

I. PUBLICATIONS AND ADVERTISING

COVID-19 Update - Mark

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. - Mark

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 105 publications and advertising projects for our Wright State community partners since April 8, 2020. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

- Raider Open House advertising
- Extensive high school advertising
- Student Success Stop-Out marketing
- Jump-Start Summer 2020
- Orientation 2020
- Orientation Resource Guide
- Yard Signs for high school graduates
- Transfer mailers/postcards
- Sidewalk decals for The Greene
- Skywriter ads
- DBJ Forty Under 40
- Streaming audio companion graphics
- ArtsUnGala 2020

Breakdown

- 53 Print Projects
- 42 Advertising Projects
- 7 Email Projects
- 3 Generals Projects

II. WEB

The Office of Marketing web team has completed 638 web support requests and is currently working on/completed 18 projects since April 8, 2020. Highlights include the following:

Highlights

- COSM Site update
- Residence Life and Housing website refresh
- Career Center website refresh
- Civic Learning and Civic Engagement web refresh
- Academic Affairs website refresh
- Lake Campus website refresh
- Student Government website refresh
- AFROTC website refresh
- College Credit Plus student online resource guide
- Raid Our Closet website
- Web design for faculty research website
- Lake landing page for RHRN ads
- Multiple murals throughout campus
- Merging OEI ADA content with ODS
- News website in Drupal 8
- Marketing Cloud content builder email templates

Breakdown

- 8 web projects completed
- 10 web projects in progress
- 632 web support requests completed

III. SOCIAL MEDIA - [Katie](#)

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 146 photography requests, video projects, and internal/external digital imaging requests since April 8, 2020. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights

- Library online tour
- Student Success online tour
- WSUAA graduation congrats video
- Campus housing online tour
- Student Union online tour
- May 2020 Over the Top videos
- Cinema/Theatre video ads
- Wright Venture video
- Online courses video
- Raider Open House Summer 2020 video
- Graduate Together TV ad
- First Weekend videos for Student Success Centers
- Emergency fund thank you video
- Wright State magazine photography
- Urbana University recruitment photos
- Student housing exterior photography

- Move-in photography

Breakdown

- 21 location and studio photography sessions
- 27 Video production projects
- 98 internal digital imaging requests
- 6 external digital imaging requests

V. WINGS ANNOUNCEMENTS

From April 8 through August 25, 2020, the Office of Marketing has posted 66 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. There is no cost to the requester.

AFRICAN AND AFRICAN AMERICAN STUDIES AND HISTORY

- The African Diaspora

ANTHROPOLOGY AND SOCIOLOGY

- Want a Course to Help You Process This Pandemic?

ART AND ART HISTORY & STEIN GALLERIES

- View our graduating students' Senior Art Show on social media

BOONSHOFT SCHOOL OF MEDICINE

- Join us virtually for Boonshoft School of Medicine Graduation 2020
- Population and Public Health Sciences offers new aerospace medicine course
- Master of Public Health Virtual Open House
- New Course for Fall 2020 – ASM 1717 Humans and Machines at Extremes
- Phi Rho Sigma BLOOD DRIVE

CAMPUS REC

- Join a FREE Virtual Workout in the Comfort of your Home [x2]
- Separation Recreation Virtual Game Week (with UAB)
- Virtual Bingo
- Driveway 5K

CENTER FOR TEACHING AND LEARNING

- CTL Drop-In Sessions
- Remote Teaching Tips and Sips [x2]
- Live Online Classes Using Collaborate Ultra Online Session
- Remote Teaching Plus
- Student Engagement and Success: Action, Assessment, and Dialogue
- Online Panopto Workshops Offered by CTL

COLLEGE OF EDUCATION AND HUMAN SERVICES

- Virtual Career Fair for Educators

DEPARTMENT OF ENGLISH LANGUAGE AND LITERATURES

- Study Abroad Canada: Stratford Shakespeare Festival
- ENG 3010: Books and Psychology

ENVIRONMENTAL HEALTH AND SAFETY

- Annual Consumer Confidence Report on Wright State's Drinking Water

FACILITIES MANAGEMENT AND CAMPUS OPERATIONS

- Fawcett Hall closure June 13 and 20
- Four Quad Locations to Close During Construction Project

FACILITIES MANAGEMENT AND SERVICES

- Shutdown of both Allyn Hall elevators April 21

GRADUATE SCHOOL

- Pass/Unsatisfactory Grading Option Available for Graduate Students

HISTORY

- Kings & Queens (HST 3100-01)
- The Art of War in Europe 1500–1800 (HST 4820-01, HST 6820-01)

INSTRUCTIONAL DESIGN FOR DIGITAL LEARNING

- IDDL for Online Development
- FACULTY: Instructional Design for Digital Learning (IDDL) Open House
- STAFF: Instructional Design for Digital Learning (IDDL) Open House

LATINX, ASIAN, AND NATIVE AMERICAN AFFAIRS

- Asian and Pacific Islander Heritage Month Celebration 2020

LEAP INTENSIVE ENGLISH PROGRAM

- LEP 0550 Pronunciation Improvement—NOW OFFERED ONLINE!
- LEP 0480 Test Preparation for IELTS & TOEFL—NOW OFFERED ONLINE!

MATHEMATICS AND STATISTICS

- MTH 3120—Mathematical Theory of Interest

MIDDLE EASTERN AND ISLAMIC STUDIES

- Minor in Middle Eastern and Islamic Studies
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MINI UNIVERSITY

- Mini University Open with New Safety Protocols

PHARMACOLOGY AND TOXICOLOGY

- New Master's Concentration for Pharmacology and Toxicology

POLITICAL SCIENCE

- Study the 2020 Presidential Election This Fall

PRESIDENT'S OFFICE

- Schedule Change for President Edwards' Webex Drop-Ins
- President Sue Edwards to host live chats on Webex
- Chat with President Edwards on Webex

RaiderConnect

- Disclosure of Student Consumer Information

RAIDER FOOD PANTRY

- Apply for a RAIDER FOOD PANTRY Food Gift Card

RAJ SOIN COLLEGE OF BUSINESS

- M.B.A. Virtual Open House
- Advance Your Career with an M.B.A.

REGISTRAR

- Keep All Letter Grades

RELIGION, PHILOSOPHY, AND CLASSICS

- Want to study world religions? Learn about Greek warfare or the Dead Sea scrolls?

RESEARCH AND SPONSORED PROGRAMS

- Applications Open—Venture Lab Pre-Accelerator 7-Week Program

SCHOOL OF PROFESSIONAL PSYCHOLOGY

- Looking for LGB couples with military experience to help with practice interviews for research

SCHOOL OF PUBLIC AND INTERNATIONAL AFFAIRS (SPIA)

- Interested in Organizing for Change?

SCIENCE AND MATHEMATICS

- Pre-Professional Health Remote Appointments Available

SOCIOLOGY AND ANTHROPOLOGY

- Sociology of Work (SOC 3320-01/5320-01)
- Urban Sociology (SOC 4310-01/6310-01)

STAFF COUNCIL

- Staff Senate Elections Now Open

STUDENT INVOLVEMENT AND LEADERSHIP

- Virtual Student Leadership Awards Ceremony

STUDENT AFFAIRS

- Volunteers Needed for Campus Food Distribution this Thursday

UNIVERSITY CENTER FOR INTERNATIONAL EDUCATION

- International Internships Available This Summer
- Join the Study Abroad Team for Our First Travel Talk Tuesday TODAY!
- International Summer Business Courses
- Study Abroad in FRANCE
- Study Abroad—VIRTUALLY!
- 2020 HERITAGE SCHOLARSHIPS AVAILABLE

UNIVERSITY LIBRARIES

- Return, Request, and No-Contact Pick-Up of Library Materials
- University Libraries Virtual Book Discussion

WOMEN'S CENTER

- Share Your Stories with the Women's Center