

**University Communications and Marketing (UCM)  
Wright State University Board of Trustees  
February 2026**

**UCM Communications and Media Relations**

This section summarizes public relations, media relations, and internal communications activity from July 1 through December 31, 2025. These efforts support Wright State’s mission by strengthening institutional reputation, increasing visibility, and keeping campus audiences informed and engaged.

**Public Relations and Media Relations**

The communications team produces and distributes stories highlighting the achievements of students, faculty, staff and alumni through the Wright State Newsroom, university websites, social media platforms and newsletters. Newsworthy stories are pitched to external media, and staff manage media inquiries, public records requests and faculty expert interviews.

**Key metrics, July 1 to December 31, 2025:**

- Total external media clips: 370
- Positive external media clips: 289
- Positive advertisement value: \$331,849
- Negative external media clips: 81
- high school students \$111, 272
- External media inquiries managed: 150

**Internal Communications**

**Newsroom production, July 1 to December 31, 2025:**

- Original news and feature articles: 114
- “Wright State in the News” posts: 30
- “Wright State on the News” YouTube posts: 19

**During this period, communications distributed 117 university-wide emails:**

- 36 OFFICIAL messages from the university or administration
- 81 messages from colleges, units or campus offices

Communications content supported President Edwards’ priorities by highlighting initiatives, partnerships and outcomes:

**Transformative Student Experiences:**

- Coursera Career Academy partnership supporting job-ready skills

- Six engineering and computer science students awarded Defense Department SMART Scholarships
- Federally funded initiative supporting clinical internships for social work and counseling students
- Student leadership story featuring SGA president Shloka Ravinuthala

#### Holistic Student Success:

- Launch of the Sandler Center for Innovation and Entrepreneurship
- Success of the Take Flight program
- Police Department fundraiser supporting the Raider Food Pantry
- Recognition as a Best for Vets: College by the Military Times
- Student Success Center's role as a hub of student support

#### Transformational Relationships:

- Regional partnership expanding access to mental health care through the College Age Intensive Outpatient Program
- Collaboration on the Economic Impact of Behavioral Health in the Greater Dayton Region study
- Transfer pathway agreement with Sinclair Community College for engineering technology students

#### Advancing Knowledge:

- Raj Sooin College of Business partnership with Intel to integrate AI education
- ODHE grants supporting electric vehicle and advanced manufacturing technologies training
- National Science Foundation–funded research on recycling, sustainable manufacturing and workforce development
- Water-testing outreach program for high school students

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## UCM Marketing Teams

This section summarizes the efforts of the remaining four teams—**Enrollment and Partner Marketing and Brand Strategy, Campus and Advancement Marketing, Web Strategy, Media Productions, and Social Media**—from October 1, 2025 through January 29, 2026. These UCM teams continue to implement the Further Campaign into all marketing and brand awareness efforts and have completed numerous projects aimed at increasing enrollment and marketing of the university and our community partners, while also supporting the promotion of recruitment events such as Explore Wright State Day, Lake Campus Open House, Graduate Programs Virtual Open House, to name a few. Specific multichannel campaigns were launched to promote applications, yield, Active-Duty Military Scholarship, Aviation, and many others.

## Projects and Deliverables

### Advertising

- ArtsGala 2026
- DDN Strip Ad
- DDN Quarter Pg Ad
- DDN Half Page Ad
- DBJ Full Page Ad
- DBJ Strip Ad
- Dayton Business Journal ads for Economic Forum, RSCOB, CFO of the Year, and Executive of the Year
- DDC ad
- WPAFB advertising Wright Times Print Ad October and December
- Regional High School advertising on scoreboards, banners and web sites
- Aviation Digest ad and article
- Radio spots for Lake Campus open house

### Print

- 2025 Cameos of Caring Program
- 2025-26 Lake Campus Open Houses
- Academy of Medicine Mailing
- ADM | 25-26 Travel Pieces
- ADM | Apply Priority Postcard
- ADM | FAFSA Postcard
- ADM | Further is in our DNA (Jr. 2)
- ADM | New Affordability
- ADM | October 2025 EWSD
- ADM | Scholarship Mailer
- ADM | Time to Go Further (Jr. 1)
- Advisory Board Recruitment Materials for College of Health, Education and Human Services
- Boonshoft Report
- BSOM Fall Awards Ceremony Program
- Campus Signage
- Cancer Resource Center Template Flyer
- COLA | Handout about Musical Theatre
- COLA | Handout about SoFPA
- COLA | Handout about theatre studies
- COLA Model UN conference postcard
- Commencement save the date
- Directional Signage for the Herbst Theatre
- Education Undergraduate Programs Flier
- EWSD\_October2025\_Postcard

- Homecoming Digital Signs - TVs (6)
- Homecoming Email Banner - ALM
- Homecoming Handout - SIL
- Homecoming NC inside Signs
- Homecoming NC Marque
- Homecoming Photo Booth Design
- Homecoming Pole Banner Installation
- Homecoming Postcard - ALM
- Homecoming Poster - Large
- Homecoming Poster - Small
- Homecoming Sandwich Boards
- Homecoming Sidewalk Graphics
- Homecoming Student Design for Block Party theme
- Homecoming T-shirt Graphic
- Homecoming Toolkit - Social Media
- Homecoming Web Banner - SIL
- Homecoming Web Banner- ALM
- Homecoming Web Updates - SIL
- HOUS | Housing Signage
- LAKE | 25-26 Viewbook
- LAKE | November Open House
- LAKE | November Open House Postcard
- Leaflet-Concord Floral
- Leaflet-Dance Concert
- Leaflet-Only in NY
- Leaflet-Wedding Singer
- Leaflets-1776
- Leaflets-History Boys
- Living Learning Communities
- Missing SSE cards
- Nursing Pre-Commencement Ceremony Directional Sign
- OBW Flyers/Postcard Mailers
- Office of Partnerships and Field Experiences Holiday Cards
- Ohio Business Week Camp-Flyers
- Renew your housing - postcard (direct mailed to permanent address)
- RLH | Brochures used for promoting housing at campus events
- RLH | Half Pager
- RLH | New admit housing materials
- RLH | New admit postcard
- RLH | New admit transfer postcard
- RLH | Renewal Materials
- RLH | Renewal Materials per community
- RLH | Summer Housing Flyer
- RLH | Top 10 Reasons to Live on Campus
- SA | Weeks of Welcome (WOW)

- Scarlet Feather Fund Report
- Scholarship application deadline reminder for campus TVs.
- School of Fine and Performing Arts Materials
- BSOM Spring Open House February 7, 2026 - Program Card
- STEMM Experience - community/library flyer
- STEMM Experience - event Agenda
- STEMM Experience - postcard mailing
- STEMM Experience - teacher flyer
- Theatre Handout Leaflets
- Transfer Travel Teaser Guide
- Travel Articulation Newsletter
- Travel Contact Card
- Travel Majors Display
- Travel Raider Head
- Travel Teaser
- TRF | Transfer Travel Teaser
- UCIE | Application checklist
- UCIE | International Merit Scholarship Flyer
- UCIE | Southeast Asian Scholarship Flyer
- UCIE | Transfer-In Recruitment Teaser
- UCIE | What's App Card
- Up and Running Shoe Fitting Event Cancer Wellness Resource Center
- Updating the transfer scholarship one pager with an updated tuition cost

### **Email Marketing**

- 20 versions of College Booklet follow up Recruitment emails

### **Web**

- Drupal 10 migration of all college sites; begin work on wright.edu
- BSOM | ER Grad Program
- CATS | WINGS Express-related website updates
- Fall 2025 Transfer Student Profile
- Piano Festival
- RSCOB Web Updates
- Short URL needed for new section on existing resource page
- UCIE | Study Abroad
- University Center for International Education. Revising the dates on the Q&A portion of the website

### **Video**

- ADV | WDTG College Videos - 8
- ALM | Alumni Achievement Awards – 11
- Fall Commencement Sildeshow

- Career Hub Tour
- EWSD PreRoll
- Orientation PreRoll
- ESPN Ads - 2
- UCIE Recruitment Video
- Housing Marketing Shoot
- Campus Aerials Shoot – October
- Campus Aerials Shoot – December Snow

## **Photography**

- Hawthorn Hill Model Donation
- Shelly Jagow Staff Profile
- Lillian Kabal Student Profile
- Rahul Calami Student Profile
- ReyRey 10 Year Celebration
- Band Concert
- Housing Marketing Photos
- Photos Around Camous - October
- World Mental Health Day
- CECS Additive Manufacturing Lab
- Student Success Center 10 Year Celebration
- Shloka Ravinuthala Student Profile
- Trunk or Treat
- CHEH Biomechanics Lab
- Photos Around Campus - November
- MiniU Teddy Bear Hospital with BSOM
- Theatre Performance – The Wedding Singer
- Doug Hull Alumni Profile
- Public Safety Food Drive
- Raidersgiving
- Cienna Wallace Student Profile
- Mylie Green Student Profile
- Civic Center Staff
- Fall Commencement 2025 - Friday
- Fall Commencement 2025 - Saturday
- Music - Wind Symphony and Collegiate Chorale photos for OMEA state program
- President's Awards for Excellence & Service Awards (PAFE)
- Raj Soin College of Business Dean's Student Advisory Board Group Photos

## **Digital Image Orders**

- Order photos for: 250820-02 Banerjee Lab NSF Grant
- Order photos for: SIL Social Media
- Order photos for: Theatre Production of Carrie
- Order photos for: Lake Affordability Mailer Photos

- Order photos for: New Involvement Mentor Hot Cards
- Order photos for: Lake Campus Tours webpage
- Order photos for: 250925 Entrepreneurship Jonah Sandler
- Order photos for: Entrepreneurship Jonah Sandler
- Order photos for: 250925 Entrepreneurship Jonah Sandler
- Order photos for: Cola Set Design
- Order photos for: Sound Design
- Order photos for: Master Class
- Order photos for: 70832 Center for Health Professions 8-20-24
- Order photos for: Horizons in Medicine Flyer
- Order photos for: Much Ado Photo
- Order photos for: COSM website
- Order photos for: 250818 Move In
- Order photos for: 250918 Presidents Awards for Excellence
- Order photos for: RSCOB Entrepreneurship Jonah Sandler
- Order photos for: 251000 Around Campus
- Order photos for: CHEH website
- Order photos for: 251024 Shloka Ravinuthala Student Profile
- Order photos for: Lake Scholarship Postcard | Photos Needed
- Order photos for: 251024 Shloka Ravinuthala
- Order photos for: 71313 Fall Photo Days 10-15-24
- Order photos for: UCIE Travel Teaser
- Order photos for: misc requests
- Order photos for: New COLA website
- Order photos for: 250818 Move In
- Order photos for: Thanksgiving College of Liberal Arts Post
- Order photos for: COLA website
- Order photos for: 251111 Theatre - The Wedding Singer
- Order photos for: 73146 Much Ado About Nothing Theatre Production 2-12-25
- Order photos for: 251111 Theatre - The Wedding Singer
- Order photos for: 250818 Move In
- Order photos for: 250910 PAFE Unit Winners // 251024 Trunk or Treat // 250919 Air Force Marathon 5K
- Order photos for: 251213 Fall Undergraduate Commencement Ceremony
- Order photos for: 251212 Fall Graduate Commencement Ceremony
- Order photos for: Graduation Ceremonies Social Media Post
- Order photos for: 251204 Cienna Wallace Student Profile
- Order photos for: 250818 Move In
- Order photos for: 72840 Campus Dining 2-24-25
- Order photos for: 72840 Campus Dining 2-24-25
- Order photos for: ReyRey Cafe Photos
- Order photos for: 251030\_6369\_CHEH\_Biomechanics Lab

## **One Call Messaging**

- First Call for 202630 Prior Term Balance Backout
- Spring 2026 Backout Call 1/9/2025 2:00 pm
- Final Back Out Call 1.16.2026

### **Environmental Graphics**

- Student Union Counseling and Wellness
- Wayfinding template for campus buildings
- Raj Soin College of Business lobby
- Nutter Center and Athletics spaces
- Lake Campus Go Further updates
- Dayton Campus Go Further sidewalk graphics

### **Social Media**

- 2025 Social Media highlights:
- Over 29 million impressions across nearly 3,500 posts (up 91% and 25%, respectively)
- Engagement was up 102% from 2024 across all platforms
- TikTok followers are up 107% from 2024
- Multiple posts made it into the top 5 viewed and top 5 engaged with posts of all time on our accounts (a few even took the #1 spot!)
- Full details are available in this [2025 annual report](#)
- Continued implementing Further campaign branding into social content.
- Continued aligning organic social posts and paid ads to complement our recruitment advertising, mail, and email efforts.
- Continued hosting Social Media Managers Meetings to get all SMM's across campus. connected and working together to elevate our collective social presence.
- Made more significant progress with our account consolidation process, now having 421 accounts deleted.
- Attended and created content around basketball games, Teddy Bear Clinic with BSOM and Mini U, the Office of Disability Services guest speaker, Raidersgiving, and commencement.
- Worked across University departments to provide information quick and accurately regarding closures for holidays and weather.
- Shared successes of our alumni and created content focusing on the jobs of two local alumni.
- Collaborated with Student Involvement and Leadership and Alumni to create content for Homecoming.

### **Strategic Branding Efforts**

- Go Further campaign styleguide in progress
- Brand site update in progress
- Furthering use of Go Further in environmental, advertising, and materials to increase brand awareness

- Increased oversight with CLC and other merchandise requests to ensure adherence to Wright State's brand guidelines.

## **Digital Marketing**

### **Market & Brand Assessment**

Digital campaigns function as an ongoing form of market research by:

- Measuring impression delivery and reach across key and emerging markets to understand brand presence
- Reviewing engagement, site actions, RFIs, and applications by channel to gauge interest and intent
- Monitoring trends over time to identify shifts in demand, consideration, and application behavior

This demonstrates that marketing data is being actively used to assess market opportunity and brand position.

### **Digital campaigns running October to now:**

- Further - senior apply
- Further - sophomore and junior recruitment
- Engineering and computer science
- Nursing
- Active-duty military
- Aviation
- Graduate
- Explore Wright State Day (October only)
- Lake Campus open house (October and November only)

### **Campaign Effectiveness Measurement (Primary Focus on Outcomes)**

Campaigns are evaluated using a KPI framework that reflects the enrollment funnel, with a primary emphasis on outcome-based metrics, including:

- Mid-funnel actions such as RFIs, measured using cost per RFI (commonly referred to in higher education benchmarks as Cost Per Inquiry)
- Lower-funnel outcomes including final applications
- Cost-based efficiency metrics such as RFI CPA and Application CPA to evaluate effectiveness and stewardship of spend

## **Benchmarking Against Industry Standards (with Wright State Context)**

When viewed against commonly cited higher-education benchmarks, Wright State's performance compares very favorably across both RFIs and applications.

Industry benchmarks for online and professional programs typically cite:

- Cost per RFI (often labeled as CPI in industry studies) in the \$130–\$150 range
- Cost per Application commonly in the \$150–\$200 range depending on channel mix and competitiveness
- Cost per Enrolled Student, approximately \$2,800–\$3,000, where enrollment attribution is available

Against those benchmarks:

- The campaign has generated 2,063 final applications at a \$112 Application CPA, well below typical higher-ed application benchmarks.
- Programmatic (Display + Video) has delivered 1,216 applications at a \$131 Application CPA while maintaining strong scale and efficiency.
- Google Ads has generated 1,080 applications at a \$67 Application CPA, reflecting high-intent demand and efficient performance.

RFI performance provides additional context on mid-low funnel demand:

- Programmatic has generated 240 RFIs at approximately a \$666 RFI CPA. This higher RFI CPA is expected given programmatic's role in driving reach and awareness earlier in the funnel, where spend is intentionally weighted toward scale rather than immediate form completion.
- Google has generated 476 RFIs at a \$151 RFI CPA, aligning closely with common higher-ed RFI benchmarks and reflecting higher-intent behavior.
- Meta has generated 304 RFIs at a \$129 RFI CPA, slightly outperforming typical higher-ed benchmarks while continuing to scale volume.

Taken together, these results show strong performance against industry norms at both the inquiry (RFI) and application stages, with application CPA serving as the primary indicator of qualified intent and overall efficiency.

## **Engagement Metrics**

Engagement metrics such as CTR and CPC are also monitored across all channels (Meta, TikTok, programmatic, search) to ensure campaigns are delivering and resonating as expected, though they are treated as secondary indicators relative to conversion-based outcomes.

For context, commonly cited higher-ed benchmarks include:

- Paid social (Meta, TikTok): approximately 0.5%–0.7% CTR and \$1.50–\$3.00 CPC. Meta currently is at a 0.69% CTR and \$1.17 CPC.

- Programmatic display/video: approximately 0.05%–0.10% CTR. Programmatic is currently at a 0.05% CTR.
- Search: approximately a 3.5%–4.5% CTR and \$2–\$3 CPC , with higher costs and lower CTRs in more competitive or niche academic areas. Current results exceed these benchmarks, with a 13.46% CTR and \$1.24 CPC via Google, reflecting strong relevance and efficient performance within the search/PMAX channel.

Across channels, engagement performance is generally tracking within expected higher-ed ranges and is used primarily to validate platform health and message relevance rather than to define overall effectiveness.

### **Channel Context & Blended Metrics**

Benchmarks vary meaningfully by channel based on where each sits in the funnel:

- Search typically delivers lower application CPAs due to higher user intent.
- Display, video, and social support awareness and consideration, which generally results in higher RFI CPAs and applications CPAs but broader market impact and reach.

As a result, blended CPAs can appear skewed if viewed without context. Reporting both channel-level performance and blended results provides a balanced view of overall marketing efficiency and institutional impact.