

## Office of Marketing Report November 2014

### Advertising and Print

We continue to run our Numbers campaign for recruitment purposes. However, since the fundraising gala on Oct. 18, we have worked with another agency to develop a Rise. Shine. advertising campaign that will begin late fall and run until the rebranding initiative is launched.

Projects completed mid-September to mid-November:

|              |    |
|--------------|----|
| Advertising  | 43 |
| Publications | 59 |

Also, the fall edition of the *Wright State University Magazine* is at the printer and should be distributed to faculty, staff, donors, and alumni by late November. The theme is: Wright State By the Numbers, thus coordinating with our Numbers campaign.

### Web

The following web projects were completed mid-September to mid-November 2014:

Veteran and Military Center

<http://www.wright.edu/veteran-and-military-center>

- A complete rebuild of the site
- Timed to be in place for the opening of their new physical space
- Special emphasis on their new branding
- Extensive work on enhancing the quality of the content.

Academic Affairs / Accreditation

<https://www.wright.edu/academic-affairs>

- A complete rebuild of Academic Affairs
- A one-stop shop for all Institutional Accreditation information
- Significant effort to consolidate AA -related policy
- Integration of Choose Ohio First
- Integration of College Credit Plus
- Integration of General Education (Wright State Core)
- Integration of Writing Across the Curriculum

Wright State App

<http://www.wright.edu/information-technology/support-and-training/wright-state-app>

- Worked closely with CaTS to build the new Wright State App
- Extensive content integration from our web services

- Branding standards on iOS and Android versions
- Production testing before launch

#### Student Government

<http://www.wright.edu/student-government>

- A new site build
- Worked closely with SG to bring their site back on campus so they could stop paying for it externally.

#### Pre-College Programs

<https://www.wright.edu/pre-college-programs>

- A complete rebuild of Pre-College-Programs
- Emphasis on communicating their role in our community

#### Microbiology and Immunology

<http://science-math.wright.edu/academics/programs/microbiology-and-immunology-master-of-science>

- Integration of the final master's program into the COSM site

## **Social Media**

### **Milestone Accomplished**

We are pleased to report that Wright State crossed the 100,000 fan mark—we now have 100,169 fans/followers across the 16 official social media channels run by the offices of Marketing and Communications. This is a 27.5% increase since January 1.

### **Social Media Managers Group**

The group now includes approximately 200 account managers throughout campus, including every college/school and division.

### **Social Media Enterprise System Implementation**

We are implementing Sprout Social Enterprise on December 1. Sprout Social Enterprise will give us centralized control of our social media channels, focusing on Facebook fan pages and Twitter accounts. All official channels within these platforms are required to become part of this system. We've created 30 account teams, with multiple offices collaborating to optimize content strategy and social media presence.

In preparation, we've hosted two information sessions, with one more planned. We're also scheduling three training sessions pre-rollout, and one-on-one meetings with each account team after the system goes live.

At the conclusion of this 12-month contract with Sprout Social, we will review the data and determine whether we continue with the account teams in place, increase our investment to accommodate individual accounts, or terminate our investment.

### **National Exposure**

Director of Social Engagement Katie Halberg has been invited to speak about social media in higher education at the North American Association of Commencement Officers (NAACO) 2015 Conference in February and American Association of Collegiate Registrars and Admissions Officers (AACRAO) Annual Conference in April.