

**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 and Lake Campus Open House in July, the summer Pre-health Advantage program, Summer B Term, Lake Campus Mercer County Fair event, and Laker Lawn Party. We conducted a transfer geofencing campaign at competitor campuses, a summer campaign intended to increase yield by targeting current and admitted students, and academic program-specific advertising each month for both campuses. We increased our in-school advertising presence to 83 area high schools and supported several university-sponsored events, including the Dayton Region Workforce Initiative, the Air Force Marathon, and the Air Force Museum Foundation.

**I. PUBLICATIONS AND ADVERTISING**

The Office of Marketing team has delivered 149 publications and advertising projects for our Wright State community partners since Apr 18, 2023. Listed below are many projects aimed at increasing enrollment and marketing the university.

**Advertising**

- 2022\_23 Centerville Lifestyle Print Ads June 2023
- 2022\_23 DBJ Forums Ad Creative Bizwomen Power 50 Print Ad
- 2022\_23 DBJ Forums Ad Creative Forty Under 40 Digital Ads
- 2022\_23 DBJ Forums Ad Creative Forty Under 40 Print Ad
- 2022\_23 DBJ Forums Ad Creative Forty Under 40 Sponsor Letter
- 2022\_23 DBJ Forums Ad Creative Health Care Heroes Print Ad
- 2022\_23 Facebook Ads June\_Admitted
- 2022\_23 Facebook Ads June\_General
- 2022\_23 Facebook Ads May\_Admitted
- 2022\_23 Facebook Ads May\_General
- 2022\_23 Facebook Ads May\_Prehealth Advantage
- 2022\_23 RING Digital/SEM Ads June\_Admitted
- 2022\_23 RING Digital/SEM Ads June\_General
- 2022\_23 RING Digital/SEM Ads May Admitted
- 2022\_23 RING Digital/SEM Ads May General
- 2022\_23 RING Digital/SEM Ads May Transfer Geofencing
- 2022\_23 RING Digital/SEM Ads May\_Prehealth Advantage
- 2022\_23 RSCOB DBJ Ad Campaign Native Content Article May 22
- 2022\_23 RSCOB DBJ Ad Campaign Print Ad June 8
- 2022\_23 RSCOB DBJ Ad Campaign Print Ad May 11
- 2022\_23 RSCOB DBJ Ad Campaign SOV Digital Ads May 22
- 2022\_23 Snapchat Ads June

- 2022\_23 Snapchat Ads May\_Transfer
- 2022\_23 WPAFB Advertising Digital Screens\_June
- 2022\_23 WPAFB Advertising Digital Screens\_May
- 2022\_23 WPAFB Advertising Website and Email Blast Ads\_June
- 2022\_23 WPAFB Advertising Website and Email Blast Ads\_May
- 2023-24 Raider Open House Facebook Ads: July 28
- 2023-24 Raider Open House Nutter Center Marquee Graphic: July 28
- 2023-24 Raider Open House Ohlmann Digital Ads: July 28
- 2023-24 Raider Open House RING Digital Ads: July 28
- 2023-24 Raider Open House Sidewalk Graphics: July 28
- 2023-24 Raider Open House Snapchat\_TikTok Ad: July 28
- 2023\_24 DBJ Forums Ad Creative Workforce Development Digital Ads
- 2023\_24 DBJ Forums Ad Creative Workforce Development Digital Content Hub
- 2023\_24 DBJ Forums Ad Creative Workforce Development Optional Items
- 2023\_24 DBJ Forums Ad Creative Workforce Guide Sponsor Letter/Photo
- 2023\_24 Facebook Ads\_August\_General
- 2023\_24 Facebook Ads\_July\_Admitted
- 2023\_24 Facebook Ads\_July\_General
- 2023\_24 Power Ad Co. Projects Fairfield Football LED Scoreboard Ad
- 2023\_24 Power Ad Co. Projects Fairfield Football Static Scoreboard Ad
- 2023\_24 Power Ad Co. Projects Franklin Basketball Scoreboard Ads
- 2023\_24 Power Ad Co. Projects Franklin Basketball Scoretable Ad
- 2023\_24 Power Ad Co. Projects Lakota East Basketball LED
- 2023\_24 Power Ad Co. Projects Middletown Basketball Digital Scoretable Ad
- 2023\_24 Power Ad Co. Projects Springfield Shawnee Football LED Scoreboard Ad
- 2023\_24 Power Ad Co. Projects Springfield Shawnee Football Static Scoreboard Ad
- 2023\_24 Power Ad Co. Projects Stebbins Basketball Scoreboard Ad
- 2023\_24 Power Ad Co. Projects Stebbins Football Windscreen
- 2023\_24 RING Digital Ads\_August\_Admitted
- 2023\_24 RING Digital Ads\_August\_General
- 2023\_24 RING Digital Ads\_July\_Admitted
- 2023\_24 RING Digital Ads\_July\_General
- 2023\_24 Sinclair Clarion Ads\_August
- 2023\_24 Snapchat\_TikTok\_Ads\_August
- 2023\_24 Snapchat\_TikTok\_Ads\_July\_Still Time\_Fall Semester
- 2023\_24 WPAFB Advertising Digital Screens\_July
- 2023\_24 WPAFB Advertising Web\_Email Ads\_July
- 2023\_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023\_24 WPAFB Advertising Wright Times Magazine Print Ad\_June
- 2023\_24 WPAFB Advertising\_Digital Screens\_August
- 2023\_24 WPAFB Advertising\_Digital Screens\_September
- 2023\_24 WPAFB Advertising\_Web\_Email Ads\_August
- 2023\_24 WPAFB Advertising\_Web\_Email\_Ads\_September
- CHEH HOSA Digital Ads
- Cincinnati Bengals Game Program Ad
- Cincinnati State Fall Student Calendar Ad
- COLA ArtsLive 2023 Campus Digital Signage Ad

- COLA ArtsLive 2023 Dayton Jewish Observer Print Ad
- Enrollment Management Eco Bash Print Ad
- Jo Magazine and TV Ads April 21 Print Ad
- Jo Magazine and TV Ads June 16 Print Ad
- Kenton Ridge Program Print Ad
- Lake Campus Celina Daily Standard Print Ad
- Marion Local Athletics Program Ad
- Mascot Media Creative Update Digital Ads
- Ohio Magazine College 101 Print Ad
- Ohio Magazine Print Ad
- RSCOB Dayton Chamber Focus Magazine Ads\_July
- RSCOB Dayton Chamber Focus Magazine Ads\_May
- SOPP Psi Chi Digital Magazine Ad
- Staff Development Day Signage
- Staff Development Day Video Display Graphic
- State Science Day Program Ad
- VNN Digital Ads Creative Update

## **Print**

- 2022\_23 WPAFB Advertising Posters\_June
- 2023-24 Raider Open House July 28 Postcard
- 2023-24 Raider Open House July 28 Print Agenda
- 2023-24 Raider Open House July 28 Room Signs
- 23-24 Housing Rate Sheet
- AFROTC Poster
- Book Pickup Sign
- BSOM Birthday Cards
- BSOM Cleveland Invitation + envelopes
- BSOM Preceptor Invitation
- BSOM Stationary Cards
- BSOM White Coat Campaign
- COLA Faculty Awards Display 2023
- College Promise Program 2023
- College Writing Workshop website and postcard
- eCommerceTrailer Decals
- Future Teachers Day 2023 Handouts
- Future Teachers Day 2023 Postcards
- Handwritten Card from Dr. Edwards
- Honors Flyer Flyer Update
- Housing Tabletop pop-up banner
- International Housing Flyer
- Lake Commencement Program Spring 2023
- Lake Open House Postcard (July 27, 2023)
- Latino Center Mural
- Magnets
- Nursing Camp Agenda

- Ologie College Booklets
- Orientation 2023 DFHS Postcard 1
- Orientation 2023 DFHS Postcard 2
- Orientation 2023 DFHS Postcard 3
- Orientation 2023 New Student Guide (booklet)
- Orientation 2023 Parent Postcard (3 drops)
- Orientation 2023 Signage
- Orientation 2023 Transfer Postcard 1
- Orientation 2023 Transfer Postcard 2
- Orientation 2023 Transfer Postcard 3
- Orientation Flyer for Signing Day
- Orientation Nametags
- Payment Options Postcard
- Program for 2023 Ceremony of Appreciation for donors to the Anatomical Gift Program
- Provost Org Chart
- Retirees Association Directory Cover and Envelope Update 6 x 9 Envelope
- Retirees Association Directory Cover Update
- RSCOB Accountancy Pullup Banner
- RSCOB Economics Pullup Banner
- RSCOB Finance Pullup Banner
- RSCOB Graduate Programs Pullup Banner
- RSCOB ISSCM Flyer MIS update
- RSCOB ISSCM Pullup Banner
- RSCOB Management Pullup Banner
- RSCOB Marketing Pullup Banner
- RSCOB PBI Pullup Banner
- RSCOB Signing Day Paw Print
- RSCOB Sticker Sheets
- RSCOB Undergraduate Graduate Flyer Update
- RSCOB Undergraduate Programs Pullup Banner
- Signing Day Postcard
- Staff Development Day Room Schedule Word Template
- Success Tips Brochure
- Transfer Week Headers
- VMC Best for Vets Application Editing
- Why Wright State postcard

### **Breakdown**

- 86 Advertising Projects
- 63 Print/Publications

## **II. WEB**

The Office of Marketing web team has completed 890 web support requests and projects since April 18, 2023. Highlights include the following completed projects:

### **Projects**

- BSOM Boonshoft School of Medicine Student Organization Fair Save the Date
- BSOM Lectureship Webpage
- College Writing Workshop website and postcard
- Create Division Website in place of Controller site
- Division of Enrollment Management website
- GREAT Lab website
- Institutional Research & Effectiveness 2023 Update
- International Transcripts
- Lake Graphic Design Landing Page
- LCME Webpage BSOM
- Net Price Calculator Update Request
- Nine Campus Posters
- "OHECC 2023 Website"
- Orientation and Success Programs website
- "PEEPS (A Peer Enrichment and Empowerment Program for Success)"
- Pre-College Programs Summer Camps Website
- Refresh Residence Life and Housing website
- Revamp Business Enterprise Center web content
- SOPP Fall Open House
- Staff Development Day
- Student Newsletter Outlook template
- TechCred webpages
- Universal Analytics transition to G4
- Updating Tutoring Services Frequently Asked Questions

### **Breakdown**

- 25 web projects completed
- 865 web support requests completed

## **III. PHOTOGRAPHY AND VIDEO**

The Office of Marketing photography and video production team completed 291 photography requests, video projects, and internal/external digital imaging requests since April 18, 2023. Below are highlights of the work that has been completed during this timeframe.

## Video

- 2022\_23 Cinema Ads June
- 2022\_23 Radio Ads Lake Campus Police Academy Radio Ad
- 2022\_23 YouTube Ads May\_Admitted\_Orientation
- 2022\_23 YouTube Ads May\_Summer B Term
- 2022\_23 YouTube Ads\_June\_Transfer
- 2023-24 Raider Open House Cinema Ad B: July 28
- 2023-24 Raider Open House Cinema Ad: July 28
- 2023-24 Raider Open House CTV/OTT Ad: July 28
- 2023-24 Raider Open House YouTube Ad A: July 28
- 2023-24 Raider Open House YouTube Ad B: July 28
- 2023\_24 Cinema Ads July/August\_Still Time to Apply
- 2023\_24 YouTube Ads July\_Academics\_Public Health
- 2023\_24 YouTube Ads July\_Admitted\_Great Choice\_Next Steps
- 2023\_24 YouTube Ads July\_General\_Still Time to Apply
- 2023\_24 YouTube Ads July\_Lake Campus Summer Open House
- 2023\_24 YouTube Ads July\_Transfer\_Still Time
- 2023\_24 YouTube Ads\_August\_Academics\_Computer Science
- 2023\_24 YouTube Ads\_August\_Admitted\_First Weekend
- 2023\_24 YouTube Ads\_August\_Fall Semester
- Drew Sprengel Testimonial Video
- First Weekend Welcome Video
- Lake Campus Mercer County Fair Video Ad
- Lake Campus Newsletter Video Jordon Coffman - August 2023
- Lake Campus Still Time to Apply Radio Ad
- Orientation – Parking and Public Safety
- Orientation – Student Involvement and Leadership
- RSCOB Newsletter 2022-2023, July, Chris LaFountain
- RSCOB Newsletter Videos 2022-2023 – July, Joe White
- RSCOB Newsletter Videos 2022-2023, June, Matt Cline
- RSCOB Newsletter Videos 2023-2024 - Interim Dean Hopkins

## Photography

- 0065417 Greek Council Portraits
- 2023 Department of Psychiatry Graduation
- 2023 Spring Commencement photography
- 2023 Spring Undergrad Commencement
- 2023 Top Scholars
- 3 medical students needing headshots for class composite
- Alumnus Francisco Marques
- Alumnus Hany Elemery
- Anjali Edwards, recent grad who wrote a book about service animals and their handlers
- Artesia Dunbar, clinical psychology doctoral student
- Athletics Fall Sports Photo Day
- Bethany Althausen

- Billy Kelley
- Bri Chan, a dance major also majoring in biomedical engineering
- Brooke Solomito
- BSOM Internal Medicine Graduating Residents
- BSOM Research Symposium
- BSOM Wright State University Rural Family Medicine Residency Photos
- Champion's Garden Invitation
- Clarice Wellmeier, accountancy major, clarinet minor, survival course trainer
- Clinacal-Ultrasound-Schedule a Photoshoot
- COLA Award Winners 2023
- Convocation and White Coat Ceremony
- Department of Marketing Scholarships and Awards Luncheon
- Disability Services Scholarship Banquet
- Dr. Megan Faragher
- Economics Depart. Scholarship Reception
- Established Leader Retreat
- Faculty Awards 2023
- Flags on plaza outside Allyn Hall
- Friends of the Libraries Annual Luncheon
- FSC Headshot make-ups
- Gary Neal Jr. GE internship
- Giancarlo Mariani Headshot
- Graduation Pictures for the Veteran Military Center
- Headshot for Emily Chapman - Director of Women's Basketball Operations
- Honors Graduation & Reception
- ISSCM 2023-24 Graduate Programs Cohort
- ISSCM Hooding Ceremony
- Kathy Klein, Tom & Dots Gelato
- Kelia McMichael - Award/research story
- Lake Campus photo
- Latino Center Summer Day Program
- Lilith Holoway Fulbright Scholar
- Mark Black Alumni Magazine Feature
- Mark Johnson Art in Science Award
- Master of Public Administration (MPA) Capstone Presentations
- McLin Scholarship Banquet
- Neurology Graduation
- Nicole Cantrell alumna profile
- ODS Staff Headshots
- Order photos for: 57647 Student Life 7-13-21
- Order photos for: 17019 Emily Stamas, BSOM Convocation 7-17-16 17019-004
- Order photos for: 18777 Marketing Professor Wakiuru Wamwara, Carnegie African Dispora Fellow 3-8-17
- Order photos for: 19071 Admissions Viewbook 6-1-17
- Order photos for: 20348 Libertad Leon, Office of Diversity & Inclusion 8-10-18
- Order photos for: 56481 Kris Sproles, Alum Anna Helmig 3-17-21
- Order photos for: 60196 Annette McCoy, New Freshman for Magazine 2-25-22

- Order photos for: 60722 Electrical Engineering Student Thomas Beard 4-13-22
- Order photos for: 61057 BSOM Psychiatry Graduation 6-10-22
- Order photos for: 62256 Summer Photos Around Campus 8-26-22
- Order photos for: 62612 Jeremy Keller, Fall Appeal Students 9-28-22
- Order photos for: 62748 Disability Services Scholarship Banquet 4-20-23
- Order photos for: 62748 Disability Services Scholarship Banquet 4-20-23
- Order photos for: 63089 ArtsGala 4-1-23
- Order photos for: 63383 Library Top Scholars 4-14-23
- Order photos for: 63383 Library Top Scholars 4-14-23
- Order photos for: 63384 Friends of the Libraries Annual Luncheon 4-26-23
- Order photos for: 63653 CoLA Student Showcase 4-14-23
- Order photos for: 63653 CoLA Student Showcase 4-14-23
- Order photos for: 63962 Spring Scholarship Lunch 3-21-23
- Order photos for: 64041 University Student Success Awards 4-20-23
- Order photos for: 64041 University Student Success Awards 4-20-23
- Order photos for: 64665 Chanel Winston, BSOM Awards Ceremony Brunch and Graduation 4-30-23
- Order photos for: 64686 Department of Marketing Scholarships and Awards Luncheon 4-12-23
- Order photos for: 64853 Wright Leader Academy Graduation 5-5-23
- Order photos for: 64853 Wright Leader Academy Graduation 5-5-23
- Order photos for: 64853 Wright Leader Academy Graduation 5-5-23
- Order photos for: 64853 Wright Leader Academy Graduation 5-5-23
- Order photos for: 64868 Annual Giving Spring Appeal 4-4-23
- Order photos for: 64875 COSM Festival of Research 3-31-23
- Order photos for: 64886 Graduation Pictures for the Veteran Military Center 4-24-23
- Order photos for: 64894 Valerie Weber, BSOM Research Symposium 4-13-23
- Order photos for: 64902 History Symposium 4-14-23
- Order photos for: 64968 Angela Clements, BSOM Academy of Medicine Dinner 4-25-23
- Order photos for: 64977 CoSM Top Scholar Celebration Reception 4-17-23
- Order photos for: 64977 CoSM Top Scholar Celebration Reception 4-17-23
- Order photos for: 65086 Family Medicine Residency Graduation 6-29-23
- Order photos for: 65086 Family Medicine Residency Graduation 6-29-23
- Order photos for: 65092 Mark Johnson Art in Science Award 4-24-23
- Order photos for: 65102 WSU Surgery Graduate group photos 5-10-23
- Order photos for: 65225 Signing Day 5-2-23
- Order photos for: 65257 Spring on Campus 5-3-23
- Order photos for: 65257 Spring on Campus 5-3-23/51260 and Summer 8-16-19
- Order photos for: 65396 Orientation 6-15-23
- Order photos for: 65410 Erica Harrah, Lilith Holoway Fulbright Scholar 5-18-23
- Order photos for: 65450 Erica Harrah, Kelia McMichael Student Profile 5-26-23
- Order photos for: 65601 Latino Center Summer Day Program 6-22-23
- Order photos for: 65601 Latino Center Summer Day Program 6-22-23
- Order photos for: 65717 Alum Francisco Marques 6-21-23
- Order photos for: 65758 Kaelin Locker, BSOM Convocation and White Coat Ceremony Class of 2027 7-8-23



- Order photos for: 65830 Chanel Winston, BSOM New Student Orientation, Class of 2027 7-6-23
- Order photos for: 65927 Lake Campus Mascot 7-26-23
- Order photos for: 66032 Sherry Adkins, BSOM Wright State University Rural Family Medicine Residency 7-25-23
- Order photos for: 66124 Lake Campus Slate Headshots 7-26-23
- Order photos for: 66449 Alum Hany Elemary 8-23-23
- Order photos for: 8788 University Symphony Orchestra 5-22-12
- Order photos for: Assorted Photos from SmugMug
- Order photos for: August Facebook Ad Photos
- Order photos for: Best for Vets Suvey
- Order photos for: Biomedical, Industrial, and Human Factors Engineering website
- Order photos for: Brand and Marketing webpages
- Order photos for: BSOM graduation photo
- Order photos for: BSOM Student Clinician Ceremony 3-28-23 and BSOM Awards Ceremony Brunch and Graduation 4-30-23
- Order photos for: BSOM-Obstetrics-Gynecology 5-31-23
- Order photos for: Cobi Haverfield 59832 RSCOB Professional Development Day Portraits 3-9-22
- Order photos for: Current Student Registration Campaign Ad Photos
- Order photos for: Dining Services website
- Order photos for: Dining website
- Order photos for: Economics Scholarship Reception
- Order photos for: Ellen McIntire, Family Medicine Residency Graduation 6-29-23
- Order photos for: Engineering Sailboat Demonstration 4-3-22
- Order photos for: Event Photos
- Order photos for: Facebook Ads Admitted June
- Order photos for: Facebook General Ads June
- Order photos for: Family Medicine Residency
- Order photos for: Fiddler on the Roof 11-5-02
- Order photos for: Financial Operations website
- Order photos for: Financial Wellness Center website
- Order photos for: First Weekend
- Order photos for: First Weekend schedule webpages
- Order photos for: First Weekend website
- Order photos for: Graduating Student (Veteran and Military Center)
- Order photos for: Headshot photo Jason C. Massengill, MD
- Order photos for: Headshot Sheela Barhan, MD
- Order photos for: Headshots: Phillip Heyse, MD, Christopher Schneider, MD, Melissa Roelle, MD
- Order photos for: JO Magazine Photo
- Order photos for: Join a Fraternity or Sorority webpage
- Order photos for: July Facebook Photos
- Order photos for: Lake Campus Business Enterprise Center website
- Order photos for: Lake Campus Dining webpage
- Order photos for: Lake Campus Orientation Ad Photo
- Order photos for: Magazine 65746 Greg Scharer, Mark Black Alum 6-16-23

- Order photos for: Magazine Photo: 62843 Kathy Kuntz, Alumni Achievement Awards 1-28-23
- Order photos for: Magazine Photos
- Order photos for: May Facebook Ad Photos
- Order photos for: Multiple Projects
- Order photos for: New Graduate Student Orientation and Resources webpages
- Order photos for: Not in Smugmug but exists online - Millie Waddell
- Order photos for: Orientation and Success Programs website
- Order photos for: orientation photos
- Order photos for: Photo editing/clean up for use in social media
- Order photos for: Photos for Housing Flyer
- Order photos for: photos for orientation slides
- Order photos for: Photos for website and newsletters
- Order photos for: Portraits BSOM Class of 2027
- Order photos for: PreHealth Advantage Photos for Ads
- Order photos for: Provost Annual Review Report 2022-23
- Order photos for: Psychiatry Graduation
- Order photos for: Raider Open House Facebook Ads
- Order photos for: Raider Open House Web Page Photo
- Order photos for: School of Nursing Pre-Commencement Ceremony 4-28-23
- Order photos for: September Facebook Ad Photos
- Order photos for: Tony Alexander Celebration of Life
- Order photos for: Traynor Photos
- Order photos for: Union Market photos
- Order photos for: Various Photos
- Order photos for: Various Photos
- Order photos for: Wright Leader Academy Graduation 5-5-23
- Orientation
- Orientation Staff Headshots
- Professional Business Institute attendees
- Professional Business Institute Graduation Ceremony
- Professional headshot/portrait for new Housing Staff Members
- School of Nursing Pre-Commencement Ceremony
- SGA Group Photos
- Slate Headshots and Mascot Photos
- Staff Photo
- Staff Portrait
- Staff portrait for website: Erika Gilles
- Student Showcase
- University Student Success Awards
- WSU Family Medicine Residency Graduation
- WSU New Resident Headshot Photos
- WSU Surgery Residency Graduation
- WSU/Premier Nursing Camp
- Zach Strauss, business alumnus whose marketing company has been honored

## **Breakdown**

- 69 location and studio photography sessions
- 30 Video projects
- 122 internal digital imaging requests
- 70 external digital imaging requests

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

- Orientation - Registration Reminder-June 2023
- Bursar - Summer 23 Prior Term Past Due Balance Call May 17 2023
- UCIE - International Students' Arrival Information
- Orientation - Registration Reminder 2

### **V. SOCIAL MEDIA**

- Increased accessibility to the university president through development of student engagement content.
- Shared and highlighted newsroom articles featuring alumni and their community ties.
- Aligned organic content to match paid social media ads, print materials, and emails.
- Presented live coverage of summer events on campus, including Raider Open House and orientation.
- Added SproutLink tracking to drive traffic to Wright State website via Instagram.
- Implemented UTMs in posts to track social media-based applications.
- Collaborated with another university to develop best practices.

### **VI. BRANDING**

- Campus Signage
  - Established branding standards for campus signage
  - Began updating building signage, logo, color, and secondary text (college/units) across campus—Phase 1 complete
- Club Sports
  - Updated logos; club sports manager is enforcing updated brand consistency (social media, uniforms, etc.)
- Dining Services/Quest Food
  - Location/venue marks at The Hangar, Union Market, and Boathouse Cafe (Lake Campus) being updated for consistency in color, brand, font, and style
- Campus Store/eCampus
  - Raider Landing and Laker Landing marks created for new eCampus store names