



University Communications and Marketing

October 2025



Further is closer than you think.



220 Pole Banners
10 Different Designs



WRIGHT STATE UNIVERSITY



Building Environmental Installs

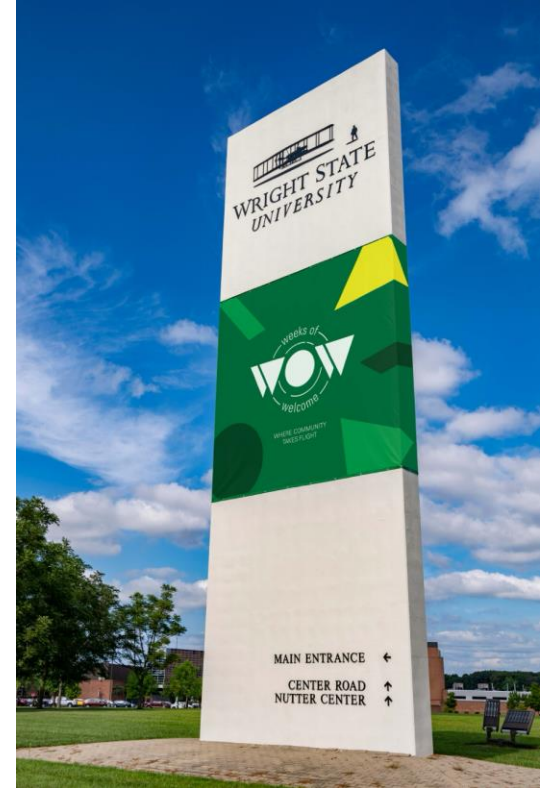
WRIGHT STATE UNIVERSITY



23 Tunnel Walls



Design System



WRIGHT STATE UNIVERSITY



Dayton Viewbook and Travel Piece

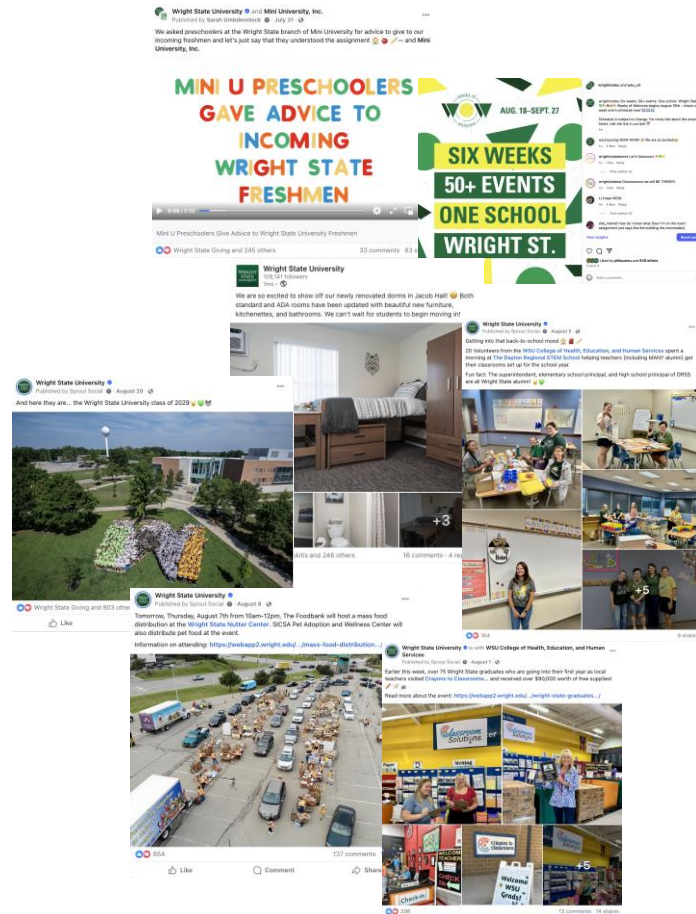
Wright State is Social

TikTok is reaching target audiences for enrollment + recruitment with our highest audience growth of **+378%**.

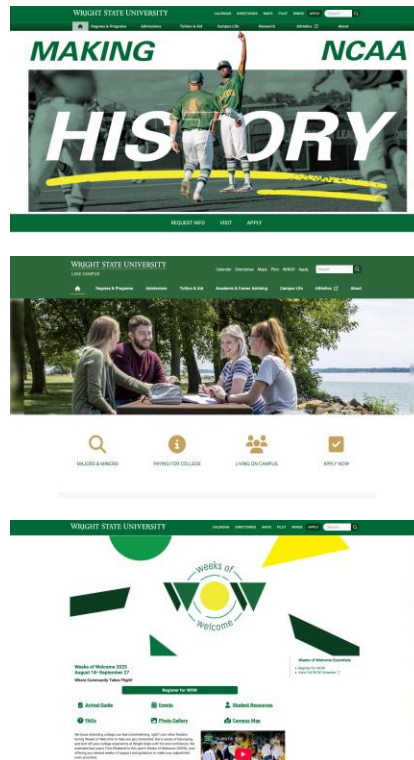
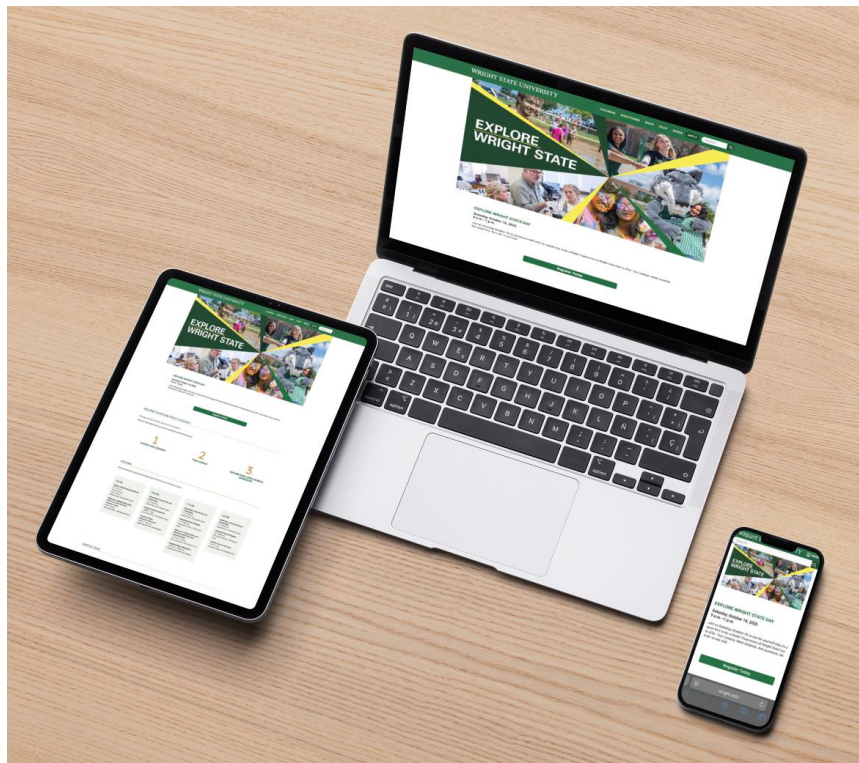
LinkedIn is second highest at **+14%**.

Overall engagement is **+3.3%**, **outperforming most other accounts.**

The team is actively working to decrease the number of university-branded social media accounts. In the last year, we reduced the amount from around 1,000 to 750, and are in conversations with units to find ways to combine and/or delete many more this fall.



Visible Wins and Student Impact



The university's website is the digital front door for students, families, and the region.

Since July, the web strategy team has focused on high-impact projects that directly support the presidential priorities, strengthen recruitment and retention, and protect the university through critical infrastructure improvements.

While much of this work has been foundational, it is essential groundwork for the university's next digital leap in creating a web presence that is a powerful driver for enrollment, student success, and the Wright State brand.