

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 the Graduate Programs Spring Open House, Raider Open House, Path to Health Professions, and Lake Campus Open House. Advertising also promoted the March 1 priority application deadline and brand awareness through “value” and “degree pays dividends” ads and recently began a digital campaign for Graduate Programs that focuses on serving ads to members of professional organizations. Marketing also created multiple deliverables in support of Homecoming as well as the previously mentioned events.

Projects and Deliverables

Since December 6, 2023, 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 Economic Forum Digital Ads
- 2023_24 DBJ Forums Ad Creative Economic Forum Print Ad
- 2023_24 DBJ Forums Ad Creative Economic Forum Sponsor Letter
- 2023_24 DBJ Forums Ad Creative Workforce Publication January Print Ad
- 2023_24 DBJ Forums Ad Creative Workforce Publication January Sponsor Letter
- 2023_24 Facebook Ads_February_General
- 2023_24 Facebook Ads_January_General
- 2023_24 JO Magazine Ads_January 12
- 2023_24 RING Digital Ads_February_General
- 2023_24 RING Digital Ads_January_General
- 2023_24 Sinclair Clarion Ads_February
- 2023_24 Sinclair Clarion Ads_January
- 2023_24 Snapchat_TikTok_Ads_January_Priority Deadline
- 2023_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023_24 WPAFB Advertising_February_Digital Screens
- 2023_24 WPAFB Advertising_February_Web_Email Ads
- 2023_24 WPAFB Advertising_January_Digital Screens
- 2023_24 WPAFB Advertising_January_Web_Email Ads
- CECS | Ohio Engineer Print Ad
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Nutter Center Marquee Display
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Ohlmann Digital Ads

- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Sandwich Board Signage
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Social Media Posts
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Video Digital Display Ad
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_WPAFB Digital Display Ads
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_WPAFB Email and Website Ads
- MKT | National Trail High School Yearbook Ad
- MKT | YWCA Dayton Women of Influence Print Ad
- PRES | Dayton Development Coalition Annual Meeting Power Point Slide
- ROH March 9 Facebook_Meta
- ROH March 9 Ohlmann Digital Ads
- ROH March 9 RING Digital
- ROH March 9 TikTok
- RSCOB DBJ Ad Campaign 2023_24 Native Content Article_Video
- RSCOB DBJ Ad Campaign 2023_24 Print Ad
- UCIE | International Undergraduate Campaign IDP

Print

- Admit Kit Stickers
- ADM | Happy New Year Header
- Admitted Handwritten Postcard
- ALM | Homecoming 2024 Handout Cards
- ALM | Homecoming 2024 Small Posters
- Articulation Newsletter
- ArtsGala 2023 DBJ Ad
- CHEH | Organizational Leadership Brochure
- COLA | Language Arts Education Handout Cards
- COLA | SoSSIS Internships Handout Cards
- COLA TDMP Theatre Programs 23_24 By the Bog of Cats
- COSM | Math_Stats MS in Statistics Brochure
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Event Program
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Postcard
- GPHS | Honors Program Goals Flyer
- GPHS | Honors Program Graduation Requirements Flyer
- MKT |Staff Symposium Handout
- Orientation 2023 Powerpoint Presentation
- Orientation powerpoint creation/review
- RSCOB | Marketing Analytics and Insights MS Flyer Update
- Spring 2024 Course Registration Materials
- Spring Orientation Schedule
- SS | Path to Health Professions PTHP 2024 Postcards
- SS | Prehealth Flyer
- Transfer Handwritten Postcard
- Transfer Infographic 2023
- Transfer Scholarship Flyer
- Winter 2023 Counselor Newsletter

- Wright Path Visit Days Spring 2023
- Wright Path Visit Postcard (September 12, 2023)

Design Only

- Admit Kit Stickers
- ALM | Homecoming Email Header
- ALM | Homecoming Postcard Front
- ALM | Homecoming Social Graphics
- ALM | Homecoming Webpage Banner
- Homecoming Theme
- PRES | Digital Letterhead

Breakdown

- 36 advertising projects
- 29 print/publications
- 6 design only projects
- 71 total

II. WEB

Projects

- Academic Advising and Career Services web content
- AFROTC | Website Refresh
- Automated response Email for BSOM Drupal RFI Form
- CHEH | Add webpage for Planning & Self Study
- CHEH | Combined Degrees web pages
- CHEH | Mental Health Peer Mentors Project
- COLA | Wright State Percussion Festival
- COO | Project Management Office
- DIN | Dining Services website
- DPS | Public Safety Website Updates
- EHS | Environmental Health & Safety website refresh
- IE | Website Update
- MKT | Epay theming for Slate
- ODS Website Refresh
- PS | Update Community Police Programming Webpage
- WINGS Update

Breakdown

- 16 web projects
- 360 web support requests
- 376 total

III. PHOTOGRAPHY AND VIDEO

Video

- 2023_24 YouTube Ads_February_Degree Pays Dividends
- 2023_24 YouTube Ads_January_Path to Health Professions
- 2023_24 YouTube Ads_January_Priority App Deadline
- DBJ Native Article video 3 - Nicole Cantrell
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_CTV_OTT
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Home Page Video
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_Streaming Audio Ad
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_TikTok Ad
- GPHS | Graduate Programs 2023_24 Open Houses_Spring_YouTube Ad
- March 9 ROH CTV_OTT Ad B
- ROH March 9 CTV_OTT Ad A
- ROH March 9 Streaming Audio Ad A
- ROH March 9 Streaming Audio Ad B
- ROH March 9 YouTube Ad A
- ROH March 9 YouTube Ad B

Photography

- 2023 Fall Graduate commencement
- AI and the Future of Work: A Roadmap for Effectively Incorporating AI Into the Workplace
- By the Bog of Cats production's Dress Rehearsal in Festival Playhouse
- Color head shot photo of Logan Krause, a new Alumni Association board member eff. 1/1/2024; needed for our website
- EM Leadership Headshots
- Fall Undergrad commencement
- Graduate Student Ambassadors Meet and Greet and feature photo of Ambassador Office space for News Articles
- Honors Graduate Recognition Ceremony
- Joseph Weeks, a State Trooper earning an MPA to catch criminals, help those with trauma
- Kacie Bolin Student Profile
- Kayla Metz Student Profile
- Latino Graduation Ceremony Fall 2023
- New 2024 Alumni Assn Board Member Fernando Browning - need a color head shot photo
- Official business-Wright State staff and faculty that also officiate on the weekends
- PTX Morris Lecture with Tushar Gandhi
- RA Headshots
- Raider Food Pantry donation
- School of Nursing Pinning Ceremony
- Selvin Bacon-Velasquez Student Profile
- Spring Semester Study Abroad Fair
- Student profile of PhD engineering student Morgan Highlander
- Tim Littell Update headshot
- Wright State - Premier Health agreement announcement

Digital Image Orders

- Order photos for: 27619 CSIC Campaign Portraits 1-26-24
- Order photos for: 11599 Student Leadership Recognition 4-17-14
- Order photos for: 54486 Dorms 11-12-20
- Order photos for: 58654 Homecoming Festivities 9-27-21
- Order photos for: 59884 Raider Round-Up and Men's Basketball vs Cleveland State 1-28-22
- Order photos for: 62398 Lake Campus Fall Photos 10-4-22
- Order photos for: 62532 On The Town, 62530 Sister Act
- Order photos for: 63782 Homecoming Kick Off 1-28-23
- Order photos for: 63782 Homecoming Kick Off 1-28-23
- Order photos for: 64854 Josh Trippier, BSOM Marketing Clinical Photos
- Order photos for: 64936 Student Profile Drew Sprenkel 4-6-23
- Order photos for: 67611 Fall Photo Days 10-11-23
- Order photos for: 67693 Honors Graduate Recognition Ceremony 12-6-23
- Order photos for: 67751 Jodi Blackledge, CHEH Faculty & Staff Portraits 11-15-23
- Order photos for: 68469 Madhavi Kadakia Lab Research 1-24-24
- Order photos for: Admissions Group Visit Presentation updated pictures
- Order photos for: Bachelor of Science in Organizational Leadership webpage
- Order photos for: Cameos of Caring 2023
- Order photos for: Carnegie Application Generation emails
- Order photos for: Carnegie emails
- Order photos for: Carnegie emails
- Order photos for: Carnegie senior search email
- Order photos for: Dining Photos
- Order photos for: Dining Services website
- Order photos for: Dining Services website
- Order photos for: February Facebook Ad Photos
- Order photos for: Foundation Studies webpage
- Order photos for: Headshot Giselle D'Epiro Ellis
- Order photos for: Headshot Kari Harper, MD
- Order photos for: IE Fall 2023
- Order photos for: IE Graduation Photos
- Order photos for: Joseph Weeks student profile
- Order photos for: Kaycie Bolin 68071
- Order photos for: Lake Nursing Booklet photos
- Order photos for: Laker Cutouts
- Order photos for: Madhavi Kadakia Lab Research 1-24-24
- Order photos for: Mental Health Peer Mentors webpage
- Order photos for: Morgan Highlander NR story
- Order photos for: New Disability Services website
- Order photos for: Photo cleanup for use on social - Homecoming
- Order photos for: Photos for newsletters
- Order photos for: Pre-Health Professional Program
- Order photos for: Raider Open House Facebook Photo
- Order photos for: Rowdy Cutouts

- Order photos for: Selvin Bacon-Velasquez profile 68060
- Order photos for: Student Leadership Awards 3-30-23
- Order photos for: various photos

Breakdown

- 22 location and studio photography shoots
- 15 video projects
- 46 internal digital imaging requests
- 8 external digital imaging requests
- 91 total

IV. One Call Messaging

- Bursar—Final Registration Drop for Non-Payment list
- Bursar—Prior Term Balance Registration Drop

V. SOCIAL MEDIA

- Continued student content takeovers, highlighting Women’s Center programming.
- 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 Adventure Summit (Metroparks) and Financial Wellness workshops (Wright-Patt Credit Union).
- Supported military partners, highlighting basketball Military Appreciation Night. Highlighted special campus events like the Tushar Gandhi visit, Winterfest, Involvement Fair, and the e-sports opening.

VI. BRANDING

- Campus signage complete