

WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES
Marketing Report
January 2015

Office of Marketing

Advertising and Print

The Rise. Shine. advertising campaign has been running since fall including 157 broadcast television spots.

January 4, 2015—March 1, 2015 Broadcast Public Television

Downton Abbey. 15-second spot appearing 32 times on WPTD-TV in Dayton and WCET-TV in Cincinnati.

January 4, 2015—February 29, 2015 Broadcast Network Television

Face the Nation and CBS Sunday Morning. 30-second spots appearing 30 times in each program on WHIO-TV in Dayton, WBNS-TV in Columbus and WKRC-TV, in Cincinnati.

February 2015 TV spots placed before the Super Bowl Game in Dayton, Columbus, and Cincinnati

Dayton. 30-second spot appearing three times in Dayton on Feb. 1 on WDTN-TV
Columbus. 30-second spot appearing once in Columbus on Feb. 1 on WCMH-TV. Five bonus spots will appear the week of February 2.

Cincinnati. 30-second spot appearing once in Cincinnati on Feb. 1 on WLWT-TV. Five bonus spots will appear the week of February 2.

Number of print/advertising projects completed mid-November to mid-January:

Advertising	23
Publications	57

New Marketing Initiatives

The Office of Marketing is working with Enrollment Management and PUSH, our agency of record, on three new initiatives:

Val/Sal marketing plan: purpose is to promote our excellent scholarships for valedictorians and salutatorians statewide.

Summer Enrollment marketing plan: purpose is to promote summer classes to students who previously applied to Wright State but who are attending other universities during the academic year.

Dayton Dragons promotions: purpose is to advertise the university during Dayton Dragons games and throughout the Dragons' stadium. The Dragons' audience hails from Raider Country and beyond.

Web

National Center for Medical Readiness

<https://www.wright.edu/national-center-for-medical-readiness>

- Worked closely with NCMR to redevelop their entire web presence
- Priorities and goals have changed greatly since their last site was built on med.wright.edu
- Rewrote and reworked from the ground up
- Integrated relevant video, photos, and new media into the site

Transfer

<https://www.wright.edu/transfer>

- Completely rebuilt the existing site—a vast improvement over the previous site with entirely new structure (this site will be used as a model for other Admissions-based sites going forward)
- Developed new feature profiles that will be making their way to other sites across wright.edu

Counseling and Wellness

<https://www.wright.edu/counseling-and-wellness>

- Completely rebuilt the existing site
- Modern content that is SEO friendly and accessible for users with disabilities

ArtsGala

<https://www.wright.edu/artsgala>

- Content was updated for this year's event
- Styling was updated to reflect new standard for the event

Portal Development and Theming

- Worked closely with CaTS to develop the new Drupal-based portal to replace WINGS.
- Open source platform will replace a very costly proprietary system
- Beta Version will be linked on the WINGS portal in the next few weeks
- Will integrate many existing web assets news, announcement, events, etc.

Social Media

2014 Review

Ended 2014 with 101,182 total connections on our 16 official channels. This represents a 28.8 percent increase over 2013. Since 2010, we have grown from 6,154 connections to this new figure, an increase of 1,544 percent.

Social Media Managers Group

The group now includes approximately 240 account managers throughout campus, including every college/school and division.

Implemented Sprout Social

We launched Sprout Social Enterprise, a university-wide social media management system. All Wright State social media managers have been offered the ability to participate, meet one-on-one to learn more about this system, and receive training.

18 Days Before and After Launch

	Nov 13–30	Dec 1–18	Change
Interactions	15,629	21,453	+37%
Unique Users	11,707	15,412	+32%
Impressions	4,940,024	5,992,580	+21%

December 1–January 12, Year Over Year

	2014	2015	Change
Interactions	25,804	35,251	+37%
Unique Users	10,704	24,854	+132%
Impressions	6,391,517	10,432,936	+63%

Definitions

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

Unique Users: Combined number of unique users who sent the interactions

Impressions: Combined number of potential users who saw an interaction with our username(s)