

I. PUBLICATIONS AND ADVERTISING

COVID-19 Update

The Office of Marketing, working through a public health emergency during this critical recruiting period, has facilitated rapid changes in advertising, communications, websites, social media, video, and campus branding initiatives. Collaborations with offices and departments across campus have helped increase brand exposure during this time. Marketing has seen a dramatic increase in demand for services over the last month and the staff has risen to the occasion, working long and irregular hours to meet the university's needs.

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign focused on Raider Country is well under way. We have prioritized previously planned outdoor spend towards digital channels due to the stay-at-home order. We will continue to adjust accordingly. The pandemic has accelerated our expansion to different counties including those around Lake.

Publications and Advertising Highlights

The Office of Marketing team has delivered 90 publications and advertising projects for our Wright State community partners since February 6, 2020. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Express Registration
- Raider Open House
- Admitted Student March Madness
- Grad School National Recognition Campaign
- RSCOB MBA Advertising Campaign
- Undergrad Advertising Campaign
- Graduate Advertising Campaign
- Admissions Financial Award Notice
- Student Retention Team Help Flyer
- Wright State Magazine Spring 2020
- COSM Innovation Weekend Spring 2020
- ArtsGala/Ungala
- Theatre Production Programs
- CELIA Programs, Displays, Posters, and Flyers

Breakdown

- 52 Print Projects
- 25 Advertising Projects
- 9 Email Projects
- 4 Miscellaneous Projects (graphics, promotional items, etc.)

II. WEB

The Office of Marketing web team has completed 292 projects and web support requests since February 6, 2020. Several projects are currently in progress.

Highlights

- COLA Scholarship and Emergency Fund Applications
- New Website for Office of Audit, Risk and Compliance
- Coronavirus Social Distancing Graphics
- President's Thank You Card Email Template

Breakdown

- 4 web projects completed
- 288 web support requests

III. SOCIAL MEDIA

Metrics Jan. 1 to April 1, 2020:

Total followers: 166,511

Increase of 1,672 YTD

Click through: 28,214

We implemented bi-weekly virtual meetings to keep social media managers in touch with each other. Our goal is to discuss what is working for each unit and how we can be more effective in our remote work locations.

We removed Snapchat as an official outbound channel from the university. We are exploring the TikTok platform to see if it is feasible to implement with our current operations.

Impact of Challenges on Social Media

Year over year: January 1–April 5 (93 days/94 2020)

	2016	2017	2018	2019	2020
Total followers	50,892	60,245	67,393	156,480	163,365
Impressions	7,399,906	8,975,212	14,560,563	13,123,679	13,311,024
Engagements	280,432	358,697	290,951	497,325	250,077
—Average per day	2,983	3,857	3,129	5,348	2,660

A large jump in followers from 2018 to 2019 came from LinkedIn structural changes and the Instagram evolution.

The spike in engagements during 2017 was due to layoff and cuts questions and ire; during 2019 is due to the avalanche of comments on our social media from activists during the faculty strike.

Major events during each time period:

2016 = Presidential debate excitement, prior to canceling

2017 = President Hopkins' resignation, financial crisis

2018 = Financial crisis, layoffs

2019 = Faculty strike

2020 = Coronavirus

Analysis includes:

Twitter accounts: Wright State, Wright State News, Wright State Alert, Rowdy

Facebook accounts: Wright State, Wright State News, Wright State Alert

Instagram account: Wright State

LinkedIn account: Wright State

Pinterest account: Wright State

IV. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 120 photography requests, video projects, and internal/external digital imaging requests since February 6, 2020. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- RSCOB “Why Wright State” Video
- RSCOB High School Sophomore/Junior Recruitment Video
- RSCOB Faculty Research Videos
- COLA Testimonial Videos
- PAFE and Faculty Awards
- Faculty/Staff Basketball Game
- Campus/Tunnel Photos for Websites/Social Media/Advertising Campaigns
- Theatre Production Photography

Breakdown

- 37 location and studio photography sessions
- 4 Video Production Projects
- 72 internal digital imaging requests
- 7 external digital imaging requests

V. WINGS ANNOUNCEMENTS

From February 6 through April 6, 2020, the Office of Marketing has posted 40 announcements on the university’s WINGS portal, serving 28 colleges, departments, and administrative areas, including several academic departments, the Police Department, Center for Teaching and Learning, Cultural and Identity Centers, and Raider Food Pantry. WINGS announcements run the spectrum from official announcements to specialty events or participatory opportunities for students. Highlights include:

- Ohio Civil Rights Commission to hold hearings on campus
- Mathematical and Microbiological Sciences sidewalk and entries temporarily closed
- Fully Online Intermediate German Course Offered this Summer
- \$300 Study Abroad Scholarships for Summer ISA Programs
- MANAGING ELECTRONIC RECORDS AND EMAIL
- We Serve U Day
- Raider Food Pantry: Apply for a \$20 Grocery Gift Card