

I. PUBLICATIONS AND ADVERTISING

Right here. Right now. Wright State.

Wright State University has kicked off a new multiyear awareness and recruitment campaign focused on Raider Country. Through August we are marketing to the counties that are drivable to the Dayton campus. We will expand geographically in future academic years. Key attributes of this campaign are:

- Brand awareness
- Consistent messaging
- Easily recognized as Wright State
- Direct calls to action
- Focused on key events and deadlines
- Utilizing a wide range of touch points on traditional and digital channels

Publications and Advertising Highlights

The Office of Marketing team has delivered 178 publications and advertising projects for our Wright State community partners since August 16, 2020. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Fall Commencement
- Parents and Family Weekend
- Raidersgiving
- Wright Day to Give
- Festival of Flight
- COSM Innovation Weekend
- COSM Festival of Research
- ArtsGala
- Theatre Production Promotions
- Theatre, Dance, and Motion Pictures Booklets

Breakdown

- 126 Print Projects
- 30 Advertising Projects
- 17 Emails
- 5 Miscellaneous Projects (graphics, promotional items, etc.)

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 also participate in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

CLC LICENSING

Through the Collegiate Licensing Company portal, we received 604 requests for licensed items from Sept. 1, 2019, to Dec. 31, 2019.

III. WEB

The Office of Marketing web team has completed 901 projects and web support requests since August 16, 2020. Several projects are in currently in progress.

Highlights

- Honors Website Refresh
- Student Health Services Website Refresh
- Army ROTC Website
- Student Health Services Website Refresh
- Editorial Style Guide Update 2019
- Wright State App Update
- We Serve U Website
- Catalog Updates

Breakdown

- 12 web projects completed
- 889 web support tickets

IV. SOCIAL MEDIA

Growth

Calendar year 2019 ended with 165,749 total connections, up 5.1 percent over 2018. 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.

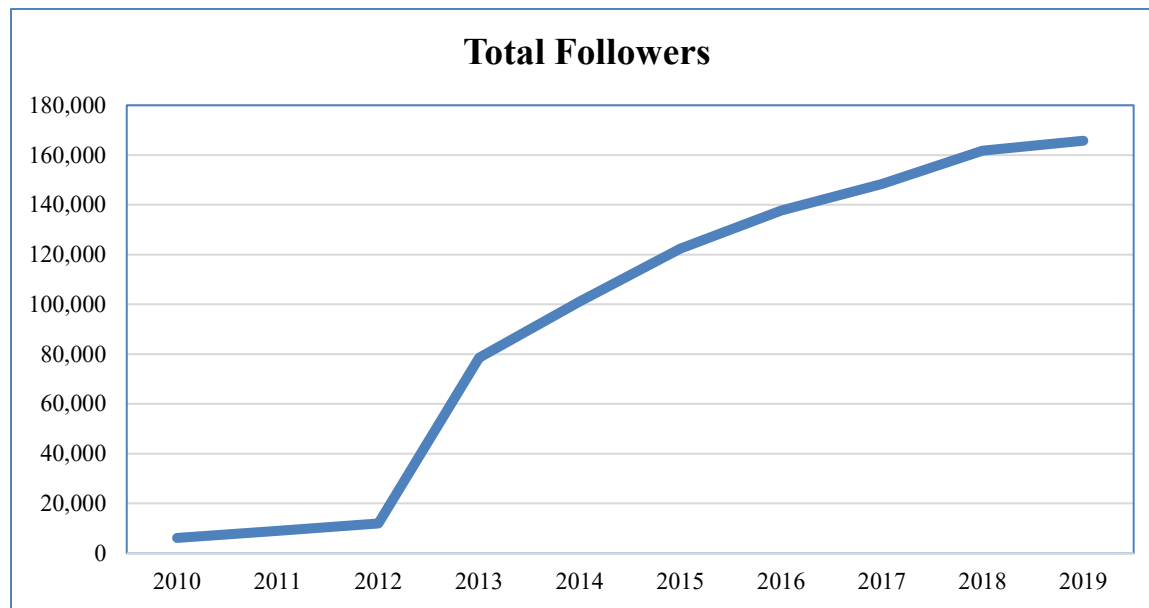
Social Media Timeline at Wright State University

- **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

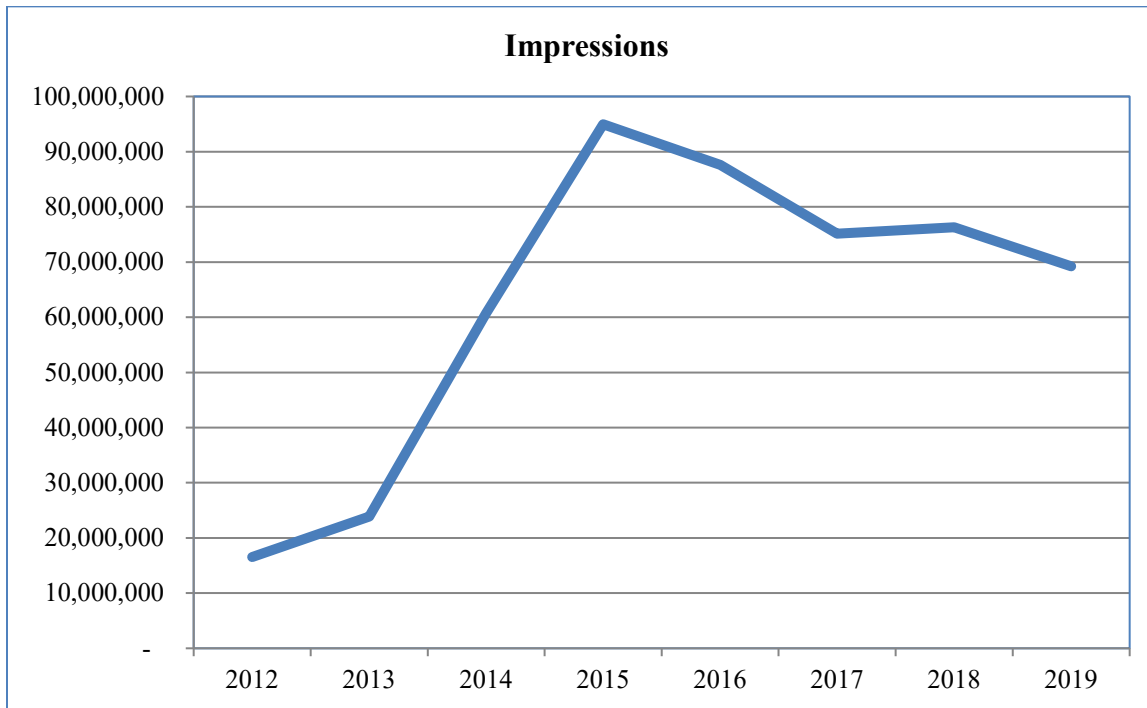
- **2016:** LinkedIn dropped education pages; added Snapchat; ended year with 137,705 connections
- **2017:** Vine, Tumblr removed as official channels; launched Facebook account for Newsroom and Twitter account for President Schrader; conducted ITN for next social media management platform, began contract negotiations with the top vendor an 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; surpassed 80,000 followers on LinkedIn; ended year with 161,794 connections
- **2019:** Google+ shut down as a social media network; began dividing Facebook reach as organic and paid; began tracking LinkedIn reach as the follower count is becoming less reliable; Instagram account passed 10,000 followers; ended the year with 165,749 connections.
- **2020:** YouTube account passed 1,500 followers

Growth Charts

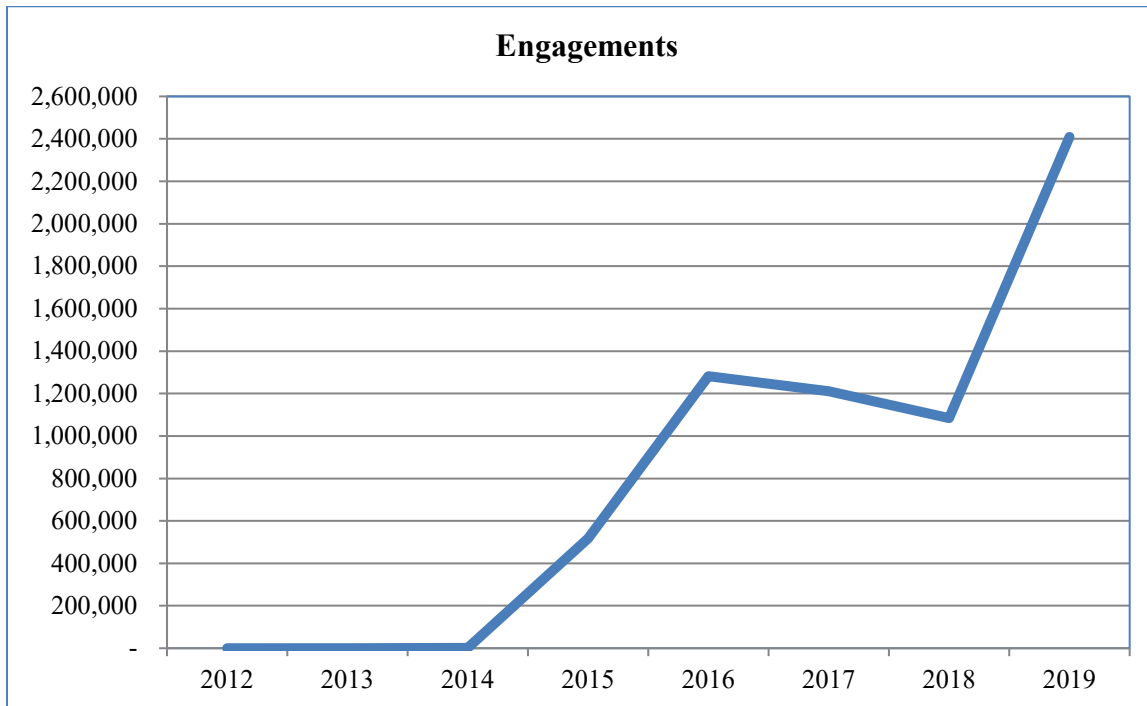
Total Followers: Number of users who follow our social media accounts.



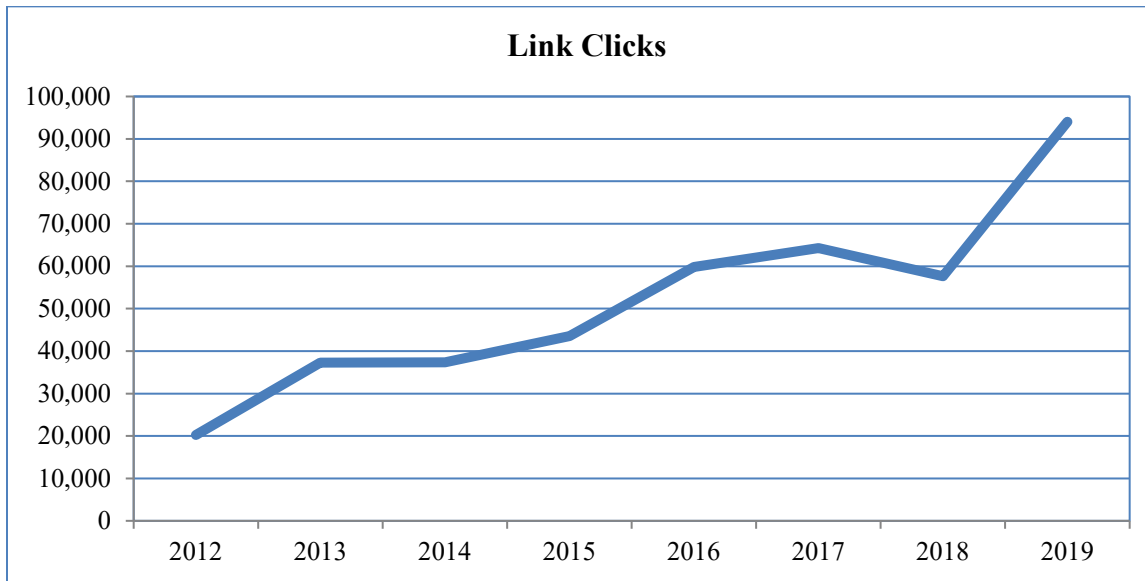
Impressions: Number of times our content was served to users. The continued decrease over the last year is attributed to the decrease in Facebook organic reach, increased market saturation, and decreased sent content due to the staff cuts endured on campus.



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



Link Clicks: The cumulative number of clicks (as measured through Bit.ly) on links to and from our social media content. We saw a dramatic uptick in users clicking through in large part due to three areas: faculty strike, national awards, and athletics.



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

V. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team completed 437 projects, photography requests, and internal/external digital imaging requests since August 16, 2020. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- Festival of Flight
- Alumni Holiday/New Year Video
- Alumni Survey Video
- Mathile Grant Testimonial Videos on Student Success
- Wright Day to Give 2019 Videos (3)
- Combined Federal Campaign Video
- Fall Appeal 2019 Photography (Multiple sessions)
- Fall Photo Days for Marketing Content
- Raider Open House Pre-Roll Video

Breakdown

- 145 location and studio photography sessions
- 7 Video Production Projects
- 202 internal digital imaging requests
- 83 external digital imaging requests

VI. WINGS ANNOUNCEMENTS

From August 2019 through February 3, 2020, the Office of Marketing's senior editor has posted 141 announcements on the university's WINGS portal, serving numerous colleges, departments, and administrative areas with in-house announcements for cultural events, services, academic offerings, service opportunities, employee and faculty workshops, and about important messages from the administration. WINGS announcements run the spectrum from official announcements to specialty events or participatory opportunities for students. Highlights include:

- FESTIVAL OF FLIGHT
- Join us October 1—Wright Day to Give!
- Road closures for USAF 5K and Marathon
- COLA Wright-Patterson Air Force Base Careers Event
- Join us for RAIDERSGIVING 2019
- Wright State Student Health Services moving Jan. 6
- Students First Fund Accepting Grant Applications
- Veterans' Voices Lives and Stories: Parts 1, 2, & 3 (with New Media Incubator)
- Now Accepting Applications for the MODEL UNITED NATIONS Program
- RAIDER FOOD PANTRY open for limited hours during Winter Break
- EMPLOYER SPEAKER SERIES spotlights Federal Reserve Bank