

## **New Campaign Begins**

Our multiyear awareness and recruitment campaign (Right here. Right now. Wright State) reached its conclusion in September. We are currently transitioning to the Carnegie-guided Further campaign and producing recruiting collateral within the new guidelines. This campaign, like its predecessor, will focus on recruiting, retention, and relationships. Recruiting was supported via many deliverables for Raider Open House and Lake Campus Open House and the new aviation program. Recruiting yield was encouraged via multiple deliverables for orientation. A new contract was signed in July to advertise Wright State in various locations at Wright-Patterson Air Force Base. Retention was encouraged via a postcard campaign to current students not yet registered for Fall Semester 2024 and several deliverables for First Weekend. A significant web project that will positively impact retention was the reorganization of the Enrollment Services website. Partnerships and affinity with graduates were strengthened through the completion of the Wright State Magazine in conjunction with the Alumni Association. The Office of Marketing received the Golden Spoke Award from the Office of Disability Services in April for prioritizing events and projects featuring students with disabilities.

## **Projects and Deliverables**

Since April 18, 2024, 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**

- 2023\_24 Facebook Ads\_May\_General
- 2023\_24 Facebook Ads\_June\_General
- 2023\_24 JO Magazine Ads\_May 24
- 2023\_24 RING Digital Ads\_June\_General
- 2023\_24 RING Digital Ads\_May\_General
- 2023\_24 Snapchat\_TikTok\_Ads\_June
- 2023\_24 Snapchat\_TikTok\_Ads\_May\_Still Time to Apply
- 2023\_24 WPAFB Advertising Wright Times Magazine Print Ad
- 2023\_24 WPAFB Advertising\_June\_Digital Screens
- 2023\_24 WPAFB Advertising\_June\_Web\_Email Ads
- 2023\_24 WPAFB Advertising\_May\_Digital Screens
- 2023\_24 WPAFB Advertising\_May\_Web\_Email Ads
- 2024\_25 DBJ Forums Advertising Women Who Mean Business Digital Ads
- 2024\_25 DBJ Forums Advertising Women Who Mean Business Print Ad
- 2024\_25 DBJ Forums Advertising Women Who Mean Business Sponsor Letter
- 2024\_25 TikTok Ads\_August\_Invest in Yourself\_Ad A

- 2024\_25 TikTok Ads\_July\_Invest in Yourself\_Ad B
- 2024-25 Facebook Ads August General
- 2024-25 Facebook Ads July General
- 2024-25 RING Digital Ads\_August\_General
- 2024-25 RING Digital Ads\_July\_General
- 2024-25 Sinclair Clarion Ads\_Aug. 9
- 2024-25 WPAFB Advertising Digital Screen Ads\_July
- 2024-25 WPAFB Advertising Email Website Ads\_August
- 2024-25 WPAFB Advertising Email Website Ads\_September
- 2024-25 WPAFB Advertising Email\_Website Ads\_July
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad\_August
- 2024-25 WPAFB Advertising Kittyhawk Marquee Ad\_September
- 2024-25 WPAFB Advertising Posters\_August
- 2024-25 WPAFB Advertising Wright Times Magazine Print Ad\_August
- 2024-25 Power Ad Co. Projects Kenton Ridge FB Scoreboard Replacement Ad
- 2024-25 Power Ad Co. Projects\_Lake Campus\_Columbus Grove Football Scoreboard Ad
- 2024-25 Power Ad Co. Projects\_Lake Campus\_Minster Basketball Scoretable Ad
- 2024-25 Power Ad Co. Projects\_Lake Campus\_Ottawa Glandorf Basketball Scoretable Ad
- ADV | Banner for Planned Giving E-newsletter
- ADV | Wright Day to Give Logo Refresh
- ALM | Homecoming Monolith Banner
- CHEH | Nursing Camp 2024 T-Shirts
- CHEH Aviation Marketing Aviator Sunglasses
- CHEH Aviation Marketing Balsa Planes
- CHEH Aviation Marketing Facebook\_Meta Ads
- CHEH Aviation Marketing Polo Shirts
- CHEH Aviation Marketing Pop-Up Tents
- CHEH Aviation Marketing RING Digital Ads
- CHEH Aviation Marketing Sail Signs
- COLA | Dayton Jewish Observer Print Ad
- COLA | Faculty Awards Display 2024 College Name Board
- EM | Ohio West HOBY Seminar Program Ad
- GPHS | Power Point Template
- LAKE | Lake Campus July 2024 Open House Meta\_Facebook Ads
- LAKE | Lake Campus July 2024 Open House Ohlmann Digital Ads
- LAKE | Lake Campus July 2024 Open House RING Digital Ads
- MKT | Air Force Marathon Virtual Card
- MKT | Concession TV Ad Update
- MKT | DDN Education Today Summer 2024 Digital Ads
- MKT | DDN Education Today Summer 2024 Print Ad
- MKT | EcoBash Print Ad
- MKT | Marion Local High School Athletic Program Print Ad
- MKT | Mascot Media Ads Refresh 2024-25
- MKT | Springboro Airport Outdoor Digital Aviation Ad
- MKT | VNN Ads Refresh Digital Ads
- ROH\_July 19\_Facebook\_Meta

- ROH\_July 19\_Nutter Center Concourse Screens
- ROH\_July 19\_Nutter Center Digital Ads
- ROH\_July 19\_Nutter Center Marquee Graphic
- ROH\_July 19\_Ohlmann Digital Ads
- ROH\_July 19\_RING Digital
- ROH\_July 19\_Student Union Video Screen Graphic (Day of Event)
- ROH\_July 19\_TikTok
- ROH\_Oct. 19\_Facebook\_Meta
- ROH\_Oct. 19\_Nutter Center Concourse Screens
- ROH\_Oct. 19\_Nutter Center Digital Ads
- ROH\_Oct. 19\_Ohlmann Digital Ads
- ROH\_Oct. 19\_RING Digital
- RSCOB | DBJ Ad Campaign 2023\_24 ABE Certification Digital Ads
- RSCOB | DBJ Ad Campaign 2023\_24 Graduate Programs Open House Quarter Page Ad2
- RSCOB | DBJ Ad Campaign 2023\_24 MBA Open House Dedicated Email Blast
- RSCOB | DBJ Ad Campaign 2023\_24 MBA Open House Homepage Takeover
- RSCOB | DBJ Ad Campaign 2023\_24 MBA Open House Homepage Takeover2
- RSCOB | DBJ Ad Campaign 2023\_24 MBA Open House Quarter Page Ad
- RSCOB | DBJ Ad Campaign 2023\_24 MBA Open House Quarter Page Ad2
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Expert Headshot and Bio
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Conference Morning Edition Newsletter Banner Ads A
- RSCOB | DBJ Ad Campaigns 2024-25 AI HR Print Ad
- RSCOB | DBJ Ad Campaigns 2024-25 AI\_HR Conference Two Page Print Ad
- RSCOB | Entrepreneurship Bootcamp BMV Graphic
- RSCOB Tablecloths

## **Print**

- A Frame Signage
- ADM | Summer Visitors Pool Poster
- ADM | Summer Visitors Poster 1
- ADM | Summer Visitors Poster 2
- ADM | Summer Visitors Poster 3
- ADV | College Promise Program 2024
- ADV | DUBY Retirement Card and Email for BSOM Pickoff Scholarship Fund Card
- Agenda (standard/honors/transfer)
- CECS | Academic Advantage Program (AAP) Postcards
- CECS | Academic Advantage Program (AAP) Poster
- CHEH | 2024 Update Future Teachers Day Flyer
- CHEH | Aviation RFI Flyer
- CHEH | Nursing and Health Careers Camp Agenda
- CHEH | Program Flyers Nursing
- CHEH | Program Flyers Update Education
- CHEH | UG Programs Flyers\_Social Work
- CHEH Aviation Marketing Brochure
- CHEH Aviation Marketing Flyer

- COLA | Anthropology Small Promotional Handouts
- COLA | Donor Retreat Invitations 2024
- COLA | Faculty Awards Display 2024
- COLA | International Studies Card
- COLA | Theatre 24-25 Season Brochure
- Come as You Are
- COSM | Biochem sheet
- COSM | Biology sheet
- COSM | Chemistry sheet
- COSM | EES sheet
- COSM | Mathematics sheet
- COSM | Neuroscience sheet
- COSM | Physics sheet
- COSM | Program Flyers Reprint
- COSM | Psychology sheet
- Crime and Justice Studies Internship information card changes and printing
- Day of Signage
- Dayton Campus Postcard Mailers
- EM | Fall 2024 Course Registration Postcards Card 2\_July
- Guidebook
- HOUS | Housing Rate Sheet Update
- LAKE | BTAS Supervision and Management Booklet
- LAKE | BTAS Supervision and Management Postcard
- Lake Campus Postcard Mailers
- LIB | University Libraries 2024 Annual Report
- MKT | Greene County Food Distribution T-Shirts
- MKT | Marathon Bibs
- ODS | ODS Booklet Reprint
- PRES | Commencement Spring 2024 Marque Slides
- ROH\_July 19\_Postcard
- ROH\_July 19\_Printed Agenda
- ROH\_July 19\_Room Signs
- Rowdy Subs sign
- RSCOB | Graduate Programs Folder
- RSCOB | MBA Tabletop Pullup Banner
- RSCOB | Program Tabletop Pullup Banners Economics
- RSCOB | Program Tabletop Pullup Banners Finance
- RSCOB | Program Tabletop Pullup Banners Graduate Programs
- RSCOB | Program Tabletop Pullup Banners Management
- RSCOB | Program Tabletop Pullup Banners Management Information Systems
- RSCOB | Program Tabletop Pullup Banners Marketing
- RSCOB | Program Tabletop Pullup Banners Supply Chain Management
- RSCOB | Raj Soin College of Business Grad VIS card
- RSCOB | Schools Tabletop Pullup Banners
- RSCOB | Supply Chain Flyer Update
- RSCOB | Undergraduate Programs Folder
- RSCOB | Undergraduate\_Graduate Flyers Update

- RSCOB | X Banner Update
- RSCOB Program Pullup Banners Accountancy
- Signage (Consolidus)
- Signing Day Certificate
- SIL | First Weekend 2024 College Hour T-Shirts
- SIL | First Weekend 2024 Moat Banners
- SIL | First Weekend 2024 Monolith Banner
- SIL | First Weekend 2024 Postcard
- STEM Scholarship Certificate
- Sticker sheet
- SU | Discovery Room Partition
- White Coat Campaign Mailing
- Wright State University Boonshoft School of Medicine Rural Health Appreciation Reception

### **Emails**

- CHEH | Aviation Marketing Emails
- CHEH | Nursing Camp 2024 Emails
- SIL | First Weekend 2024 Email

### **Breakdown**

- 87 advertising projects
- 78 print/publications
- 3 email projects
- 168 total

## **II. WEB**

### **Projects**

- 2024-25 Tuition and Fees Updates
- ADM | Slate Development
- ADV | CSIC 2024
- BOT Dates 24-25
- BSOM | Dermatology Newsletter Template
- BSOM | Facts at a Glance Page
- BSOM | Student Health Services Page Update
- CHEH | Aviation/Flight Training Courses and Programs
- COLA | Combined Program Pages
- Collections QR Code
- EM | Add Registrar to EM site
- EM | Banner 9 Transition Website
- EM | Enrollment Services website refresh
- EM | New Student Orientation Website Revamp
- Format text of Financial Responsibility statement presented in Banner General self-service 9

- IT | Power Bi theming
- Library | CORE Scholar webpage
- Montgomery County ADAHMAS Board Conference
- Net Price Calculator Update Request for Dayton Campus and Lake Campus
- Open House Registration
- PRES | Alumni Board Meeting Powerpoint Graphic update and branding
- RSCOB | New websites for two schools
- School of Professional Psychology Open House
- TRF | National Transfer Student Week 2024

### **Breakdown**

- 24 web projects
- 943 web support requests
- 967 total

## **III. PHOTOGRAPHY AND VIDEO**

### **Video**

- 2023\_24 YouTube Ads\_June\_Admitted\_Register for Orientation
- 2023\_24 YouTube Ads\_June\_Lake Campus\_Still Time to Apply
- 2023\_24 YouTube Ads\_June\_Transfer\_Transfer Scholarships
- 2023\_24 YouTube Ads\_May\_Admitted\_Register for Orientation
- 2023\_24 YouTube Ads\_May\_Lake Campus Housing
- 2023\_24 YouTube Ads\_May\_Summer B Term
- 2024-25 WPAFB Advertising Digital Screen Ads\_September
- 2024-25 YouTube Ads\_August\_Fall 2025 Applications Open
- 2024-25 YouTube Ads\_August\_First Weekend
- 2024-25 YouTube Ads\_August\_Still Time to Transfer
- 2024-25 YouTube Ads\_July\_Invest in Yourself Ad A
- 2024-25 YouTube Ads\_July\_Invest in Yourself Ad B
- 2024-25 YouTube Ads\_July\_Register for Orientation
- 2024-25 YouTube Ads\_July\_You Made a Great Choice
- CHEH | Aviation Marketing YouTube Ad
- LAKE | BTAS Supervision and Management Lima Market Broadcast Radio Ad
- LAKE | Lake Campus July 2024 Open House CTV\_OTT
- LAKE | Lake Campus July 2024 Open House Lima Radio
- LAKE | Lake Campus July 2024 Open House Streaming Audio
- LAKE | Lake Campus July 2024 Open House YouTube Ad
- MKT | REACH Media YMCA Creative Update
- ROH\_July 19\_CTV\_OTT\_AdA
- ROH\_July 19\_CTV\_OTT\_AdB
- ROH\_July 19\_Preroll
- ROH\_July 19\_Streaming Audio Ad A
- ROH\_July 19\_Streaming Audio Ad B
- ROH\_July 19\_YouTube Ad A
- ROH\_July 19\_YouTube Ad B
- RSCOB | MS in Logistics and Supply Chain Management video

- RSCOB | DBJ Native Video 5 - Tejal Gupte
- RSCoB | DBJ Native Video 6
- SS | Updated course registration videos

## Photography

- 2024 BSOM Summer Programs Media Day
- 2024 President's Award for Excellence - Faculty - Anand Jeyaraj
- 2024 President's Award for Excellence - Faculty - Junjie Zhang
- 2024 Spring Student Scholarship Lunch
- 2024/2025 CHEH DSAB Photos
- Al Amin Hossain, Ph.D. computer science candidate, receives SMART scholarship
- Amelia Salazar Portrait
- Archaeology Field School in the woods
- Basketball Assistant Coaches
- Boonshoft School of Medicine Commencement Ceremony
- BSOM Annual Faculty Meeting
- Career Services website/marketing photos
- CECS Work Forward Internships Signing Event
- Center for Health Professions (website)
- Closer Look
- CoLA Student Showcase and Award Ceremony
- Colin Bramlage
- Community Action Poverty Simulation
- Cory W. Gant, Tiffany Shope
- CWS Headshots
- Dermatology Graduating Residents and Faculty Group Photo
- Doctor of Nursing Practice/Nurse Practitioner Marketing Photoshoot
- Eli Justice and Jedd Rismiller are new staff who need a photo taken for the admission webpage.
- Entrepreneurship Bootcamp for Veterans
- Established Leader Retreat
- First Weekend
- Friends of the Libraries Annual Luncheon
- Head Shots of all Incoming Residents
- Headshot Photos for all First Year Seminar Faculty (approximately 25 people)
- Headshots for Jake Wells, Kristina White, Addyson Olsen, and Kenton Deaton. They are leaders of the Club Sport Council.
- Honors Graduate Recognition Ceremony
- Interfraternity Council Executive Board Portraits
- Jordan Wommack New Hire Headshot
- Justin Zielske Newsroom
- Kalob Matteson
- Kiran Poudel Portrait
- Latino Center High School Summer Day Program Certificate Ceremony
- Latino Center Middle School STEM Day Camp Certificate Ceremony
- MBB Photoshoot

- Medical Laboratory Science Program Certificate Celebration (program completion/graduation)
- Motion Pictures Alumni Reunion
- Nathan McDowell
- Neurology Department Graduation
- New Employee Photo - Grace Ethier
- Nicholas May Newsroom
- Nursing Pre-Commencement Ceremony
- Operation Move-In
- OPTICS research team of four
- Photo Makeup Session (Head Shots of incoming/current residents and staff)
- Portraits for Kim Gilliam and Julie Wielonski
- RCA and PAL Photos (residential student employees)
- Resident Assistant Professional Headshots
- Rural FM Residency, including new interns
- SOPP Incoming Class of 2029
- Spring Commencement 2024 - Undergrad - Saturday
- Spring Commencement 2024 - Friday
- Student Leader Awards
- Student photos for Psychology banner
- Student Success Champion Awards
- SWE Photos - Hanzada Aslan, Lauren Popp, Marisa Wynn
- Take Flight Leadership Retreat
- Tau Sigma Induction Ceremony
- Thunderbird Pilot Maj Jake Impellizzeri
- Updated Head shot for Billy Willis
- Wright State Aviation program
- WSU Family Medicine Residency Graduation
- WSU Surgery Residency Graduation banquet
- WSU Surgery Resident Graduates - group photo for 9 people

### **Digital Image Orders**

- Order photos for: 69580 Medical Laboratory Science Program Certificate Celebration 4-25-24
- Order photos for: 70015 Rural Family Medicine Interns 7-31-24
- Order photos for: 035946 Campus Photos for Viewbook 6-31-06
- Order photos for: 11353 Kim Patton, Tom Hanks Scholars Group Photo 4-18-13
- Order photos for: 11879 Hannah Belcher, Alum and Art Director for the Movie Fruitvale Station 7-26-13
- Order photos for: 12464 Emily Stamas, Wright State Physicians Building interior photos 1-17-13
- Order photos for: 17135 Motion Pictures New Offices 2-22-16
- Order photos for: 17364 MoPix Students for Meredith Moss of DDN 4-18-16
- Order photos for: 19692 Hannah Beachler Visit 12+14+17
- Order photos for: 2024 ArtsGala photos
- Order photos for: 2024 June 66913-Dermatology-Graduating-Residents-6-14-24
- Order photos for: 50166 Jill Puthoff, Lake Campus Marketing Photos 4-23-19



- Order photos for: 63349 Celeste Irwin Student Profile 11-17-22
- Order photos for: 64140 Bethany DeLong, Nursing Lab Virtual Tour, SHARE House 3-16-23
- Order photos for: 65162 Disability Services Scholarship Banquet 4-11-24
- Order photos for: 65566 Premier Health Nursing Camp 7-18-23
- Order photos for: 65880 Dylan Collison, First Weekend 8-25-23
- Order photos for: 66139 Spring Student Scholarship Lunch 4-11-24
- Order photos for: 66788 Luke VanTilburg Alumni Achievement Awards Lake Campus 3-20-24
- Order photos for: 67047 Jacqueline Gore, BSOM Family Medicine Faculty Mini Retreat 10-23-23
- Order photos for: 67196 Marissa Wynn, STEMM Experience 11-18-23
- Order photos for: 67242 Catherine Hogan 10-5-23 (Magazine photo replacement)
- Order photos for: 67372 Johnson, Lauren\_175 10-23
- Order photos for: 67661 Dining Services 1-24-24
- Order photos for: 67831 Surgery Residency Graduation Banquet 6-7-24
- Order photos for: 68502 PTX Morris Lecture with Tushar Gandhi 1-31-24
- Order photos for: 68574 Diana Charlino OBGYN Group 6-5-24
- Order photos for: 68574 Diana Charlino, OBGYN Group 6-5-24
- Order photos for: 68684 Graduate Spring Commencement 4-26-24
- Order photos for: 68708 Paula Bubulya, Honors Graduate Ceremony 4-15-24
- Order photos for: 68712 Dennis Bova, Zach Ashby Graduate Student Profile 2-7-24
- Order photos for: 68725 BSOM Research Symposium 4-4-24
- Order photos for: 68731 Friends of the Library Luncheon 4-24-24
- Order photos for: 68732 Library Top Scholars 4-12-24
- Order photos for: 68769 Homecoming Activities 2-14-24
- Order photos for: 68888 Marty Sexton, Nursing Faculty Development Day 2-7-24
- Order photos for: 69059 Marketing Scholarships & Awards Luncheon 4-10-24
- Order photos for: 69133 Becca Webb, CoLA Student Showcase and Award Ceremony 4-18-24
- Order photos for: 69133 Becca Webb, CoLA Student Showcase and Award Ceremony 4-18-24
- Order photos for: 69196 BSOM Match Day 2024
- Order photos for: 69229 Boonshoft School of Medicine Commencement 4-28-24
- Order photos for: 69310 Bethany DeLong, Community Action Poverty Simulation 4-15-24
- Order photos for: 69320 Annual Giving Spring Appeal 4-5-24
- Order photos for: 69323 Alumnus Donor Doug Hull 3-28-24 and 69467 Jeff Peters Lab for Wright State Magazine 4-18-24
- Order photos for: 69326 BSOM Student Clinicians Ceremony 3-26-24
- Order photos for: 69416 Chanel Winston, BSOM Class of 2028 White Coat Ceremony and Convocation 7-6-24
- Order photos for: 69439 BSOM Academy of Medicine Dinner 4-9-24
- Order photos for: 69465 Anna Hunter Student Profile 4-12-24
- Order photos for: 69467 Jeff Peters Lab for Wright State Magazine 4-18-24 AND
- Order photos for: 69556 Wright Leader Academy Graduation 5-2-24
- Order photos for: 69580 Medical Laboratory Science Program Certificate Celebration 4-25-24

- Order photos for: 69694 Motion Pictures Alumni Reunion 5-18-24
- Order photos for: 69707 Lake Campus Commencement 4-25-24
- Order photos for: 69776 Beth Hersman, Wright State Aviation Program 5-16-24
- Order photos for: 69776 Wright State Aviation Program 5-16-24
- Order photos for: 69901 Lynne Buckingham, BSOM Annual Faculty Meeting 5-21-24
- Order photos for: 70064 Al Amin Hossain 5-31-24
- Order photos for: 70112 BSOM Summer Programs Media Day 6-14-24
- Order photos for: 70432 Rachel Schwab, Doctor of Nursing Practice & Nurse Practitioner 8-12-24
- Order photos for: 70463 Entrepreneurship Bootcamp for Veterans 8-10-24
- Order photos for: 70645 DJO Print Ad v02 Photo Request
- Order photos for: 70832 Center for Health Professions 8/20/2024
- Order photos for: 8254 Wright State Physicians Building Construction 4-5-12
- Order photos for: Admissions Travel Teaser Booklet
- Order photos for: August Facebook Ad Photos
- Order photos for: Aviation webpages
- Order photos for: BSOM Annual Faculty Meeting 5-21-24
- Order photos for: BSOM website - Anatomical Gift Program section
- Order photos for: Campaign Marketing 10-25-23
- Order photos for: Campus Recreation Membership App
- Order photos for: Carnegie emails
- Order photos for: Carnegie emails
- Order photos for: Carnegie Parent/Guardian emails
- Order photos for: CECS General Photo request
- Order photos for: Colin Bramlage student profile
- Order photos for: DeLong
- Order photos for: Digital photo order from latest photo shoot
- Order photos for: Dining Photoshoot
- Order photos for: Economics Scholarship Reception 4-15-24
- Order photos for: Ed.D. Program Newsletter
- Order photos for: Enrollment Management website
- Order photos for: Enrollment Services website - Registration section
- Order photos for: Facebook July General Ad Photos
- Order photos for: First Weekend Photos
- Order photos for: Global Health Scholars Program Newsletter Graduation Edition
- Order photos for: Headshots BSOM class of 2028
- Order photos for: Honors Graduate Ceremony 4-15-24
- Order photos for: Interfraternity Council
- Order photos for: June 2024 Budget Presentation
- Order photos for: June Facebook Photo Ads
- Order photos for: June Lake Campus Open House Facebook Ads
- Order photos for: June Raider Open House Facebook Photos
- Order photos for: Lake Misc
- Order photos for: Latino Affairs website
- Order photos for: Latino Center website
- Order photos for: Luke VanTilburg alumni Newsroom feature
- Order photos for: Master of Science in Logistics and Supply Chain Management webpage testimonial

- Order photos for: Misc photos
- Order photos for: New BSOM site - Clinical Neurosciences section
- 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 BSOM website (alumni and giving section)
- Order photos for: New Enrollment Services website - Accounts and Bills section
- Order photos for: New Enrollment Services website - forms and resources section
- Order photos for: New Enrollment Services website (Financial Aid section)
- Order photos for: New Student Success website
- Order photos for: Nutter Center Catering webpage
- Order photos for: Photos for Board of Trustees Contracts presentation
- Order photos for: Photos for Email Header (Advancement/Planned Giving)
- Order photos for: Poverty Simulation Newsroom coverage story
- Order photos for: Raider Open House Facebook Ads
- Order photos for: Raider Open House webpage
- Order photos for: Research Flyer
- Order photos for: RSCOB Dean's Student Advisory Board
- Order photos for: September Facebook Ad Photos
- Order photos for: Seth photos
- Order photos for: SOPP Incoming Student Portraits 2021
- Order photos for: Student Union website
- Order photos for: Trading Room Photos
- Order photos for: Undergraduate Spring Commencement 4/27/2024
- Order photos for: Wright Leader Academy

### **Breakdown**

- 68 location and studio photography shoots
- 32 video projects
- 125 internal digital imaging requests
- 27 external digital imaging requests
- 252 total

### **IV. One Call Messaging**

- Summer Prior Term Balance Drop
- Prior Term Balance Drop 8/30/2024
- Drop for Non-Payment

### **V. SOCIAL MEDIA**

- Continued event coverage focused on student, faculty and staff interactions.
- Frequently shared Newsroom stories to keep up with the many ways Wright State is impacting the community.
- Aligned organic social posts to complement our recruitment advertising, mail, and email efforts.

- Promoted Open Houses, Orientations, and all First Weekend events. Lots of content focused on our incoming, first-year students.
- Highlighted our new Aviation Degree program several times.
- Covered campus upgrades that occurred over the summer semester, such as the Fountains around Allyn Hall, The Tom Hanks Center for Motion Pictures and the new entrance signs.
- 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**

- Wayfinding campus signage complete
- Housing signage in progress (parking signs)