

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 Admitted Student Night. Advertising also promoted the May 6 summer start and brand awareness through “value” and “degree pays dividends” ads and continued our digital campaign for Graduate Programs that focuses on serving ads to members of professional organizations. Marketing also created multiple deliverables in support of ArtsGala as well as the previously mentioned events.

Projects and Deliverables

Since February 7, 2024, the Office of Marketing has completed numerous projects aimed at increasing enrollment and marketing the university for our Wright State community partners. Completed projects include publications, advertising, web, videography, photography, digital imaging, social media, and branding. Listed below are highlights of those projects.

I. PUBLICATIONS AND ADVERTISING

Advertising

- 2023_24 DBJ Forums Ad Creative Aerospace and Defense Awards Digital Ads
- 2023_24 DBJ Forums Ad Creative Aerospace and Defense Awards Print Ad
- 2023_24 DBJ Forums Ad Creative Aerospace and Defense Awards Sponsor Letter
- 2023_24 DBJ Forums Ad Creative Workforce Forum Digital Ads
- 2023_24 DBJ Forums Ad Creative Workforce Forum Print Ad
- 2023_24 DBJ Forums Ad Creative Workforce Forum Sponsor Letter
- 2023_24 Facebook Ads_April_General
- 2023_24 Facebook Ads_March_General
- 2023_24 JO Magazine Ads_March 27
- 2023_24 Power Ad Co. Projects Cedarville Football Scoreboard Ad
- 2023_24 RING Digital Ads_April_General
- 2023_24 RING Digital Ads_March_General
- 2023_24 Sinclair Clarion Ads_April
- 2023_24 Sinclair Clarion Ads_March
- 2023_24 Snapchat_TikTok_Ads_April_Still Time to Apply
- 2023_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023_24 WPAFB Advertising_April_Digital Screens
- 2023_24 WPAFB Advertising_April_Web_Email Ads
- 2023_24 WPAFB Advertising_March_Digital Screens
- 2023_24 WPAFB Advertising_March_Web_Email Ads
- CHEH | Nursing Camp 2024 Social Media Posts

- COLA | History MA Email
- CS | Employer Speaker Series Nordson Digital Signage
- CS | Employer Speaker Series_WPAFB Spring
- CS | Spring 2024 Career Fairs Career Fair Digital Signage
- CS | Spring 2024 Career Fairs Career Fair Social Media Posts
- CS | Spring 2024 Career Fairs Career Fair Wings Announcement
- CS | Spring 2024 Career Fairs COLA Internship Expo Digital Signage
- CS | Spring 2024 Career Fairs COLA Internship Expo Social Media Posts
- CS | Spring 2024 Career Fairs COLA Internship Expo Wings Announcement
- EM | Enrollment Promotion Materials Digital Screen Ad
- EM | Enrollment Promotion Materials Residence Hall Sandwich Boards
- First-Year Student Registration Events Calendar Event
- FND | Studio 5G Ribbon Cutting Invite Email
- LAKE | Lake Campus March 2024 Open House Ohlmann Digital Ads
- MKT | 2024 Destination Imagination Print Ad
- MKT | Big Hoopla STEM Challenge Program Ad
- MKT | BMV Digital Screen Ad
- MKT | BMV Digital Screen Ad Vertical
- MKT | Dayton Air Show Program Ad
- MKT | DDC Ohio Space Forum Power Point Ad
- MKT | Girls on the Run Sponsorship
- MKT | Greenon High School Athletics Digital Media Guide Ad
- MKT | Greenon High School Athletics PA Announcements
- MKT | Greenon High School Athletics Web Page Logos
- MKT | Greenon High School Basketball Scoreboard Ad
- MKT | Greenon High School Football Scoreboard Ad
- MKT | State Science Day Program Ad
- MKT | STEM School Anniversary Gala Program Ad
- PRES | DDC Fly-In Event Ad
- PRES | Regional Spelling Bee Step and Repeat Wall Kit
- ROH March 9 Nutter Center Digital Ads
- ROH March 9 Nutter Center Marquee Graphic
- RSCOB | DBJ Ad Campaign 2023_24 Grad Programs Virtual Open House Ad
- RSCOB | DBJ Ad Campaign 2023_24 MBA Open House Support Recognition Ad Logo
- RSCOB | Graduate Programs Virtual Open House Digital Screen Ad
- RSCOB | Graduate Programs Virtual Open House Email Header
- RSCOB | Graduate Programs Virtual Open House Ohlmann Digital
- RSCOB | Graduate Programs Virtual Open House Social Media Image
- RSCOB DBJ Ad Campaign 2023_24 Native Content Article_Video
- RSCOB DBJ Ad Campaign 2023_24 Native Content Article_Video
- SS | First-Year Student Registration Events Digital Signage

Print

- 1/2 Page Housing Promotional Flyer for Orientation Folders
- CHEH | Leadership Studies PhD Flyer Update
- CHEH | Learn Local Program

- CHEH | Nursing Camp 2024 Flyer Update
- CHEH | Raider Open House ROH Flyer Update
- COLA | ArtsGala 2024 Program
- COLA | Geographic Information Science (GIS) Certificate Handout Cards
- COLA | SOSSIS Handout Card
- COLA | Sufi Performance Digital Screen Ad
- COLA TDMP Theatre Programs 23_24 Dance Concert
- COLA TDMP Theatre Programs 23_24 Putnam County Spelling Bee
- COSM | Eclipsing with CoSM Digital Screen
- COSM | Eclipsing with CoSM Poster
- COSM | Fractal Table Banner
- COSM | Totality Eclipse 2024 Flyer
- COSM | Totality Eclipse 2024 Poster
- COSM | Totality Eclipse 2024 Safety Poster
- COSM | Totality Eclipse 2024 Stickers
- CS | Spring 2024 Career Fairs Career Fair Flyer
- CS | Spring 2024 Career Fairs COLA Internship Expo Flyer
- DPPHS
- EM | Enrollment Promotion Materials Sandwich Boards
- EM | Enrollment Promotion Materials Table Tents
- EM | Pop Up Banners YMCA
- EM | Summer Start Orientation Brochure Update
- FIN | Bursar Current Term Drop for Non-Payment Handout Cards
- Financial Aid Checklist Edit
- FND | ArtsGala Half-page Ad 2024
- GPHS | Combined Program Sheets
- HR | Rush Recruitment Flyer
- MKT | 2024 Total Solar Eclipse Sandwich board
- MKT | 2024 Total Solar Eclipse T-shirts
- MKT | Eclipse Digital Screen
- MKT | Eclipse Glasses
- MKT | Eclipse Hero Image
- MKT | Eclipse Poster
- ODS Scholarship Banquet Sponsor Signs
- PRES | Commencement Spring 2024 Program
- PRES | Regional Spelling Bee Selfie Booth Background
- PRES | Regional Spelling Bee Social Media Graphic
- PRES | Regional Spelling Bee T-Shirts
- PRES | Regional Spelling Bee Wayfinding Signage
- PROV | Spring into Well Being Digital screen
- PROV | Spring into Well Being Poster
- PROV | Spring into Well Being Social Media Graphics
- RSCOB | 2024 DSAB Admitted Student Mailer
- RSCOB | 2024 Wright Venture Banner
- RSCOB | 2024 Wright Venture Digital Screen
- RSCOB | A2 Envelopes for Notecards
- RSCOB | Defense Certificate Flyer

- RSCOB | Graduate Programs Virtual Open House Handout Cards
- RSCOB | Graduate Programs Virtual Open House Postcards
- RSCOB | PBI 2024 Postcard
- SS | Path to Health Professions PTHP 2024 Program
- UCIE | International Undergraduate Merit Scholarship Flyer

Breakdown

- 63 advertising projects
- 55 print/publications
- 118 total

II. WEB

Projects

- BSOM | Academy of Medicine online voting
- BSOM | Address Update Form
- BSOM | CloudCME Branding
- BSOM | Update Research Affairs Symposium Webpage
- CAMP REC | Eclipse Landing Page
- CHEH | Exercise Oncology Certificate Web Pages
- FAC | Self Service Facilities Work Orders
- Features & Photos Website Update
- Math dept Planning schedules
- MKT | Vietnam animated ads
- PRES | Strategic Dashboard Update 2024
- Research Symposium Updates
- RSCOB | Add videos to MBA webpage
- RSCOB | Master of Information Systems webpage
- Spring Into Well-Being Webpage
- SS | 2024 East Central Writing Centers Association Conference Website
- Webpage update for Office of Research Affairs student research funding

Breakdown

- 17 web projects
- 428 web support requests
- 445 total

III. PHOTOGRAPHY AND VIDEO

Video

- 2023_24 YouTube Ads_April_Admitted Statement of Intent
- 2023_24 YouTube Ads_April_Still Time to Apply
- 2023_24 YouTube Ads_April_Submit Your FAFSA
- 2023_24 YouTube Ads_April_Summer A Term
- 2023_24 YouTube Ads_April_Transfer

- 2023_24 YouTube Ads_March_Admitted Student Night
- 2023_24 YouTube Ads_March_Admitted_Housing
- 2023_24 YouTube Ads_March_Degree Pays Dividends
- 2023_24 YouTube Ads_March_Transfer
- 2023_24 YouTube Ads_March_Visit
- LAKE | Lake Campus March 2024 Open House Streaming Audio
- LAKE | Lake Campus March 2024 Open House YouTube Ad
- LAKE | Lake Campus March 2024 Open House_CTV/OTT
- RSCOB | Graduate Programs Virtual Open House Streaming Audio Ad
- RSCOB | Graduate Programs Virtual Open House YouTube/CTV Ad

Photography

- 2024 ArtsGala Photography
- 2024 BSOM Research Symposium
- 2024 Top Scholars
- 3MT (Three Minute Thesis) Competition
- Amanda Hinson-Enslin
- Annual Achievement Awards
- Annual Giving Spring Appeal
- ArtsGala featured art students with artwork
- Ashley Carter student profile
- Ben Kressbach
- Braeden Koss -Police Officer Portrait
- BSOM composite headshot make-ups
- Career Fair / Headshots for students attending career fair
- Carly Blessing, who is Rowdy Raider
- CECS Student LinkedIn Headshots
- Daniel Huiet
- Disability Services Scholarship Banquet
- GHSAB New student Board members
- Graduate Student Ambassadors (6)
- Kidney PathoPhysiology Research Group Website
- MA in History students, keynote speaker, and program alumni
- Makeup headshots
- Mini Exhibit
- Official photo
- Outstanding Scholarly & Creative Activity and Public Impact Awards
- Path to Health Professions Day
- Presentation of Student Research at Board of Trustees Meeting
- Professional Photo Robert Hance
- Stephanie Buettner, profile of her as a student leader
- Student Leadership Awards Headshots
- UCIE | Study Abroad Photo Collage for Reception Area
- Women of Wright State Recognition Brunch
- WSU DPS Awards Ceremony 2024
- WSU production: The 25th Annual Putnam County Spelling Bee - Rehearsal

- Zach Ashby, human factors graduate student

Digital Image Orders

- Order photos for: Immersive Visualization and Animation Theater webpage
- Order photos for: 10776 Miscellaneous Campus Photos 2-25-13
- Order photos for: 10776 Miscellaneous Campus Photos 2-25-13
- Order photos for: 57935 Summer at Lake Campus 8-12-21
- Order photos for: 62398 Lake Campus Fall Photos 10-4-22
- Order photos for: 62398 Lake Campus Fall Photos 10-4-22
- Order photos for: 63653 CoLA Student Showcase 4-14-23
- Order photos for: 64897 McLin Scholarship Banquet 4-20-23
- Order photos for: 65880 First Weekend 8-25-23
- Order photos for: 66368 Alumi Achievement Awards 2-16-24
- Order photos for: 66368 Alumni Achievement Awards 2-16-24
- Order photos for: 66676 Presidents Awards for Excellence 9-27-23
- Order photos for: 67611 Fall Photo Days 10-11-23
- Order photos for: 67613 Campaign Marketing 10-25-23
- Order photos for: 67946 Kris Sproles, Police Raider Food Pantry Donation 12-11-23
- Order photos for: 68104 Admissions Staff 12-7-23
- Order photos for: 68341 Graduate Student Ambassadors 1-31-24
- Order photos for: 68412 Masters of Public Health Cohort 1-29-24
- Order photos for: 68489 Outstanding Scholarly & Creative Activity and Public Impact Awards 2-1-24
- Order photos for: 68620 3 Minute Thesis 2-21-24
- Order photos for: 68620 3 Minute Thesis 2-21-24
- Order photos for: 68645 Alum Profile Daniel Huiet 2-6-24
- Order photos for: 68769 Courtney Laukitis, Homecoming 2-14-24
- Order photos for: 68840 Sherif Elbasiouny lab 3-6-24
- Order photos for: 68888 Marty Sexton, Nursing Faculty Development Day 2-7-24
- Order photos for: 68888-Nursing-Faculty-Development-Day-2-7-24
- Order photos for: 68917 Women of Wright State Recognition Brunch 3-8-24
- Order photos for: 68930 Seth Bauguess, ArtsGala Featured Art Students 2-23-24
- Order photos for: 69157 Seth Bauguess, Student Profile Ashley Carter 3-12-24
- Order photos for: 69166 Chanel Winston, BSOM Match Day 3-15-24
- Order photos for: 69166 Chanel Winston, BSOM Match Day 3-15-24
- Order photos for: 69192
- Order photos for: 69192 Dennis Bova, Stephanie Buettner Student Profile 3-21-24
- Order photos for: 69192-001
- Order photos for: 69198 Madisyn Crabtree WPCU Scholarship Recipient 3-14-24
- Order photos for: 69298 Dennis Bova, Carly Blessing Student Profile 3-25-24
- Order photos for: 69419 Cassie
- Order photos for: 69439 BSOM Academy of Medicine Dinner 4-9-24
- Order photos for: April Facebook Ad Photos
- Order photos for: ArtsGala Featured Arts Students 2-23-24
- Order photos for: Ben Kressbach student profile
- Order photos for: BSOM new website
- Order photos for: Cancer Wellness Center webpage

- Order photos for: Carnegie email
- Order photos for: Carnegie yield emails
- Order photos for: Counseling and Wellness homepage
- Order photos for: Counseling and Wellness website
- Order photos for: Disability and Neurodivergence Cultural Center webpage
- Order photos for: Exercise Oncology Certificate webpages
- Order photos for: Facebook Photos for May
- Order photos for: Faculty & Staff
- Order photos for: Faculty and Staff Photos
- Order photos for: Faculty and Staff Portraits
- Order photos for: Graduation Pictures
- Order photos for: Grant, Bob_001 8-22
- Order photos for: HISTORY -COLA- SYMPOSIUM
- Order photos for: Homecoming Activities
- Order photos for: <https://wrightstate.smugmug.com/2024/February/68804-Student-Research-BOT-Meeting-2-15-24>
- Order photos for: Lake Misc
- Order photos for: Lake Random Photos
- Order photos for: March Facebook Ad Photos
- Order photos for: New Student Orientation website
- Order photos for: Newsletter
- Order photos for: Nursing and Health Careers Camp webpage
- Order photos for: Orientation webpages
- Order photos for: Photos for UCIE Study International Campaign
- Order photos for: Request for Homecoming 2024 photos to be edited for use on social
- Order photos for: Shu Schiller Goodbye Photos
- Order photos for: WOWS Photos
- Order photos for: Zach Ashby Newsroom student profile

Breakdown

- 34 location and studio photography shoots
- 15 video projects
- 71 internal digital imaging requests
- 25 external digital imaging requests
- 145 total

IV. One Call Messaging

- Financial Aid - 2425 FAFSA and Scholarship Priority Deadlines

V. SOCIAL MEDIA

- Continued event coverage and student interactions within content. Alumni engagement through Wright State “Throwback” posts. Newsroom stories are frequently shared.
- Aligned organic social posts to match and compliment recruitment advertising, mail, and email.

- Continued to grow audience, engagements, and engagement rate over the previous reporting period across Wright State University's social media channels.
- Promoted community partner events like The Big Hoopla and Financial Wellness workshops (Wright-Patt Credit Union).
- Highlighted special campus events like Raider Open House, BSOM Match Day, the eclipse, ArtsGala, Raiderthon, Lake Campus mascot name reveal, and Spring Into Well-being.
- Continued posting of holidays/national days like International Women's Day, National Puppy Day, Ramadan, and Easter.

VI. BRANDING

- Wayfinding campus signage in progress (design complete; currently in production/install process)
- Housing signage in progress (design complete; currently in production/install process)