

**Right here. Right now. Wright State.**

Our multiyear awareness and recruitment campaign continues. The campaign's focus is on promoting key events and deadlines such as the upcoming Summer Semester, Statement of Intent, Signing Day, and orientation for admitted students, digital and social media advertising to potential transfer students, and the Lake Campus Spring Open House and Path to Health Professions recruiting events.

**I. PUBLICATIONS AND ADVERTISING**

The Office of Marketing team has delivered 74 publications and advertising projects for our Wright State community partners since Jan 29, 2022. Listed below are many projects aimed at increasing enrollment and marketing the university.

**Advertising**

- 2021\_22 Facebook Ads March 2022—Admitted
- 2021\_22 Facebook Ads March 2022—General
- 2021\_22 Kettering Billboard April
- 2021\_22 RING Digital/SEM Ads March 2022—Admitted
- 2021\_22 RING Digital/SEM Ads March 2022—General
- 2021\_22 RING Digital/SEM Ads March 2022—Graduate
- 2021\_22 Sidewalk Graphics April 2022
- 2021\_22 Skywrighter Ads March 2022
- 2022 Snapchat Ads March
- AIM Media 2022 Spring Sports Section Print Ad
- Career Services Career Fair Power Point Slide
- Career Services Employer Speaker Series 2021\_22 February 2022 WPAFB
- CHEH Social Work NASW Ohio Advocacy Day Sponsorship Logo
- CHEH Social Work NASW Ohio Advocacy Day Sponsorship Print Ad
- CHEH Social Work NASW Ohio Advocacy Day Sponsorship Virtual Booth Banner
- Cincinnati Enquirer Spring 2022 College Guide Email Blast
- Cincinnati Enquirer Spring 2022 College Guide Advertorial
- Cincinnati Enquirer Spring 2022 College Guide Print Ad
- Cincinnati Reds Yearbook Ad
- Concession TV 2022\_23 Graphics
- DBJ Forums 2022 Ad Creative Doing Business with WPAFB Half Page Print Ad
- DBJ Forums 2022 Ad Creative Doing Business with WPAFB ROS Digital Ads
- DBJ Forums 2022 Ad Creative Doing Business with WPAFB Special Section
- DBJ Forums 2022 Ad Creative Future of Health Care Print Ad
- DBJ Forums 2022 Ad Creative Future of Health Care ROS Digital Ads
- DBJ Forums 2022 Ad Creative Future of Health Care Special Section Digital Ads

- DDN Education Today Spring 2022 Ads Digital Ads
- DDN Education Today Spring 2022 Ads Print Ad
- Kappa Alpha Psi Program Ad
- Ohio Basketball Hall of Fame Ad
- Princeton Review Spring 2022 Creative Digital Ads
- Princeton Review Spring 2022 Creative Print Ad
- Princeton Review Spring 2022 Creative Profile Items
- RSCOB Business Analytics Minor Web Copy
- RSCOB DBJ Ad Campaign 2021\_22 Feb. 16 XL Banners
- RSCOB DBJ Ad Campaign 2021\_22 Feb. 2 Homepage Takeover
- RSCOB DBJ Ad Campaign 2021\_22 Feb. 9 Print Ad
- RSCOB DBJ Ad Campaign 2021\_22 February 2 Print Ad
- RSCOB DBJ Ad Campaign 2021\_22 March 16 Native Content Article
- RSCOB DBJ Ad Campaign 2021\_22 March 23 Homepage Takeover
- RSCOB DBJ Ad Campaign 2021\_22 March 9 Print Ad
- South Dayton Lifestyle Print Ads February 6, 2022
- Wilmington High School Newspaper Ads February 8
- Wilmington High School Newspaper Ads March 7

## **Print**

- Academy of Medicine Dinner Invitations
- Admitted Student Night Invitation and Envelope (April 5, 2022 event)
- Advancement Students First Fund Posters
- ArtsGala 2022 Invitations
- BSOM Academy of Medicine Membership Campaign Template
- Career Services Employer Speaker Series
- CECS AAP Postcard Spring 22 Update
- CECS Engineering PhD brochure update
- CECS Espresso Lane Snack Break Flyer
- CHEH Admitted Student Postcard Update
- CHEH WSUNER Conference 2022 Program
- COLA Banks Memorial Lecture in Philosophy
- COLA Ryterband Lecture in Judaic Studies Flyers and Posters
- COLA TDMP Theater Programs 21\_22 Gondoliers
- COLA Theatre programs
- College Credit Plus Flyer
- COSM Tote Bag
- DFHS Student Postcard (March 2022)
- Lake inquiry booklet
- National Transfer Week save the date postcards and buttons
- Orientation flyer for Raider Open House
- Orientation Pilot Raider Essentials
- Pamphlet for the Chair, Department of Family Medicine
- President's holiday card

- Program Poster - Student Clinician Ceremony
- Raider Up Hands Admitted Mailer (Transfer Version)
- Raider Up Hands Mailer
- Room Sign Insert
- RSCOB LIFT2 Conference Flyer
- RSCOB LIFT2 Conference Program
- RSCOB LIFT2 Conference X-Banners
- RSCOB MS Marketing Analytics Flyer Update
- RSCOB PBI 2022 Postcard
- SOPP commencement program
- Student Success Notebook Stickers
- Tickets - Student Clinician Ceremony BSOM
- Transfer Student Postcard (March 2022)
- Women's basketball recruiting brochure
- Wright State Day Agenda

### **Breakdown**

- 45 Advertising Projects
- 29 Print/Publications

## **II. WEB**

The Office of Marketing web team has completed 469 web support requests and projects since Jan 29, 2022. Highlights include the following completed projects:

### **Projects**

- A Closer Look at Boonshoft - Save the Date
- BSOM SARDI Departmental Website Overhaul
- CHEH Athletic Training Master's Degree Program Web Page
- Creation of Department of Public Safety web
- CTL Pilot Help Pages Conversion
- Housing Renewal Landing Page
- Shalin Lab Website
- Student Government Website Refresh

### **Breakdown**

- 9 web projects completed
- 460 web support requests completed

## **III. PHOTOGRAPHY AND VIDEO**

The Office of Marketing photography and video production team completed 116 photography requests, video projects, and internal/external digital imaging requests since Jan 29, 2022. There are currently multiple video projects underway that are due by the end

of the month. Below are a few highlights of the work that has been completed and currently in progress during this timeframe.

## **Video**

- CSIC Video
- Dean Weber – Student Clinician Ceremony
- 2021-22 Cinema Video Ads
- Marketing Analytics Recruitment Video
- Multiple Orientation Videos (in progress)
  - Raider Connect
    - Overview
    - Registration
    - Financial Aid
    - Student Accounts
    - Authorized User and Proxy
  - Academic Advising
  - Career Services
  - Public Safety
  - Parking Services
- Industrial and Systems Engineering and Biomedical Engineering Recruitment Videos (In Progress)
- Program Overview Recruitment Video for Surgical Critical Care and Acute Care Surgery (In Progress)

## **Photography** 2022 Spring Career Fair

- Newsroom - Adam Kokoi/Alumni-Business
- Alumni Beer Tasting
- Alyssa Woosley and Amanda Griffin - ArtsGala 22 Art Competition Winners
- ArtsGala Student Ambassadors
- Calamityville Lab Photo Shoot/Video Shoot
- COSM Path to Health Professions
- Employee Directory Pictures for new employees
- Engineers Week: Carnival Day
- Heather Castro
- Magazine - Incoming Class (Varshitha and Diana)
- Match Day Photography
- Mitchell Foland
- MPH Class Photo and Student Headshots
- MS MAI Portraits for Testimonials - 4 People
- Newsroom - Dan Douglas/Alumni-International Comparative Politics
- Newsroom - Danita Sani/Alumni-Business
- Newsroom - Jonathan Mohr/Business
- Newsroom - Caleb Matos/Army ROTC
- Newsroom - Christopher Broach/Business

- Newsroom - Matthew Keener/Alumni
- Newsroom - Scott Williams/Business Peer Mentorship Award Ceremony
- Newsroom - Weilong Wang/Boonshoft
- Peer Mentorship Awards Ceremony
- Portraits Graduation (requested by Advisor)
- President's Awards of Excellence 2020 - To be acknowledged Spring 2022
- Raider Open House January 2022
- Rowdy Gras
- RSCOB Professional Development Day
- SAHE Cohort Shoot #2 - Classroom Photos
- Student Clinician Ceremony
- Success Coaches Photo shoot
- Susan DeSantis and Katie Coyle: Emerging Marketing Leaders program
- Sweat Production
- Sweet Charity Production
- Three business students are working on a domestic anti-terrorism project.

### **Breakdown**

- 41 location and studio photography sessions
- 4 Video projects
- 60 internal digital imaging requests
- 11 external digital imaging requests

## **IV. Branding**

Branding efforts that are currently in process/ongoing include:

- Brand book and style guide for Athletics, including Lake Campus Athletics
- Campus Signage
- Environmental branding/murals across both campuses
- Clubs Sports branding