

**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 and other university advertising include Path to Health Professions, Lake Campus Open House, Admitted Student Night, Statement of Intent, Summer A Term, Transfer, and program-specific ads for Lake Campus. We began a digital advertising campaign for specific graduate programs in February, lift/yield for graduate programs in April, and print and digital components for the AU-ABC Scholarship program in April, including advertising at Wright-Patterson Air Force Base. We began an outdoor advertising campaign in March, promoting our nationally ranked academic programs on 132 billboards around the area. We also submitted updated advertising for video display boards at 10 area YMCA locations, an existing initiative that will be renewed next fiscal year.

**I. PUBLICATIONS AND ADVERTISING**

The Office of Marketing team has delivered 112 publications and advertising projects for our Wright State community partners since February 8, 2022. Listed below are many projects aimed at increasing enrollment and marketing the university.

**Advertising**

- 2022\_23 Centerville Lifestyle Print Ads April
- 2022\_23 Centerville Lifestyle Print Ads May
- 2022\_23 DBJ Forums Ad Creative BizWomen Mentoring Monday Digital Ads
- 2022\_23 DBJ Forums Ad Creative BizWomen Mentoring Monday Print Ad
- 2022\_23 DBJ Forums Ad Creative BizWomen Mentoring Monday Sponsor Letter
- 2022\_23 DBJ Forums Ad Creative Who's Who in Aerospace and Defense Digital Ads
- 2022\_23 DBJ Forums Ad Creative Who's Who in Aerospace and Defense Print Ad
- 2022\_23 DBJ Forums Ad Creative Who's Who in Aerospace and Defense Sponsor Letter
- 2022\_23 Facebook Ads April Admitted
- 2022\_23 Facebook Ads April General
- 2022\_23 Facebook Ads March Admitted
- 2022\_23 Facebook Ads March General
- 2022\_23 RING Digital/SEM Ads April Admitted
- 2022\_23 RING Digital/SEM Ads April General
- 2022\_23 RING Digital/SEM Ads April Grad Lift\_Yield
- 2022\_23 RING Digital/SEM Ads March\_Admitted
- 2022\_23 RING Digital/SEM Ads March\_General
- 2022\_23 RSCOB DBJ Ad Campaign Homepage Takeover Feb. 13
- 2022\_23 RSCOB DBJ Ad Campaign Native Content Article March 20

- 2022\_23 RSCOB DBJ Ad Campaign Print Ad April 6
- 2022\_23 RSCOB DBJ Ad Campaign Print Ad March 9
- 2022\_23 RSCOB DBJ Ad Campaign SOV Digital Ads March 20
- 2022\_23 RSCOB DBJ Ad Campaign XL Banners Feb. 13
- 2022\_23 Sidewalk Graphics April
- 2022\_23 Sidewalk Graphics March
- 2022\_23 Sidewalk Graphics May
- 2022\_23 Snapchat Ads April
- 2022\_23 Snapchat Ads March
- 2022\_23 WPAFB Advertising Digital Screens\_April
- 2022\_23 WPAFB Advertising Digital Screens\_March
- 2022\_23 WPAFB Advertising Website and Email Blast Ads\_April
- 2022\_23 WPAFB Advertising Website and Email Blast Ads\_March
- AIM Media Spring Sports Ad
- Career Services Employer Speaker Series 2022\_23 Cleveland Clinic February
- Career Services Employer Speaker Series 2022\_23 Dayton VA Medical Center March
- Career Services Employer Speaker Series 2022\_23 Total Quality Logistics
- CECS ISE Magazine Ad
- Celebration of Research 2023 Graphic
- Cincinnati Magazine Schools Guide Print Ad
- COSM Festival of Research 2023 Digital Screen Image
- Dayton Development Coalition Fly-In Print Ad
- DBJ DEI Table of Experts Print Ad
- DDN Education Today Tab Digital Ads
- DDN Education Today Tab Print Ad
- Donuts with DPS Digital Signage
- Donuts with DPS Social Media Image
- Graduate Programs RING Digital Ads
- Inclusive Excellence Campus Climate Survey Digital Signage
- Inclusive Excellence Campus Climate Survey Social Media Images
- Outdoor Badges Campaign Spring 2023 Cincinnati Digital Posters
- Outdoor Badges Campaign Spring 2023 Cincinnati Static Bulletin
- Outdoor Badges Campaign Spring 2023 Dayton Digital Bulletins
- Outdoor Badges Campaign Spring 2023 Dayton Static Bulletin
- Outdoor Badges Campaign Spring 2023 Lima Static Bulletin
- Outdoor Badges Campaign Spring 2023 Static Posters
- Power Ad Co. Project 2023 Dixie Basketball Scoreboard Ad
- Power Ad Co. Projects 2023 Carlisle Basketball Scoreboard Ad
- Princeton Review Digital Ads
- Princeton Review Print Ad
- Princeton Review Print and Digital Ads Profile Items
- Princeton Review Print and Digital Ads Profile Narrative
- RSCOB Dayton Chamber Focus Magazine Ad\_March
- Sinclair Clarion Transfer Ad March
- VMC AU-ABC Digital Ads

## Print

- 2023 Lake Campus Orientation Mailer
- 3/28 CLASS Internship Expo posters
- 3/28 CLASS Internship Expo posters
- 4/11 CLASS Diversity in Liberal Arts event posters
- 4/11 CLASS Diversity in Liberal Arts event posters
- Academy of Medicine Certificates
- ArtsGala 2023 - Print ads for Dayton Daily News
- ArtsGala 2023 - Print ads for DBJ
- ArtsGala 2023 - Programs
- ArtsGala 2023 WHIO Digital Ads
- ArtsGala Program Ad
- ArtsGala Society Form Updates 2023
- BSOM GHHS Thank you card—Thank a resident day
- CECS AAP Postcard Update
- Celebration of Research 2023 Flyer
- CHEH Learn Local Conference Program
- CHEH MS Nursing Flyer Update
- COLA MPA Program Marketing Postcard
- COLA TDMP Theater Programs 22\_23 Dance Program
- COLA TDMP Theater Programs 22\_23 On The Town
- COLA TESOL Handout Card
- COSM Festival of Research 2023 Large Poster Stickers
- COSM Festival of Research 2023 Posters
- COSM Path to Health Professions PTHP 2023 Program
- Culture and Identity Center Logos
- Grad Intro Flyer
- Grad Program Scholarships Flyer
- Grad Program Students Spotlight Flyer
- Grad Program Tuition Flyer
- Grad Programs List Flyer
- Graduate Programs and Honors Studies Electronic Letterhead
- Graduate Programs and Honors Studies Tabletop Pullup Banners
- Inclusive Excellence Campus Climate Survey Large Posters
- Inclusive Excellence Campus Climate Survey X Stand Banner
- Mission Statement Posters
- Note Cards—BSOM
- Pens, T-shirts, banners
- Pens, T-shirts, banners
- Public Health Careers 101 Postcard
- RSCOB PBI 2023 Postcards
- RSCOB PBI 2023 Posters
- RSCOB PBI 2023 Pullup Banner
- Scholars Event Parking Signs (Digital Art)
- Still Time to Apply Postcard
- Student Success Walk-In Study Coaching Card
- Summer Registration Postcard Dayton Campus

- Summer Registration Postcard Lake Campus
- VMC AU-ABC Flyer

### **Breakdown**

- 64 Advertising Projects
- 48 Print/Publications

## **II. WEB**

The Office of Marketing web team has completed 465 web support requests and projects since February 8, 2023. Highlights include the following completed projects:

### **Projects**

- Academy of Medicine Dinner Save the Date
- Add new photos (including 360s) to the campus recreation website
- AOM Award Online Voting
- AU-ABC Scholarship Landing Page
- Civil Rights Pilgrimage Website
- College of Graduate Programs and Honors Studies website
- Create Templates/Images for Banner Communication Management
- Dean of CECS search webpage
- Doctor of Nursing Practice webpage
- Graduate School February Landing Pages
- HLC Focused Visit webpage and report
- Lake Campus Summer Send Off
- New CGPHS footers for Salesforce and Marketing Cloud
- Pre-Health Advantage branding
- Pre-Roll for Scholars Events
- Presidential and Deans scholarship Badges and Landing Page
- Standards of Design
- Student Success Champions Awards
- Three Minute Thesis website

### **Breakdown**

- 19 web projects completed
- 446 web support requests completed

## **III. PHOTOGRAPHY AND VIDEO**

The Office of Marketing photography and video production team completed 162 photography requests, video projects, and internal/external digital imaging requests since February 8, 2023. Below are highlights of the work that has been completed during this timeframe.

## Video

- 2022\_23 Cinema Ads January
- 2022\_23 Cinema Ads April
- 2022\_23 Cinema Ads March
- 2022\_23 Radio Ads Lake Campus April General
- 2022\_23 YouTube Ads April Computer Science
- 2022\_23 YouTube Ads April Signing Day
- 2022\_23 YouTube Ads April Statement of Intent
- 2022\_23 YouTube Ads April Still Time to Apply
- 2022\_23 YouTube Ads April\_Summer A Term
- 2022\_23 YouTube Ads April\_Transfer
- 2022\_23 YouTube Ads Biological Sciences
- 2022\_23 YouTube Ads March Admitted Student Night
- 2022\_23 YouTube Ads March Awareness
- BSOM Bulletin Video Jan 19
- CSIC Campaign Video
- Michael Wilkerson, April Newsletter video, RSCOB Newsletter Videos 2022-2023
- Nursing Lab Virtual Tour (Video Tour)

## Photography

- Annual Alumni Association Achievement Awards
- ArtsGala
- LinkedIn Headshots: CECS Corporate Partner Open House
- Graduate Programs Open House
- Three Minute Thesis Final Competition
- Student Leadership Awards
- Sherry Adkins Associate program director new Wright State University Rural Family Medicine Residency
- Student-Athlete Career Fair
- Spring Scholarship Lunch (donors with their scholarship recipients)
- Student Leader Headshots
- Greek Life Photoshoot on Campus
- Veteran & Military Center Graduates
- Student Teacher - Mock Interviews w/ School Districts
- CPR Kiosk Ribbon Cutting Ceremony
- Bevn Duckett, planetary pioneer (NASA computer scientist)
- ArtsGala Art Competition winners and artwork
- Wright State Chapter of Tau Sigma Transfer Student Honor Society Induction Ceremony
- Action photos of a wind symphony rehearsal
- Josie Graft student profile
- Scholars Event
- BSOM Student Clinician Ceremony
- Magazine Cover Story Photos
- Volleyball locker room for Magazine

- Know your Rights
- BSOM Graduating Internal Medicine Residents
- Track & Field photo shoot
- Information Systems and Supply Chain Management Student Advisory Board
- Rebecca Foley, Art Gallery and Events Coordinator
- Information System and Supply Chain Management Scholarship Reception
- The RISE Tour - Nursing Simulation Lab
- Professional Portrait for Betsy Bremke
- Intern Expo
- Easter Egg Hunt
- Annual Giving - Spring Appeal 2023
- Student profile - Jacob Jadischke
- Tutor Portrait - Jeremy Rismiller
- Lake Campus Regional Summit

### **Breakdown**

- 40 location and studio photography sessions
- 16 Video projects
- 74 internal digital imaging requests
- 32 external digital imaging requests