

**Wright State Board of Trustees
Marketing Report
November 2017–January 2018**

I. PUBLICATIONS HIGHLIGHTS

In the last two months, the Office of Marketing print team has completed 43 projects for our Wright State community partners. Highlights include the Fall Commencement program and several pieces for the College of Business Professional Development Day. Our writers and editors have also worked on refreshing content for university websites and email campaigns aimed at increasing enrollment.

BUSINESS AND FISCAL AFFAIRS

- Controller 2017 Annual Report Cover

COLLEGE OF EDUCATION AND HUMAN SERVICES

- Meet Your Major Postcard
- Organizational Leadership Brochure

COLLEGE OF LIBERAL ARTS

- *ArtsGala* 2018 Music/Theatre Ads
- *ArtsGala* 2018 Registration Site Icons
- *ArtsGala* 2018 Save-the-date Postcard
- CELIA Modern *Sparkle* Flyer
- Musical Theatre *Fiddler on the Roof* Program
- Musical Theatre *Urinetown* Program
- Peace Prize Lecture Flyer
- Peace Prize Lecture Posters
- Peace Prize Lecture Digital Display

COLLEGE OF NURSING AND HEALTH

- Cameos of Caring Invite

COMMUNICATIONS, OFFICE OF

- Factsheet Update (Fall 2017)

GRADUATE STUDIES AND RESEARCH

- Graduate School Cox Media Ohio Digital Ads
- Graduate School Facebook Digital Ads
- Graduate School Radio Spots

ENROLLMENT MANAGEMENT

- Admissions Academics Junior Teaser
- Admissions FAFSA Reminder Postcard
- Admissions Letterhead

LAKE CAMPUS

- Lake Campus Open House Ad Template

PRESIDENT, OFFICE OF THE

- Commencement Program Fall 2017
- *Dayton Business Journal* Half-Page Ad
- Fairborn Chamber Digital Ad
- Fairborn Chamber Print Ad
- Flying to the Hoops Banner
- Flying to the Hoops Print Ad
- Ohio State Volleyball Tournament Snapchat Filter
- Ohio Valley Hoops Classic Print Ad
- University/President's Holiday Card
- Why Wright State Landing Pages Copy

RAJ SOIN COLLEGE OF BUSINESS

- Entrepreneurship Programs Brochure
- Professional Business Institute Postcard
- Professional Development Day Branding Banner
- Professional Development Day Code Poster
- Professional Development Day Electronic Sign Art
- Professional Development Day Finance X-Banner
- Professional Development Day Headshot Banner
- Professional Development Day Program
- Professional Development Day X-Banner
- RSCOB Website Refresh

UNIVERSITY COLLEGE

- Advising Web Copy
- Student Success Social Media Icon

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.
- Our office continues to fulfill requests for university, college, department, and unit logos, and answers questions from numerous stakeholders and Printing Services. To improve brand consistency, Printing Services set up an approval process for Karen Strider-Iames to review jobs that were not designed by the Office of Marketing or Printing Services before they are printed. We reviewed the new WrightStatePromos portal, a one-stop-shop for ordering Wright State promotional merchandise. This site is scheduled to go live in January 2018.
- Our web designer also worked on updating the branding on Banner, Qualtrics web-based survey software, SharePoint, Pilot online learning gateway, WrightBuy e-procurement, Advancement's online giving banners, uAchieve degree audit, scholarship search, and provided minor branding assistance for WSRI's website. In addition, we worked on ongoing social media profile images and participated in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

LEARFIELD LICENSING

- Through the Learfield Licensing portal, our office saw 67 licensing requests during the period from October 24 through December 31, 2017. This period yielded 64 approved licensed items for market. Two requests were returned for revisions, and one design was rejected for not meeting branding guidelines.

III. ADVERTISING HIGHLIGHTS

From October 16, 2017, through December 31, 2017, the Office of Marketing developed and placed five print ads, three digital advertising campaigns, one commercial radio campaign, and one regional high school basketball tournament promotion 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

- **Raider Open House Facebook/Instagram campaign October 27–November 4, 2017** Ohio and Indiana reciprocity counties; Teens ages 13–18; Parents of teens; Interest in college, higher education, SAT/ACT; Results: 204,177 people reached; 7,566 clicks; click-through rate 1.32%; cost per click = \$.41
- **Cox Ohio Media Behavioral Targeting October 25, 2017–November 9, 2017:** 945,000 impressions; Ages 21–55; College-educated; Raider Country prospects interested in advanced degrees and continuing education; Internet users across a wide variety of websites including Cox Media Group web and social media sites (radio, TV, print newspaper sites); Results: Impressions = 1,071,304; 818 clicks; click-through-rate = .08%; cost per click = \$10.39
- **Lake Campus Open House, November 16, 2017** –Ad templates for print ad placements in newspapers in Celina and St. Marys region.
- **Google AdWords search and display ads campaign, October 5–October 22, 2017** The campaign utilized approximately 1,500 keywords and phrases targeting Ohio users searching for undergraduate programs by major, bachelor's degrees, top-ranked colleges and universities, applying to college, paying for college, college affordability, scholarships and financial aid, and other Ohio public universities and community colleges. Results: 688,027 impressions; 2,965 clicks; Search text ad click-through rate = 1.38%, cost per click = \$2.25; Display ad click-through rate = .29%, cost per click \$.46
- **Ohio Valley Hoops Classic Basketball Tournament, December 1–2, 2017**
Reach: players, families, and supporters of 22 high school basketball teams from southern Ohio (including Moeller, Centerville, Springboro, Xenia, Princeton, Mason, and Tipp City). Media included the Wright State logo on the tournament website two months prior to the tournament, print program full-page ad, and promotional announcements during the tournament. Collaborative marketing with Southern State Community College, host of the tournament, included a joint promotional announcement encouraging Southern State Community College students to complete their degrees at Wright State. Southern State marketing staff also provided Wright State recruiting materials and transfer advice at an information table. The Wilmington local newspaper also listed Wright State in article about the tournament.

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

- Digital display ads on two home/rental websites October 3–November 3, 2017 Military by Owner Home and AHRN Automatic Housing Referral Network targeted to military and civilian personnel relocating to Wright-Patterson Air Force Base Results: 13,862 impressions. Click-through rate=.05%

Graduate School Recruiting

- **November 9, 2017 The Graduate School Open House.** Objective: motivate prospective students to attend and apply. Total online prospect forms completed advanced registration = 160. Campaign included the following:
 - **Top five Dayton-region commercial radio stations** Adults ages 21–44; :15 and :30 drive-time spots (Cox Radio, Alpha Media, and iHeartRadio three stations)
 - **Cox Ohio Media Behavioral Targeting:** 945,000 impressions; Ages 21–55; College-educated; Raider Country prospects interested in advanced degrees and continuing education; Internet users across a wide variety of websites including Cox Media Group web and social media sites (radio, TV, print newspaper sites); Awaiting the results report, which has been requested from Cox.
 - **Facebook ad campaign October 31–November 9, 2017** targeted to prospects with a college degree in 100-mile radius of Wright State, ages 22–55, college graduates, interest in advance degrees, adult learning, professional growth and career development. Results: Total people reached = 234,283; 8,893 clicks; click-through rate = 1.09%; Cost per click = \$.33

Alumni, Donor, and Community Engagement

- **Minority Times October, 2017** One-fourth page color ad to promote Wright State's value and focus on diversity among faculty, staff, and students.
- **Dayton Business Journal November 3, 2017** Half-page color ad. Objective: Save-the-date featuring President Scharder. Promote attendance and support for the ArtsGala and the value Wright State contributes to the quality of life and innovations in our region. Pro bono funding from BizJournals.
- **Dayton Business Journal Book of Lists December 29, 2017** Half-page color ad next to the list of the region's top companies. Objective: promote the value of hiring interns and graduates of Wright State University degree and the value of our degree programs.

UPCOMING ADVERTISING AND RELATED PROJECTS

ENROLLMENT MANAGEMENT

Undergraduate Recruiting

- Premiere Health Flying to the Hoops High School Basketball Tournament, January 12–15, 2018 Reach: Approximately 20,000 fans of 38 high school teams primarily from Ohio, plus Kentucky, West Virginia, and Nevada. Media includes: a full-page print ad in the tournament program, banner in Trent Arena, promotional announcements during the tournament. We will also run a Wright State branded Snapchat filter for use and sharing by fans at the tournament.
- Integrated digital advertising campaign January 15–May 31, 2018, including retargeting, Google AdWords/display ads, Facebook, and Snapchat through the end

of FY18. Objective: Increase Fall 2018 enrollment and increase awareness, campus visits, and applications for Fall 2019. Focus on Raider Country, plus Hamilton County and the following counties where applications for Fall 2018 were lower compared to this time-period in December 2016: Licking, Medina, Brown, Clinton, Scioto, Ross.

- Develop a new three-part direct mail and email sophomore campaign in collaboration with Enrollment Management. Funded by the Wright State University Foundation. We will also develop emails and potential Snapchat filters in collaboration with Enrollment Management.

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

- ***Military Medical News***, print ad, January or February issue.
- ***Military Times*** digital web ads February–March.
- ***Stars and Stripes*** digital web ads March–April
- **Facebook/Instagram** March–June

Graduate Recruiting

- *Skywriter* January 12, 2018 One-fourth page color ad to recruit for the College of Education and Human Services' Fall 2018 program in Ed.D. in Organizational Studies.

ALUMNI, DONOR, AND COMMUNITY ENGAGEMENT

- *ArtsGala* March 24, 2018 a series of print ads in the *Dayton Daily News* and *Dayton Business Journal*; ThinkTV Channels 14 and 16 television spots. All pro bono funded from the media companies.
- **Fairborn Chamber of Commerce** Full-page print ad in the chamber directory to promote the value of hiring Wright State interns and graduates and the value of our degree program

IV. WEB HIGHLIGHTS

RAJ SOIN COLLEGE OF BUSINESS

- <https://business.wright.edu/>
- A full rebuild of the college and all department sites
- 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
- All degree program pages were rewritten to be modern and focused on core prospective audiences
 - Integrated appropriate newsroom success stories on each degree page
 - <https://business.wright.edu/accountancy/bachelor-of-science-in-business-accountancy-major>
 - <https://business.wright.edu/economics/bachelor-of-science-in-business-economics-major-and-bachelor-of-Arts-in-economics>
 - Additional examples can be found here <https://business.wright.edu/degrees-and-programs>

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- <https://psychology.wright.edu/>
- A full rebuild of the college and all department sites
- Latest standards for branding, accessibility, navigation, usability, and mobile friendliness
- Worked closely with college administration/leadership to rework, reorganize, and rewrite significant sections of the sites to be more audience focused

ENGINEERING AND COMPUTER SCIENCE

- NEUMAP Lab
 - <https://engineering-computer-science.wright.edu/lab/neumap>
 - New lab site
- ATR Lab
 - <https://www.wright.edu/autonomy-technology-research-center>
 - New lab site
- Cyber Security
 - <https://engineering-computer-science.wright.edu/audience/cyber-security>
 - New landing page for marketing initiatives to drive growth in these programs

COLLEGE OF LIBERAL ARTS

- ArtsGala
 - <https://www.wright.edu/artsgala>
 - A complete rebuild to improve mobile functionality and simplify navigation structures
 - Developed past events archive section to improve sustainability
 - Migrated to fully in brand theming

UNIVERSITY COLLEGE

- University Academic Advising
 - <https://www.wright.edu/academic-advising>
 - A new single location for academic advising for all colleges and programs
 - Worked closely with the centralized advising team to build a site that met the diverse needs of our audiences and is integrated back to the college sites for user experience consistency
 - Consolidated other existing advising resources to this single location

ENROLLMENT MANAGEMENT

- Salesforce Marketing Cloud
 - We have continued our collaborative efforts between Enrollment Management, Graduate School, CaTS, and Office of Marketing to build out and send email automations
- Why Wright State?
 - Reorganized content on our top-level admissions landing page and added new pages aligned with email campaigns
 - <https://www.wright.edu/admissions>
 - <https://www.wright.edu/admissions/why-wright-state/academic-excellence>
 - <https://www.wright.edu/admissions/why-wright-state/affordability>

- <https://www.wright.edu/admissions/why-wright-state/career-success>
- <https://www.wright.edu/admissions/why-wright-state/raider-life>
- UTM Strings Acquia
 - Modified our codebase after Acquia changed its codebase to ensure we are capturing UTM Strings back to Salesforce to track efficiency of our advertising campaigns

CATS

We worked with technical staff on multiple initiatives to bring third-party-hosted sites into brand to improve user experience

- Banner 9 Theming
- Qualtrics
 - <http://www.wright.edu/research/resources/qualtrics>
 - All surveys now use a standard Wright State theme that meet brand guidelines
- uAchieve
 - <https://www.wright.edu/academic-advising/degree-audit-uachieve>
 - Screen shots on this page will be updated soon with new Wright State theming

ADVANCEMENT

- Special Collections and Archives
 - <https://www.wright.edu/giving/special-collections-and-archives>

COMMUNITY

- Combined Campaign
 - <https://www.wright.edu/event/combined-campaign>
 - Rebuilt fully with current template for event-based sites
 - Updated all content for annual campaign
- Raidersgiving
 - <https://www.wright.edu/event/raidersgiving>
 - Rebuilt fully with current template for event based sites
 - Updated for 2017 holiday

VP OF RESEARCH/BOONSHOFT SCHOOL OF MEDICINE

- Redcap
 - <https://www.wright.edu/research/resources/redcap>
 - Worked with WSRI, Research, CaTS, and BSOM to migrate public documentation for REDCap services from the WSRI site to our VP of Research site.
 - Worked to improve the usability and organization of these pages

ABOUT

- <https://www.wright.edu/about>
 - Reorganized the navigation and organization of our top-level About pages
 - Reduced page count significantly and improved access to key leadership pages
 - Enhanced leadership profiles and pages
 - Organizational Chart
 - <https://www.wright.edu/about/organizational-chart>
 - Implemented a new university wide Organizational chart

WSRI

- <https://wsri.wright.edu/>
- Worked with WSRI staff to align branding, improve accessibility and usability on their new website

BRANDING UPDATES

The following sites have been migrated from older themes to the current brand standard themes. This is a continued effort to ensure that our sites are as sustainable as possible by a limited number of staff. These changes reduce the amount of custom code we are maintaining.

- <https://www.wright.edu/student-union>
- <https://www.wright.edu/student-government-association>
- <https://www.wright.edu/transfer>
- <https://www.wright.edu/retirees-association>

V. SOCIAL MEDIA

GROWTH

- Calendar year 2017 ended with 148,363 total connections, up 11.1 percent over 2016. Social media audience growth is beginning to plateau as it reaches critical mass figures. Aside from the decline in organic (unpaid) reach and engagement from Facebook's algorithm, Wright State continues to see strong results from our growing investments in social media.

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; launched Facebook account for Newsroom and Twitter account for President Schrader; conducted ITN for next social media management platform, began contract negotiations with the top vendor and incumbent, Sprout Social; launched Snapchat on-demand filter advertising; ended year with 148,363 connections
- 2018: Finalizing contract with Sprout Social, which will dramatically increase our bandwidth for using the social media management platform

Social Media Managers Group

- The Social Media Managers Group (SMMG) now consists of 247 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, except for the College of Nursing and Health.

Sprout Social

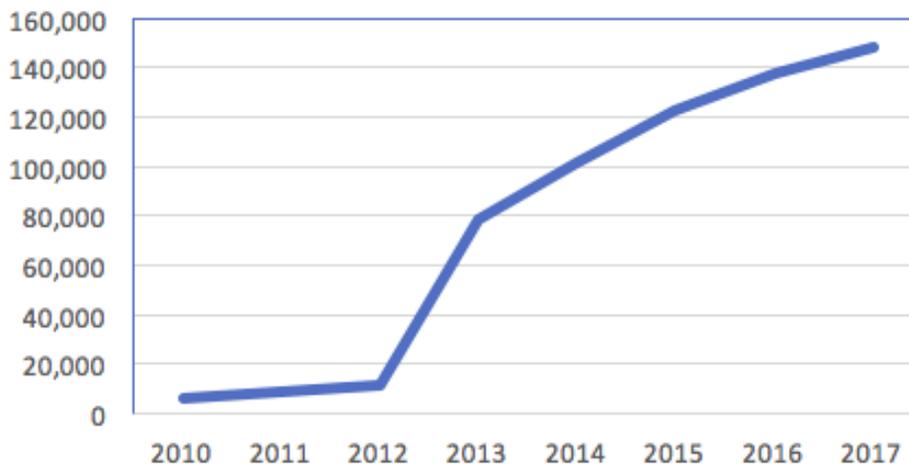
- Wright State now has 228 social media profiles connected to our social media management enterprise system, Sprout Social. This platform allows us to monitor, track, analyze, and engage with any accessible social media content that mentions brand keywords. We can also schedule unlimited content to keep our accounts active.

Social Media Advertising

- To save on agency costs, Wright State brought all non-campaign-specific social media advertising in-house. Director of Advertising Monica Snow and Director of Social Media Katie Halberg, along with several other members of the Office of Marketing, have collaborated to manage Facebook, Instagram, and Snapchat paid content with greater success than we saw with our previous agency of record. We continue to fine-tune these operations to be more strategic with our limited budget. For example, in 2017 the Office of Marketing placed 29 on-demand (paid) Snapchat filters. Snapchat is the fastest growing platform for the teenage and young adult demographics. All on-demand Snapchat filters we have produced include the university's branding in conjunction with the event or activity it is promoting. Collectively, these filters saw a 31 percent conversion rate from impressions to use, and yielded 193,117 views at less than a penny per view (\$0.009 per view).

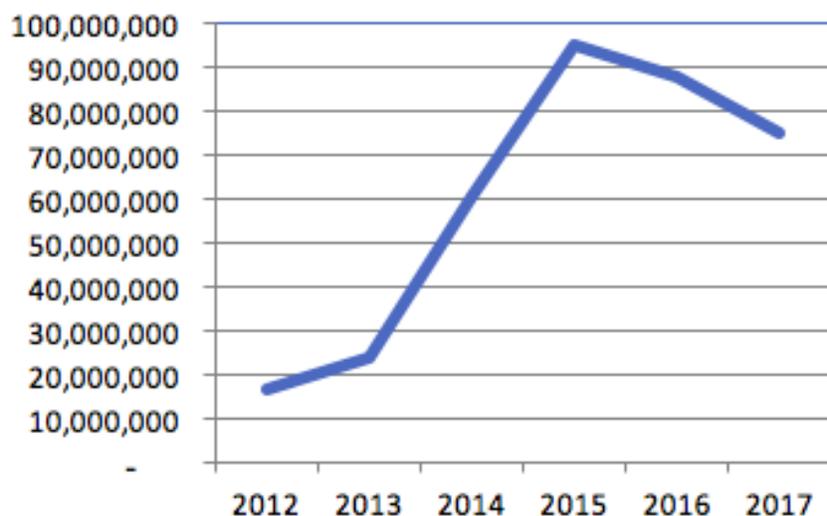
Growth Charts

Total Followers



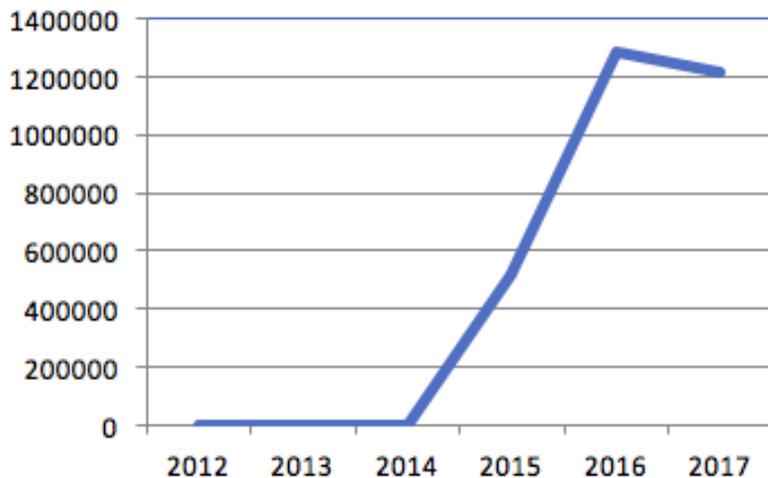
Total Followers: Number of followers, connections, etc., across all official channels.

Impressions



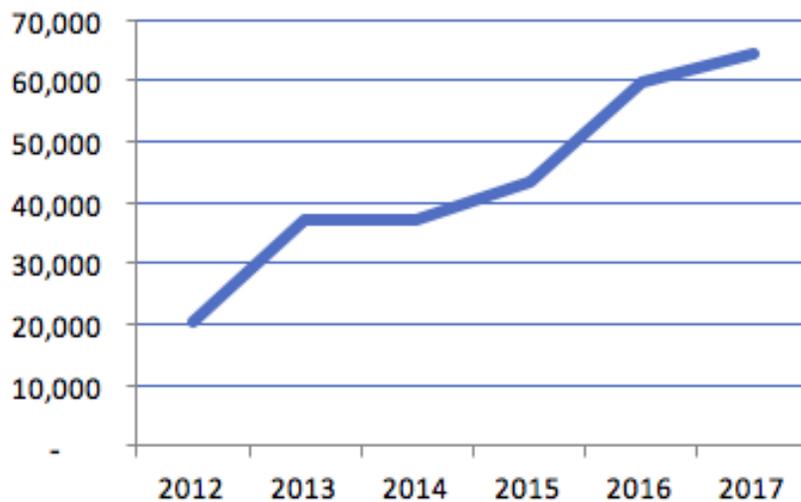
Impressions: Number of times our content was served to users on Twitter, Facebook, and LinkedIn. This metric has only recently become available for Instagram, where we have seen the most growth. The decrease over the last year is attributed to the lack of available data from Instagram and Snapchat and the decrease in Facebook organic reach.

Engagements



Engagements: Total number of engagements across Twitter, Facebook, Instagram, and LinkedIn.

Link Clicks



Link Clicks: The cumulative number of clicks on Bit.ly links, a web address shortening service that provides real-time link tracking. These are clicks to our website from our social media content and to our social media content from other channels.

For more data or information, please contact Katie Halberg at katie.halberg@wright.edu.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team completed the following projects October 17–December 22, 2017.

- 53 Photography Projects: 49 location shoots, 4 studio shoots
- 31 Digital Imaging Projects: Delivery of 391 digital files, and 32 prints
- 31 Video Projects
 - 18 video testimonials of award recipients were produced for the College of Nursing and Health “Cameos of Caring Awards, Winter 2018.” In addition, 18 location shoots at regional hospitals and clinics were conducted to obtain b-roll for the videos.
 - 10 testimonial videos were shot for the Raj Soin College of Business redesigned website featuring both undergraduate and graduate programs in the college.
 - A “50th Year in Review” video was produced for Advancement highlighting the announcement of our seventh president, the 50th Anniversary, fundraising successes, student and faculty achievements, partnerships, high-profile events, etc.
 - 3 of 11 videos for the “Athletics 50 Years of Raider Basketball” have been 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.

UPCOMING VIDEOS/PHOTOGRAPHY PROJECTS

- Continued video production and editing for the Raj Soin College of Business, student and alumni testimonials for the college’s redesigned website.
- Continued footage and editing for the Athletics 50 Years of Raider Basketball.

- Preliminary production of “Why I Love Wright State” video for Enrollment Management, to be shown at Raider Open House on March 17.
- A series of 5 videos to utilize for promotions during the CSIC campaign will be produced to include an educational/informative video, faculty/staff testimonials, student impact stories, and a “thank you” video. Production to begin January 19.

VII. NUTTER CENTER MARKETING/ADVERTISING HIGHLIGHTS

BRANDING HIGHLIGHTS

- Updated all graphics running on the video board during Men’s and Women’s Basketball games and events with the new Nutter Center logo

ADVERTISING HIGHLIGHTS

- Harlem Globetrotters—placed \$27,337 in advertising (television, print, billboard and social media)—pass-through cost (recouped from the show promoter)
- Jeff Dunham—placed \$22,925 in advertising (print, radio and billboards)—pass-through cost (recouped from the show promoter)

WEB HIGHLIGHTS

- Added concert/show dates and information for upcoming Nutter Center events that have been announced to the public (ongoing) to nuttercenter.com. Note: Three shows were announced and went on sale within a five-day period in early December.

SOCIAL MEDIA HIGHLIGHTS

- Facebook: Alan Jackson concert announcement post results (organic only)
 - Likes: 1,117
 - Shares: 381
 - Comments: 688
 - Post clicks: 4,651
 - **Reach: 67,282**

PHOTOGRAPHY AND VIDEO HIGHLIGHTS

- WSU Communications completed a News story on the autographed electrical panels. John Cox, Nutter Center Facilities Manager, was interviewed.