Even before the nation turned its attention toward the Flint water crisis, Wayne State University was answering the call to help as only a major research institution can. Faculty members from Wayne Law have stepped in to advise citizen activists, and Dr. Shawn McElmurry, an environmental and civil engineering professor in the College of Engineering, is heading up the newly formed Flint Area Community Health and Environment Partnership, along with epidemiological investigator Dr. Paul Kilgore from the Eugene Applebaum College of Pharmacy and Health Sciences. The group is in the process of evaluating the possible association between changes in the water system and public health, specifically the recent Legionnaires’ disease outbreak. Programs to help inform the Flint community about related health issues will be led by WSU communication professor and crisis and emergency risk expert Matthew Seeger. MAC worked quickly to create a website (pictured above) on wayne.edu to keep the public apprised of all progress, and continues to keep the media updated and in contact with source experts from across all WSU schools and colleges.
Wayne State University — Marketing and Communications — 2016

MARKETING STRATEGY/ADVERTISING

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. Watch for new versions this summer. 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: Windsor drivers couldn’t help but notice targeted messages about the world-class university located right across the river.

“Intelligence plus character — that is the goal of true education.”
– Martin Luther King Jr.

During Black History Month – and every day – Wayne State University proudly celebrates these words. Because no matter who you are, knowledge makes free women and men of us all.

Top: Moviegoers saw Wayne State on the silver screen before settling in for blockbusters such as Star Wars: The Force Awakens. Watch for WSU commercials again this summer as audiences flock to Finding Dory and other highly anticipated releases.

Bottom: Print ads in a variety of targeted publications — including the Martin Luther King Jr. Day edition of USA Today — continue to promote Wayne State’s diversity and academic excellence.
Wayne State University — Marketing and Communications — 2016

ENROLLMENT MANAGEMENT

We work with the Office of Undergraduate Admissions to give prospective students and the people who influence them a favorable impression of Wayne State. For example, to reduce the number of clicks required for students to navigate from the undergraduate admissions page to the application, the site was reimagined. Now prospective undergraduate and graduate students can get to the information they seek quickly and easily — and apply when they're ready to be Warriors.

Clockwise from left: The updated admission site streamlines the application process; we keep high school counselors informed about WSU news and key dates; newly admitted students love their presidential welcome packages so much that they brag about them on social media.

Top: Print and digital messages encourage students to visit campus during Open House events. Bottom: Wayne State reaches out to prospective Warriors in a variety of ways, from AP Day, which brings studious high schoolers to campus, to Scholars Day, which rewards those who have excelled. Once they commit to Wayne State, incoming freshmen and transfer students attend a comprehensive orientation session, supplemented by the Green & Gold Guide, which is packed with useful information about living and learning on campus.
SCHOOL/COLLEGE SUPPORT

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.

With help from MAC, the revered School of Medicine underwent an extensive facelift. Now the school shines across the board, from the website and program brochures to the parking lot and entranceway.
After watching the "Because of you, I..." video, viewers were urged to praise their favorite educators on inspiringteachers.wayne.edu, with select responses shared across Facebook and Twitter. Additional videos are in the works.

As part of an identity update, the College of Education launched a promotional campaign with video and social media components. "Because of you, I..." asked the public to help inspire the next generation of educators by honoring remarkable teachers.
SYMPOSIUM
Join us to make a lasting impact on urban health.
Nursing is committed to diversity and excellence.
Located in the heart of Detroit and surrounded by world-class health care institutions, Wayne State University’s College of Nursing is a dynamic professional and research center.

Research Day is sponsored by:

Graduate Certificate in Business, please contact:

Ilitch School of Business to the College of Nursing, WSU schools and colleges are updating their branding efforts to better stand out to students at decision time.

All across campus, from the College of Liberal Arts and Sciences to the Mike Ilitch School of Business to the College of Nursing, WSU schools and colleges are updating their branding efforts to better stand out to students at decision time.

Wayne State University — Marketing and Communications — 2016
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.

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 or Detroit landscapes, 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.

**SUMMER IN THE CITY**

Be a guest student at Wayne State

**AIM HIGHER**
We work with schools and colleges to seek out students who exemplify academic success. The Aim Higher in Action campaign follows up the popular Professors Who Do poster series, showing that people can shine at every step in the educational process. We also connect with students where they already are — across every major social media platform. 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.
Wayne State Insiders continues to provide 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 a more casual setting to teach the public. This wildly popular higher-ed-unplugged program has covered everything from dinosaurs to the Motown sound.

MEET KEN JACKSON

Abraham's near-sacrifice of his son Isaac in Genesis 22. illuminates Shakespeare's dramatic fascination with the story of Shakespeare and Abraham recently, Jackson released his book have appeared in numerous journal articles and books. Most University of Chicago. His research and writings on Shakespeare He received his Ph.D. in English, with distinction, from Loyola English and a professor in the College of Liberal Arts and Sciences. Ken Jackson is chair of Wayne State University's Department of

UPCOMING EVENTS

Knowledge on Tap — Eating insects on April 21 (tentative)
WSU Insiders Jr. — Bring your kids to campus day on April 28

CRISIS COMMUNICATION

With unthinkable acts occurring on college campuses across the country, Wayne State has made it a priority to be prepared. Led by the Chief of Staff, the Crisis Management Team is comprised of 14 representatives from across the university, including the Chief of Police, General Counsel, the Dean of Students and Computing & Information Technology. The team holds regular meetings to conduct advanced planning and crisis event responses. Drills and simulation exercises increase the team’s crisis preparedness in situations such as a bomb threat — with student safety as the highest priority.

Missing Student Communication Protocol

- Directive from WSUPD to issue alert
- Notification to the president/BOG/dean/family
- Gathering of background information — bio/photo
- Creation of a Web page to contain the information
- Messaging on social media channels
- Messaging for the broadcast text/email
- Notification on wayne.edu
- Conclusion of alert
- Follow-up to DOSO/CAPS
- Message from the president
- Ongoing messaging on social media channels
LICENSING

We continue to partner with the Collegiate Licensing Company to put Wayne State-branded merchandise in stores across the state. Warrior gear is available through social media advertising and in high-profile stores such as Meijer, Dunham’s, Campus Den, Finish Line, and Bed, Bath and Beyond.

EVENT SUPPORT

The Special Events team ensures a smooth experience, from budget to management to evaluation. Recent events include the annual Dr. Martin Luther King Jr. Tribute at the Max M. Fisher Music Center, the FOCIS spring conference on campus and a series of ribbon cuttings — with commencement right around the corner.

SAVE THE DATE: TUESDAY, SEPTEMBER 27

When the Tigers take on the Indians at Comerica Park at 7:10 p.m., a portion of the proceeds on special ticket sales will benefit Wayne State. WSU packages are on sale now and include seats and an exclusive cap with Tigers and Wayne State logos in green and gold.
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 informing people on and off campus about the great work happening at Wayne State.

Wayne State University's inaugural Baroudeur cycling event last summer was a great success, with more than 1,000 participants pedaling through downtown and metro Detroit to raise $8,500 in scholarship funds for students with financial need. MAC is helping gear up for the second Baroudeur — part deux — on Saturday, August 20, by creating press materials, rounding up new sponsors and engaging campus volunteers. Sign up to lend a hand or join the ride at baroudeur.wayne.edu.

Diversity and inclusion and the Detroit revival are key topics on campus and beyond.
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: Her Story: An intimate look at the academic experiences of female Muslim students at Wayne State University explores the social and spiritual experiences of students attending Michigan’s most diverse university.

Middle: In late 2015, the James Pearson Duffy Department of Art and Art History presented Hweh-Geeh Returning Again, an installation by Jinwon Chang at the McGregor Memorial Conference Center.

Bottom: The College of Education is training new teachers — with an emphasis on math thanks to a $1.4 million National Science Foundation grant — to work in Detroit schools as part of its TeachDETROIT initiative.

Top: The College of Education’s “Because of you, I…” campaign kicked off with a touching video and transitioned to a thoughtful conversation on social media.

Bottom: We captured one of the most important events in medical students’ careers in the Match Day 2016 video.
WSU IN THE NEWS

Detroit Free Press, WJR-AM, WDET-FM, WNEM-TV (Flint), WJBK Fox 2, San Francisco Chronicle, Mlive, Miami Herald, Daily Reporter (Greenfield, Ind.), WSJV-TV (Elkhart, Ind.), WXYZ-TV, Crain’s Detroit Business, MY TV20, Macomb Daily, Oakland Press, Daily Tribune, Pittsburgh Courier, 12/14

‘World-class’ $7.5-million jazz hub set for Wayne State

Detroit News, Crain’s Detroit Business, Mlive, Washington Times, Xconomy, WWMT-TV (Kalamazoo), Fox 47-TV (Lansing), MITechnews, University Business, MY TV20, WOOD-TV (Grand Rapids), WWJ-AM, WJBK Fox 2, 1/26

Report: WSU, UM, MSU generated $17.5 billion in economic impact in 2014

Crain’s Detroit Business, Michigan Chronicle, 2/29

DTE Energy gives Wayne State University $1.4M in grants; main focus is retention, grad rates

Detroit News, WDIV-TV, WJRT-TV (Flint), WJR-AM, WNEM-TV, 3/2; Detroit Free Press, Crain’s Detroit Business, Mlive, Atlanta Daily World, WOOD-TV (Grand Rapids), Houston Chronicle, KSL-TV (Flint), Phys.Org, UP Matters, WILX-TV (Lansing), WSYM-TV (Lansing), e Science News, 3/1

Wayne State University to study Flint water, health impacts

Detroit News, 3/8

Howes: Wayne State revives neighborhood, piece by piece

Detroit Free Press, Crain’s Detroit Business, 9&10 TV News (Cadillac), Times Post (Pendleton, Inc.), WJRT-TV (Flint), Herald Courier (Bristol, Va.), Washington Times (Washington, DC), Macomb Daily, Oakland Press, Daily Tribune, 3/9

Wayne State gets $3.6M NIH grant to boost minorities in science

Michigan Chronicle, 3/23

Wayne State President Wilson honored with INSIGHT Into Diversity’s 2016 Giving Back award