

Office of Marketing Report

January–March 2018

I. PUBLICATIONS HIGHLIGHTS

So far, this calendar year, the Office of Marketing print team has completed 77 projects for our Wright State community partners. Highlights include items for Cameos of Caring, RSCOB recruiting, and several COLA events. Our writers and editors have also worked on university websites, advertising, and email campaigns aimed at increasing enrollment.

ADVANCEMENT

- Celebration of Research 2018 Sponsor Brochure

COLLEGE OF EDUCATION AND HUMAN SERVICES

- HOPE Curriculum Teacher Manual
- Meet Your Major Email
- Organizational Studies Ed.D. Skywriter Ad

COLLEGE OF ENGINEERING AND COMPUTER SCIENCE

- Amit Sheth AAAI Fellow Postcard
- Amit Sheth AAAI Fellow Postcard Update

COLLEGE OF LIBERAL ARTS

- *ArtsGala* 2018 Chocolate Piano Label
- *ArtsGala* 2018 Dayton Daily News Ads
- *ArtsGala* 2018 February DBJ Ad
- *ArtsGala* 2018 Heidelberg Digital Billboard
- *ArtsGala* 2018 Human Race Ad
- *ArtsGala* 2018 Invitations
- *ArtsGala* 2018 January DBJ Ad
- *ArtsGala* 2018 March DBJ Ad
- Banks Lecture 2018 Flyer
- Banks Lecture 2018 Poster
- CELIA: Syrian Symphony for Peace Flyers
- CELIA: Syrian Symphony for Peace Posters
- CELIA: Syrian Symphony for Peace Vista Displays
- Musical Theatre Grapes of Wrath Program
- Musical Theatre Mystery of Edwin Drood Program
- Piediscalzi Lecture 2018 Flyer
- Piediscalzi Lecture 2018 Poster
- School of Music Graduate Brochure Update
- School of Music Undergraduate Brochure Update

COLLEGE OF NURSING AND HEALTH

- Cameos of Caring Posters
- Cameos of Caring Program
- Griffon 108th Training Command Digital Ad
- Griffon 108th Training Command Print Ad

- Military Medical News Print Ad
- Veterans Grant Brochure 2018 Update

COLLEGE OF SCIENCE AND MATHEMATICS

- Chemistry Graduate Programs Brochure Update
- Path to Health Professions 2018 Postcard

ENROLLMENT MANAGEMENT

- Admissions Raider Open House Postcard (March 2018)
- Admissions Student Life Junior Teaser 2018
- Admissions Undecided Event Postcard 2018
- Admissions Value Junior Teaser 2018
- Admitted Student Event Direct Mail
- Admitted Student Welcome Brochure 2018

FACULTY AND STAFF AFFAIRS

- MLK Banquet Ad 2018

LAKE CAMPUS

- Lake Campus Open House Postcard (March 2018)

PRESIDENT AND PROVOST, OFFICES OF THE

- Cincinnati Enquirer College Guide Ad
- Cincinnati Enquirer College Guide Advertorial
- Cincinnati Enquirer College Guide Digital Ads
- Facebook Art Peel-Off Stickers
- Gannett Hometown Print Ad
- Music for All Half-Page Ad
- Music for All Half-Page Print Ad-Kings High School
- Nutter Center Suite Sales Brochure
- Provost Leadership Profile Booklet
- Research Viewbook 2018
- Strategic Plan January Booklet
- Strategic Plan January Flowchart
- Strategic Plan January Powerpoints
- VMC Film Opening Flyer
- VMC Film Viewing Flyer
- VMC Film Viewing Poster

RAJ SOIN COLLEGE OF BUSINESS

- Career Management Card
- Dean's Welcome Postcard 2017
- Dean's Welcome Postcard Reprint 2018
- DSAB President Postcard 2017
- Envelopes 2018
- Housing Postcard 2018
- LIFT² Flyer 2018
- LIFT² X-Banner 2018

- Professional Business Institute Postcard Reprint

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- Child Emphasis Brochure 2017
- Folder Reprint (November 2017)
- Forensic Emphasis Brochure 2017
- HRN Emphasis Brochure 2017
- Internships Sites Flyer Update 2018
- Practicum Sites Flyer Update 2018

STUDENT AFFAIRS

- Campus Road Race Map
- Housing Trifold Parent Brochure
- Residence Life and Housing Brochure

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. Examples include:
 - Branding presentation for the Division of Student Affairs leadership
 - Design templates and training for Residence Life and Housing, and a representative from A.M. Management
 - Unifying branding for the Departments of Theatre, Dance, and Motion Pictures
 - Incorporating Wright State branding into several newsletters
- Our office continues to provide approved university, college, department, and unit logos, and answers branding questions from stakeholders and Printing Services.
- We created a graphic for Wright State's Strategic Plan initiative
- Our web designer worked on updating the branding on Banner, TouchPoint, and ongoing social media profile images.
- We also participated in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

LEARFIELD LICENSING

- A recent highlight was the license approvals for several shirts commemorating the Wright State Men's Basketball team winning the Horizon League Tournament and appearing in the NCAA tournament.
- Through the Learfield Licensing portal, our office saw 189 licensing requests during the period from January 1 through March 15, 2018. This period yielded 168 approved licensed items for market. Ten requests were returned for revisions, and 11 designs were rejected for not meeting branding guidelines.

III. ADVERTISING HIGHLIGHTS

From January through March 2018, the Office of Marketing developed and placed 12 print ads, two digital advertising campaigns, one paid email campaign, and one digital billboard to support the university's recruiting goals and to enhance the university's image among alumni, donors, and community leaders. In addition, in January, the office launched an undergraduate digital advertising campaign to increase fall 2018 enrollment and build awareness for the fall 2019 recruiting cycle.

UNDERGRADUATE RECRUITING

Enrollment Management Undergraduate Recruiting

- **Digital and paid social media campaign**
 - **Objectives:** Increase direct from high school applications and enrollment for fall 2018 and fall 2019 by increasing awareness, motivating students to visit campus, and apply to Wright State
 - **Target audience:** teenagers, parents of teenagers, households with teens: Raider Country, Hamilton County, and counties where applications for Fall 2018 are lower compared to Fall 2017: Licking, Medina, Brown, Clinton, Scioto, Ross
 - **Budget:** The total budget is \$113,000. More funding was invested in January to reach fall 2018 prospects earlier in their decision cycle and prior to some competitors' FAFSA deadlines (e.g., The Ohio State University, February 1). The budget was ramped up slightly to promote the March 17 Raider Open House.
- **New tactics:**
 - **Snapchat**—This is Wright State's first campaign to utilize paid Snapchat ads to reach a younger high school demographic. Snapchat is second in total clicks and the lowest cost-per-click. Future results may decline slightly because of user dissatisfaction with Snapchat's interface changes in early March. The Office of Marketing is also funding paid Snapchat geofilters for high school sports tournaments in Ohio, Wright State Athletics, and Wright State events such as Path to Health Professions to increase awareness among high school students and parents (See the Social Media section for Snapchat geofilter results.)
 - **Look-alike and custom audiences**—This is Wright State's first campaign to use these two Facebook features. Enrollment Management provided emails for 17,985 seniors, 7,142 juniors, and 2,855 sophomores. Facebook's algorithms use these emails to display Wright State's ad on the Facebook social channel and other websites. The look-alike audience algorithm uses these emails to find additional prospects who match additional prospects' characteristics.
- **Enhancements:**
 - The Office of Marketing, Enrollment Management, and CaTS are working together to integrate and track campaign results through SalesForce, Wright State's CRM system. A single landing page (except for native advertising) will be launched by the end of March to better track campaign results:
<https://www.wright.edu/audience/undergraduate>

Results:



Jan 7, 2018 - Mar 20, 2018

Ad Delivery

Impressions
21,795,916

Clicks
79,971

CPC
\$0.70

CPM
\$2.52

Impressions By Channel



Media	Impressions	Clicks	CPM	CPC	Spend
Online Display	12,756,475	35,300	\$1.41	\$0.51	\$17,972.88
Snapchat	3,756,408	17,339	\$1.88	\$0.41	\$7,053.50
Facebook/IG	2,972,526	15,454	\$3.60	\$0.69	\$10,697.12
Native Content	1,404,728	3,354	\$3.96	\$1.66	\$5,566.78
Retargeting	740,911	659	\$2.12	\$2.39	\$1,572.91
SEM	164,868	7,865	\$72.52	\$1.52	\$11,956.08
Grand total	21,795,916	79,971	\$2.52	\$0.69	\$54,819.27

Data Last Updated: 3/19/2018 6:14:37 PM | Show Sampling | Privacy Policy



Jan 7, 2018 - Mar 20, 2018

Website Traffic

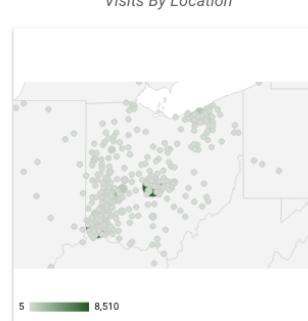
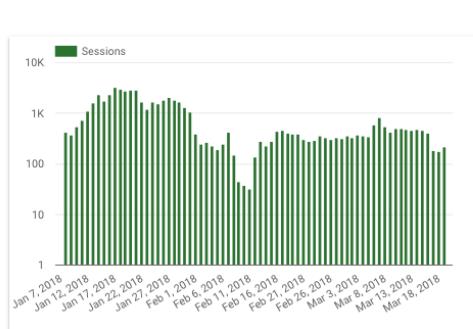
Total
Campaign

Sessions
2,197,457
57,314

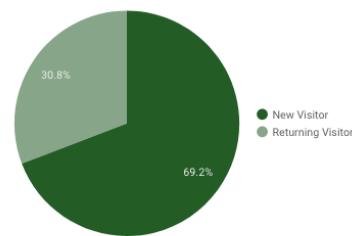
Apply Clicks (Wright.Force)
11,652
383

Schedule a Tour
Form Completions
734
32

Undergraduate
Form Completions
191
14



New vs. Returning



Data Last Updated: 3/19/2018 6:14:37 PM | Show Sampling | Privacy Policy

Website Traffic

Campaign Traffic			WrightForce Clicks by Channel	
Source	Sessions ▾	Avg Duration	Source	Total Events ▾
Network Display	23,597	00:01:06	google	205
Snapchat	11,067	00:00:03	Network Display	55
Facebook	8,610	00:00:22	bing	50
google	7,762	00:01:15	Facebook	41
Native	5,442	00:00:27	Snapchat	27
bing	1,468	00:01:18	Retargeting	5
Retargeting	802	00:01:52	Grand total	383
Grand total	58,766	00:00:47		

Campus Tour Form Submissions by Channel			Undergraduate Form Submissions by Channel	
Source	Total Events ▾		Source	Total Events ▾
google	27		1. google	9
Retargeting	5		2. bing	5
Grand total	32		Grand total	14

- **March 17, 2018 Raider Open House Advertising**—The campus visit is consistently one of the most critical factors that influence a student's college choice. In addition to Raider Open House ads running in the integrated digital campaign (above), the Office of Marketing created and funded the following ads.
 - Cincinnati Enquirer College Guide: print ad, 350-word advertorial and photo, Cincinnati.com home page digital ads. Samples of the digital ads are below (both exclude online animation effects).
 - Media Network of Central Ohio newspaper print ads and two email blasts to 10,000 households in west central Ohio with college-bound teenagers: Bucyrus, Chillicothe, Coshocton, Fremont, Lancaster, Mansfield, Marion, Newark, Port Clinton, Zanesville. The email creative is included below.
 - Ads and emails ran through noon, March 16, 2017. Digital ad and email engagement will be reported in the next report to the board.



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WRIGHT STATE UNIVERSITY

VISIT US ONLINE TODAY!

PIONEERS OF POTENTIAL.

Join Us!
Raider Open House

Saturday, March 17, 2018
9am - 12:30pm

Discover Wright State's affordable tuition and inclusive campus community.

More than 17,000 students from 74 countries are inspired by our faculty, excellent programs and the innovative spirit of our namesakes, the Wright Brothers.

- Tour our modern, beautiful campus.
- Explore more than 150 undergraduate programs.
- Meet our welcoming faculty.
- Learn about financial aid, housing and campus life.

 WRIGHT STATE UNIVERSITY

WRIGHT STATE UNIVERSITY

We see the potential in you!

Discover One of Ohio's Leading Universities

Visiting campus is one of the best ways to tell if a university is the right fit for you. Learn how Wright State University can set you on your path to success.

Raider Open House
Saturday, March 17, 2018
9:00 a.m.-12:30 p.m.

- Tour our modern, beautiful campus.
- Meet our welcoming, world-class faculty.
- Learn more about our 150 undergraduate programs.
- Explore financial aid, housing, career services, and campus life.

Sessions and tours will be held at various times allowing you to personalize your visit. If you can't attend March 17, campus visits are also offered Monday-Friday.

[SCHEDULE YOUR VISIT](#)

Your academic success and access to an excellent, affordable college education are our top priorities. **Our tuition is among the lowest among Ohio's four-year universities.** And our new Wright Tuition Guarantee Program guarantees that the annual cost of undergraduate tuition, housing, and dining will stay the same over a student's four-year college career.

Inspired by our namesakes, the world-famous Wright brothers, we encourage our students to discover and achieve their highest potential. More than 17,000 students from 74 countries are supported by our inclusive and dynamic learning community.

[LEARN MORE](#)

 3640 Colonel Glenn Hwy.
Dayton, OH 45435
(937) 775-5700

[Facebook](#) [Instagram](#) [Twitter](#) [YouTube](#)

- **Music for All High School Conference**—The office funded a half-page black-and-white program ad to promote Wright State's School of Music undergraduate programs. Approximately 500 outstanding students in instrumental and vocal music programs and teachers from 70 high schools and five states attended the March 14–16 conference in Indianapolis. The ad was a joint collaboration with Kings High School in Mason and their choir director, who is a Wright State University graduate.

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

- The Facebook/Instagram and audience network campaign was expanded to include first-responders and emergency medical technicians in five surrounding states. Reach: 627,588; Unique clicks: 6,236; Cost-per-click: \$.52; Relevancy score of 6 out of 10.
- *Military Medical News*: A color, half-page, recruiting ad ran in the January print and digital editions.
- Recruiting ads will run for 12 months starting in May in *The Griffon*, the 108th Army Training Command's print publication and website
<http://www.thegriffon108.com/>
- Upcoming—The grant recipients are evaluating the grant budget before proceeding with the planned print and digital ads in *Military Times, Stars and Stripes*, and another Facebook/Instagram campaign.

Graduate School Recruiting

- College of Education and Human Services—Three ads that were placed in the *Skywriter* to reach Wright-Patterson Air Force Base personnel ran in the following issues:
 - A quarter-page, color, print ad for the doctoral program in Organizational Studies ran on January 12, 2018.
 - Two quarter-page, color, print ads ran for the online Master of Science in Organizational Studies and the M.Ed. in Educational Technology, Instructional Design for Digital Technology will run on March 23, 2018.
- Upcoming—The Graduate School will be funding the annual graduate recruiting campaign for Fall Semester starting in March through July 2018. The target audience is people with a college degree, Ohio residents, within 100 miles of Dayton. The campaign includes search engine marketing text and Google display ads, retargeting, digital display ads, and Facebook/Instagram/audience network ads.

Alumni, Donor, and Community Engagement

- College of Liberal Arts *ArtsGala* Advertising—The Office of Marketing created the following ads. Placement was funded by *ArtsGala* sponsors thanks to the leadership of the College of Liberal Arts:
 - *Dayton Business Journal* January half-page ad; February 9, 2018 full-page back cover ad
 - *Dayton Daily News* quarter-page ads; various sections in January and March
 - Human Race print program ad

- I-75/Dryden Road digital billboard located at Heidelberg Distributing
The office also co-funded the creation of television spots for WHIO and ThinkTV.
- **Veterans Voices, Robert Wood Johnson Foundation Film Debut, *Jeremy's Path***—A Facebook/Instagram/audience network campaign targeted to local veterans, households with veterans, and veterans' interest groups is running from March 17–March 27 to promote this event sponsored by Wright State's Veterans and Military Center and the Dayton Veterans Administration hospital on March 28. Results will be reported in the next BOT.
- **Martin Luther King, Celebration Program Ad**—A half-page, black-and-white program ad was funded by the Office of Equity and Inclusion for the January 15, 2018 Martin Luther King banquet to support inclusion in our region.

IV. WEB HIGHLIGHTS

COLLEGE OF NURSING AND HEALTH

- <https://nursing.wright.edu/>
 - A full rebuild of the entire college site
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
 - Worked closely with college administration and all departments to rework, reorganize, and rewrite significant sections of the sites to be more audience focused
 - Refocused sections of the site to primary external audiences
- <https://www.wright.edu/event/cameos-of-caring>
 - A refresh of the site for this year's event
 - Published all new award winners
 - Archived previous years details

COLLEGE OF LIBERAL ARTS

- <https://www.wright.edu/artsgala>
 - A full rebuild of the ArtsGala site for this year's event
 - Focused on making the site as mobile friendly as possible
 - Grouped archived content into single new section

COLLEGE OF EDUCATION AND HUMAN SERVICES

- <https://education-human-services.wright.edu/leadership-studies-in-education-and-organizations/program-evaluation-certificate>
 - new degree program

COLLEGE OF SCIENCE AND MATHEMATICS

- <https://www.wright.edu/event/innovation-weekend>
 - A new site for an upcoming interdisciplinary event
 - Worked with the dean's office to develop and publish content

UNIVERSITY COLLEGE

- <https://www.wright.edu/academic-advising/degree-audit-uachieve>
 - Developed and published a new single centralized academic advising website

- Worked to rewrite and rework many disparate sites/pages into a single site
- Integrated and aligned content with all college advising sites
- Highly focused on student success

PUBLIC HEALTH

- <https://www.wright.edu/audience/public-health>
 - Work with a large interdisciplinary team from nearly all colleges to develop a public health landing page.
 - A single page showcasing the career potential and our range of available degrees

ENROLLMENT MANAGEMENT

- <https://www.wright.edu/admissions/undergraduate/open-houses-and-events>
 - Worked with admissions to promote, integrate, and improve the content for open house, admitted student day, and other upcoming recruitment events
- <https://www.wright.edu/audience/undergraduate>
 - Built a new landing page tied to Salesforce for all undergraduate advertising through the spring and summer.
 - Experimenting with a more detailed RFI form that provides a full lead for undergraduate admissions to work their magic

RAIDERCONNECT

- <https://www.wright.edu/raiderconnect/accounts-and-bills/the-wright-guarantee-tuition-program>
 - Worked with staff from multiple departments to develop and publish the new tuition guarantee
 - Continued integration of the content into other existing pages and content
- <https://www.wright.edu/raiderconnect/accounts-and-bills/revised-refunds-and-registration-process>
 - Worked with staff from multiple departments to develop and publish content discussing the changes to the refunding and registration process
- <http://www.wright.edu/raiderconnect/forms-and-resources/cost-estimator>
 - Extensively reworked the cost estimator to accommodate for the Wright Guarantee Tuition Program and improve its sustainability

MAPS (Campus Bird 2.0)

- <https://www.wright.edu/maps>
 - Upgraded to the latest version of our vendors mapping platform
 - Improved accessibility and mobile interfaces
 - Refreshed some content and graphics during the process
 - Worked with design and construction to update map renderings with many minor changes

OFFICE OF THE PRESIDENT

- <https://www.wright.edu/strategic-planning>
 - A new site for communicating the strategic planning process
 - Worked closely with leadership to meet their ongoing needs
 - Ongoing support and updates
- <https://www.wright.edu/provost-search>
 - A new site to communicate the provost search process

- Worked with HR and our contracted vendor to develop and publish this opportunity quickly
- Ongoing support and updates

STUDENT AFFAIRS

- <https://www.wright.edu/student-affairs/culture-and-identity-centers/latino-asian-and-native-american-affairs>
 - Migrated and rebuilt Asian, Native American and Latino Affairs into a single new site
 - Latest standards for branding, accessibility, navigation, usability, and mobile friendliness

RESEARCH

- <https://www.wright.edu/event/symposium-of-student-research-scholarship-and-creative-activities>
 - Rebuilt and rebranded the celebration of research site to its new name
 - Updated content for this year's event

V. SOCIAL MEDIA

Admissions Outreach

- Social Media Director Katie Halberg has been invited to speak at Mason High School and Springboro High School, two high-growth districts in Warren County that have a high volume of college-bound students, but lower representation at Wright State. Social media coordinator and graduating student Miranda Fryman also spoke at Wilmington High School.

Internal Development

- Halberg recently provided multiple training sessions to Wright State employees on personal branding and marketing in social media and on using our social media management platform to better market their units in social media.

Growth

- The university's main accounts have grown to 151,764 fans, connections, and followers, representing an increase of 3,401 connections and growth rate of 2.3 percent so far in 2018.

Current Metrics: Year to Date

January 1–March 21, 2018

Impressions: 19,398,696

Engagements: 259,464

Link clicks: 46,055

Total fans gained: 5,414

Messages sent: 8,207

Messages received: 11,811

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

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 positive ROI of social media marketing is very high and worth investing more budget toward.
- On Snapchat, we have run 12 paid filters in 2018 so far in the areas of high school athletics, Wright State athletics, Adventure Summit, Admissions, and general outreach. These filters cost a combined \$384.93 to run over 219 hours, resulting in 1,352 uses and 71,522 views—a total cost per view of \$0.005. 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 88,000 times and have earned 3.5 million impressions.

Social Media Team

- Four of the five members of the university's social media team are students. Due to students graduating and organizational changes, the social media team has been suffering from lack of consistency and manpower, decreasing the overall effectiveness. An additional FTE position would be required to maintain high levels of recruitment, retention, analytics, and marketing efforts via social media.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team completed the following projects December 23, 2017–March 13, 2018:

- 62 Photography Projects: 55 location shoots, 7 studio shoots
- 45 Digital Imaging Projects: Delivery of 384 digital files, and 27 prints
- 35 Videos
 - 5 student and/or alumni testimonial videos were shot for the Raj Soin College of Business website featuring both undergraduate and graduate programs in the college. Production and editing for the website will continue until all programs are complete.
 - The final 7 of 11 videos for the “Athletics 50 Years of Raider Basketball” were completed, including historical footage and new footage of alumni featured in the great moments of Raider Basketball. The videos were shown at home games and featured on the 50th Anniversary website, Newsroom, and YouTube.
 - The first of a series of 4 videos promoting the Campus Scholarship and Innovation Campaign (CSIC) was completed. The Kick-Off video, an educational/informative video about CSIC, was delivered in March. Video was shot for 8 people for this portion of the project. Faculty/staff testimonials, student impact stories, and a “thank you” video are currently in production.
 - Video was shot for 15 students for the “Why I Love Wright State” video for Enrollment Management. One video was shown at the Undecided Majors event on Jan. 29 and others will be shown at Raider Open House on March 17 Production

continues on this project and videos will be shown at various events, web, and social media.

VII. NUTTER CENTER MARKETING/ADVERTISING HIGHLIGHTS

BRANDING HIGHLIGHTS

- Updated Nutter Center logo on Nutter Center invoices
- Updated Nutter Center logo on Event Booking

ADVERTISING HIGHLIGHTS

- Professional Bull Riders event on 3/10/18—placed \$38,433 in advertising (television and radio)—pass-through cost (recouped from the show promoter)
- WWE (World Wrestling Entertainment) event on 3/12/18—placed \$12,830 in advertising (television and radio)—pass-through cost (recouped from the show promoter)
- Alan Jackson concert on 3/16/18—placed \$17,604 in advertising (television, radio, print and social media)—pass-through cost (recouped from the show promoter)
- Gabriel Iglesias concert on 3/22/18—placed \$4,800 in advertising (radio, print and social media)
- WWE (World Wrestling Entertainment) radio trade value received—\$12,578

WEB HIGHLIGHTS

- Added Event Spaces Sales brochure to www.nuttercenter.com
- Added concert/show dates and information for all upcoming Nutter Center events that have been announced to the public (ongoing) to www.nuttercenter.com

SOCIAL MEDIA HIGHLIGHTS

- *Facebook: WWE contest (organic only)*
Likes: 141
Shares: 49
Comments: 417
Post clicks: 1,136
Reach: 14,127