About MARKETING & COMMUNICATION

The primary role of the office of marketing and communication at Washington State University Tri-Cities 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 advancement of the university.

Throughout the past academic year, the office of marketing and communication excelled in a variety of endeavors, from growing our social media presence, to increasing the amount of flyers, pamphlets and other digital print products to market the university events and initiatives. We are a leader in 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.

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

tricities.wsu.edu/marketing

Our PROJECTS

GRAPHIC DESIGN
Booklets | Brochures | Posters | Digital displays | Digital ads | Emails | Miscellaneous materials

MULTIMEDIA
• Video
• Photography
• Radio interviews

WRITING
• Profile stories
• Press releases
• Research articles
• Speeches
• PowerPoint presentations

OUTREACH/COMMUNITY
• Legislative tours
• Launch/celebration events
• Public presentations

WEBSITE
• Page updates
• Creation of landing pages for strategic content
• Creation of new pages to fit strategic enrollment goals
• Support for academic affairs

270+ projects

ENGAGEMENT
The marketing and communication office led a variety of tours for federal and state representatives, in addition to hosting and co-organizing several industry partner events focused on economic development, community engagement and student achievement.

STRATEGIC RECRUITMENT - DETAILED CAMPAIGN
The marketing and communication office worked with the admissions team to develop a comprehensive marketing and communications plan for enrollment recruitment. The plan featured a multimedia campaign highlighting the stories of two students that are using their education through WSU Tri-Cities to achieve their career dreams. This campaign featured videos at varied lengths fit for TV, movie theaters, YouTube and YouTube pre-roll, which were linked to promoted social media posts and YouTube content. All sequestered viewers back to academic and admissions website pages geared toward attracting talented prospective students. These were paired with geofencing ads that targeted specific students in certain regional areas.

The marketing and communication team completed more than 270 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 projects were strategically planned for and distributed as a means to promote and reinforce the university mission.

STORY TELLING & BRAND JOURNALISM
The marketing and communication office produced more than 85 press releases, articles and stories throughout the course of the 2017-18 academic year. These stories highlight research, student accomplishments and journeys, faculty achievements and much more, in addition to announcing upcoming events and overall achievements of WSU Tri-Cities.

PHOTOGRAPHY
The marketing and communication office told the visual story of WSU Tri-Cities by capturing and cultivating more than 3,930 pictures throughout the past year. The photos capture university events, individuals conducting research projects and activities inside and outside the classroom.

85+ stories written

3,930 pictures taken
SOCIAL MEDIA
Facebook | Instagram | LinkedIn | Twitter | YouTube
- Daily posts to each platform featuring varied content
- Campaigns featuring video, photography and written content that links back to academic affairs and admissions platform for strategic recruitment
- Promoted posts highlighting campus/faculty/staff/student accomplishments

TWITTER DATA

| 561 Tweets | 1,438 Mentions | 310 new followers | 686K impressions | 33,717 profile visits |

FACEBOOK DATA

| 1,103 page likes | 45,017 post likes | 52,828 Reach | 83,957 Impressions | 2,392 engagement |

INSTAGRAM DATA

| 519 Total Posts | 1,249 Followers | 198 Post in a Year | 3 Takeovers | 81 Tagged |

YOUTUBE DATA

| 14 videos | 26,586 video views | 133 subscribers | 38.9% External Traffic | 13.2K Impressions |

Meet THE TEAM

JEFFREY DENNISON
Director of Marketing & Communication

MAEGAN MURRAY
Public Relations Specialist

MONIQUE VAN SANT
Web & Graphic Designer

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