

New Campaign Begins

The new multiyear awareness and recruiting campaign, Further, began in September 2024. The Office of Marketing has gradually been incorporating language and design elements from the new campaign into the assets it produces while replacing items from the former campaign. The emphases of Further include data-driven decisions to appeal to color-coded personalities of those most likely to consider Wright State—maroon (resolute guide), yellow (transformative innovator), and purple (warm advocate). These changes are evident in print pieces being produced for the current recruiting cycle as well as advertising. Marketing has continued its focus on recruiting, retention, and relationships over the last few months. Marketing supported major recruiting events as well as events that connect the campus to its community, like the Raj Soin College of Business Artificial Intelligence in Human Resources Symposium, Homecoming, and the Stars, Stripes and Flight Classic basketball game. A complete overhaul of the Boonshoft School of Medicine website was completed, and a wide-ranging marketing campaign for the new aviation program continues. The most recent advertising initiative is to encourage increased applications by high school seniors.

Projects and Deliverables

Since September 7, 2025, 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

- 2024_25 DBJ Forums Advertising Business of the Year Print Ad
- 2024-25 Facebook Ads December General
- 2024-25 Facebook Ads January General
- 2024-25 Facebook Ads November General
- 2024-25 Facebook Ads October General
- 2024-25 Facebook Ads September General
- 2024-25 GPHS Grad Open Houses_March_Ohlmann Digital
- 2024-25 GPHS Grad Open House_November_Digital Signage Ad
- 2024-25 GPHS Grad Open House_November_Email Header
- 2024-25 GPHS Grad Open House_November_Facebook Ads
- 2024-25 GPHS Grad Open House_November_Ohlmann Digital
- 2024-25 Lake Campus Open Houses_March_Ohlmann Digital
- 2024-25 Lake Campus Open House_November_Ohlmann Digital
- 2024-25 RING Digital Ads December_General
- 2024-25 RING Digital Ads January General
- 2024-25 RING Digital Ads September_General

- 2024-25 RING Digital Ads_November_General
- 2024-25 RING Digital Ads_October_General
- 2024-25 Sinclair Clarion Ads_Dec. 14
- 2024-25 Sinclair Clarion Ads_Jan. 24
- 2024-25 Sinclair Clarion Ads_Nov. 8
- 2024-25 Sinclair Clarion Ads_Oct. 11
- 2024-25 Sinclair Clarion Ads_Sept. 13
- 2024-25 WPAFB Advertising Digital Screen Ads_August
- 2024-25 WPAFB Advertising Email_Website Ads_December
- 2024-25 WPAFB Advertising Email_Website Ads_February
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad_December
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad_January
- 2024-25 WPAFB Advertising Wright Times Magazine Print Ad_December
- 2024-25 WPAFB Advertising Wright Times Magazine Print Ad_February
- 2024-25 WPAFB Advertising Wright Times Magazine Print Ad_October
- 2024-25 WPAFB Advertising_Email_Website Ads_January
- 2024-25 WPAFB Advertising_Email_Website Ads_November
- 2024-25 WPAFB Advertising_Email_Website Ads_October
- 2024-25 WPAFB Advertising_Kittyhawk Marquee Ad_February
- 2024-25 WPAFB Advertising_Kittyhawk Marquee Ad_November
- 2024-25 WPAFB Advertising_Kittyhawk Marquee Ad_October
- 2024_25 DBJ Forums Advertising Business of the Year Print Ad
- 2024_25 DBJ Forums Advertising DBJ Business of the Year Book of Lists Ad
- 2024_25 DBJ Forums Advertising Economic Forum Full Page Ad
- 2024_25 DBJ Forums Advertising Economic Forum Sponsor Letter
- 2024_25 TikTok Ads September_ROH
- 2024_25 TikTok Ads_December_Go Further Purple 1
- 2024_25 TikTok Ads_November_Go Further Yellow 1
- 2024_25 TikTok Ads_October_Go Further Maroon 1
- 2024-25 Power Ad Co. Projects Beaver Creek Football Scoreboard Update
- ALM | Alumni and Advancement Suite Signage
- ALM | Homecoming 2025 Ohlmann Digital Ads
- CECS | COSM | 2024 STEMM Experience Digital Screen Ad
- CECS | COSM | 2024 STEMM Experience T-Shirts
- CECS | Dean's Speaker Series Digital Ad_Oct. 1
- CECS | Dean's Speaker Series Digital Signage Ad_Oct. 9
- CHEH Aviation Marketing Balsa Planes Reprint
- CHEH Aviation Marketing Table Throws
- CHEH | Aviation Marketing Aviation Digest Print Ad
- CHEH | Aviation Marketing Logos for WYSO
- COLA | School of Music Ads Digital Ad
- COLA | School of Music Ads Print Ad
- CS | Employer Speaker Series 24-25 November Wright-Patt Credit Union
- CS | Employer Speaker Series 24-25 October WPAFB
- CS | Employer Speaker Series September Reynolds and Reynolds
- EM | DBJ State of the Schools Print Ad
- EM | Women in Business Networking Conference Program Ad

- EWSD_March 15_Facebook_Meta
- EWSD_March 15_Nutter Center Digital Ads
- EWSD_March 15_Ohlmann Digital Ads
- EWSD_March 15_RING Digital
- Family Weekend Graphic
- HR | Recruitment Ad for Alumni Magazine
- IE | Ohio Civil Rights Hall of Fame Program Ad 2024
- International Orientation Spring 2025
- Medical Laboratory Science Alt Path Ad
- Mental Health First Aid Training
- MKT | Beavercreek Football Metal Sign 2025
- MKT | Centerville High School Athletic Passes Ad
- MKT | Marion Local High School Athletics Program Ad
- PRES | Spelling Bee T-Shirt
- ROH_Oct. 19_Student Union Video Screen Graphic (Day of Event)
- ROH_Oct. 19_TikTok
- RSCOB | AI_HR Conference Digital Ads
- RSCOB | AI_HR Symposium Academic Exchange Flyer
- RSCOB | AI_HR Symposium Linkedin Image
- RSCOB | AI_HR Symposium Linkedin Paid Ad
- RSCOB | AI_HR Symposium Organizations Flyer
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Dedicated Email Blast A
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Dedicated Email Blast B
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Digital Ads
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Morning Edition Newsletter Banner Ads B
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Print Ad A
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Print Ad B
- RSCOB | DBJ Ad Campaigns 2024-25 Half Page Print Ad Dec. 13
- RSCOB | DBJ Ad Campaigns 2024-25 Half Page Print Ad Dec. 6
- RSCOB | DBJ Ad Campaigns 2024-25 Half Page Print Ad Nov. 1
- RSCOB | DBJ Ad Campaigns 2024-25 Half Page Print Ad Oct. 25
- RSCOB | DBJ Ad Campaigns 2024-25 Native Content Article Oct. 11
- RSCOB | DBJ Ad Campaigns 2024-25 Native Content Banner Ads Oct. 11
- RSCOB | DBJ Ad Campaigns 2024-25 Sept. 16 Native Content Article
- RSCOB | DBJ Ad Campaigns 2024-25 Sept. 16 Native Content Banners
- RSCOB | DBJ Ad Campaigns 2024-25 XL Banners Dec. 20
- RSCOB | DBJ Ad Campaigns 2024-25 XL Banners Jan. 17
- RSCOB | DBJ Ad Campaigns 2024-25 XL Banners Oct. 30
- RSCOB | MBA Social Media Image
- RSCOB | Virtual Information Session February 2025 Campus Digital Signage
- RSCOB | Virtual Information Session February 2025 Facebook Ads
- RSCOB | Virtual Information Session February 2025 Ohlmann Digital Ads
- RSCOB | Virtual Information Session February 2025 Social Media Image
- SS | Health Professions Day 2025 Email Header
- SS | Success Navigator Digital Screen
- SS | Success Navigator Magnet

- TRF | Edison State Transfer Digital Screen Ad
- TRF | Edison State Transfer Digital Screen Ad V2
- TRF | Fall 2024 Transfer Student Profile

Print

- 2024-25 GPHS Grad Open House_November_Event Program
- 2024-25 GPHS Grad Open House_November_Postcard
- 2024-25 GPHS Grad Open House_November_Sandwich Boards
- ADM | Apply Priority Deadline Postcard
- ADM | Articulation Newsletter Raiders Edge Fall 2024
- ADM | Campus Life Postcard
- ADM | Dayton Campus Admit Wrapper
- ADM | FAFSA Postcard
- ADM | FASFA Postcard
- ADM | February 1 Deadline Postcard
- ADM | Handwritten Postcards
- ADM | High Achieving Mailer
- ADM | Honors Fall Visit Agenda
- ADM | Honors Fall Visit Postcard
- ADM | Junior Inquiry Postcard
- ADM | Raider Open House X Banners Update
- ADM | Recruiter Materials 2024 Contact Card
- ADM | Recruiter Materials 2024 Majors Display
- ADM | Recruiter Materials 2024 Raider Head Diecut
- ADM | Recruiter Materials 2024 Travel Teaser
- ADM | Scholarships Self Mailer
- ADM | Sophomore Search (Who We Are) 1
- ADM | Take Flight Program Flyer
- ADM | Value Postcard
- ADM | Yard Banner Kit
- ADV | Heritage Societies Letterhead Envelope
- AF Marathon Flyers -- Admissions
- AF Marathon Flyers -- Alumni
- AF Marathon Flyers -- HR/Careers
- AF Marathon Flyers--Athletics
- Agenda
- ALM | Alumni Tower Mural
- ALM | Homecoming 2025 Frame Posters
- ALM | Homecoming 2025 Handout Cards
- ALM | Homecoming 2025 Large Posters
- ALM | Homecoming 2025 Medium Posters
- ALM | Homecoming 2025 Nutter Center Banners
- ALM | Homecoming 2025 PDF Schedule
- ALM | Homecoming 2025 Postcard
- ALM | Homecoming 2025 Sandwich Boards
- ALM | Homecoming 2025 Sidewalk Graphics
- ALM | Homecoming 2025 Small Posters

- ALM | Homecoming 2025 Student Union Banner
- ALM | Ohio Mural
- ALM | Photo Op Mural
- ALM | Soffet Mural
- BSOM Fac Dev Bootcamp 2024-Nov poster
- CECS Dean's Speaker Series Poster
- CECS | Dean's Speaker Series Poster_Oct. 9
- CHEH Cameos of Caring
- CHEH | Holiday Cards
- CHEH | Nursing Camp Flyer Update
- CHEH | Pathway to Advancing Career Flyer Update
- CHEH | UG Programs Flyers_Organizational Leadership
- COLA | Combined Program Card Sociology + MPA
- COLA | English MA Postcards
- COLA | Model UN Conference Postcard
- COLA | Theatre Programs 2024-25 Carrie
- COLA | Theatre Programs 2024-25 Fall Dance Concert
- COLA | Theatre Programs 2024-25 Much Ado About Nothing
- COLA | Theatre Programs 2024-25 Our Town
- College Credit Plus Flyers
- CS | First Destination Survey Flyer Update
- CWS | WMHD Flyer/Schedule
- CWS | WMHD Passport Card
- CWS | WMHD Sandwich Board
- CWS | World Mental Health Day 2024 Social Media Graphic
- GPHS | Grad Open House Placard - Biomedical Engineering
- GPHS | Grad Open House Placard - Data Science
- GPHS | Grad Open House Placard - Diversity and Social Inequality
- GPHS | Grad Open House Placard - Dyslexia Specialist
- GPHS | Grad Open House Placard - Exercise Oncology
- GPHS | Grad Open House Placard - Foreign Service
- GPHS | Grad Open House Placard - Hispanic Studies
- GPHS | Grad Open House Placard - Industrial and Human Factors Engineering
- GPHS | Grad Open House Placard - Pharmacology and Toxicology
- GPHS | Grad Open House Placard - Physical Education
- GPHS | Grad Open House Placard - Psychology
- GPHS | Internships Flyer Updates
- HOUS | Summer Housing Poster
- January Apply Postcard
- LAKE | Lake Affordability/Scholarship Mailer
- MKT | Digital Ad
- MKT | Fact Sheet Update Fall 2024_PDF
- National First-Generation College Day Name Tag "I AM" Green on Gold
- National First-Generation Day Sandwich Board
- PRES | 2024 Fall Commencement Program
- PRES | Holiday Email Header
- PRES | Save the Date Basketball Invite (Air Force Academy)

- PRES | Scholar Event Parent Agenda
- President's Holiday Cards
- Provost Org Chart
- ROH_Oct. 19_Agenda Sign Mount
- ROH_Oct. 19_Printed Agenda
- ROH_Oct. 19_Room Signs
- RSCOB | AI_HR Symposium Event Booklet
- RSCOB | Graduate Program Flyers Update Information Systems MIS
- RSCOB | Graduate Program Flyers Update Logistics and Supply Chain Management MS
- RSCOB | Graduate Program Flyers Update Marketing Analytics and Insights MS
- RSCOB | Graduate Program Flyers Update MBA
- RSCOB | Virtual Information Session February 2025 Handout Cards
- Signs
- SS | Center for Health Professions Branded Materials Envelopes
- SS | Center for Health Professions Branded Materials Letterhead
- SS | Center for Health Professions Branded Materials Notepad
- SS | Center for Health Professions Branded Materials Thank You Cards
- SS | De-Stress for Success Stickers
- SS | Health Professions Day 2025 Postcards
- SS | National First-Generation College Day Name Tag "I WAS" Gold on Green
- SS | Success Navigator Flyer
- SS | Success Navigator Handout Card
- TRF | Credit Recognition Guide
- TRF | Wright Path Program Cincinnati State Flyer
- TRF | Wright Path Visit Postcard (August 9, 2024)
- Wright Path Sinclair Brochure Update and Print
- WSU Learn Local Conference Flyers

Emails

- 2024-25 GPHS Grad Open House_November_Email
- CECS | Dean's Speaker Series Email
- CECS | Dean's Speaker Series Email_Oct. 9

Design Only

- ALM | Homecoming 2025 Digital Display Promo
- ALM | Homecoming 2025 Email Header
- ALM | Homecoming 2025 Nutter Center Marquee
- ALM | Homecoming 2025 Photo Booth Design
- ALM | Homecoming 2025 Social Graphics
- ALM | Homecoming 2025 T-shirt Design
- ALM | Homecoming 2025 Theme Design
- COSM | Math Office Wall Mural
- CWS | WMHD Save Date Digital Screen

Breakdown

- 111 advertising projects
- 116 print/publications
- 3 email projects
- 9 design only
- 239 total

II. WEB

Projects

- ADV | Julia Reichert Endowed Director Fundraising Initiative
- BSOM | Webpage for Headache Medicine Fellowship Program
- BSOM | Website Header
- BSOM | Website Home Page Design
- BSOM | website refresh
- CHEH | Website update
- Creation of NSF/Wright State REU (Research Summer Experience for Undergraduate)
- Design Tech Visit Day
- EM | Deconstruct the Orientation and Success Programs website
- EM | Online Degrees and Programs webpage update
- EM | PDF Audit and Cleanup
- EM | Program Updates Related to New Catalog
- Math and Stats dept
- Mental Health First Aid Training
- Motion Pictures Program website
- New Department Web Page
- Returning Raiders
- School of Professional Psychology Website
- Strategic Plan Website Updates
- Student Success Navigator
- Top Level Pages Refresh

Breakdown

- 21 web projects
- 1202 web support requests
- 1223 total

III. PHOTOGRAPHY AND VIDEO

Video

- 2024-25 GPHS Grad Open Houses_March_CTV_OTT
- 2024-25 GPHS Grad Open Houses_March_CTV_OTT
- 2024-25 GPHS Grad Open Houses_March_Streaming Audio

- 2024-25 GPHS Grad Open House_November_CTV_OTT
- 2024-25 GPHS Grad Open House_November_Streaming Audio
- 2024-25 GPHS Grad Open House_November_YouTube
- 2024-25 Lake Campus Open House_November_CTV_OTT
- 2024-25 Lake Campus Open House_November_Lima Market Radio
- 2024-25 Lake Campus Open House_November_Streaming Audio
- 2024-25 Lake Campus Open House_November_YouTube
- 2024-25 WPAFB Advertising Digital Screen Ads_December
- 2024-25 WPAFB Advertising Digital Screen Ad_January
- 2024-25 WPAFB Advertising_Digital Screen Ads_November
- 2024-25 WPAFB Advertising_Digital Screen Ads_October
- 2024-25 WPAFB Advertising_Digital Screen Ad_February
- 2024-25 YouTube Ads September_CHEH Aviation Ad2
- 2024-25 YouTube Ads September_Graduate Programs Open House
- 2024-25 YouTube Ads September_Invest in Yourself Ad C
- 2024-25 YouTube Ads September_STEMM Experience
- 2024-25 YouTube Ads_December_Apply for Spring
- 2024-25 YouTube Ads_December_Go Further Purple 1
- 2024-25 YouTube Ads_December_Still Time to Transfer
- 2024-25 YouTube Ads_January_February 1 Admissions Deadline
- 2024-25 YouTube Ads_January_Go Further Maroon 2
- 2024-25 YouTube Ads_January_Lake Campus Feb. 1 Admission Deadline
- 2024-25 YouTube Ads_January_Program_Nursing
- 2024-25 YouTube Ads_November_Aviation_Fall 2025 Enroll
- 2024-25 YouTube Ads_November_Aviation_HS Juniors_Sophomores
- 2024-25 YouTube Ads_November_Aviation_Spring 2025 Enroll
- 2024-25 YouTube Ads_November_Go Further Yellow 1
- 2024-25 YouTube Ads_November_Priority Deadline
- 2024-25 YouTube Ads_November_Transfer Scholarships
- 2024-25 YouTube Ads_October_Aviation Ad 3
- 2024-25 YouTube Ads_October_Go Further Maroon 1
- 2024-25 YouTube Ads_October_Go Further Square Ad for RING
- 2024-25 YouTube Ads_October_Transfer Value
- 2024_25 TikTok Ads_January_Go Further Maroon 2
- 2024-25 Power Ad Co. Projects Beaver Creek FB LED Ad Update
- ADM | Scholars Pre-Roll
- ALM | Alumni Achievement Award Recipients Videos
- CHEH Alumni/Staff Member Testimonial Story
- COLA | ArtsGala Scholarship Recipient Videos 2025
- EWSD_March 15_CTV_OTT
- EWSD_March 15_Streaming Audio
- EWSD_March 15_TikTok
- EWSD_March 15_YouTube
- MKT | Basketball TV Ad
- National First-Generation College Celebration Day - Video Testimonials
- Neurosciences Website Video/Photo
- PROV | World Mental Health Day Video

- ROH_Oct. 19_CTV_OTT_AdA
- ROH_Oct. 19_CTV_OTT_AdB
- ROH_Oct. 19_Nutter Center Marquee Graphic
- ROH_Oct. 19_Preroll
- ROH_Oct. 19_Streaming Audio_Ad A
- ROH_Oct. 19_Streaming Audio_Ad B
- ROH_Oct. 19_YouTube_Ad A
- ROH_Oct. 19_YouTube_Ad B
- RSCOB | Inspirational Recruitment Video
- RSCOB | Virtual Information Session February 2025 Streaming Audio MBA
- RSCOB | Virtual Information Session February 2025 Streaming Audio VIS
- SS | Academic Success Video Campaign Video 1 - Academic Probation, and 2 - Highlight Stories of AP Students
- ADV | WDTG College Videos

Photography

- 2025 Art Competition Winning Artworks
- 20th Anniversary Public Health Event Photography
- Admissions Scholars Event
- Advancement Division Head Shots
- African American Residential Caucus Portraits and Group Photo
- Air Force Marathon 5K and Expo
- Amigos Latinos Gala
- Around Campus Photos
- Assistant Men's Soccer Coach Headshot
- Athletics Team Photo Day 1
- Athletics Team Photo Day 2
- Athletics new coach headshot
- Aviation Marketing Photos
- Baseball Photo Day Shoot
- Baylee Watercutter and Cassidy Atkins Headshot for VMC
- BSOM group photo
- Calamityville & AFRL Demonstration Day
- Cameos of Caring
- Celebrating a Legacy of Innovation: Announcing the Kidney PathoPhysiology Research Endowment in Honor of Dr. Nancy Bigley
- Charissa Garcia for Kris Sproles
- Cheryl McKee Headshot
- Clintoria Williams
- Club Sports Day - we will have Club Football, Club Cheer, Women's & Men's Club Soccer, Ultimate Frisbee, and Club Softball all playing at home this day
- CoLA Donor Reception
- Corporate Partner Open House Student Headshots-Fall Semester
- CWS Headshots
- Dayton Street Medicine - announcement of new project and funding from OneOhio Recovery Foundation

- Divya Blakemore
- Dr. Courtney Sulentic
- Dr. Julie Gentile, Chair and Professor, Department of Psychiatry
- Dress Rehearsal for Carrie, the musical
- Dress Rehearsal of OUR TOWN
- Elizabeth Adams headshot
- Environmental Studies Woods and Wilderness
- Environmental Studies Woods and Wilderness
- Fall 2024 Career and Internship Fair Headshots
- Fall Appeal-BSOM student Rico Carter
- Fall Commencement 2024 - undergrad - Saturday
- Fall Commencement 2024 - Friday
- Fall Photo Days 2024 - 1
- Festival of Research Fall 2024
- Gage Clemons - Admissions
- Grad Programs and Honor Studies Staff headshots
- Graduate and Honors Student Advisory Board Annual Group Photo
- Grethen Shope photo
- Group photo of Brown Research Lab members and Dept of Ob/Gyn members
- Hazel the Dog
- Head Shot for MASW Program Handbook/Melonya Cook Program Director
- Headshot
- Headshot for Andrew Voss, Peggy Kelly & Jonathan Winkler
- headshot for Gayathri Uppili
- Headshot of new employee Brenna McNulty
- Headshot Photograph for CECS Department
- Honoring Dr. Nancy Bigley's Legacy and Celebrating the Future of Kidney Research
- Honors Graduate Recognition Ceremony
- Jonathan Lu (8.5/10 would photograph again)
- Lake Campus Fall Photos
- Lily Leszczuk, Four majors in the school of business.
- Mailani Strong Portrait
- Marlene Stuber Portrait - Marketing for School of Nursing to be posted on 2nd floor of Millett
- Mary Ellen Mazey
- MBA Photo Shoot
- michael joe santana jr.
- Michael Santana
- Michael Santana
- MPH Program Cohort Portraits and Group Shoot
- Narwah Almuzoughi
- Natasha Banerjee, Associate Professor, Computer Science & Engineering (Head shot for department page)
- NCBP Graduate Students (5 students)
- New headshots for the entire office of Student Affairs (15 employees in total)
- Nichol Simmons
- No Shave November

- Norma Taggart, Center for Health Professions Military Community Advocate taggart.9@wright.edu
- Nyla Ferrell portrait
- Paige Patterson
- Philip Barnhart Staff Portrait
- Photograph for Assistant to the Chair MTH/STT Department for official use on websites
- Photos of group for DBJ article
- Plastic Surgery Residents Class Photo
- President's Ambassadors and Presidential Scholars photos
- President's Awards for Excellence
- Professional Headshot
- Raiders Collaborative Community in STEM Education Student First Fund grant project; Dayton Regional STEM School students will visit WSU to work with Ed students
- Raidersgiving
- REACH Native American Heritage Festival
- Ronve O'Daniel Master Class
- Rowdy and Lowdy Mascots
- RSCOB DSAB Headshots & Group Photoshoot
- Speaker Series - Raj Soin
- Spring involvement Fair
- STEMM Experience
- Student headshots at professional day
- Take Flight Caresource Event
- University Directory Michael Lander
- World Mental Health Day
- WPAFB Reception
- Wright Brothers Day
- WSU - AFA Basketball Game Reception
- WSU Surgery Dept Photos for 2024-2025
- Zach Webber, Dragons Den Counseling

Digital Image Orders

- Order photos for: 70015 Rural Family Medicine Interns 7-31-24
- Order photos for: 71768 First Flight Aviation Marketing Photos 10-22-24/71313 Fall Photo Days 10-15-24
- Order photos for: 16755 Emily Stamas, Margaret Dunn in the operating room 11-24-15 16755_591
- Order photos for: 20135 Monica Snow, Spring Commencement 4-28-18 / 71313 Fall Photo Days 10-15-24
- Order photos for: 21007 Hannah Beachler Visit 3-15-19
- Order photos for: 53265 Jim Hannah, Kara Donbrock Online Yoga Campus Rec 3-16-20
- Order photos for: 57135 McKenna Knowler, BSOM Orientation & Convocation at Masonic Temple 7-25-21
- Order photos for: 60307 Spring Career Fair 3-15-22

- Order photos for: 62398 Lake Campus Fall Photos 10-4-22
- Order photos for: 63058 Jill Puthoff, Lake Campus 11-15-22
- Order photos for: 63204 STEMM Experience 11-19-22
- Order photos for: 63842 Kris Sroles, Campus Recreation Cycle Class 1-11-23
- Order photos for: 63861 Fall 2022 MPH Cohort 2-20-23
- Order photos for: 64949 Holi Festival 4-4-23
- Order photos for: 65880 Dylan Collison, First Weekend 8-25-23
- Order photos for: 66008 Michelle Streeter Ferrari, Sakura Tree Planning Dedication 8-30-23
- Order photos for: 66847 Wright Brothers Day 10-5-23
- Order photos for: 67611 Fall Photo Days 10-11-23
- Order photos for: 67613 Campaign Marketing 10-25-23
- Order photos for: 68119 Path to Health Professions Day 2-19-24
- Order photos for: 68412 Masters of Public Health Cohort 1-29-24
- Order photos for: 68434 Biological Sciences MS Brochure v07
- Order photos for: 68489 Outstanding Scholarly & Creative Activity and Public Impact Awards 2-1-24
- Order photos for: 68500 Kayla Metz Student Profile 1-31-24
- Order photos for: 68684 Graduate Spring Commencement 4-26-24
- Order photos for: 68685 Undergraduate Spring Commencement 4-27-24
- Order photos for: 68686 Fall Graduate Commencement 12-13-24
- Order photos for: 68687 Betsy Turner, Fall Undergraduate Commencement 12-14-24
- Order photos for: 68687 Betsy Turner, Fall Undergraduate Commencement 12-14-24 /// 68686 Betsy Turner, Fall Graduate Commencement 12-13-24 /// 71664 Fall on Cam
- Order photos for: 69227 Boonshoft School of Medicine Graduation Awards Ceremony 4-28-24 & 69229 Boonshoft School of Medicine Commencement 4-28-24
- Order photos for: 69320_005 Lexi Ricker
- Order photos for: 69516 Eclipse Watch Party 4-8-24
- Order photos for: 69776 Beth Hersman, Wright State Aviation Program 5-16-24
- Order photos for: 70015 Rural Family Medicine Interns 7-31-24
- Order photos for: 70028 24-29 Strategic Plan v06
- Order photos for: 70344 Presidents Awards for Excellence 9-25-24
- Order photos for: 70476 Nickole Watson, Operation Move In 8-21-24
- Order photos for: 70476 Nickole Watson, Operation Move In 8-21-24
- Order photos for: 70476 Operation Move In 8-21-24
- Order photos for: 70476 Operation Move In 8-21-24
- Order photos for: 70607 Courtney Laukitis, First Weekend 8-23-24
- Order photos for: 70607 First Weekend 8-23-24 & 70694 Established Leader Retreat Group Photo 8-12-24 & 66413 Rowdy Around Campus 8-18-23 & 70072 PAFE Outstanding
- Order photos for: 70703 BSOM Plastic Surgery Residents 9-10-24
- Order photos for: 70704 Dennis Bova, Justin Zielske Student profile 7-25-24
- Order photos for: 70794 Club Sports 10-13-24
- Order photos for: 71053 Kristina Healy, RSCOB Marketing Photos 11-19-24
- Order photos for: 71053 RSCOB Marketing Photos 11-19-24
- Order photos for: 71053 RSCOB Marketing Photos 11-19-24

- Order photos for: 71053 RSCOB Marketing Photos 11-19-24
- Order photos for: 71053 RSCOB Marketing Photos 11-19-24
- Order photos for: 71107 Theatre Production Carrie 10-29-24
- Order photos for: 71107 Theatre Production Carrie 10-29-24
- Order photos for: 71162 CECS Baja Lab Marketing Photos 9-4-24
- Order photos for: 71206, Grad Programs and Honor Studies Staff, Lewandowski, Lisa 9-24.NEF 9-24-26
- Order photos for: 71524 Rico Carter for Fall Appeal 10-2-24 and 66239 Biomedical Sciences PhD Portraits 8-22-23
- Order photos for: 71573 Wright State Women Leadership 10-18-24
- Order photos for: 71573 Wright State Women Leadership 10-18-24
- Order photos for: 71576 CoLA Donor reception 10-17-24
- Order photos for: 71664 Fall on Campus 10-1-24
- Order photos for: 71725 Jill Puthoff, Lake Campus Fall Photos 10-8-24
- Order photos for: 71725 Lake Campus Fall Photos 10-8-24
- Order photos for: 71767 Rowdy and Lowdy MAscots 10-8-24
- Order photos for: 71768 First Flight Aviation Marketing Photos 10-22-24
- Order photos for: 71768 First Flight Aviation Marketing Photos 10-22-24
- Order photos for: 71768 First Flight Aviation Marketing Photos 10-22-24
- Order photos for: 71867 Honors Graduate Recognition Ceremony 12-4-24
- Order photos for: 71867 Honors Graduate Recognition Ceremony 12-4-24
- Order photos for: 71887 Nichol Simmons Motion Pictures
- Order photos for: 71901 Annette McCoy, World Mental Health Day 10-10-24
- Order photos for: 71933 and 71803
- Order photos for: 71962 ArtsGala Scholarship Recipients 11-15-24
- Order photos for: 71962 ArtsGala Scholarship Recipients 11-15-24
- Order photos for: 71962 ArtsGala Scholarship Recipients 11-15-24
- Order photos for: 72076 Nicolyn Woodcock, REACH Native American Heritage Festival 11-18-24
- Order photos for: 72129 African American Residential Caucus Portraits and Group Photo 12-18-24
- Order photos for: 72140 Rachel Schwab, CHEH Staff for Wright Day to Give Video Testimonial 1-15-25
- Order photos for: 72204 Miri Lader, BSOM OSAA and DME Staff Group Photo 12-2-24
- Order photos for: 72216 Daniel Palmer, Wright State vs Air Force Basketball Game Reception 11-30-24
- Order photos for: 72555 Bob Mihalek, Zach Webber, Dragons Den Counseling 12-10-24
- Order photos for: 72586 Amanda Brewer, Ronve O'Daniel Master Class 12-12-24
- Order photos for: 72586 Ronve O'Daniel Master Class 12-12-24
- Order photos for: 72603 Annette McCoy, WPAFB Reception in NEC 12-12-24
- Order photos for: 72608 Marietta Orlowski, OneOhio Recovery Foundation Dayton Street Medicine 12-19-24
- Order photos for: ADM | Photo for website
- Order photos for: Admitted Students webpage
- Order photos for: Alumni Tower Mural 71641
- Order photos for: Amy Thompson and Amelia Salazar portraits

- Order photos for: APS meeting photo request
- Order photos for: Aviation and BSOM for web
- Order photos for: Aviation Photos for RING Digital
- Order photos for: Campus Map
- Order photos for: Campus Map
- Order photos for: Campus Photos
- Order photos for: Center for Health Professions website
- Order photos for: CHEH College Booklet Cover Replacement
- Order photos for: CoLA Donor Reception 10-17-24 #71576
- Order photos for: Dane Daniel and Mani Chintakunta
- Order photos for: EM | Latino Center Photo Request
- Order photos for: EM | Photo Request
- Order photos for: EM | Photo Request
- Order photos for: EM | Photos for Latino Center Site
- Order photos for: EM | Web Photo Request
- Order photos for: EM | Website Images
- Order photos for: Environmental Studies webpages
- Order photos for: Explore Wright State Day Facebook Photos
- Order photos for: Facebook Ad Photos for December
- Order photos for: Facebook Photos for November
- Order photos for: February Facebook Ad Photos
- Order photos for: Google Ad Photos for RING Digital
- Order photos for: Headshot Dr Jerald Kay
- Order photos for: Homecoming Dance Photos
- Order photos for: <https://wrightstate.smugmug.com/2024/October/68852-Cameos-of-Caring-10-10-24>
- Order photos for: IE | Latino Center Pictures
- Order photos for: January Facebook Ad Photos
- Order photos for: Marketing Photos for CECS Dean's Office
- Order photos for: MPH program
- Order photos for: New BSOM website
- Order photos for: New BSOM website
- Order photos for: New BSOM website
- Order photos for: New BSOM website
- Order photos for: New Career Hub website
- Order photos for: October Facebook Ad Photos
- Order photos for: Online orientation module
- Order photos for: Past Graduate Commencement Photos
- Order photos for: Podila, Lakshmi Teja 10-24
- Order photos for: Random Photos for Ologie
- Order photos for: Random Photos for Ologie/College Booklets
- Order photos for: Random Photos for Ologie/College Booklets Part 2
- Order photos for: Requesting Existing Photos
- Order photos for: RSCoB Marketing Photos
- Order photos for: RSCOB Marketing Photos 11-19-24
- Order photos for: RSCOB Marketing Photos 11-19-24
- Order photos for: RSCOB Speaker Series featuring Raj Soin

- Order photos for: RUSH Marketing Photos for UCIE Study International Campaign
- Order photos for: RUSH RSCOB Facebook Ad Photos
- Order photos for: Schumm, Jeremy 11-23
- Order photos for: Senior Inquiry/Prospect ads
- Order photos for: Sexton, Martha 9-22
- Order photos for: Student Photo: Colleen Frank
- Order photos for: Student Success Navigator webpages
- Order photos for: Student Success Student Resources webpages
- Order photos for: UCIE Study International Ads Photos
- Order photos for: VandenBos, Toni 1-16
- Order photos for: Various Photos for Admit Kit Piece
- Order photos for: Visit webpage
- Order photos for: WSU Surgery Dept 10-9-24 photos
- Order photos for: Young, Henry Daniel 3-22

Breakdown

- 99 location and studio photography shoots
- 63 video projects
- 147 internal digital imaging requests
- 55 external digital imaging requests
- 364 total

IV. One Call Messaging

- Spring 2025 Drop for Prior Term Balance December Call
- Spring 2025 Prior Term Drop Call

V. SOCIAL MEDIA

- Began implementing new Further campaign branding into social content
- Increased collaborative content with other Wright State social profiles to create more awareness and get students more connected
- Aligned organic social posts to complement our recruitment advertising, mail, and email efforts in accordance with the Feb 1 application push
- Attended and created content around Homecoming, Career & Involvement Fairs, Athletics Games, and other campus gatherings to promote a positive image of student life on campus
- Started seasonally rotating the cover photos across platforms to keep the pages fresh and updated
- Continued hosting Social Media Managers Meetings to get all SMM's across campus connected and working together to elevate our collective social presence
- Wrapped up the calendar year with lots of recap videos and collages to reflect on another amazing year at Wright State
- Continued to grow our following and increase our post engagements over the previous reporting period across all of Wright State University's social media channels.

VI. BRANDING

- Campus signage in progress
- Housing signage in progress
- New mark created for Stars and Stripes
- Product branding with Southern Ohio Brewing
- Go Further campaign styleguide in progress
- Premier Partnership brandguide in progress