

Communications & Marketing Report

September 2013

Chancellor's visit

When Wright State rolled out the welcome mat for new Ohio Chancellor John Carey July 29 as part of his statewide budget tour, Communications and Marketing prepared a glossy printed piece for the event. The magazine, entitled *Wright State University RELENTLESS as presented to Chancellor John Carey*, was developed specifically for the chancellor, but the 2013 highlights publication was well enough received that a larger press run is being prepared for multiple future uses. The magazine featured articles about the mission of the Aerospace Professional Development Center (APDC) at Wright State; getting Wright State students to the finish line; a feature about disability services; another about WSU graduates in key positions at the Air Forces Research Institute at Wright Patterson AFB; the university's involvement with the Dayton Regional STEM School from its 2007 start-up operations through today; how computer science researchers at Wright State have aided flood victims worldwide; and the benefits of business partnerships WSU has formed, featuring a long-running success story with Speedway. Also, an insert of 13 significant news features--all part of 2013 coverage for the university--was included in the booklet.

2013 Convocation. Outdoor billboard plans

Behind the scenes in preparation for this fall semester's annual University Convocation in the Apollo Room, the Communications and Marketing social media team, which is a sub-unit of two staffers, worked with President Hopkins to prepare his Twitter account for the Freshman Convocation and University Convocation audiences. The president's (@PresidentDHOP) initial tweet came during the freshman event, a raucous response from the new students followed, and since then, many students have been tweeting their thoughts to Dr. Hopkins. The president's online tweeting (see <https://twitter.com/PresidentDHOP>) has become a regular communications post of the university with the result being that hundreds of tweets have been communicated to the president, mostly from students and parents. At University Convocation, a number of those tweets were used as part of a video backdrop for the president's public address.

The use of the hashtag symbol (#) followed by a key word and popularized by Twitter account users will be utilized in an outdoor signage campaign that will target potential students. The first billboard in the series will feature the hash tagged word #braggingwrights. Followers of #braggingwrights will find related tweets on Twitter by searching #braggingwrights. There, they will learn about the many items Wright State has to brag about.

We've moved

The 27-person communications and marketing staff has moved off the main campus, just one mile down Col. Glenn Highway to remodeled executive offices in the 4035 Building, 3rd floor. The unit's new address is 4035 Col. Glenn, Beavercreek 45431. Communications and Marketing shares the building with the Wright State Research Institute in the office complex commonly referred to as Signal Hill. Plans are being finalized for an open house for all communications and marketing clients and constituents, to be held in October, date and time to be determined.

Projects

As preparations continue for fall's Strategic Plan celebration and five-year review Oct. 18, other projects that are in the works include:

- Video features honoring 12 faculty and 10 staff members for their work as part of the 2013 Awards for Excellence for faculty and staff. All 22 feature videos can be viewed online at wright.edu/newsroom.
- The web team has rolled out more new sites on wright.edu, including the College of Science and Math and Disability Services.
- A communications and marketing team traveled to Columbus to study the Value City Arena at the Jerome A. Schottenstein Center in order to audit the indoor graphic design and themes there. A plan is in place to improve the interior appearance in the Wright State University Nutter Center.
- Communications and Marketing is finalizing in a report the successes of the unit over the past five years as part of the Strategic Plan event in October. The unit also is assisting other units on campus to aide their efforts in preparing five years of success stories.
- Working with Enrollment Management to support its marketing efforts for 2013-14, Communications and Marketing set a series of meetings with deans for engineering, liberal arts, business, and science & math in order to gain input from each unit and assist their student recruitment marketing efforts. Communications and Marketing and Enrollment Management met with Dean Bonnie Mathias to plan the Lake Campus marketing needs for the year.
- Working with purchasing, Communications and Marketing has received responses from 18 market research firms as part of the university's ITN (Invitation to Negotiate) for market research services. The formation of a committee comprised of on-campus and off-campus stakeholders will occur in the weeks ahead to study final market research proposals. Firms qualifying for presentations have a deadline of later this month to submit their written proposals to Wright State's purchasing department.

