Mika Brzezinski (center left) and Joe Scarborough (center right), cohosts of MSNBC’s Morning Joe, show off their Warrior wear during the program’s visit to Wayne State on Sept. 18. From left to right: journalist Ron Fournier, Governor Rick Snyder, Brzezinski, Scarborough, WSU President M. Roy Wilson and former U.S. auto task force advisor Steven Rattner.
Travel around the state and you’ll see green and gold. We recently embarked on an extensive outdoor advertising campaign to make Michigan residents aware of our prominent Detroit location, placing billboards along highways as far away as Grand Rapids and Mackinaw City. We’ve also used digital and print advertisements to make prospective students, donors and employers aware of the important role Wayne State plays in this resurgent city.

Above: A series of outdoor billboards boast Wayne State’s Detroit location.

Right: A map highlighting the location of our outdoor billboards — stretching as far as Mackinaw City. (Note: This map was a four-week snapshot, and locations may have changed).
You're going to college for more than a degree — you want to change the world. And there's no better place to start than at one of the nation's premier research universities. Our Detroit location puts us in a prime position to partner with industry leaders in healthcare, technology and more, providing students with real-world experience that prepares them for successful careers.

Now is the perfect time to enroll. Our Great Lakes Tuition Award offers in-state tuition (plus a 10 percent fee) to degree-seeking residents of states bordering a Great Lake — a savings of thousands of dollars each semester.

At Wayne State, our students' impact reaches far beyond the classroom to change the world. Be a part of this change — apply today!

Print and digital advertisements tout our unique position as Michigan’s only urban research institution.
Never a dull moment
Wayne State’s location is as much of Midtown, it’s hard to tell where the university ends and the city begins. Check out these Midtown sights, part of the Detroit Institute of Arts and the Max M. Fisher Music Center, art galleries and theatres. Not to mention the concerts, performances and high-profile lectures that highlight Wayne State’s jam-packed events calendar each year.

In investing in the neighborhood
With instant access to industry and opportunities you won’t find anywhere else, it’s no surprise that Midtown is Detroit’s most vibrant and dense neighborhood. New shops, restaurants and businesses are opening every month. And Wayne State is investing plenty of resources both on and off campus.

We work with the Office of Undergraduate Admissions to give students a memorable introduction to Wayne State. Our admit booklet is a great example of the dynamic material we provide to incoming students. Brochures, booklets and posters give a glimpse of our acclaimed programs and vibrant campus life. We also provide informative materials to keep students aware of upcoming deadlines and requirements as they prepare for the first day of class.
Wayne State University advertises its Freshman Merit Scholarships, with opportunities ranging from $0 to $25,000, based on ACT scores and GPA. The Freshman Merit Scholarships include a Presidential Scholarship, a Gold Scholarship, a Green Scholarship, and a Detroit Urban Scholars Scholarship. To qualify, students must achieve a minimum GPA of 3.0 and provide letters of recommendation and a personal statement. The university encourages students to apply by Dec. 1, 2014, for additional scholarship funding, and to confirm their place in the Honors College through participation in Scholars Day. Wayne State University’s University Scholarship Award includes a guaranteed scholarship package of $20,000 — $5,000 per year for four consecutive years — and access to scholarships. Above the $20,000 scholarship, the university offers additional scholarships such as the Presidential Scholarship, Gold Scholarship, Green Scholarship, and Detroit Urban Scholars Scholarship. Applicants must maintain good standing in the Irvin D. Reid Honors College with a minimum GPA of 3.0 and provide letters of recommendation and a personal statement. Wayne State University encourages students to visit the Fall Open House on Saturday, October 11, to meet faculty, learn about the campus, and apply for admission and scholarships. Wayne State University offers a range of merit scholarships to qualified incoming freshmen, including the Presidential Scholarship, Gold Scholarship, Green Scholarship, and Detroit Urban Scholars Scholarship. To retain their awards, students must achieve a minimum GPA of 3.3 and provide letters of recommendation and a personal statement. Wayne State University’s University Scholarship Award includes a guaranteed scholarship package of $20,000 — $5,000 per year for four consecutive years — and access to scholarships. Above the $20,000 scholarship, the university offers additional scholarships such as the Presidential Scholarship, Gold Scholarship, Green Scholarship, and Detroit Urban Scholars Scholarship.
Top: We work closely with admission counselors as they visit local schools to help students take their next steps toward Wayne State.

Bottom: Guides, such as this one targeted at transfer students, help students navigate the process of beginning their Wayne State education.

Wayne State University

SET YOUR SIGHTS ON DETROIT

Talk to the experts. A Wayne State University admission counselor is coming to your school.

COUNSELOR

TIME/DATE

wayne.edu/admissions

TRANSFER STUDENT

ADMISSION QUICKGUIDE

AIM HIGHER

Midtown

Wayne State is proud to be a major part of Detroit's cultural hub. Dozens of museums, exhibition spaces, stages and examples of historic architecture can be found within the university’s walkable neighborhood.

The city also offers a range of unique dining options, as well as unlimited opportunities for fun — from outdoor concerts and festivals to Broadway musicals and Tigers games.

Learn more at wayne.edu/midtown.

WSU Athletics

From football to fencing, Wayne State Warriors are in the game. An NCAA Division II school, WSU’s teams consistently compete in national championships. Join the cheering section by getting team schedules and details at wsuathletics.com.

Intramural and club sports also are available for students looking for exercise and camaraderie. Find out about everything from cricket to coed softball at rfc.wayne.edu.

Wayne State University — Marketing and Communications — 2014
Wayne State is well known for the ways it helps you make your mark on the world. This city-based, service-oriented institution is legendary: Comerica Park and the Fox Theatre, just to name a couple. There’s always something going on, and Wayne State is sure to impress with its lively atmosphere. Whether you walk onto campus knowing exactly where you want to go or you’re searching for your passion, Wayne State can help you get there.

Whether your goal is to be a nurse or a politician, you’ll find everything from favorite profs to which day the Towers Café is open. Make yourself at home in Detroit, this place has a personality all its own. It’s real here. It’s friendly here. And Wayne State’s Midtown Detroit neighbors are legendary: Comerica Park and the Fox Theatre, just to name a couple. There’s always something going on, and Wayne State is sure to impress with its lively atmosphere.

The Irvin D. Reid Honors College is a place where the cream of the crop can find an academic home that complements your future goals, and work with patience and expertise. As early as your freshman year, you’ll be challenging your limits in your major and writing your way to success. (Use WSU code 2064 for a $25 fee. We review each applicant to a pre-professional program.)

Those credits can be requested (Nov. 6, 6-9 p.m. at farmhouse.wayne.edu, or Nov. 14, 6-9 p.m. at urp.wayne.edu) and you can use them to your Wayne State record at theatre.wayne.edu, writing by whatever means possible. And then you’ll test what you’ve learned out in the world, with patience and expertise. As early as your freshman year, you’ll be challenging your limits in your major and writing your way to success.

It helps you make your mark on the world. This city-based, service-oriented institution is legendary: Comerica Park and the Fox Theatre, just to name a couple. There’s always something going on, and Wayne State is sure to impress with its lively atmosphere.
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.
Dynamic designs and materials help our schools and colleges as they interact with students and alumni.
Wayne State University — Marketing and Communications — 2014

ENROLLMENT MANAGEMENT

Wayne State makes it possible to pursue a degree no matter what challenges may arise. We use every tool at our disposal to inform students about scholarships and savings initiatives such as our Spring/Summer Tuition Break. We publicized this great program through social media and fliers, and even attracted attention from several local media outlets. Our Return to Wayne campaign let former students know that there’s never been a better time to come back.

Top: Our Return to Wayne campaign encouraged former students to come back and finish their degree programs.

Bottom: Our Spring/Summer Tuition Break received attention from local media outlets, including The Detroit News.

Dear <first_name>,

We are happy you decided to start your bachelor’s degree program at Wayne State University. We now see you’re pursuing an associate degree at a community college — this is a great plan!

We encourage you to select courses that will meet requirements for your associate degree as well as your bachelor’s at Wayne State. These courses are identified by major in our transfer plans, which you can review by visiting transfercredit.wayne.edu.

If you’re ready to join us this fall, there’s no need to reapply. Check out course offerings at classschedule.wayne.edu, then register for the ones you need.

We look forward to your return, and we’re ready to help you earn your bachelor’s at Wayne State. Feel free to write us with any questions at studentservice@wayne.edu.

Sincerely,

Corinne Webb
Associate Vice President
Enrollment Management

<First_Name> <Last_Name>
<Address>
<City>, <State> <ZIP>

We miss you, <First name>.

AIM HIGHER

Wayne State plans 2013 spring/summer tuition break

Students who are registered full-time for fall & winter semesters are now eligible for 30%
off spring/summer tuition. j.mp/1mSeKR

ORDER NOW!

42 W. Warren Ave.
Welcome Center
Detroit, MI 48201

<First_Name> <Last_Name>
<Address>
<City>, <State> <ZIP>
President M. Roy Wilson’s welcome back video attracted attention both on and off campus.

Two television advertisements — “Go Away” and “Detroit” — highlighted our unique position as Michigan’s only urban research university. President Wilson’s acceptance of the Ice Bucket Challenge; this fall’s welcome back video; and our parody, “What Does the W Say,” engaged students and allowed them to share a bit of campus life with family and friends. This is one of our most popular tools for interacting with students and showing off our campus to a media-savvy generation.
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.

Wayne State University — Marketing and Communications — 2014

INTERNATIONAL RECRUITMENT

Translated marketing materials are used during international recruitment visits to tell a global audience what sets Wayne State apart from other institutions.
We ensure that appropriate communications are translated to help our international students prepare for their time on campus.

### Los costos estimados para asistir a WSU como estudiante internacional

Estas estimaciones se basan en los supuestos que usted va a asistir clases los semestres de otoño y invierno sólo como un estudiante de tiempo completo. Los estudiantes universitarios tienen que estar inscritos en un mínimo de 12 horas de crédito cada semestre; estudiantes en el programa graduado tienen que inscribir en un mínimo de 8 horas de crédito cada semestre. Estas cifras son estimados y pueden ser diferentes de sus costos actuales de asistencia, los cuales son sujeto a cambiar.

#### International undergraduate students

<table>
<thead>
<tr>
<th>Program</th>
<th>Tuition fee</th>
<th>Living, other expenses</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>English Language Institute</td>
<td>$19,666</td>
<td>$9,740</td>
<td>$29,406</td>
</tr>
<tr>
<td>Business Administration, Fin.</td>
<td>$20,137</td>
<td>$11,870</td>
<td>$32,007</td>
</tr>
<tr>
<td>Business Administration, Bus.</td>
<td>$27,027</td>
<td>$11,870</td>
<td>$38,900</td>
</tr>
<tr>
<td>Liberal Arts and Sciences</td>
<td>$26,113</td>
<td>$13,870</td>
<td>$39,983</td>
</tr>
<tr>
<td>Engineering and Communication</td>
<td>$20,738</td>
<td>$13,870</td>
<td>$34,608</td>
</tr>
</tbody>
</table>

#### International graduate students

<table>
<thead>
<tr>
<th>Program</th>
<th>Tuition fee</th>
<th>Living, other expenses</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>$31,018</td>
<td>$14,311</td>
<td>$45,329</td>
</tr>
<tr>
<td>Business Administration</td>
<td>$22,740</td>
<td>$14,311</td>
<td>$37,051</td>
</tr>
<tr>
<td>Engineering and Library Science</td>
<td>$40,212</td>
<td>$22,399</td>
<td>$62,611</td>
</tr>
<tr>
<td>Law (JD)</td>
<td>$31,371</td>
<td>$22,162</td>
<td>$53,533</td>
</tr>
<tr>
<td>Law (LLM)</td>
<td>$31,371</td>
<td>$22,162</td>
<td>$53,533</td>
</tr>
<tr>
<td>Med. School</td>
<td>$28,447</td>
<td>$22,578</td>
<td>$51,025</td>
</tr>
</tbody>
</table>

For more information, visit wayne.edu/tuition.

---

### Aplicando para admisión provisional a Wayne State University

1. Vaya al enlace de admisión provisional al English Language Institute (IL en español el Instituto de la Lengua Inglésa): www.eli.wayne.edu/apply/provisional-admission.php
2. Haga clic al enlace a la aplicación de admisión al graduado o universitario y imprima el formulario de aplicación.
3. Completa el formulario de aplicación imprimido.
4. Obtiene los siguientes documentos de apoyo:
   - Copias de todas sus transcripciones y diplomas
   - Copias de los dos primeros de su pasaporte
   - Forma de declaración de apoyo (OE $28,880 fondos) o carta de beca
   - Una foto tamaño pasaporte
5. Envié la aplicación y los documentos de apoyo por correo o como un archivo adjunto al correo electrónico a:
   - Dr. Bruce S. Morgan
   - 351 Manoogian Hall
   - Wayne State University
   - 906 West Warren Avenue
   - b.morgan@wayne.edu
   - 00+1+313-577-8072

Importante: Por favor no entrega ninguna aplicación en línea a las facultades universitarias o graduadas a Wayne State University. Las aplicaciones a Admisión Provisional a Wayne State University solo deben enviar a Dr. Bruce S. Morgan.

Los estudiantes que cumplen con los requisitos de Admisión Provisional recibirán un “ELI I-20”, una carta oficial y una carta oficial de aprobación de Wayne State University. Debe presentar estos documentos en la entrevista de visa del estudiante.

NOTA: Los estudiantes estudian tiempo completo en el programa ELI hasta que logran tener la calificación requisito de inglés de Wayne State University. Los estudiantes recibirán un I-20 de la universidad al alcanzar los requisitos de competencia de inglés para admisión por tiempo completo. Aprobación a un programa académico depende si el estudiante alcance a los requisitos necesarios de programa, como los resultados de exámenes estandarizados o un promedio de calificaciones mínimo.
Wayne State is growing, and we’re spreading the word. As the Advanced Technology Education Center (ATEC) prepared to open in Warren, Mich., we publicized the groundbreaking, grand opening and new programs. We also kept residents in Wayne and Oakland counties updated and aware about a great new opportunity to earn a Wayne State degree close to home through our partnership with Schoolcraft College.

The Schoolcraft to U partnership allows Wayne State students to take select classes on the campus of Schoolcraft College in Livonia.
Wayne State University is expanding its presence in Macomb County with the new Advanced Technology Education Center. Located on 12 Mile Road in Warren, across from Macomb Community College, this 40,000-square-foot, state-of-the-art facility will open this fall and offer degrees in numerous high-demand fields, including:

- Electric/electronic engineering technology
- Computer science
- Information systems technology
- Instructional technology
- Construction management
- Mechanical engineering
- Global supply chain management
- Construction management
- Mechanical engineering

Wayne State also offers full degree programs at the Macomb University Center on Garfield Road and the Macomb Education Center on Hall Road, both in Clinton Township.

Registration for fall 2014 is underway. Learn more at go.wayne.edu/macomb.

ATEC allows students to take Wayne State courses in high-demand careers from its location on Macomb Community College’s Warren campus.
GET INVOLVED

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. The biweekly “Get Involved” email newsletter highlights Warriors making a difference in the community and lists upcoming social and academic opportunities. This campaign encourages students to get the most out of their college experience.

GET INVOLVED WAYNE STATE

Get involved at Wayne State and you will:
• Expand your network and build community
• Experience diverse programs, events and opportunities
• Discover your passions and strengths
• Build your résumé
• Have fun creating YOUR Wayne State experience

Check your inbox for the “Get Involved” email and learn about all there is to do at WSU.

A WELCOME YOU WON'T FORGET
 SEPTEMBER 8-13, 2014

Whether you’re a new Warrior eager to get involved or a returning student looking to catch up with classmates, we have something fun planned just for you. Run into a friend at bumper cars, grab a bite at the Taste of Detroit, engage at Student Org Day and join us Saturday to cheer on the Warrior football team. This is the beginning to a great semester — don’t miss out!

For more information and a list of events, visit go.wayne.edu/warriordays.

16

EVENT HAPPENING HERE

GET INVOLVED WAYNE STATE

Increase your knowledge, build your resume and have some fun. Get involved and make the most of your college experience. There are opportunities for every interest, so keep an open mind and try something new.

Find hundreds of student organizations and events at doso.wayne.edu.
The Get Involved campaign encourages students to become part of all the on-campus excitement.
WELCOME BACK

This fall, we made the start of semester an event. Working with several campus partners, we engaged the campus 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 laser tag to an evening of Warrior football, students enjoyed an energetic kickoff to the school year.

There was something for everyone during Warrior Days — a week of exciting activities 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. Last year’s program included a site tour of the Integrative Biosciences Center and a visit to WSUPD Headquarters. The fall schedule — which kicked off in September with an overview of Wayne State’s fundraising campaign — promises to be even more exciting.

UPCOMING EVENTS

November 11 — Tour of Phase One Student Center Renovations
December 5 — Wayne State Dance — Noel Night Performance (Previews)
LICENSING

This year, we partnered with the Collegiate Licensing Company to put Wayne State-branded merchandise in stores across the state. Warrior gear is now available in such high-profile stores as Meijer; Dunham’s; Campus Den; Finish Line; and Bed, Bath and Beyond. We’re now seeing green and gold across the area — in the second quarter of 2014, Wayne State had the 11th largest increase of all of CLC’s U.S. clients.

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.

Spirit REWARD

You’ve been caught spreading WARRIOR PRIDE!

As a reward, this coupon is good for one piece of WARRIOR SPIRITWEAR for 50% off at the WSU bookstore.

wayne.edu/warriorwednesday

We offer great incentives and several opportunities for the Wayne State community to show its Warrior Pride.
ANNUAL WSU STREET SQUAD EVENTS

Detroit Target Fireworks — Detroit
Wyandotte Street Fair — Wyandotte
Detroit Ford Fireworks — Canada
Movies in the Moonlight — Rochester
Dream Cruise — Royal Oak
DIY Street Fair — Ferndale
DLECTRICITY — Detroit

Romulus Pumpkin Festival — Romulus
Pumpkin Palooza — Plymouth
Downtown Rochester Trick or Treat — Rochester
Sterling Frights Halloween — Sterling Heights
Detroit’s Thanksgiving Day Parade — Detroit
Holiday Tree Lighting — Macomb Township
One of our most successful initiatives for keeping campus green and gold was Warrior Wednesdays. Each week, students, faculty and staff were encouraged to show their spirit by wearing Wayne State apparel. Students without any Warrior gear were eligible to turn in T-shirts from other colleges in exchange for Wayne State gear.

Warrior Wednesdays helps students unload other college T-shirts in exchange for Warrior apparel.
President M. Roy Wilson is committed to connecting with the Wayne State community. The quarterly “Perspectives” email newsletter keeps all Warriors aware of the research, development and success stories happening here. Our office also 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.

Speeches, emails and a quarterly e-newsletter help keep President Wilson engaged with the Wayne State community.
This year, our campus was featured in several films, commercials and television programs. Detroit Lion Joique Bell — a Wayne State alumnus — and Tiger great Miguel Cabrera filmed projects here. MSNBC’s Morning Joe highlighted Detroit’s resurgence from campus — cohost Mika Brzezinski even donned a Wayne State fleece. And Warner Brothers used several of our facilities for its upcoming film, Batman v. Superman. These productions provide national exposure and brought in approximately $75,000 in revenue.
On-campus filming of the highly anticipated *Batman v. Superman* had Detroitors abuzz this summer.
Our website is the first interaction many have with Wayne State. We didn’t rest on our laurels following last year’s overhaul. We continue to keep our site fresh and informative, providing our community with the latest updates. We’ve experienced an increase of 32 percent in mobile sessions and a 21 percent increase in tablet sessions in September 2014 vs. September 2013.

The redesigned wayne.edu tells prospective students all about Wayne State and keeps current students in the loop.
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.
We also support a variety of special university-sponsored projects. We advertised Wayne State’s participation in the Detroit Homecoming and placed signage throughout Mexicantown highlighting the Mort Harris Office for Adult Literacy’s various programs. We continued providing an insert in the Jewish News highlighting the work of Jewish students and faculty, and we’re the go-to source for anyone looking for communication and marketing support for events and programs.

Wayne State’s commitment to Detroit can be seen in the numerous projects supported throughout the city and the metropolitan area.
WSU IN THE NEWS

Macomb Daily, Detroit Free Press, 10/2
Wayne State’s new technology education center in Warren formally dedicated

Ilitches donate $8.5 million to Wayne State University

The New York Times, 1/22
How inactivity changes the brain

TIME, 3/7
Daylight Saving: How to spring forward without falling behind on sleep

Detroit News, WXYZ-TV, Crain’s Detroit Business, Houston Chronicle, San Francisco Chronicle, 7/8
Wayne State gets $1.3M grant to address Detroit’s structural racism

Wayne State approves $60M retail-residential complex for Midtown

WLS-TV (Chicago), KONG-TV (Seattle), 11/20; WABC-TV (New York), 11/21
Katie show visits Wayne State to help Alternatives for Girls fill Christmas lists

WXYZ-TV, 9/11
Wayne State University celebrates remodeled Student Veteran Resource Center

National Journal, 6/17
How Michigan universities and businesses teamed up to save a faltering state

ABC News, 4/8
Spinal cord shock helps paraplegic move legs

MSNBC (2 clips), Crain’s Detroit Business, WWJ-AM, WDET-FM, 9/18; Detroit Free Press, 9/17
MSNBC’s Morning Joe comes to Detroit