

Marketing Report March–June 2017

I. PUBLICATIONS HIGHLIGHTS

Since March 2017, the Office of Marketing print team has completed 119 projects for our Wright State community partners. Our primary focus this summer was on recruiting materials for Enrollment Management and the colleges, as well as informational pieces for newly admitted students.

We also created a number of items to support the university's 50th anniversary and its celebration at this year's Homecoming events. This includes a special commemoration issue of the *Wright State University Magazine*, which features a refreshed design; firsthand stories from current and former university faculty, staff, students, and alumni; interesting tidbits of university history; and a wide variety of historical photos from the university archives.

Other highlights during this time include a new brandbook for Athletics, tools for communicating that the Dayton and Lake Campuses are now tobacco-free, and items for *ArtsGala*, the Science Olympiad National Tournament, and various CELIA events.

ADVANCEMENT

- 50th Anniversary Large Posters
- 50th Anniversary Moat Banners
- 50th Anniversary Monolith Banner
- 50th Anniversary Pole Banners
- 50th Anniversary Social Media Vending Machine Hats
- 50th Anniversary Social Media Vending Machine T-Shirts
- Alumni Association Homecoming Save-the-Date Postcards
- College Promise Celebration Program
- Giving Day Graphic
- Heritage Societies 2017 Event Invitation
- Homecoming 2017 Save-the-Date Magnet Mailing Postcard
- Homecoming 2017 Save-the-Date Student Housing Magnet Postcards
- Homecoming Email Header
- Science Olympiad Executive Summary

ATHLETICS

- Athletics Brandbook
- Athletics Web Writing

BUSINESS AND FISCAL AFFAIRS

- Faculty/Staff Parking Permits

COLLEGE OF EDUCATION AND HUMAN SERVICES

- HOPE Curriculum PowerPoint Template
- WSUNER Program Cover
- Sexual Assault Prevention Brochure

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

- Pre-ACT Postcard
- ONEIL Center Grand Opening Invite

COLLEGE OF LIBERAL ARTS

- 2017 Faculty Awards Signage
- ArtsGala 2017 Artwork for Sponsor Framed Thank You
- ArtsGala 2017 CELIA PowerPoint
- ArtsGala 2017 Program Cover/Interior
- ArtsGala 2017 Signage: Foamcore Posters
- ArtsGala 2017 Signage: In-House Printed Pieces
- ArtsGala 2017 Signage: Large Format Pieces
- CELIA Complexions Dance Flyer
- CELIA Complexions Dance Posters
- CELIA Complexions Vista Displays
- Civil Rights Pilgrimage 2018 Postcard
- Master of Humanities Card
- Com Department Mass Com B.S. Brochure
- Honors Dialogue Paul Chappell Flyer
- SPIA Geography Postcard
- SPIA Urban Affairs Postcard

COLLEGE OF NURSING AND HEALTH

- Cameos of Caring Posters
- Cameos of Caring Program
- Veterans BSN Recruiting Poster

COLLEGE OF SCIENCE AND MATHEMATICS

- COSM Website Writing/Editing

ENROLLMENT MANAGEMENT

- Admissions #10 Envelope Update/Reprint
- Admissions Fall Payment Options Postcard
- Admissions Financial Aid Acceptance Postcard
- Admissions Financial Aid Award Notice
- Admissions Junior Ruffalo Noel Levitz Postcard 2
- Admissions Letterhead 2017
- Admissions Majors Tabletop Display
- Admissions Raider Head Info Card
- Admissions Raider Open House Postcard (Aug/Nov)
- Admissions Recruitment Prezi
- Admissions Scholarship Flyer
- Admissions Senior Average Test Score Postcard
- Admissions Signing Day Bookstore Sign
- Admissions Signing Day Certificates

- Admissions Signing Day Photo Frames
- Admissions Signing Day Postcard
- Admissions Signing Day Social Media Graphics
- Admissions Student Life Display
- Admissions Student Profile Postcard
- Admissions Travel Teaser
- Admissions Tuition Tabletop Displays
- Admissions Undecided Majors Postcard
- Admissions Value Breakout Teaser
- Admissions Viewbook
- Admissions Visit Postcard
- Admitted Student Envelope Update/Reprint
- Admitted Student To-Do List
- Orientation Confirmation Postcard
- Orientation Fall Friday Postcard
- Orientation Family/Parent Postcard
- Orientation Newsletter
- Orientation Parent Guide Booklet
- Orientation Student Guide Booklet
- Orientation Student Preview Mailer
- Orientation Transfer Student Mailer

LAKE CAMPUS

- Admissions Lake Campus Fall Open House Postcard
- Admissions Lake Campus Laker Head Card
- Admissions Lake Campus Teaser
- Admissions Lake Campus Teaser Update

NUTTER CENTER

- Nutter Center 50th Anniversary Banner
- Nutter Center Ticket Envelopes

PRESIDENT, OFFICE OF

- 50th Anniversary Group Photo Flyers
- 50th Anniversary Group Photo T-Shirts
- Commencement Program Spring 2017
- Eloise Broner Farewell Gift
- Gannett College Connection Advertorial
- PLS Jonathan Capehart Programs
- President's "Compliments of" Magazine Insert
- Science Olympiad Individual Event Logos
- Science Olympiad Map
- Science Olympiad Program
- Science Olympiad Signage
- Science Olympiad T-Shirts
- Tobacco-Free Metal Signage

- Tobacco-Free Sandwich Board Posters
- Tobacco-Free Window Clings
- Wright State University Magazine Fall 2017

RAJ SOIN COLLEGE OF BUSINESS

- DSAB Greeting Card
- Grad Programs Brochure

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- Brilliant Future Fundraising Mailer
- Ellis Institute Brochure Update

STUDENT AFFAIRS

- Pathways 2017 Invitation
- ROTC Curved Display
- Student Activities Homecoming Card
- Student Union Office Directional Signage
- Student Union Teardrop Flags
- Welcome Weeks Postcard

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- International Recruitment Brochure Update

UNIVERSITY COLLEGE

- First-Year Seminar Brochure
- Introduction to College Writing Brochure
- University College Folders

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

- As custodians of the visual branding and messaging, our office updated the University's Brandbook in March to reflect the University's updated corporate marks and official colors. We continue to help units understand and incorporate the new brand guidelines into their materials and promotional items. Our office fulfilled more than 80 requests for university, college, department, and unit logos. We also answered questions and concerns for dozens of stakeholders and Printing Services by email and phone, and personally met with several units to successfully resolve branding questions.
- Staff developed a standalone Brandbook for Intercollegiate Athletics to include with the redesigned Athletics website. Our office also created a new logo for the Wright State Nutter Center that incorporates the new university wordmark. In addition, we worked on social media profile images, branded Graduation Party Kit, email template, several email signatures, and branding for a mobile app. Our web designer is also working on branded sites for Banner Update, SharePoint, and Touchnet.

LEARFIELD LICENSING

- Through the Learfield Licensing portal, our office saw 462 licensing requests during the period from March 1–August 30, 2017. This period yielded 416 approved licensed items for market. Due to the University updating its corporate marks, changing official colors, and instituting more diligent branding guidelines in the last six months, 35 requests were returned for revisions, and 11 designs were rejected.

III. ADVERTISING HIGHLIGHTS

From March 20, 2017, through September 1, 2017, the Office of Marketing completed nine print ads, three social media and two Google Adwords recruiting campaigns, four digital recruiting campaigns, and one campus billboard 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

- **Spring College Fairs Recruiting Campaign Facebook/Instagram*** *April–May, 2017.*
For the first time, video and carousel ads were created to motivate parents of high school students and students ages 13–18 to explore Wright State and meet with a Wright State enrollment advisor at an upcoming college fair in the student's local area. Targeted ads were created to reach parents and prospective students in Columbus, Akron, Cleveland, Northeast Ohio, Licking County/Ohio Association of College Admissions Counselors, Canal Fulton, and Cincinnati. 180,245 people reached; 13,706 click-throughs to Wright State's Undergraduate Admissions web page at \$.84/click.
- **Dayton Dragons Playball** print three-panel fold-out *Pioneers of Potential* print ad. Motivate families to explore Wright State and attend the August and November Raider Open Houses. This is the final year in a three-year campaign, which also includes a digital and video presence for Wright State University at all Dragons games.
- **August Raider Open House Facebook/Instagram** *July 26–August 3, 2017.*
Motivate parents of high schools students, high school, and transfer students to explore Wright State and attend the August 4 Raider Open House. 296,746 people reached; 3,715 Raider Open House landing page click-throughs at \$.75/click; 2,125 of these respondents clicked on the register for the Raider Open House button.

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

A total of 81 prospects completed web lead forms during this integrated campaign. The program has met recruiting goals for Fall 2018. One more year remains in the grant with the goal of being self-sustaining at the end of the third year.

This program has the additional benefit of marketing Wright State's military-friendly campus to veterans and active duty personnel and their families in Ohio and four additional states.

Objective: Motivate veterans, guardsmen, and reservists with military medical experience (e.g., medics, corpsmen) in Ohio, Illinois, Pennsylvania, Indiana, and Kentucky, ages 22–45, to inquire about Wright States BSN completion program.

- **Facebook/Instagram recruiting:** *March 24–April 11, 2017.*
311,857 impressions; 21,119 click-throughs to Wright State’s BSN veterans landing page at \$.14/click. Result: 18 prospects completed web lead forms.
- **Google Adwords/display ads campaign:** *April 18–May 16, 2017.*
Result: 41 leads completed web forms.
- **Military Medical News print ad:** *April 20, 2017.* ½ page color ad
- **Google Adwords/display ads campaign:** *June 20–July 17, 2017.*
Result: 22 leads completed web forms.
- **Military Times:** *June 15–July 16, 2017.*
320x 50 web display ad; 251,405 impressions; 171 clicks; .09%; Wright State program web page views 75
- **Stars and Stripes:** *June 19–July 18, 2017.*
300 x 250 web display ad; 249,099 impressions; 253 clicks; 11%; Wright State program web page views 50

GRADUATE PROGRAM RECRUITING

- **Graduate School Google Adwords/Display Ads:** *March 20–April 30, 2017.*
Motivate college educated prospects in Raider Country and Hamilton County to explore Wright State University’s advanced degree and certificate programs. We also added 497K impressions; 1,429 click-throughs. Result: 35 leads completed web forms.
- **Graduate School Facebook/Instagram Campaign:** *April 21–May 7, 2017.*
Prospects with college degree’s ages 22–55, Raider Country, plus Cincinnati and a 25-mile radius of Athens, Bowling Green, and Toledo, to reach graduating college seniors. 109,805 impressions; 9,975 click-throughs to Wright State’s Graduate School web page at \$.33/click; Result: 14 leads completed web forms.
- **Graduate School Google Adwords/Display Ads:** *May 14–June 10, 2017.*
Same as above: 160,791 impressions; 9,975 click-throughs to Wright State’s Graduate School web page at \$.33/click; Result: 18 leads completed web forms.
- **Raj Soin College of Business:** May 19, 2017 *Dayton Business Journal* full-page color ad. Recognize Wright State alumni and employees award recipients. Motivate readers and attendees to advance their careers with one of five master’s degrees in accountancy, information systems, logistics and supply chain management, social and applied economics, and an M.B.A. (online, on-campus, part-time or full-time)
- **Raj Soin College of Business Institute for Supply Chain Management** Digital web ad to run on the institutes website for 12 months. Results for the first four months 56,614 impressions; 105 click-throughs at .19 percent above the industry average of .05–.08 percent.

**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

- **ARTSGALA** pro bono print ads, *Dayton Daily News*, March 26.
Motivate community members to attend and support the scholarship fundraiser; April 2, Life/Arts Section thank you for attending and supporting Wright State students.

- **50th Anniversary/Homecoming, Sunday, June 25, 2017.**
Dragons Baseball program color print ad, full-page, back cover; Build awareness and motivate Wright State alumni and supporters to attend Homecoming

UPCOMING ADVERTISING

Undergraduate Recruiting

- Gannett College Connection, *Sunday, September 10, 2017.*
Ten newspapers, ad, advertorial, 10" × 10"; 2 emails to 10,000 households with high school age children (Fremont, Port Clinton, Bucyrus, Mansfield, Marion, Chillicothe, Lancaster, Newark, Zanesville, and Coshocton);
- Enquirer Media (Cincinnati) *Sunday, September 17, 2017.*
Color ad 9.5" × 6.6"; 233–260 online advertorial; 50K digital ad impressions: Desktop: push down, wall paper 1320 × 145; 256 × 100; Mobile: 300 × 250.
- Cox Ohio Media (Dayton, Springfield, Lake Campus Region): *Sunday, September 17, 2017.* Color ½ page 10" × 4.75"; 100K digital ad impressions for 30 days on WHIO.com and DDN.com
- NACAC College Fair, *October 20, 2017.*
Full page ad 10.25 × 13.75 and 500-word advertorial; 5,000 families at the Cincinnati Convention Center

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

- Facebook/Instagram recruiting, *September 12–October 3, 2017.*
- Digital display ads on two home/rental websites, *October 3–November 3, 2017.* Military by Owner Home and AHRN Automatic Housing Referral Network
Google Adwords/Display, *October 10–October 31, 2017.*
- *Military Medical News* print ad, *November 2017.*

ALUMNI, DONOR, AND COMMUNITY ENGAGEMENT

- **Facebook/Instagram ads Homecoming, the 50th Anniversary, and Giving Day** TBD, leading up to Homecoming Weekend and Giving Day, *September 29–October 1, 2017.* (Foundation/Alumni Association funded)
- **Dayton Business Journal**, *September 15, 2017.*
¼ page print ad congratulating the Power 50 award recipients, featuring Dr. Schrader, and motivating readers to explore Wright State's 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

IV. WEB HIGHLIGHTS

ENROLLMENT MANAGEMENT

- Signing Day
 - Produced content and graphics for multiple types of promotion around the web for this first-time event
 - Facilitated the timing of numerous related communications efforts
- Welcome Presentations
 - Worked closely with enrollment staff to revamp presentations shown to visitors to campus to be fully in brand and up-to-date content
- Document Completion Journey
 - Worked extensively with Enrollment Management, CaTS, and third-party vendors to produce our first Salesforce Marketing Cloud journey. This is an integral piece of automation for assisting students to complete their applications to the university.
 - This is the first in a series of Salesforce Marketing Cloud automations being produced

SCIENCE OLYMPIAD

- <http://www.wright.edu/event/science-olympiad-2017>
- Under the direction of the Science Olympiad Inc., we developed a website for the 2017 National Science Olympiad that met all of their requirements
- For additional details, please see our blog post about the extensive work completed for the event <https://www.wright.edu/marketing/blog/article/science-olympiad-national-tournament>

COLLEGE OF SCIENCE AND MATHEMATICS

- <https://science-math.wright.edu/>
- A full rebuild of the college and all department sites to bring it to the latest standards for branding, accessibility, navigation, usability, and mobile friendliness.
- Worked closely with college administration and all department chairs to rework, reorganize, and rewrite significant sections of the sites to be more audience focused.
- Added better integration of social media accounts.
- Increased our use of Request for Information Forms (RFI) to increase lead generation.

ADVANCEMENT

- Alumni Association website
 - <https://www.wrightstatealumni.com/>
 - The Alumni Association website, which had been previously hosted and managed externally, was migrated to our centralized university content management system.
 - Theming from their previous JOOMLA site was migrated to our platform as there is extensive backend services that align with that theme code and need to be seamless.
 - Many technical challenges were managed in a timely fashion and we met the deadline to migrate before the end of the contract.
- Homecoming 50!
 - <http://www.wright.edu/event/homecoming>
 - A new site for our 50th anniversary homecoming that is integrated with our events calendar.

NUTTER CENTER

- <https://www.nuttercenter.com/>
- Previously hosted by an external vendor under contract; migrated to centralized services
- An entirely new site built from the ground up with a new content type for events
- Nearly all content on the site was refreshed, reorganized, rewritten, and updated
- Site is now far more accessible to users with disabilities
- Mobile friendly with a focus on usability
- Increased marketing presence for the valuable assets of the Nutter Center

ATHLETICS

- <http://www.wsuraiders.com/index.aspx>
- Collaborated with Athletics and Purchasing to complete an ITN and full implementation before contract ended 8/1
- Ensured new site would meet modern requirements for mobile and usability
- Worked with selected vendor to ensure accessibility standards
- Aligned new site with current brand standards
- Integrated calendaring system with wright.edu for automation of event publications

COLLEGE OF LIBERAL ARTS

- War and Society Blog
 - Due to budget restraints, the previously external War and Society Blog was migrated to university owned assets.
 - <https://liberal-arts.wright.edu/history/programs/blog>
- MwALT Conference
 - A new site for a conference being held at Wright State in October
 - <https://www.wright.edu/event/midwest-association-of-language-testers-conference>

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- <https://www.wright.edu/international-education>
- Updated theming on site to align with new brand standards
- Worked with Study Abroad vendor to develop matching theming on their platform
- Reworked homepage to meet current standards and incorporate an RFI form to increase leads

INSTITUTIONAL RESEARCH AND ANALYTICS

- <https://www.wright.edu/institutional-research-and-analytics>

CATS

- Streaming
 - <https://www.wright.edu/streaming>
 - Worked with CaTS to implement new streaming product and improve page usability and mobile functionality
- Branding
 - Updated Epay/Touchnet pages to current branding standards
 - Updated Ping authentication to current branding standards

STUDENT AFFAIRS

- Student Activities
 - <https://www.wright.edu/student-affairs/student-life/student-activities>
 - A complete refresh of all content on the site
 - Improved accessibility
 - Improved usability and mobile functionality
 - Updated to match current brand standards and be in line with Student Affairs division
- Gender Violence Prevention App—Got a Minute
 - Work with Student Affairs and CaTS to plan new grant funded mobile app
 - Ensured accessibility features would be present
 - Produced wire framing of application features for development by contract employee
 - Assisted in selecting contract employee to develop the app
 - Ensured branding standards are followed in the development process

CATALOG

- <http://catalog.wright.edu/>
- Worked with Registrar's Office to ensure annual transition of catalog went smoothly
- Developed backend redirect system so all links from other wright.edu site will not require annual updates for new catalogs, reduce broken links and improved efficiency

HUMAN RESOURCES

- <http://www.wright.edu/human-resources/professional-development/the-empowered-employee>
- Developed customized forms for registration for Empowered Employee program

V. SOCIAL MEDIA

ACCOMPLISHMENTS

- For the first time, Wright State was ranked in the 2017 Higher Ed Social Media Engagement Report by Up&Up and Rival IQ. At #251 in the nation, Wright State's main account has social media engagement that is ahead of Ohio State, Michigan, Harvard, Duke, Yale, Stanford, LSU, Oregon, Florida, Florida State, Boise State, Maryland, Princeton, Ohio U, and other huge universities.
- The social media team (currently one full-time staff member and two part-time students) has recorded more than half a million direct interactions over the last five months, including managing social media crises, covering live events, protecting our brand and image, and assisting community members.
- The Social Media Managers Group—approximately 250 faculty, staff, and students who run Wright State-affiliated social media accounts, started by and managed by Social Media Director Katie Halberg—is the winner of this year's President's Award for Excellence for Outstanding Collaborative Units.
- ArtsGala 2017: Coverage using Facebook, Twitter, and Instagram resulted in a reach of 89,461. The previous years: 61,784 in 2016; 31,417 in 2015; and 14,370 in 2014.
- Launched President Schrader's Twitter account (@WrightStatePrez) and Wright State Newsroom Facebook page (@WrightStateNews).
- Social Media Director Katie Halberg invited to serve as a CASE faculty member for their Annual Conference for Media Relations Professionals—one of the top two media

relations conferences in the nation—Sept. 17–20 in Philadelphia. CASE will cover all expenses (registration, travel, hotel, meals). Halberg will present 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.

- Social Media Director Katie Halberg included at No. 24 in Sixth City Marketing’s “40 Higher Education Marketers You Should Be Following on Twitter.”
- Student employee Bruce Heintz graduated in the spring and was hired to run social media for the University of Iowa.

GROWTH

- The university’s main accounts have grown to 144,208 fans, connections, and followers, representing an increase of 10,654 connections and growth rate of 8 percent so far in 2017.
- Consistent with national media metrics, our growth rate is slowing, but we *are* still growing. We are experiencing tremendous growth in Instagram and Snapchat, the two most popular platforms for high school and college students, as well as marked improvement in our share of market on LinkedIn. Instagram engagement has increased by 35 percent over the last year, LinkedIn by nearly 10 percent.

CURRENT METRICS

March 20–August 31, 2017

Impressions: 35,936,837

Engagements: 554,668

Link clicks: 130,146

SOCIAL PROMOTIONS

- We have successfully brought social media advertising in-house, with most paid advertising running through our Director of Advertising Monica Snow. The social media team has run several successful low-cost Snapchat and promoted post campaigns.
- On Snapchat, we have run 13 paid filters in the areas of undergraduate admissions, graduation, Science Olympiad, and residence life. These 13 filters cost a combined \$710.55 to run over 75 hours, resulting in 2,369 uses and 107,323 views—a total cost per view of \$0.007; 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. (View included spreadsheet, “2017 Wright State University Snapchat On-Demand Geofilters,” for more information.) 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. Across all four, these have been used 22,000 times and have earned 1.1 million impressions.
- On Facebook and Instagram, we ran a \$200 boosted post for First Saturday, resulting in 13,627 people reached and 1,098 post engagements.

SOCIAL MEDIA ITN UPDATE

- Our current contract with Sprout Social expires at the end of the current calendar year. The ongoing social media management platform ITN process has narrowed down our prospective partners to three vendors. Final presentations will take place soon, with a selection and negotiation process to follow. We have capped the maximum expense of this annually contracted platform at \$50,000.

UPCOMING

- The social media team is working with local vendor Innovative Vending Solutions (IVS) to create an interactive social media vending experience during Homecoming week. Community members will be able to tweet or Instagram Wright State hashtags and images to win free Wright State apparel. The Wright State Alumni Association, Wright State University Foundation, and Wright State Athletics are all contributing to this project. The co-founder and vice president of operations for IVS is Wright State alumnus Jeff Thibodeau, who is offering to allow us to use the hardware and software with little to no cost to the university; the previously listed units are providing funding and resources to stock the machine.

2017 WRIGHT STATE UNIVERSITY SNAPCHAT ON-DEMAND GEOFILTERS

See chart on page 13.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team delivered the following projects to Wright State clients March 20–September 1, 2017:

- 194 location shoots
- 32 studio portraits
- 1 slideshow
- 95 digital files
- 1 print
- 1 poster

Eight video projects were also completed:

- SOPP 2017 video for SOPP website
- Cameos of Caring 2017
- Veteran's BSN Student Testimonials for website and future recruitment
- Wright State University Network for Educational Renewal Conference (WSUNER) Video
- Lake Campus Pioneers of Potential
- International Festival Pioneers of Potential
- Neurology resident interviews and b-roll
- Homecoming 2017 video

2017 Wright State University Snapchat On-Demand Geofilters

Filter Name	Category	Amount	Start Date	End Date	Duration (H)	Impressions	Conversions	Conv Rate	Views	CPI	CPCConv	CPV	CPM View	CPM per H
1 SigningDay17	Undergrad Admissions	\$ 76.74	5/1/17	05/01/17	5	220	92	42%	4,275	\$ 0.349	\$ 0.834	\$ 0.018	\$ 17.95	\$ 3.59
2 Spr17Grad	Graduation	\$ 69.51	4/29/17	04/29/17	6	1,183	579	49%	46,184	\$ 0.059	\$ 0.120	\$ 0.002	\$ 1.51	\$ 0.25
3 Raider Open House 0317	Undergrad Admissions	\$ 92.02	3/11/17	03/11/17	6	292	57	20%	1,882	\$ 0.315	\$ 1.614	\$ 0.049	\$ 48.89	\$ 8.15
4 SONT17Opening	Science Olympiad	\$ 14.18	5/19/17	05/19/17	6	512	291	57%	1,377	\$ 0.028	\$ 0.049	\$ 0.010	\$ 10.30	\$ 1.72
5 SONT17ThuSU	Science Olympiad	\$ 6.91	5/18/17	05/18/17	3	51	18	35%	1,137	\$ 0.136	\$ 0.384	\$ 0.006	\$ 6.08	\$ 2.03
6 SONT17FriSU	Science Olympiad	\$ 17.96	5/19/17	05/19/17	7	244	121	50%	4,251	\$ 0.074	\$ 0.148	\$ 0.004	\$ 4.22	\$ 0.60
7 SONT17SatWSU	Science Olympiad	\$ 90.90	5/20/17	05/20/17	9	678	348	51%	10,239	\$ 0.134	\$ 0.261	\$ 0.009	\$ 8.88	\$ 0.99
8 SONT17ThurDorm	Science Olympiad	\$ 61.80	5/18/17	05/19/17	4	423	235	56%	5,843	\$ 0.146	\$ 0.263	\$ 0.011	\$ 10.58	\$ 2.64
9 SONT17FriDorm	Science Olympiad	\$ 46.50	5/19/17	05/20/17	3	194	87	45%	1,585	\$ 0.240	\$ 0.534	\$ 0.029	\$ 29.34	\$ 9.78
10 SONT17Awards	Science Olympiad	\$ 9.75	5/20/17	05/20/17	3	318	197	62%	9,204	\$ 0.031	\$ 0.049	\$ 0.001	\$ 1.06	\$ 0.35
11 WSU MoveIn17 Dorms	Housing & Res Life	\$ 99.46	8/24/17	08/24/17	6	662	232	35%	14,441	\$ 0.150	\$ 0.429	\$ 0.007	\$ 6.89	\$ 1.15
12 WSU MoveIn Night 17	Housing & Res Life	\$ 74.92	8/24/17	08/25/17	6	464	98	21%	6,077	\$ 0.161	\$ 0.764	\$ 0.012	\$ 12.33	\$ 2.05
13 LC MoveIn 17	Housing & Res Life	\$ 49.90	8/25/17	08/26/17	11	55	14	25%	828	\$ 0.907	\$ 3.564	\$ 0.060	\$ 60.27	\$ 5.48
TOTAL		\$ 710.55			75	5,296	2,369	45%	107,323	\$ 0.134	\$ 0.300	\$ 0.007	\$ 6.62	\$ 0.09

Impressions: Number of times users saw the on-demand geofilter

Conversions: Number of snaps sent that used the on-demand filter

Views: The number of times users' snaps with the on-demand filter were seen by their networks

Cost Per:

View

Impression Conversion

View

1K views

1K views/hr

Key takeaways:

- * Focus on creating fun, event-centric filters that can compete with student/community-created geofilters
- * Optimal use occurs when audience is captive and has free time
- * Maximum geofence area is 5 million sq. ft., which can encompass the academic area of campus OR the Nutter Center with surrounding lots
- * Metrics available 24+ hours after end time, to incorporate all views in the data (snaps can be viewed for 24 hours)
- * Snapchat updates data at 3 p.m. ET daily
- * Can cut costs by decreasing duration and/or square footage
- * Event planners should promote the use of the geofilter to increase impressions, conversions, and views

VI. NUTTER CENTER MARKETING/ADVERTISING HIGHLIGHTS

I. PUBLICATIONS HIGHLIGHTS

- Received a complimentary full-page, color ad in the 2017 Facilities & Event Management Superbook—**\$2,900 value**
- Received a complimentary full-page, color ad in the Ohio Events Guide, September 2017 issue—**\$1,550 value**
- Placed a full-page, color ad in the *Dayton Business Journal 2017 Meeting & Event Guide*.
- Updated and printed 15,000 Nutter Center ticket envelopes

II. BRANDING HIGHLIGHTS

- Updated the Nutter Center logo—new logo utilizes the updated Wright State University wordmark
- Created additional versions allowing more flexibility when placing the logo in different layouts

III. ADVERTISING HIGHLIGHTS

- TORUK by *Cirque du Soleil*—placed \$57,575 in advertising (print, TV, radio, OOH)—pass-through cost (recouped from the show promoter)
- WWE—placed \$21,530 in advertising (cable and radio)—pass-through cost (recouped from the show promoter)
- WWE media promotional value received—\$24,000

IV. WEB HIGHLIGHTS

- Created new content, updated, and launched a new Nutter Center website—www.nuttercenter.com

V. SOCIAL MEDIA HIGHLIGHTS

- *Facebook: WWE Smackdown ticket giveaway results*
Likes: 604
Shares: 623
Comments: 566
Reach: 43,380
- *Live streaming of the sold-out Phish concert—July 18, 2017*
Phish live streamed the Nutter Center event to over 354,000 fans on Facebook and 203,000 fans on YouTube

VI. PHOTOGRAPHY AND VIDEO HIGHLIGHTS

- Location shoot—Nutter Center luxury suites