Incoming freshmen show their Warrior pride during Admitted Student Day.
RECRUITING BY MAIL

The Office of Undergraduate Admissions conducts a number of print campaigns throughout the year. Each is targeted at a key audience and each has a specific goal. For example, high school students are invited to events such as the Spring Open House, while admitted students receive welcome packets filled with compelling reasons to enroll at Wayne State, an invitation to Admitted Student Day and detailed orientation materials.

Above: Prospective students are mailed invitations to Spring Open House.
Below: Admitted students are encouraged to come to campus for either Admitted Student Day or Spring Open House — or both.
Pre-orientation checklist

- Register for orientation using your WSU AccessID and password: [wayne.edu/orientation](http://wayne.edu/orientation)
- Review your financial aid information: [pipeline.wayne.edu](http://pipeline.wayne.edu)
- Set up your WSU email account: [go.wayne.edu/newstudent](http://go.wayne.edu/newstudent)
- Think about living on campus: [housing.wayne.edu](http://housing.wayne.edu)
- Review your transfer credit evaluation: [stars.wayne.edu](http://stars.wayne.edu)

Orientation FAQ

- Is attendance required? Yes — every new student is expected to participate in WSU’s orientation process.
- Does this cost anything? A charge to cover materials and expenses is automatically included in your tuition and fees bill.
- Can I bring guests? Due to space constraints, only students can be accommodated for orientation activities.
- What if I need special accommodations? WSU is committed to providing equal opportunity for participation in all programs, services and activities. For assistance, email orientation@wayne.edu at least 10 days prior to your session.
- Where do I go for more information? Visit [orientation.wayne.edu](http://orientation.wayne.edu) or call 313-577-2100.

WSU New Student Orientation

Orientation is an important — and fun — introduction to Wayne State University that takes place on our Midtown campus and is offered on several dates:

- **Friday, March 28; 8 a.m.-noon**
  Welcome Center Auditorium
- **Thursday, April 17; noon-5 p.m.**
  McGregor Memorial Conference Center
- **Wednesday, April 30; noon-5 p.m.**
  Welcome Center Auditorium

Choose the session that’s right for you and sign up at [wayne.edu/orientation](http://wayne.edu/orientation) using your AccessID and password.

Above: We communicate key details in a concise way through the New Student Orientation invitation.

Below: Each admitted student receives a welcome packet in the mail with details about becoming a Warrior.
2015 OUTREACH

When high school students express early interest in WSU by requesting information or including the WSU code on their ACT, we actively reach out to them in a number of ways. Events such as AP Day allow motivated students to experience campus firsthand, while the One Minute Scholar video series puts WSU faculty into high school classrooms. A key communication piece is the prospective student viewbook, which showcases everything Wayne State has to offer with succinct copy and aspirational photos.

The prospective student viewbook was designed to inform and impress.
Wayne State AP DAY

Join us on campus for our 10th annual Advanced Placement Curriculum Enrichment Day. You’ll get an insider’s look at college life — including a sample lecture, tour and lunch in a residence hall café.

WSU faculty members will lecture on:
- Biology
- Calculus
- Chemistry
- Computer science
- English composition
- English literature
- German
- Human geography
- Italian
- Physics
- Psychology
- Spanish
- Statistics
- United States history
- World history

The entire event is free, but space is limited! Register today to reserve a spot in the lecture of your choice: go.wayne.edu/apday.

Above: Teachers are invited to use One Minute Scholar videos in the classroom to enhance daily lessons.

Below: The annual AP Day rewards motivated students with a fun and educational campus experience — and a preview of what’s to come.
RECRUITING EVENT MATERIALS

To help admission counselors make the most of their time at college fairs and other recruiting events, we create attention-grabbing, information-packed materials for their tables. Counselors flip through booklets to illustrate their discussions, then send students off with those details in hand. The academic search poster not only provides key details — such as a list of undergraduate degree programs — but also offers a multitude of reasons why Wayne State is a great choice.

Admission counselors use a series of targeted booklets to tell prospective students about topics such as financial aid and the Irvin D. Reid Honors College.
Above: High school counselors receive event fliers to keep their students informed about opportunities to visit campus.

Below: Everything a prospective student needs to know is covered in this efficient trifold handout.
TARGETED RECRUITING

Wayne State’s recruiting efforts extend far beyond high school. Recent campaigns have reached out to summer semester guest students, community college students looking to take that next step, members of the military ready to prepare for a civilian career, and alumni interested in serving as ambassadors to recruit the next generation of students.

More credits. Less time. 
BE OUR GUEST THIS SUMMER AT WAYNE STATE UNIVERSITY

WAYNE STATE UNIVERSITY’S OPEN HOUSE at Schoolcraft College
TUESDAY, MARCH 18
4:30-7:30 p.m.
VisTaTech Center
18600 Haggerty Road • Livonia, MI 48152

Learn about WSU’s degree programs that will be offered at the new Schoolcraft Center this fall:

- Business accounting
- Business management
- Computer science
- Computer technology
- Electric transportation technology
- Electrical/electronic engineering technology
- Electromechanical engineering technology
- Mechanical engineering technology

You’ll be able to:

- Apply on-site
- Speak with admission counselors, academic advisors and financial aid representatives

Reserve your spot today and qualify for a preliminary transfer credit evaluation at go.wayne.edu/schoolcraft-openhouse.

Above: Guest student mailer. 
Below: Schoolcraft partnership promotion.
A COMPLETE GUIDE FOR Military and Veteran Students

DEGREE PROGRAMS

9

20

Wayne State

60

for WSU students to choose from, including everything from biomedical engineering to urban studies

varsity athletic teams that bring crowds to their feet on campus and on the road

students working to become doctors at the largest single-campus medical school in the country

offering WSU courses at locations throughout Southeast Michigan, in addition to main campus in Midtown countries spread across five continents where study abroad adventures await

Grant and scholarships are allocated to undergraduate students each year full-time professors and instructors who share their expertise with students from the front of lecture halls, classrooms and labs

professionally trained officers on Wayne State’s dedicated police force, working 24/7 to keep campus safe

student organizations keeping things interesting, including 11 fraternities and 15 sororities

Note: Numbers are approximate based on the fall 2012 semester.

INSPIRING THE NEXT GENERATION

Drop your postcards in the mail, then drop us a line. Help us track our postcard campaign. As soon as you've mailed your postcards, please email edwinia.tansil@wayne.edu to let us know, including the packet number below in your email. Thanks so much for spreading the word about Wayne State.

Packet #

Above: Alumni ambassador package.
Below: Informational booklet for veterans.
Above: The biweekly WSYou newsletter keeps faculty and staff up to date on campus happenings. Below: Faculty and staff can deliver pats on the back through the peer recognition program. We all cheer for Warrior sports — big wins are heralded on electronic signs across campus.
At Wayne State, academic excellence begins with the men and women of our faculty. Their research is changing the world, and their teaching and mentoring skills are changing students' lives. Our faculty’s commitment to scholarship, discovery and student achievement helps make a Wayne State education something to be proud of. Wayne State University. Aim Higher.

Meet Geralyn Stephens

Distinguished Faculty Fellowship. Member, Academy of Scholars. Member and fellow, American Association for the Advancement of Science. Organizer, chair and member of numerous nationwide conferences, symposia and panels. More than 300 articles published based on research funded by the National Science Foundation, the National Institutes of Health and the U.S. Department of Energy.

… and a faculty member in the College of Education.

Meet John Endicott

Distinguished Faculty Fellowship. Member, Academy of Scholars. Member and fellow, American Association for the Advancement of Science. 3e Cycle Lectureship in Switzerland. Organizer, chair and member of numerous nationwide conferences, symposia and panels. More than 200 articles published based on research funded by the National Science Foundation, the National Institutes of Health and the U.S. Department of Energy.

… and a faculty member in the College of Liberal Arts and Sciences.

Other universities offer a semester in Detroit; we offer every semester in Detroit.

— President M. Roy Wilson

We offer every semester in Detroit.

— President M. Roy Wilson

Each and every one of you can make a difference and I urge you to do so.

— President M. Roy Wilson

Posters in elevators and other high-traffic areas of campus inspire Warriors to stand tall.
BUILDING PRIDE

During events such as convocation and homecoming, an electric pulse of Warrior pride runs through campus. To keep the community close and enthusiastic throughout the year, we organize events such as Warrior Wednesday, with help from the WSU Street Squad. A recent promotion rewarded people for wearing Wayne State spiritwear and allowed folks to swap shirts from other colleges for something a little more green and gold.

Warrior Wednesday (above) and the WSU Street Squad (right) are two major initiatives to boost school spirit.
ANNUAL WSU STREET SQUAD EVENTS

Detroit Target Fireworks — Detroit
Art in the Park — Plymouth
Wyandotte Street Fair — Wyandotte
Metro Detroit Youth Day — Detroit
Sterlingfest — Sterling Heights
Tigers Kids Day — Detroit
Movies in the Moonlight — Rochester
Dream Cruise — Royal Oak and Ferndale
Fire and Ice Festival — Rochester
Romulus Pumpkin Festival — Romulus
Warren Cold Rush — Warren City Square
Easter Egg Hunt — Auburn Hills
MAKING A SPLASH

A few words can make a big impression. That’s why Wayne State signage is such a key endeavor. Whether we’re designing a lightpole flag or a four-story banner, the goal is to identify and impress. WSU also makes a splash among the news media, as PR efforts continue to work. More than 700 stories appeared in major media outlets last year — that’s 23 percent more than two years ago. Take a look at the back of this book for a few examples of how WSU made headlines.

Convocation

A/AB banner
Whole Foods Market grand opening

Corner of Woodward and Warren avenues

Campus lightpole banner
TV AND VIDEO

There is perhaps no better way to tell WSU’s story — and capture its spirit — than through entertaining videos and aspirational TV commercials. We’ve populated Wayne State’s YouTube channel with hundreds of clips that quickly make an impression on prospects and influencers. Meanwhile, Aim Higher commercials air on network TV during key times of the year to maximize media dollars.

Wide-ranging videos highlight sports, academics and campus life — often with a sense of humor.
Making sure busy students see key messages can be a challenge. That’s why we use a range of formats and venues to catch their eye. For example, the Student Center renovation announcement was splashed on-site and online, while the promotion of a mobile app competition was optimized — appropriately enough — for mobile devices.
WEB AND DIGITAL

As current and prospective students spend more of their time online, we are communicating with them in ways that resonate with their preferences. By optimizing our websites for mobile devices, we are able to reach more people in more ways. Recently, wayne.edu was completely re-imagined to fit the expectations of those we’re trying to reach. We have consolidated 43 separate websites containing more than 2,500 pages into a single site. With each move, we’ve focused on ease of use for prospective and enrolling students.

The new wayne.edu is optimized to work well on a range of devices. Since the redesign of wayne.edu, total visits have increased 17.4%, average visit duration has increased 12.3% and mobile visits have increased 104%.
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.
Among the WSU entities launching refreshed websites this fall were the Office of Economic Development, the Cohn-Haddow Center for Judaic Studies, and the Division of Development and Alumni Affairs.
HTML emails for the College of Engineering and Today@Wayne keep readers in the know while they’re on the go.
ADS BIG AND SMALL

Print ads capture the attention of readers, surfers, drivers and even downtown Detroit pedestrians. Whether ads appear in targeted publications or in the form of giant freeway billboards, these efforts are designed to grab attention with a few carefully constructed phrases. The current billboard campaign reminds prospective students that Detroit is a unique place to live and learn. Online ads are placed strategically to attract specific audiences. Our newest effort is People Mover signage — cruising above the city now.

Above and below left: Print ads are detailed or to-the-point depending on the publication and audience.

Below right: Online ads drive traffic to wayne.edu.
It’s All Aboard the Train of Thought with WSU People Mover signage.
We take a playful approach to the serious challenge of encouraging students to register for their next semester. For spring/summer, we focused on the fact that students can graduate faster by taking extra classes while at the same time enjoying all that Detroit offers during the warm-weather months. Big-impact building signage, banners and window clings on main campus and throughout the extension centers are strategically timed to greet students as they return from spring break.
Signage across campus reminds students when it’s time to spring ahead and register for the next semester.
The Wayne State Insiders program enlists alumni, faculty, staff, students and friends in publicizing the university. Points of pride are highlighted during themed tours of campus and the surrounding community. Meanwhile, the new Knowledge on Tap series brings renowned professors and scientists face to face with the public in Midtown’s restaurants and cafés, starting in January when WSU English Professor M.L. Liebler presented “The Motown Sound: How Music Shaped the Motor City” at Lefty’s Lounge.

UPCOMING EVENTS

March 19 — Wayne State Insiders at WSU Police Headquarters
April 24 — Wayne State Insiders Jr. for Take your Children to Work Day
May (date TBD) — Wayne State Insiders visit the MBRB
June (date TBD) — Wayne State Insiders explore Library Resources
Your thirst for knowledge ENDS HERE

Physics and Astronomy Professor Claude Pruneau presents "PERILS FROM SPACE!"
How the dinosaurs disappeared and so could we ... and what we can do about it.
5:30 p.m. • Thursday, March 20, 2014
Traffic Jam and Snug

Knowledge ON TAP

go.wayne.edu/space

A poster for an upcoming Knowledge on Tap and scenes from the first event, led by M.L. Liebler.