

## **Marketing Report August 2016**

### **I. PUBLICATIONS HIGHLIGHTS**

Since March, the Office of Marketing has completed more than 230 publications projects. This includes event marketing pieces for the Multicultural Millennium Conference, CELIA's Sultans of Swing series, CELIA's Shakespeare series, events concerning the 25th anniversary of the Center for Healthy Communities, the Presidential Lecture Series, the Faculty Mentoring Summit, the Amigos Latinos Gala, *ArtsGala*, and the MACE Awards. We created many Debate16-related banners, booklets, promotional items, and fundraising pieces, as well as moved forward with art and guidelines for the forthcoming rebranding effort. We produced a bumper crop of vinyl and retractable banners this reporting period.

Our team worked hard to develop and produce the wide range of projects that make up the new Pioneers of Potential campaign, to be applied to new admissions publications, advertisements, and environmental graphics. We continue to work closely with our colleagues in Facilities and Planning, producing environmental graphics for a variety of campus spaces, such as the large-scale window graphics for the New Media Incubator and the interior and exterior wayfinding system for the newly remodeled Creative Arts Center. Our department produced two magazines this reporting period, including the spring issue of *Wright State University Magazine* as well as the latest issue of *The Nurse Advocate* (for the College of Nursing and Health). We refreshed the current design for our ongoing contract with the Dayton Dragons, including work for print, video, and scoreboards, and created a great visual concept for College of Liberal Arts' *Destination: Art*.

Notable stand-alone publications include the University College orientation booklet, the admissions transfer viewbook, an abstract design for the first-ever CD for Wright State's a cappella group ETHOS, the Undergraduate Orientation Resource Guide, and concepts and art for SOPP's "800x25" fundraising brochure. We also designed vehicle wraps, which were applied to all the campus shuttle buses in late spring.

The Office of Marketing served a remarkable number of Wright State community members during the past six months. We provided top-quality services, exceptional work, and useful advice for hundreds of individuals from more than 25 departments, units, and colleges.

### **II. ADVERTISING HIGHLIGHTS**

From March through mid-August, the Office of Marketing developed and placed 32 print ads, two radio campaigns, one television campaign, and three comprehensive digital campaigns to support the university's recruiting goals and to enhance the university's engagement with alumni, donors, and community leaders.

## Undergraduate Admissions Recruiting

The Dare to Do digital campaign was improved with more specific segmentation and messaging for high school prospects ages 15–18, parents of college-bound students, non-traditional adult learners with some college, and digital users who exhibit interest in higher education.

From February 15, 2016 through July 31, 2016, the campaign has resulted in 265,000 users clicking on Wright State’s ads on Facebook, Google Adwords, Google remarketing, and Instagram. In addition, 358 leads completed the Dare to Do web form at a cost of \$338 per lead.

## Graduate School Recruiting

The Defining Next digital campaign concluded on July 31, 2016. The campaign, which started in January 2016, and included Facebook, Google Adwords, Google remarketing, and Yahoo Gemini, resulted in 65,000 users clicking on Wright State ads and 279 leads completing the Graduate School web form at a cost of \$437 per lead.

## Additional Recruiting Ads

### **College Connection West Central Ohio**

A print ad and email blast in April reached 90,000 families with high school–aged children via 10 Gannett print and online newspapers. The email campaign resulted in a 13 percent open rate and a 1.45 percent click-through rate to Wright State’s undergraduate admissions site. Both percentages are at the top range of email marketing standards for the education sector.

### **Columbus NACAC College Guide**

This print ad reached approximately 5,000 high school students and parents at the spring college fair and supported Enrollment Management advisors who attended the fair (April 8).

### **Graduation Ad**

A half–page ad congratulating new graduates and promoting Wright State’s academic programs ran in the *Dayton Daily News’* higher education section (May 29, 2016).

### **Dayton Area Chamber of Commerce**

A Dare to Do recruiting ad was placed in the prime first fold of the chamber’s map. Over the next year, thirteen thousand copies will be distributed to more than 150 high-traffic areas and mailed in welcome packages to families and businesses relocating to the region. In addition, Wright State is also included in the online version of the map and the chamber’s mobile app.

### **Raj Sooin College of Business**

Full-page and half-page ads were placed in the *Dayton Business Journal* to promote the MBA and the college’s five master’s programs (March 15 and May 20). The Master of Information Systems, and Master of Science in Supply Chain Management were featured in a half–page ad (April 15). The college also recruited for the MBA program with digital ads in *Columbus Business First* (March 13–April 10) and 188 spots on commercial and public radio stations in the Cincinnati and Dayton regions. (March 29–April 12).

### **Center for Workforce Development**

A quarter page ad ran in the special Education Today section of the *Dayton Daily News* (May 1).

### **College of Nursing and Health**

The recruiting campaign for the BSN Accelerated Option for Veterans continued with print ads in *Military Medical News* (April 4), 250K digital impressions in *Military Times* targeted to prospects in Ohio, Kentucky, Indiana, and Pennsylvania, and a Facebook campaign targeted to Ohio prospects (April 18–May 16). Thus far, the program has enrolled nine students with a first year goal of 13 students.

In early August, the Office of Marketing implemented an enhanced in-house Facebook campaign (August 5–19). Thirteen potential students completed lead forms at a cost of \$115 per lead, a substantially lower cost per lead than the prior Facebook campaign.

### **College of Liberal Arts International Thespian Festival**

An undergraduate recruiting ad and display were developed for this week-long conference organized by the Educational Theatre Association (June 20–25). The conference is attended by thousands of high school students, teachers, and parent chaperones from across the country. Wright State's ad also remains available in the online conference program.

### **Community and Donor Engagement**

The Wright State University Foundation and the Office of the President had a major presence in the *Dayton Business Journal's* Giving Guide (June 24). The guide featured a profile of the Foundation, a full-page Rise.Shine. ad, and a full-page ad honoring 50 years of the Foundation's service to our students and community.

### **College of Liberal Arts ARTSGALA**

The *Dayton Business Journal* provided three pro bono ads to promote the 2016 and 2017 ARTSGALA events. (March 18 full-page ad featuring students' and co-chairs' testimonials, April 1 half-page ad, April 15 thank you and 2017 save the date ad). All ads featured ARTSGALA sponsors' logos. In addition, the *Dayton Daily News* provided pro bono print ads (April 3 and April 17).

### **College of Liberal Arts Sultans of Swing CELIA Conference**

Thirty second and ten second spots were developed and placed on WINGS Sports Talk Radio, WYSO public radio, and ThinkTV public television (March 25–April 7) to promote the Sultans of Swing Conference held on April 14–15. In addition, the Office of Marketing developed emails and articles to promote the event to alumni.

### **Governor's Awards for the Arts in Ohio Program**

Joe Deer, Professor and Director of the Musical Theatre Initiative and recipient of the Governor's Award for the Arts in Arts Education, was honored in a half-page ad in the program distributed at the state-wide awards event in Columbus. The ad was funded by CoLA and CELIA (May 18).

### **Forty Under Forty**

The Raj Soin College of Business was the lead sponsor for the annual Forty Under Forty awards with more than 400 attendees at the May 23 event. The MBA program was featured in a full-page *Dayton Business Journal* ad. The Office of the President also congratulated the 9 Wright State alumni who were Forty Under Forty winners in a half-page ad in the *Dayton Business Journal* (May 20).

### **Employer Services and Ohio Means Internships and Co-ops**

The Raj Soin College of Business, College of Science and Math, and the President's Office placed the following ads with the *Dayton Business Journal* to promote career services for employers in the region: RSCOB full-page ad (July 15), CoSM half-page ad (March 25), Office of the President top leader board digital ads (March 20–26). All three placements promoted the OMIC matching grant for employers.

### **Office of Latino Affairs and University Center for International Education**

*Dayton Daily News* print and digital ads promoted UCIE's International Festival (April 1) and the Third Annual Amigos Latinos Gala (April 3).

### **Fairborn Education Foundation and Alumni Association Sponsorship**

A program ad and recognition at the fundraiser banquet for student scholarships and technology resources was sponsored by the Office of the President (May 12).

### **National Bike-to-Work Day Sponsorship**

The Office of Marketing staffed Wright State University's information table at MetroParks Bike-to-Work event at Riverscape. Wright State staff were featured spoke persons at the May 20 event with nearly 1,000 attendees.

## Upcoming Advertising and Sponsorships

### **Air Force Marathon Program**

Wright State will reach approximately 2,000 race participants and 35,000 visitors with a full-page ad on the back cover (September 17). The ad emphasizes our degree programs, graduate student scholarships for Wright-Patterson personnel and their families, and military-friendly support services offered by Wright State's Veterans and Military Center. The ad has also been available in the online program and on Dayton area newsstands since mid-July,

### **Cleveland Decision 2016 College Guide**

This half-page ad in more than 25,000 copies of *Triumph* magazine will be distributed to high schools and retail locations serving African American communities in the greater Cleveland area (September 15).

### **United Rehabilitation Services Rubber Duck Regatta**

The Office of the President and Office of Disability Services sponsorship includes Wright State logo recognition on 75,000 adoption forms, 15 billboards throughout the Dayton region, print media and t-shirts, on-air recognition during the telethon, pre-regatta events, and the regatta (September 16).

### **Indianapolis NACAC College Fair Guide**

Half-page Pioneers of Potential undergraduate recruiting ad (September 16).

### **Cincinnati NACAC College Fair Guide**

Full-page Pioneers of Potential undergraduate recruiting ad (September 20).

### **College of Engineering and Computer Science**

Awareness campaign video will be placed in airports and on airlines across the nation. The campaign package includes a 30 and 60 second video about Wright State and the college's tradition of innovation with placement in airports on CCN and Bloomberg television and in-flight programming. The campaign also includes a full-page ad in *Vanity Fair* featuring Wright State women in engineering and computer science (September and October)

### **Wright-Patterson Air Force Base Relocation Guide**

Pioneers of Potential recruiting ads for graduate and undergraduate programs (November).

## **III. WEB HIGHLIGHTS**

### **Homepage Refresh**

- Complete rebuild of the www homepage
- Highly focused on prospective students
- Improved mobile functionality
- Applied new branding colors, fonts, and logos

### **Undergraduate Admissions**

- Rebuilt, reorganized, and in many cases rewrote the entire Undergraduate Admissions site
- Greatly improved user experience
- Integrated the new site into the new homepage redesign
- New design is fully in brand
- Additional details <https://webapp2.wright.edu/web1/newsroom/2016/04/29/wright-state-introduces-new-website-design/>

### **Advertising landing pages**

- Graduate School
  - Experimented with many variants
  - Improved conversion rates by 300%
  - Now our base standard for landing pages
- Pioneers of Potential Lander
  - New landing page for next advertising campaign
- Experienced Learner Lander
  - Landing page for highly targeted ads

### **Housing**

- A full rebuild and rewrite of Residence Life and Housing
- Now mobile friendly

- Improved and simplified navigation
- Update images throughout

#### President's Office

- Rebuild/migrate President's Award for Excellence
- Worked closely with many areas of the university to refine our graduation and commencement processes
- Built a new Commencement website based on new processes
- New site for the Presidential Search

#### CEHS

- New site for Prevention Science
- New site for GATE
- New pages and content for Veteran Services Minor

#### RSCoB

- Rebuild/refresh of Management and International Business

#### COLA

- Rebuild/update of Theatre Dance and Motion Pictures
- Migrated to COLA site so all are now together

#### CONH

- Site navigation reorganization/refinement
- Refresh of homepage content

#### BSOM

- Significant code merge to align theming of all WSU college sites
- Greatly improved mobile functionality across all college

#### COSM

- Absorbed multiple event related sites after staff reductions
- Working to bring all new entities into current standards

#### Student Affairs

- Rebuilt and themed Student Affairs division website
- Migrated/rebuild of Student Support Services
- Migrated and rebuilt WeServU
- Rebuilt Emergency Management and moved it to Police site as Emergency Preparedness

#### Division of Business and Finance

- Reworked parking content to make it more user friendly and improve mobile functionality

#### Dayton Council of World Affairs

- A new site for DCOWA in conjunction with UCIE

#### CTL

- New site for Teaching for Student Success Symposium

#### Institutional Research

- Migrate/rebuild of IR site

#### CaTS

- New site for Labman conference

#### Center for Surveillance Research

- Migrate a site from OSU to WSU as we now manage this research center

#### Old Websites

- Continued our never-ending quest to remove old content from our static websites to make them more search friendly, secure, consistent, and easier to maintain
- Communicated with end users and then purged over 600 out-of-date personal pages, some dating back to 1998 for their last update

### **IV. SOCIAL MEDIA**

#### **Growth**

The university's main accounts have grown to 136,933 fans, connections, and followers, growing 12 percent so far in 2016.

Consistent with national media metrics, our growth rate is slowing, but we are experiencing tremendous growth in interactions, unique users, and reach.

Compared to last summer, we have maintained our high level of interactions and dramatically increased our reach across Facebook and Twitter, as well as quickly increasing visibility on Instagram and Snapchat.

#### **Sprout Social and Supporting Data**

Wright State now has 204 social media profiles connected to our social media management enterprise system. Our 12-month contract with Sprout Social has been extended to the end of the current fiscal year.

Year over year >> March 1–December 20, Year Over Year

	<b>2015</b>	<b>2016</b>	<b>Change</b>
Interactions	163,177	227,291	<b>+ 39%</b>
Unique Users	118,929	162,348	<b>+ 37%</b>
Potential Reach	58,119,644	88,154,629	<b>+ 52%</b>

#### Definitions:

Interactions: Combined number of Facebook stories, Twitter mentions, and retweets that were sent to connected accounts or included our username(s)

Unique Users: The number of people who interacted with our connected Twitter profiles or Facebook pages

Potential Reach: Combined number of potential users who saw any content associated with our connected Twitter and Facebook profiles

### **Social Media Advertising**

The Office of Marketing is exploring ways to be more efficient with digital advertising. Part of this includes our social media director working with our advertising director to implement Facebook and Instagram advertising. By managing this in-house, we will be able to more quickly react to the changes on the platforms, and make regular adjustments as needed. Testing of this has begun with a niche audience for a College of Nursing and Health military program.

### **Snapchat**

Snapchat is the fastest growing social media platform for our undergraduate recruitment and current student audiences. The social media director has offered training sessions to our Dayton and Lake campuses, and has had several university-branded geofilters approved by the platform for use at our Dayton campus. The Office of Marketing is now able to design on-demand (paid) geofilters for offices to purchase for the platform to make available to users during events. Marketing does not charge for this design service, but the offices will have to pay Snapchat for these ad-type filters.