

Marketing Report April 2015

Office of Marketing

Advertising and Print

The following were placed for the Rise. Shine. campaign:

March 30, 2015, Broadcast Public Television The Story of Cancer | The Emperor of All Maladies, Ken Burns documentary, Rise.Shine. sponsorship logo appearing 19 times and a 15-second underwriting spot (Tom Hanks) appearing two times on WPTD-TV in Dayton, and three times each on WCET-TV in Cincinnati and WOUS-TV in Columbus.

April 6, 2015, Broadcast Network Television Reds vs. Pirates Home Opener 30-second spot on WRGT-TV Fox 45 in Dayton.

April 6, 2015–May 31, 2015, Outdoor Advertising NEC opening digital bulletin appearing through May 10, 2015 at State Route 35 and Spaulding Road and through May 31, 2015, at I-75 and Dryden Road in Dayton.

April 17, 2015, Print Media

NEC opening, four page cover wrap, advertorial content

April 19, 2015, Print Media NEC opening, four page insert, advertorial content

Upcoming: April 20–May 3, 2015: Houston (RSVP May 5, event May 9) print, digital, and Facebook estimates provided; Cleveland (event date May 13)

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

Advertising: Digital 15; Print 31; Public radio 113

Publications: 88

New Marketing Initiatives

Senior and junior marketing plans: purpose is to motivate high school juniors and seniors to apply to Wright State. Plan is targeted to students who have inquired about or sent their ACT/SAT test scores to Wright State, plus a purchased list of names of high school students who have not inquired or sent their test scores to Wright State.

Web

Since January, we have completed the following websites:

Boonshoft School of Medicine

<http://medicine.wright.edu/>

- Our largest site to date
- All content rebuilt from the ground up
- Worked closely with BSOM staff to reorganize large sections of the site
- Migrated to latest Drupal 7 codebase
- Improvements to mobile theming and navigation
- Updated all photography on the site
- 40+ departments, office, and centers
- 600+ pages of content
- 1200+ articles going back to 1996
- Custom built Vital Signs Magazine
- Custom built Student Blogs

Academic Calendar

<http://www.wright.edu/registrar/academic-calendar>

- Worked closely with Registrar's Office to rebuild the Academic Calendar
- Entirely new content, codebase, and functionality
- Much more granular and user focused than the old version
- Populated with dates through 2018
- Rave reviews so far

Staff Development Day

<http://www.wright.edu/event/staff-development-day>

- Developed a new site for Staff Development Day
- Integrated with registration system

Celebration of Research, Scholarship, and Creative Activities

<https://www.wright.edu/event/celebration-of-research-scholarship-and-creative-activities>

- Built a new site and updated all content
- All registration forms rebuilt to be mobile friendly

Psychology Landing Page

<http://science-math.wright.edu/audience/psychology>

- Worked closely with Push and COSM to build landing pages for advertising campaigns
- Highly focused on conversion (generating prospects)

Dragons Landing Page

<https://www.wright.edu/audience/dragons>

- Worked closely with Push to build a landing page for the Dragons campaign
- Highly focused on conversion (generating prospects)

RSCOB Landing Pages

<https://business.wright.edu/audience/undergraduate>

<https://business.wright.edu/audience/supply-chain-management>

<https://business.wright.edu/audience/information-systems>

<https://business.wright.edu/audience/master-of-business-administration>

- Worked closely with Oxiem and RSCOB to build landing pages for advertising campaigns
- These pages will be used by specific search terms to drive conversions (prospective students) for specific programs

Student Orgs Cleanup

- Worked with Student Activities to clean up around 100 student orgs sites that were highly outdated
- Going forward, student orgs sites should all be housed in Org Sync so they can be better managed
- This will improve our SEO so that when users search they find better relevant content

Portal Development and Theming (ongoing)

- Continued to refine the Beta build of the new portal with CaTS
- Significant improvements in style and user focus
- Beta user testing is going on now
- Open source platform will replace a very costly proprietary system
- Integration of many existing web assets news, announcement, events, etc.

Social Media

Growth

The university's main accounts have grown to 107,800 fans, connections, and followers, growing 6.5% over the first quarter of 2014.

January 1–April 2, 2015

102,128 total interactions

69,034 unique users

49,946,053 impressions

Sprout Social Analysis

Wright State now has 140 social media profiles connected to our social media management enterprise system.

January 1–April 2, Year Over Year

	2014	2015	Change
Interactions	86,124	102,128	+ 19%
Unique Users	32,614	69,034	+112%
Impressions	25,062,284	49,946,053	+ 99%

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)

Social Media Managers Group Training

The social media managers group includes 240 individuals from across both of our campuses. We conducted a training session for our social media managers on Twitter, focusing on search, scheduling, engagement, and growth.

Social Media Presentations

Katie Halberg represented Wright State University Social Media by conducting professional presentations at the NAACO Annual Conference and the SummitUp Confab in February and March. Halberg will present at the AACRAO Annual Conference in April.

Office of Communications

Public relations, media relations and internal communications play a vital role in university operations and branding. Communications staff view interactions in each of these disciplines as invaluable opportunities to strengthen how both internal and external audiences view Wright State. Our strategy is to strengthen the brand through repeated mentions in the news and social media platforms (earned media) and by increasing university-wide awareness through internal channels (owned media).

Public Relations

Office of Communications staff fulfill this role in large part by highlighting brag points and feel-good stories through high-quality articles posted to the [Wright State Newsroom](#) and distributed across university websites and on university social media channels. Newsworthy stories are identified by staff and leveraged as pitch tools to external media.

Data point:

The 2015 Q1 public relations measurables are as follows:

- Media Clips: 232
- Impressions: 20,008,598
- Advertisement Value: \$244,831
- Verbatim Stories: 14 (including 5 in the Dayton Daily News)

Media clips: defined as stories about Wright State (most often) or stories that only mention Wright State (less than 5% of counted clips).

Impressions: defined as the total non-unique estimated viewership, listenership, readership, and page views.

Advertisement value: the amount in dollars that Wright State would have had to pay to advertise in the same space or time that our clips were used in the news.

Verbatim stories: stories written by Communications staff that were printed or posted exactly as they were written by external news sources.

Media relations

The Office of Communications views all unexpected media inquiries as opportunities to strengthen or protect the brand of the university. In 2014, Communications adopted an organizational structure that allows Wright State to be hyper-responsive to media, which has improved the university's output of earned media.

Data point:

Media made about 55 requests of Wright State in 2015 Q1. The Office of Communications successfully fulfilled 80% of the requests. About 82% of those fulfilled requests resulted in positive coverage with an estimated advertisement value of about \$93,000.

Notable positive coverage included the announcement that Wright State has applied to be a 2016 presidential debate site, which, so far, has been mentioned in the news about 77 times by news outlets mostly across the region. The advertisement value attributed to the coverage of the story is estimated at about \$36,000.

Notable negative coverage included the student union black history month menu board controversy, which was mentioned in the news at least 117 times by news outlets across the country. The advertisement value attributed to the coverage of the story is estimated at about \$242,000.

Internal communications

Communications staff members write, edit, and post Newsroom stories that post to websites across campus. Stories are also shared through university social media channels. The office also distributes campus-wide email messages from the administration, crime warnings, and emergency messages, among many others.

Data point:

The Office of Communications sent about 107 campus-wide email communications in 2015 Q1. About 80 of those messages were on behalf of colleges, units, and other campus organizations. The rest of the messages were sent on behalf of the president, administration or police.

University Initiative Participation

The Office of Communications is also an active participant in university-wide initiatives, which include the 2016 Presidential Debate Planning Committee, Tobacco Free Campus Committee, Emergency Management Committee, Enterprise Print initiative, Total Compensation Advisory

Committee, Internal Communications working group, and the Horizon League Ad Hoc Strategic Messaging group.