Wayne State University made a splash this fall with the announcement of the Wayne Med-Direct program, which pays for eight years of education with guaranteed admission to the School of Medicine, with preference given to high-achieving students from socioeconomically disadvantaged backgrounds who are interested in studying health disparities. In addition to the national media picking up the story, The Detroit News commended WSU for recognizing an impending doctor shortage and working to get in front of the issue, saying, “It’s hard to imagine how Wayne State could better use its scholarship funds. The university has a respected medical school that provides residents to hospitals throughout the region. This program should keep that pipeline full at a time when American students are turning away from medical studies.”
Travel around the state and you’ll see green and gold. We continue to promote WSU across Michigan through an extensive outdoor advertising campaign, placing billboards along highways as far away as Grand Rapids and Mackinaw City. We’re also using digital and print advertisements to keep WSU top of mind and make prospective students, donors and employers aware of the important role Wayne State plays beyond the city.

Above: Outdoor billboards highlight Wayne State’s range of degree programs.

Right: A map highlighting the locations of our outdoor billboards — stretching as far as Mackinaw City. (Note: This map was a four-week snapshot, and locations may have changed).
Print and digital advertisements tout our unique position as Michigan’s only urban research institution, our diverse student body and our academic excellence.
ENROLLMENT MANAGEMENT

We work with the Office of Undergraduate Admissions to give prospective students a favorable impression of Wayne State. Our viewbook is a prime example of the dynamic material we provide to high schoolers and transfer students. Brochures, booklets and posters give a glimpse of our acclaimed programs and vibrant campus life. We also distribute informative pieces to keep students aware of upcoming events such as the Graduate Open House, as well as scholarship opportunities.

We produce a range of materials to inform and impress prospective students at several stages — including a data-packed brochure (below) sent to those who’ve recently taken the ACT.
Top: Print and digital advertisements encourage students to visit campus during graduate and undergraduate Open House events.
Bottom: Fliers inform students about the many scholarship and tuition-saving opportunities we offer.
Top: We work closely with admission counselors as they visit local schools to help students take their next steps toward Wayne State.

Bottom: Key materials target transfer students, helping them navigate the process of beginning their Wayne State education.
CAMPUS ACTIVITIES
There’s always something exciting happening at Wayne State. Throughout the year, we offer many opportunities to engage, learn, have fun and meet new people.

Academics
Mortuary Science
Open House
Nov. 5, 5-9 p.m.
mortsci.wayne.edu
Undergraduate Research Conference
Nov. 11
urap.wayne.edu
Community Apple Days
Nov. 13-15, 9 a.m.-4 p.m.
cpaWAYS.png

Athletics
Homecoming football
vs. Grand Valley State
Oct. 16, 9 a.m.
Men’s basketball home opener
vs. Kentucky Wesleyan
Nov. 14, 7:30 p.m.
Women’s basketball game
vs. Northern Michigan
Dec. 10, 5 p.m.
wsuathletics.com

Arts
Hilberry Theatre
The Count Of Monte Cristo
Oct. 30-Nov. 7
Bonstelle Theatre
The Great Gatsby
Oct. 30-Nov. 7
Mortuary Science
Academics
Nov. 11, 11 a.m.-4 p.m.
Community Apple Days
urop.wayne.edu
Undergraduate Research
Main Campus
openhouse.wayne.edu

Events
Graduate Open House
Sept. 30, 5-6 p.m.
Student Center Building
wayne.edu/gradschool
Undergraduate Fall Open House
Oct. 17, 10 a.m.-1 p.m.
Main Campus
openhouse.wayne.edu
Farmers Market
Wednesdays through October
11 a.m.-4 p.m.
Outside the Reuther Library on Cass Avenue
Farmers Market
Main Campus

Top: Fliers let students know about ongoing campus events.
Bottom: MAC created a 70-page book of guidelines and best practices for schools, colleges, offices and departments across the university to refer to online when formulating their own marketing materials.
Our 13 schools and colleges are where the experts train future leaders and where the heart of university work is done. We provide any marketing or communication support they need, from conference programs and invitations to branded materials. We’re happy to support these partners as they help students achieve their goals and prepare to change the world.
Dynamic designs and materials help our schools and colleges as they interact with students and alumni.

We know NURSING.

Welcome, Dean Clabo
She’s rolling up her sleeves and getting to work with students, faculty, staff and alumni.

Service across the state
Michigan Area Health Education Center provides care and training.

CON by the numbers
From grants to graduates, a snapshot of where the college stands today.

Offering several graduate-level clinical specialties, including Advanced Public Health Nursing (APHN) and Psychiatric-Mental Health Nurse Practitioner (PMHNP).
Wayne State University
School of Medicine
M.D. program

Why Wayne State?
Access

The WSU School of Medicine has long-standing partnerships with nationally renowned hospitals — many of which are only steps from campus — including the Detroit Medical Center and Henry Ford Health System. You can walk from class straight to the wings of a major medical center and apply your knowledge working directly with patients. Wayne State's partnerships and proximity to major urban medical institutions give you a distinct experiential advantage when applying to residency programs.

Experience

You won't just observe from the back of lecture halls and laboratories; you will interact, participating directly in the patterns care process the moment you set foot on campus. From your first year of medical school at Wayne State, you will:

- Learn history and physical taking skills, and experience patient care in an ambulatory setting.
- Gain invaluable exposure to clinical skills through training at over nationally recognized advanced and physical diagnostic curricula.
- Earn national EMT certification through emergency medicine faculty.

The WSU School of Medicine also maintains a robust cadaver dissection program that allows you to work with student teams to explore human anatomy and develop lifelong learning skills.

In this community

As you work toward your degree, you have the opportunity to see your skills and competencies strengthened through volunteerism. WSU medical students take part in community outreach programs to enrich their education, including:

- Volunteer work at clinics throughout the city.
- Mentorship programs for Detroit schoolchildren.
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- Volunteer efforts at local neighborhood.
- Student-led interest groups that provide education and effect policy change at the local and national levels.

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Welcome to Wayne State University

SCHOOL OF MEDICINE
in Midtown Detroit

Why Wayne State

SCHOOL OF MEDICINE?

ACADEMIC AND URBAN CLINICAL EXCELLENCE

Wayne State University School of Medicine is one of the most innovative medical schools in the nation. Sense the energy of a dynamic, diverse campus that is focused on preparing students to be tomorrow’s leaders. This is your chance to find your place in a school with a history of making a difference.

Urban Clinical Excellence

• Patients at Wayne State University School of Medicine are at the heart of our educational experience.

• Wayne State University School of Medicine offers a comprehensive inpatient experience at the Detroit Medical Center and Henry Ford Health System.

• Wayne State’s partnerships and proximity to major urban medical institutions give students a distinct experiential advantage when applying for residency programs.

• Wayne State’s partnerships and proximity to major urban medical institutions — many of which are only steps from campus — including American Health Centers.

Students can walk from class straight to the wing of a major medical center and straight to the operating rooms, bedsides and communities where their work will make a difference.

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Academic Excellence

• Wayne State University School of Medicine is fully accredited, with a 98 percent first attempt pass rate on USMLE Step 1, exceeding the 96 percent national rate.

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In everything from brochures (top left) to booklets (above) to bookmarks (bottom left), the School of Medicine and its Office of Diversity and Inclusion now present a uniform look and message to prospective students.
Reminding current students to register for the upcoming semester is a key factor to retention and on-time graduation. We use a variety of methods — from one-inch digital ads that students see on their phones to 30-foot building banners they can’t miss while walking across campus — to encourage punctual registration. We cast a wider net with postcards, digital ads and email campaigns when promoting the idea of guest registration for summer classes.

**SUMMER IN THE CITY**

Be a guest student at Wayne State

**TAKE A GIANT STEP CLOSER TO**

Graduation.

**EARN MORE CREDITS IN LESS TIME AT WAYNE STATE**

Fill out a free Guest Student Application and schedule a few accelerated courses at Wayne State University in Midtown Detroit, then transfer your credits back to your home institution.

**APPLY TODAY FOR SUMMER SUCCESS**

Fill out a free Guest Student Application and schedule a few accelerated courses at Wayne State University in Midtown Detroit, then transfer your credits back to your home institution.

Registration begins Feb. 9, 2015.

guestinfo.wayne.edu

classschedule.wayne.edu

**TAKING A SUMMER CLASS? YOU’RE Brilliant.**

Taking two classes this summer can get you as many as eight credits closer to your degree. And Spring/Summer classes are typically only eight weeks long.

Hurry, classes fill up fast. Register today at wayne.edu/register.

**Spring/Summer CLASSES**

A brilliant decision

wayne.edu/register
In an effort to remind the public that Wayne State is unique because of its urban location, we began asking students, faculty and staff to help tell our story in pictures. Whether it’s shots of our amazing architecture, breathtaking sunsets over campus or Detroit art, we asked to see it all — and the response has been enthusiastic. Each daily photo is tagged with the photographer’s name, and hundreds of perspectives are now overflowing the archives.
Wayne State’s home is Detroit but its reach is global. This year, as part of a program sponsored by the Brazilian government, 250 students came from Brazil to study on our campus. We shared this story with local media to highlight our expanding influence. We also designed and translated marketing materials to reach students across the globe, highlighting the benefits of studying at an urban university alongside students from 60 countries.

Translated marketing materials, including videos, are used during international recruitment visits to tell a global audience what sets Wayne State apart from other institutions.
The Get Involved campaign makes students aware of the fun and formative opportunities occurring around campus. We work with the Dean of Students Office to create colorful communications touting the ways students can plug into campus events and organizations. Meanwhile, when WSU became a smoke- and tobacco-free campus this summer, we took care to spread the word in print and electronic notices as well as can’t-miss-it signage at every turn.
Usage of “Wayne State is a smoke-free campus”
Wayne State University on Aug. 19, 2019, adopted a smoker- and tobacco-free policy for tobacco-related or outdoor spaces across its campus and residence centers. The University’s Office of Marketing and Communications has produced smoke-free campus signs for use in print and electronic media. This helps spread the word about the new policy. The team works together to keep Wayne State University healthy, clean and welcoming to all students, staff, visitors and businesses here.

For more information on the policy, visit smokefree.wayne.edu. For more information on how to use the icons, contact Christy Epp, director of creative services, at 313-577-8522 or christy.epp@wayne.edu.

Color
Wayne State University is a smoke-free campus.
PM1 147 and 1229
Wayne State University is a smoke-free campus.
PM1 147
Wayne State University is a smoke-free campus.
Black
Wayne State University is a smoke-free campus.
White

Placement
Wayne State University is a smoke-free campus.
Wayne State University is a smoke-free campus.
Wayne State University is a smoke-free campus.
Welcome Back

This fall, we made the start of the semester an event. Working with several campus partners, we engaged the WSU community for Warrior Days — a weeklong series of activities designed to bring students together and get them excited about the new semester. From Convocation to games to Warrior football, students enjoyed an enthusiastic kickoff to the school year.

There was something for everyone during Warrior Days — a week of interactive events that welcomed students back to campus this fall.
Wayne State Insiders continues providing a unique look at university programs. More than 1,100 people across the campus community are invited to monthly events to learn more about Wayne State and Midtown. Meanwhile, Knowledge on Tap was created to get faculty members out of the lecture hall and into local bars and restaurants to teach the public — over cocktails. This wildly popular higher-ed-unplugged program has covered everything from dinosaurs to the Motown sound.

UPCOMING EVENTS

December 5 — Noel Night in Midtown
February 2016 — Shakespeare Knowledge on Tap (tentative)
We continue to partner with the Collegiate Licensing Company to put Wayne State-branded merchandise in stores across the state. Warrior gear is available in high-profile stores such as Meijer; Dunham’s; Campus Den; Finish Line; and Bed, Bath and Beyond. This fall, Livonia’s Rally House specialty boutique hosted a spirit event during which shoppers enjoyed 10 percent off their WSU apparel purchase — and the Rally House donated 10 percent of the day’s total proceeds to the Wayne State University Alumni Association.

Students, faculty and staff can’t stop showing their Warrior pride — on and off campus.
WARRIOR PRIDE

We love giving the campus community a chance to show off its Warrior spirit. We encourage and reward students, faculty and staff for sporting their green and gold; Street Squad events build excitement on and around campus; and social media campaigns allow students to share their university experiences with friends and family.

TRADE ANOTHER COLLEGE’S SHIRT for a free WARRIOR TEE!

4-7 P.M. • WEDNESDAY, OCTOBER 7
at the WAYNE STATE UNIVERSITY BOOKSTORE

While supplies last

Sponsored by the WSU Bookstore

We offer fun incentives at key times throughout the year to help the Wayne State community show its Warrior Pride.
ANNUAL WSU STREET SQUAD EVENTS

Detroit Fireworks — Detroit
Detroit Fireworks — Canada
Wyandotte Street Fair — Wyandotte
Movies in the Moonlight — Rochester
Dream Cruise — Royal Oak
DIY Street Fair — Ferndale
Campus Martius Tree Lighting — Detroit
Lagniappe — Rochester
Pumpkin Palooza — Plymouth
Downtown Royal Oak Trick or Treat — Royal Oak
Sterling Frights Halloween — Sterling Heights
Detroit’s Thanksgiving Day Parade — Detroit
Holiday Tree Lighting — Macomb Township
Art & Apples — Rochester
President M. Roy Wilson is committed to connecting with the Wayne State community. Our office works closely with President Wilson to draft speeches, emails and other correspondence to tell people on and off campus about the great work occurring at Wayne State, including the debut of our Strategic Plan.

**VISION**
Wayne State University will be a pre-eminent, public, urban research university known for academic and research excellence, success across a diverse student body, and meaningful engagement in its urban community.

**MISSION**
Wayne State’s mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

**VALUES**
Collaboration • Integrity • Innovation
Excellence • Diversity and Inclusion
Speeches, videos and a new Instagram account (@prezmrw) help keep President Wilson engaged with the Wayne State community.
VIDEO CONTENT

From coverage of university addresses to graduation celebrations to academic deep dives, University Television works with clients across campus to develop high-end video projects. Posted on YouTube as well as shared with key audiences through email campaigns, these videos promote the university, educate the public, and engage viewers in unique and exciting ways.

Top: Crickets: Food of the future? Entomophagy research video posted by the College of Liberal Arts and Sciences.

Above: Wayne State vs. Everybody by Tommey Walker: Announcement of the exclusive line of branded gear showing Motor City pride.

Right, top: The Baroudeur: Promotion of Wayne State’s inaugural cycling event.

Right, below: Always Aim Higher: Wayne State students set the record straight about their university and declare with pride to always Aim Higher.
Wayne State’s website is our front door. After an extensive overhaul two years ago, we continue to keep the site fresh and informative. In doing so, we’ve been updating school and college sites on a rolling basis. The Web team works with each site’s owner — from the College of Nursing to Undergraduate Admissions — to optimize the user experience. The College of Fine, Performing and Communication Arts stands as a shining example of this collaborative process, with its fresh look and increased functionality.
Wayne State has a strong presence on social media sites such as Facebook, Twitter and Instagram, where we don’t just speak to students — we interact with them. We keep WSU feeds fresh by updating content daily, and we follow students to stay apprised of pictures and comments about WSU. Best of all, if a student tweets about a problem, we’re often able to offer a real-time solution — such as who they can contact with questions about financial aid or housing.
Wayne State is growing, and MAC is telling the world. When the Integrative Biosciences Center opened for business in October, we publicized IBio’s ribbon-cutting ceremony and surrounding celebrations. This happy occasion was followed by even more good news to share: We held a press conference to announce that Mike and Marian Ilitch are donating $40 million to build a state-of-the-art business school facility in Detroit.
WSU IN THE NEWS

Wayne State University Board of Governors
Gary S. Pollard, chair, Paul E. Massaron, vice chair, Diane L. Dunaskiss, Marilyn Kelly, David A. Nicholson, Sandra Hughes O’Brien, Dana Thompson, Kim Trent, M. Roy Wilson, ex officio