

Marketing Report January 2017

I. PUBLICATIONS HIGHLIGHTS

It's been a busy 2 months since our last report, with over 80 projects completed and delivered to our university customers... nearly one and a half projects produced per day!

Business and Fiscal Affairs

- Controller 2016 Annual Report cover

College of Education and Human Services:

- Undergraduate programs recruiting brochure
- Admitted Student postcard
- 2016 CEHS Brochure updates
- Educational Leadership Online Programs brochure

College of Liberal Arts:

- Art and Art History poster
- *ArtsGala* "Save the Date" postcard
- *ArtsGala* email banner
- Civil Rights Pilgrimage promotional postcard
- Medical Humanities card
- Musical Theatre Initiative *Legacies* backdrop slide
- Musical Theatre Initiative *Legacies* email header
- Musical Theatre Initiative Rick McKay poster
- Political Science undergraduate recruiting card
- CELIA Several posters for *Flapper Ball*
- CELIA Encountering Shakespeare Print Program
- CELIA 10 directional signs for *Shakespeare Gala*
- CELIA *Pens to Pictures* poster
- CELIA *Pens to Pictures* flyers
- CELIA *Pens to Pictures* 4 Winds display
- CELIA *Pens to Pictures* alumni email
- New Media Incubator window treatment
- *Peace Lecture Committee* posters: Marilynne Robinson
- *Peace Lecture Committee* flyer: Marilynne Robinson
- School of Music email template: Music/Flute
- School of Music email template: Music/Saxophone
- School of Music Tri-State Honor Band Festival mailer

College of Nursing and Health:

- Ten master's degree recruiting brochures:
 - o Adult Gerontology Acute Care
 - o Adult Gerontology Clinical Nurse
 - o Family Nurse Practitioner
 - o Administration of Nursing
 - o Neonatal Nurse Practitioner
 - o Nursing Education

- Acute Pediatric Nurse
- Primary Pediatric Nurse
- Psychiatric/Mental Health Nurse
- School Nurse
- Holiday email
- Veteran’s BSN Option recruiting brochure

College of Science and Mathematics:

- Biomedical Sciences Ph.D. recruiting brochure

The Graduate School:

- Orientation Folder

Enrollment Management:

- 2016 Viewbook
- Academics breakout postcard (teaser)
- Admissions folder
- Admitted Student To Do List update
- Admitted Student brochure
- Dayton Dragons ticket artwork
- Double-Degree brochure (Sinclair)
- FAFSA Reminder postcard
- Financial Aid Award Notice
- Juniors: Ruffalo Noel Levitz postcard
- Lake Campus Fall Open House postcard
- Letterhead

Office of the President:

- Fall 2016 Commencement program
- Pioneers of Potential Student Profile Banners for the Student Union
- Presidential Lecture Series (PLS) Margaret O’Mara Programs
- PLS Dan Rather Posters
- PLS Dan Rather 11 x 17 Posters
- PLS Dan Rather 4 x 6 Cards
- PLS Dan Rather 4 Winds Graphic
- Presidential Search brochure
- Premier *Health to the Hoops* Banner and Public Service Announcement
- University/President holiday card

Raj Soin College of Business:

- Undergraduate Information flyer
- Business Minors trifold
- Undergraduate contact card

School of Professional Psychology:

- Donor Campaign postcard
- Internship sites flyer
- Required Pre-requisites flyer
- HRN Emphasis brochure
- Child Emphasis brochure
- Forensic Emphasis brochure
- Faculty Interest flyer
-

Student Affairs:

- Career Center pull-up banner
- Disability Services brochure
- Nutter Center pole banners

University College:

- PLS/Honors Institute—Dan Rather postcard

Learfield Licensing:

Through the Learfield portal, our office fielded 137 licensing requests, which yielded 121 approved designs now for sale. 17 requests were returned for revisions and 5 designs were rejected for brand standard violations.

II. ADVERTISING HIGHLIGHTS

From November 1, 2016 through January 7, 2017, the Office of Marketing developed and placed 17 print ads, 2 television campaigns, and 10 digital campaigns 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

- **Raider Open House Facebook/Instagram ad campaigns** (October 27–November 4)
Three campaigns targeted to:
 - Ohio high school students: ages 13–18, parents of high school students; high schools that yielded 14 or more first-time, degree-seeking undergraduate students at Wright State University: reach=71,440; clicks = 4,375 CPC=\$.47
 - Ohio transfer students and adult learners: some college, ages 19–35; top ten community colleges and universities that yielded transfer students to Wright State University: reach=83,456; clicks=4,494; CPC=\$.23
 - Boosted post promoting the November 4 Raider Open House to followers of Wright State University: reach 44,512; engagement 1,690; cost per engagement = \$.59
- **Lake Campus** (November 8–16) Television ads: 102 spots in Lima market (ABC, CBS, NBC, and Fox affiliates); completed by the Lake Campus marketing team.
- **Lake Campus Fall Open House 5 print ads** (November 17 open house): *Times Bulletin* 1x Van Wert, *Evening Leader* St. Mary's and Wapakoneta 2x, *Daily Standard* Celina 2x)
- **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 included 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 2000 flights, 30K passengers; CNN Airport Network 59M viewers; Bloomberg TV 62M viewers (October–November; Continues on American airlines March–April). <https://youtu.be/Mh3-G1HemWY>

GRADUATE PROGRAM RECRUITING ADS

- **The Graduate School November 3 Open House** Full-page ad *Dayton Business Journal* (October 26); Morning and afternoon edition run-of-site digital ads (October 30–November 5)

- **College of Engineering and Computer Science** Run-of-site digital recruiting ads for the 11 master's programs 130K impressions (November 1–30)
- **Raj Soin College of Business Recruiting Ads**
 - Five master's business programs: half-page print ad *Dayton Business Journal* (December 16)
 - Master of Information Systems and Master of Science in Supply Chain Management: Run-of-site digital ads *Cincinnati Business Courier* (December 11–31), *Dayton Business Journal*, *Columbus Business First* (December 18–31); Half-page print ads *Cincinnati Business Courier*, *Columbus Business First* (December 23)

COMMUNITY ENGAGEMENT, AWARENESS, AND SPONSORSHIPS

- **2016 Book of Lists** Full-page, back cover Pioneers ad; Sponsor letter from Dr. Hopkins, *Dayton Business Journal* (December 23)
- **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)
- **Raj Soin College of Business, Business of the Year Supporting Sponsorship** and quarter-page print ad *Dayton Business Journal* (November 10)
- **Fairborn Chamber of Commerce** Annual print and online ad (November).
- **Ohio Council of Teachers of English Language Arts** Conference program print ad
- **Wright-Patterson Base Relocation Guide**
Two print ads: Pioneers of Potential recruiting ads for graduate and undergraduate programs featuring Wright State's military-friendly services (November)

UPCOMING ADVERTISING AND SPONSORSHIPS

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 (December 26, 2016–January 25, 2017)
- **Good Samaritan/Premier Health Flyin' to the Hoops Basketball Tournament Sponsorship:** 37 teams, 20 games over 4 days with 20,000+ fans & 200+ college coaches/media in attendance; 20 Dayton area teams; 8 states represented: OH, KY, TN, WV, FL, CA, SC & GA; Print ad, banner, logo on website, 3 public service announcements read live during the tournament (January 13–16, 2017)
- **Raider Open House March 11, 2017 Facebook and Instagram campaign** (Feb. 22–Mar. 10)

GRADUATE PRORAMS

- College of Engineering and Computer Science: Master of Cyber Security "Table of Experts Cyber Security Forum, *Dayton Business Journal* (February 17, 2017)

III. WEB HIGHLIGHTS

College of Education and Human Services

- Complete refresh of the CEHS site
- Improved navigation structure
- Improved content
- Fully branded design
- Will be used as the model for other college site updates throughout the year
education-human-services.wright.edu/

50th Anniversary

- 50th logo added to header and footer
- Launched site to celebrate our 50th year
- Content will evolve on the site throughout the year
- Worked with 50th committee to develop content and the Libraries/archives staff to implement timeline wright.edu/50th

Student Affairs

- Reorganized Student Affairs sites to be a single integrated site
- Integrated all MACE sites into the new Student Affairs
- Improved branding
- Improved navigation and accessibility standards for users
wright.edu/student-affairs

Cloud Migration

- people.wright.edu is now on our cloud host
- All public sites are now hosted in the cloud
- Improved disaster recovery standards
- Worked with CaTS to clean up previous production and test environments

Service Now

- Transitioned web ticketing system CaTS Service Now
- Worked with CaTS to migrate to develop feature parity

Office of Marketing

- Launched new site for our office with all new content
- Large section detailing our brand standards
- New blog features
- Fully in brand
wright.edu/marketing

About Our Region

- new page highlighting the Dayton region
wright.edu/about/explore-wright-state/about-our-region

Raj Soin College of Business Landing Page

- Open house landing page for digital advertising campaigns in Dayton, Columbus, and Cincinnati business press for the master's in supply chain and information systems programs
business.wright.edu/event/taste-your-masters

Midwest DNA Repair Symposium—Boonshoft School of Medicine

- New event site for an upcoming event in May 2017
wright.edu/event/midwest-dna-repair-symposium

Career Center

- Reworked landing page for employers on career center for advertising campaign
wright.edu/career-center/get-started/employers

Tobacco Free

- Published new pages and policy for the Tobacco Free initiative
wright.edu/human-resources/policies-and-resources/tobacco-free-campus

Giving Tuesday

- Built pages and updated content related to Giving Tuesday
wright.edu/event/giving-tuesday

IV. SOCIAL MEDIA

Growth

Calendar year 2016 ended with 137,705 total connections, up 12.5 percent over 2015. This includes the changes from LinkedIn, which deleted their education pages and caused a net loss of roughly 60,000 followers. The adjusted 2016 growth rate is 21.1 percent, exceeding the 20 percent growth rate projection. See attached spreadsheet for 2016 metrics.

Social Media Timeline at Wright State University

- 2008: Began official Wright State account on MySpace
- 2009: Added official Wright State account on Facebook on June 23
- 2010: Hit 6,000 followers on Facebook; MySpace removed as an official channel
- 2011: Hit 8,900 followers on Facebook
- 2012: Surpassed 10,000 followers on Facebook; accumulated enough fans/followers to begin to collect meaningful data
- 2013: Added Twitter and LinkedIn; began using Sprout Social individual accounts in the Offices of Marketing and Communications on December 4
- 2014: Added more Twitter accounts; added Vine, Instagram, Pinterest, Tumblr, YouTube, and Google+; began using Sprout Social Enterprise on December 1
- 2015: Created full-time social media director position with student team; surpassed 100,000 total fans/followers
- 2016: LinkedIn dropped education pages; added Snapchat; ended year with 137,705 connections
- 2017: Vine, Tumblr removed as official channels

Social Media Managers Group

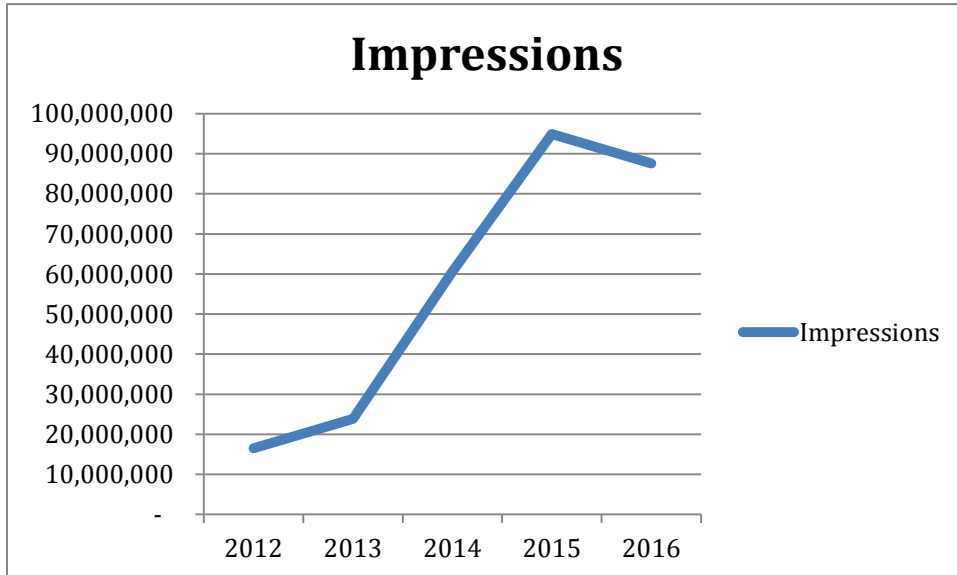
The Social Media Managers Group (SMMG) now consists of 258 university professionals who manage one or more social media profiles on behalf of Wright State. The SMMG includes members from every college, school, and division.

Sprout Social

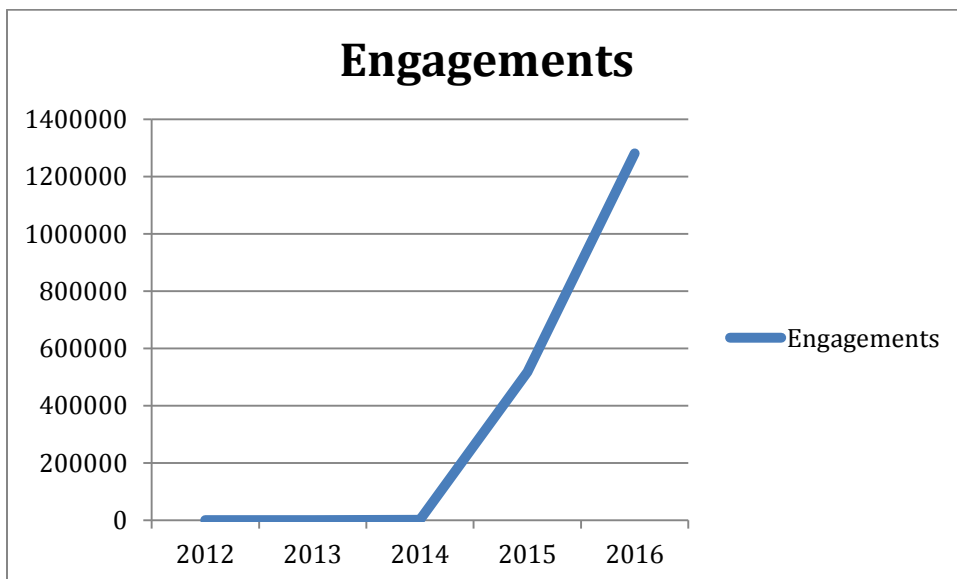
Wright State now has 213 social media profiles connected to our social media management enterprise system, Sprout Social. Our 12-month contract with Sprout Social will expire at the end of the current fiscal year.

Now that there are additional competitors capable of this service, an ITN is recommended to open our social media management platform up to bids. This process should begin as soon as possible to ensure a seamless transition over the summer.

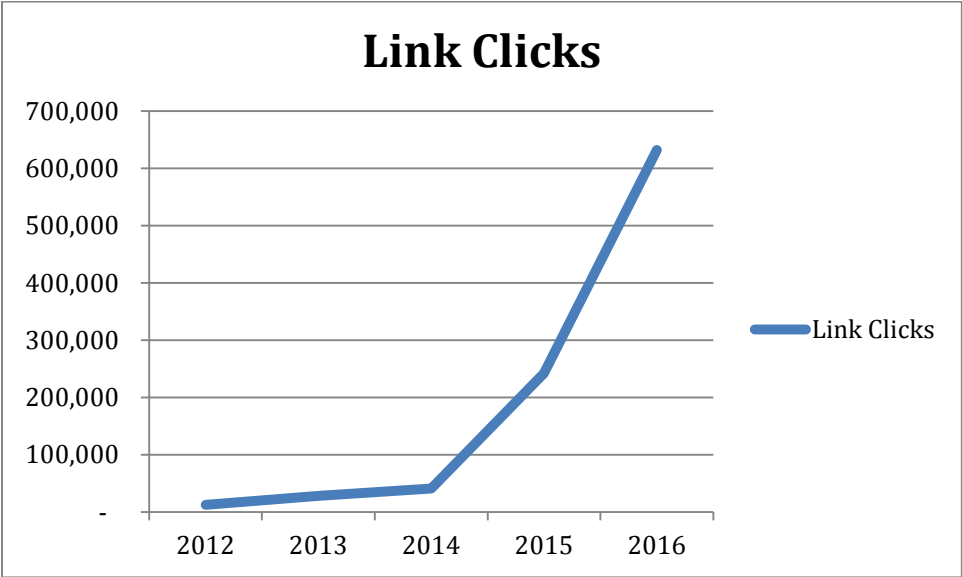
Growth Charts



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 year 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.

Tabular Data

	Jan 1–Dec 31, 2016	Jan 1–Dec 31, 2015	Change
Impressions	87,619,864	94,965,440	-8%
Engagements	1,281,573	517,530	148%
Link Clicks	632,038	242,108	161%

	Jan 1–Dec 31, 2015	Jan 1–Dec 31, 2014	Change
Impressions	94,965,440	60,678,178	57%
Engagements	517,530	1,059	48770%
Link Clicks	242,108	40,761	494%

	Jan 1–Dec 31, 2014	Jan 1–Dec 31, 2013	Change
--	--------------------	--------------------	--------

Impressions	60,678,178	23,857,411	154%
Engagements	1,059	71	1392%
Link Clicks	40,761	27,824	46%

	Jan 1–Dec 31, 2013	Jan 1–Dec 31, 2012	Change
Impressions	23,857,411	16,539,878	44%
Engagements	71	0	N/A
Link Clicks	27,824	12,291	126%

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.

V. PHOTOGRAPHY AND VIDEO

The Office of Marketing completed the following projects in November–December:

- 72 location photo shoots
- 24 studio portraits
- 26 digital files, 2 prints, and 1 poster

Three video projects were completed:

- 4 College of Education and Human Services donor and scholarship recipient videos (in final review with client)
- Year in Review video emailed to Wright State University alumni <https://youtu.be/Mh3-G1HemWY>
- Pioneers of Potential recruiting video: available on the university website, Wright State University YouTube channel, and official social media channels <https://youtu.be/dutBfFCYBrY>