

**WRIGHT STATE UNIVERSITY
BOARD OF TRUSTEES
Marketing Report
November 2015**

Office of Marketing

Advertising Highlights

Rise. Shine. Campaign

October 4, 2015—January 31, 2016

“Our Student Success Center Rises. Our Students Shine.”

Student Success Center opening and student testimonial campaign

Six Cox Ohio Media and one City Paper print ads

WHIO.com and Dayton.com digital ads

Two outdoor digital displays, Rt. 35 at Spaulding and at Steve Whalen Blvd

Pandora audio and display ads 3.4 million impressions

Commercial radio Dayton stations 666 spots:

October 19, 2015–November 16, 2015; January 4, 2016–January 18, 2015

Undergraduate programs

September 13, 2015 Columbus Kiwanis College Fair Guide

200,000 homes, print ad distributed by the Columbus Dispatch

5,000 parents and students, program ad at the fair on September 21.

September 14, 2015 Cincinnati College Fair

National Association of College Fair Admissions Counselors

4,500 parents and college-bound high school students, Duke Energy Center

September 18–20, 2015 Cox Ohio Media Guide to Higher Education

374,800 adults in Dayton and northern Cincinnati, print ad in all Cox newspapers

50,000 copies to regional high schools

40,000 impressions, digital ad

September 20, 2015–October 1, 2015 Gannett Media Network of Central Ohio

90,000 families and high school students; print, digital, and email;

Fremont, Port Clinton, Bucyrus, Mansfield, Zanesville, Marion, Chillicothe, Lancaster, Newark, Coshocton

October 21, 2015–November 7, 2015 Raider Open House

Pandora audio and display ads, commercial radio, paid Facebook ads. Facebook includes 28 Indiana counties.

October 28, 2015 National Trails High School Year Book ad

Graduate programs

September 2, 2015 Cincinnati Business Courier Cyber Security Seminar

College of Engineering and Computer Science

Panel participation, article, print ad, digital ads, and contact information for attendees

September 22, 2015 and October 6, 2015 Online MBA email campaign

Raj Soin College of Business

13,492 BSN nurses in Ohio with no master's degree

September open rate 17.2%; click-throughs 2.56

October open rate 11.5%; click-throughs 1.2%

October 5, 2015–July 31, 2015 Graduate School campaign

“Next Starts Now”

November 9, Graduate School Open House

Commercial radio Dayton stations; Pandora, google AdWords, Google remarketing, Facebook, Yahoo Gemini

October 15, 2015 Dayton Business Journal Manufacturer of the Year Awards

College of Engineering and Computer Science

Title sponsor, full-page ad promoting the college's 11 master's programs

Multi-cultural Affairs

September 24, 2015 Dayton Walk of Fame Induction program ad

October 15, 2015 Ohio Civil Rights Hall of Fame Induction Ceremony program

Other programs and community engagement

August 30, 2015 Presidential Lecture Series Sunday Dayton Daily News ad, Temple Grandin

September 18, 2015 Air Force Marathon program ad: 30,000 attendees; 16,000 Skywriter inserts; 15,000 Dayton Magazine inserts.

September 21, 2015 Dayton Area Chamber of Commerce ad

September 20-27, 2015 25th Anniversary Center for Healthy Communities Picnic

Pro bono Dayton Daily News print ad and WHIO radio spots

October 14, 2015–October 25, 2015 Harmony in the Heartlands: A Concert for Peace

121 ThinkTV spots

October 20, 2015 Beavercreek Chamber of Commerce permanent web banner ad

October 21, 2015–October 28, 2015 Amigos Latinos Business Expo and Job Fair

65,000 subscribers print ads in six newspapers

Dayton, Cleveland, Toledo, Columbus, Cincinnati, northern Kentucky, and pro bono ads in four Michigan Ann Arbor, Detroit, Grand Rapids, Adrian

Digital ads in Cleveland, southwest Ohio, and northern Kentucky

Three pro bono ads, Dayton Business Journal

October 26, 2015 National Conference for Community and Justice Friendship Dinner Program ad

October 28, 2015 Ombudsperson Guardian ad

October 31, Dayton Performing Arts Alliance ICE Gala program ad

Total Ads Developed: Print 28, Digital 8, Radio 4, TV 3, email 1

Ongoing: Dayton Business Journal digital and print ads

College of Liberal Arts: LEAP, Graduate Certificate Programs and Talent for the 21st Century

College of Engineering and Computer Science: Brandeberry Career Development Center; 11 master's programs and certificate programs in Industrial and Human Factors Engineering; cyber security

Raj Soin College of Business: MBA and Finance

Undergraduate Recruiting

Dare to Do: commercial radio; Pandora radio; outdoor billboards; website retargeting; paid social media Facebook; google paid AdWords continues to run.

Upcoming

November 3, 2015 and November 17, 2015 Veterans BSN email recruiting

5,000 veterans

October 29, 2015–November 15, 2015 Musical Theatre Initiative Adam Pascal *Visiting Artist and Performance ad in Wright State Chicago Program*

November 15, 2015–2015 CoLA ThinkTV campaign

Musical Theatre Initiative through December 2, 2015

November 25, 2015–February, 2015 Rise.Shine. Television ads

Student success testimonials: high viewership Sunday news, holiday, music awards, and sports programs on major networks.

December 2015 Veterans and Military Center Military Friendly Schools Annual Guide *print ad; distributed three times per year*

December GI Jobs BSN for Veterans Recruiting *print ad*

Publication Highlights

We are currently working on a 12-page insert for the *Dayton Business Journal* that will run in December.

The Advocate magazine for the College of Nursing and Health is at the printer.

The print team has done a lot of work this fall for CELIA revolving around the Peace Accords and the Dayton Literary Peace Prize, next spring's Sultans of Swing events, and for the regional Shakespeare conference they will host next fall.

We redesigned the College of Education and Human Services' annual report into a magazine format.

Also we did numerous projects for University College ahead of the opening of the Student Success Center.

Total publications produced since mid-September: 70.

Web Highlights

Presidential Debate

<http://www.wright.edu/event/debate>

- New event website completed for the debate announcement
- Will be an evolving project for the year
- Worked closely with administration for final edits and approvals before being made live

Center for Teaching and Learning

<https://www.wright.edu/center-for-teaching-and-learning>

- New site, complete rebuild and rewrite from static
- New functionality for registering for events through the calendar events
- Supports backend reporting of registrations and email confirmations
- Integration of previous wordpress blog

Career Center

<http://www.wright.edu/career-center>

- Complete rebuild
- Improved navigation
- Refreshed in brand identity
- Reduced content to improve UX
- Implemented current job feeds for site out of authenticated system.

Audit and Consulting Services

<http://www.wright.edu/university-audit-and-consulting-services>

- New site migrated from static
- Updated branding

Air Force ROTC

<http://www.wright.edu/air-force-rotc>

- Combined three disparate sites into one comprehensive site
- Worked with them to move authenticated cadet content into Office365

Aerospace Professional Development Center

<http://www.wright.edu/center-for-workforce-development/activity-centers/aerospace-professional-development-center>

- Migrated from 3rd party servers
- Integrated into the Center for Workforce Development

About

<http://www.wright.edu/about>

- Complete overhaul of top level about section
- Will be an evolving area of the site
- The last section of the top level nav to have been revamped in the last couple years

iTunesU Branding

<http://www.wright.edu/itunes>

- Worked closely with CTL to improve iTunesU branding
- New standards for iTunesU necessitated an update

Nursing Research

<http://nursing.wright.edu/research>

- Worked with Nursing faculty to add a top level research section to the COHN site
- Wrote/edited much of the content to provide a single voice

Artsgala Refresh

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

- Getting the site ready for this year's Artsgala!

Social Media Highlights

Growth

The universities main accounts have grown to 118,924 fans, connections, and followers, growing 17.5 percent so far in 2015.

Wright State now has 165 social media profiles connected to our social media management enterprise system. Compared to last fall, our operations are generating a lot of positive sentiment and relationships. The university's social media content has connected with more than 63,000 individual users, generating nearly 27 million impressions, up 85 percent over last fall. Additionally, embedded links in our content are directly responsible for nearly 38,000 organic clicks through to the Wright State website, not including clicks generated via paid advertising on social media platforms.

August 31–October 25, Year Over Year*

2014 2015 Change

Interactions 56,766 80,345 + 42%

Unique Users 37,971 63,266 + 67%

Impressions 14,607,181 26,955,278 + 85%

Social Media Managers Group

The social media managers group now includes 275 individuals from across both of our campuses, representing virtually every Wright State college and division.

Presentations and Training

The Office of Marketing hosted four general training sessions across both the Dayton and Lake campuses to assist campus social media managers with engagement and Sprout Social integration. The social media team has also conducted 20 one-on-one general social media training sessions with various campus personnel over the last two months.

Social Media Management Platform Contract

Our 12-month contract with Sprout Social ends on November 30, 2015. The Office of Marketing is working with the Office of the President and Purchasing to explore our options moving forward, as the investment (\$2,250 per month) has resulted in reaching nearly twice as many individuals, netting approximately 136 million organic impressions—a cost of \$0.00018 per impression (\$0.182 cost per thousand, CPM). To compare, the average CPM for social media advertising is \$1–4 (source: SiteAdWiki).

December 1–October 25, Year Over Year—Before and After Sprout Social*

Before After Change

Interactions 300,647 353,447 + 18%

Unique Users 142,294 258,454 + 82%

Impressions 80,387,263 135,938,997 + 69%

*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 users who saw an interaction with our username(s)