

WASHINGTON STATE  
UNIVERSITY  
TRI-CITIES



# ANNUAL REPORT

MARKETING &  
COMMUNICATION

2016-17  
ACADEMIC YEAR



# MARKETING & COMMUNICATION

The office of marketing and communication at Washington State University Tri-Cities' primary role is to communicate to the public, prospective students and to the campus community the latest news, efforts for advancing research and education and provide a direct insight into the goals and advancements of the university.

Throughout the past year, the office of marketing and communication has excelled in a variety of endeavors, from growing our social media presence, to increasing the amount of flyers, pamphlets and other digital and print materials produced to market university events and initiatives, to generally promoting the fantastic work that our students, staff and faculty produce on a daily basis that continue to make our region and state a better place.



Inside this annual report you'll find a look into what the office of marketing and communication accomplished in the past academic year and our goals for future commitments to effectively market the university to our local, regional and national stakeholders, in addition to our prospective students and current and future community partners. Our data collected ranges from our accomplishments with social media, to our print and digital materials produced, all of which contribute to the positive enrollment trajectory experienced by WSU Tri-Cities and the overall campus culture experienced at the university.



# OUR ACCOMPLISHMENTS

## SOCIAL MEDIA

**FACEBOOK**  357 posts | 5,694 likes | 747 shares

**TWITTER**  347 posts | 1,504 likes | 811 retweets

**INSTAGRAM**  60 posts | 2,900 likes

**YOUTUBE**  19 videos | 29 likes | 117,220 views

## PHOTOGRAPHY

The cultivation of the more than 3,930 pictures throughout the past year has helped the marketing and communication office effectively tell the visual story of WSU Tri-Cities. The photos captured ranged from university events, to individuals conducting research projects, to activity inside and outside the classroom.

**3,930 FLICKR PICTURES**  
**144 FLICKR ALBUMS**



## PROJECTS

**273**

**PROJECTS COMPLETED**

The marketing and communication team has completed over 273 projects, which range from flyers and promotional materials, to marketing plans for campaigns, to press releases and articles on university research, to video campaigns, to booklets that detail the ins and outs of university programming.

All were strategically planned for and distributed as a means to promote and reinforce the university mission.

## OTHER

Projects including e-marketing campaigns and radio interviews were essential in communicating the university mission to our community audiences. With strategic targeting, we were able to relay information about upcoming events, campus highlights and generally educate the public about the exciting growth that the university has endured.

**138**  
**CUSTOM DESIGNED E-MARKETING CAMPAIGNS**

**22**  
**RADIO INTERVIEWS**

Faculty, staff and students are encouraged to share information and news about research, interesting and unique class projects or presentations.

Send details of your news to Jeffrey Dennison,  
director of Marketing and Communication  
at [jeffrey.dennison@wsu.edu](mailto:jeffrey.dennison@wsu.edu) or in East Building, Room 220.

**MEET THE TEAM**



**Jeffrey  
Dennison**

*Director of  
Marketing &  
Communication*



**Maegan  
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*Public Relations  
Specialist*



**Brent  
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*Graphic Designer*



**Meha Naran**

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