

Marketing Report Late March–August 2018

I. PUBLICATIONS HIGHLIGHTS

Since March of 2018, the Office of Marketing print team has completed 141 projects for our Wright State community partners. Highlights include the admissions viewbook and travel teaser, the alumni *flight* magazine, the sophomore communications plan print pieces, and the mailing of 40,000 postcards for Wright Day to Give. Our writers and editors have also worked on university websites, advertising, and email campaigns aimed at increasing enrollment.

ADVANCEMENT

- Homecoming “Home of Champions” Theme Graphic
- *flight*—Wright State University Alumni Publication Fall 2018
- Wright Day to Give 2018 Postcard Mailer
- Peter Bielagus Alumni Relations Event

BUSINESS AND FISCAL AFFAIRS

Faculty/Staff Parking Permits 2018

CENTERS OF EXCELLENCE

- Women in STEMM Web Copy

COLLEGE OF EDUCATION AND HUMAN SERVICES

- CEHS MEd Counseling Brochure
- CEHS RN to Rehab Brochure
- CEHS IDDL/MSLD *Skywrighter* Ad
- CEHS WSUNER 2018 Program Cover
- CEHS SAHE Brochure Update

COLLEGE OF LIBERAL ARTS

- CELIA: Syrian Symphony for Peace Postcards
- *ArtsGala* 2018 Program Cover
- *ArtsGala* 2018 Program Interior
- *ArtsGala* 2018 Charlie Campbell Graphic
- *ArtsGala* 2018 FourWinds Display
- CELIA: Syrian Symphony for Peace Programs
- *ArtsGala* 2018 Photo Booth Backdrop Graphic
- *ArtsGala* 2018 Signage
- *ArtsGala* 2018 Creative Arts Center Map
- CELIA: Percussion Festival No. 2 Vista Displays
- Arts Management Certificate Postcard Update
- 2018 Spring Dance Concert Flyers
- 2018 Spring Dance Concert Tabloid Flyers
- 2018 Spring Dance Concert Lobby Posters
- 2018 Spring Dance Concert Program
- CELIA: Percussion Festival No. 2 Posters

- Theatre Season Brochure 2018-19
- Theatre Memory of Water Program
- CELIA: Percussion Festival No. 2 Programs
- Facebook Social Media Graphic for the Art and Art History Department
- ArtsGala 2018 Sponsor Thank-You Artwork
- Theatre Season Brochure Separate Panels
- English Dept Concentration Postcard (Literature) Update
- English Dept Concentration Postcard (Creative Writing) Update
- Photos for Voter Friendly Campus Plan
- *The Curious Incident of the Dog in the Night-Time* SICSA Ad
- Four Decades Art Exhibition Trifold
- 2018 COLA Faculty Award Signage
- COLA International Studies Card 2018
- International and Comparative Politics (ICP) Brochure
- ArtsGala 2019 Sponsor Reservation Form
- ArtsGala 2019 Concepts

COLLEGE OF NURSING AND HEALTH

- The WRIGHT Global Nurse Certificate
- Veterans Grant Brochure August 2018 Update

COLLEGE OF SCIENCE AND MATHEMATICS

- Public Health Web Copy: 19595
- COSM Recruiting Brochure 2018 Update

COMMUNICATIONS AND MARKETING

- Fall 2018 Email Degree Completion Campaign
- Beaver Creek Golf Club Scorecard Ad

ENROLLMENT MANAGEMENT

- Admissions Policy Change Posters 2018
- Transfer Viewbook Wrap
- Admissions Junior Average Test Score Postcard Reprint 2018
- Admissions Sophomore Bowler Hat Card 2018
- Wright Guarantee Marketing Web Copy
- Admissions Policy Change Card 2018
- Admissions Signing Day Postcard 2018
- Admissions Financial Resources Postcard 2018
- Transfer Social Media Icon
- Admissions Sophomore Careers Mailer 2018
- Wright Guarantee Tuition Program Web Copy
- Orientation Student Postcard 2018
- Admissions Letterhead Reprint 2018
- Admissions #10 Envelopes Reprint 2018
- Admitted Student Envelope Reprint 2018
- Admissions Scholarship Wallets 2018
- Admissions Scholarship Envelopes 2018
- Admissions Signing Day Certificates 2018

- Admissions Signing Day Social Media Graphics
- Admissions Scholarship Dollar Bills 2018
- Admissions Wright Guarantee Table Tents 2018
- Orientation Parent Postcard 2018
- Orientation Newsletter 2018
- Orientation Student Guide 2018
- Orientation Parent Guide 2018
- Orientation Confirmation Postcard 2018
- Admissions Sophomore Visit Us Booklet 2018
- Admissions Raider Open House Postcard (Aug. & Nov. 2018)
- Admissions Student Profile Postcard 2018
- Admissions Underrepresented Student Profile Postcard 2018
- Orientation Reminder Postcard 2018
- Dayton Dragons Program Ad 2018
- Admissions Financial Aid Acceptance Postcard 2018
- Admissions Ambassadors T-Shirt Design 2018
- Admissions Fall Payment Options Postcard 2018
- Admissions Raider Head Info Card 2018
- Admissions Scholarship Flyer 2018
- Orientation First Flight Postcard 2018
- Transfer Center Partners Flyer: 20068
- Admissions Travel Teaser 2018
- Admissions Viewbook 2018
- Admissions Contact Card 2018
- Transfer Student Postcard Fall 2018 Admission

FACULTY AND STAFF AFFAIRS

- Office of Equity and Inclusion 2018 Brochure: 20013

LAKE CAMPUS

- Admissions Lake Campus Laker Head 2018
- Admissions Lake Campus Teaser 2018

PRESIDENT AND PROVOST, OFFICES OF THE

- Jeremy's Path Film Debut Facebook Ad
- NACAC College Fair Guide
- Cleveland NACAC College Fair Guide Ad
- Amigos Latinos Gala Snapchat Filter
- April Craze Snapchat Filter
- Cox Ohio Media Education Today Spring Ad
- Dayton Daily News Spring Education Digital Ads
- Softball Tournament Snapchat Filter
- Baseball Tournament Snapchat Filter
- Tennis Tournament Snapchat Filter
- Spring 2018 Commencement Program
- Construction Project Signage Template
- Last Call for Fall—Value Digital Ads

- Last Call for Fall Postcard
- Tunnel Timeline Replacement Panels
- Raider Open House Digital Ads Aug 2018
- Raider Open House Snapchat Filter
- First Flight (Fall Orientation) Snapchat Filter
- Graduation Snapchat Filter
- Boogie on the Bricks Snapchat Filter
- Fall Fest Snapchat Filter
- Move-In Day Snapchat Filter
- Color the Woods Snapchat Filter
- Raider Weeks Snapchat Filter
- Party in the Woods Snapchat Filter
- NACAC Cincinnati College 2018 Fair Guide Ad
- Ohio Civil Rights 2018 Hall of Fame Ad
- Faculty Development Social Media Icon
- Women's Leadership Networking Breakfast Email Header

RAJ SOIN COLLEGE OF BUSINESS

- RSCOB LIFT2 Program 2018
- RSCOB Professional Business Institute T-Shirt Artwork

STUDENT AFFAIRS

- Housing Print Templates
- Pathways 2018 Invitation
- LANA Social Media Images

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- UCIE Facebook/Twitter Cover Image
- UCIE Admissions Web Refresh 2018

UNIVERSITY COLLEGE

- MLK50 Bell Toll Flyer
- University College 2018 Orientation Booklet: 19967
- COLA Introduction to College Writing Brochure Update: 20144
- Academic Success Centers social media profile image
- Career Center social media profile image

STUDENT AFFAIRS

- One Pager for President Schrader
- Air Force PowerPoint Cleanup

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

- As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials and promotional items. We fill requests for university, college, department, and unit logos, and answer questions from stakeholders and Printing Services.

- We gave a branding presentation to the Unclassified Staff Advisory Council.
- We updated the photo slideshow screen savers in all computer labs.
- We met with the Dayton Regional STEM School's superintendent and community outreach director to begin discussions on co-branding.
- Our web designer worked on updating branding for the university catalog, Engage (the new student organizations communication platform), CaTS labs, UCIE study portals, as well as ongoing work on the class schedule, Marketing Cloud email update, and social media branding.
- We also participated in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

LEARFIELD LICENSING

- Through the Learfield Licensing portal, we received 394 licensing requests during the period from March 16 through August 31, 2018. This yielded 334 approved licensed items for market, 53 returned for revisions, and seven designs rejected for not meeting branding guidelines.
- Wright State will increase its licensing royalties on apparel and other products with Wright State's name and logos from 10% to 12%, effective Oct. 1. This is in line with what other universities are doing.
- After winning the Horizon League Baseball championship, Wright State's athletics logo appeared on shirts for the NCAA College World Series.

III. ADVERTISING HIGHLIGHTS

From March to August 2018, the Office of Marketing completed three advertising campaigns to recruit graduate students, transfer and adult students with prior college credit, and direct-from-high-school students. Wright State also strengthened its local brand image with a Dayton Dragons' Baseball sponsorship during the 2018 season.

BRAND AWARENESS: COMMUNITY AND ALUMNI ENGAGEMENT

Wright State University continued its Dayton Dragons Baseball partnership in 2018 with an average attendance of 7,868 fans at 70 home games and a total season attendance of 550,725. In addition to a stadium-wide digital, video, and audio presence from April 5–September 3, the partnership included these additional features:

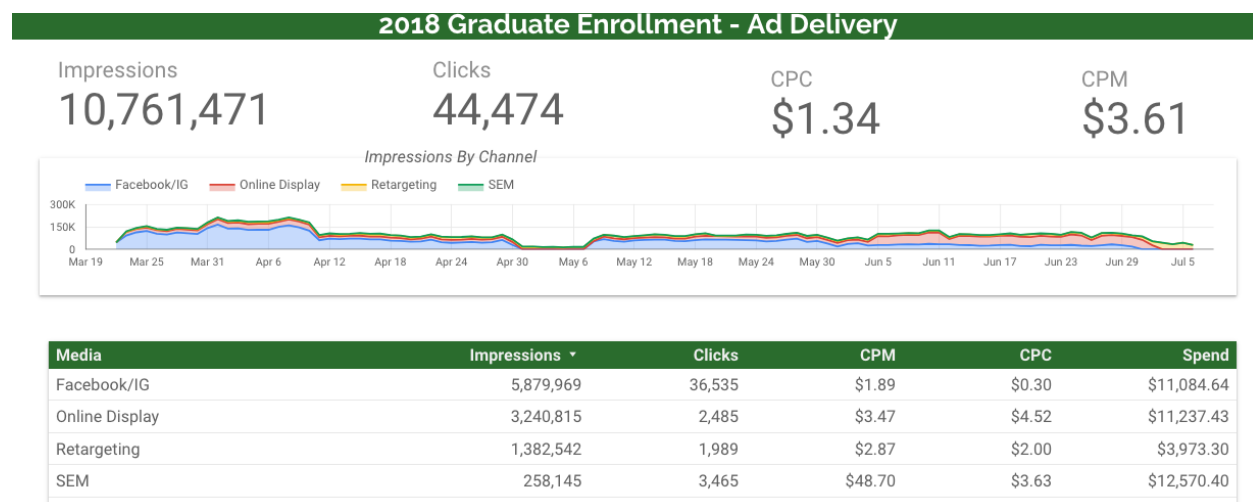
- **The College of Education and Human Services (CEHS)** was the sole sponsor for the Dragons Most Valuable Player (MVP) program that helps local elementary school teachers motivate fourth and fifth graders. Wright State and the CEHS were recognized on the field at three games where CEHS staff presented the "Top Teacher Award." Three quarter-page print ads in the *Dayton Daily News* on April 11, 17, and May 8 (74,978 subscribers each) and WHIO radio spots highlighted the teachers' work and acknowledged Wright State's support. Ten CEHS staff members also participated in the three Dragons Lair events, which hosted the principals and superintendents of the MVP participating schools in a five-county area.
- **The Office of Alumni Relations** took over the stadium and plaza with Wright State Day on May 12, when they hosted a group outing for 175 alumni and supporters. Alumni Relations also hosted 15 guests at seven additional games. All events were "sold out" with a waiting list for the May 12 alumni gathering.

- **Athletics** held the Raiders versus Northern Kentucky baseball game on May 17 at Fifth Third Field. Wright State took over the field with Wright State's Student Government president throwing out the first pitch, on-field recognition for Wright State's winning Model UN and basketball teams, ROTC students in the honor color guards, student performers singing the national anthem and during the seventh inning stretch. Enrollment Management also staffed a recruiting information table for undergraduate and graduate programs. The Dragons promoted Wright State's game to all season ticket holders, area Little League and high school teams, and via its social media channels. More than 3,100 tickets were requested and despite the rain, approximately 1,200 people attended.
- **Undergraduate and graduate programs** were featured in two recruiting print ads in the July 27 program: a three-page fold-out ad promoting the August 3 and November 4 undergraduate open houses and a back cover, full-page ad promoting Wright State's Graduate programs. Information recruiting tables were also prominently located at the main entrance for the May 12, May 17, and July 27 games.

ENROLLMENT MANAGEMENT

Graduate School Digital Campaign

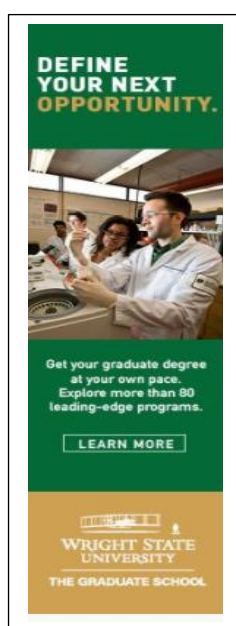
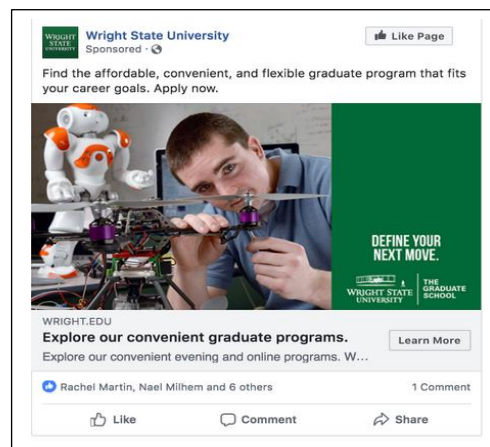
- The annual spring-summer graduate program advertising campaign ran from March 20–July 5. Ad content and request-for-information (RFI) web forms were developed for two prospect groups, those interested in research/STEM fields and those interested in other professions.
- Target audience: college degree, ages 24–55, Ohio, 90-mile radius from campus



Results: 67 RFI forms completed (research =44; professional =23)

1 student admitted, 1 enrolled, 2 submitted applications, 9 started applications

Samples of two Facebook and two digital display ads are below:

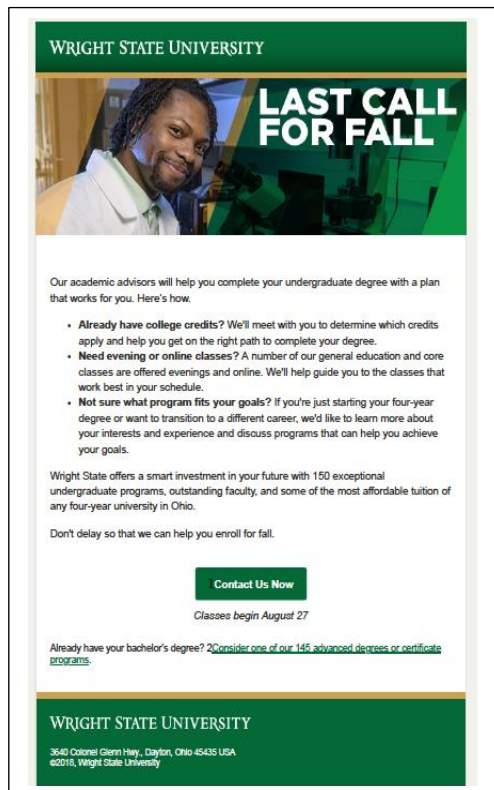
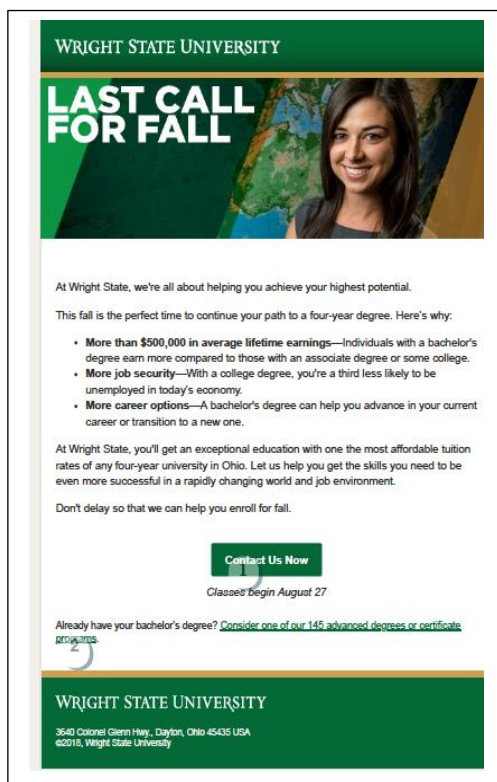


Last Call for Fall Multi-channel Campaign

- To recruit last-minute applicants for fall 2018, the Office of Marketing conducted an integrated campaign from June 21–August 24, 2018. The campaign included a prospect name purchase, two emails, direct mail, digital and social media advertising. Target audience: associate degree or some college; no bachelor's degree; ages 20–45; counties: Montgomery, Greene, Clark, Champaign, Preble, Dark, Warren. The email content also contained a link to the Graduate School RFI form.

Email: 307,457 addresses
June 21, 2018

Email: 43,347 recipients who opened 1st
July 12, 2018



Email Results

- Open rates were 7.4% and 3% lower compared to higher education industry averages while the click-through rates were 1.87% and 1.91% higher.

Industry Standards (Source: Constant Contact)	Total Sent & Date	Opens	Open rate	Clicks	Click through rate (% openers who clicked to web RFI)
	307,457 (6/21/18)	43,438	14.13%	4,339	9.99%
	43,438 (7/12/2018)	8,026	18.48%	805	10.03%
Higher Ed			21.51%		8.12%
All Industries			18.61%		7.77%

Direct Mail

- A postal address match for the 43,438 email openers resulted in 36,409 valid addresses. The postcard content also promoted Wright State's graduate and certificate programs. Eleven users used the unique web address on the card wright.edu/now



Contact us NOW!
Classes begin August 27
wright.edu/now

- Get an exceptional education with support from world-class professors.
- Benefit from our highly affordable tuition—one of the top college values in Ohio.
- Build your skills and knowledge to advance in a changing job market.

Explore our 295 undergraduate, graduate, and certificate programs. We'll help you develop your plan to succeed in your classes, your career, and your community.

4:1 | **\$500K**

the average return on an Ohio student's college investment | more in potential lifetime earnings with a college degree

Source: Emsi complete employment data, Analysis of the Economic Impact and Return on Investment of Education, May 2018, Commissioned by the Inter-University Council of Ohio

201805-202706/1807/2018


WRIGHT STATE UNIVERSITY
 3640 Colonel Glenn Hwy.
 Dayton, OH 45435-0001

Digital advertising

- To complement the email and direct mail promotions, a digital ad campaign ran from June 24–August 27, 28.
- Target audience: associate degree or some college; no bachelor's degree; ages 18–45; counties: Montgomery, Greene, Clark, Champaign, Preble, Dark, Warren.

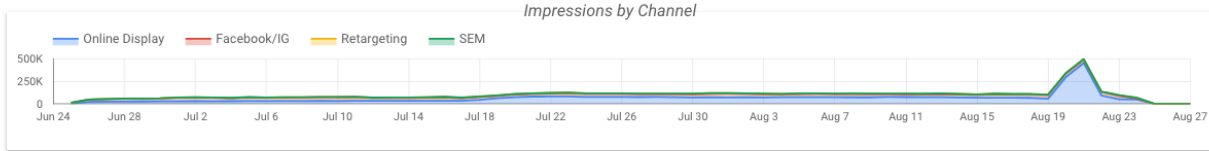
Last Call for Fall - Ad Delivery

Impressions
6,393,796

Clicks
16,210

CPC
\$1.32

CPM
\$3.35



Media	Impressions	Clicks	CPM	CPC	Spend
Online Display	3,999,699	7,498	\$2.78	\$1.48	\$11,110.39
Facebook/IG	2,070,672	7,802	\$3.42	\$0.91	\$7,077.78
Retargeting	306,337	401	\$4.44	\$3.4	\$1,361.53
SEM	17,088	509	\$108.37	\$3.64	\$1,851.77

Campaign results: 15 prospects completed RFI forms, 2 enrolled, and 4 started applications.

High School Demand Creation Campaigns

- To support direct from high school recruiting efforts several print, email, and digital advertising initiatives were completed from March through August.

March 17 and August 3 Raider Open Houses:

- The campus visit is one of the most critical factors that influence a student's college choice. The following digital and print ads complemented Enrollment Management's email and direct mail communications. Ten print ads and two email blasts to 10,000 households with high school-age students were placed in the following markets: Bucyrus, Chillicothe, Coshocton, Fremont, Lancaster, Mansfield, Marion, Newark, Port Clinton, Zanesville (Gannett's West Central Ohio College Connections).
- Additional digital ads were launched two weeks prior to the open house as part of the spring digital campaign and a second digital placement promoted the August 3 open house.

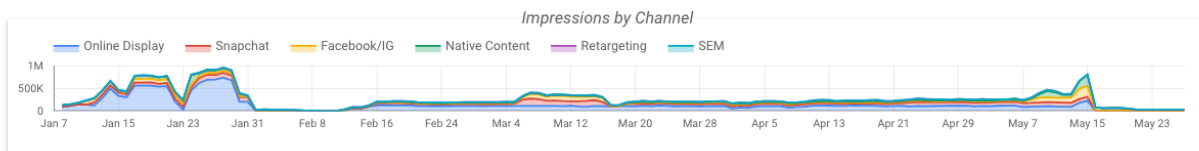
2018 Undergraduate Enrollment - Ad Delivery

Impressions
37,378,985

Clicks
82,183

CPC
\$1.29

CPM
\$2.87



Print ads: 10 home town papers

WRIGHT STATE UNIVERSITY



PIONEERS OF POTENTIAL.

Join us!
Raider Open House
Saturday, March 17, 2018
9 a.m. – 12:30 p.m.
Wright State Student Union
3640 Colonel Glenn Hwy.
Dayton, Ohio 45435
Or choose another time to visit.
wright.edu/visit

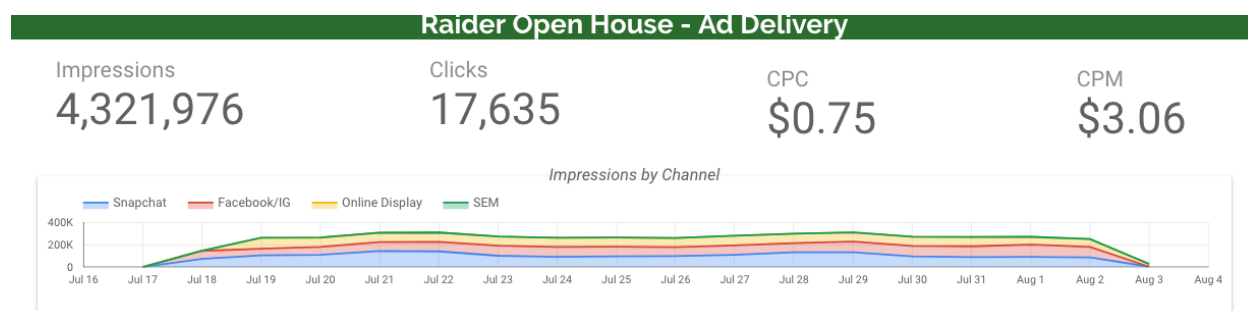
Discover Wright State's affordable tuition and inclusive campus community.

More than 17,000 students from 74 countries are inspired by our faculty, excellent programs, and the innovative spirit of our namesakes, the Wright brothers.

- Tour our modern, beautiful campus.
- Meet our welcoming faculty.
- Explore more than 150 undergraduate programs.
- Learn about financial aid, housing, and campus life.



Industry Standards (Source: Constant Contact)	Total Sent	Opens	Open rate	Clicks	Click through rate (% openers who clicked to web RFI)
	10,000 (3/2/2018)	1,760	17.69%	155	1.55%
	10,000 (3/15/2018)	1,252	12.52%	129	1.29%
Higher education			21.51%		8.12%



Dayton region: print and digital April-May

- A half-page print ad was placed in the Sunday, April 22 college guide of the *Dayton Daily News*. In addition, 100,000 impressions of digital ads ran on Cox Ohio Media websites for 30 days. The content featured the value Wright State provides for its students and the contributions our students make to the region to help to counter some of the negative editorial coverage in the *Dayton Daily News*.

WRIGHT STATE UNIVERSITY

PIONEERS OF POTENTIAL

Explore One of Ohio's Top College Values

Inspired by the pioneering spirit of the Wright brothers, we see the potential in every student. Our inclusive learning community and dedicated faculty and staff will help you lead the way in your classes, your career, and your community.

Wright State offers one of the lowest tuition rates among Ohio's four-year universities. Now our new Wright Guarantee locks in the price of in-state tuition, housing, and dining for four years for all new undergraduate students pursuing a degree at our Dayton and Lake campuses.

Here are just a few of our amazing students who are well on their way to achieving their dreams.



Apply Now for Summer or Fall wright.edu/admissions



Marquise Crosby, Senior
Path to success: Co-authored a research paper on proteins, scheduled for publication in the prestigious journal *Science*. Works as a lab assistant at the Air Force Research Laboratory's Materials and Manufacturing Directorate. Plans to go on for his advanced degree in science to follow his interests in marine biology or immunology.



Stephanie Patino-Garfias, Senior
Path to success: Interned at Ohio Bureau of Criminal Investigation. Selected for a prestigious, national Newman Civic Fellowship. Has worked with refugees from Guatemala, El Salvador, Myanmar, and also with the Mexican Consulate staff to help Ohio farm workers. Mentored by the president of the Dayton Foundation. Studies political science with minors in international studies and Arabic. Plans to join a crime lab team.



R.J. McCoy, Senior
Path to success: Intern at Navistar's Springfield truck plant since 2016. Helped design a new axle line and the subassembly for brake housings. Also worked on the overhead hoist and rail system, which produces 75 vehicles per day. Loves engineering design work and the opportunity to learn high-end design software in his program at Wright State. Hopes to work for Navistar after completing a bachelor's degree in mechanical engineering.

College Fair Guides: Cleveland and Columbus

- To support the recruiting efforts of Enrollment Management a larger presence for Wright State was featured in the spring college fair guides. Full-page color ads were placed in the Cleveland National Association of College Admissions Counselors (NACAC), Sunday, April 22, and the Saturday, April 21, Columbus NACAC guide. Both issues also featured full-page advertorials, and campus photos to promote Wright State's quality, affordability, and supportive faculty and staff.
- The Columbus guide was also distributed to all *Columbus Business First* subscribers on April 13.
- Approximately 4,500–5,000 participants attend each fair where Wright State admissions advisors staff information tables.

UPCOMING ADVERTISING

UNDERGRADUATE

- **Cincinnati NACA College Fair Guide**, September 23, 2018. Guide also mailed to all *Cincinnati Business Courier* subscribers.
- **College Connection West Central Ohio** Ten home town print ads
 - Fremont, Port Clinton, Bucyrus—print ads and advertorial Saturday, Sept. 8
 - Mansfield, Marion, Chillicothe, Lancaster, Newark, Zanesville—print ads and advertorial Sunday, Sept. 9; Two email blasts week of September 16 and 23.
- **Veterans BSN Completion Program** Five states. Digital and paid social media. Last two weeks in October.

GRADUATE

- Digital, paid social media and Dayton top five radio stations two weeks prior to Thursday, November 9 open house.

IV. WEB HIGHLIGHTS

DEGREES AND PROGRAMS

- <https://www.wright.edu/degrees-and-programs>
 - A full rebuild of our top level degrees and programs page
 - Dynamic Search without a page reload
 - Visibility of all degrees offered by topic
 - Integration into other related pages
 - Sample occupations related to each field (O*NET data integration)
 - Average salary in Ohio and U.S. for each occupation
 - Average current job openings for each occupation
 - 10 year projected job openings for each occupation

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

- <https://engineering-computer-science.wright.edu/>
 - A full rebuild of the entire college and all department sites
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with college administration and all departments to rework, reorganize, and rewrite significant sections of the sites to be more audience focused
 - Refocused sections of the site to primary external audiences

COLLEGE OF LIBERAL ARTS

- <https://liberal-arts.wright.edu/>
 - A full rebuild of all top college pages
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with college administration and departments to rework, reorganize, and rewrite significant sections of the sites to be more audience focused
 - Refocused sections of the site to primary external audience
- COLA Departments Phase 1 (5 areas)
 - <https://liberal-arts.wright.edu/art-and-art-history>
 - <https://liberal-arts.wright.edu/theatre-dance-and-motion-pictures>
 - <https://liberal-arts.wright.edu/music>
 - <https://liberal-arts.wright.edu/art-galleries>
 - <https://liberal-arts.wright.edu/celia>
 - A full rebuild of each department or center site
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with the chair, faculty and staff to rework, reorganize, and rewrite sections of their site to be more audience focused

- Implemented a new content type for performances (step one in producing a new arts calendar)
- Refocused sections of the site to primary external audience

COLLEGE OF SCIENCE AND MATH

- <https://www.wright.edu/event/innovation-weekend>
- Developed a new event site with the dean's office to promote a new initiative
- <https://science-math.wright.edu/lab/hennessy-lab>
- <https://science-math.wright.edu/lab/astecca-laboratory>
- <https://science-math.wright.edu/lab/mathematical-modeling-of-human-performance/cognitive-modeling-group>
 - New lab sites for faculty research initiatives

DIVISION OF STUDENT SUCCESS

- <https://www.wright.edu/student-success>
 - A completely new site combining content from multiple other sites as the new division was formed
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with administration and departments to rework, reorganize, and rewrite significant sections of the sites to be more audience focused around current student retention
 - We still have work on the Career Center integration (in process)

ENROLLMENT MANAGEMENT

- <https://www.wright.edu/audience/undergraduate>
 - Revised landing page tied to Salesforce for undergraduate advertising
 - Reduced number of required fields based on data and usage analysis
- <https://www.wright.edu/audience/last-call-for-fall>
 - Revised landing page tied to Salesforce for summer campaign
 - Reduced number of required fields based on data and usage analysis

INTERNATIONAL RECRUITMENT

- <https://www.wright.edu/admissions/international>
 - Developed a new top-level site for international recruitment
 - Separated from the other UCIE content that does not pertain to an incoming audience
 - Incorporated new content around success stories, maps, and the value of Wright State
 - Simplified copy on many pages to be as friendly as possible to audiences that are not native English speakers

RAIDERCONNECT

- <http://www.wright.edu/raiderconnect/forms-and-resources/cost-estimator>
- <http://www.wright.edu/raiderconnect/forms-and-resources/flex-term-refund-calculator>
- <https://www.wright.edu/raiderconnect/financial-aid/first-year-scholarships>
 - Managed annual updates to multiple student calculators

- Ensured accuracy with new policy or data changes

GRADUATE SCHOOL

- <https://www.wright.edu/audience/professional-graduate-lander>
- <https://www.wright.edu/audience/research-graduate-lander>
 - Built two new landing pages tied to Salesforce for all graduate advertising
 - Experimenting with a more detailed RFI form that provides a full lead for graduate admissions to work their magic

OFFICE OF THE PRESIDENT

- <https://www.wright.edu/strategic-planning>
 - Ongoing work communicating the strategic planning process
 - Worked closely with leadership to meet their needs
- <https://www.wright.edu/event/presidents-awards-for-excellence>
 - A totally new website with all new processes and forms
 - Worked closely with the President's office and CaTS to rework the processes and technology used to complete this process
 - New processes have been simplified for the user and the technology used

STUDENT AFFAIRS

- <http://www.wright.edu/student-affairs/health-and-wellness/campus-recreation>
 - A full rebuild of the department site
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with staff to focus and clarify content and navigation

RETIREEES ASSOCIATION

- <https://www.wright.edu/retirees-association>
 - A full rebuild of the association site
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with new leadership to improve navigation and simplify content organization

WEB DEVELOPMENT OPERATIONS

- Continued to ensure all public websites deploy all updates for vulnerabilities
- Continue to refine our codebase for efficiency and management

V. SOCIAL MEDIA

ACCOMPLISHMENTS

- For the second consecutive year, Wright State was ranked in the 2018 Higher Ed Social Media Engagement Report by Up&Up and Rival IQ. At #262 in the nation, Wright State's main Facebook, Twitter, and Instagram accounts collectively have social media engagement that is superior to the main accounts for Virginia Commonwealth University, Arizona State, Syracuse, LSU, Penn, Ohio State, U of Michigan, Duke, Columbia, Princeton, Brown, Harvard, Boise State, Yale, Stanford, Ohio U, and other leading, prestigious universities.

- The social media team (currently one full-time staff member and three part-time students) has recorded more than half a million direct interactions over the last six months, including managing social media crises, covering live events, protecting our brand and image, and assisting community members.

GROWTH

- The university's main accounts have grown to 158,910 fans, connections, and followers, representing an increase of 10,547 connections and growth rate of 7.1 percent so far in 2018. Consistent with national media metrics, our growth rate is slowing, but we *are* still growing.

CURRENT METRICS

- While we have continued our overall growth in followers, we have declined in our social media activity. This disappointing year-over-year performance is directly correlated to the number of social media managers we have lost, a result of the budget and staffing cuts. An increasing number of Wright State accounts are being run intermittently by students who have varying amounts of training and access to the platforms, introducing a new host of concerns and risks.
- Our impressions have not declined as significantly as we have continued our paid social media advertising campaigns.

March 1–September 1, 2017

Social Media Managers: 265

Impressions: 42.1 million

Engagements: 639,000

Link clicks: 150,800

March 1–September 1, 2018

Social Media Managers: 217

Impressions: 39.2 million

Engagements: 523,100

Link clicks: 116,200

Change from 2017 to 2018:

Managers: -18.1%

Impressions: - 6.9%

Engagements: - 18.1%

Link clicks: - 22.9%

Social Media Team Paid Promotions

- On Snapchat, we have run 44 paid filters in 2018 so far, in the categories of outreach, high school athletics, and admissions. These 44 filters cost a combined \$3,215.36 to run over 602 hours, resulting in 7,987 uses and 365,662 views—a total cost per view of \$0.009; cost per 1,000 views per promoted hour: \$0.01. Snapchat targets a younger demographic; these users can access our special Wright State branded on-demand filters when they are in the geofenced area we defined and use these filters to enhance the photos they take and send to their friends, generating the invaluable peer-to-peer endorsement.

- Additionally, we have the maximum of three approved free geofilters that are currently available on the main campus, and one available at the Lake Campus. Across all four, these have been used 107,200 times and have earned 4.2 million impressions.
- On Facebook and Instagram, we have the ability to selectively pay to promote (boost) posts that are performing well organically, thus optimizing our reach per dollar. Over the last 90 days, we boosted two posts, spending \$528.61 to reach more than 63K people and generating more than 24K post interactions.
- Two posts:
 - “Top 10 Wright State facts that often surprise people” post
 - Boosted for \$250 (spent \$228.61)
 - Resulting in 25,720 people reached and 2,088 post engagements, including 273 shares, putting our content in front of additional viewers.
 - “It’s not too late to apply for housing” post with humorous/informational video
 - Boosted for \$300 (spent \$300)
 - Resulting in 38,872 people reached and 7,352 10-second+ video views.
 - Generated 6 direct click throughs to the housing application as well as comments and excitement from previous, current, and future residents.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed the following projects March 14, 2018 through August 31, 2018:

- Photography: 144 location shoots, 16 portrait studio shoots
- Digital Imaging: 49 digital imaging projects completed, 1 print project completed
- Video Projects
 - 18 student/alumni testimonial videos were completed for the Raj Soin College of Business website featuring both undergraduate and graduate programs in the college.
 - 15 student/alumni testimonial videos were produced and compiled for the “Why I Love Wright State” video for Enrollment Management. The video was used at Raider Open House on March 17, and will be used for other events, web, and social media.
 - Currently, we have 6 video projects in production to be completed fall semester.

VII. WINGS ANNOUNCEMENTS

From March through August 2018, the senior editor in the Office of Marketing has posted more than 90 announcements on the university’s WINGS portal, serving numerous colleges, departments, and administrative areas with in-house announcements for cultural events, services, academic offerings, service opportunities, employee and faculty workshops, and about important messages from the administration. There is no cost to the requester.

ATHLETICS

- Raider Baseball to Play NKU Norse at Fifth Third Field
- Women’s Soccer Winton Woods High School Camp

BOOKSTORE

- WSU Bookstore Adjusting Hours This Week

BOONSHOFT SCHOOL OF MEDICINE/WRIGHT STATE PHYSICIANS

- Wright State Physicians is offering a weight loss surgery education seminar
- Skin Cancer Screening Event Set for May 7–11
- Medical School to Hold 13th Annual Global Health Initiative Symposium and Dinner
- WNBA, college basketball analyst to speak at Academy of Medicine annual awards dinner
- Wright State Physicians offers educational seminar about incontinence
- Wright State Physicians accepting new patients of all ages from children to senior citizens
- Two Family Medicine Doctors Join Wright State Physicians
- Wright State Physicians internal medicine doctors are accepting new patients
- Medical students organize Halloween charity 5K to benefit Reach Out
- Wright State Physicians Family Medicine offering same-day appointments for acute care

CELIA

- Wright State Percussion Festival No. 2

CENTER FOR TEACHING AND LEARNING

- Workshops Offered by CTL—week of April 9
- Workshops Offered by CTL—week of April 30–May 4
- Workshop Offered by CTL—Effective Initiatives for First-Year Students that Increase the Rates of Retention and College Completion (Webinar)
- Launch: The Design, Implementation, and Retention Results of a Pre-Orientation Retreat (Webinar)
- Workshop Coming to the CTL—Pilot Basics

COLLEGE OF LIBERAL ARTS—LEAP

- LEP 0550 Pronunciation Improvement

COMMUNITY STANDARDS AND STUDENT CONDUCT

- Student Nominees Sought for Student Conduct Hearing Panels

CULTURAL & IDENTITY CENTERS

- Third Annual Cultural & Identity Centers Ice Cream Social
- Hispanic Heritage Month Kick-Off

DEPARTMENT OF ECONOMICS

- Combine any field of study with an undergraduate Certificate in Economic Issues

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURES

- “Wright in Your Neighborhood” Forum

DEPARTMENTS OF ENGLISH AND HISTORY AND VETERAN & MILITARY CENTER

- COMMUNITY CONVERSATIONS: Books of the Dayton Literary Peace Prize—
Discussion of David Wood's prize-winning book *What Have We Done: The Moral Injury of Our Longest Wars*

DEPARTMENTS OF ENGLISH, WRIGHT STATE COLLEGE OF LIBERAL ARTS, SINCLAIR COMMUNITY COLLEGE, DAYTON LITERARY PEACE PRIZE EDUCATION AND OUTREACH COMMITTEE

- COMMUNITY CONVERSATIONS: Books of the Dayton Literary Peace Prize—
Discussion of *Homegoing*, by Yaa Gyasi

DEPARTMENT OF THEATRE, DANCE, AND MOTION PICTURES

- WSU Dance Spring Concert 2018

EDUCATIONAL RESOURCE CENTER

- Renate Frydman to discuss her book *Anschel's Story: Determined to Survive*

ENROLLMENT MANAGEMENT

- Disclosure of Student Consumer Information

ESPM

- ESPM closed May 14–18

EXECUTIVE VICE PRESIDENT FOR ACADEMIC AFFAIRS AND PROVOST SEARCH COMMITTEE

- Provost candidates visiting Wright State April 18 to April 26
- First Candidate for Executive VP for Academic Affairs and Provost to Visit April 18 & 19
- Second Candidate for Provost and Executive VP for Academic Affairs Visiting April 19–21
- Executive VP & Provost candidate Wayne Vaught withdraws from consideration
- Third Provost Candidate to Visit Wright State April 23–24
- Provost Candidate JENNIFER BOTT to visit Wright State April 25–26
- Provost candidate JOSHUA POWERS to visit Wright State April 26–27
- Susan Edwards of Appalachian State named provost of Wright State

FRIENDSHIP FOOD PANTRY

- FRIENDSHIP FOOD PANTRY Finals Week Hours
- FRIENDSHIP FOOD PANTRY closed for Memorial Day
- FRIENDSHIP FOOD PANTRY closed for Independence Day
- FRIENDSHIP FOOD PANTRY Fall Hours

HOSPITALITY SERVICES

- New Campus Dining Hours for the Remainder of Summer

INSTITUTIONAL RESEARCH & ANALYTICS

- Wright State would like you to take part in the USA's biggest college ranking survey
- HEY, NEW FRESHMEN, Tell Us About Yourself!

MIDDLE EASTERN AND ISLAMIC STUDIES MINOR PROGRAM

- Minor in Middle Eastern and Islamic Studies

MINI UNIVERSITY

- Mini University Summer Camp

M.S. IN LEADERSHIP DEVELOPMENT PROGRAM

- Master of Science in Leadership Development

PHI KAPPA PHI WSU CHAPTER #252

- Phi Kappa Phi Study Abroad Grants

PHI RHO SIGMA MEDICAL SOCIETY OF THE BOONSHOFT SCHOOL OF MEDICINE

- Phi Rho Sigma Blood Drive

PRESIDENT'S OFFICE

- Nominations Open through Friday for 2018 PRESIDENT'S AWARDS FOR EXCELLENCE

PROVOST'S OFFICE

- Input Needed for Leadership Position Searches
- Welcome Reception for Provost Susan Edwards

RAIDERCONNECT

- Get to Know the New Registration, Billing, and Refund Policies

RAINBOW ALLIANCE

- 16th Annual Rainbow Alliance Drag Revue

RESEARCH

- Would you like to help us learn more about mind wandering and other lapses of attention?
- Would you like to help us learn more about cognitive effort during group tasks and earn some money?
- Opportunity for Paid Research Participation
- Participants Needed for a Research Study in the NERD Lab
- Participants needed for study of visual search performance
- Research Participants Needed
- Participants needed for Tetris Study

SCHOOL OF MUSIC

- Celebration of Life for DR. RANDALL S. PAUL

SOCIAL WORK

- 13th annual House of Bread Hunger Awareness Dinner

SOPP

- 37th Annual SOPP Commencement

SPIA

- U.S. Strategic Engagements with India and China

STATISTICAL CONSULTING CENTER

- SCC presents “Introductory SAS Programming”

TRANSFER, TRANSITION, AND ORIENTATION

- UNDERGRADUATE STUDENTS: Taking summer classes, have Federal Work Study aid, and need a job?
- Represent Wright State at ORIENTATION!

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- UCIE April Brown Bag Presentation: “SENEGAL” by Dr. Pascale Abadie
- Study Abroad in Valencia, Spain!
- UCIE April 2018 Newsletter
- Japanese Hosting Opportunity This Summer!
- EDUCATION ABROAD FAIR!
- *UCIE Brown Bag Seminar: Ambassador Program to France*
- It’s Not Too Late to Study Abroad at Wright State!

UNIVERSITY LIBRARIES

- Dunbar Library staying open longer around Finals Week
- Trademark Basics—Your Business Identity
- Introduction to Records Management
- Desktop Management: Managing Electronic Records and Email

WE SERVE U/WOMEN'S CENTER/RESIDENCE LIFE AND HOUSING

- Collection drive for Personal Care and Student Parent/Caregiver Pantry

WOMEN'S CENTER

- STUDENT PARENT & CARETAKER RESOURCE FAIR

WRIGHT STATE UNIVERSITY NEWSROOM, FROM THE

- Exaltation of Womxn
- Wright State engineering professor Caroline Cao graduates from prestigious ELATE program
- Wright State, Ohio’s public universities seek to close attainment gap
- Veterans Moving Forward
- Wright State expects to post multimillion-dollar budget surpluses after years of deficits
- FIELD OPERATIONS—Wright State archaeology students find traces of town that was relocated following Great Dayton Flood of 1913
- Potential strategic planning projects will be presented at mini-summit on Aug. 31

WRITING ACROSS THE CURRICULUM

- Writing Bootcamp for faculty/staff scholarly work