper print and banner ads and outdoor billboards and are awaiting confirmation of budget.

Began concept work on potential new advertising campaign for the university.

Web

The following websites went live during this period:

Distance Education: <http://www.wright.edu/distance-education>

--new site designed in conjunction with the new Distance Education office

--worked closely with their office to incorporate new content

Graduate School refresh: <http://www.wright.edu/graduate-school>

--a complete redesign and refresh of the organization of the Graduate School website

--new design directly aligned with market research and strict design guidelines

--clarified and simplified navigation

Student Affairs: <http://www.wright.edu/student-affairs>

--completely new web presence for the division of Student Affairs

Calendar: <http://www.wright.edu/calendar>

- complete redesign of the top level calendar page
- all aspects of usability were improved
- simplified process for creating new events
- improved performance on mobile devices
- improved integration with other websites
- improved organization

Celebration of Research: <http://www.wright.edu/research/celebration-of-research-scholarship-and-creative-activities>

- updated for current year

Raider Connect: <http://www.wright.edu/raider-connect>

- updated the Raider Connect theme and some content

Social Media

Katie Halberg, formerly our Senior Writer and Editor, was promoted to a new position of Director of Social Engagement. Ms. Halberg hired a staff of 3 students to assist with social media efforts.

New channels launched in February and March: Pinterest, Instagram, Tumblr

The Social Media Managers Group now includes 131 social media managers from across campus. Ms. Halberg presented a training session to them on Hashtags.

Current fans/followers on all social media channels: 84,461

Media Relations

In February and March the media team posted 86 news releases regarding campus news and events, and received 44 WSU in the News posts in the Newsroom.