

# Marketing Report

## March 2016

### Office of Marketing March 2016

#### Publications Highlights

Since December, we've completed 161 print projects. This includes event marketing pieces for Parents and Family Weekend, CELIA's Sultans of Swing series, the Presidential Lecture Series, the Musical Theatre Initiative's Jason Robert Brown concert, the new Faculty Mentoring Summit, and Cameos of Caring. We've created new designs for both the 2016 Celebration of Research, Scholarship, and Creative Activities, and the 2016 Multicultural Millennium Conference.

We've developed and executed awareness campaigns to communicate the new Raider Cash benefits, the university's mission statement, and the Ohio Means Internships and Co-ops program. We've also continued to brand campus spaces by designing large-scale, interior wall graphics for University College, the Employee Wellness Center, Campus Recreation, and the Data Analytics and Visualization Environment.

Notable stand-alone publications include the undergraduate psychology program's new recruiting brochure and a 12-page insert in the *Dayton Business Journal's* annual Book of Lists. At the time of this report, we're preparing to send the spring issue of the *Wright State University Magazine* to print.

#### Advertising Highlights

##### Rise. Shine. Campaign

Campaign ended on December 31, 2015, Total: 3.4 million Pandora radio impressions, 114 network TV spots during holiday programming, and 666 commercial radio spots.

#### Undergraduate programs

##### College of Nursing and Health BSN accelerated option for veterans

- **GI Jobs BSN Veterans Track Recruiting** December 15, 2015, print ad
- **Veteran and Military Center Military Friendly Schools Annual Guide** December 15, 2015, print ad; distributed three times per year
- **BSN veterans option digital ad campaign** February 8–March 21, 2016: Ohio Google AdWords, Google pixel targeting, Facebook behavior targeting

#### Undergraduate recruiting

- **Decision 2016 Cleveland** high school recruiting magazine February/March 2016 Black History Month extended issue
- **College Connection West Central Ohio** March 26–27, 2016, print ads in 11 west central Ohio newspapers and 10,000 emails to 90,000 households
- **Facebook Dare to Do digital campaign** February 15–April 30, 2016, Ohio, ages 18–25

## Graduate programs

- **Graduate School Digital Recruiting Campaign** December 28, 2015–present  
Ages 25–49, Ohio; Pandora radio; commercial radio WHIO, WHKO, WTUE, WCHD
- **College of Education and Human Services** Master of Science in Organizational Leadership two digital ads for 30 days on real estate relocation sites, *militaryby.owner.com* and *ARHN, Automated Housing Referral Network*
- **College of Education and Human Services** Master of Education in Instruction Design for Digital Learning print ads March 4 and 11 (1 pro bono) *Skywriter*
- **Raj Sooin College of Business** *Dayton Business Journal* Two print ads: December 18, 2015, five master's degrees; February 5, 2106, Master of Accountancy and undergraduate accounting

## Dayton, Columbus, and Cincinnati business and government leaders

- **Cincinnati Business Courier and Columbus Business First** December 15–31, 2015, digital feature for Wright State University, Year-in-Review online section promoting Wright State's tradition of innovation, focus on student success, and recent accomplishments.
- **Digital ads** December 15, 2015–January 15, 2016, Three run-of-website ads and one mobile ad to promote Wright State to *Cincinnati Business Courier* and *Columbus Business First* web readers.
- **Dayton Business Journal Book of Lists** December 18, 2015  
Twelve-page insert, Wright State University feature for Year-in-Review.  
Four full-page ads Rise. Shine back cover, MBA program, College of Engineering and Computer Science, Wright State Research Institute
- **Dayton Business Journal College of Science and Math Ohio Means Internships (OMIC)** print ads March 11, 2016
- **Dayton Business Journal Ohio Means Internships and Co-ops (OMIC)** digital ads March 6–12 and March 20–26, 2016
- **Raj Sooin College of Business** *Dayton Business Journal* Two print ads January 15 LIFT Symposium, February 12, 2016, Wright Venture competition

## Community Engagement

- **Higher Learning Commission request for public comment** print ads January 6–February 28, 2016, Cox Ohio Media papers (4), Greene County papers (3), *Yellow Springs News* (1) and Lake Campus region—*The Daily Standard* (1), *The Evening Leader* (1)
- **Center for Healthy Communities** *Dayton Daily News* March 3, 2016, print ad 20th anniversary
- **American Heart Association Dayton Heart Ball Program** March 19, 2016, Two print ads, Office of the President and College of Nursing and Health
- **Martin Luther King** January 11, 2016, Banquet program ad
- **Special Wish Foundation** February 28, 2016, program print ad
- **Top Ten African American Males** Parity program print ad February 24, 2016

## College of Liberal Arts

### Musical Theatre Initiative—Adam Pascal Visiting Artist

- **ThinkTV** November 16–December 1, 2015, Fifty paid spots, matched with 50 complementary spots.
- **Human Race email:** November 12, 2015, 1,802 email recipients
- **Alumni Relations Digital Newsletter and email** 11,300 CoLA Raider Country email recipients and 46,135 newsletter subscribers

### Musical Theatre Initiative—Jason Robert Brown Visiting Artist

- **ThinkTV** February 10–25, 2016, Fifty paid spots, matched with 65 complimentary spots
- **Muse Machine program ad** January 14–17, 2016
- **Victoria Theatre billboard** January 20, 2016–February 25, 2016
- **Victoria Theatre email** 829 subscribers unavailable
- **Human Race email** 1,802 recipients
- **Alumni Relations digital newsletter and email** 11,300 CoLA Raider Country recipients

### Department of English and CELIA Great Lakes Shakespeare Conference

February 27–28, 2016, Two print ads in the Ohio Counsel of Teachers of English Language Arts conference program

### ARTSGALA

- **Dayton Daily News print ads** pro bono March 17, 20, 24, 27, 31
- **Dayton Business Journal print ads** pro bono March 4 and March 18, 2016, half-page print ads

**Total new ads developed:      Print–24      Digital–2      TV–2      emails–2**

### Upcoming:

**College of Liberal Arts, CELIA Center of Excellence: Sultans of Swing:** Celebrating 100 years of baseball, jazz, and short fiction

- Radio spots: WING Sport Talk radio WYSO March 25–April 7, 2016
- ThinkTV March 25–April 7, 2016
- Alumni Relations digital newsletter and email March 31

### College of Liberal Arts, ARTSGALA

- **Dayton Daily News** pro bono print ads April 3, 17
- **Dayton Business Journal** pro bono print ads March 24, 27, 31,
- **Dayton Business Journal** April 8, 25 thank-you save-the-date, 2017

### College of Science and Math

- **Dayton Business Journal College Ohio Means Internships (OMIC)** print ads March 11, 2016

## **Office of Latino Affairs Third Annual Amigos Latinos Gala April 22, 2016**

- *Dayton Daily News* April 3, 2016, print and digital ads

**University Center for International Education** *Dayton Daily News* print ad April 1 International Festival

## **Undergraduate Recruiting**

- *Dayton Daily News* May 23, 2016, Graduation Special Insert congratulatory print ad
- **Cedarville High School Yearbook** print ad

**Veterans** Wright-Patterson Air Force Base relocation map

## **Web Highlights**

### **Schools and Colleges**

We continued our work with our academic partners in each school and college on continuous improvement of their websites. A few key highlights follow.

### **Raj Soin College of Business**

—Continued improvements for SEO and marketing initiatives across the college sites

—Implemented new structure and content for the careers section of the college site

<http://business.wright.edu/careers>

—Developed a stand-alone site for the Accountancy department

<https://business.wright.edu/accountancy>

### **Nursing**

—Worked to update and refine navigation across the entire college site

—Implemented a new homepage design and related theming changes

—Started user experience (UX) testing with prospective high school students to test if navigation changes and information is easily found

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

### **Cameos of Caring**

—Designed and produced a stand-alone event site

—Photography directed, shot, and edited videos for the event

—Integrated final videos for each award winner into the new site

<http://www.wright.edu/event/cameos-of-caring>

### **College of Science and Mathematics**

—Developed a CoSM specific landing page for generating internship leads

—Tracking specific marketing efforts for effectiveness.

<https://science-math.wright.edu/audience/intern>

### **College of Liberal Arts**

Applied Policy Research Institute

—Worked closely with institute staff to develop a new web presence for their new brand

—Redirected previous site (CUPA) to the new site once complete

<https://liberal-arts.wright.edu/applied-policy-research-institute>

## **Administrative**

### **Quick Facts**

- Developed a new top-level page with graphic representation of our fact sheet
- Will be updated yearly when fact sheet is released

<http://www.wright.edu/about/quick-facts>

### **International Education**

- Combined International Gateway and University Center for International Education sites into a single site after organizational change
- Worked closely to refine content and improve standards

<http://www.wright.edu/international-education>

### **Student Union**

- Worked closely with our academic partner to build an entirely new site for the Student Union facility
- Site is now inline with our current brand standards and theming

<http://www.wright.edu/student-union>

### **Human Resources**

#### **Jobs**

- Worked with HR and third-party vendor to update our jobs portal
- New theming is more inline with current branding
- Site is now mobile friendly

<https://jobs.wright.edu/>

#### **Catalog**

- Worked closely with vendor, Provost's office, Registrar's office, Colleges, and CaTS to build a new cloud-based academic catalog for the university
- Site has greatly improved content accuracy through the work of many people across the university

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

#### **Professional Development**

- Worked with the Center for Workforce Development to develop and update content for professional development from across the university in our top-level academics section

<https://www.wright.edu/academics/professional-development-and-certifications>

#### **Women in STEMM Leadership Institute**

- An entirely new site

<http://www.wright.edu/event/women-in-stemm-leadership-institute>

### **Tunnel Takeover**

—A new event site

<http://www.wright.edu/event/tunnel-takeover>

### **Faculty Mentoring Excellence Summit**

—A new event site

<http://www.wright.edu/event/faculty-mentoring-excellence-summit>

### **Science Olympiad National 2017**

—A new event site to start communicating details for the national event next year

<http://www.wright.edu/event/science-olympiad-2017>

### **Honors**

—Updated site to be in our latest theme

—Worked to improve content to current standards for user experience, mobile, and accessibility

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

### **Ethics Point**

—Integrated Ethics Point anonymous reporting across multiple areas of [wright.edu](http://www.wright.edu) including top-level About, HR, Research, Equity and Inclusions, etc.

<https://www.wright.edu/about/anonymous-reporting>

### **Bursar**

—Combined Wright1 Card with Bursar site

—Site is now inline with our current brand standards and theming

—Updated content to reflect changes in Wright1 Card messaging

<http://www.wright.edu/bursar/wright1-card>

## **Social Media**

### **Growth**

Calendar year 2015 ended with 122,397 total connections, up 21 percent over 2014.

The university's main accounts have grown to 128,298 fans, connections, and followers, growing 5 percent so far in 2016, putting us on track to maintain or surpass last year's growth rate.

### **Sprout Social and Supporting Data**

Wright State now has 180 social media profiles connected to our social media management enterprise system. Our 12-month contract with Sprout Social expired on November 30, 2015.

The original agreement's terms have been extended to the end of the current fiscal year, prior to which the contract and details must be re-evaluated.

Last 3.5 months >> December 1–March 17, Year Over Year\*

	2014–15	2015–16	Change
Interactions	108,692	134,618	+ 24%
Unique Users	74,899	100,337	+ 34%
Impressions**	52,641,911	51,780,169	– 2%

Last 2.5 months >> January 1–March 17, Year Over Year\*

	2015	2016	Change
Interactions	80,072	95,175	+ 19%
Unique Users	54,677	70,194	+ 28%
Impressions**	44,481,822	39,346,868	– 12%

**\* 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)

\*\* Impressions are dramatically declining due to the organic (non-paid) reach decline on Facebook, which is approaching zero. This decline underscores the importance of allocated budget for Facebook advertising, as well as our need to continue to expand our presence on other networks. Worth noting that even though our organic reach is declining, we are still growing impressively in our number of interactions and number of individuals we communicate with on social media.

**New Channel Launched**

In February 2016, the Office of Marketing launched a new social media platform, Snapchat (@WrightStateU), joining the other 15 general university social media outlets managed by Marketing and/or Communications. Snapchat is a type of instant messaging that allows us to store images for 24 hours for our followers to view unlimited times during that time period. Presently it is used for event promotion and Q&A's, each snap being viewed approximately 210 times.