

Marketing Report October 2016

I. PUBLICATIONS HIGHLIGHTS

UNDERGRADUATE ADMISSIONS

Since late August, the Office of Marketing has completed more than 130 publications projects. For Undergraduate Admissions, our department continued to produce pieces in the Pioneers of Potential campaign, including the Indiana Tuition, Main Campus Tuition, Majors, and Student Life displays; the Lake Campus and Travel teasers; the Laker mascot and Rowdy Raider die-cut cards; the Admitted Student To-Do List; the Financial Aid Award Notice piece; seven postcards; and a variety of custom envelopes.

COLLEGE HIGHLIGHTS

For SOPP, the Office of Marketing produced brochures for their HRN Emphasis, Forensic Emphasis, Child Emphasis areas; flyers for required prerequisites, Internship Sites, and Faculty Interest; and the reprint of a large folder.

For CoLA, we produced Minors and Certificate Brochures; graphics, templates, and layouts for the Destination Arts series; and brochures and postcards for CLASS' Center for Workforce Development Student Networking event.

EVENTS PUBLICATIONS

Our office developed and produced original work for a number of events during this reporting period, including the annual ArtsFair postcard, and a number of print ads and social media graphics for ArtsGala. For the CELIA Shakespeare conference, we produced a television spot, T-shirts, and specialty stickers, signage, and the printed event program. Additionally, we produced the CELIA Certificate in Arts Management promotional card. Miscellaneous event pieces included display graphics for Capitol Steps; Welcome Weeks T-shirt and poster designs; a program for the Multicultural Millennium Conference; framed host gifts for the Debate held at Hofstra; Tri-State Honor Band Festival poster and envelope; Heritage Societies event invitation; CLASS Majors and Careers event signage; layouts for the fall Faculty Coffee Hour Save the Date, email header, pull-up banner, and coasters; the CaTS Tech Fair event posters; and photo booth accessories for an event hosted by the Career Center. For the Presidential Lecture Series, the office produced tent cards, posters, Four Winds graphics, and event programs for Margaret O'Mara and Alexander Heffner lectures.

DIGITAL GRAPHICS

The publications team produced digital graphics, including several email headers, social media profiles, and graphics for colleges, departments, and units, and specialty screens for Four Winds displays.

Miscellaneous publications produced by the Office of Marketing included brochures for Disability Services, the Women's Center, Nursing Administration, UCIE Study Abroad, CEHS, and University College.

SIGNAGE

The Office of Marketing designed and produced the permanent signage to mark the Berry Auditorium in the Student Success Center, as well as an invitation and program for its dedication ceremony. We also provided specialty signage for the bookstore and the Wellness Center.

BRANDING AND LICENSING

The Office of Marketing continues to drive the rebranding process, devoting much time and resources to making it a success. This includes working to educate the Wright State community on the branding process, working with Printing Services to make sure proper branding is being produced, and continuing to refine the branding guidelines and prepare them for final approval by the administration.

Of 168 requests to license our branding on promotional items and apparel for distribution through the bookstore and external venues, our office approved 136 items and rejected 32, but 21 of those were resubmitted with improvements and approved.

II. ADVERTISING HIGHLIGHTS

From mid-August through October 28, the Office of Marketing developed and placed 15 print ads, one television campaign, two digital campaigns, and one paid social media campaign to support the university's recruiting goals and to enhance the university's image among alumni, donors, and community leaders.

UNDERGRADUATE ADMISSIONS RECRUITING—PIONEERS OF POTENTIAL CAMPAIGN

Indianapolis NACAC College Fair Guide Half-page Pioneers of Potential undergraduate recruiting ad (September 16)

Cleveland Decision 2016 College Guide Half-page ad in *Triumph* magazine, 25,000 copies distributed to high schools and retail locations in greater Cleveland African American communities (September 15).

Cincinnati NACAC College Fair Guide Full-page Pioneers of Potential undergraduate recruiting ad (September 20).

Central Ohio Gannett Media Network Half-page ads in the special college sections of the following newspapers: Bucyrus, Chillicothe, Coshocton, Fremont, Lancaster, Mansfield, Marion, Newark, Port Clinton, Zanesville,

Emails Targeted to 10,000 families with college-aged students in these regions. (September 18 print, October 5 emails)

Marietta Times Half-page print ad Mid-Ohio Valley College Night (September 27)

ADDITIONAL RECRUITING ADS

College of Education and Human Services Full-page print ad Masters of Science in Organizational Leadership Full-page ad *Dayton Business Journal* (October 21)

College of Engineering and Computer Science Digital ads morning and evening email editions promoting the college's 11 master's degree programs *Dayton Business Journal* (October 19–23)

College of Liberal Arts Full-page ad in the Dayton Contemporary Dance Company program emphasizing the value of a liberal arts degree and over 100 programs offered by Wright State (October 15–15, November 4, March 4–5 programs)

Graduate School Open House Full page print ad (October 28) and afternoon edition digital banner ads *Dayton Business Journal* (October 24–November 4)

COMMUNITY ENGAGEMENT, AWARENESS, AND SPONSORSHIPS

Air Force Marathon Program 15,000 race participants and 35,000 visitors with a full-page ad on the back cover. The ad emphasized our degree programs, graduate programs scholarships for Wright-Patterson personnel, and military-friendly support services. The ad was also been available in the online program. (September 17).

College of Liberal Arts ArtsGala

Half-page ad promoting the value of supporting the ArtsGala ad. Pro bono ad (October 7)
Full-page program ad in Wright State's Theatre Season program (throughout the theatre season)

College of Liberal Arts Workforce Development Full-page ad promoting the value of hiring Wright State's liberal arts interns and graduates *Dayton Business Journal* (October 14)

College of Liberal Arts ThinkTV spots promoting two Collaborative Education, Leadership, and Innovation in the Arts (CELIA) events:

Encountering Shakespeare Conference and Gala September 30–October 13

Flapper Ball October 1–15

NAACP Annual Freedom Fund Banquet Full-page program ad promoting Wright State's academic programs and nationally recognized community engagement and service-learning utilizing the Pioneers of Potential campaign (October 28)

Power 50 Influential Women Leaders Full-page ad congratulating Cassie Barlow, Executive Director, Wright State Aerospace Professional Development Center, and Joanne Li, Dean, Raj Soin College of Business. *Dayton Business Journal* (September 16)

Presidential Lecture Series Half-page ad promoting the year-long series. *Dayton Daily News* (August 28)

Society of Professional Journalists Ohio's Best Journalism Awards A half-page congratulatory ad recognizing Office of Communications staff members, Jim Hannah and Kris Sproles, for their coverage of Wright State University. The state-wide awards luncheon program (August 27)

ThinkTV Documentary, "As Ohio Goes" documentary sponsorship supported by the College of Education and Human Services and the Office of the President. Premier October 17. Airing on all Ohio PBS stations through October and early November

United Rehabilitation Services Rubber Duck Regatta

The Office of the President and Office of Disability Services sponsorship and logo recognition on 75,000 adoption forms, 15 billboards throughout the Dayton region, print media and T-shirts, recognition during the on-air tele-thon, the regatta, a pre-regatta events (September 16)

Veterans of Influence Half-page ad emphasizing Wright State's Veteran and Military Center, military-friendly national recognition, and academic programs *Dayton Business Journal* (October 28, 2016)

UPCOMING ADVERTISING AND SPONSORSHIPS

Undergraduate Recruiting Raider Open House campaign: Two Facebook ad campaigns targeted to the following segments:

- students in high school: ages 13–18, parents and moms of high school students; high schools that generated 14 or more first-time, degree seeking undergraduate students at Wright State;
- transfer students and adult learners: some college, ages 19–35, school designated as one of the top community colleges or universities that generate students who transfer to Wright State (October 27–November 4, noon).

College of Engineering and Computer Science: Awareness campaign package including a 30 and 60 second video about Wright State and the college's tradition of innovation. The campaign also includes a full-page ad in *Vanity Fair* featuring Wright State women in engineering and computer science Reach: American Airlines 5,000 flights, 160K passengers; US Airways 2,000 flights, 30K passengers; CNN Airport Network 59M viewers; Bloomberg TV 62M viewers (October-November)

College of Education and Human Services: Full-page advertorial. Interview with Dean Keferl in the "State of the Schools" special edition *Dayton Business Journal* (December 2)

Lake Campus: Television recruiting campaign, Lima DMA (November)

Raj Soin College of Business:

Master of Information Systems Half-page recruiting ad *Dayton Business Journal* (November 4)

Business of the Year Supporting Sponsorship and quarter-page print ad *Dayton Business Journal* (November 10)

Master's Programs Recruiting Print and digital ads in the Dayton, Cincinnati, and Columbus markets to promote a January 7, 2017, information session and master's degrees in accountancy, MIS, supply chain management, and social and applied economics (December)

Fairborn Chamber of Commerce Annual print and online ad (November)

Wright-Patterson Base Relocation Guide

Pioneers of Potential recruiting ads for graduate and undergraduate programs (November).

III. WEB HIGHLIGHTS

CLOUD MIGRATION

- www and all college websites were migrated to Acquia's cloud hosted environment on Amazon's AWS
- Significant develop was completed to optimize costs in our new cloud environment
- Extensive cleanup of old URL and server structures will ensure easier management going forward
- Performance of sites has greatly increased for end users
- Dynamically scalable environment capable of handling high traffic loads on our public websites
- Full disaster recovery capabilities should the current location go offline
- Reduced risk if we lose technical staff as Acquia could be contracted for development until replaced

MAPS

- Entirely new campus maps for Dayton and Lake developed on the CampusBird platform
- Worked with Enrollment Management to develop virtual campus tours
- Worked closely with facilities and other campus organizations to ensure meticulous accuracy
- Graphically appealing and highly interactive interface makes exploring campus fun
- Continued refinement of the extended content the new maps now facilitate

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

<https://lake.wright.edu/maps>

PRESIDENTIAL SEARCH

- Worked closely with the S-SAC committee to develop a web presence for the presidential search
- Focused site toward prospective candidates and transparency of communications to internal audiences
- Developing ongoing content for news, events, timelines, and promotional materials
- A video was developed for the prospective candidates along with the Presidential Search Profile

<http://www.wright.edu/presidential-search>

ABOUT

- Complete redesign and development of the About section of our top-level web pages
- Colleges and Schools page developed with new copy and videos for each college
- Facilities page developed to highlight our campus features

- Extensive reworking of content on the main About page
<http://www.wright.edu/about>
<http://www.wright.edu/about/explore-wright-state/colleges-and-schools>
<http://www.wright.edu/about/explore-wright-state/campus-and-facilities>

RESEARCH

- Updated the top-level research landing page with new content and design standards
<http://www.wright.edu/university-research>

ADVERTISING LANDING PAGES

- A new landing page for Indiana reciprocity audience focused toward prospective students in eastern Indiana counties
<https://www.wright.edu/audience/indiana>

ADMISSIONS

- Continued refinement and theming of the new application portal (Salesforce)
- Event site development, integration and theming (Salesforce)
- Continued migration of prospective student facing request for information forms (RFI's) to pass data directly to Salesforce and Enrollment Management
https://wright.force.com/Portal_Login
<https://wrightstate.secure.force.com/?eventId=70137000000MVfi&t=returnDetail>

COMBINED CAMPAIGN

- Updated site for this year's combined campaign
<http://www.wright.edu/event/combined-campaign>

CaTS

- Continued work to clean of legacy development environments
- Worked with multiple vendors to update branding on integrated third-party platforms to new branding standards

SOCIAL MEDIA GRAPHICS

- Ongoing work to create new graphics that are in brand for social media profiles

COSM

- Developed a new site for the event Configural.org
<http://www.wright.edu/event/configural-processing-consortium>

CEHS

- Developed new branded emails for multiple initiatives

IV. SOCIAL MEDIA

MAJOR LinkedIn CHANGE

LinkedIn has begun the process of eliminating its Education pages, forcing any universities using these profiles to merge them with their Company pages. At Wright State, this affected the main

Wright State Education page, which had 59,602 followers at the start of 2016 and had grown to 68,304 followers at the time of the merger. The university has managed to transfer most of that group to our Company page, which has grown from 9,795 followers at the start of 2015 to 70,613 followers as of October 26, 2016.

GROWTH

The university’s main accounts have grown to 136,933 fans, connections, and followers. Due to LinkedIn’s account mergers, our net growth, including the loss of the LinkedIn Company page, is 9.6 percent. Excluding the LinkedIn accounts, our growth rate YTD in 2016 is 18.3 percent, on track to achieve an adjusted 20 percent growth rate.

BRANDING AND SOCIAL MEDIA MANAGERS GROUP

Wright State now has 255 members in our Social Media Managers Group (SMMG). On September 20, we invited the SMMG to attend a presentation about branding for social media. The Office of Marketing presented a new way of branding social media accounts through a common, customizable ‘W’ profile picture to establish and promote the university’s brand. This was well received, and as of October 26, we have had 26 offices, services, programs, and colleges transition to the new ‘W’ channel identifiers. Social media administrators can request their new profile pictures through the Office of Marketing, and they are provided at no charge to our campus partners.

The SMMG will also be the first cross-section of the university to review the new university branding website at the next SMMG meeting on November 16.

SPROUT SOCIAL METRICS

Wright State now has 211 social media profiles connected to our social media management enterprise system, which enables users to schedule content, monitor any mentions of brand keywords, engage with those mentions, and to track engagement rates and response time.

August 1–October 25, Year Over Year

	2015	2016	Change
Impressions	17,455,115	18,908,010	+ 8%
Engagements	221,374	356,420	+ 61%
Link Clicks	98,571	120,600	+ 22%
Sent Messages	7,386	10,853	+ 47%

Definitions

- Impressions: Number of times content was served to users on Twitter, Facebook, and LinkedIn. This metric is currently not available for Instagram.
- Engagements: Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.
- Link Clicks: The number of clicks on links within content on Twitter, Facebook, and LinkedIn. This metric is currently not available for Instagram.
- Sent Messages: Total number of messages sent from Twitter, Facebook, Instagram, and LinkedIn.

SOCIAL MEDIA ADVERTISING

The Office of Marketing is now managing social media advertising internally, allowing us to be more agile and make regular adjustments as needed. Testing of this process with the College of Nursing and Health military program Facebook and Instagram advertising proved to be very successful, greatly improving the institutional ROI for these platforms.

V. PHOTOGRAPHY AND VIDEO

The photography staff completed 133 photo sessions for university clients.

In addition, the following major video projects were also completed:

Pioneers of Potential Recruiting 13 Videos

The Office of Marketing web and video staffs, and the Office of Communications finalized development of 13 videos for the Pioneers of Potential campaign. Each college is featured in an individual video along with additional videos on Wright State's inclusivity, campus life, and student success.

Videos have been embedded in all college home pages and key landing pages and have resulted in great interaction on social media platforms. New branding standards and keys were also developed and included in the videos.

https://www.youtube.com/playlist?list=PLbeMT23Eo_ZR-CQvm0gA_2EvEfGkt4Ix3

Alumni of the Year Ann Weisgarber award recipient video

<https://www.youtube.com/watch?v=oLkMNeLrrIA>

Athletics Student Recruiting 15 videos to recruit student athletes via social channels

President's Awards for Excellence Adapted the Pioneers of Potential marketing campaign to create individual videos and a group video for the President's Awards for Excellence.

https://www.youtube.com/watch?v=OCWZU1pZW4c&list=PLbeMT23Eo_ZTsPYkidrjagNMI6fmLN1_D&index=2

<https://www.youtube.com/watch?v=oLkMNeLrrIA>