



# MARKETING AND COMMUNICATIONS 2017



WAYNE STATE  
UNIVERSITY

## WE ARE ALL BORN TO SUCCEED.

Sometimes all we have is the strength inside. The kind of strength that keeps you moving forward when you'd rather turn back. The strength to do the right thing when it's easier to do nothing at all. To do good and then ask, "How can I do better?"

The strength to never settle for the way things are, but to strive for the way things ought to be. And know that to get where you want to go, you might have to make your own path. At Wayne State University, we take that strength and make it stronger.

Because being strong isn't strong enough. You need to be Warrior Strong.

**WARRIOR STRONG**

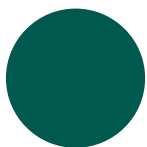
*Warrior Strong — Wayne State University's new comprehensive marketing campaign — launched in October 2017, following a year of intense preparation and planning. Warrior Strong emerged as the overall theme during discussions and research conducted by the Office of Marketing and Communications. Our new campaign discusses who we are. The attributes of a Warrior — courage, tenacity, selflessness, success, drive — are virtues we aspire to on the field and in every classroom, research lab, stage and studio across campus. Together, we are Warrior Strong.*



'17



# WARRIOR STRONG ROLLOUT



*Involving the Wayne State community in the initial expression of Warrior Strong proved to be an ideal way to demonstrate the depth and breadth of campus strength and resulted in immediate enthusiasm for the new logo and campaign. To develop the rollout, MAC gathered details about and images of more than 200 students, faculty, staff, alumni and university leaders (pictured below left), inspired along the way by their experiences, diversity and drive. We learned that inside every Warrior is a strength that pushes them past obstacles and toward success. It's a message that stands true throughout Wayne State's history and is central to our mission.*



Above: Hats, pins and other gear proved to be popular as the campaign rolled out across campus and into the community.

Opposite (clockwise from top left): Covering shuttle buses with the new logo provided on-the-street awareness from day one. • Billboards on Woodward and throughout the community advertised the campaign in a big way. • Banners kept the campaign fresh on students' minds as they walked to and from class. • MAC invited the WSU community to add the Warrior Strong frame to their Facebook profile pics for the chance to be featured through the popular Photo of the Day. • Our unique architecture helped print ads make a splash in publications such as Crain's Detroit Business. • Commercials ran during high-profile sports events to spread the word in adrenaline-pumping fashion. • The new campaign had a powerful online presence befitting of its message.







Outdoor billboards helped launch the campaign, demonstrating that Warrior Strong comes in all shapes and sizes, from Maggie Allesee Department of Dance students to Wayne State's record-breaking fencing team.

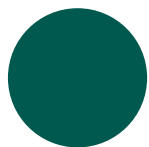




Academics also are featured prominently on outdoor billboards — research, where Wayne State shines brightest, and an image of the ultimate goal: a Wayne State diploma.



## BRAND IDENTITY



*Replacing Wayne State's well-known logo was a bold move — one that's been immediately embraced by students, alumni and the campus community. A crisp, clean shield brandishing the familiar W wordlessly announces, "We are Warriors!" Combined with the new Warrior Strong slogan, this update to Wayne State's brand identity is a logical transition, and its launch across multiple disciplines perfectly aligns with our 2018 Sesquicentennial Celebration.*



WAYNE STATE  
UNIVERSITY



WAYNE STATE  
UNIVERSITY



The university's name can be displayed with the new shield logo horizontally or vertically, offering campus communicators flexibility when designing messaging (above and opposite, top of page).

## Identity guidelines

### Primary mark



Building on the brand equity and pride around the Wayne State W, this logo presents an elevated option. Housed in a shield, the W reinforces the strength and determination of a Wayne State Warrior. Readability is improved by pulling the name of the institution out of the center of the logo. The type used for the Wayne State University artwork comes from an updated version of the institution's wordmark, giving a nod to our traditions while providing a more contemporary alternative.

The new graphic works well in small and large formats. This mark or one of its variations should be the first consideration when a Wayne State logo is used for external audiences.

### Mark



Warrior wear with the new logo became a hot commodity as students, faculty, staff and alumni geared up to help spread the word. Meanwhile, the [wayne.edu](https://wayne.edu) homepage left no doubt that change was underway.



# DIGITAL AND WEB



*In 2017, Web Communications successfully re-envisioned **wayne.edu** to serve a stronger storytelling function in addition to continuing to deliver useful details about joining and participating in the Wayne State community. Because so many people make their initial connection with WSU online, MAC is committed to creating an easy-to-navigate, interesting and informative digital experience.*



A national leader in health disparities research and advocacy, Wayne State University is committed to achieving health equity across diverse populations. Women's health continues to be paramount for our researchers, who are supporting women at every point in their lives — and impacting generations to come.

## Caring for mothers and babies

Forward-thinking care for mothers and babies is crucial at Wayne State. After all, we're home to the National Institutes of Health's Perinatology Research Branch, where our researchers constantly set the standard. Here's how Warriors are making monumental moves in maternal-fetal advancements.

### New beginnings

HOME | NEWS | EVENTS | CONTACT

Premature birth is the leading cause of infant mortality in Michigan. The state's rate of preterm birth (9.9 percent) exceeds the national average of 9.6 percent, and preterm birth costs the nation more than \$26 billion each year.

Wayne State is playing a critical role in reducing the infant mortality rate, notably through the adoption of universal cervical length screening by ultrasound and the use of progesterone in women identified as high-risk for premature birth.



Congratulations, Warriors!

Commencement has a rich tradition at Wayne State. Celebrate our graduates' achievements and the future they are building for themselves and the world.



A rotating collection of brief articles on the same topic — called string stories internally — invites readers to learn about everything from health care to research to entrepreneurialism in short and snappy bites.

Commencement took over the homepage in December, with a livestream from the Fox allowing far-flung friends and relatives the opportunity to be part of the excitement.





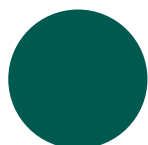
The new About WSU page on [wayne.edu](http://wayne.edu) is an interactive, visually stimulating approach to communicating the university's key facts and points of pride. When users click each tile, a link pops up that will lead them to descriptive text — and additional photos — on that topic.



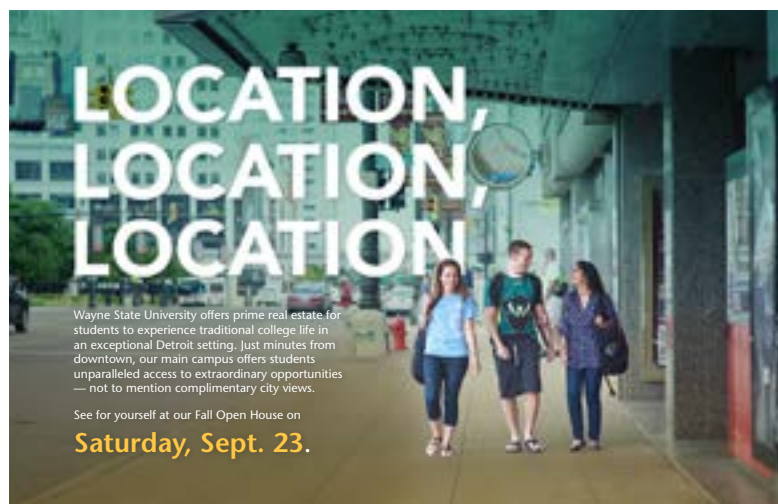
Vivid photos and descriptions of campus life paint a picture for prospective students that we hope will draw them to Midtown.



# ENROLLMENT MANAGEMENT



We continue to support the offices of Undergraduate Admissions, Graduate Admissions, School of Medicine M.D. Admissions and other key divisions to show prospective students how a Wayne State education can set them apart. From high schoolers getting started on their dreams to transfer and graduate students eager to take the next step, they look to us for key information. Print materials encourage students and families to explore Wayne State and guide them when they visit campus, while digital communications and ongoing enhancements to [wayne.edu](http://wayne.edu) make sure students can access everything from applications to financial aid forms quickly and easily. Our collaborative efforts in this area have contributed to an increase in freshman enrollment for fall 2017 to 2,653 full-time students, as well as record-level School of Medicine applications.



Above: Fall Open House marketing efforts focused on trendy Detroit.

Right: One goal of the Graduate Open House is to help students see their future unfolding at Wayne State.





**YOU'RE IN!**

CLASS OF 2018



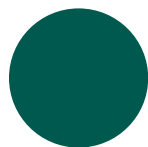
WELCOME,  
**WARRIOR.**

The bold welcome package that a newly accepted student finds in their mailbox contains key details about becoming a Warrior — and delivers an undeniable sense of excitement.





# SCHOOL AND COLLEGE SUPPORT



*Robust relationships with Wayne State's 13 schools and colleges continue to result in useful communication projects that inform and enhance the student experience. From full-feature magazines produced by the College of Nursing (below) and Wayne Law (right) to targeted fliers offering details on everything from scholarships to program offerings — in addition to event support, email campaigns and spirit wear designs — MAC is proud to support the areas that most directly affect WSU students.*



**URBAN HEALTH**  
at WAYNE STATE'S COLLEGE OF NURSING

FALL 2017

**Family Bonds**  
Ph.D. graduate Dalia Alhasanat researches ways to help Detroit mothers and newborns thrive

  
**WAYNE STATE UNIVERSITY**  
Detroit, Michigan



**STUDENT SPOTLIGHT**

*Past, present and*  
**FUTURE SCHOLAR**

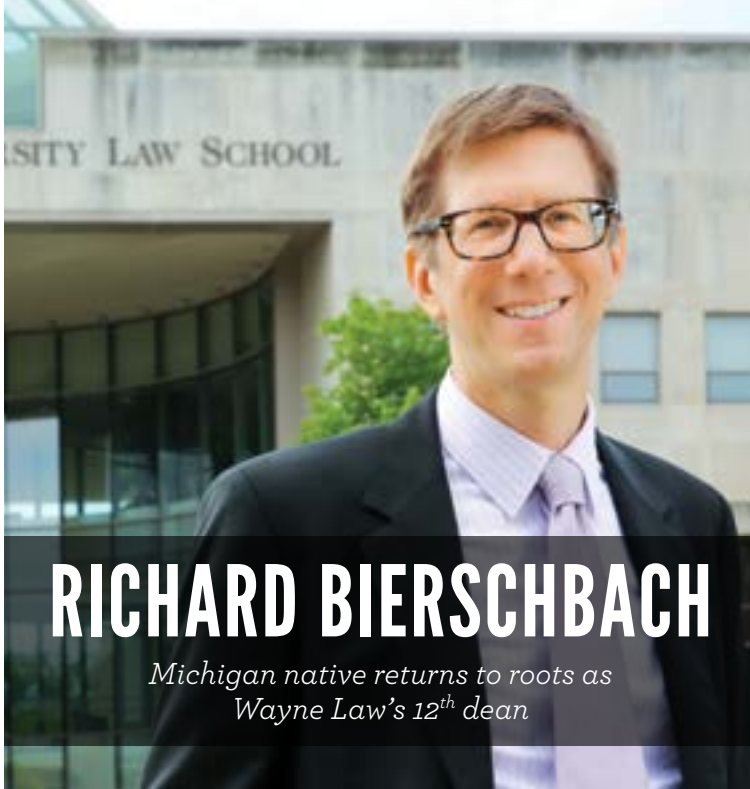
Rising nurse scientist earns distinguished support from the College of Nursing and the Robert Wood Johnson Foundation

Just 28 schools nationwide received the prestigious Future of Nursing Scholars grant from the Robert Wood Johnson Foundation this year — and the Wayne State College of Nursing was one of them. In an effort to increase the number of nurses holding doctoral degrees, the Robert Wood Johnson Foundation's (RWJF) Future of Nursing Scholars program provides financial support, mentoring and leadership development to nurses who are committed to earning their Ph.D.s in three years. This is the second consecutive year that the College of Nursing has earned the grant, presented this year to Navdeep Singh. He joins an elite group of 51 nurses nationwide receiving the award this year, increasing the total number to 109 Scholars across the three previous cohorts. In its landmark nursing report in 2010, the Institute of Medicine recommended that the U.S. double its number of nurses with doctorates in order to prepare and enable nurses to lead change to advance health, promote nurse-led science and discovery, and put more educators in place to prepare the next generation of nurses. The RWJF Future of Nursing Scholars program works to address that recommendation.

"The Wayne State College of Nursing is fully committed to helping achieve the Institute of Medicine's goal of increasing the number of doctorally prepared nurses in the United States," says Dean Laurie M. Lauzon Clabo, Ph.D., RN. "We are deeply grateful for the generosity of the Robert Wood Johnson Foundation and for the recognition of our commitment and success in the preparation of nurse researchers." The first step for this year's cohort was a summer boot camp in Princeton, New Jersey, home of the Robert Wood Johnson Foundation, where scholars collaborated and strengthened study skills that would be essential during the Ph.D. process. "It was a great experience getting to know the other scholars — to be together with people who all have the same goal," Singh says, adding that the cohort has stayed in close touch as they've begun their first-year studies. "It's been very beneficial to have a strong support system, so we can ask each other advice, compare best practices and offer encouragement." Singh says the RWJF boot camp opened his eyes to the significance of the Future of Nursing Scholars program. "Clinical-based nursing is crucial but Ph.D.s are the ones who promote the science of nursing," he says. "There is a need for focus on the discovery of new approaches and solutions that will benefit society."

# The WAYNE LAWYER

Fall 2017, Volume 32, No. 1



## RICHARD BIRSCHBACH

*Michigan native returns to roots as  
Wayne Law's 12<sup>th</sup> dean*



*"As a Damon J. Keith Scholar, I've received a full-tuition award that made it possible for me to begin a new career without adding significant loan debt onto the balance from my previous degrees."*

Rachel L. McDuffie  
Xavier University of Louisiana;  
Wayne Law '18



### Full-tuition scholarships

Damon J. Keith Scholarships are available to incoming Wayne Law students who attended:

- Historically Black Colleges and Universities
- Hispanic-serving institutions
- Detroit public high schools and charter schools
- Michigan priority high schools



Jasmin M. Haynes  
Cass Technical High School;  
Michigan State University;  
Wayne Law '18



Ian Larkin  
Renaissance High School;  
Wayne State University;  
Wayne Law '17



Shanika Owens  
Cass Technical High School;  
Michigan State University;  
Wayne Law '17

Wayne State University Law School, Detroit

law.wayne.edu



**MIKE ILTCH SCHOOL OF BUSINESS**

**DETROIT'S BUSINESS SCHOOL**  
Moving to our new home in The District Detroit in spring 2018

Building new academic programs in:

- Entrepreneurship and Innovation
- Sport and Entertainment Management
- Data Science and Business Analytics
- Automotive Supply Chain Management

Learn more about all of our programs or check out our live construction cam at [iltchbusiness.wayne.edu](http://iltchbusiness.wayne.edu).

**WAYNE STATE UNIVERSITY**

**Master's in ACCOUNTING**

Meet the 150-hour CPA education requirement  
GMAT waiver for qualified applicants

**Get your guide**

**DETROIT'S BUSINESS SCHOOL GRADUATE PROGRAMS**

**LOWEST TUITION** of Michigan's top three research universities

**Accredited by AACSB International**

**15 MBA CONCENTRATIONS**

Future home in the heart of **THE DISTRICT DETROIT** with flexible options online and at suburban satellite campuses

New offerings in **ENTREPRENEURSHIP and BIG DATA**

**6 GRADUATE PROGRAMS**

WSU offers more than **\$350M** in financial aid and scholarships

**GMAT WAIVED** for qualified applicants

**800** employers partnered with Career Planning & Placement

**34,000** PROUD BUSINESS ALUMNI

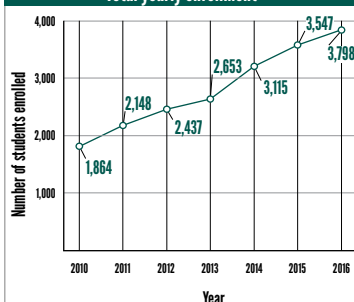
More at [iltchbusiness.wayne.edu](http://iltchbusiness.wayne.edu)



## FACTS AND FIGURES

College of Engineering All figures represent fall 2016 unless otherwise indicated

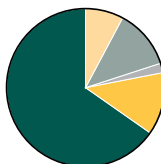
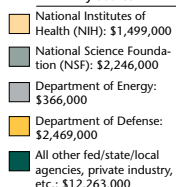
### Total yearly enrollment



### Research expenditures

2015 fiscal year  
**\$18,843,000**

#### By Source

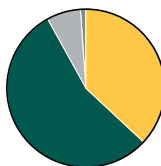
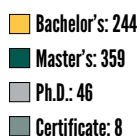


### Gender

**MALE**  
3,057 students (80.5%)

**FEMALE**  
741 students (19.5%)

### Degrees awarded 2016



### Residency and level

**IN-STATE UNDERGRADUATE**  
2,077 students

**OUT-OF-STATE UNDERGRADUATE**  
131 students

**IN-STATE GRADUATE**  
418 students

**OUT-OF-STATE GRADUATE**  
1,172 students

### Countries represented by current students

**47**

### Living alumni

**27,104**

### Faculty and staff

**FULL-TIME FACULTY**  
**134**

**FULL-TIME STAFF**  
**50**

### Student organizations and teams

**25**

MAC supports Wayne State's 13 schools and colleges with a range of design services, including logos, greeting cards and fact sheets for the College of Engineering and information panels for the School of Medicine. Working together with that school's enrollment management team, a targeted approach to out-of-state recruitment helped result in the School of Medicine seeing a record-breaking application cycle in 2017, with 8,000-plus applications — more than double the previous cycle.





## WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE

*A culture of care and service since 1868*

For nearly 150 years, the Wayne State School of Medicine has prepared students to be health care leaders and advocates who go on to change the world. Our dedication to urban clinical excellence and contribution to Detroit's revitalization is unwavering. Our community service roots run deep, and our focus on a healthier world grows ever stronger. Through social responsiveness and a continuous focus on innovation in education, research and clinical care, the Wayne State School of Medicine will continue to graduate a diverse group of physicians and biomedical scientists who will transform the promise of equal health for all into a reality.



**Award-winning community engagement and service-learning-focused curriculum unparalleled in the U.S. with 70 clinical and 100 outreach locations**

Approximately 100 WayneSOM LEAD student advocates dedicated to educating Michigan lawmakers annually about health care issues directly impacting vulnerable communities



Wayne State University has invested **\$200 MILLION** to eliminating health disparities in Detroit

Collaborating with more than 40 community partners through **VOICES OF DETROIT INITIATIVE**

**21,950** alumni changing the world through care and innovation in every state and 30 countries

More than 160 medical students evaluated nearly 225 homeless individuals via the **COMMUNITY HOMELESS INTERPROFESSIONAL PROGRAM** in 2015 and 2016

Studying health disparities among more than **5,560** patients through the nation's largest study of African American cancer survivors

## SPENCER FOREMAN AWARD FOR OUTSTANDING COMMUNITY SERVICE

Wayne State University School of Medicine visit

*A culture of care and service since 1868*

July 13, 2017



School of Medicine

## SPENCER FOREMAN AWARD FOR OUTSTANDING COMMUNITY SERVICE

Wayne State University School of Medicine Visit 2017

*A culture of care and service since 1868*

### School of Medicine Mission Statement

The mission of the Wayne State University School of Medicine is to educate a diverse student body in an urban setting and within a culture of inclusion through high-quality education, clinical excellence, pioneering research, local investment in our community and innovative technology to prepare physicians and biomedical scientific leaders to achieve health and wellness for our society.

At the Wayne State School of Medicine, community service is in our DNA. For nearly 150 years, we have prepared medical leaders to excel and make lasting contributions to their communities. Through partnerships with Detroit's renowned hospitals and clinics, students have up-close interactions with local residents, and student organizations provide opportunities to change lives outside campus borders. Our research is community-centric, with a \$200 million commitment toward eliminating health disparities that affect local residents. The School of Medicine's identity is intertwined with Detroit's, and we are passionate about preparing leaders, furthering research, and improving — and saving — lives.



School of Medicine

med.wayne.edu

## WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE CLASS PROFILE

### WARRIOR MEDICINE BY THE NUMBERS

**21,950**

ALUMNI CHANGING THE WORLD THROUGH CARE AND INNOVATION IN EVERY STATE AND 30 COUNTRIES

**#2**

RESEARCH INNOVATION RANKING BY NCI/NCATS

**40%**

OF MEDICAL STUDENTS ARE FROM UNDERREPRESENTED GROUPS

**1.**

AMONG DETROIT



**34,000+** VOLUNTEER HOURS BY YEAR 1 AND 2 STUDENTS ANNUALLY

**1.** MEDICAL SCHOOL IN DETROIT

### OUR INCOMING CLASS OF 2017

**290**

TOTAL STUDENTS

**52%**

FROM DETROIT

**48%**

FROM MICHIGAN



**3.65**

AVERAGE GPA

**77**

PERCENTILE AVERAGE MCAT SCORE

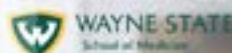
**23**

HOME STATES



**51** STUDENTS WITH MASTER'S DEGREES

For more information, visit [www.waynestate.edu/med](http://www.waynestate.edu/med)



CLINICAL EXCELLENCE IN THE HEART OF DETROIT

Wayne State University  
**SCHOOL OF MEDICINE**

Complete the form to receive our class profile and learn more about the M.D. program.

DOWNLOAD CLASS PROFILE



School of Medicine

**HANDS-ON CLINICAL EXPERIENCE IN DETROIT**

DOWNLOAD CLASS PROFILE



# WARRIOR SPIRIT WEAR



*An ongoing partnership with Learfield Licensing Partners is expanding Wayne State's reach in stores across the state and adding greater variety to WSU-branded merchandise both on and off campus. In addition to more ways than ever to show Warrior pride, our new licensing process benefits student organizations and other campus groups looking to produce their own high-quality, officially licensed products.*



**Warrior**  
WEDNESDAY

**TRADE ANOTHER**  
COLLEGE'S SHIRT  
FOR A FREE  
**Wayne State Tee!**

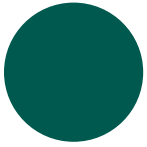
**HERE**

**WAYNE STATE**

With WSU gear available everywhere from Rally House to Meijer stores — as well as right on campus at the WSU Bookstore — Warriors can show their green-and-gold pride in a range of styles and price points. Campus Den expanded the number of stores carrying Warrior wear (shown above), helping WSU realize a record-breaking year in licensing. Meanwhile, events such as Wayne State Night at Comerica Park (top left) help drive team spirit across the D.



# PRESIDENTIAL COMMUNICATIONS



As President M. Roy Wilson continues to embrace and engage with the campus community and the world beyond Midtown, MAC is proud to lend its support. Through speeches, written correspondence, videos and more, we help President Wilson connect with everyone from prospective students to prominent partners. Targeted efforts in the second half of 2017 revolved around two presidential passion projects: the Road Warrior Tour and the Baroudeur. Turn the page for details about these standout cycling events.

## WARRIOR STRONG

A cross-campus collection of accomplishments and ambitions

Wayne State, a premier, urban public research university located in Detroit, is one of the nation's 50 largest public universities, with Michigan's most diverse student body. As we celebrate our achievements over the past 150 years, including the Carnegie Foundation's highest research and community engagement classifications, we're reminded by our 27,000 students and 1,500 faculty and staff that we are more resilient, more curious and more Warrior Strong than ever.

What makes us Warrior Strong? That answer evolves with every achievement. Here are a few examples of the power that prevails today.



The Ilitch family's **\$40 MILLION** investment in the Mike Ilitch School of Business was the largest in the history of WSU and one of the top 10 gifts ever to a U.S. public business school.

Wayne State's College of Education serves as a model for urban instruction through initiatives like **TeachDETROIT**, **Dream Keepers** and the **Morris Hood Scholars**, all of which ensure that children in Detroit have access to certified teachers.

WSU Law School Professor Laura Bartell was recently appointed by Chief Justice John Roberts as associate reporter of the Judicial Conference Advisory Committee on Rules of Bankruptcy Procedure. Bartell is one of 50 expert Wayne Law faculty teaching more than 175 courses and seminars each year.

Nearly **90%** of WSU College of Engineering students complete a co-op or internship prior to graduation.

Wayne State journalism graduate Sarah Ryley won a 2017 Pulitzer Prize for an in-depth investigative series for the New York Daily News about unfair evictions. The reporting ultimately led to the passage of 13 laws intended to protect poor minorities.

Wayne State is a partner with Michigan State University and the University of Michigan in the University Research Corridor, helping create a vibrant state economy. The URC was responsible for a **\$16 BILLION** economic impact in 2016.



WSU's physician assistant program continues to be ranked No. 1 in Michigan, with more than **700 APPLICANTS** this year.

With annual research expenditures of more than **\$221 MILLION**, Wayne State is home to the Perinatology Research Branch — the only NIH branch in the country dedicated to the study of infant mortality and premature birth.

Wayne State was one of three institutions named as a finalist in 2016 and 2017 for the Association of American Medical Colleges' Spencer Foreman Award for **Outstanding Community Service**.

WSU's School of Social Work and College of Nursing received a **\$1.8 MILLION** grant to increase Southeast Michigan's mental health workforce, improving services for residents and strengthening the ongoing commitment to urban health.



Thanks to a **\$1.85 MILLION** grant by the National Institutes of Health, WSU School of Medicine Associate Professor of Microbiology, Immunology and Biochemistry Jeffrey Withey, Ph.D., is helping open the door to antibiotic treatments that reduce the global threat of cholera, which kills over 100,000 people per year.



WSU was one of 15 institutions selected by the Council of Graduate Schools to participate in an effort to gather and use data about the careers of STEM and humanities Ph.D. students and alumni.

A four-year Nursing Workforce Diversity grant of **\$1.8 MILLION** supports WSU freshmen from disadvantaged backgrounds. Because professionals from diverse backgrounds often choose to practice in underserved areas, programs like this help improve health care access in urban communities.

[wayne.edu](http://wayne.edu)

In an ongoing effort to increase the university's stature, the president has begun mailing a comprehensive letter and fact sheet to his contemporaries across the country, keeping them informed on Wayne State's victories in research, academics and community involvement.



**Office of the President**  
4200 Faculty/Administration Building  
656 West Kirby  
Detroit, MI 48202  
313-577-2230  
[president@wayne.edu](mailto:president@wayne.edu)

<First\_name> <Last\_name>  
<Street\_Line1> <Street\_Line2>  
<City> <State> <Zip>

Dear <First\_name>,

As president of Wayne State University, I enjoy speaking with our students about their campus experiences. During these talks, I often ask what they appreciate most about our institution. One answer I hear repeatedly is the diversity of our campus.

I'm glad that our students understand the benefit of being part of Michigan's most diverse public university. As the son of an African American father and a Japanese mother, I have had to overcome some of the same challenges our students face as they navigate a multicultural society. Through my experiences, I have come to understand how much we gain from living, learning and working alongside people from all backgrounds.

In today's contentious climate, it is essential to hear and understand different, often marginalized views, and to ensure that every member of our campus community feels that their voice matters. This is not limited to race. Our universities must welcome and include people of all cultures, beliefs, ideologies, sexual orientations and economic classes. This is crucial to providing quality educational opportunities and igniting the sparks that drive change.

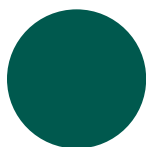
Recently, at the annual meeting of the Association of American Medical Colleges and at a National Academy of Sciences workshop, I had the opportunity to speak about the alarmingly low number of African American males in medicine and science today. Despite many advancements in the field over the last few decades, the number of black men applying for medical school has not surpassed the level it was at 40 years ago. No other major demographic group has experienced this lack of progress in the field. This is particularly concerning since we know that diversity and inclusion are drivers of excellence in medical school and in the greater medical community. And without the participation of black men, it's hard to imagine accelerating advancements in health disparities research.

Despite our urban Detroit location, Wayne State is not immune to this challenge. In 2014, our School of Medicine had only seven minority students enroll — the lowest number in its history. We realized that this crisis needed to be addressed and began an aggressive campaign to counter the decline. The School of Medicine made significant changes to its admissions procedures, leading to major improvements. By 2016, the number of minority students enrolling in the School of Medicine had increased to 61, and we enrolled 62 minority students this year. This is an amazing turnaround but there is much to do.





# CAMPUS ENGAGEMENT ACTIVITIES



*Encouraging people to experience Wayne State in person is an ongoing goal, because once prospective students step foot on campus, they can easily see themselves growing Warrior Strong here. MAC supports major campus events such as the Sesquicentennial Celebration kickoff with project management and materials. We also coordinate events on and around campus to engage all ages — from elementary students to retired alumni — in unique and enticing ways.*



## Wayne State STEM Day

**March 13, 2018**  
**9 a.m. - 1 p.m.**

Join us on campus for STEM Day, where sixth- through ninth-grade students will enjoy interactive sessions in various areas of STEM study, including:

Anthropology	Environmental Science
Astronomy	Geology
Biology	Mathematics
Chemical Engineering	Mechanical Engineering
Chemistry	Medicine
Communication Sciences and Disorders	Nursing
Criminal Justice	Nutrition and Food Science
Education (Teaching STEM)	Physics
Electrical Engineering	Political Science
	Psychology

A complimentary lunch will be provided at noon and campus tours will be available before and after the event. STEM Day is free but space is limited. Register by March 1 at [wayne.edu/stemday](http://wayne.edu/stemday).

Science

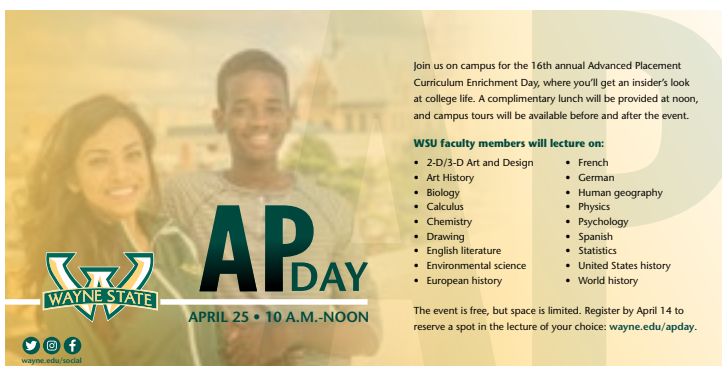
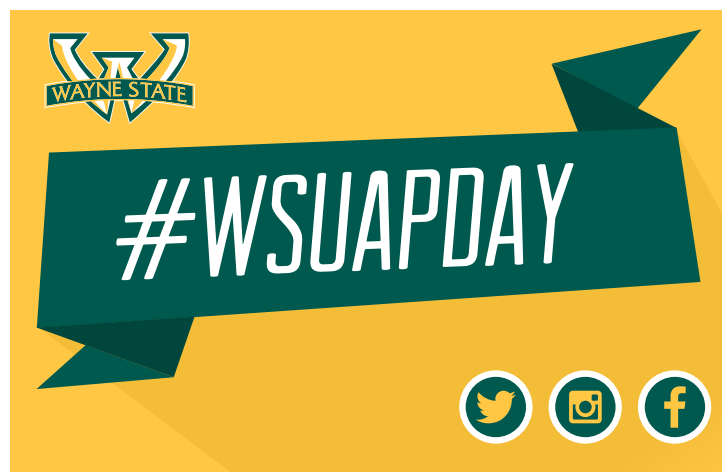
Technology

Engineering

Math

AP Day is a massively popular event with local high school students — and an excellent way to get them on campus for a good look around as they begin to apply for college. MAC's marketing team serves as project lead on this and STEM Day, orchestrating everything from faculty recruitment to volunteer logistics.

WSU's inaugural celebration of Science, Technology, Engineering and Math in 2017 was so popular with teachers and students that we doubled the capacity to 2,000 students and filled every spot just one hour after registration opened.



Join us on campus for the 16th annual Advanced Placement Curriculum Enrichment Day, where you'll get an insider's look at college life. A complimentary lunch will be provided at noon, and campus tours will be available before and after the event.

#### WSU faculty members will lecture on:

- 2-D/3-D Art and Design
- Art History
- Biology
- Calculus
- Chemistry
- Drawing
- English literature
- Environmental science
- European history
- French
- German
- Human geography
- Physics
- Psychology
- Spanish
- Statistics
- United States history
- World history

The event is free, but space is limited. Register by April 14 to reserve a spot in the lecture of your choice: [wayne.edu/apday](http://wayne.edu/apday).

The three-city, four-day Road Warrior Tour (right) gave President Wilson the chance to engage with Michiganders beyond metro Detroit over the course of 427 biked miles.



The annual Baroudeur cycling event in August (below) gave hundreds of riders the opportunity to explore the Motor City and beyond on two wheels while helping raise funds for WSU's HIGH Program.



## wayne state **in**SIDERS

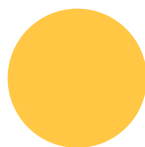
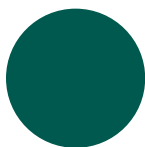


Through events such as Wayne State Insiders and Knowledge on Tap, the MAC team interacts with a broad audience across campus and beyond to open WSU's doors and educate in a playful way. These events also serve to highlight our standout faculty — one of WSU's greatest marketing advantages.





## VIDEO CONTENT



*From on-the-spot coverage of live events to academic deep dives, University Television works with clients across campus to develop high-end video projects. Whether the team is livestreaming or creating unique films, the goal is to educate and engage. In addition to sharing videos with the world on YouTube, MAC emails videos to key audiences such as prospective students when created as part of a comprehensive campaign.*



Clockwise from top: WSU took advantage of the buzz surrounding the release of *The Last Jedi* by promoting Star Wars-themed Warrior wear in the WSU Bookstore. • In a meeting of the mascots, W palled around with Paws during Wayne State Night at Comerica Park last September. • Provost Keith Whitfield prepared to represent Wayne State's commitment to the Motor City and our world-class College of Engineering programs at the Woodward Dream Cruise by taking a preview spin on campus.





UTV is in the process of editing what will eventually be dozens of short videos featuring WSU family members to create a mosaic on the Sesquicentennial website and engage the campus community in the celebration. #myWSUstory



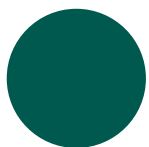
Capturing the excitement and pride in the room at the School of Medicine White Coat Ceremony is an honor and privilege.



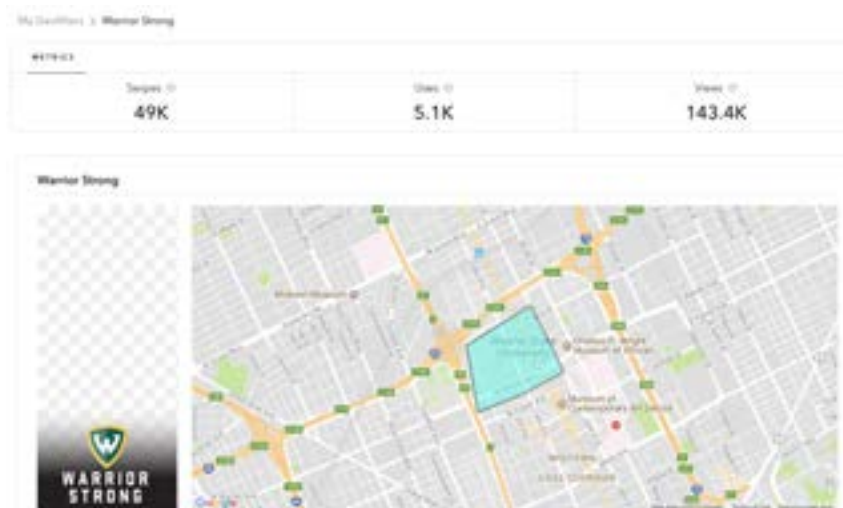
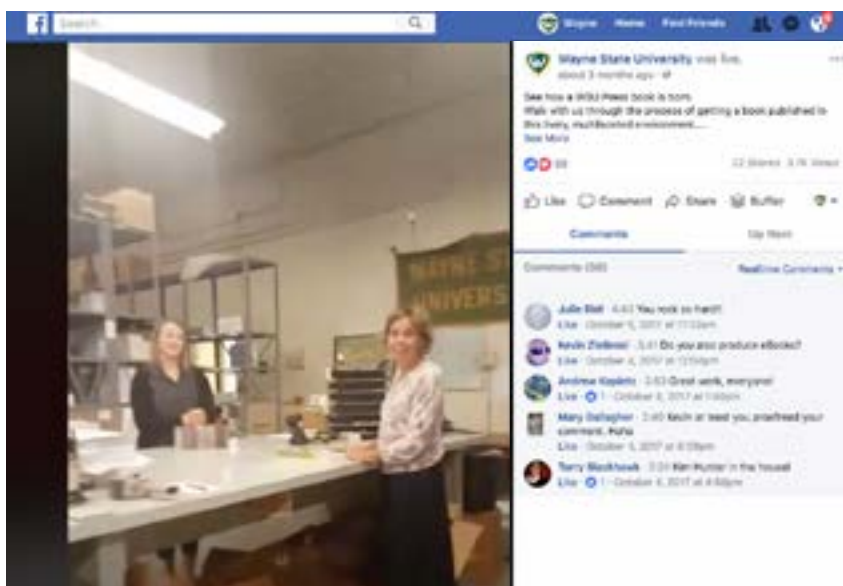
Wayne State students speak passionately about what makes them Warrior Strong.



# SOCIAL MEDIA

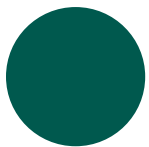


*We continue to leverage today's most popular tools to tell the WSU story across social media. Platforms such as Facebook, Twitter, Snapchat and Instagram allow us to share photos of campus, communicate important information, post WSU news and connect with our followers in engaging and inventive ways.*



Clockwise from top left: Facebook Live events such as tours of the WSU Press give viewers a behind-the-scenes look at Wayne State. • More students and other members of the WSU community engaged with Photo of the Day than ever before, with nearly 900 pictures submitted by more than 450 people. • Our Snapchat account is managed by a student assistant for an authentic voice. • Geofilters allow users to display their Warrior pride when posting pictures taken on and around campus.

# SESQUICENTENNIAL CELEBRATION



As Wayne State geared up to celebrate its 150th anniversary, preparations began to commemorate this momentous occasion through a range of unique, fun events, activities and messaging. Over the next several months, MAC looks forward to sharing WSU history through storytelling and commemoration on campus, in Detroit and beyond. Visit the site MAC created for details: [150.wayne.edu](http://150.wayne.edu).



**150 YEARS**  
IN THE HEART OF DETROIT



**150 YEARS**  
IN THE HEART OF DETROIT



**150 YEARS**  
IN THE HEART OF DETROIT



Wayne State University's story began in 1868 with the founding of the Detroit Medical College, which has since transformed into our School of Medicine — an internationally-renowned school that has contributed to landmark medical achievements like the world's first successful open-heart surgery.

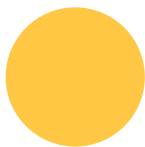
Today, with 13 schools and colleges, Wayne State continues to set the standard as a premier, public urban research university. We hope you will join us as we honor 150 years of academic and research excellence during our sesquicentennial celebration.







# CONSULTATION AND COORDINATION



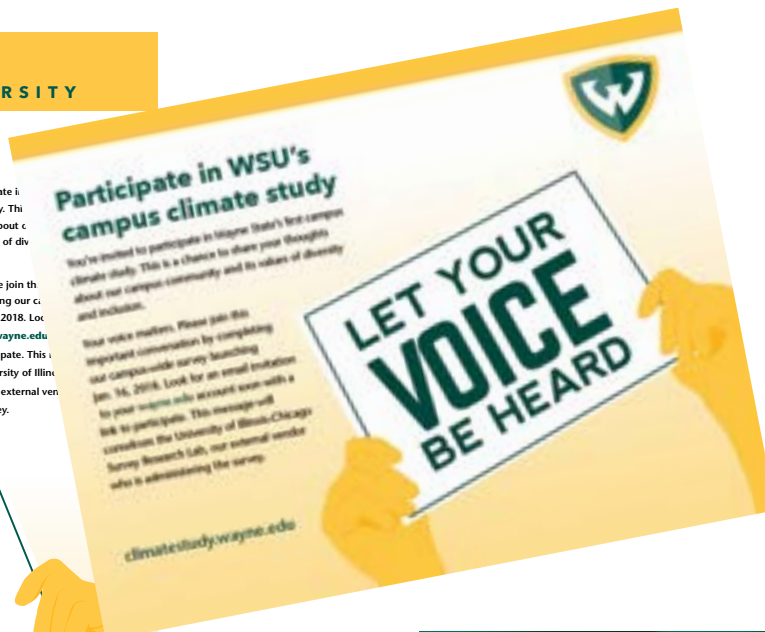
*Because MAC is managed and staffed by seasoned professionals who work as a cohesive team across all media to raise the stature of the university, campus units often look to us for project management, consultation and support. Some major initiatives that MAC helped orchestrate in 2017 included the ramp-up to this year's important campus climate study (left) and the inaugural Spirit of Community awards (far right) to recognize Warriors who excel in service beyond campus.*

WAYNE STATE UNIVERSITY

## Participate in WSU's campus climate study

You're invited to participate in WSU's first campus climate study. This is a chance to share your thoughts about campus community and its values of diversity and inclusion.

Your voice matters. Please join this important conversation by completing our campuswide survey launching Jan. 16, 2018. Look for an email invitation to your wayne.edu account soon with a link to participate. This message will come from the University of Illinois Survey Research Lab, our external vendor who is administering the survey.



Launch celebration for the



## INNOVATION HUB

Innovation and entrepreneurial thinking are no longer optional — they are now essential parts of university and professional life. Join us as we celebrate the launch of the Wayne Innovation Hub, the WSU initiative charged with ensuring the success of students, faculty and staff in this world of rapidly advancing technology. This event will include music, compelling talks and performances, and the opportunity to connect with leading Detroit-area innovators. Admission is free and open to all. Non-WSU attendees require advance registration. A reception with food and beverages will follow the program.

4 P.M.  
WEDNESDAY  
**11.15.17**

STUDENT CENTER BUILDING  
BALLROOM

TO REGISTER, VISIT  
[go.wayne.edu/innovation-hub](http://go.wayne.edu/innovation-hub)



## CONTEMPORARY ISSUES in URBAN HEALTH: Contributions from Nursing Science

Wednesday, April 12, 2017  
8 a.m.-5 p.m.  
WSU Student Center Building

SAVE THE DATE: APRIL 12, 2017

## CONTEMPORARY ISSUES in URBAN HEALTH: Contributions from Nursing Science



SPIRIT of COMMUNITY

You are cordially invited to the Inaugural  
Spirit of Community Awards Ceremony & Reception

Thursday, March 23, 2017

3 p.m. - Ceremony in the Community Arts Auditorium  
4 p.m. - Reception in the McGregor Memorial Conference Center

Celebrate the awardees and  
enjoy happy hour, delicious  
dessert buffet &  
great prizes from local businesses!

RSVP

Parking available in Parking Structures 1 for \$7.00

Hosted by the

Office of the President  
Office of the Provost  
Dean of Students Office  
Alumni Association  
Division of Government & Community Affairs

Wayne State University

ANN HICKER

WAYNE STATE UNIVERSITY



## The Inaugural SPIRIT of COMMUNITY Awards Ceremony

Thursday, March 23, 2017  
McGregor Memorial Conference Center



SPIRIT of  
COMMUNITY

## WAYNE STATE UNIVERSITY COMMENCEMENT GUIDE Information and Instructions for graduates, families and guests

Tuesday, December 12, 2017  
The Fox Theatre  
2211 Woodward Avenue, Detroit  
[commencement.wayne.edu](http://commencement.wayne.edu)

DECEMBER 2017 COMMENCEMENT  
Tuesday, December 12



COMMENCEMENT  
December 2017



# WSU IN THE NEWS

Numerous media outlets around the globe ran stories in 2017 mentioning Wayne State. In fact, the university was mentioned nearly 2,000 times in newspapers, magazines, television, radio and news websites, translating into an average of six stories daily.

The Communications office is the primary liaison between WSU and the news media, offering rapid response to issues and inquiries while collaborating with groups across campus to identify, develop and distribute stories that support Wayne State's mission. Last year, there were more than 900 major stories focusing primarily or exclusively on WSU — an increase of 6 percent from 2016. Over the last five years, there has been a 28 percent increase, often pitched or facilitated by MAC.

Two new initiatives are proving beneficial: The Conversation is a not-for-profit media outlet for articles written collaboratively by university faculty members and editors, with the goal of conveying expert information in layman's terms. Since WSU began participating in summer 2017, our faculty members have published more than a dozen articles that have been read more than 355,000 times across the globe.

Meanwhile, the Op-Ed Project works to diversify the voices sharing ideas in the media. In November, MAC partnered with the Office of the Provost to host a "Write to Change the World" seminar for 20 faculty members, several of whom have gone on to publish their first op-eds in media outlets such as the Detroit News and The Chronicle of Higher Education.

## **The Washington Post, 6/26**

*Homeless college students a growing concern on campuses*

## **The Washington Post, 11/3**

*Preventing sexual harassment needs to start in early childhood*

## **The Chronicle of Higher Education, 12/31**

*How to market a college in a troubled locale*

**Detroit News, 11/30; Crain's Detroit Business, CBS Detroit, Detroit Free Press, New Jersey Herald, WWJ-AM, 12/1; Philanthropy News Digest, 12/3; Bloomberg, The Daily Telescope (Los Angeles), 12/4**

*Philanthropist commits \$10 million toward Wayne State scholarship program*

**Crain's Detroit Business, Big Spring Herald (Big Spring, Texas), News Channel 10 (Amarillo, Texas), WDAM (Moselle, Mississippi), WALB 10 (Albany, Georgia), KHQ 6 (Spokane, Washington), KXXV (Waco, Texas), KOTV (Tulsa, Oklahoma), KUSI (San Diego), WMBF (Myrtle Beach, South Carolina), 12/5**

*Wayne State to eliminate out-of-state tuition costs for some students*

**Los Angeles Times, Crain's Detroit Business, CBS Detroit, WWMT-TV (Kalamazoo), WPRI-TV (Rhode Island), 12/2**

*Wayne State finalizes 40-year, \$1.4 billion student housing partnership*

**Michigan Chronicle, 10/25; Crain's Detroit Business, 11/1; WDET-FM, 11/3; Xconomy, Automation Alley, 11/6; Bridge, WWJ-AM, 11/9; Crain's Detroit Business, 11/14; Traverse City Record-Eagle, 11/15**

*Wayne State launches Innovation Hub to speed entrepreneurial growth*

**Detroit Free Press, Crain's Detroit Business, Detroit Metro Times, Markets Insider, KMOV-TV (St. Louis), KAVU-TV (Victoria, Texas), 10/17**

*Wayne State taps Warrior Strong mindset in new marketing campaign*

## **The Peninsula, 8/8**

*State commits \$14.75 million to proposed Wayne State University STEM center*

## **WJBK Fox 2, 7/24**

*New Billy Joel biography documents songs and culture*

**MITechnews, Science Magazine, Daily Times Herald (West Point, Mississippi), dbusiness, Crain's Detroit Business, 48 WAFF-TV (Huntsville, Ala.), 5/2**

*Wayne State receives \$7.5 million NIH renewal for environmental center*

## **Life Science Daily, 4/26**


*Research team creates multidimensional brain map*

## **WWJ-AM, 6/8**

*Wayne State University receives \$3.05 million NIH award to improve diabetes care in youth*



**THE CONVERSATION**  
 What the first Thanksgiving dinner actually looked like



What the first Thanksgiving dinner actually looked like

Most Americans probably don't realize that we have a very limited understanding of the day. Thanksgiving, which took place in 1621 in Massachusetts.

Instead, like all our greatest-day traditions, turkey also featured dinner 400 years ago and there's no one original version of the feast.

**SCOTUSblog**  
 OFFICIAL BLOG OF THE U.S. SUPREME COURT

HOME MONTHS CALENDAR FEEDBACK STATISTICS SPECIAL REPORTS PLANNING BLOG

**Kath Roberts**  
 Deputy Editor, Executive Editor, Senior Staff Writer

**Monday round-up**  
 The Supreme Court added seven cases to its docket on Friday, including the second partisan-gerrymandering case of the term, *Reynolds v. Smith*, a challenge by Republicans to a congressional district in Maryland. Amy Howe covers the grants for *Reynolds*, her coverage was first published at *Supreme Court*. Additional coverage comes from Robert Barnes for *The Washington Post*, Adam Liptak for *The New York Times*, and Joni Reiss for *The Wall Street Journal*, who reports that "Only taking the Maryland case, the court announced that partisan gerrymandering isn't the province of one party alone, but a tool that can be employed by either Republicans or Democrats to extend power when they hold the political advantage." Commentary on the grant is provided from Rick Warren at the *Christian Law Blog* and Ruthann Robson at the *Constitutional Law Prof Blog*, who notes "several differences" between *Reynolds* and the court's other pending partisan-gerrymandering case, *Citizens v. Shallegeers*.

**CNBC**  
 MODERN MEDICINE

**The opioid crisis is at its worst in rural areas. Can telemedicine help?**

By James L. Lohr, assistant professor of social work, Wayne State University  
 Published 2:02 PM ET 10/10/2017 Updated 2:09 PM ET 10/10/2017  
 The Conversation



**EL PAÍS**  
 HALLOWEEN

**La ciencia del miedo: por qué nos encanta que nos asusten**

En espacios seguros, el cerebro 'pensante' y el 'emocional' regulan la respuesta de miedo para producir excitación o alegría



**The Washington Post**  
 Democracy Dies in Darkness

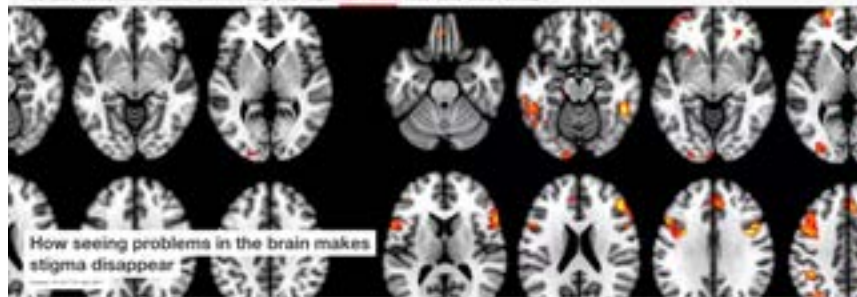
**Preventing sexual harassment needs to start in early childhood**

By Poe Kersmith, Joanne Smith-Darden and Megan Hicks November 3

In the wake of sexual assault and harassment allegations involving Harvey Weinstein and Bill O'Reilly, Americans may be learning just how prevalent sexual violence is in our society.

So, what can be done to prevent it?

**THE CONVERSATION**  
 How seeing problems in the brain makes stigma disappear



How seeing problems in the brain makes stigma disappear

As a psychiatrist, I find that one of the hardest parts of my job is telling parents and their children that they can't do it. It's hard to hear that their child has a brain problem.



**Wayne State University Board of Governors**

Sandra Hughes O'Brien, *chair*, David A. Nicholson, *vice chair*,  
Michael Busuito, Diane L. Dunaskiss, Mark Gaffney, Marilyn Kelly,  
Dana Thompson, Kim Trent, M. Roy Wilson, *ex officio*