

Communications & Marketing Report

November 2013

1.) *Projects*

Fall Semester 2013 has seen Communications and Marketing fulfill many projects. Some major examples have been:

- Played a key role in the development of Wright State's newly-introduced five-year strategic plan by chronicling the successes of each college and school on campus, writing and/or editing every unit's plan, updating the plan for the website, helping develop the overall Strategic Plan event on campus that was held Oct. 18, and producing three four-color printed publications that were distributed at the event.
- The web team's launch of two more college websites, and in this case major-size sites – the College of Science and Math and the College of Liberal Arts. To view their work, go to wright.edu/cosm and/or wright.edu/cola.
- The ongoing graphic design requirements of each college and school, all of which includes various sub-projects.
- Researched all published news and other documents that pertain to the cost of higher education, the value of higher education, and more, as part of the value-quality project driven by Gov. Kasich and chaired by President Hopkins for the betterment of public higher education in Ohio.
- Prepared marketing tactics that will mesh with the recruitment efforts of Enrollment Management. Also, assisting the Graduate School in their campaign, as well as having begun an outdoor (billboard) campaign on behalf of each college. The billboard campaign will change every four weeks, with different messages rotating on boards throughout the region. The lead message comes from the increased interest in social media and features #braggingWrights. The Lake Campus outdoor campaign reads #loveWSUlake.
- Assisted with preparations, publicity and printed pieces for the second event in Wright State's CELIA-sponsored Visiting Artist Series in October. This fall's event featured Jane Austen's *Pride and Prejudice* celebration (200th anniversary) and included readings and discussion from literary scholars/visiting professors Devoney Looser and Janine Barchas as well as a 19th Century ball, English tea party and theatrical performances.
- Completed videos for the annual Cameos of Caring event (nursing awards) and an Editions TV feature about Wright State, which will air on FOX and 18 of its affiliates over the course of the next 12 months. Communications and Marketing

updated the *This is Wright State* :60 spot for basketball season advertising on ESPN and Fox Sports 1 telecasts.

- Facilitated presentations by three market research agencies as a first step in the effort to commission comprehensive market research for the university, leading to an enduring brand and image campaign. Communications and Marketing developed the Invitation to Negotiate for the process and has heavy representation on the review committee that will make a recommendation to the administration and Board of Trustees.
- We also are involved in the process that will make a final recommendation to the Board of Trustees regarding printing services at Wright State, including fleet and production printing for all university units. The invitation to negotiate in this case was developed around the State of Ohio House Bill 7 that, in part, calls for collaboration among public institutions. Our search has been conducted with Clark State and Central State joining us at the table, The governor and chancellor's offices are watching the development of this matter closely.

For the 90-day period Aug. 1-Oct. 31, the Communications and Marketing media team prepared 131 feature stories for public consumption and also placed these feature articles in wright.edu's newsroom for public consumption. One third of those articles led to consumer news coverage for Wright State, including these highlights:

- Xtreme BOTS (robotic) competition
- Fifth Annual Wright State University Music and Medicine Symposium
- Lake Campus to launch food science program
- Wright State University Theatre proudly presents the Tony Award–winning Oklahoma!
- Optimistic tone at preseason basketball luncheon
- Wright State's redesigned engineering math curriculum wows university trustees, administrators from around Ohio
- Princeton Review: Wright State's Raj Sooin College of Business among the nation's best
- Wright State, Ohio State, other institutions receive \$3.5 million grant to increase underrepresented graduates in STEM fields
- It's no mystery why detective writers love Wright State DNA expert
- Multi-use classroom building to be added at Wright State
- Wright State professor: Internet scams tied to terrorism
- Wright State to host conference and ball to celebrate the Pride and Prejudice Bicentennial
- Enrollment at Wright State University reflects efforts to boost educational attainment
- Calamityville Hosts Memorial Ceremony at 9/11 Monument

- WSRI joins Ohio team promoting UAS Center & Test Complex at Unmanned Systems 2013
- President Hopkins discusses perceptions at August NCAA Division I Board of Directors meeting
- Wright State, ATIC to sponsor symposium on Bosnia following CIA declassification of documents
- Chancellor Carey lauds Wright State for access, opportunity

Other Items

- Communications and Marketing's social media marketing campaign has taken off, led by President Hopkins' daily tweets on Twitter. Dr. Hopkins posts his thoughts several times daily, and in just ten weeks he has 1,292 followers. In tandem with the hashtag (#) outdoor campaign, social media is greatly helping raise the Wright State profile among social media participants everywhere.
- Communications and Marketing's offices have moved to the 4035 Col. Glenn Highway Building, one mile from the main campus. We are located on the third floor of what was the SAIC operation and where the Wright State Research Institute also is housed. Our unit held a well-attended Open House in the new offices Nov. 6, giving the Communications and Marketing staff the opportunity to display our work to outside vendors and campus colleagues, and to display new office technologies.