

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 Raider Open House, Graduate Programs Open House, Lake Campus Open House, Path to Health Professions, Spring Semester enrollment, February 1 financial aid and FAFSA priority application deadline, and multiple program-specific advertising. A new component that began in January was multiple advertising channels at Wright-Patterson Air Force Base, primarily focusing on graduate programs and scholarship opportunities.

I. PUBLICATIONS AND ADVERTISING

The Office of Marketing team has delivered 74 publications and advertising projects for our Wright State community partners since November 23, 2022. Listed below are many projects aimed at increasing enrollment and marketing the university.

Advertising

- 2022_23 Centerville Lifestyle Print Ads February
- 2022_23 Centerville Lifestyle Print Ads January
- 2022_23 DBJ Forums Ad Creative Economic Forum Digital Ads
- 2022_23 DBJ Forums Ad Creative Economic Forum Print Ad
- 2022_23 DBJ Forums Ad Creative Economics Forum Sponsor Letter
- 2022_23 Facebook Ads December General
- 2022_23 Facebook Ads January_General
- 2022_23 Ohlmann Digital Ads January Grad Open House
- 2022_23 Ohlmann Digital Ads Lake Campus Open House
- 2022_23 Outdoor Lake Campus Spring Open House Digital Poster
- 2022_23 Outdoor Lake Campus Spring Open House Static Posters
- 2022_23 RING Digital/SEM Ads January
- 2022_23 RSCOB DBJ Ad Campaign Homepage Takeover Dec. 19
- 2022_23 RSCOB DBJ Ad Campaign Native Content Article Jan. 16
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Dec. 8
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Feb. 2
- 2022_23 RSCOB DBJ Ad Campaign Print Ad Jan. 12
- 2022_23 RSCOB DBJ Ad Campaign SOV Digital Ads Jan. 16
- 2022_23 RSCOB DBJ Ad Campaign XL Banners Dec. 19
- 2022_23 Sidewalk Graphics January/February
- 2022_23 Snapchat Ads January
- 2022_23 Snapchat Ads January Grad School
- 2022_23 Snapchat Ads_December_Transer
- 2022_23 WPAFB Advertising Digital Screens_February

- 2022-23 Raider Open House Facebook Ads—Jan. 28, 2023
- 2022-23 Raider Open House Ohlmann Digital Ads—Jan. 28, 2023
- 2022-23 Raider Open House Outdoor_Dayton Static Posters_Jan. 28, 2023
- 2022-23 Raider Open House RING Digital Ads—Jan. 28, 2023
- 2022-23 Raider Open House Sidewalk Graphic—Jan. 28, 2023
- 2022-23 Raider Open House Snapchat Ad—Jan. 28, 2023
- 2022-23 Raider Open House_Oudoor_Cincinnati Static Posters_Jan. 28, 2023
- 2022-23 Raider Open House_Outdoor_Cincinnati Digital Posters_Jan. 28, 2023
- 2022-23 Raider Open House_Outdoor_Cincinnati Static Bulletin_Jan. 28, 2023
- Career Services Employer Speaker Series 2022_23 Amazon February
- Career Services Employer Speaker Series 2022_23 WPAFB February
- CHEH Raider Active Courses Digital Signage
- CHEH Social Work M.A. Tabletop Banner
- Cincinnati Enquirer College Connection Guide Digital Ads
- Cincinnati Enquirer College Connection Guide Print Ad
- Destination Imagination Tournament Sponsorship Digital Ads
- Destination Imagination Tournament Sponsorship Program Ad
- Destination Imagination Tournament Sponsorship Staff T-Shirts
- Flyin to the Hoop Print Ad
- Nutter Center Advertising Athletics Website Digital Ads
- Nutter Center Advertising Digital Concourse Signage
- Power Ad Co. Projects 2022 Dayton Christian Football Windscreen
- Power Ad Co. Projects 2022 Dayton Christian Soccer Scoreboard
- Power Ad Co. Projects 2022 Springboro Football
- ROH Nutter Center Marquee Graphic--January 28, 2023
- Springfield Shawnee 2023 Yearbook Ad
- WPAFB Advertising Banners
- WPAFB Advertising Digital Screens
- WPAFB Advertising Email Blast Ad
- WPAFB Advertising Posters
- WPAFB Advertising Website Ad
- WPAFB Advertising Window Cling

Print

- Admissions Holiday Card 2022
- AOM Gift Form Update
- CHEH Nursing Brochure Update
- CHEH Teacher Leader Brochure
- COLA English Handout Card
- COLA History Handout Card
- COLA Social Sciences Pullup Banner
- COLA TDMP Theater Programs 22_23 Arcadia
- Commencement Program Fall 2022
- Grad School Email Header
- Graduate Programs and Honors Studies Combined Programs Flyer
- Graduate Programs and Honors Studies Honors Flyer
- Partnerships Holiday Card 2022

- President's 2022 Holiday Cards
- Provost Holiday Card
- Public Health Minor Flyer
- Spring Semester 2022 Registration Reminder Postcard
- WELL schedule

Breakdown

- 56 Advertising Projects
- 18 Print/Publications

II. WEB

The Office of Marketing web team has completed 409 web support requests and projects since November 23, 2022. Highlights include the following completed projects:

Projects

- Addition of Frequently Asked Questions to Tutoring Website
- BSOM website for new rural family medicine residency
- Institutional Research and Effectiveness
- Isackson and Roe 1018 Requirements Page
- Online Giving
- Parking Services (License Plater linking)
- Raidergiving signage
- Refresh of A-Z Index
- We Serve U

Breakdown

- 9 web projects completed
- 400 web support requests completed

III. PHOTOGRAPHY AND VIDEO

The Office of Marketing photography and video production team completed 123 photography requests, video projects, and internal/external digital imaging requests since Nov 23, 2022. Below are highlights of the work that has been completed during this timeframe.

Video

- 2022_23 Cinema Ads January
- 2022_23 Jo Magazine and TV Ads December TV Ads_Spring Semester
- 2022_23 Jo Magazine and TV Ads December TV_Raider Open House
- 2022_23 YouTube Ads January_Feb. 1 App Deadline
- 2022_23 YouTube Ads January_Grad School Open House
- 2022_23 YouTube Ads January_Path to Health Professions PTHP

- 2022_23 YouTube Ads January_Social Work
- 2022_23 YouTube Ads_December_RSCOB Analytics
- 2022_23 YouTube Ads_December_Spring Semester
- 2022_23 YouTube Ads_December_Transfer
- 2022-23 Raider Open House Cinema Ad—Jan. 28, 2023
- 2022-23 Raider Open House Radio Ad—Jan. 28, 2023
- 2022-23 Raider Open House Streaming Audio—Jan. 28, 2023
- 2022-23 Raider Open House Streaming TV/CTV Ad—Jan. 28, 2023
- 2022-23 Raider Open House YouTube Ad—Jan. 28, 2023
- Bengals Game 30 Second Video Ad
- Dayton Live Video Ads
- Jo Magazine and TV Ads December TV Ads_Transfer
- Nutter Center Advertising Center Hung Scoreboard and Main Board
- Nutter Center Advertising Digital Courtside Signs
- ROH Homepage Video--January 28, 2023 event

Photography

- Abigail Halsey - Student profile
- Anna Jones, New Director of Raider Connect
- Arcadia Production
- Bioscience students who won silver in worldwide competition
- Capt. Brian Elliott, MD, who wrote a book about medical traditions
- Carl Billingsley - Headshot for WSU Directory
- CoSM Scholarship Reception
- Cycle Class
- DOS Colloquium
- Emily Winkelmen - Student profile
- GHSAB Group & Portrait
- Homecoming Kick-Off
- Kaitlyn Miller - Neuroscience major - Wins Naval Horizons Essay Contest
- Latino Center Graduation Ceremony
- Millionaire's Club
- New Chair of the Nursing Department - Melissa Wilson
- Office of the Provost Team Photograph (9 people)
- Professional Headshots for RSCOB Students
- PSA Culture (Bob Grant, Joylynn Brown, Brooklyn Mason) and Alumni Profile (Kim Demmings)
- Rahul Shah, biological science major, ph.d. candidate, board of trustee member
- Tuesday Jan 24 - Music area Recruitment Event
- Various Photography for Magazine
- Veteran & Military Center Graduates
- Wright State Magazine Spring 2023 - Where are they Now - Amanda Thompson
- WSU-WPAFB Partnership Reception

Breakdown

- 26 location and studio photography sessions
- 21 Video projects
- 49 internal digital imaging requests
- 27 external digital imaging requests