

I. PUBLICATIONS

The Office of Marketing team has delivered 185 printed publications and advertising projects for our Wright State community partners since January 1.

Highlights

- Digital advertising assets
- Annual admissions materials
- Numerous college/program-specific recruitment materials
- Wright State Magazine
- Giving Day promotional
- ArtsGala promotional
- Festival of Flight
- Wright Brothers Day
- Campus Scholarship and Innovation Campaign
- Dayton Dragons Campaign
- Spring Commencement
- Signing Day
- Theatre production promotions

Breakdown

- 108 Print Projects
- 35 Emails
- 11 Miscellaneous Projects (graphics, promotional items, etc.)

II. BRANDING HIGHLIGHTS

UNIVERSITY BRANDING

As custodians of the visual brand and messaging, our office continues to help units understand and incorporate Wright State's brand guidelines into their materials, promotional items, and online. We fill requests for university, college, department, and unit logos, and answer questions from stakeholders and Printing Services.

We also participate in the quarterly Barnes & Noble Bookstore Marketing Committee meeting.

LEARFIELD LICENSING

Through the Learfield Licensing portal, we approved 130 licensed items for market and returned two designs for revisions during the period from Dec. 1, 2018, to Jan. 31, 2019.

III. ADVERTISING

During 2018–19 fiscal year the Office of Marketing has completed 15 digital advertising and radio campaigns, the last ended August 19. All campaigns were related to recruitment for Fall 2019.

Total amount spent in the following campaigns, \$349,500 (includes \$60,000 in radio), includes Office of Marketing budget, one-time money, and budget dollars the Graduate School and Raj Sooin College of Business invested to promote their events.

Worth noting, as of August 19, 2019, we have no active digital campaigns running and have approximately \$60,000 for the entire 2019–20 fiscal year available to use for all marketing.

- Total digital display, social, and SEM expense: \$289,500
- Total impressions: 74 million
- Total click throughs: 253,000
- Click through rate: 0.34%
- Cost per impression: \$0.0039
- Cost per thousand impressions, CPM: \$3.91
- Cost per click through, CPC: \$1.14

Transfer Radio Spots (3)

- \$40,000
- November 2018–January 2019, 9 weeks
- Driving distance of Dayton campus
- Variety of radio stations targeting current college students and parents of college students

Transfer Digital, part I and II

- \$25,000 per part; \$50,000 total
- November 22–December 21, 2018
- December 29–January 7, 2019
- Targeting current college students and others within driving distance of Dayton campus who have a high school diploma
- 8.5 million impressions
- 23,000 clicks

FAFSA Undergrad

- \$20,000
- December 29–January 8
- Targeting high school seniors and their parents, reminding them to submit their FAFSA
- 4.1 million impressions
- 29,000 clicks

Undergrad Digital, part I

- \$20,000
- January 14–February 1
- Targeting high school students, parents of high school students
- 5.4 million impressions
- 25,000 clicks

Spring Raider Open House

- \$12,500
- February 1–22
- Promoting Wright State Raider Open House to prospective students and their families
- 3 million impressions
- 19,000 clicks

Undergrad Digital, part II

- \$40,000
- February 14–20
- Targeting high school students, parents of high school students
- 7.3 million impressions
- 17,000 clicks

Grad School

- \$45,000
- March 29–June 30
- Targeting prospective graduate students, keyword-based search engine marketing
- 7.8 million impressions
- 20,000 clicks

ISSCM 4/27 Event

- \$12,500
- April 4–June 30
- Promoting the College of Business Info Systems and Supply Chain Management
- 1 million impressions
- 2,500 clicks

Transfer, statewide

- \$25,000
- May 1–June 30
- Targeting current college students across Ohio, and young adults with some college experience
- 11.8 million impressions
- 44,000 clicks

Undergrad, part III

- \$15,000
- May 6–June 30
- Targeting high school students, parents of high school students
- 11.7 million impressions
- 34,000 clicks

Business master's event, June 29

- \$12,000
- June 12–28
- Targeting people with a bachelor's degree with interest in the master's degree options offered through the College of Business
- 2 million impressions
- 5,000 clicks

Summer Raider Open House 7/26

- \$12,500
- July 1–25

- Statewide, targeting prospective students and their parents
- 7.8 million impressions
- 29,000 clicks

Raider Open House Radio 7/26

- \$20,000
- July 8–25
- Driving distance of Dayton campus
- Variety of radio stations targeting current college students and parents of college students

Transfer Digital and Express Registration event, 8/20

- \$15,000
 - July 15–August 15
 - Targeting current college students and others within driving distance of Dayton campus who have a high school diploma
- \$10,000
 - August 1–19
 - Targeting specific list of current students and transfer students who have not yet registered for Fall Semester
- 3.5 million impressions
- 5,500 clicks

IV. WEB

The Office of Marketing web team has completed 667 projects and web support requests since January 1.

Highlights

- Chinese admissions website behind the great firewall
- Women in STEMM
- Veterans and Military Center
- Veterans and Military Admissions
- Dean’s List publication automation
- Distance Education Admissions
- Registrar
- Numerous recruitment email automations

Breakdown

- 47 Web projects
- 610 Web Request tickets
- 10 Email Projects

V. SOCIAL MEDIA

SOCIAL MEDIA MANAGEMENT PLATFORM CONTRACT

The Office of Marketing contract with Sprout Social expires at the end of the 2019 calendar year. The current contract included the option to renew without opening up for bids. The contract is in review to optimize our ROI.

GROWTH AND METRICS

As of August 21, 2019, Wright State's primary social media accounts had 163,194 fans, followers, and connections, representing a 3.5% year to date growth. While growth has slowed, we are still seeing positive growth and significant engagement. Our main Instagram account, @WrightStateU, currently has 9,735 followers. Once we achieve 10,000 followers on Instagram, we will unlock many features that will allow us to drive more traffic to our website.

Traffic:

- Messages sent: 14,084—an increase of 1.4% year over year
- Messages received: 47,088—an increase of 140.6% year over year

Responsiveness from main Facebook and Twitter accounts:

- Average response time: 255 minutes
- 46% of responses occur in less than 30 minutes
- 60% of responses occur in less than 1 hour
- 88% of responses occur in less than 12 hours
- 96% of responses occur in less than 24 hours

Organic (unpaid) reach on primary accounts:

- Twitter: 7.2 million YTD
- Facebook: 3.3 million YTD
- Instagram: 1.2 million (began measuring in March 2019)
- LinkedIn: 755,000 YTD

SNAPCHAT GEOFILTERS

- We have placed 18 paid filters for the calendar YTD, with a total expense of \$1,302.07. Of those completed, we have spent \$705.61 over netting 95,587 views; the cost per view is \$0.007 and the cost per thousand views is \$7.38. Each view is a photo of a user with our Wright State overlay (filter) sent to another friend or posted to the user's story. These views are especially powerful because they are essentially third-party endorsements of our events and brand.

VI. PHOTOGRAPHY AND VIDEO

The Office of Marketing video and photography team completed 501 projects since January 1. Highlights include photography and video production for the Festival of Flight/Wright Brothers Day, CSIC 2019, Dayton Dragons Campaign 2019, Wright State Magazine, Spring Commencement, Signing Day, Annual Giving, Horizon League/Athletics, theatre productions, and numerous assignments for publications/advertising projects aimed at increasing enrollment and marketing the university.

- 102 location and studio photography sessions
- 62 Newsroom photography sessions
- 9 Video Production Projects
- 159 digital imaging requests
- 169 Smugmug Orders

VII. WINGS ANNOUNCEMENTS

From mid-February through August 2019, the Office of Marketing's senior editor has posted 115 announcements on the university's WINGS portal, serving numerous colleges, departments, and administrative areas with in-house announcements for cultural events, services, academic offerings, service opportunities, employee and faculty workshops, and about important messages from the administration. There is no cost to the requester.

WINGS announcements run the spectrum from official announcements to specialty events or participatory opportunities for students. Highlights include:

- Town Hall Meeting—Concealed Carry on Campus
- Active Shooter Classes
- Catch the Raiders in Quarterfinals—FREE!
- Participants Needed for an Air Force Research Laboratory Study
- Nominations Requested for Community Standards and Student Conduct
- Ohio Civil Rights Commission to Hold Hearings at Wright State University
- Medical-Spirituality Conference to explore addiction
- NWS Weather Spotting Training Class
- Ellis Institute Offering Free Psychological First Aid in Response to Dayton Tornadoes
- Mobile Mammography Coach on Dayton Campus
- THE COST OF WAR—A Round-Table Discussion
- Learn to Teach English in International Settings
- Screening of the documentary *BETHLEHEM*
- Partial Closures in Lot 4 during Spring Break
- Fully Online German Course
- Study Abroad through Wright State in South Korea!
- Japanese Hosting Opportunity This Summer!
- Mentor New Students at Orientation!
- Open forums set for Vice Provost for Faculty Affairs candidates
- Raider Food Pantry Fall Hours
- AGENTS OF CHANGE: Local and Global Engagement in Public Affairs—
A Conversation with Ambassador Tony Hall
- THE JUGGALOS: Street Gang or Music Fans?
- Celebrate ARTSGALA on April 13
- Emerging Choreographers Concert will feature new works by Wright State dance majors
- FREE! Trademark Basics—It's All in a Name
- Quiet study and group rooms now available in Dunbar Library