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## March 23, 2018 - From the President's Desk

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*Wright State University - Main Campus*

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Dear Campus Community,

Have you felt it? There's been a buzz at Wright State. And not just on campus but also from off campus. People are thinking of Wright State just a little bit differently. Your hard work has been paying off in the classroom, in the community, and of course on the basketball court. We have momentum. Let's use it.

Raiders across the country and our region have had extra spring in their step the last few weeks and it's hard not to know why. The Wright State men's and women's basketball teams both experienced postseason success. We are so proud of our student athletes, their coaches, and all the people at our great university who supported them and continue to help our talented students realize their fullest potential.

Their success has splashed Wright State across national TV channels and online platforms in a way that few of our achievements can. In the last few weeks, Wright State has been more visible than you realize. What we do next is where the opportunity lies.

During their March postseason runs, the basketball teams garnered over 14,000 positive stories and mentions about Wright State in the media. Our media monitoring partners estimate the value of that free publicity to be over \$26 million.

At the same time, talk about Wright State's success has burned hot across social media channels as proud Raiders far and wide reveled in the moment. Our social media experts have observed over 3 million organic impressions and more than 40,000 individual engagements across Wright State's primary accounts this month alone. Impressions and engagement on Facebook nearly doubled in comparison to March 2017.

And speaking of clicks, web traffic on our public university web pages has already been logged at more than 1.5 million hits this month. Fueled by thousands of organic internet searches about Wright State, the largest chunks and spikes in traffic landed on [wright.edu](http://wright.edu), the Athletics, and Alumni webpages.

With success comes opportunity not just for those of us already proud to wear green and gold, but for those who haven't yet joined us. Without question, students and families are looking at us a little differently right now. They're watching, listening, and asking for us to show them our best.

Our campuses are loaded with Raiders who regularly engage with our students in meaningful ways. You are

dedicated employees and friends who excel at supporting our students and want nothing more than to unleash the potential of our students so that they may realize their dreams, turn their passions into careers, and make a difference in the world.

My advice to you is to feel it. Feel this moment and let it stoke the fires in you to support and transform our students like never before. Let's harness our collective pride in our work and students to show our community what Wright State University is — the Wright choice.

Warmest regards,

Cheryl B. Schrader, Ph.D.  
President

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