

# **Marketing Report Late September–Early December 2018**

## **I. PUBLICATIONS HIGHLIGHTS**

The Office of Marketing print team has completed 86 projects for our Wright State community partners. Highlights include multiple projects aimed at increasing enrollment such as Senior Inquiry and Senior Started Application emails, Raider Open House and College Credit Plus postcards, Refer a Friend projects for the Transfer Center, the Transfer Ad Campaign, the College of Engineering and Computer Science Experience recruiting event, recruitment materials for the College of Liberal Arts Theatre, Dance, and Motion Pictures, and various other recruitment/enrollment based print, advertising, and web projects.

### **ADVANCEMENT**

- Homecoming Social Media Graphics
- Homecoming Video Displays
- Wright Day to Give Social Media Graphics
- Wright Day to Give 2018 Thank You Postcard
- Dayton Performing Arts Alliance Program Ad

### **BOONSHOFT SCHOOL OF MEDICINE**

- Nursing School Nurse Brochure Update

### **BUSINESS AND FISCAL AFFAIRS**

- Controller 2018 Annual Report Cover

### **COLLEGE OF EDUCATION AND HUMAN SERVICES**

- CEHS Program Evaluation Certificate Brochure
- CEHS Ed Tech Brochure Update
- CEHS Raider Open House 2018 Flyer

### **COLLEGE OF ENGINEERING AND COMPUTER SCIENCE**

- CECS MME Social Media Card
- CECS 2018 Department Social Media Cards
- CECS Recruiting Event Postcard
- CECS Marketing 2018 Undergrad Program Inserts

### **COLLEGE OF LIBERAL ARTS**

- Randy Paul Memorial Services Program
- Musical Theatre *The Curious Incident of the Dog* Program 2018
- Dayton Literary Peace Prize Speaker David Wood Posters
- ArtsGala 2019 Music and Theatre Ads (Color and B&W)
- Communication Dept. Comm. Studies Brochure 2018
- Turkish Sufi Mystic Music Posters
- CELIA Piano Master Class Program and Flyer—Misha Dichter
- ArtsFair 2018 Postcard

- Civil Rights Pilgrimage 2019 Postcard
- Honors Dialogue—Paul Chappelle Flyer 2018
- TDMP Acting Booklet
- TDMP Musical Theatre Booklet
- ArtsGala 2019 Nov 9 DBJ Save-the-date 1/2 Page Ad
- Musical Theatre *Crazy for You* Program 2018
- COLA TESOL Card Update
- ArtsGala 2019 Save-the-Date (Large only)
- Musical Theatre—*The Liar* Program 2018

## **COLLEGE OF NURSING AND HEALTH**

- Cameos of Caring Invitations Fall 2018
- Cameos of Caring Posters Fall 2018
- BSN Completion Program Display Ads
- Cameos of Caring Fall 2018 Program
- CONH Undergrad Nursing Brochure

## **COLLEGE OF SCIENCE AND MATHEMATICS**

- COSM Festival of Research T-Shirt

## **ENROLLMENT MANAGEMENT**

- Admissions Visit Postcard 2018
- Admissions Senior Inquiry Emails 2018
- Admitted Student To-Do List
- Wright Path Week Cards
- Admissions Raider Open House Postcard (Nov. 2018)
- Admissions College Credit Plus Event Postcard 2018
- Admissions Junior Average Test Score Postcard 2018
- Admissions Senior Thank you for your Interest Postcard 2018
- Admissions Senior Test Score Postcard 2018
- Admissions Senior Started App Emails 2018
- Admissions Junior Thank you for your Interest Mailer 2018
- Admissions Folder Update 2018
- Transfer Center Refer a Friend Mailer
- Admissions Financial Aid Security Update Postcard 2018
- Transfer Center Refer a Friend Email Header
- Transfer Center Refer a Friend Email

## **LAKE CAMPUS**

- Lake Campus Open House Postcard (Nov. 2018)
- Lake Campus Senior Inquiry Emails 2018

## **NUTTER CENTER**

- Ohio Wedding Vendor Magazine 2019 Ad

## **PRESIDENT AND PROVOST, OFFICES OF THE**

- NAACP Freedom Fund Banquet 2018 Program Ad
- Social Media Vending Machine Graphics 2018

- NCCJ Program Ad
- Social Media Claw Machine 2018
- New CONH logo for Poster
- On Campus Poster Displays
- Raider Open House Retargeting Display Ads
- International Education Award Certificate
- Ohio Valley Hoops Tournament Program Ad
- President's Office Tent Cards
- Spring Transfer Display Ads

#### **RAJ SOIN COLLEGE OF BUSINESS**

- RSCOB Guidance Counselor Event Flyers 2018
- RSCOB Wright Brothers Day Card 2018
- RSCOB Dean's Welcome Postcard 2018
- RSCOB DSAB President Mailer 2018
- RSCOB Professional Development Day Banner 2018
- RSCOB Professional Development Day Finance Banner 2018
- RSCOB Professional Development Day Program 2018
- RSCOB Business Analytics Certificate Brochure 2018
- RSCOB Information Technology Certificate Brochure 2018
- RSCOB ISSCM Undergrad Pamphlet
- RSCOB ISSCM Grad Pamphlet
- Online MBA Radio Spots
- Online MBA Display Ads
- Online MBA Facebook Ads

#### **UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION**

- UCIE Recruiting Banner 2018

### **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, promotional items, and online. We fill requests for university, college, department, and unit logos, and answer questions from stakeholders and Printing Services.
- We worked with the Air Force Marathon to update the Air Force Marathon 5K race logo to reflect Wright State's brand.
- We met with representatives from Facilities Planning to discuss how our offices can cooperate on branding campus spaces. Discussions have included remodeling at the Libraries and signage at the Ellis Human Development Institute.
- We updated PowerPoint templates to accommodate widescreen.
- Our web designer worked on updating branding for OnTheHub online software store, DocuSign portal for the Boonshoft School of Medicine, WINGS Express portal, Libraries online resources, and the LIFT2 symposium.
- We also participate in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

## LEARFIELD LICENSING

- Through the Learfield Licensing portal, we received more than 200 licensing requests during the three-month period from September 1 through November 30, 2018. This yielded 197 approved licensed items for market, seven returned for revisions, and four designs rejected for not meeting branding guidelines.

## III. ADVERTISING HIGHLIGHTS

From September through November 2018, the Office of Marketing completed:

- three multi-channel advertising campaigns to recruit undergraduate and graduate students
- five print ads to promote the value of Wright State's community engagement

Two radio and digital advertising campaigns are under way to recruit undergraduate transfer students and MBA students for Spring Semester. The five-state campaign for the College of Nursing and Health's pre-licensure BSN program continues through December 15.

## UNDERGRADUATE ADVERTISING

### Cincinnati College Fair and *Cincinnati Business Courier*

- A full-page color print ad and half-page advertorial were distributed to approximately 12,000 *Cincinnati Business Courier* subscribers on September 14 and in the program for approximately 5,000 families who attended the National Association of Admissions Counselors College Fair at the Cincinnati Convention Center on September 23. The ads supported the university's Enrollment Management advisors who represented Wright State at the fair.

## WRIGHT STATE UNIVERSITY

### PIONEERS OF POTENTIAL

Inspired by the pioneering spirit of the Wright brothers, we see the potential in every student. Our inclusive learning community and dedicated faculty and staff will help you lead the way in your classes, your career, and your community. Here are just a few of our amazing students who are well on their way to achieving their dreams.



**Christina Davis and Andrea Poole, 1st-Year Students**

**Path to success:** Student research assistants at the Air Force Research Laboratory, Davis in the 71th Human Performance Wing and Poole in the Materials and Manufacturing Directorate. Members of an award-winning high school research team that developed a pill to prevent or minimize bacterial illness among deployed military personnel. Both study biochemistry and molecular biology.



**Stephanie Patino-Garfias, Senior**

**Path to success:** Interned at Ohio Bureau of Criminal Investigation. Career goal: to join a crime lab team. Selected for a prestigious, national Newman Civic Fellowship. Has worked with refugees from Guatemala, El Salvador, and Myanmar. In Dayton, works with the Mexican Consulate staff to help Ohio farm workers. Mentored by the president of the Dayton Foundation. Studies political science with minors in International Studies and Arabic.



**Marquise Crosby, Senior**

**Path to success:** Co-authored a research paper on proteins, scheduled for publication in the journal *Science*. Works as a lab assistant at the Air Force Research Laboratory's Materials and Manufacturing Directorate. Plans to go on for his advanced degree in science to follow his interests in marine biology or immunology.

**wright.edu/visit**

# WRIGHT STATE UNIVERSITY

## PIONEERS OF POTENTIAL

**At Wright State University,  
we see the potential in  
every student.**

Inspired by the Wright brothers,  
who changed the world forever, we  
encourage our students to achieve  
their dreams.

We offer more than 150 high-quality  
undergraduate programs. And  
our supportive faculty encourage  
our students to lead the way—to  
be pioneers in their classes, their  
careers, and their communities.

With one of the lowest tuition rates in  
Ohio, we're making college even more  
affordable. Our new tuition guarantee  
program locks in the cost of in-state  
tuition, housing, and dining for four  
years for new undergraduate students  
pursuing a degree.

Discover why more than 17,000  
students from 75 countries choose  
Wright State University.

[wright.edu/visit](http://wright.edu/visit)

A print color ad and advertorial were placed in 10 hometown newspapers (Fremont, Port Clinton, Bucyrus, Saturday, September 8 and Mansfield, Marion, Chillicothe, Lancaster, Newark, Zanesville, Sunday, September 9; two emails to 10,000 recipients with high school-aged students were sent September 16 and 23. Open and click-through rates exceeded industry averages.

	Open rate	Click-through rate
Education Sector	13.7%	1.19%
Sept. 19	18.4%	1.26%
Sept. 26	16.4%	1.60%



WRIGHT STATE UNIVERSITY  
–PIONEERS OF POTENTIAL–

### At Wright State University, we see the potential in you.

Whether your dream is to perform on Broadway, discover a biomedical breakthrough, start a business, protect the environment, or teach and inspire others, Wright State University will set you on your path to success.

Be inspired by the courage, perseverance, and creativity of our namesakes, the Wright brothers.

Discover Wright State's:

**AFFORDABILITY**

Some of the lowest university tuition and housing rates in Ohio.

And our Wright Tuition Guarantee and financial aid keep it that way.

**ACADEMIC EXCELLENCE**

150 undergraduate majors. 14:1 student-to-faculty ratio.

Award-winning faculty who care about YOU.

**CAREER SUCCESS**

Career advising, internships, and placement with top employers.

**RAIDER LIFE**

A beautiful, modern campus with 190+ student organizations.

Schedule your campus visit today at [wright.edu/visit](http://wright.edu/visit) or call (937) 775-5700.

- November 4, 2018 Raider Open House**

The campus visit is one of the most critical factors that influence a student's college choice. The following digital advertising supported Enrollment Management's email and direct mail communications to promote the fall open house.

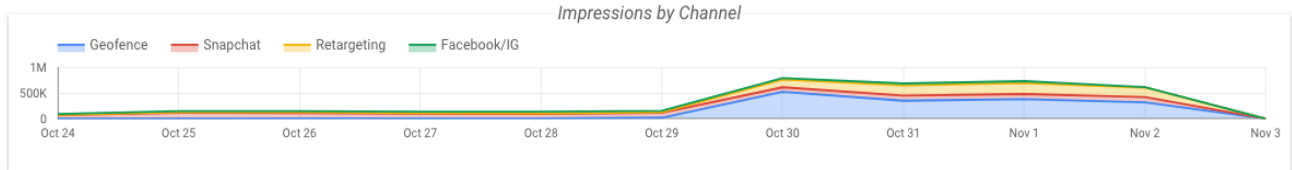
### Raider Open House - Ad Delivery

Impressions  
**3,638,859**

Clicks  
**12,154**

CPC  
**\$0.70**

CPM  
**\$2.33**



Media	Impressions	Clicks	CPM	CPC	Spend
Geofence	1,607,738	1,948	\$2.8	\$2.31	\$4,498.9
Snapchat	952,000	8,722	\$2.38	\$0.26	\$2,263.48
Retargeting	807,350	484	\$0.25	\$0.41	\$200
Facebook/IG	271,771	1,000	\$5.52	\$1.5	\$1,500
Grand total	3,638,859	12,154	\$2.33	\$0.7	\$8,462.38

- Ohio Valley Hoops Classic High School Basketball Tournament** A full-page color program ad, audio spots, and digital photo overview were presented to approximately 3,000 attendees during the November 30–December 1, 2018, tournament. Eighteen high schools from southern Ohio participated in the tournament held at Hillsboro High School. Southern State Community College, our transfer partner, also provided Wright State enrollment marketing materials.
- GRADUATE ADVERTISING** A digital advertising and radio campaign was conducted November 1–November 14 to promote the Graduate School Open House. Drive-time radio spots were placed on the top six Dayton region stations to reach adults ages 21–44 with an undergraduate degree (WCHD, WDHT, WHKO, WMMX, WTUE). Digital ad channels and delivery included the following:

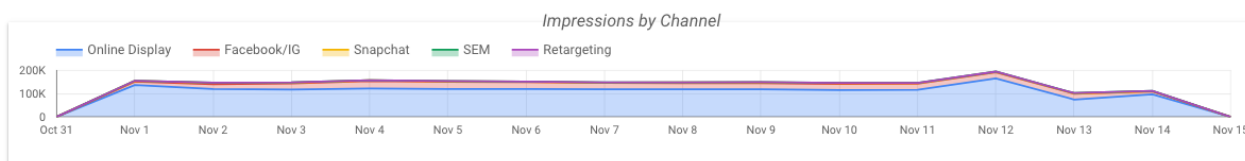
### Grad Open House - Ad Delivery

Impressions  
2,057,501

Clicks  
2,549

CPC  
\$2.55

CPM  
\$3.16



Media	Impressions	Clicks	CPM	CPC	Spend
Online Display	1,655,029	458	\$2.26	\$8.16	\$3,735.16
Facebook/IG	355,097	1,665	\$5.26	\$1.12	\$1,868.13
Snapchat	34,502	232	\$4.18	\$0.62	\$144.33
SEM	12,858	193	\$57.91	\$3.86	\$744.58
Retargeting	15	1	\$0	\$0.00	\$0.00
<b>Grand total</b>	<b>2,057,501</b>	<b>2,549</b>	<b>\$3.16</b>	<b>\$2.55</b>	<b>\$6,492.21</b>

### BRAND AWARENESS and COMMUNITY ENGAGEMENT

The following print ads were developed and placed to promote Wright State's support for the arts and social justice in the Dayton region:

- Wright State University Foundation: Dayton Performing Arts Alliance gala program ad, October 19
- ArtsGala: *Dayton Business Journal*, November 9 color ad; Wright State Theatre Program ads September–March
- NAACP Freedom Fund Banquet program ad, October 26
- National Conference for Community and Justice program (NCCJ) ad, October 20

### CURRENT AND UPCOMING ADVERTISING

- Dayton region radio spots and state-wide digital ads to motivate transfer students to apply for spring semester began November 20 and continue through early January with a short break when the university is closed.
- Cincinnati and Columbus region digital ads to motivate prospects to apply for Wright State's online MBA program in spring semester began November 21 and run through December 21. Drive-time radio spots in the Columbus market are also promoting the online MBA program and a December 11 virtual open house.
- Premier Flying to the Hoops tri-state high school basketball tournament program ad, banner, and audio spots at Trent Arena January 18–21, 2019.
- College of Nursing and Health pre-licensure pathway digital advertising campaign continues through December 15.
- Undergraduate and February Raider Open House advertising



## **IV. WEB HIGHLIGHTS**

### **RANKINGS**

- <https://www.wright.edu/about/rankings>
  - Developed an integrated and distributed system to display rankings for programs and colleges from a central resources to degree pages
  - <https://business.wright.edu/information-systems-and-supply-chain-management/master-of-science-in-logistics-and-supply-chain-management>
  - <https://engineering-computer-science.wright.edu/phd-in-engineering>
  - <https://engineering-computer-science.wright.edu/biomedical-industrial-and-human-factors-engineering/master-of-science-in-industrial-and-human-factors-engineering>
  - <https://education-human-services.wright.edu/leadership-studies-in-education-and-organizations/master-of-education-in-educational-leadership-teacher-leader-curriculum-and-instruction>
  - Etc....

### **COLLEGE OF LIBERAL ARTS**

- <https://liberal-arts.wright.edu/events>
  - Developed a new arts calendar to highlight upcoming performances and visual arts events
  - Integrated with the university for single entry but published in many parts of our sites
  - Continue to work with the college to develop sustainable content standards that meet a wide variety of needs and requirements.

### **RAJ SOIN COLLEGE OF BUSINESS**

- <https://business.wright.edu/request-info/mba>
  - Developed a new landing page for advertising January start online MBA
  - Utilizing current best practices for digital landing pages
  - Worked closely with college to ensure all inquiries are responded to quickly and accurately

### **CLASS SCHEDULE**

- <https://wingsexpress.wright.edu/classes/>
  - Worked to improve SEO, branding, and copy for unauthenticated class lookup page
  - This page is used by non-current students to see what courses we are offering in future semesters

### **ENROLLMENT MANAGEMENT**

- <https://www.wright.edu/request-info/find-your-way>
- <https://www.wright.edu/request-info/paola-did-it>
- <https://www.wright.edu/request-info/brody-did-it>
  - Developed a series of lead generation landing pages to coordinate with specific digital advertising campaigns aimed at transfer students looking for a January start
  - Worked closely with the transfer office to ensure inquiries are responded to quickly and accurately

## **DIVERSITY AND INCLUSION**

- <https://www.wright.edu/diversity-and-inclusion>
  - Developed a new diversity and inclusion site for the Chief Diversity Officer
  - Combines all identity centers, Office of Disability Services, Veteran and Military Center and the Office of Equity and Inclusion into a single top level navigation site
  - Future work will bring the Office of Equity and Inclusion fully into the site similar to Disability Services

## **FACILITIES MANAGEMENT AND CAMPUS OPERATIONS**

- <https://www.wright.edu/facilities-management-and-campus-operations>
  - Developed a new facilities management and campus operations site for the Chief Operating Offices
  - Combines all Contract Services, Design and Construction, Environmental Health and Safety, Facilities Operations, Materials Management, Parking and Transportation and Printing into a single top-level navigation site
  - Considerable time was spent redesigning and rewriting many areas of the site to be more user friendly and service focused

## **WEB DEVELOPMENT OPERATIONS**

- Continued to ensure all public websites deploy all updates for vulnerabilities
- Continue to refine our codebase for efficiency and management

## **MARKETING OPERATIONS**

- Migrated all use of Dropbox to centralized Office 365 services reducing costs and allowing for standardization of file sharing across the university

## **V. SOCIAL MEDIA**

### **ACCOMPLISHMENTS**

- Social Media Program Director Katie Halberg was hand-selected by the office of Columbus Mayor Andrew J. Ginther to be one of four experts at The Ohio State University for a presentation and panel on crisis communications. Other panelists included Ohio State's emergency management director, Ohio State Expo and Fair marketing and public relations director, and Approach Marketing president. The highly attended event was an annual conference for public affairs professionals, including many local and state government officials.
- The social media team also implemented several popular campus-pride-boosting initiatives this fall, including #GreenAndGoldFriday, #RoadRaiders, and special #GreenAndGoldFriday giveaway events.

### **GROWTH**

- The university's main accounts have grown to 162,419 fans, connections, and followers, representing an increase of 14,056 connections and growth rate of 9.5 percent so far in 2018. Consistent with national media metrics, our growth rate is slowing, but we *are* still growing.

### **CURRENT METRICS**

- While we have continued our overall growth in followers, we have remained relatively flat in our social media activity. This year-over-year performance can be

correlated to the number of social media managers we have lost, a result of the budget and staffing cuts. An increasing number of Wright State accounts are either inactive or being run intermittently by students who have varying amounts of training and access to the platforms, introducing a new concern and risks.

- Our impressions have not declined as significantly as we have continued our paid social media advertising campaigns. The sharp decline in link clicks is a combination of lower organic reach and an increase in content consumed entirely on the social media channel, e.g., videos.

#### **September 1–December 5, 2017**

##### **Social Media Managers: 265**

Impressions: 17,923,894

Engagements: 291,817

Link clicks: 62,300

#### **September 1–December 5, 2018**

##### **Social Media Managers: 219**

Impressions: 17,852,608

Engagements: 331,801

Link clicks: 38,000

#### **Change from 2017 to 2018:**

##### **Managers: - 21%**

Impressions: - 0.04%

Engagements: + 12.1%

Link clicks: - 63.9%

#### **Definitions:**

**Impressions**—The number of times our posted content was served to viewers

**Engagements**—The number of times users clicked on our content to view, comment, like, or share the post

**Link clicks**—The number of times users clicked on the embedded link on the content

The above only includes the platforms that are connected to Sprout Social, and is limited by each social networks' terms of service and data privacy rules.

### **SNAPCHAT PAID PROMOTIONS**

- On Snapchat, we have run 57 paid filters in 2018 so far, in the categories of outreach, high school athletics, and admissions. These 57 filters cost a combined \$4,502.57 to run over 767 hours, resulting in 10,389 uses and 525,831 views—a total cost per view of \$0.009; cost per 1,000 views per promoted hour: \$0.01. 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 and use these filters to enhance the photos they take and send to their friends, generating the invaluable peer-to-peer endorsement.
- 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 118,900 times and have earned 4.6 million impressions.

## **VI. PHOTOGRAPHY AND VIDEO**

The Office of Marketing video and photography team completed the following projects:

- 82 Photography Projects: 75 location shoots, 7 studio shoots
- 92 Digital Imaging Projects: Delivery of 573 digital files, 9 prints, and 8 mounted posters to clients; 343 files for internal requests including web and newsroom; 35 Smugmug orders
- 4 Video Projects
  - Wright Day to Give (2 Videos)
  - Homecoming 2018 Hype Video
  - Alumni Achievement Award Video—Hannah Beachler
  - Camoes of Caring (16 Videos)

## **VII. WINGS ANNOUNCEMENTS**

From late September through early December 2018, the senior editor in the Office of Marketing has posted 118 announcements on the university's WINGS portal, serving numerous colleges, academic departments, offices, and administrative areas with in-house announcements for cultural events, services, academic offerings, service or academic opportunities, employee and faculty workshops, and important messages from the administration. There is no cost to the requester.

### **AMIGOS LATINX STUDENT ASSOCIATION**

- DIA DE MUERTOS

### **ATHLETICS**

- Looking to get your Chipotle Fix? Support Club Football and Club Gymnastics in the process
- It's finally that time: GAME DAY!
- GAME DAY! Men's Soccer Championship 2018
- Raiders Host UIC in the Horizon League Championship
- Catch the Raiders vs. North Florida Ospreys
- Cheer on our men's basketball team as they take on the Cedarville Yellow Jackets
- Raiders Host Miami RedHawks

### **BOONSHOFT SCHOOL OF MEDICINE/WRIGHT STATE PHYSICIANS**

- Wright State Physicians is offering a weight loss surgery education seminar
- Skin Cancer Screening Event Set for May 7–11
- Wright State Physicians Psychotherapy Clinic accepting new patients
- Wright State Physicians Offering Flu Shots
- Wright State Physicians to offer Dermatology Education Night
- CLIMATE CHANGE & HEALTH—PPH 2100, coming Spring 2019

### **CELIA**

- Piano Master Class with MISHA DICHTER

## **CENTER FOR SERVICE-LEARNING AND CIVIC ENGAGEMENT**

- Join the Wright Vote Advocates for friendly conversation on today's most debated topics!
- Donations sought for Trunk or Treat

## **CENTER FOR TEACHING AND LEARNING**

- Workshops Offered by CTL—Workshops for the week of September 3
- FACULTY: You Survived the First 2 Weeks!—*Come Celebrate at CTL!*
- Workshops Offered by CTL—Workshops for the week of September 10
- Workshops Offered by CTL—Workshops for the week of September 17
- Workshops Offered by CTL—Week of September 24
- Fall Tips, Sips, & What-Ifs (for GTAs)
- Writing Bootcamp for faculty/staff scholarly work
- Workshops Offered by CTL—Week of October 22, 2018
- Book Group: *DEEP WORK* by Cal Newport
- CTL Workshop: General Education Academy

## **CEREMONIES (OFFICE OF CEREMONIES)**

- Commencement Tickets Now Available for Pick-Up

## **COLLEGE OF LIBERAL ARTS—LEAP**

- LEP 0550 Pronunciation Improvement
- Improve Your English Pronunciation!

## **COMMUNITY STANDARDS AND STUDENT CONDUCT**

- FIRST AMENDMENT SERIES, Part 1

## **CULTURAL & IDENTITY CENTERS**

- 2018 Tunnel of Oppression

## **DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURES**

- EDUCATION MAJORS: Check out this English course tailored just for YOU
- ENGLISH DEPARTMENT DAY
- THINK YOU'RE FUNNY?—Enroll in ENG 2020: The Basics of Stand-Up Comedy for Spring 2019!

## **DEPARTMENTS OF ENGLISH, WRIGHT STATE COLLEGE OF LIBERAL ARTS, SINCLAIR COMMUNITY COLLEGE, DAYTON LITERARY PEACE PRIZE EDUCATION AND OUTREACH COMMITTEE**

- COMMUNITY CONVERSATIONS: Books of the Dayton Literary Peace Prize—Discussion of *Homegoing*, by Yaa Gyasi

## **DEPARTMENT OF MODERN LANGUAGES**

- Language Study Skills Session

## **DEPARTMENT OF THEATRE, DANCE, AND MOTION PICTURES**

- The Curious Incident of the Dog in the Night-Time



## **DISABILITY SERVICES**

- Panel Discussion on Disability, Careers, and Employment

## **DUNBAR LIBRARY**

- FREE! Trademark Basics—It's All in a Name
- Free Basic Patent Information Workshop

## **ENGLISH LANGUAGE AND LITERATURES/TESOL**

- New Course! LEP 0580 ESL Grammar Refresher

## **ENVIRONMENTAL HEALTH & SAFETY**

- Consumer Notice of Tap Water Results

## **EQUITY AND INCLUSION OFFICE**

- WOMEN'S LUNCHEON
- Title IX Campus Notification

## **FRIENDSHIP FOOD PANTRY**

- FRIENDSHIP FOOD PANTRY 7th Annual ROWDY 500!

## **GLOBAL PUBLIC HEALTH BRIGADES**

- Global Public Health Brigades FIRST MEETING
- GLOBAL PUBLIC HEALTH BRIGADES Next General Meeting

## **GUARDIAN STUDENT NEWSPAPER**

- Support *The Guardian* with dinner at Chipotle

## **HERS SUMMER INSTITUTE**

- Please join us for a presentation about the HERS Summer Institute

## **HOSPITALITY SERVICES**

- Save Money and Dine On Campus!

## **HUMAN RESOURCES**

- 2018 Student-Led Employee Health Fair (with College of Nursing & Health)
- Premier Health Mobile Mammography Coach Coming to Dayton Campus

## **LANA CENTER**

- Native American Heritage Month Book Read TODAY
- Native American Heritage Month Talk: The State of Ohio—A Native American Perspective

## **LIBERAL ARTS**

- THE MORAL INJURY OF WAR—A Conversation with David Wood<sup>[L]</sup><sub>[SEP]</sub>

## **MASTER OF HUMANITIES PROGRAM**

- LECTURE: Democratizing the Constitution

## **MATHEMATICS AND STATISTICS**

- Math & Statistics Open Collaborative Space is now open!

## **MINI UNIVERSITY**

- Mini U offering preschool scholarships for WSU students, faculty, and staff who qualify

## **NEW MEDIA INCUBATOR**

- DESIGNING FOR CHANGE, INNOVATING FOR GOOD—With TOM MITCHELL
- DESIGNING FOR CHANGE, INNOVATING FOR GOOD—With JOE ALTHAUS
- 2018 TOY DRIVE

## **NURSING AND HEALTH**

- 2018 TOY DRIVE
- WW (Weight Watchers) Kick-Off Meeting

## **PHI RHO SIGMA MEDICAL SOCIETY OF THE BOONSHOFT SCHOOL OF MEDICINE**

- Phi Rho Sigma BLOOD DRIVE

## **PROVOST'S OFFICE**

- Welcome Reception for Provost Susan Edwards
- Candidates for the position of associate VP and controller to visit Wright State during November

## **RAIDERCONNECT**

- Disclosure of Student Consumer Information

## **RAIDERTHON & RAINBOW ALLIANCE**

- Raiderthon Drag Show

## **RAINBOW ALLIANCE**

- Raiderthon Drag Show

## **RAJ SOIN COLLEGE OF BUSINESS**

- 2019 Wright Venture Competition

## **RESEARCH**

- Would you like to help us learn more about mind wandering and other lapses of attention?
- Research Participants Needed
- Research Participants Needed for Cell Phone Addiction Survey

## **RESEARCH AND SPONSORED PROGRAMS**

- Wright State to host Ohio Supercomputer Center for “An Introduction to the OSC” workshop
- Hands-on Workshop with the Ohio Supercomputer Center

- JOIN THE DISCUSSION!—Tools for Advancing Research at Wright State University and Promoting its Value to the Community

## **ROTC**

- Army ROTC to test electron weapons system in Allyn

## **SCHOOL OF MUSIC**

- Celebration of Life for DR. RANDALL S. PAUL

## **SOCIETY OF WOMEN ENGINEERS**

- Support WSU Society of Women Engineers at RAPID FIRED PIZZA

## **SOCIOLOGY**

- What Everyone Needs to Know about Diversity: Building a Diverse and Inclusive Campus
- A New Way to Take INTRODUCTION TO SOCIOLOGY and SOCIAL PROBLEMS

## **SOPP**

- ADHD Group Therapy for Children

## **SPECIAL COLLECTIONS AND ARCHIVES**

- BIRTHDAY CELEBRATION FOR MILTON WRIGHT

## **SPIA**

- Now Accepting Applications for the MODEL UNITED NATIONS Program
- HOW WILL THIS ELECTION AFFECT YOU?

## **STUDENT ACTIVITIES**

- TOYS FOR TOTS

## **UNICEF, WRIGHT STATE UNIVERSITY CHAPTER**

- Do Good with BURRITOS—Support Wright State's UNICEF Chapter at Chipotle!

## **UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION**

- LAST CHANCE—come in for Study Abroad Advising & WIN!
- Study Abroad in SWEDEN this Spring!
- INTERNATIONAL EDUCATION: Fall Open Forums with Associate VP for International Education
- CALL FOR NOMINATIONS: 2018 Annual International Education Award
- Workshop on the Gilman Scholarship for Study Abroad Students
- Are you a Pell Grant recipient? Check out this amazing Study Abroad Scholarship opportunity!
- Where are they Wednesday?—Our Wright State Study Abroad students share where they are studying at this very moment!
- STUDY ABROAD SCHOLARSHIPS
- 2018 HERITAGE SCHOLARSHIPS AVAILABLE
- Now Available—Study Abroad during Winter Break + Scholarships!
- STUDY ABROAD THIS WINTER BREAK!

- Why Join Us during International Education Week?
- Making new friends on a Monday in Thailand like...
- TAPAS TUESDAY—TODAY!
- Host a Student from Mexico or Japan this Summer
- FREE Holiday Hot Chocolate Bar!

#### **UNIVERSITY HONORS PROGRAM**

- International Peace Educator PAUL K. CHAPPELL to Lecture on Peace Literacy

#### **VETERAN & MILITARY CENTER**

- Campus Costume Fun Run—Halloween Fundraiser
- DINING IN THE DARK
- Java for G.I.'s Coffee Drive

#### **WARGAMES SOCIETY**

- Learn to play the wargame *Quebec 1759*

#### **WE SERVE U**

- *We Serve U* Volunteer Fair
- Ronald McDonald House Charities of Dayton looking for volunteers
- Volunteers needed for event benefiting FLOC
- Cards for Kids
- VOLUNTEER FOR THE DAYTON TURKEY TROT

#### **WOMEN'S CENTER**

- Are You a Breast Cancer Survivor? Get a CARE PACKAGE FOR SURVIVORS

#### **WRIGHT STATE UNIVERSITY NEWSROOM, FROM THE**

- Wright State Expands Career Services for Students

#### **WRITING ACROSS THE CURRICULUM**

- Writing Bootcamp for faculty/staff scholarly work