

**Marketing Report
Office of Marketing
March 2017**

I. PUBLICATIONS HIGHLIGHTS

During another busy quarter, the Office of Marketing produced the following materials for our Wright State community partners. Highlights include the release of the Fall 2016 issue of the *Wright State University Magazine*, completion of the program brochure for the launch of the College of Liberal Arts School of Public and International Affairs, a new print collateral system for the College of Science and Math undergraduate programs, promotional and marketing materials for CELIA's Modern series arts events, and numerous Enrollment Management direct marketing pieces.

ADVANCEMENT

1. 50th Anniversary Homecoming Graphic
2. Celebration of Research 2017 Sponsor Brochure
3. SoIn Innovation Park Wayfinding System
4. SoIn Innovation Park Announcement Poster

COLLEGE OF EDUCATION AND HUMAN SERVICES

5. Admitted Student Postcard
6. Email Marketing Templates
7. Master of Science in Leadership Development Brochure
8. Organizational Studies Brochure
9. Rehabilitation Services Brochure

COLLEGE OF LIBERAL ARTS

10. Admitted Student Postcard
11. ArtsGala 2017
 - Invitation
 - Chocolate Piano Labels
12. Authors Celebration Bookmarks
13. CELIA
 - Modern Percussion Concert Flyer
 - Modern Bookmark
 - Modern Vista Displays
 - Modern Poster
 - Modern Program
 - Modern Season Program
 - Reimagining Dance Flyer
 - Sol LeWitt Gallery Opening
 - SO Percussion Concert Program
 - Sol LeWitt Flyer

14. Communications Minors Postcard
15. Communications Majors Postcard
16. Prospective Student Contact Card
17. Musical Theater Initiative Poster
18. Research Conference Program
19. School of Public and International Affairs (SPIA)
 - Visual Identity
 - Program brochure
20. UCIE International Recruitment Brochure Update

COLLEGE OF NURSING AND HEALTH

21. *Nurse Advocate* Magazine
22. Veterans Accelerated BSN Option Brochure

COLLEGE OF SCIENCE AND MATHEMATICS

23. Path to Health Professions Postcard
24. Path to Health Professions Giveaway Bag
25. Path to Health Professions Email Invitation
26. Undergraduate Programs Folder and Inserts for each academic department

ENROLLMENT MANAGEMENT

27. Financial Resources Postcard
28. Junior Ruffalo Noel Levitz Postcard
29. Lake Campus Spring Open House Postcard
30. Letterhead Reprint
31. Raider Open House Postcard
32. Ruffalo Noel Levitz Senior Postcard
33. Student Life Breakout Teaser
34. Summer Rebate Flyer
35. Summer Rebate Four-Winds Display
36. Summer Rebate Table Tent

FACULTY AND STAFF AFFAIRS

37. Tobacco Free Flyers
38. Tobacco Free University Posters

OFFICE OF MARKETING MARKETING

39. Organizational Overview and Chart
40. Rate Card
41. Smugmug Cards

OFFICE OF THE PRESIDENT

42. 50th Anniversary Concepts
43. Dan Rather Presidential Lecture Series Program
44. Faculty Staff Appreciation Night Program
45. 50th Anniversary Instagram Logo

- 46. Jonathan Capehart Four Winds Graphic
- 47. Jonathan Capehart Cards
- 48. Jonathan Capehart Posters
- 49. Jonathan Capehart University Posters
- 50. Marketing Brandbook 2016-2017
- 51. Podium Logos
- 52. Step and Repeat Backdrop
- 53. *Wright State University Magazine* Fall 2016

PROVOST, OFFICE OF

- 54. Faculty Coffee Hour Spring 2017 Save the Date

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- 55. Referral Calendar Trifold

STUDENT AFFAIRS

- 56. Police Department Knife Image
- 57. Latino Affairs Letterhead

UNIVERSITY COLLEGE

- 58. CORE Printer Spreads
- 59. Honors Luncheon Program
- 60. Pull-up Banners
- 61. Student Success Center Quote Graphic
- 62. University College Raider Academy Postcard

CAMPUS-WIDE AND COMMUNITY

- 63. Peace Lecture Committee: Women's March on Washington Panel Discussion Flyers
- 64. Peace Lecture Committee: Women's March on Washington Panel Discussion Posters

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

As custodians of the visual branding and messaging, our office fulfilled over 65 requests for university, college, department, and unit logos. In this reporting period, we answered questions and concerns for nearly 25 community stakeholders by email and phone, and personally met with 3 units to successfully resolve branding questions.

LEARFIELD LICENSING

Through the Learfield portal, our office saw a 67% increase at 221 licensing requests, which yielded 132 approved items for market. Due to our more diligent branding guidelines, 84 requests were returned for revisions, and five designs were rejected.

III. ADVERTISING HIGHLIGHTS

From December 31, 2016 through March 20, 2017, the Office of Marketing developed and placed 12 print ads, three digital campaigns, one radio campaign, and one email 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

- ***Pioneers of Potential Undergraduate Recruiting Campaign Facebook/Instagram:** Ohio parents of children ages 13-18. Emphasis on Wright State's outstanding value: high quality, affordable degree within reach, December 26, 2016–January 25, 2017. Results: reach 179,925 individuals; clicks 21,926; click-through rate 2.94%; cost per click \$.016; number of people who performed clicks 12,512; website forms completed undergraduate admissions page=157 compared to 17 form completed for the same period 2015–2016. This increase is also partially due to website enhancements.
- **Good Samaritan/Premier Health Flyin' to the Hoops High School Basketball Tournament:** Print ad, banner, logo on website, 6 public service recruiting announcements during the tournament, January 13–16, 2017. Reached 37 high school teams, during 20 games over 4 days, 20,000+ fans and 200+ college coaches/media in attendance; 20 Dayton area teams; 8 states represented: OH, KY, TN, WV, FL, CA, SC & GA.
- **iHeartRadio Campaign:** Thanks to funding from Athletics, six rotating "Pioneers of Potential" recruiting spots were placed on four iHeartRadio stations and mobile apps including WTUE, Mix 107.7, Fox 980, and Big 106.5; 2,398 ads ran during Raider games and coaches' shows with a total reach of 664,400 listeners, December–February, 2017.
- **Gannett West Central Ohio College Edition:** Half page "Pioneers of Potential" print ad in 10 Ohio newspapers to run March 11 and 12 (Bucyrus, Chillicothe, Coshocton, Fremont, Lancaster, Mansfield, Marion, Newark, Port Clinton, Zanesville). In addition, an email was sent on March 6 promoting the March 11 Raider Open House to 10,000 households with high school age children in these markets.
- **College of Engineering and Computer Science** email invitation to approximately 397 prospective students to attend the college's special event for admitted students.
- **Columbus College Recruiting Fair** March 24, 2017 sponsored by the National Association of College Admissions Counselors (NACAC). Half page, color "Pioneers of Potential" ad and advertorial to support onsite Admissions staff. Approximately 5,000 attendees, high school students and families.

GRADUATE PROGRAM RECRUITING ADS

- **College of Engineering and Computer Science:** Master of Cyber Security “Table of Experts Cyber Security Forum”, *Dayton Business Journal*, February 17, 2017. In-depth, four page story featuring Vance Saunders, Director of Cyber Security Programs, Wright State University, along with three other cyber security experts. Also included a quarter page, color print ad promoting Wright State’s master’s degree and certificate program in cyber security.
- **Raj Soin College of Business and Boonshoft Health Care Management Certificate** *Dayton Business Journal* February 10, 2017, “Future of Health Care” issue. Half-page color ad. Testimonial from an M.D. , M.B.A. student promoting the M.B.A. and certificate programs.
- ***Facebook/Instagram Campaign:** March 1–19, 2017 Prospects with a college degree, ages 22-55, 100 mile radius of Dayton (excluding Indiana and Kentucky). Five ads promoting the unique value of an advanced degree from Wright State utilizing the “Defining Next” campaign. Results: Reached 61,228 individuals; Clicks 12,307; Click-through rate 2.26%; Cost per click \$.31; Number of people who performed clicks 6,436. Seven prospects completed a web form requesting more information.

* Note: Across all campaigns, age groups, and education levels, 80–90 percent of user clicks come from ads that Facebook places on its audience network sites (*i.e.* sites other than Facebook). Mobile use far exceeds desktop or tablet use.

COMMUNITY ENGAGEMENT, AWARENESS, AND SPONSORSHIPS

- **Choose Dayton, Dayton Area Chamber of Commerce** Half-page, color Pioneers of Potential recruiting ad. Promotional magazine distributed to area hotels, Wright-Patterson Air Force Base, chamber members.
- **ARTSGALA ads** funded through pro bono trade secured by the College of Liberal Arts
 - *Dayton Business Journal* January 13, 2017 quarter page ad; February 17, 2017 full page ad; March 17, 2017 quarter page, ad;
 - *Dayton Daily News* 3” x 5” ads February 26, 2017; March 16, 2017, Life Arts Section; March 23, 2017 Neighbors Publication South Dayton.

UPCOMING ADVERTISING

UNDERGRADUATE ADMISSIONS RECRUITING—PIONEERS OF POTENTIAL CAMPAIGN

- **Regional college recruiting fairs:** Facebook ads targeted to parents with children ages 13-18 and students school students. Objective encourage direct from high school families to visit Wright State enrollment advisors at upcoming spring college fairs in the

Cleveland/Akron, Columbus, Cincinnati regions and to visit the admissions website for details about Wright State.

<https://www.wright.edu/admissions/undergraduate>

- **College of Nursing and Health BSN Option for Veterans:**
 - o Facebook recruiting March 24-April 11, 2017: Veterans, guardsmen, reservists with military medical experience (e.g. medics, corpsmen) in Ohio, Illinois, Pennsylvania, Indiana, Kentucky (Michigan has a program), ages 22-45.
 - o Google keyword search and display ads campaign.
 - o *Military Medical News* print recruiting ad
 - o *Military by Owner* and AHRN relocation websites

GRADUATE PROGRAMS

- Google search keywords and Google display (keyword, topic, affinity) campaign promoting graduate programs within a 100 mile radius of Dayton March 19, 2017–April 16, 2017.

COMMUNITY ENGAGEMENT, AWARENESS, AND SPONSORSHIPS

- **ARTSGALA** pro bono trade ads *Dayton Daily News* March 26, April 2, Life/Arts Section; April 6, Neighbors Publication South Dayton

IV. WEB HIGHLIGHTS

COLLEGE OF EDUCATION AND HUMAN SERVICES

- Entire site refresh including all departments
- Our first 2.0 college site incorporating all latest standards
- Vastly improved mobile usability
- Improved accessibility

education-human-services.wright.edu

COLLEGE OF LIBERAL ARTS - CELIA

- Site refresh and reorganization
- Newly designed homepage
- Improved accessibility and mobile usability

liberal-arts.wright.edu/celia

COLLEGE OF LIBERAL ARTS – SPIA

- New site built based on combining multiple academic departments
- Our first department on CoLA to use all latest standards
- Vastly improved mobile usability
- Improved accessibility

liberal-arts.wright.edu/school-of-public-and-international-affairs

GRADUATE SCHOOL LANDING PAGE

- Updated for new digital marketing campaign
- Optimized for peak conversion

wright.edu/audience/wright-state-graduate-school

ADVANCEMENT

- A new site built to replace Rise. Shine. Scheduled to go offline later this summer
- A complete rebuild in line with all latest standards
- Worked closely with the division to update nearly all content

wright.edu/giving

ADVANCEMENT - HOMECOMING

- Updated as part of the 50th and Advancement website updates

wright.edu/event/homecoming

ADVANCEMENT - CSIC

- Updated for the current year campaign

wright.edu/campus-scholarship-and-innovation-campaign

PRESIDENTIAL SEARCH

- Worked closely with the Presidential Search and Screening Committee to build a site that met their needs
- Maintained content through the search process

wright.edu/presidential-search

UNIVERSITY POLICY

- A new site that went live in the fall as the destination for all policy
- Recently finished addressing all known pages that contained duplicative or contradicting policy
- Required coordination across many areas of the university

policy.wright.edu

UNIVERSITY COMPLIANCE

- A new site that meets all latest standards
- Worked closely with the recently appointed Director of Compliance

wright.edu/university-compliance

ENROLLMENT SERVICES – RAIDER CONNECT

- A complete site refresh to improve usability based on user experience testing
- Improved mobile and accessibility
- Updated to latest standards

wright.edu/raiderconnect

USER EXPERIENCE TESTING

- Finished our 2nd major iteration of user experience testing with prospective students
- Work closely with enrollment management to facilitate
- The round focused on Raider Connect services and content terminology
- Started our 3rd round focused on Programs and Degrees for future revisions

ANALYTICS IMPROVEMENTS

- Finished rolling out improved event handlers on all websites
- Can now address the following types of questions
 - How many users start to fill out a form and abandon them?
 - Which field in a form did the user stop filling it out?
 - When in a video did they stop watching?
 - How far did they scroll down the page?
 - Which links in the footer, header and navigation are most used and from which pages?

RAIDERTHON

- New site for this year's event
- Previous sites were hosted externally
- Uses all latest standards

wright.edu/event/raiderthon

HUMAN RESOURCES - EMPLOYEE WELLNESS

- New site built in conjunction with the new director

wright.edu/employee-wellness

OFFICE OF COMMUNICATIONS

- Updated to latest standards

wright.edu/office-of-communications

STUDENT AFFAIRS - STUDENT HEALTH

- Migrated and updated to be part of the recent refreshed Student Affairs website
- Updated to latest standards

wright.edu/student-affairs/health-and-wellness/student-health-services

OHIO FACULTY COUNCIL

- A new site for the Ohio Faculty Council

ohiofacultycouncil.org

V. SOCIAL MEDIA

NATIONAL PRESENCE

Word is getting out about our innovation and leadership in social media. In the last few years, our social media engagement has skyrocketed and involvement from users across the

community has been positive and growing. Wright State's social media director, Katie Halberg, has been invited to speak at several national conferences about our success at Wright State.

In March, Halberg spoke at the annual CASE social media conference—Wright State was one of only six universities invited to speak, along with the University of Michigan, NYU, George Washington University, Northeastern, and the University of Nebraska. Halberg's presentation was on social media crisis communications, and received praise from attendees hailing from universities across the United States and Canada. Halberg also received our first invitation to speak about Wright State's social media at an international higher education conference. We have declined this request due to budget restrictions.

NEW PRESIDENT DIGITAL ROLLOUT

A new Twitter handle was launched during Cheryl Schrader's presidential announcement, @WrightStatePrez. Schrader intends to post to her new Twitter account, and the account will also be supported through the Office of Marketing.

For the announcement day, digital assets were prepared and distributed to the university's social media managers group to support a unified voice and brand across all of our digital platforms.

SOCIAL BRAND ADVOCACY TRAINING

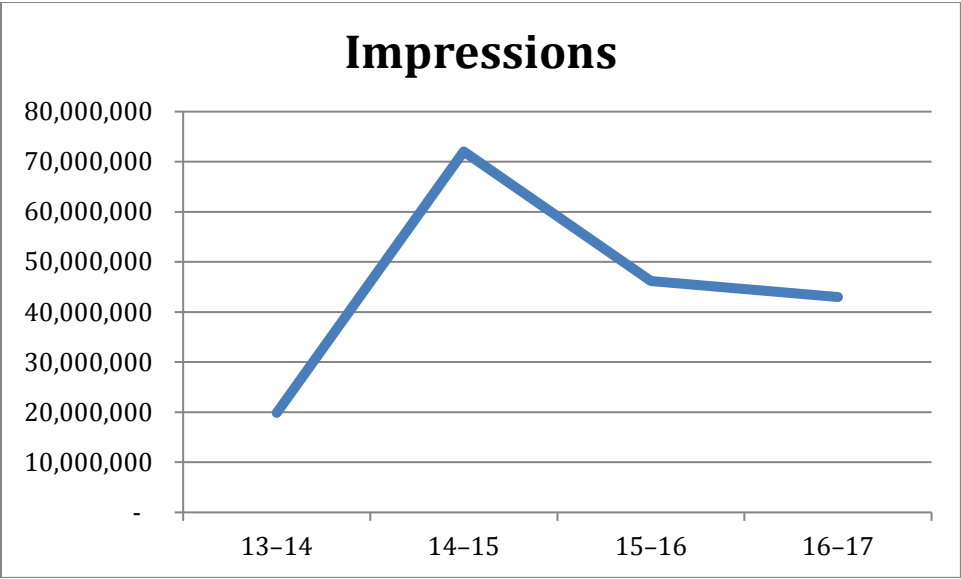
Working in partnership with Enrollment Management, the Office of Marketing presented "We Are All Recruiters: Doing Social Wright" at Staff Development Day. This presentation aimed to educate staff on how they can use their personal social media to be advocates and de facto recruiters for the university.

ITN LAUNCHED

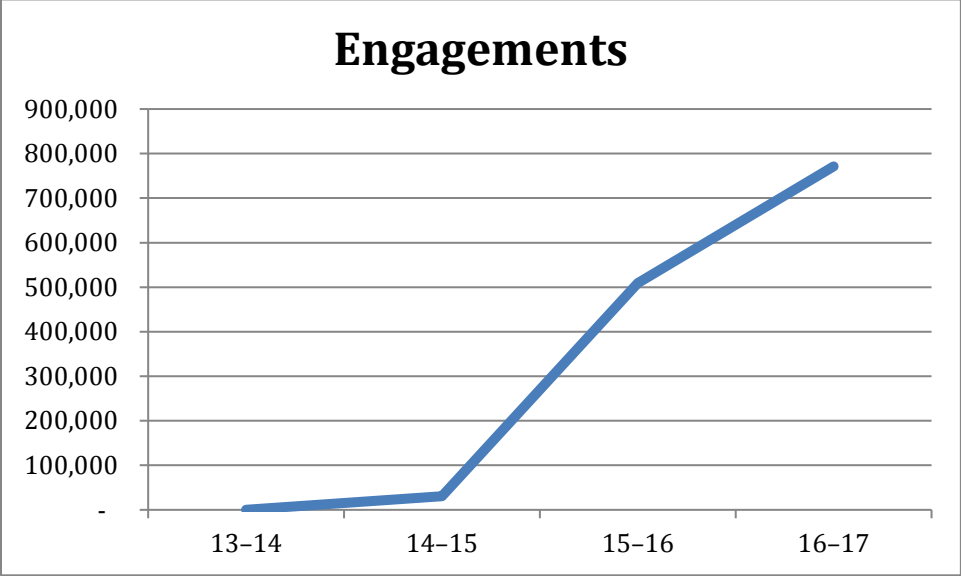
Our current contract with Sprout Social expires on June 30, 2017. Wright State has issued an ITN for social media management platform. The invitation was distributed to companies in February with sealed bids due back by 3 p.m. on March 22, 2017.

SOCIAL MEDIA DATA

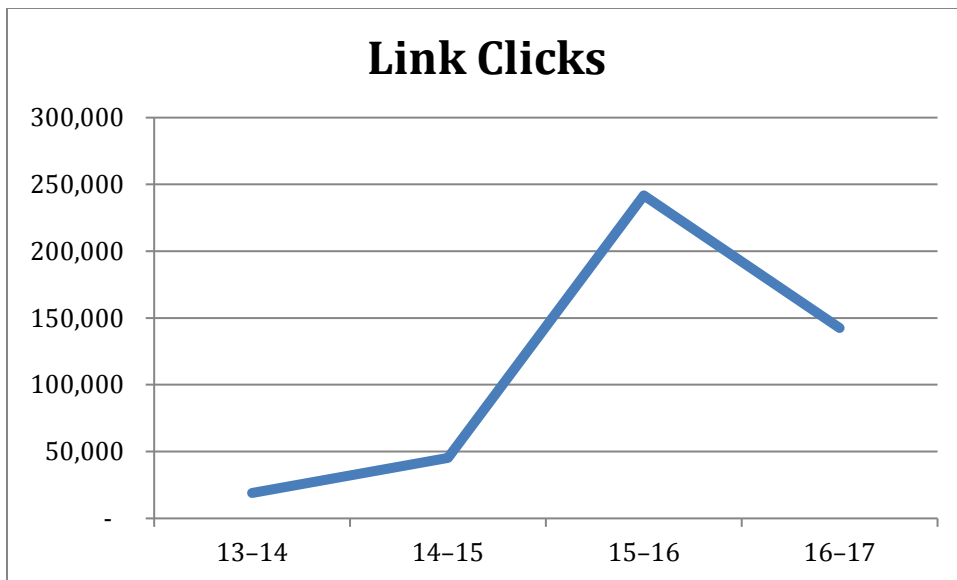
Year-over-year data from date ranges September 1 through March 21.



Impressions: Number of times our content was served to users on Twitter, Facebook, and LinkedIn. This metric is currently not available for Instagram, where we have seen the most growth. The decrease over the last two years is attributed to the lack of available data from Instagram and Snapchat and the decrease in Facebook organic reach.



Engagements: Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.



Link Clicks: The number of clicks on links within our content on Twitter, Facebook, and LinkedIn. This metric is currently not available for Instagram, which does not permit clickable links in the photo descriptions. The decrease could be indicative of users' emerging preference to absorb visual content on the social media networks, rather than clicking through to landing pages. We will continue to monitor this trend.

TABULAR DATA

	2016-17	2015-16	Change
Impressions	42,970,505	46,190,077	-7%
Engagements	771,188	509,190	34%
Link Clicks	142,635	241,793	-70%

	2015-16	2014-15	Change
Impressions	46,190,077	72,045,465	-56%
Engagements	509,190	30,387	94%
Link Clicks	241,793	45,197	81%

	2014-15	2013-14	Change
Impressions	72,045,465	19,860,773	72%
Engagements	30,387	134	100%
Link Clicks	45,197	19,010	58%

Impressions: Number of times our 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 our content on Twitter, Facebook, and LinkedIn. This metric is currently not available for Instagram.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team delivered the following projects to Wright State clients in December–March:

- 68 location shoots
- 23 studio portraits
- 35 digital files
- 2 prints
- 1 poster
- William Jones' photography was also featured in the *Dayton City Paper*, March 21, 2017 and Sunday Arts section of the *Dayton Daily News*, March 27, 2017. Both carried articles about the Pens to Pictures project led by Chinoney Chukwu, Assistant Professor of Motion Pictures. Professor Chukwu teaches screen writing to women in the Dayton Correction Institute.

Two video projects were also completed:

- Pioneers of Potential photo and video shoots of students to use in Facebook advertising
- B-roll of crowds during Raiders basketball games