

Office of Marketing Report

September–October 2017

I. PUBLICATIONS HIGHLIGHTS

In the last six weeks, the Office of Marketing print team has completed 45 projects for our Wright State community partners. We produced several publications and advertisements for Enrollment Management and a set of recruiting materials for the School of Professional Psychology. In addition, we created a number of pieces to support university events such as Giving Day, Homecoming, Wright Brothers Day, and the grand opening of the ONEIL Center for Research Communication.

ADVANCEMENT

- 50th Anniversary Nutter Center banner
- 50th Anniversary Pullup banner
- 50th Anniversary tunnel timeline update
- Foundation Bill Shepard Board Room signage
- Giving Day Challenge graphic
- Giving Day email header
- Giving Day folded card
- Giving Day moat banner
- Giving Day postcard
- Homecoming 2017 posters
- Homecoming Festival Snapchat filter
- Homecoming Snapchat filter
- Homecoming Welcome Guide
- Social media nending machine wrap

COLLEGE OF EDUCATION AND HUMAN SERVICES

- CEHS HOPE Curriculum Lessons

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

- ONEIL Center brochure
- ONEIL Center reminder email
- CECS recruiting postcards (3 versions)

COLLEGE OF LIBERAL ARTS

- Applied Behavioral Sciences brochure
- ArtsGala 2018 design
- CELIA Complexions Dance program
- Musical Theatre *You Can't Take It With You* program

ENROLLMENT MANAGEMENT

- Admissions Raider Open House postcard
- Admissions Senior Thank You for Your Interest postcard
- Enquirer Media College Connection advertorial
- Enquirer Media College Connection push down ads

- Enquirer Media College Connection 50K impressions ads
- NACAC Cincinnati College Fair advertorial
- NACAC Cincinnati College Fair graphic
- NACAC Cincinnati College Fair photos

LAKE CAMPUS

- Grand Lake Law Enforcement Academy (GLLEA) social media icon
- Lake Campus Admitted Student to-do list
- Lake Campus Giving brochure

PRESIDENT, OFFICE OF THE

- Faculty/Staff Awards certificates

RAJ SOIN COLLEGE OF BUSINESS

- Wright Brothers Day card
- Wright Brothers Day banner
- Wright Brothers Day vendor signs template

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- SOPP Curriculum flyer
- SOPP Faculty Interest flyer
- SOPP Internships flyer
- SOPP Prerequisites flyer
- SOPP Practicum Sites flyer

STUDENT AFFAIRS

- Fall Fest Snapchat filter
- Welcome Weeks Snapchat filter

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- International Recruitment brochure update/reprint

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

- As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials and promotional items. Several staff members from the Offices of Marketing and Communications met with Residence Life and Housing leadership to discuss ways to align housing marketing materials more closely to university branding. We gave two branding presentations to staff in the Division of Student Affairs, as part of Printing Services' training for its new WebCRD online ordering portal. We took part in a vendor presentation by Consolidus about its capabilities in providing a one-stop site for ordering promotional merchandise. We also participated in the quarterly Bookstore Marketing Committee meeting.
- Our office continues to fulfill requests for university, college, department, and unit logos, and answered questions and concerns from dozens of stakeholders and

Printing Services. Staff assisted with the proper use of the university's Homecoming and 50th Anniversary logos and branding, as well as consulted on the branding for the ONEIL Center for Research Communication. In addition, we worked on ongoing social media profile images. Our web designer also worked on branded sites for the Banner Update, SharePoint, Qualtrics, and CaTS login pages.

LEARFIELD LICENSING

- Through the Learfield Licensing portal, our office saw 77 licensing requests during the period from September 1 through October 23, 2017. This period yielded 73 approved licensed items for market. Two requests were returned for revisions, and two designs were rejected for not meeting branding guidelines.

III. ADVERTISING HIGHLIGHTS

From September 1, 2017, through October 16, 2017, the Office of Marketing placed 16 print ads, three social media campaigns, one email recruiting campaign, and two digital recruiting campaigns to support the university's recruiting goals and to enhance the university's image among alumni, donors, and community leaders.

UNDERGRADUATE RECRUITING

Enrollment Management Undergraduate Recruiting

- **Gannett College Connection**
Sunday, September 10, 2017 ten full-page print color ads and 500-word advertorials; two September 21 and 24 emails to 10,000 households with high school age children (Fremont, Port Clinton, Bucyrus, Mansfield, Marion, Chillicothe, Lancaster, Newark, Zanesville, and Coshocton)
Results: 2,762 opens, 1st open rate=14.54%; 2nd open rate=13.08% (13% = education sector average), \$.62/open; 269 clicked to Wright State's Admissions website, \$6.35/click
- **Enquirer Media (Cincinnati)**
Sunday, September 17, 2017 half-page color ad and online advertorial
September 17–September 30, digital ads 50K impressions; desktop push down paper 1320 × 145; 256 × 100; Mobile: 300 × 250
Results: 70,695 unique users=.03/user; 195,417 impressions=.01/user; 735 clicked through to Wright States Admissions website=\$2.80/click
- **Cox Ohio Media (Dayton, Springfield, Lake Campus)** September 17, 2017, half-page color print ad; Digital ad campaign runs through October 27.
- **NACAC College Fair** October 20, 2017. Full page color ad and 500-word advertorial; 5,000 families at the Cincinnati Convention Center
- **Carnegie CollegeExpress** college matching service to generate high school and transfer student leads <https://www.collegexpress.com/>

College of Liberal Arts

- Dayton Contemporary Dance Company program full-page recruiting ad promoting the value of a liberal arts degree. October 7–8, 2017, performances at the Victoria Theatre.

College of Nursing and Health BSN Option for Veterans (grant funded)

- Facebook/Instagram recruiting September 12–October 3, 2017
Result: 725,256 unique users; 34,755 clicks, \$.23/click;

COMMUNITY ENGAGEMENT

- **Power 50 Dayton Business Journal** September 15, 2017 $\frac{1}{4}$ page print ad congratulated the award recipients and featured President Schrader; call to action, "Explore Wright State's degree and certificate programs" (Foundation funded)
- **College of Liberal Arts and CELIA**, Ohio Center's for Education, Leadership, and Innovation in the Arts *Modern: Complexions* Dance Performance and artist in residence, Dwight Rhoden, Artistic Director and Chorographer September 25–28. (with support from the Virginia B. Toulmin Foundation)
 - ThinkTV 50 spots (including a 50 percent match from ThinkTV)
 - *Oakwood Register* ad
 - Results: Exceeded ticket sales goal of 750. More than 800 attendees included junior high and high school dance students and parents from the greater Dayton and Cincinnati regions.
- **50th Anniversary Homecoming and Giving Day Facebook Ad Campaign**, September 29–October 1, 2017 (Foundation/Alumni Association funded)
Motivate alumni and students to attend Homecoming and donate during Giving Day.
Results: Reached 97,830 users; 1,811 clicks, \$.83/click. See also Social promotions page 7 boosted Facebook posts and Snapchat filters for Homecoming and Giving Day

UPCOMING ADVERTISING AND RELATED PROJECTS

MEDIA BUYER ITN

Purchasing has invited a firm to negotiate to provide media buying services to the university. It is likely that the invited firm will sign Wright State's contract in early November. The Office of Marketing had planned to develop in-house expertise to create and manage all digital and broadcast ad campaigns. However, more than 30 percent of the Office of Marketing staff positions are vacant or eliminated and the office has no training budget. Because a comprehensive paid media strategy is vital to achieving the university's recruiting and enrollment goals, we plan to retain an experienced media buying firm for social digital, search, retargeting, and major broadcast media campaigns.

ENROLLMENT MANAGEMENT

Undergraduate Recruiting

- Raider Open House Facebook campaign October 27–November 4, 2017. In addition to targeting high school students, we will be testing Facebook's Custom Audience feature. This feature allows us to integrating emails from students who have inquired about Wright State to target our ads more effectively. Wright State's Office of General Counsel has reviewed this process.
- Cox Ohio Media (Dayton, Springfield, Lake Campus) Digital campaign runs through October 27. Results will be reported in the next Board of Trustees report.

- Google AdWords text and display ads campaign, October 10–October 31, 2017. The campaign utilizes approximately 1,500 keywords and phrases targeting Ohio users searching for undergraduate programs by major, bachelor's degrees, top-ranked colleges and universities, applying to college, paying for college and college affordability, scholarships and financial aid, and other Ohio public universities and community colleges.

College of Nursing and Health BSN Option for Veterans (grant funded)

- Digital display ads on two home/rental websites October 3–November 3, 2017
Military by Owner Home and AHRN Automatic Housing Referral Network
- *Military Medical News* print ad November 2017.

Graduate School Recruiting

- November 9, 2017 The Graduate School Open House campaign to motive prospective students to attend.
 - Top five commercial radio stations reaching adults ages 21-44 in Raider County, :15 and :30 spots focused on drive-time (Cox Radio, Alpha Media, and iHeartRadio)
 - Google AdWords text and display ads focusing on Raider Country counties and behavior targeting of users interested in advanced degrees and continuing education
 - Facebook ad campaign targeted to prospects with a college degree in Raider Country, ages 22–55

ALUMNI, DONOR, AND COMMUNITY ENGAGEMENT

- November *Dayton Business Journal* ad “Save the Date” ArtsGala ad, featuring President Schrader; funded by Bizjournals, a sponsor of ArtsGala

IV. WEB HIGHLIGHTS

ENROLLMENT MANAGEMENT

- Application portal update
 - https://wright.force.com/Portal_Login
 - Updated to include photography, refined styling, refined content, and changing testimonials.
- Salesforce Marketing Cloud working group
 - Organized a working group meeting weekly to continue to improve and enhance our usage of the platform

ADVANCEMENT

- Wright Day to Give
 - <https://www.wright.edu/event/wright-day-to-give>
 - Landing page for the giving day
 - Integration to the crowd funding platform on the background (currently inactive as site was made evergreen after the event)
- Homecoming
 - <http://www.wright.edu/event/homecoming>

- Worked with committee staff to develop extensive events functionality and integration into registration services (currently inactive as site was made evergreen after the event)

COLLEGE OF LIBERAL ARTS

- New Media Incubator
 - <https://liberal-arts.wright.edu/about/new-media-incubator>
 - Worked with faculty recently appointed to the New Media Incubator to develop a public web presence
 - Integrated calendars and reservation forms

SEX AND DISABILITY CONFERENCE

- <https://www.wright.edu/event/sex-disability-conference>
- Worked with conference leadership to update site extensively in the months prior to the event
- Refreshed all content to be more accessible

STUDENT AFFAIRS

- Office of Disability Services
 - <http://www.wright.edu/student-affairs/health-and-wellness/disability-services>
 - Refreshed all site content to improve accessibility, mobile performance and usability
 - Migrated site to Student Affairs division and current branding standards
- WWSU
 - <https://www.wright.edu/wwsu>
 - Worked with WWSU staff to provide an accessible, modern, mobile friendly, and sustainable web presence
 - Currently working with them to redirect their old site to the new

BRANDING UPDATES

- The following sites have been migrated from older themes to the current brand standard themes. We are working to ensure that our sites are as sustainable as possible by a limited number of staff. These changes reduce the amount of custom code we are maintaining.
 - <https://www.wright.edu/event/presidential-lecture-series>
 - <https://www.wright.edu/research>
 - <https://www.wright.edu/student-affairs>

V. SOCIAL MEDIA

ACCOMPLISHMENTS

- Social Media Director Katie Halberg served as a CASE faculty member for their Annual Conference for Media Relations Professionals—one of the top two media relations conferences in the nation—September 17–20 in Philadelphia. CASE covered all expenses (registration, travel, hotel, meals). Halberg presented two sessions on social media crisis communications and creative storytelling using new media, as well as joining other faculty members for several group and panel discussions.

- The social media team worked with local vendor Innovative Vending Solutions (IVS) to create an interactive social media vending experience during Homecoming week. Community members could tweet or Instagram specified hashtags to win free Wright State apparel. This project added roughly 500 new fans/followers across our social media platforms during its three operational periods. The Wright State Alumni Association, Wright State University Foundation, Wright State Athletics, and CATS contributed to this project. The co-founder and vice president of operations for IVS is Wright State alumnus Jeff Thibodeau, who donated use of the machine.

GROWTH

- The university's main accounts have grown to 146,331 fans, connections, and followers, representing an increase of 12,777 connections and growth rate of 9.6 percent so far in 2017.

Current Metrics: Year to Date

January 1–October 21, 2017

- Impressions: 63,642,587
- Engagements: 1,037,441
- Link clicks: 226,413

Impressions: Number of times content was viewed

Engagements: Number of social media interactions between other users and Wright State

Link clicks: Number of direct clicks from the links in our sent content

Metrics Year over Year

(Excludes Pinterest, YouTube, and Snapchat)

- Followers increased 15.1%
- Sent message volume increased 5.2%
- Received message volume increased 1.0%
- Total impressions decreased 7.1%
- Total engagements decreased 3.9%
- The decrease in impressions is largely due to the continued strangulation of Facebook page organic reach through their algorithm, as well as Twitter and Instagram introducing their own variants of algorithms. This has had a trickle-down effect on our total engagements. However, our LinkedIn page has had an increase of 145% impressions and 138% engagements; Instagram has experienced a 56% increase in engagements.
- Additionally, the recent staff cuts have severely affected our social media network across campus. Many of our most active social media managers have left the university, leaving many units with no one to manage their previously active accounts. For example, the College of Nursing and Health no longer has anyone to run their social media.

SOCIAL PROMOTIONS

- The social media team has run several successful low-cost Snapchat and promoted post campaigns. These net a large number of impressions and click-throughs for a low cost. The engagement and results of social media marketing are very positive and worth the investment.

- On Snapchat, we have run 25 paid filters in the areas of undergraduate admissions, graduation, Science Olympiad, and Residence Life, Homecoming, and general outreach. These filters cost a combined \$1,347.77 to run over 197 hours, resulting in more than 3,000 uses and 130,000 views—a total cost per view of \$0.010; cost per 1,000 views per promoted hour: \$0.09. Snapchat targets a younger demographic; these users can access our special Wright State branded on-demand filters when they are in the geofenced area we defined. Additionally, we have the maximum of three approved free geofilters that are currently available on the main campus, and one available at the Lake Campus. Our free geofilters have been used 45,000 times and have earned 1.9 million impressions.
- On Facebook, we have successfully managed multiple campaigns for Homecoming/Day of Giving and general outreach. Investing in paid promotion on Facebook is critical as it is the only way to now get your message out in front of your existing audience. The Homecoming budget was \$246.95 and the outreach budget was \$100. Between the two, we had a total reach of 45,967 (\$0.0075 per reach) and 1,022 click-throughs (\$0.34 per click-through).

SOCIAL MEDIA ITN UPDATE

Our current contract with Sprout Social, our university-wide social media management tool, expires at the end of the current calendar year. The ongoing ITN process has narrowed down prospective partners to a final candidate with whom negotiations are in process. A social media management tool is critical to our office's ability to monitor and enhance the university's image and reputation among all our stakeholders and across multiple social media platforms. We also use the tool to proactively manage the university's crisis communications in collaboration with the Office of Communications, recruit prospective students, and support our student retention and customer service goals.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team delivered the following projects to Wright State clients September 2–October 16, 2017. Please note that these are especially remarkable accomplishments since one full-time photographer/videographer's position has been eliminated.

- Photography: 36 location shoots, 2 studio shoots
- Digital Imaging (23 projects) totaling 331 digital files and one print
- Video (three projects) totaling five videos for Advancement and Alumni Relations
 - The Wright Day to Give Teaser
 - The Wright Day to Give Primary
 - The Wright Day to Give Thank You
 - Alumnus of the Year
 - Wright State University Foundation Board Orientation video featuring board leaders as well as students who have benefited from the Foundation's mission

UPCOMING VIDEOS/PHOTOGRAPHY PROJECTS

- College of Nursing and Health, Cameos of Caring recipients video testimonials and location shoots at regional hospitals and clinics
- College of Business, student and alumni testimonials for the College of Business redesigned website. Testimonials will feature all eight undergraduate majors and five graduate programs in the college.

- Athletics 50 Years of Raider Basketball, historical footage and new footage of alumni featured in the great moments of Raider Basketball; will be shown at the games and featured on the 50th Anniversary website, Newsroom, and YouTube.

VII. NUTTER CENTER MARKETING/ADVERTISING HIGHLIGHTS

PUBLICATIONS

- Printed 100,000 Nutter Center tickets with a Wright State University ad on the ticket backs: "We see the potential in you." with call to action wright.edu/visit

BRANDING

- Sent updated Nutter Center logos to all promoters with upcoming Nutter Center shows
- Updated Berry Room marquee and venue TV graphics

ADVERTISING

- Monster Jam September 29–30, 2017 media value received—\$12,476 in dollar-for-dollar trade (radio and print)
- Jeff Dunham show January 14, 2018 To date, placed \$17,435 in advertising (print, radio, and billboards)—pass-through costs recouped from the show promoter
- Brantley Gilbert April 26, 2018 To date, placed \$9,730 in advertising (radio and Facebook)—pass-through costs recouped from the show promoter

WEB UPDATES

- Added all Wright State University Men's and Women's Basketball game dates (with price break down map, ticket prices, and direct ticket links to Ticketmaster) to nuttercenter.com
- Added concert/show dates and information for all upcoming Nutter Center events that have been announced to the public (ongoing) to nuttercenter.com

SOCIAL MEDIA

- Facebook: Monster Jam ticket giveaway results
 - Reach: 18,501
 - Likes: 504
 - Shares: 95
 - Comments: 490