

Right here. Right now. Wright State.

Our multiyear awareness and recruitment campaign continues. The campaign's focus is on promoting key events and deadlines. Some of the most recent events promoted through this campaign include Raider Open House, First Weekend, orientation (admitted students), Future Teachers Day, The STEMM Experience, the November 1 priority admission deadline, and the Lake Campus Open House and M.B.A. Open House.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 205 publications and advertising projects for our Wright State community partners since Apr 1, 2022. Listed below are many projects aimed at increasing enrollment and marketing the university.

Advertising

- 2021_22 Facebook Ads June_General
- 2021_22 Facebook Ads May 2022-General
- 2021_22 Kettering Billboard May
- 2021_22 RING Digital/SEM Ads June—General
- 2021_22 RING Digital/SEM Ads June—Transfer
- 2021_22 RING Digital/SEM Ads May—General
- 2021_22 RING Digital/SEM Ads May—Transfer
- 2021_22 Sidewalk Graphics_May 2022
- 2021_22 Skywrighter Ads June 2022
- 2021_22 Skywrighter Ads May 2022
- 2021_22 Snapchat Ads June 2022
- 2021_22 Snapchat Ads May 2022
- 2022_23 Centerville Lifestyle Print Ads August
- 2022_23 Centerville Lifestyle Print Ads July
- 2022_23 DBJ Forums Ad Creative Diversity in Business Awards Half Page Print Ad
- 2022_23 Facebook Ads August—General
- 2022_23 Facebook Ads September_General
- 2022_23 July Facebook Ads_Admitted
- 2022_23 July Facebook Ads_General
- 2022_23 July Facebook Ads_Transfer
- 2022_23 Kettering Billboard August_September
- 2022_23 Kettering Billboard_July_August
- 2022_23 Ohlmann Digital Ads Lake Campus Open House

- 2022_23 RING Digital/SEM Ads August
- 2022_23 RING Digital/SEM Ads July
- 2022_23 RSCOB DBJ Ad Campaign Homepage Takeover Ads Aug. 26
- 2022_23 RSCOB DBJ Ad Campaign Print Ad August 26
- 2022_23 RSCOB DBJ Ad Campaign XL Banners Aug. 26
- 2022_23 Sidewalk Graphics August_September
- 2022_23 Sidewalk Graphics July/August
- 2022_23 Skywrighter Ads August
- 2022_23 Skywrighter Ads July
- 2022_23 Skywrighter Ads September
- 2022_23 Snapchat Ads August
- 2022_23 Snapchat Ads General_2023 Applications Open
- 2022-23 Raider Open House Ohlmann Digital Ads
- 2022-23 Raider Open House Ohlmann Digital Ads—Oct. 22, 2022
- AIM Media 2022 Graduation Section Ads WCH Version
- AIM Media 2022 Graduation Section Ads Wilmington Version
- AIM Media Fall Sports Section Ad
- AIM Media Sports Photo Page Banner Ad
- Army ROTC Campus TV Advertising
- Beavercreek Football Sponsorship Metal Sign
- Beavercreek Football Sponsorship PA Announcements
- Beavercreek Football Sponsorship T-Shirts
- BSOM Insight into Diversity Magazine Print Ad
- CECS IISE LSSDS Conference Program Ad
- Centerville Lifestyle Print Ads June
- Centerville Mascot Media Website Graphics
- CHEH NAESP Digital Ads Refresh
- CHEH Social Work NASW Advertising Digital Ads
- CHEH Social Work NASW Advertising Magazine Print Ads
- CHEH Social Work NASW Ohio Gala Program Ad
- Cincinnati Bengals 2022 Program Ad
- Cincinnati Enquirer College Connection Guide Advertorial and EBlast
- Cincinnati Enquirer College Connection Guide Digital Ads
- Cincinnati Enquirer College Connection Guide Print Ad
- Cincinnati Magazine College Guide Ad
- Cincinnati Magazine College Guide Profile
- Cincinnati Magazine Schools Guide
- Cincinnati State Fall 2022 Calendar Ad
- Cincy Magazine Guide to Colleges and Universities Advertorial
- Cincy Magazine Guide to Colleges and Universities Print Ad
- CoLA Weekly Template Email Template
- College 101 Print Ad

- DBJ 2022 Ad Creative Focus on Colleges and Universities Section Digital Ads
- DBJ Fast 50 Digital Ads
- DBJ Fast 50 Print Ad
- DBJ Forty Under 40 2022 Digital Ads
- DBJ Forty Under 40 2022 Print Ad
- DBJ Forty Under 40 2022 Sponsor Letter
- DBJ Forums 2022 Ad Creative Focus on Colleges and Universities Section Print Ad
- DBJ Forums 2022 Ad Creative Who's Who in Aerospace and Defense Digital Ads
- DBJ Forums 2022 Ad Creative Who's Who in Aerospace and Defense Print Ad
- DDN Guide to Higher Education Digital Ads
- DDN Guide to Higher Education Print Ad
- Greenon High School Sponsorship Football Scoreboard Ad
- IE Parent and Families Coffee Talks
- Jo Magazine and TV Ads August 15 Print Ad
- Jo Magazine and TV Ads July 27 Print Ad
- Kenton Ridge High School Sports Program Ad
- Ohio Magazine Dayton Section Print Ad
- Power Ad Co. Projects 2022 Beavercreek Basketball Floor Graphic
- Power Ad Co. Projects 2022 Beavercreek Football Static Ad
- Power Ad Co. Projects 2022 Bellbrook Football Static Ad
- Power Ad Co. Projects 2022 Brookville Football Static Ad
- Power Ad Co. Projects 2022 Fairborn Football Static Ad
- Power Ad Co. Projects 2022 Kenton Ridge Football Static Ad
- Power Ad Co. Projects 2022 Northeastern Basketball Static Scoreboard Ad
- Power Ad Co. Projects 2022 Northmont Basketball LED Main Display
- Power Ad Co. Projects 2022 Northmont Basketball LED Watchfire Display
- Power Ad Co. Projects 2022 Northmont Football Backlit Ad
- Power Ad Co. Projects 2022 Northwestern Football LED Scoreboard Ad
- Power Ad Co. Projects 2022 Northwestern Football Static Ad
- Power Ad Co. Projects 2022 Shawnee Basketball Scoreboard Ad
- Power Ad Co. Projects 2022 Springboro Soccer Static Ad
- Power Ad Co. Projects 2022 West Carrollton Football Windscreen Banner
- Raider Open House Facebook Ads—July 22, 2022
- Raider Open House Kettering Billboard—July 22, 2022
- Raider Open House RING Digital Ads—July 22, 2022
- Raider Open House Sidewalk Graphics—July 22, 2022
- Raider Open House Snapchat Ad—July 22, 2022
- RSCOB DBJ Ad Campaign 2021_22 April 20 Print Ad
- RSCOB DBJ Ad Campaign 2021_22 April 20 XL Banners
- RSCOB DBJ Ad Campaign 2021_22 April 6 Print Ad

- RSCOB DBJ Ad Campaign 2021_22 June 1 Print Ad
- RSCOB DBJ Ad Campaign 2021_22 June 15 Print Ad
- RSCOB DBJ Ad Campaign 2021_22 May 18 Homepage Takeover
- RSCOB DBJ Ad Campaign 2021_22 May 18 Native Content Article
- RSCOB DBJ Ad Campaign 2021_22 May 4 Print Ad
- RSCOB Hope Hotel Career Fair Alumni Email
- RSCOB Hope Hotel Career Fair WPAFB Personnel Email
- RSCOB Hope Hotel Graduate Programs Event Ohlmann Digital Ads
- RSCOB Promotional Items Long Sleeved Shirts
- RSCOB Promotional Items Pennants
- RSCOB Promotional Items Tabletop Pullup Banners
- RSCOB Promotional Items X-Banners
- South Dayton Lifestyle Print Ads April 6 2022
- State Science Day 2022 Print Ad
- USA Today NASA Section Ad
- Wilmington High School Newspaper Ads April 19
- Wilmington High School Newspaper Ads May 2

Print

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Breakdown

- 123 Advertising Projects
- 82 Print/Publications

II. WEB

The Office of Marketing web team has completed 944 web support requests and projects since April 1, 2022. Highlights include the following completed projects:

Projects

- ADA Landing page
- AU-ABC Landing Page
- BSOM Fin Aid/Cost Email communication to incoming class
- BSOM Horizons in Medicine Email and Webpage
- BSOM-Convocation
- Digital badge for Peer Mentorship
- Dinesmore/Goodrich international landing page
- Dinsmore Business Landing pages
- GA landing page custom reporting
- Human Resources website refresh
- Intel proposal webpage

- International /Now Landing Page
- Lake Hallway Mural
- Libraries Website Rebuild
- Logos for RSCoB Rankings
- Military Friendly Poster and Digital Poster
- Move Compliance web content to a stand-alone website
- Move Public Health degrees from CoSM to BSoM
- New stand-alone EH&S website
- NSF PI Meeting
- Setup Niche analytic support
- Update First Weekend Website
- Website navigation changes and content reorganization
- WELL Save the Date Email

Breakdown

- 24 web projects completed
- 920 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 359 photography requests, video projects, and internal/external digital imaging requests since Apr 1, 2022. Below are highlights of the work that has been completed during this timeframe.

Video

- 2021_22 Cinema Ads May
- 2021_22 YouTube Ads June 2022—Academics/Nursing
- 2021_22 YouTube Ads June 2022—Transfer
- 2021_22 YouTube Ads May 2022—Academics_Engineering
- 2021_22 YouTube Ads May 2022—Admitted_Orientation
- 2021_22 YouTube Ads May 2022—Transfer
- 2022_23 Cinema Ads August_Fall Semester
- 2022_23 Cinema Ads July Still Time to Apply
- 2022_23 Cinema Ads September
- 2022_23 Jo Magazine and TV Ads July 20 TV ad_30 seconds
- 2022_23 Jo Magazine and TV Ads July TV Ad_15 seconds
- 2022_23 Jo Magazine and TV Ads September_15 seconds
- 2022_23 YouTube Ads August_Admitted_First Weekend
- 2022_23 YouTube Ads August_General_Fall Classes

- 2022_23 YouTube Ads August_Transfer_Remote Occupations
- 2022_23 YouTube Ads July_Admitted_Great Choice
- 2022_23 YouTube Ads July_General_Still Time to Apply
- 2022_23 YouTube Ads September_Fall 23 Applications Open
- 2022_23 YouTube Ads September_Lake Campus Open House
- 2022_23 YouTube Ads September_Nursing
- 2022_23 YouTube Ads_July_Transfer_Join Our Community
- 2022-23 Raider Open House Streaming Audio—July 22, 2022
- 2022-23 Raider Open House Streaming Video—July 22, 2022
- Academic Advising - Orientation Video
- April RSCOB Monthly Newsletter and Admitted Students
- BIE Student Testimonials
- BME Overview Video
- Career Services - Overview - Orientation videos
- Career Services - Undecided - Orientation videos
- Career Services - Undecided Exploratory Orientation videos
- CHEH Future Teachers Day YouTube Ad
- ISE Overview Video
- Jo Magazine and TV Ads July 20 TV Ad_15 seconds
- Jo Magazine and TV Ads September TV Ad_30 seconds
- Jo Magazine and TV Ads_July TV Ad_30s
- Power Ad Co. Projects 2022 Northmont Football Commercial
- Power Ad Co. Projects 2022 Northmont Football LED
- Public Safety-Kurt Holden - Orientation Video
- Raider Connect - Orientation videos - Authorized User/Proxy
- Raider Connect - Orientation videos - Financial Aid
- Raider Connect - Orientation videos - Overview/Welcome
- Raider Connect - Orientation videos - Registration Update
- Raider Connect -Orientation videos - Student Accounts/Bursar
- Raider Open House Cinema Ad—July 22, 2022
- Raider Open House Radio Ad—July 22, 2022
- Raider Open House TV Ad—July 22, 2022
- Raider Open House YouTube Ad—July 22, 2022
- ROH Homepage Video--July 22, 2022 event
- RSCOB Hope Hotel Graduate Programs Event Streaming Radio
- Video of current student--yield
- Welcome Message from the Dean of Students
- Welcome Video 2022 - Sue Edwards - Orientation videos

Photography

- BSOM Graduation Photos
- WSU grad and Gospel recording artist Isaiah Templeton will be returning to campus to perform in concert.
- Senior Thesis Exhibition in Stein Galleries
- Graduation Stole Giveaway and Photo Shoot
- Economics Department awards
- Rike Hall marketing photos
- SOPP Graduation
- WSU Family Medicine Residency Graduation
- CoLA faculty and staff retreat
- Student Health Services
- BSOM Research Symposium
- Psychiatry Graduation
- Raider Food Pantry and Tylar ONeal-White
- Latino Center
- USAFSAM CBRNE at Calamityville
- Lake Campus Story -Psychology Department
- Food Service Areas
- Sailboat Demonstration/Engineering
- Marketing Scholarships and Awards
- PBI Recap Photos - Scene 75
- President's Ambassadors
- Alumni Legacy Golf Outing
- SOPP Commencement 2022
- BSOM Faculty and Clerkship Awards Ceremony
- New sandwich shop in Downtown Dayton. Owners Justin and Kathleen are Wright State alumni.
- The Wayne Carmichael Lecture In Environmental Sciences
- Signing Day Photo Booth
- Senior Design Presentations
- Various Photography for Magazine
- Academy of Medicine Dinner
- Lake Campus Commencement
- Top Scholar Awards Reception 2022
- Lake Campus Agriculture Story
- Archeology Field School
- SOPP Convocation Event 2022
- ArtsGala
- WSU bowling coach Jeff Fleck to be inducted into Ohio Bowling Hall of Fame
- Faculty Awards for Excellence 2022
- 2022 Spring Grad Fest
- Information Systems and Supply Chain Management Residency
- Take Flight Leadership Retreat
- BSOM Convocation
- Spring Scholarship Breakfast - donors and their student recipients
- April Craze

- First Weekend Photos
- University Libraries Staff Photos
- Raider Open House Rowdy Photo Shoot—July 22, 2022
- LIFT Symposium 2022
- SNMA Senior Banquet
- Signing Day
- Neurology Graduation Photos
- Disability Services Scholarship Ceremony
- Laker Lawn Party
- A multitude of portraits, group photos, profiles, and newsroom stories

Breakdown

- 99 location and studio photography sessions
- 54 Video projects
- 129 internal digital imaging requests
- 77 external digital imaging requests

IV. Branding

Branding efforts that are currently in process/ongoing include:

- The Office of Marketing in collaboration with Enrollment Management recently completed perhaps its most significant summer project, the Apollo Room update. The Apollo Room is one of the most public-facing areas of campus. We are excited to see it branded in a way that promotes immediate identification with Wright State, excitement for campus visitors, and increased affinity from current members of the Wright State family. This update required a significant—and ultimately successful—collaboration between many areas of the university for scheduling, direction, feedback, photo selection, technical requirements, approvals, refinement, and implementation.
- Brand book and style guide for Athletics now also align and include Club Sports, Campus Rec, Outdoor Rec, and Lake Campus
- Environmental branding/murals including Paul Laurence Dunbar outside the library, MRI in NEC, and Army ROTC in Millett
- Campus signage updates are ongoing