# Marketing Report
# September 2015

## Office of Marketing

**Advertising and Publications**

**Rise. Shine. Campaign**

June 21, 2015 Father's Day student profiles in all Cox Ohio Media newspapers

July 24–25, 2015 Cincinnati Music Festival program: 30,000 attendees each night

August 28, 2015 Dayton Business Journal Giving Guide special edition: full-page ad, Wright State Foundation directory profile, and article on the Student Success Center

**Undergraduate programs**

April–June, 2015 "Summer Makes Sense" campaign: Facebook paid ads, website retargeting, extensive outdoor advertising throughout Raider Country

July 11–12, 2015 Major League Baseball All-Star Game program in Cincinnati. Circulation 250,000; Readership 800,000; complemented the Dayton Dragon's marketing presence for Wright State University

July 15, 2015 Engineering 1010 American Society for Engineering Education, "Profiles of Engineering & Engineering Technology" annual nationwide print directory; 2,500 engineering deans and 12,000 individual members; acknowledged by AFIT's engineering dean to other Ohio engineering deans

August 2–8, 2015 Greene County Fair "Last Call for Fall" program ad and banner

**August 7, 2015 Raider Open House**

Sunday, August 2, 2015 Dayton Daily News Press Notes

July 2–August 3, 2015 paid Facebook ads

**Graduate and other programs**

May–June 2015 MBA recruiting: Dayton and Cincinnati commercial drive-time and public radio approximately 150 spots; Cox Ohio Media print and digital ads; Dayton Business Journal May 14, 2015 Forty Under Forty title sponsor and full-page ad

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; master's programs and certificate programs in Industrial and Human Factors Engineering; Cyber Security; 11 master's programs.

Raj Soin College of Business: master's programs, DAVE, Summer Business Institute

Multicultural Affairs: June 2015 MACE WE Global Network Conference; July 2015: NAACP Freedom Fund Banquet Program July 2015: Ohio Diversity Council program ad Wright-Patterson Air Force Base Relocation Guide

Total: 107 projects: 46 print ads, 34 digital/banner ads, 10 display ads, 10 posters, 7 flyers, 1 table tent

**Upcoming**

September 2, 2015 Cincinnati Business Courier Cyber Security Seminar: College of Engineering and Computer Science panelist, print, and digital ads

2016 Undergraduate Recruiting: September 17–December 31, 2015: "Dare to Do" commercial radio, Pandora radio; outdoor billboards, website

**Publications**

Produced 143 publications since April, including major recruitment publications and the *Wright State University Magazine*

**Web**

**College of Engineering and Computer Science**
http://engineering-computer-science.wright.edu/
- This site represents our 11th and final college to be migrated to our content management system
- Worked closely with a large group of CECS faculty and staff to reorganize and standardize the site
- Did extensive usability testing on navigation terminology and structure. Much of what we have learned will be applied back to other sites.
- Improvements to mobile theming and navigation
- Updated all photography on the site
- Updated all departments, offices, and centers
- Spent significant time working and refining the admissions, degrees, and advising sections of the site
- Focused content toward prospective students first

**Raj Soin College of Business**
- Continued improvements for SEO and marketing initiatives
- Development of stand-alone sites for two departments: Economics and Finance
- Focus on conversion of prospective students into tangible leads through landing page inquiry forms
- Built many landing pages for marketing initiatives
https://business.wright.edu/economics
https://business.wright.edu/finance-and-financial-services

**College of Education and Human Services, RCC**
- A new website for the Rehabilitation Counseling Coalition
https://education-human-services.wright.edu/rehabilitation-counseling-coalition

**College of Science and Math, Biomedical Ph.D.**
http://science-math.wright.edu/biomedical-sciences-phd
- Our final academic department that was not in the CMS
- Worked closely with faculty to create new content and structure

**University College Retheme**
http://www.wright.edu/university-college
- Rethemed entire UC site to more closely match their new home in the Student Success Center

**Research**
http://www.wright.edu/research
- Worked with Dr. Fyffe's leadership to rebuild entire Research web presence for his office
- Rebuilt all content and structure for Research and Sponsored Programs
- Rebuilt all content and structure for Compliance
- Rebuilt all content and structure for Technology Transfer
- This site represents a vast improvement over their previous public presence

**Division of Business and Finance**
http://www.wright.edu/business-and-finance
- Rethemed websites to be consistent across all areas of the division
- Rebuilt homepage entirely for new theme

**Human Resources**
http://www.wright.edu/human-resources
- Rethemed Human Resources to more closely match the rest of the Business and Finance Division
- Started biweekly meetings to work on continuous improvement of the HR site

**Strategic Information and Business Intelligence**
http://www.wright.edu/business-and-finance/strategic-information-and-business-intelligence
- Added SIBI section within Business and Finance site

- Developed custom HTML/CSS templates for SIBI Cognos Reporting front end to match look and style with public page

**Multicultural Affairs and Community Engagement**
https://www.wright.edu/multicultural-affairs-and-community-engagement
- Rebuilt entire division site combining all centers and programs
- Worked extensively to align and standardize content across the whole division
- Updated theming for entire division to a new single standard
- Rebuilt homepage entirely

**Marketing Landing Pages**
We have spent considerable time working on landing pages that are used for specific digital ad campaigns. Each of these pages is targeted using specific search terms, web ads, or social media aimed at specific audiences.
- Summer https://www.wright.edu/audience/summer
- Fall https://www.wright.edu/audience/fall
- Dare to Do https://www.wright.edu/audience/dare-to-do

The revisit page will be used when a user has been to our site previously and is exposed to an ad on third party sites after they have left our site and click the ad to come back.
- Revisit https://www.wright.edu/audience/revisit

The RSCoB Indiana lander will be used when a person clicks on one of our RSCoB ads from within an Indiana county in the reciprocity agreement.
- Indiana https://business.wright.edu/audience/indiana

**Campus Life**
http://www.wright.edu/campus-life
- Completely rebuilt and organized the Student Life section of the top level website
- Focused toward prospective and current students
- Features highlights from across the university

**Academic Advising**
https://www.wright.edu/academics/academic-advising
- Worked with university-wide advisors group to rebuild all top level advising content
- Concentrated all advising content into single location
- Cleaned up all semesters advising content and archived as necessary

**Presidential Lecture Series**
https://www.wright.edu/event/presidential-lecture-series
- Rebuilt the PLS site to our new standard for event sites
- Improved mobile usage
- Automated archiving of previous lecturers

**Science Olympiad Invitational**
https://www.wright.edu/event/science-olympiad-invitational

- Created a new event site for the Science Olympiad Invitational 2016
- Migrated old content to the new event site
- Updated content for the new event

**Board of Trustees**
https://www.wright.edu/board-of-trustees
- Worked with the President's office to create a new Board of Trustees site
- Utilized a new meeting content type to standardize the posting of all meetings, minutes, and agendas
- Migrated all content back to 1996 public minutes

**Faculty Senate**
http://www.wright.edu/faculty-senate
- Worked closely with Faculty Senate staff to migrate all content to their new site
- Utilized a new meeting content type to standardize the posting of all meetings, minutes, and agendas

**Staff Councils**
https://www.wright.edu/staff-councils
- Built a new site for all staff councils (SC, USAC, CSAC, LSAC) in a single site
- Utilized a new meeting content type to standardize the posting of all meetings, minutes, and agendas
- Worked closely with all councils to ensure consistency of content migrated from many sites

**Orientation 2019**
http://www.wright.edu/undergraduate-admissions/admitted-students/orientation
- Worked with Enrollment Management to update Orientation 2019 site
- Facilitated greatly expanded content for this year

**Equity and Inclusion**
http://www.wright.edu/equity-and-inclusion
- Rebuilt entire site from ground up
- Reworked and updated all content
- Created focus around Title IX
- Integrated policy directly from Wright Way Policy

**Police**
http://www.wright.edu/police
- Rebuilt entire web site for police
- Updated content throughout the site

**Employee Wellness**
http://www.wright.edu/employee-wellness
- Developed a new site for the employee wellness initiative
- Worked closely with the director to develop and promote new programs

**Center for Workforce Development**
https://www.wright.edu/center-for-workforce-development
- A new site from the ground up
- Content will be further refined and expanded as we move more content into the site through the fall


**Social Media**

**Growth**
The university's main accounts have grown to 114,381 fans, connections, and followers, growing more than 13 percent so far in 2015.

Wright State now has 154 social media profiles connected to our social media management enterprise system. Compared to last summer, we have maintained our high level of interactions and dramatically increased our reach, adding 70 percent more users and 44 percent more impressions.

April 1–August 30, Year Over Year

|  | 2014 | 2015 | Change |
|---|---|---|---|
| Interactions | 137,229 | 144,695 | + 5% |
| Unique Users | 63,292 | 107,831 | **+ 70%** |
| Impressions | 35,581,552 | 51,361,422 | **+ 44%** |

*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)*

**Social Media Managers Group Training**
The social media managers group includes 250 individuals from across both of our campuses. In conjunction with the Office of Communications, we conducted a training session for our social media managers on crisis communications. Additionally, we have offered continued Sprout Social training sessions as well as formal and informal training sessions with individuals.

**Presentations**
Wright State's Director of Social Engagement Katie Halberg presented at the AACRAO Annual Conference, sharing our social media engagement techniques and tips with higher education professionals from across the nation. Halberg also presented at Staff Development Day and the School of Professional Psychology Orientation.

**Crisis Communications**

Social media, by its nature, is on the virtual front lines of any issue. Therefore, the office works closely with the Office of Communications during times of crisis. The two offices collaborated to develop a crisis communications plan for Wright State's social media channels, formalizing the procedures, communications, and tools necessary to contain and navigate the social environment when incidents arise online or offline.