

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign continues. The campaign's focus is on promoting key events and deadlines as well as establishing front-of-mind presence and the university's brand. Some of the most recent events promoted through this campaign include Raider Open House, The STEMM Experience, the November 1 priority admission deadline, Lake Campus Education Evening, Lake Campus Nursing Night, and Future Teachers Day. Recent university advertising also included scholarship programs, FAFSA submission, and advertising for specific academic programs.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 102 publications and advertising projects for our Wright State community partners since September 9, 2022. Listed below are many projects aimed at increasing enrollment and marketing the university.

Advertising

- 2022_23 Centerville Lifestyle Print Ads December
- 2022_23 Centerville Lifestyle Print Ads November
- 2022_23 DBJ Forums Ad Creative Aerospace and Defense Forum Half Page Ad
- 2022_23 DBJ Forums Ad Creative Aerospace and Defense Forum Print Ad
- 2022_23 Facebook Ads November_General
- 2022_23 Facebook Ads October_General
- 2022_23 Jo Magazine and TV Ads Website Banner Ads
- 2022_23 RING Digital/SEM Ads November
- 2022_23 RING Digital/SEM Ads October
- 2022_23 RING Digital/SEM Ads September COSM Graduate School Ads
- 2022_23 RING Digital/SEM Ads_December_Amazon
- 2022_23 RSCOB DBJ Ad Campaign Homepage Takeover Ads Oct. 17
- 2022_23 RSCOB DBJ Ad Campaign Homepage Takeover Ads Sept. 19
- 2022_23 RSCOB DBJ Ad Campaign Native Content Article Nov. 14
- 2022_23 RSCOB DBJ Ad Campaign Native Content Article Oct. 17
- 2022_23 RSCOB DBJ Ad Campaign Native Content Article Sept. 19
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Nov. 3
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Oct. 13
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Sept. 15
- 2022_23 RSCOB DBJ Ad Campaign SOV Digital Ads Nov. 14
- 2022_23 RSCOB DBJ Ad Campaign SOV Digital Ads Oct. 17
- 2022_23 RSCOB DBJ Ad Campaign SOV Digital Ads Sept. 19
- 2022_23 RSCOB DBJ Ad Campaign XL Banners Oct. 17

- 2022_23 RSCOB DBJ Ad Campaign XL Banners Sept. 19
- 2022_23 Sidewalk Graphics November/December
- 2022_23 Sidewalk Graphics October/November
- 2022_23 Snapchat Ads October_Priority App Deadline
- 2022_23 Snapchat Ads October_STEMM Experience
- 2022_23 Snapchat Ads_November_Public Health
- AIM Media 2022 College Connection Print Ad
- AIM Media Winter Sports Section Ad
- Career Services Employer Speaker Series 2022_23 Cleveland Clinic
- Career Services Employer Speaker Series 2022_23 Kettering Health
- Career Services Employer Speaker Series 2022_23 Lexis Nexis
- Career Services Employer Speaker Series 2022_23 Ohio Dept. of Natural Resources
- Career Services Employer Speaker Series 2022_23 Premier Health
- Career Services Employer Speaker Series 2022_23 WPAFB
- CECS Amigos Latinos Gala Program Ad
- CHEH Amigos Latinos Gala Program Ad
- COLA Pullup Banner
- Columbus Dispatch College Connection Guide Digital Ads
- Columbus Dispatch College Connection Guide Eblast
- Columbus Dispatch College Connection Guide Print Ad
- COSM Amigos Latinos Gala Program Ad
- Dayton Magazine Guide to College and Universities Advertorial
- Dayton Magazine Guide to College and Universities Print Ad
- DBJ BizWomen Power 50 Print Ad
- Destination Dayton Visitors Guide Ad
- Foundation DBJ Business of the Year Awards Program Ad
- Foundation DBJ Business of the Year Awards Strip Ad
- Jo Magazine and TV Ads Oct. 26 Print Ad
- Jo Magazine and TV Ads Sept. 23 Print Ad
- Livability November 2022 Print Ad
- Mascot Media Website Digital Ads
- Mascot Media Website Preroll Ads
- NACAC Cincinnati College Fair Guide Advertorial
- NACAC Cincinnati College Fair Guide Print Ad
- Ohio Civil Rights Hall of Fame 2022 Letter
- Ohio Civil Rights Hall of Fame 2022 Print Ad
- Ohio Valley Hoops Classic PA Announcement Scripts
- Ohio Valley Hoops Classic Program Ad
- Power Ad Co. Projects 2022 Centerville Floor Graphic
- Power Ad Co. Projects 2022 Franklin Gym Static Scoreboard Ad
- President's Office Amigos Latinos Gala Program Ad

- ROH Nutter Center Marquee Graphic--October 22, 2022
- RSCOB Amigos Latinos Program Ad
- RSCOB Technology First Advertising Digital Ad
- RSCOB Technology First Advertising Push Notification
- Sinclair Clarion Transfer Ad
- STEMM Experience 2022 Email
- USA Today Veterans Affairs Section Ad

Print

- 2022 ASFR Booklet
- Art Card
- Art Minor Card
- Arts Management Card
- ArtsGala 2023
- CHEH Cameos of Caring Program
- COLA Donor Reception 2022 Invitations
- COLA Fine and Performing Arts Handout Card
- COLA International and Comparative Politics MA Handout Card
- COLA MPA Program Marketing Handout Card
- COLA Music Program Ad
- COLA TDMP Theater Programs 22_23 Sister Act
- COLA TDMP Theater Programs 22_23 The Mousetrap
- Dance Booklet
- Design Tech Booklet
- Fact Sheet 2022 Update
- Foundation Thank You Video Signage
- Full Event Agenda--October 22, 2022
- Music Brochure
- Musical Theatre Booklet
- Office for Educational Affairs Electronic letterhead
- RSCOB PBI 2023 Handout Cards
- RSCOB Undergrad Graduate Flyer October Update
- STEMM Experience 2022 Flyer Update
- STEMM Experience 2022 Save the Date Postcard
- Stethoscope Thank You Card
- Student Success Coach Services Handout Card
- Student Success Tutoring Services Half Sheet
- Table Poster/stands
- Take Flight Flyer
- Transfer Week Screen

Breakdown

- 71 Advertising Projects
- 31 Print/Publications

II. WEB

The Office of Marketing web team has completed 610 web support requests and projects since September 9, 2022. Highlights include the following completed projects:

Projects

- Addiction Medicine Fellowship Site
- Banner 9 Student Self-Service Theming
- BSOM Addiction Medicine Fellowship Webpages
- BSOM Event Email
- BSOM website for new rural family medicine residency
- Business Visit Webform
- Campus Rec Website Refresh
- COLA School websites
- COSM Site Update
- Department logo that fits the parameters of the site it will be added to:Photo Guidelines: File Types Accepted: JPG, PNG Size Requirements: Maximum of 10MB. We
- Dinesmore/Kendall RSCOB webform
- Drupal 7 2022 Platform Maintenance
- Drupal 9 Site Base
- Family Weekend Event Website
- IE Search Web Page
- India Landing page
- ITAG Website
- MPH Virtual Open House Events
- Office of the Provost website
- OHECC 2023 Conference Website
- Winter Grad Fest 2022
- Wright Path Visit Day Landing Page
- Wright State University Career Services banner image.jpg [In 2017, was originally titled Wright State University Career Center banner image.jpg]

Breakdown

- 23 web projects completed
- 587 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 249 photography requests, video projects, and internal/external digital imaging requests since September 9, 2022. Below are highlights of the work that has been completed during this timeframe.

Video

- 2022_23 Cinema Ads November
- 2022_23 Cinema Ads October
- 2022_23 Jo Magazine and TV Ads October_30 seconds
- 2022_23 Jo Magazine and TV Ads_November_15 seconds_transfer
- 2022_23 RING Digital/SEM Ads COSM Graduate School Preroll
- 2022_23 YouTube Ads November_FAFSA
- 2022_23 YouTube Ads October_FAFSA
- 2022_23 YouTube Ads_November_Lake Education Evening
- 2022_23 YouTube Ads_November_Lake Nursing Night
- 2022_23 YouTube Ads_November_Public Health Bachelors
- 2022_23 YouTube Ads_November_Scholarships
- 2022_23 YouTube Ads_November_Transfer
- 2022_23 YouTube Ads_October_Priority Admission
- 2022_23 YouTube Ads_October_STEMM Experience
- Jo Magazine and TV Ads November TV Ads_15 seconds_scholarships
- Jo Magazine and TV Ads October_15 seconds
- Ohio Valley Hoops Classic ESP Media Commercials
- Ohio Valley Hoops Classic Scoreboard Ads
- Ohio Valley Hoops Classic Scoreboard Commercials
- ROH Homepage Video--October 22, 2022 event
- RSCOB Newsletter video for October featuring Shu Schiller and Andrea Kunk
- RSCoB Newsletter Video for November
- STEMM Experience 2022 YouTube Ad

Photography

- Adrienne Johnson
- Alexis Whitney - New Employee Staff Directory Photo
- Alumna Raven Cruz-Loaiza named coordinator of Dayton's new Mediation Response Unit
- Alumni Association Achievement Award Ceremony
- Alumni published in Science
- Amigos Latinos Gala 2022
- Annual Giving Fall Appeal Student Features

- Army ROTC Low Ropes Course/FLRC Photoshoot
- Celeste Irwin student profile (STEM scholarship winner)
- Chris Dupont (MD/PhD Candidate) received a grant from the National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS).
- Cogan Shimizu
- CoLA Donor Reception 2022
- Cricket photos
- Department of Medical Education & Office of Student Affairs & Admissions - BSOM
- Dr. Steven Winteregg and Dr. Daniel Zehringer
- Elissa Falcone
- Elizabeth Pepper Talbot
- Enedina (Eni) Sepulveda Martinez-Fall Appeal
- Engineering Intern - Matt Specht
- Eric Tomlinson -Student profile
- Fall 2022 Commencement Photos/Video
- Fundraiser for the WSU Music Department
- Group photo outside Rike Hall and then headshots in the studio - this is for the RSCOB Dean's Student Advisory Board. There will be 10 students plus the dean
- Headshot for Provosts website - Diana Schaefer
- Headshots for four staff members
- Indoor studio portrait, and an outdoor portrait of Dr. Romena Holbert
- International Education Week, President's Reception
- Jesse Makowski-headshot
- Lake Campus Fall Photo Day
- Lake Campus Photos, Nursing & more
- Land Navigation Lab photos
- Michelle Rings - Student Profile
- President's Awards for Excellence
- Pam Lavarney, "Sister Act" set designer
- PCIP student interns group photo
- Percussion major Philip Andrew was recently won a spot with the United States Army Old Guard Fife and Drum Corps
- Perez, Felipe Portrait <perez.77@wright.edu> 937-830-0381
- Professional Headshot for website
- Professional Photo/Headshot
- Provost Award recognition
- Raider Rig Kickoff
- Rebecca Cornell, Studio Portrait
- Ryan Murphy, Chris Broach, Dr. Amir Zadeh
- Sasha Willis, recipient of a rare Air Force scholarship
- SGA Headshots
- Sister Act Production
- SoFPA Headshots
- The Mousetrap Production
- Touch a Cruiser
- WDTG (Wright Day To Give) Event at Warped Wing Brewing Company

- Wright Brother's Day
- Wright State University Jazz Ensemble
- Wright State University Trumpet Ensemble and Studio Recital
- WSU Department of Surgery group photo

Breakdown

- 133 location and studio photography sessions
- 23 Video projects
- 76 internal digital imaging requests
- 17 external digital imaging requests