

## Boonshoft School of Medicine Vision

To progress as a preeminent community-based medical school that advances new models of academic excellence and community health care.

## Boonshoft School of Medicine Mission

To educate culturally diverse students to become excellent physicians by focusing on generalist training that is integrated, supported, and strengthened by specialists and researchers, all of whom value patient-focused care, community service, and research, and have passion for improving health in their communities.



Boonshoft  
School of Medicine  
WRIGHT STATE UNIVERSITY

40 Years of Purpose

# Office of Advancement

## MARKETING AND COMMUNICATIONS - FY 2019-2020

The Office of Marketing and Communications (MarCom) is a one-stop strategic resource composed of creative services, brand management, media relations, and public affairs to promote the mission and vision of Boonshoft School of Medicine (BSOM) and Wright State Physicians (WSP).

## Target Audiences

### Our main target audiences are:

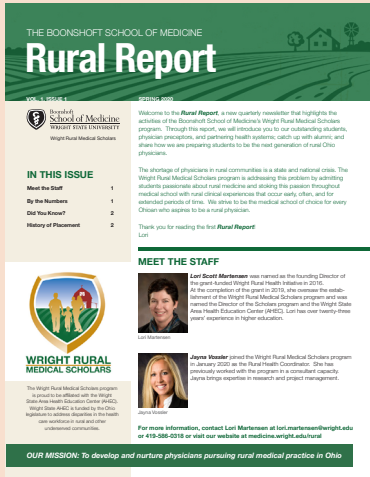
Prospective students – give the applicants knowledge of BSOM's culture, curriculum, and opportunities.  
Current students – promote club and volunteer opportunities, newsletters for career opportunities, and promote milestone events  
Medical school community – develop marketing materials for 33 individual departments, centers, and programs  
Dayton community, region, and national – serve as liaison for media experts and the media  
Alumni – promote alumni events and donation opportunities  
Prospective patients – increase WSP number of patients through the marketing plan  
Current patients – increase awareness of all departments to current patients for referrals

## This Year's Highlights

The overall marketing goal is to increase awareness of the medical school's patient-focused care, community service, and research.

Marketing and Communications planned for the 40th Anniversary of the first graduating class from the medical school with many events and activities. A special logo was designed, as well as a timeline section added to the Spring 2020 Vital Signs publication. Social media posts every Thursday for #ThrowbackThursday highlighted a different class year. Reunion Weekend included a special all-class celebration in honor of the 40th anniversary. Due to the COVID-19 pandemic all Reunion Weekend activities had to be cancelled.

Marketing and Communications was crucial in communicating the virtual Match Day and virtual Graduation this year. Both events going to virtual due to the COVID-19 pandemic.



## Marketing projects for FY 19-20:

Projects	1,045
Media inquiries	65
Web updates	458
Videos	12
Press releases	66
Social media posts	1,258

## New projects this year:

*Vital Signs* – Fall 2019

*Vital Signs* – Spring 2020

Wright Rural Medical Scholars *Rural Report* newsletter

Master of Public Health department rebrand

## MarCom personnel changes:

Josh Trippier, Web Designer/Videographer, was hired in November 2019.

Eric Drewes, Web Designer/Videographer, resigned in July 2019.

# Identity and Logo Standards

**The Wright State University Boonshoft School of Medicine and Wright State Physicians brand guidelines set identity standards for all school and physician practice communications.** All products from the office follow these standards. MarCom advises other departments on branding looks and messaging, and works closely with Printing Services and Consolidus to ensure guidelines are followed.

# Communication Products

Publications such as *Vital Signs* promote progress and share information about the school. MarCom maintains a database of story ideas to incorporate into university and school publications and local media.

The office also assists with newsletters, brochures, and promotional materials and offers consultation for printing needs to develop layouts in line with university and school guidelines.

## *Vital Signs*

Winter 2019 - print and digital versions

Spring 2020 - digital version

## Departmental newsletters

Physician Leadership Development Program – bi-annually

Pharmacology Toxicology – three/year

Career Services – as needed

Dean's Update – as needed

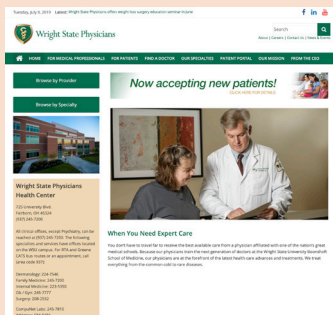
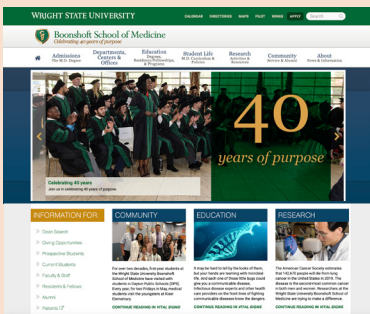
Diversity and Inclusion – monthly

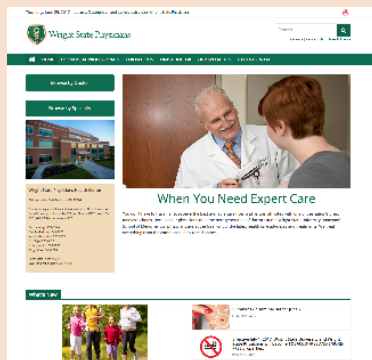
Dermatology – as needed

Family Medicine – as needed

Weekly Huddle - weekly

Rural Report - quarterly





## Wright State Physicians

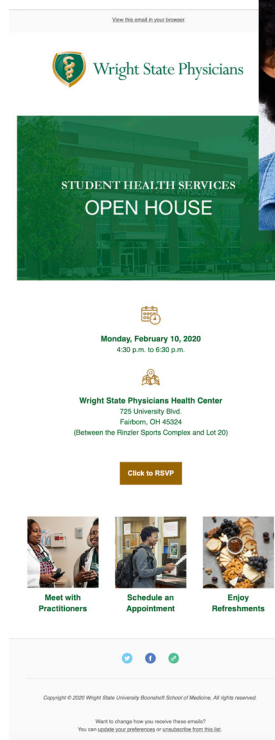
The office creates layouts for all Wright State Physicians departments and manages marketing, and promotional items. These include:

Advertisements  
Brochures  
Folders  
Signage  
Identity system  
Postcards  
Email  
Newsletters  
Flyers

MarCom develops and tracks marketing plans, writes press releases, and promotes events. MarCom is also part of WSP's new employee orientation and monthly leadership meetings.

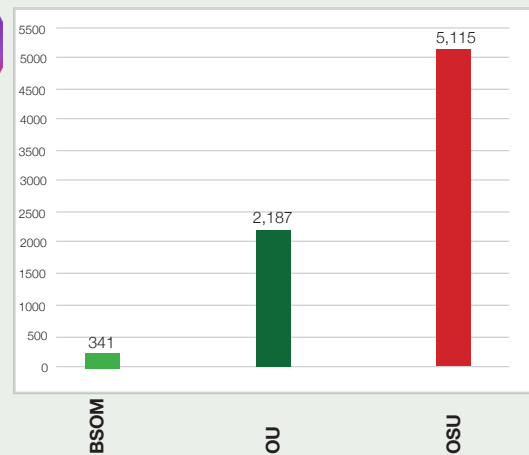
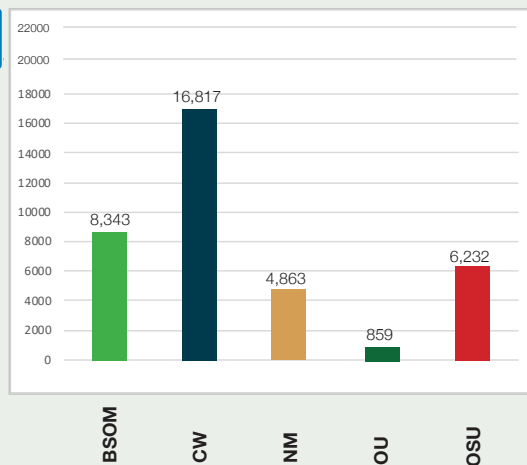
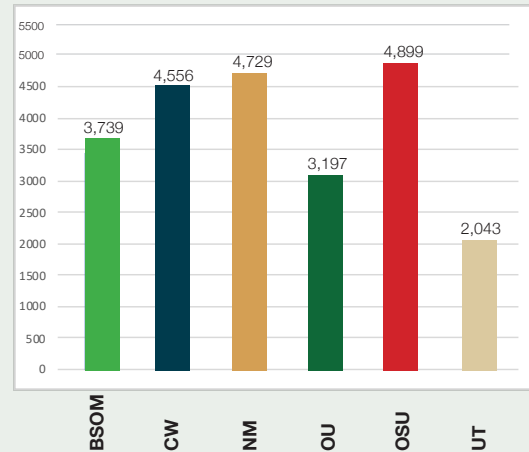
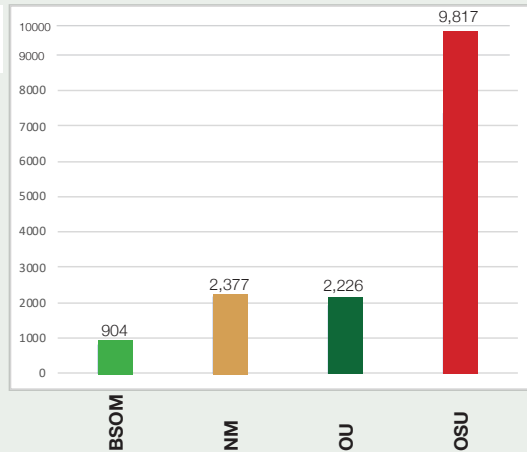
### New projects this year:

Student health services marketing  
E-cards  
WSP marketing plan for 2019-2020  
WSP Weekly Huddle  
New provider leave behind cards



## Social Media

MarCom manages and posts on Facebook, Twitter, LinkedIn, and new in March of 2020, Instagram, tracking what are the largest trending stories. The office also sends our posts to the departmental social media managers. The graphs below compare BSOM's social media followers to other Ohio medical schools.



Key

**BSOM** - Boonshoft School of Medicine  
**CW** - Case Western Reserve University  
**NM** - Northeast Ohio Medical University  
**OU** - Ohio University  
**OSU** - Ohio State University  
**UT** - University of Toledo

### Top social media posts 2020

Mary C. McCarthy, M.D., FACS, induction into ACS  
 Invitation to virtual graduation  
 Convocation 2019 promotion  
 Graduation 2020, faculty message to students

### Number of people reached

8,736  
 8,330  
 7,100  
 5,856

## Event Promotion

**MarCom supports many events throughout the year.** This consists of press releases, invitations, flyers, programs, email campaigns, website updates, speech writing, and award orders.



### These events include:

Academy of Medicine dinner  
 Advancement departmental receptions  
 Alpha Omega Alpha Honor Society  
 Anatomical Gift Program ceremony  
 Central Research Forum  
 Convocation  
 Dermatology skin cancer screening  
 GHI dinner and silent auction  
 Gold Humanism Honor Society  
 Graduation  
 Holocaust and Medicine speaker series  
 Horizons in Medicine  
 LGBTQ Leadership in Medicine conference  
 Mahogany Medical Gala  
 Match Day  
 Medicine Ball  
 Medical-Spirituality Conference  
 Pathology conference  
 Reachout 5k  
 Reachout Unevent  
 Reunion  
 Residency graduations: Psychiatry, Neurology, Plastic Surgery and Obstetrics and Gynecology  
 Student National Medical Association Graduates dinner gala  
 Student Clinician ceremony  
 Student Leadership conference  
 Welcome to Education Life and Learning (W.E.L.L.)  
 Multiple Remen Institute for the Study of Health and Illness (RISHI) events

Join us for an evening highlighting research at Wright State University's Boonshoft School of Medicine. Students and faculty are invited to attend faculty research presentations and interact with researchers at the poster session. A Q&A session will be featuring this year to highlight a variety of student research. The interactive poster session will showcase opportunities for collaboration with BSCOM core facilities.

**BOONSHOFT SCHOOL OF MEDICINE**  
**Central Research Forum**

**Faculty Research Presentations:**

- Michelle Egan, M.D., Clinical Assistant Professor, Pediatrics
- Barbara Winkelman, M.D., M.B.A., Assistant Professor, Orthopedic Surgery, Division of Plastic Surgery
- Brian Merritt, M.D., and Danielle Garner, M.D., Assistant Professors, Psychiatry
- J. Bill Miller, Ph.D., Assistant Professor, Pharmacology and Toxicology
- Nigel Rhee, Ph.D., Assistant Professor, Biochemistry and Molecular Biology
- Christina Williams, Ph.D., Assistant Professor, College of Science and Health, Boonshoft School of Medicine, Director, Small Animal Physiology Core

**Core Facilities:**

- Nicholas Rein, Ph.D., - MRI Core
- Christina Williams, Ph.D., - Small Animal Physiology Core
- J. Bill Miller, Ph.D., - Preclinical Pharmacology Core
- Jeffrey Travers, M.D., Ph.D., - Pharmacology Translational Unit
- Michael Morley, Ph.D., - Center for Genomics Research
- David Lefebvre, Ph.D., - Monoclonal Core
- Ryan Gomez, D.V.M., - Laboratory Animal Research Core
- David Cook, Ph.D., - Proteomics Analysis Lab
- Mika Behrmann, - Statistical Consulting Center
- Loren Friedman, M.S., - Clinical Trials Research Alliance

**October 17, 2019** Wright State University  
**4 - 7:30 p.m.** Student Union  
 Apts and Conference Room

For more information, contact Jeannette Manger at 937.775.2161 or jeannette.manger@wright.edu.

Boonshoft School of Medicine  
 WRIGHT STATE UNIVERSITY 40 Years of Purpose

Susan Edwards, Ph.D., President, Wright State University, and Margaret Dunn, M.D., M.B.A., FACS, Dean, announce the

**Boonshoft School of Medicine Virtual Graduation Ceremony**

for the conferral of the Doctor of Medicine degree on the Class of 2020

**Saturday, May 2, 2020**  
**2:00 p.m.**

Please join us virtually. The ceremony will be streamed live from the Boonshoft School of Medicine.

John Duby, M.D., FAAP, CPE  
 Professor and Chair, Department of Pediatrics  
 Wright State University Boonshoft School of Medicine

Cordially invites you and your guest to attend a Reception for Our Alumni and Friends during the American Academy of Pediatrics National Conference in New Orleans

**Sunday, October 27, 2019**  
**6:30-8:30 p.m.**  
 Hilton New Orleans Riverside  
 1900 Canal Street, 10  
 2 Poydras Street  
 New Orleans, LA 70130

**RSVP by Friday, October 18**  
 to nicki.crellin@wright.edu  
 or 937.245.7634.

Boonshoft School of Medicine  
 WRIGHT STATE UNIVERSITY

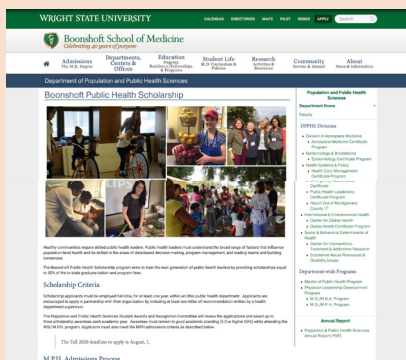
**Guest Speaker John Donnelly, M.D.**

John F. Donnelly, M.D., graduated from the University of Texas (UT) Medical School at Houston and completed his family medicine residency at Memorial Hermann-Texas Medical Center. He served on the faculty at UT-Houston from 1988-97, before joining the Department of Family Medicine at Wright State University.

Dr. Donnelly has filled many roles in medical education throughout his career, including preceptorship director, family medicine clerkship director, fourth-year preceptorship director, and residency program associate director. He reached the rank of professor in 2011.

Dr. Donnelly is a founding course director of the Healer's Art course and a fellow in the Meaning in Medicine program, which promotes humanism and professionalism in medicine. He is married with three children.





## Online Communications

The office is responsible for managing the school's website and the Wright State Physicians website and offers web publishing for all school-affiliated offices and programs. MarCom provides design and production services that meet accessibility, branding, and copyright guidelines. The office helps with e-newsletters and multimedia presentations. The office is responsible for official social media accounts and implement strategies according to the university's policies.

### Websites

Boonshoft School of Medicine

Wright State Physicians

Average 13 weekly updates on websites

3,260 pages

662 pages

### 2019-20 website page views

Boonshoft School of Medicine Website - 665,803 page views

Wright State Physicians - 72,582 page views

Wright State Physicians Intranet - 38,998 page views

### 2019-20 most visited BSOM webpages

Admissions 40,572

Article - *Frequent Flyers Beware Simple Steps can Prevent Economy Class Ssyndrome* 31,184

Prerequisites and Applications 24,480

Education 15,224

### 2019-20 most visited WSP webpages

Find a Doctor 23,965

For Patients 24,593

Our Specialties 6,432

Psychiatry 4,146

Dermatology 5,107

## Videography

The Office of Marketing and Communications offers short-format video services to highlight departments, programs, and testimonials.

### Videos

Boonshoft School of Medicine

Wright State Physicians (includes educational sessions)

11

1

## Media Relations

The office is the principal liaison between the medical school and the media. MarCom coordinates efforts with the university's Office of Communications. The office connects subject experts to media inquiries. MarCom is also the contact for crisis communications and will work with departments and individuals for how to handle the media.

There were 65 total media requests and inquiries.

### Press releases

Boonshoft School of Medicine

Wright State Physicians

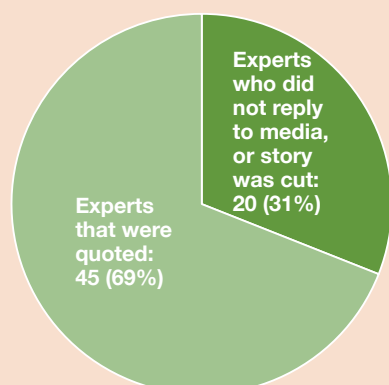
Total

56

10

66

### Media requests and inquiries



### **Boonshoft School of Medicine Vision**

To progress as a preeminent community-based medical school that advances new models of academic excellence and community health care.

### **Boonshoft School of Medicine Mission**

To educate culturally diverse students to become excellent physicians by focusing on generalist training that is integrated, supported, and strengthened by specialists and researchers, all of whom value patient-focused care, community service, and research, and have passion for improving health in their communities.



Boonshoft  
**School of Medicine**  
WRIGHT STATE UNIVERSITY

**40** Years of Purpose

## **DEVELOPMENT - FY 2019-2020**

### **Fundraising:**

**July 1, 2019-June 30, 2020**

**Goal** \$750,000.00

**Raised** \$845,130.75 (as of May 31, 2020)

### **Proposals:**

**Physician Charitable Foundation:** Requested \$50,000 to purchase a Cardionic CardioSim Machine. The request was denied due to all the funds being directed to COVID-19-related proposals.

### **Fundraising Activities:**

#### **Fall appeal, FY19 fall direct mail results:**

2,674 mailed pieces

67 gifts totalling \$20,717

#### **#GivingTuesday:**

44 gifts totalling \$5,552

#### **Spring appeal:**

28 gifts totalling \$6,830

#### **Academy of Medicine dinner and appeal:**

Amount raised: \$8,800

Number of gifts: 30

Advancement communicated with and secured speakers, Michael Dulan, M.D. and Rosalind Moore-Dulan, M.D. AOM donated \$1,000.00 to student affairs to partially sponsor BSOM M1s welcome picnic \*Academy of Medicine dinner event was cancelled due to the COVID-19 pandemic

#### **White Coat appeal** (To purchase new stethoscopes for all incoming medical students.):

Mailed to 3,787 alumni

Secured: \$12,750

Number of Gifts: 52

#### **Campus scholarship and innovation campaign (CSIC):**

Participation: 124 donors

Amount raised: \$503,238

### **Stewardship:**

Planned, organized and implemented student thank-you note writing session with over 40 students participating to thank over 75 scholarship donors

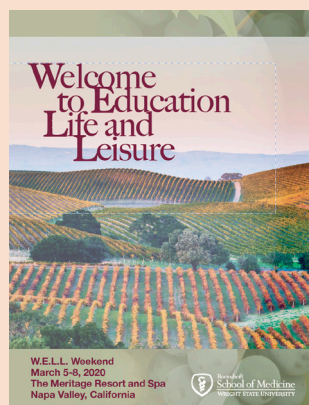
Planned, organized and implemented second annual Dayton Campus volunteer faculty thank-you event

Planned, organized and implemented first annual Thank-a-thon phone call session with 19 students participating to thank donors, 400 BSOM donors contacted

Mailed over 500 birthday cards to prospective donors/alumni

Mailed personal thank-you notes to over 50 donors

Mailed White Coat Campaign thank-you cards to 63 donors



## Hosted Events: In-person contact with 693 alumni and faculty:

### Boonshoft School of Medicine events: 7 events, 3 cancelled, 267 total attendees

Convocation	July 7, 2019	Dayton, OH
Reunion Weekend 2019	July 19-21, 2019	Dayton, OH
Preceptor Thank You event	October 9, 2019	Dayton, OH
WELL Weekend, Napa Valley	March 5-8, 2020	Napa Valley, CA
Academy of Medicine annual dinner	April 2020 — cancelled	Dayton, OH
Medical Spirituality conference	April 2020 — cancelled	Dayton, OH
Graduation reception	May 2020 — cancelled	Dayton, OH

### Department receptions/meetings: 8 events, 3 cancelled, 114 attendees

Family Medicine Leadership Council meeting	October 5, 2019	Dayton, OH
Department of Family Medicine reception	September 26, 2019	Philadelphia, PA
Department of Emergency Medicine reception	October 28, 2019	Denver, CO
Department of Surgery reception	October 22, 2019	San Francisco, CA
Department of Pediatrics reception	October 27, 2019	New Orleans, LA
Department of Dermatology reception	March 2020 — cancelled	Denver, CO
Rural Health Volunteer Thank-You reception	April 2020 — cancelled	Celina, OH
Department of Psychiatry reception	April 2020 — cancelled	Philadelphia, PA

### Cultivation events: 26 events, 312 attendees

Lauren Daigle — Nutter Center suite	August 24, 2019	Dayton, OH
Mercy Me — Nutter Center suite	October 24, 2019	Dayton, OH
Disney On Ice — Nutter Center suite	November 3, 2019	Dayton, OH
Monster Trucks — Nutter Center suite	November 24, 2019	Dayton, OH
Sesame Street Live — Nutter Center suite	November 27, 2019	Dayton, OH
Trans Siberian Orchestra — Nutter Center suite	November 30, 2019	Dayton, OH
Harlem Globetrotters — Nutter Center suite	December 31, 2019	Dayton, OH
Impractical Jokers — Nutter Center suite	January 10, 2020	Dayton, OH
WWE Live — Nutter Center suite	January 11, 2020	Dayton, OH
Paw Patrol — Nutter Center suite	February 22, 2020	Dayton, OH
WSU Men's Basketball — Nutter Center suite	Season — 16 games	Dayton, OH

### Professional Development:

Association of Fundraising Professionals (AFP) meeting

Participate in various online programs

2020 Group on Institutional Advancement National Conference, April 2020 — cancelled due to COVID-19 pandemic

### Assisted with Student Activities:

Global Health Initiative Symposium

Reach Out 5K