Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign continues. The campaign’s current focus is on digital advertising, promoting key events and deadlines such as the Sept. 13 Virtual Raider Open House, the Oct. 30 Raider Open House, and the Nov. 1 priority application deadline.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 151 publications and advertising projects for our Wright State community partners since April 9, 2021. Below are just a few highlights of the many projects aimed at increasing enrollment and marketing the university.

Highlights
- Dayton Business Journal 2021 Forty Under 40
- Dayton Business Journal Aerospace and Defense Forum
- Dayton Business Journal Focus on Colleges and Universities
- Dayton Business Journal Promotion for Levitt Pavillion Night
- The Greene sidewalk graphics
- Dayton Mall sidewalk graphics
- South Dayton Lifestyle Magazine
- Jo Magazine
- Skywrighter
- Various Facebook and Snapchat ads
- Ring Digital ads
- Ohlmann Digital ads
- Raider Open House
- Shawnee High School yearbook
- Olympics WDTN
- Cincinnati Magazine
- Dayton Daily News Guide to Higher Education
- Cincinnati Bengals program
- Theatre season brochure
- ArtsGala 2020 May thank you ad
- Library 2021 annual report
- Army ROTC recruiting brochure
- CEHS IDL brochure
- Spring commencement program
- CHEH Raider Open House flyers—Nursing, Education, Human Services
- Various logos
- BSOM MPH program newsletter
• Summer visit postcard
• COLA advising flyer
• COLA faculty awards signage
• Housing folder and rate sheet
• Top 10 reasons to live on campus
• RSCOB career management postcard
• SOPP commencement program
• Festival of Flight posters and flyers
• Horizons in Medicine program
• Wright Day to Give postcards
• Fall registration postcards—Dayton and Lake
• Student Success help page poster

**Breakdown**

- 68 Print Projects
- 83 Advertising Projects

**II. WEB**

The Office of Marketing web team has completed 535 web support requests and projects since April 9, 2021. Highlights include the following completed projects:

**Highlights**

- 2020 Impact Report
- Shalin Lab website
- CTL Pilot help pages conversion
- Calamityville webpage buildout
- SORT-Student Organization Registration and Training program webpage
- Latino Center rebuild
- Bolinga Black Cultural Resources Center 50th Anniversary
- Asian and Native American Center refresh
- Racial Equity Task Force website
- CHEH website build
- Digital signage overhaul
- BSOM college newsletter
- Financial Aid 101 webpage
- RHRN Salesforce registration banner images
- Branding updates for online giving
- Library special collection homepage

**Breakdown**

- 45 web projects completed
- 490 web support requests completed
III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 102 photography requests, video projects, and internal/external digital imaging requests since Apr 9, 2021. Below are a few highlights of the work that has been accomplished during this timeframe.

Highlights
- Spring Commencement
- Wright State magazine
- Department of Psychiatry graduation
- Graduating Chief Class of Surgery
- Orthopedic surgery graduation
- Faculty Awards of Excellence
- COLA faculty awards
- NDHC
- NPHC plot groundbreaking
- BSOM class composite
- Psychiatry incoming class
- Juneteenth
- World Refugee Day—BSOM
- Women’s basketball
- Division of Inclusive Excellence
- Legacy scholarship golf outing
- Student life photos
- Lake Campus senior preview day
- Numerous newsroom profiles and studio/location portraits
- BSOM MPH videos
- Academic Advantage Program in CECS video
- Wright Path video
- Multiple orientation videos
- Multiple advertising videos

Breakdown
- 81 location and studio photography sessions
- 45 Video production projects
- 96 internal digital imaging requests
- 54 external digital imaging requests
IV. Branding

Branding efforts that are currently in process/ongoing include:

- Brand book and style guide for Athletics, including Lake Campus Athletics
- New branding for College of Health and Human Services and its 4 departments
- Updating content/brand for digital signage
- Updating content/brand for campus signage
- Updating environmental and installing murals/colors across campus