

**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 included Raider Open House, Graduate Programs Open House, Lake Campus Open House, the COSM Artificial Intelligence workshop, STEMM Experience, and COLA Graduate Programs Open House. We produced an email that Columbus State forwarded to 3,382 potential transfer students who had declared an interest in computer science or engineering pathways. We are currently conducting a campaign encouraging current and admitted students who have not yet registered for Spring Semester classes to do so. The primary thrust of our January ads will be to encourage prospective students to apply by the February 1 FAFSA priority deadline.

**I. PUBLICATIONS AND ADVERTISING**

The Office of Marketing team has delivered 162 publications and advertising projects for our Wright State community partners since September 1, 2023. Listed below are many projects aimed at increasing enrollment and marketing the university.

**Advertising**

- 2023\_24 DBJ Forums Ad Creative Aerospace and Defense Report Digital Ads
- 2023\_24 DBJ Forums Ad Creative Aerospace and Defense Report Print Ad
- 2023\_24 DBJ Forums Ad Creative Business of the Year Print Ad
- 2023\_24 DBJ Forums Ad Creative Workforce Publication October Print Ad
- 2023\_24 DBJ Forums Ad Creative Workforce Publication October Sponsor Letter
- 2023\_24 Facebook Ads October\_General
- 2023\_24 Facebook Ads\_December\_General
- 2023\_24 Facebook Ads\_November\_General
- 2023\_24 JO Magazine Ads November 3
- 2023\_24 JO Magazine Ads October 16
- 2023\_24 Power Ad Co. Projects Centerville Basketball Floor Graphic Update
- 2023\_24 Power Ad Co. Projects West Carrollton Interior LED Ad
- 2023\_24 Power Ad Co. Projects West Carrollton LED Scoreboard Ad
- 2023\_24 RING Digital Ads October\_General
- 2023\_24 RING Digital Ads\_December\_General
- 2023\_24 RING Digital Ads\_November\_General
- 2023\_24 Sinclair Clarion Ads\_November
- 2023\_24 Sinclair Clarion Ads\_October
- 2023\_24 Sinclair Clarion Ads\_September
- 2023\_24 Snapchat\_TikTok\_Ads October\_Priority\_Admission
- 2023\_24 Snapchat\_TikTok\_Ads\_December\_Spring Semester
- 2023\_24 Snapchat\_TikTok\_Ads\_November\_Value

- 2023\_24 WPAFB Advertising Digital Screens\_November
- 2023\_24 WPAFB Advertising Digital Screens\_October
- 2023\_24 WPAFB Advertising Posters
- 2023\_24 WPAFB Advertising Web\_Email Ads\_November
- 2023\_24 WPAFB Advertising Window Cling
- 2023\_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023\_24 WPAFB Advertising\_Digital Screens\_December
- 2023\_24 WPAFB Advertising\_Web\_Email Ads December
- 2023\_24 WPAFB Advertising\_Web\_Email Ads\_October
- 2023-24 Raider Open House RING Digital Ads: Oct. 21
- ADV | National Philanthropy Day Program Ad
- ADV Wright Day to Give\_Oct\_3\_2023 Moat Banner
- ADV Wright Day to Give\_Oct\_3\_2023\_Social Media Content
- ArtsLive 2023 Marketing Print Ads
- CECS | COSM | 2023 STEMM Experience Digital Screen Image
- CECS | COSM | 2023 STEMM Experience Teacher Flyer
- Cincinnati College Fair Guide Advertorial
- Cincinnati College Fair Guide Print Ad
- COLA | Graduate Programs Open House Digital Screen Ad
- COSM | 2023 AI Event Ohlmann Digital Ads
- COSM | 2023 AI Event Social Media Image
- COSM 2023 AI Event DBJ Print Ad
- COSM 2023 AI Event LinkedIn Ad
- COSM 2023 AI Event WPAFB Video Display Ads
- COSM 2023 AI Event WPAFB Web and Email Ads
- CS | Employer Speaker Series SOCHE
- CS | Employer Speaker Series\_Nordson
- CS | Employer Speaker Series\_WPAFB
- Fact Sheet PDF Version
- Graduate Programs 2023 Fall Open House Facebook\_Meta Ads
- Graduate Programs 2023 Fall Open House LinkedIn Ad
- Graduate Programs 2023 Fall Open House Nutter Center Marquee Display
- Graduate Programs 2023 Fall Open House Ohlmann Digital Ads
- Graduate Programs 2023 Fall Open House Social Media Posts
- Graduate Programs 2023 Fall Open House TikTok Ads
- Graduate Programs 2023 Fall Open House Video Digital Display Ads
- Graduate Programs 2023 Fall Open House WPAFB Digital Display Ads
- Graduate Programs 2023 Fall Open House WPAFB Email and Website Ads
- LAKE | Lake Campus Open House\_November\_Ohlmann Digital
- MKT | Concession TV 2023\_24 Graphics
- MKT | Shawnee High School 2024 Yearbook Ad
- Ohio Civil Rights Hall of Fame 2023 Program Ad
- PROV | World Mental Health Day\_Raider Resilience Week Digital Display Image
- PROV | World Mental Health Day\_Raider Resilience Week Social Media Image
- Quick Facts\_Fact Sheet\_2023 Update
- RSCOB | DBJ Ad Campaign 2023\_24 XL In-Banner Video Update
- RSCOB | DBJ Ad Campaign 2023\_24\_Mobile Inter Scroller Ad Update

- RSCOB | Princeton Review Graduate Entrepreneurship Badge
- RSCOB Dayton Chamber Focus Magazine Ads\_October
- RSCOB DBJ Ad Campaign 2023\_24 Graduate School Programs List Print Ad
- RSCOB DBJ Ad Campaign 2023\_24 Home Page Takeover
- RSCOB DBJ Ad Campaign 2023\_24 Mobile Inter-Scroller Ad
- RSCOB DBJ Ad Campaign 2023\_24 Native Content Article\_Video
- RSCOB DBJ Ad Campaign 2023\_24 XL In-Banner Video
- SS | First Generation Celebration Day Calendar Event\_Wings Announcement\_Email
- SS | First Generation Celebration Day Digital Screen ad
- SS | First Generation Celebration Day Email Header
- SS | First Generation Celebration Day Power Point Slides
- TRF | Transfer Center Columbus State Email

## **Print**

- Admit Kit Stickers
- Admit Kit Wrapper
- Admitted Student Envelope
- Air Force Marathon 2023 Half Page Handout
- ATH Nutter Center Posters
- Cameos of Caring Programs
- Campus Life Folder Insert
- CECS | Engineering Ph.D. Brochure Update
- CECS | COSM | 2023 STEMM Experience Postcards
- CECS | Graduate Computer Engineering Flier
- COLA | Crime and Justice Studies Program (postcards) and Crime and Justice Studies Internship (postcards)
- COLA | Geography Program Handout Cards
- COLA | Graduate Programs Open House Signage
- COLA | Model UN Conference Postcard Update
- COLA Music Recruiting Poster Update
- COLA TDMP Theatre Programs 23\_24 Cabaret
- COLA TDMP Theatre Programs 23\_24 Kelly The Destroyer
- COLA TDMP Theatre Programs 23\_24 The Liar
- COSM | Actuarial Summer Camp Handout Cards
- COSM | Biological Sciences Flyer Update
- COSM | Folders Update
- COSM | GREAT Lab Flyer Update
- COSM 2023 AI Event Print Program
- COSM 2023 AI Event Sandwich Board Signage
- Crime and Justice Studies Program (postcards) and Crime and Justice Studies Internship (postcards)
- Dermatology Leave Behind Flier
- FA | Award Letter Envelope
- Forest Lane Renewal Poster
- Future Teachers Day Schedule
- GPHS | Honors Flyer Template
- GPHS Graduate Programs 2023 Fall Open House Sandwich Board Signage

- Grad Intro Flyer
- Grad Program Scholarships Flyer
- Grad Program Students Spotlight Flyer
- Grad Program Tuition Flyer
- Grad Programs List Flyer
- Graduate Intro Flyer
- Graduate Programs 2023 Fall Open House Event Program
- Graduate Programs 2023 Fall Open House Postcard
- Honors Fall Visit Agenda
- Honors Fall Visit Postcard
- Honors Fall Visit Postcard
- Honors Flyer Update
- Housing Renewal RA Guide
- Housing Renewal Student Guide Poster
- Lake Admit Kit Wrapper
- Lake Campus Open House Postcard (November 2023)
- Lake December 1 Priority Deadline Mailer
- Lake Fall Visit Card
- Majors Folder Insert
- National Transfer Student Week Postcards (2 versions)
- Ohio Civil Rights Hall of Fame 2023 Sponsor Letter
- Partnership Holiday Card
- Paying for College Folder Insert
- Political Science Promotional Card
- President's Holiday Card
- presidents' Holiday Email
- Priority Student Night Invitation
- PROV | World Mental Health Day\_Raider Resilience Week Flyer
- Provost Org Chart
- RaiderConnect / Enrollment Services Moving Signage
- REC Campus Rec Table Tennis Rental Signs
- Renewal Postcard 1 (November 2023)
- ROH Oct 21 Room Signs
- ROH Oct. 21 Postcard
- ROH Oct. 21 Printed Agenda
- ROTC | Holiday Greeting Cards
- RSCOB | PBI 2024 Handout Card Update
- Spring 2024 Registration Reminder Postcard (Dayton Campus)
- Spring 2024 Registration Reminder Postcard (Lake)
- SS | First Generation Celebration Day Design
- SS | First Generation Celebration Day Sandwich Board Signage
- Summer Housing Poster
- T-Shirt Renewal Poster
- Trailblazer Sign Updates (Sign Shop)
- University Park Renewal Poster
- Update MA History Information Flyer
- Village Renewal Poster

- World Mental Health Day\_Raider Resilience Week Banner
- Wright Brothers Day "Save the Date" flyer/card
- Wright Path Sinclair Booklet Updates--September 2023

### **Breakdown**

- 81 Advertising Projects
- 81 Print/Publications

## **II. WEB**

The Office of Marketing web team has completed 797 web support requests and projects since September 1, 2023. Highlights include the following completed projects:

### **Projects**

- 2023 Family Weekend Website
- Add 23-24 Theater Performances to Web
- ATH | Club Sports Website & Branding
- BSOM | Save the Date and Invitation for the BSOM/WSP holiday party
- BSOM | Update Brick and Interment Site Locator map on Anatomical Gift Program website
- CECS | Biomedical, Industrial, and Human Factors Engineering career outcomes, laboratories, course descriptions, and syllabi webpages
- Columbus State Transfer Guides
- Electrical Engineering Site Updates
- Fall 23 Alumni Online Magazine
- GPHS | Honors Study Abroad Scholarship Website
- Graduate Program for Data Science
- HR | 2024 Open Enrollment Website
- Nursing Website
- One Call Now
- Org Leadership Combined Programs Website
- Religious Holidays/Holy Days
- Remove Open House from SOPP website
- Revamp prior tuition and fees web content
- Revise Wright State Online Website
- UCIE | Agent/Recruiter training and how-to website
- Updating Facebook Links for Wright State Graduate School.
- Veteran and Military Center website refresh
- Women's Center Website Refresh

### **Breakdown**

- 23 web projects completed
- 774 web support requests completed

### **III. PHOTOGRAPHY AND VIDEO**

The Office of Marketing photography and video production team completed 186 photography requests, video projects, and internal/external digital imaging requests since September 1, 2023. Below are highlights of the work that has been completed during this timeframe.

#### **Video**

- 2023\_24 YouTube Ads\_December\_Return on Investment
- 2023\_24 YouTube Ads\_December\_Spring Semester
- 2023\_24 YouTube Ads\_December\_Supply Chain
- 2023\_24 YouTube Ads\_November\_Scholarships
- 2023\_24 YouTube Ads\_November\_Transfer\_TechPrep
- 2023\_24 YouTube Ads\_November\_Value
- 2023\_24 YouTube Ads\_October\_Affordability
- 2023\_24 YouTube Ads\_October\_CHEH Aviation
- 2023\_24 YouTube Ads\_October\_Priority Admission
- 2023\_24 YouTube Ads\_October\_STEMM Experience
- ADV | Wright Day to Give\_Oct\_3\_2023 College Dean and Student Videos
- ADV | Wright Day to Give\_Oct\_3\_2023 Faculty\_Staff Video
- Cincinnati College Fair Guide YouTube Video
- Graduate Programs 2023 Fall Open House CTV\_OTT
- Graduate Programs 2023 Fall Open House Homepage Video
- Graduate Programs 2023 Fall Open House Streaming Audio Ad
- Graduate Programs 2023 Fall Open House YouTube Ad
- LAKE | Lake Campus Open House\_November\_Broadcast Radio
- LAKE | Lake Campus Open House\_November\_CTV\_OTT
- LAKE | Lake Campus Open House\_November\_Preroll Ad
- LAKE | Lake Campus Open House\_November\_Streaming Audio
- LAKE | Lake Campus Open House\_November\_YouTube Ad
- RSCOB | Newsletter 2023-2024 Video 3 - Lance Cauley

#### **Photography**

- 2023 Donor Reception
- 2023 Research Celebration
- 8th Annual Amigos Latinos Gala
- A Tassy student profile
- Adam Holbrook - Studio Portrait Photo for the website
- Around Campus
- ASC Service Photoshoot
- Athletics - Team Photoshoots
- BMB Marketing Flyer Photo Session
- BSOM Internal Medicine Residents/Fellows
- BSOM Internal Medicine Residents/Fellows
- Cameos of Caring 2023

- Carol Lundin
- CECS Corporate Partner Open House Headshots
- CECS Dean Portrait
- CHEH DSAB Photos
- CHEH Portraits
- Chris Back Headshots for WSO Webpage
- Clinical Mental Health Counseling and School counseling Faculty and Staff Group Photo
- College of GPHS Booklet Photos
- Fall Appeal Student(s)
- Fall Greek Photos
- Fellowship Application Headshot
- First Weekend Events
- Flavio Alvarado - Wright Fellows Portrait requested by Dean Shu Schiller
- Graduate and Honors Student Advisory Board Group Photo AND Two Portraits
- Hamilton Hall Tunnel Grand Opening
- Headshots Division of Inclusive Excellence Staff - 6 people
- Headshots for Michaela Thomas
- Headshots for public health students, faculty, staff
- Kanessa Scott - Portrait
- Kayleigh Duncan
- LinkedIn Headshot
- NCBP Graduate Student Orientation (approximately 15 students)
- Officer James Ohlinger / Professional Photograph
- Operation Move In - Fall 23
- Order photos for: 20070 Cassie McKinney, CECS website photos 3-30-18
- Plastic Surgery Residents Class Photo
- Portrait for Callista Hess
- Portrait for Wright Fellow Kristina Bringman
- portrait shoot
- PTSD research in Matt Sherwood's lab
- Rachel Aga - newly appointed interim chair of Chemistry Department
- Raider Resilience Week
- Reed Schindler Headshot Request
- RSCoB DSAB Group Pictures and Headshots
- Rural Preceptor Appreciation Event
- Sidney White & Alex McLeod Portraits
- Statistics and Actuarial Science Photos for the new flyer and Social Media
- STEMM Experience
- The Liar Production
- Two neuroscience majors did summer research as ZNIH interns
- Women's Center 30th Anniversary
- Wright Brothers Day
- Wright Leader Academy
- Wright State Baseball photoshoot
- Wright State Trumpet Studio Headshots and Group Portraits
- WSU Fall Appeal mailing- Murad Nawaz Portait

## Digital Image Orders

- Order photos for: 53365 Engineering Faculty staff and Alumni at Lake Campus 2-24-20
- Order photos for: 56773 Jason Champagne, Housing Dorm Photos 8-11-21
- Order photos for: 58676 Library Marketing Photos 10-26-21
- Order photos for: 61359 Erin Pence, Housing and Outdoor Exercise Equipment 6-7-22
- Order photos for: 62737 Wright Brothers Day
- Order photos for: 63175, Fall on Campus, 10-5-22
- Order photos for: 63204 STEMM Experience
- Order photos for: 64868 Annual Giving Spring Appeal
- Order photos for: 64918 Champions Garden Dedication 9-8-23
- Order photos for: 65086 Family Medicine Residency Graduation 6-29-23
- Order photos for: 65315 Teaching for Student Success Symposium 8-24-23
- Order photos for: 65756 SoFPA Levitt Pavilion event 9-21-23
- Order photos for: 65878 Student Profile Artesia Dunbar 7-13-2023
- Order photos for: 65983 Wright Day to Give Students 9-5-23
- Order photos for: 66110 Get the Scoop on LCME 8-30-23
- Order photos for: 66179 Plastic Surgery Residents Class Photo 9-19-23
- Order photos for: 66413 Erin Pence, Rowdy Around Campus 8-18-23
- Order photos for: 66413 Rowdy Around Campus
- Order photos for: 66526 Hamilton Hall Tunnel Grand Opening 8-30-23
- Order photos for: 66576, Wright State Trumpet Studio 10-4-23
- Order photos for: 66612 Wright Leader Academy 9-12-23
- Order photos for: 66675 President's Ambassadors 10/13/2023
- Order photos for: 66736 Rural Preceptor Appreciation Event 9-13-23
- Order photos for: 66825 Women's Center 30th Anniversary 10-21-23
- Order photos for: 66847 Wright Brothers Day 10-5-23
- Order photos for: 66918 BSOM Fall Appeal
- Order photos for: 66966 Fall Appeal Student
- Order photos for: 66966 Fall Appeal Student Sydney Woods 9-29-23
- Order photos for: 67261 PTSD Research Matt Sherwood 10-17-23
- Order photos for: 67276 Kathleen Friedman, Celebration of Research 10-26-23
- Order photos for: 67613 Mark Anderson, Campaign Marketing 10-25-23
- Order photos for: 67673 Cabaret
- Order photos for: A Tassy Student Profile 10-11-23
- Order photos for: Anderson Rothwell EXTRA Personal Use Photos
- Order photos for: Anderson Rothwell Website Photos
- Order photos for: Arcadia Theatre Production 2-1-23
- Order photos for: BSOM Skills Assessment 8-15-18
- Order photos for: Cabaret - Theatre Production 11-1-23
- Order photos for: Cabaret Theatre Production
- Order photos for: Campus Building for Archibus Systems 8-16-23
- Order photos for: Carl Foster images request for Fall Commencement story
- Order photos for: Carnegie emails
- Order photos for: Carnegie emails



- Order photos for: Cassie McKinney Housing Photos 6-17-20
- Order photos for: December Facebook Ad Photos
- Order photos for: Defense education webpage
- Order photos for: DSAB Photos
- Order photos for: Environmental Health and Safety website
- Order photos for: Facebook Ad Photos for November
- Order photos for: Fall Greek Photos 10-18-23
- Order photos for: Fall Photo Days
- Order photos for: First Weekend 8-25-23
- Order photos for: GHSAB Groups and Portraits 1-13-23
- Order photos for: Graduate Programs Open House Photo
- Order photos for: Honors Graduation and Reception
- Order photos for: Honors Graduation and Reception 4-19-23
- Order photos for: Honors Photos
- Order photos for: Housing picture for Wright State Online
- Order photos for: <https://wrightstate.smugmug.com/2016/November/18375-Campus-Photos-11-23-16/i-6XvGjHw/A>
- Order photos for: Images for Wright Path newsletters
- Order photos for: Inclusive Excellence website
- Order photos for: Kendra Lodewyk Personal Use
- Order photos for: Lake Campus Inquiry Booklet
- Order photos for: Marketing | Photo Request
- Order photos for: Mental Health Task Force webpages
- Order photos for: Move In Day
- Order photos for: Move In Day 8-23-23
- Order photos for: New Faculty Orientation & Teaching for Student Success Symposium 2022 & 2023
- Order photos for: October General Facebook Ads
- Order photos for: Order Photos
- Order photos for: Photo for Spring Registration Postcard
- Order photos for: Photos for a few random projects
- Order photos for: Photos for UCIE
- Order photos for: SIL Get Involved webpage
- Order photos for: STEMM Experience
- Order photos for: Student Profile Rahul Shaw 1-31-23
- Order photos for: Sweat, On The Town, Arts Gala
- Order photos for: Sydney Woods photo request for Fall Commencement story
- Order photos for: The project title should be the same as it is in Smugmug
- Order photos for: Updating Academic Success Centers Photos for Website and Promotional Materials
- Order photos for: WDTG Wright Day to Give Students 9523
- Order photos for: WSU Surgery Photo request

## **Breakdown**

- 58 location and studio photography sessions
- 23 Video projects
- 82 internal digital imaging requests
- 23 external digital imaging requests

#### **IV. One Call Messaging**

- Bursar - Fall 23 Prior Term Past Due Balance Call 9/6/23

#### **V. SOCIAL MEDIA**

- Launched social content focused on President Edwards' relatability and accessibility.
- Highlighted student content takeovers, giving students a chance to share their point of view.
- Aligned organic social posts to match and compliment recruitment advertising, mail, and email.
- Grew audience, video views, and engagement rate year over year across Wright State University's social media channels.
- Highlighted the provost's mental health initiatives including Mental Health Day.
- Highlighted and supported our community partners - Campus store, WPCU Financial Wellness Center, Mini U

#### **VI. BRANDING**

- Campus Signage
  - Phase 2 in progress