



ADMISSIONS-RELATED MARKETING TIPS

Tools, tips and best practices for Wayne State University
schools, colleges, offices and departments

Office of Marketing
and Communications

5700 Cass Avenue
Academic Administration Building
Suite 3100
Detroit, MI 48202

Office: 313-577-8155
Fax: 313-577-4459
Website: mac.wayne.edu

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Brand identity manual: The Marketing and Communications (MAC) design team recently completed a comprehensive brand identity manual to better assist university advocates in raising WSU's stature and promoting the Wayne State brand. It includes information on:

- Who we are
- Audiences
- Colors
- Fonts
- Logos
- Other marks
- Business cards and stationery
- Campaign style guide

The brand identity manual is available to view and download as a PDF from the MAC website at mac.wayne.edu.

Content Management System (CMS):

Uniquely created and run by the MAC Web team. WSU websites, HTML emails, HTML newsletter templates, digital signage and more are crafted and housed in the CMS. The Web team is available to answer questions at web@wayne.edu or **313-577-9707**. You can view and sign up for upcoming CMS training sessions at go.wayne.edu/cmstraining.

Customer Relationship Management system (CRM):

Here at Wayne State, we use Salesforce as our CRM system. This is housed and operated through the Office of the Provost. Through the CRM system, we're able to enter and track prospective and admitted student data to more effectively target and communicate with them and secure their enrollment at WSU. The CRM team can be reached at crmhelp@wayne.edu or **313-577-6677**.

As you're probably aware, the marketing and communications (MAC) and admissions offices work within Salesforce to establish a wide variety of targeted communication campaigns based on student demographics. Some schools and colleges are already using Salesforce in some capacity, too.

Working with the CRM team and tracking prospects within the CRM system provides many benefits to your school/college, department or office, including:

- Universitywide campaigns can cover information related to financial aid, housing, Detroit and more so school and college admissions reps and advisors don't have to.
- Schools and colleges can keep track of prospects and successes, getting a better handle on what initiatives may have yielded better results.
- Schools and colleges can also request lists through the CRM/enrollment management team to obtain any prospects who have reached out to the university and expressed interest in particular departments, programs or majors. Requests can be submitted at waynestate.tfaforms.net/37.
- Since schools and colleges have the most knowledge of their programs and the best academic content, integrating within the CRM system allows for a higher quality, comprehensive communications plan for all school/college prospects (i.e., less repetition and more focus on quality content).
- The Salesforce and MAC teams are on campus and here to support you at all times.

Call to action (CTA): This is the main action or response you want your audience to take as the result of your marketing and communications efforts. This is how you continue your audience down a conversion tunnel, which "ends" (for admissions-related purposes) when they are registered for classes at Wayne State. Your call to action may be a call to register for classes, apply for admission or RSVP for an admissions-related event. Each outreach effort should have a specific CTA.

WSU style guide: The Wayne State style guide sets standards for words, phrases and information frequently used in WSU communications. Consult

the latest Associated Press Stylebook or Merriam-Webster's Collegiate Dictionary (11th ed.) for style points not covered on mac.wayne.edu/editorial/style-guide.php. Writing and editorial assistance is always available. Contact Art Lionas, editorial director, at arthurlionas@wayne.edu or **313-577-8337**.

Events calendar: The Web team created the online events calendar within the CMS to assist in the scheduling and promotion of university events and activities. It is available at events.wayne.edu and offers many functions. Events entered into this calendar populate the university website; school, college, office and department websites; digital signage across campus; Today@Wayne; and more. It is an informational guide for all those interested — including prospective students — in knowing what's happening on campus. It also is set up to automatically supply some information to Salesforce (CRM). Users must select "Salesforce" in the calendars section for events and RSVPs to push to Salesforce. Select information is pushed, not the entire reservation fields. A guide on how to use the events calendar is included in this document.

Formy: Formy was created by the Web team to assist schools, colleges and offices in collecting pertinent information from a wide variety of audiences. It allows anyone with an AccessID the ability to create unique online forms. More information about Formy is included in this document.

MAC contact list: MAC stands for the Office of Marketing and Communications, located in 3100 AAB. Many team members are referenced throughout this document. A contact list is available at mac.wayne.edu/contact.php.

Request for information (RFI):

The RFI form is typically the best way to electronically obtain information about prospective students. More information about the RFI form can be found in the "Creating an effective Formy form" section of this document.

University Television (UTV):

The MAC UTV team produces high-quality video content for promotional, educational and engagement purposes to help raise the stature of WSU. Learn more about UTV in the "Creating compelling video content" section of this document.

Free and existing services

Discovering the undergraduate admissions events calendar

- We know schools and colleges are doing a lot with regard to recruitment, as are the offices of undergraduate and graduate admissions. Our goal is to advocate for better communication between university and school/college admissions efforts so that we all can get a better understanding of the big picture.
- Undergraduate Admissions representatives have a full schedule when it comes to prospective student outreach. Their recruitment calendar is available at wayne.edu/admissions/undergrad/recruitment/. Should you be planning to represent your school or college at these or any other events, please let the Undergraduate Admissions team know in order to coordinate your efforts.

Working with Graduate Admissions and Graduate Career Services

- Representatives in the Graduate School are ready and willing to collaborate with you and your school, college or department to better promote relevant graduate admissions events, initiatives and opportunities. Connect with admissions and recruitment lead Jameshia Granberry at gradadmissions@wayne.edu.
- Additionally, the Graduate School is focused on better highlighting its graduate career services office as a recruitment tool across university schools and colleges. A large number of schools and colleges have provided event calendar access to the Graduate School to better promote relevant events. If you'd like to do the same, please send an email to web@wayne.edu providing calendar access to graduate career expert Carmen Gamlin (ad4182).

Free MAC services

- The MAC editorial, marketing and PR teams do not charge for their services, which are highlighted throughout this guide. You can reach out to them directly via email at arthurlionas@wayne.edu (editorial), cberry@wayne.edu (marketing) and mlockwood@wayne.edu (PR).
- The MAC web, UTV and design teams can provide a free consultation to you and your school, college or department to discuss a myriad of potential projects, many of which are mentioned throughout this guide. Based on project size and scope, they will then provide you with an estimated cost. You can reach out to them directly at web@wayne.edu, arthurlionas@wayne.edu (UTV) and ccraju@wayne.edu (design).

Taking advantage of MAC events and initiatives for admissions purposes

Why?

- The MAC team plans a variety of events that bring attention to schools, colleges, programs, activities and organizations — often inviting prospective students — and you can partner with MAC on these events to bring greater awareness to your school or college's students, faculty, programs, etc.

How?

- The **Wayne State Insiders** is a group comprising volunteer ambassadors (WSU faculty and staff members, students, parents, alumni and friends) who share a curiosity about the university and our Midtown neighborhood. Insiders are invited to monthly events highlighting areas of excellence on and around campus. The more this group grows and learns about Wayne State's unique offerings and impressive culture, the greater its collective impact. Contact Carolyn Berry at cberry@wayne.edu to discuss monthly event possibilities.

- **Knowledge on Tap** consists of live — and lively — discussions with some of Detroit's greatest minds. The events are held every other month at various Midtown restaurants and bars and feature an informal presentation by one of Wayne State's renowned faculty members on a topic of their choice, followed by dynamic conversation. Topics include everything from local history, space exploration and medical breakthroughs to art, poetry and urban studies. Send an email to Shawn Wright, MAC information officer, at dv7262@wayne.edu to learn how you can feature one of your professors at an upcoming event.
- The **Wayne State Street Squad** was created by MAC with the notion that current students can be our best advocates. Members play a key role on the MAC team, representing the university at community events such as America's Thanksgiving Day Parade, Winter Blast, Metro Detroit Youth Day and the Rochester Fire and Ice Festival. They may also be available to attend your admissions events. Send an email to Julie Hasse, MAC strategic marketing manager, at jhasse@wayne.edu to request the Street Squad. Be sure to include your event information.

Examples and best practices for promoting a MAC admissions-related event

Search

News Releases

- [Aug 2015](#)
- [Jul 2015](#)
- [Jun 2015](#)
- [May 2015](#)
- [Release Archive](#)

WSU In The News

- [Aug 2015](#)
- [Jul 2015](#)
- [Jun 2015](#)
- [May 2015](#)
- [Release Archive](#)

Connect with WSU

- [Facebook](#)
- [Twitter](#)
- [YouTube](#)
- [Flickr](#)
- [Delicious](#)
- [FriendFeed](#)

Other Useful Links

- [The South End](#)
- [School of Medicine](#)
- [Athletics](#)
- [Office of the President](#)
- [Board of Governors](#)
- [WDET](#)

[RSS](#) [RSS Feed](#)

[Back](#) [Print](#) [Email](#) [Share](#)

Knowledge on Tap, Wayne State's popular speaker series, returns Sept. 17

September 10, 2014

Join Anthropology Professor Krysta Ryzewski as she presents "Detroit's Lost Communities: A chat with the city's premier urban archaeologist"



Grab a drink, class is back in session.

Wayne State's popular Knowledge on Tap speaker series returns Wednesday, Sept. 17, as Anthropology Professor Krysta Ryzewski presents "Detroit's Lost Communities: A chat with the city's premier urban archaeologist."

Ryzewski has been researching and excavating long-lost Detroit neighborhoods that once thrived in places like Corktown's Roosevelt Park and on the site of the city's iconic Renaissance Center. Join her as she exhibits artifacts and details what life may have been like for Detroit's earliest residents.

Knowledge on Tap consists of live -- and lively -- discussions with some of Detroit's greatest minds. The events are held every other month at various Midtown restaurants and bars and feature an informal presentation by one of Wayne State's renowned faculty members on a topic of their choice, followed by dynamic conversation. Upcoming topics include everything from local history, space exploration and medical breakthroughs to art, poetry and urban studies.

The event takes place at Tony V's Tavern, located at 5756 Cass Avenue, Detroit, MI 48201. Event begins at 5:30 p.m. and the presentation starts at 6 p.m.

All Knowledge on Tap events are free, open to the public and require no educational background. All ages are welcome.

RSVP [here](#).

Contact: Jessica Archer
Voice: (313) 577-0833
Email: jarcher@wayne.edu
Website: www.media.wayne.edu

 [VCard](#)

Repurposing existing publications and materials

Why?

- The days of a large budget in your school or college may be gone. Thus, it's important we get creative about sharing resources across the university to enhance application and yield numbers.

How?

- The MAC design team works with a wide variety of offices across the university on admissions-related publications and materials. If you need a piece about Detroit, a once-over on the university brand, current fast facts about the university or campus safety, or something about financial aid and scholarships, they probably have it and are happy to share it with you. If they don't have it, they'll guide you in the ordering or development of a new piece. Send an email to ccraju@wayne.edu.

Tracking prospective and admitted students

Creating an effective Formy form

Why?

- Formy is an online form-creation service created by the MAC Web team to assist schools, colleges and offices in collecting pertinent information from a variety of audiences.
- Formy can assist you in a number of ways with regard to your admissions-related efforts. Most of WSU's current request for information forms, visit campus forms and information meeting forms were created using Formy.
- It is an easy-to-use tool that allows you to quickly and consistently gather information from your intended audience(s).
- All form submissions are archived within this tool, so you can easily access form and submission history. You can also share access with faculty and staff members interested in the data.
- Formy, in combination with the Enrollment Management Office, can provide you with a consistent source of information that can be easily sent to the CRM team to upload to Salesforce.

How?

- First, view the tutorial at youtube.com/watch?v=3c3DG1tAglc.
- If you're not the school/college marketing director, connect with them (if you have one) to let them know you're thinking about creating a form for admissions-related purposes. They may have suggestions or advice for you.
- If you are thinking about using Formy for an event, please use the online events calendar instead at events.wayne.edu. The events calendar automatically populates Salesforce. Users must select "Salesforce" in the calendars section for events and RSVPs to push to Salesforce. There are certain circumstances where you may need to explore other options

(e.g., if you have an event capacity or if you're interested in including multiple dates from which people may choose). Please contact the Web team at web@wayne.edu for assistance in these cases.

- Check in with the Web team and ask whether the new general RFI form may be right for you. Then, to set up a new form, log on to forms.wayne.edu.
- To view form submissions or share access so someone else in your office can view form submissions, view the Formy tutorials at mac.wayne.edu/web/tutorials.php.
- If you do not have access, contact web@wayne.edu.
- Please note that you'll need to abide by university privacy policies. For instance, Banner ID, social security number or personal ID information should not be submitted within forms. That said, if you need a Banner ID, be sure to use an authenticated form (under "Form Settings," click "yes" under "AccessID Authentication required").

Examples and best practices

- If your form is related to admissions in any way, be sure to go to "Form Settings," at right when creating your form. In the Salesforce CRM Organization dropdown menu, click on "Wayne State."
- When possible, keep your forms very brief.
- Recommended fields to include within your form:
 - Minimum fields required to go through CRM match process and yield the best results: first name, last name, email address, address (long version), date of birth, type of application and expected entry form.
 - The MAC team is currently working on a general RFI form that would begin with the above fields and allow you to tailor any additional fields to your school, college,

department or office's needs. This new form will enable enhanced communication to the enrollment management office and automate more of the lead-management process. Check in with the Web team to see if this new form works for you.

- Recommended automated email response copy:
 - Thank you for your interest in [insert school, college, degree program].
 - Include how and when they'll receive any additional information: "You'll receive an [email response/phone call/materials] within [a day, one week, etc.]. In the meantime, please be sure to check out [direct them back to a school/college link, depending on the form they've submitted]." Re-engage them and bring traffic back to your site.
 - Include a contact phone number and email address should they have any questions regarding the form: "Should you have any additional questions, please contact [name], [title], in the [office/college] at [email here] or [phone number here]."
 - If it makes sense to do so, include a link to your RFI and campus visit forms on your school, college, department or program homepage.

Request for information

Home > Admissions & Aid > Undergraduate Admissions

Fill out the form below to learn more about Wayne State and everything we have to offer. Be sure to provide all the required information, including a complete mailing address, and find out why WSU is a great place to live and learn in Detroit.

First Name * Last Name *

Email *

Address Line 1 * Address Line 2

City * State / Province / Region *

Postal / Zip Code * Country *

Phone Number *

Date of Birth *

Parent Email

Current School *

Current GPA *

Type of Application *

Expected Entry Term *

Major Interest *
[Business Administration](#)
[Education](#)
[Engineering](#)
[Fine, Performing & Communication Arts](#)
[Law School](#)
[Liberal Arts & Sciences](#)
[School of Library & Information Science](#)
[Medicine](#)
[Nursing](#)
[Pharmacy & Health Sciences](#)
[Social Work](#)

How did you hear about WSU? *

Submit

The education
Become a student
In your neighborhood
New Student Orientation

Apply Now

Request Info

App Status

Contact Us

Tracking prospects in Formy and the CRM (Salesforce)

Why?

- Whether you're keeping your own excel spreadsheets or a school/college inbox full of leads, sending prospects and leads via the Formy tool to the CRM team will help you:
 - Organize your contacts
 - Retain consistent information for prospects
 - Easily get into a CRM-compatible format
 - Ensure your prospects also receive university wide information on financial aid, scholarships, housing, upcoming admissions events and more

We know schools and colleges are doing a lot with regard to recruitment, as are the offices of undergraduate and graduate admissions. Our goal is to advocate for better communication between university and school/college admissions efforts so that we all can get a better understanding of the big picture.

How?

- To add prospect or leads electronically, your school or college marketing director can create a Formy form if one does not yet exist.
 - Minimum fields required to go through CRM match process and yield the best results: first name, last name, email address, address (long version), date of birth, type of application and expected entry form.
 - The MAC team is currently working on a general RFI form that would begin with the above fields and allow you to tailor any additional fields to your school, college, department or office's needs. This new form will enable enhanced communication to the enrollment management office and automate more of the lead-management process. Like the general RFI form discussed above, an advisor lead form might also follow this format.
- Contact Nicole Brandenburg at crmhelp@wayne.edu or **313-577-6677** and let her know you've created an admissions-related form. She can work with you to update Salesforce with the leads submitted to this form.

Advisor form

This form is for College of Engineering advisors only.

First name of prospective student *

Last name of prospective student *

Email address

Type of applicant *

Expected entry term

Major Interest

- Alternative Energy Technology
- Biomedical Engineering
- Chemical Engineering and Materials Science
- Civil and Environmental Engineering
- Computer Science
- Electrical and Computer Engineering
- Engineering Technology
- Entrepreneurship Programs
- Industrial and Systems Engineering
- Mechanical Engineering
- Electric-drive Vehicle Engineering

Specific degree program of interest?

Address Line 1

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Examples and best practices

- If your form is related to admissions in any way, be sure to go to “Form Settings,” at right when creating your form. In the Salesforce CRM Organization dropdown menu, click on “Wayne State.”

- Engineering has included its advisor form on a Web page within the CMS, which is accessible only to select advisors whom they give access.
- Advisors, or any school or college representatives, can then open up this form at admissions-related events and enter information, or let the prospects enter their own information.
- To retrieve form submissions and/or export your prospect list, you'd simply log in to Formy and check the submissions area of your form.
- If your form is related to admissions in any way, be sure to go to "Form Settings," at right when creating your form. In the Salesforce CRM Organization dropdown menu, click on "Wayne State."

Adding captcha to your form

Why?

- A captcha is a type of test you add at the bottom of your form to determine whether or not the user is a human. It's a type of security that helps ensure you don't get unwanted spam.

How?

- As you create your form and choose fields through forms.wayne.edu, simply click "Form Settings" at the right and then "Yes" for captcha required.

Promoting your forms

Why?

- Forms are only beneficial if they are used, so promotion is a big part of the effort.

How?

- If you're not the school or college's marketing director, connect with them (if you have one) to discuss the potential options below:
 - Include a link/promo button on your homepage(s).
 - Include a link/promo button on appropriate HTML emails.
 - Include a shortened link in appropriate admissions-related social media efforts.
 - Include a shortened link in admissions-related postcards, flyers or other hard copy publications.
 - You can embed your form into one of your CMS pages within your website. To do so, go to your form in Formy and scroll to the bottom of your form info page to grab the embed code. Copy the code and paste it into your appropriate Web page.

Obtaining hard copy lead forms

- Though we suggest tracking potential leads electronically where possible, we know there are times when hard copy lead cards may work better for you. Admissions can assist in providing you with these cards. Please send an email to admissions@wayne.edu to request cards.

Content strategy and messaging

Developing a content strategy for your school or college

Why?

- Your school or college is undoubtedly made up of an incredible community of students and scholars. To effectively convey that, and to help raise the stature of and increase quality applications to your school or college, we suggest developing a marketing and communications content strategy.

How?

- In developing a content strategy for your school or college, be sure to keep the university's mission and vision in mind:
 - Mission – to create knowledge and prepare a diverse body of students to excel in an increasingly complex and global society.
 - Vision – to become a premier public research university engaged in the urban community.
- Additionally, keep in mind the key factors that define and differentiate WSU:
 - Academic excellence
 - Diversity
 - Location
- Then, think about what makes your school or college unique. What are its differentiators? Why should students choose it over other colleges and universities? Why should people outside of this university care about what your school or college is doing? To understand your school or college, where it's been, where it's at and where it's going, you'll need to start by diving in: read your website(s) and materials, understand your strategic plan, meet with your dean and a wide variety of stakeholders. Additionally, try to take some time to understand current market conditions and employment outlook for those majoring in your specific degree and program areas.

- Next, based on your findings, create a few content areas that extend the university mission and best describe your college, its student experience and future direction. Focus all future content efforts on these areas.
- Under these areas, you can begin to write supporting content (e.g., quality, the student experience, results, etc.). Supporting quality, for example, you can write feature stories or news releases about faculty expertise, research discovery, program initiatives, innovation and technology. Under a student experience area, you can focus efforts on content involving what it's like to be a student at your school or college — an example feature of a student leading a student organization, participating in a school or college team, earning an internship thanks to career services support, etc.
- Continuously focusing on your differentiators and on content that supports your overall strategy will, in time, create a strategic, cohesive and consistent collegewide message, allowing for your school or college to distinguish itself and better showcase its vibrant community.
- Additionally, a focus on content strategy and planning first allows a small school/college marketing and communications office to then utilize and repackage content in various ways across different mediums to include print, digital, social, etc.
- For more information on this and to help develop a content strategy for your school or college, contact Kristin Copenhaver at kcopenhaver@wayne.edu.

Writing captivating content

Why?

- What you say and how you say it can greatly influence prospective and admitted students. It's also a direct reflection of the entire university, which endeavors to maintain a specific style and tone in all marketing and communication efforts.

How?

- The MAC editorial team can assist you in crafting and polishing copy intended for a wide range of audiences. The team provides editorial services to schools, colleges, departments and programs across the university, striving for tone continuity and style consistency. Its experts maintain the WSU style guide, which is available to view and download at mac.wayne.edu. To contact the editorial team with questions about content, send an email to arthurlionas@wayne.edu. If you're not the school or college's marketing director, please be sure to copy them on the email to editorial so that they are aware of efforts and able to offer any suggestions.
- If tackling written content on your own, here are some quick tips:
 - Think about your audience and goal in writing each particular piece, with a constant focus on the overall content strategy for your school or college.
 - Keep the university's mission and vision in mind:
 - Mission – to create knowledge and prepare a diverse body of students to excel in an increasingly complex and global society.
 - Vision – to become a premier public research university engaged in the urban community.
 - Keep in mind the key factors that define and differentiate WSU:
 - Academic excellence
 - Diversity
 - Location

- Extend the university mission and vision into your school/college, then think of ways in which your school/college supports the broader university mission and vision. Think about what makes your school/college and its departments and programs unique.
- Oftentimes, there's no better way to write compelling content than to put the focus on your own community. Through your current students, faculty and/or alumni, you'll be able to tell unique, interesting and inspiring stories to put a personal touch on your content. When possible, use faces and personal experiences to talk about the exciting aspects of a program, including flexibility, hands-on opportunities, connection to industry, etc.
 - Think of what program you want to promote and why.
 - Identify a WSU community member who has taken full advantage of the program and the many opportunities it provides. Faculty members are the best resources for student names and examples.
- Per the brand identity manual, located on the MAC website, content and photography should have a confident tone. "Copy for AIM HIGHER communications should convey pride, assertiveness and the unabashed confidence of the city we call home... copy tone should tout the positives of the university and add a pinch of Detroit attitude whenever possible."
- When possible, simplify content and cut length without losing impact. Again, the MAC editorial team can help with this. Feel free to contact directly at arthurlionas@wayne.edu.

Getting more eyes on your school or college's content

Why?

- More eyes on content leads to greater visibility for your school or college.

How?

- If you have interesting or timely news, get people in the loop. Notify the communications and Web teams at mlockwood@wayne.edu and web@wayne.edu. They'll take a look and potentially pitch a story externally or promote your news internally in various university communications such as Today@Wayne or Get Involved, or on various university websites, social media accounts and digital signage.
- Likewise, the MAC team consistently produces university content through videos, social media messaging and promotions, and more. Use, repost and retweet that content wherever your school, college, department or office has a presence. Most MAC content is available on wayne.edu (news and social media links are at the bottom of the homepage).

Benchmarking tips

Why?

- It's often difficult to gauge the success of marketing and communications efforts. While our success is not determined by the success of others, benchmarking with our peers can help us see rising trends, better understand our audiences and motivate us to innovate through messaging and media.

How?

- If you're not already doing so, try to start keeping track of your school and college enrollment information, website traffic, specific landing page visits, emails, RFI and campus tour numbers, and more to get a baseline from which to streamline and maximize your school or college's efforts.
- Use statistics to identify the demographics and behaviors of prospective and admitted students in order to:
 - Better understand and anticipate their actions
 - Better understand geographic locations where targeting advertising efforts may prove more successful
 - Better understand what type of content works best
- Are certain national and organizational rankings important to your dean? Try to get a better feel for what kinds of numbers these rankings are based on. Is there anything you might do from a marketing and communications standpoint to try to enhance your school or college's ranking? WSU's Office of Institutional Research has a great rankings and resources page at budget.wayne.edu/IRA_resource.aspx.
- Try to understand your school or college's peers. Those in Michigan? Beyond? The university peer list at budget.wayne.edu/IRA_Peers.aspx may be helpful. Check out your respective peer school and colleges online and learn from what they might be doing with regard to Web content, events and more. Apply as a student to a program to see what kind of communications you'd receive. Reach out to your professional peers, both internally at WSU and externally in professional organizations, to talk best practices.
- Although many other variables could influence your bottom line, being more knowledgeable when it comes to numbers can help your school or college increase enrollment by better understanding your return on investment (ROI) through marketing and communications efforts and outreach.

Publications and design

Creating and requesting publications and materials

Why?

- Publications and materials may play a key role in your admissions-related marketing and communications efforts.

How?

- The MAC design team can help you produce well-branded university publications. The team offers a full-service shop and can help you with concept, layout and final production. They also are the keepers of the Wayne State brand identity. In other words, if you are wondering whether you can print the WSU logo in blue, they are the people to ask. (And if you really are wondering, the answer is no.)
- MAC design does charge for its services, but the team can work with you to provide templates and tools that will help you create what you need when there's little or no budget.
- Send an email to ccraju@wayne.edu for a consultation and information on project timing and estimated cost. If you're not the school/college's marketing director, please be sure to copy them on the email to MAC design so they are aware of efforts and able to offer suggestions.

Photo and promotion editing, and other tips

Why?

- As a school or college communicator, you may need to edit photos for your websites and social media accounts quite often. Quick tips, information and resources can save you a great deal of time.

How?

- As you probably know, the Web team can provide you with your unique website promotion specifications so that you can easily edit and update photos for the promotion portions of your sites. Please reach out to web@wayne.edu if you need your specs once again.
- If you'd like a new promotion created for your website, perhaps to bring more attention to a new program or event, the Web design team can help with that as well. They'll work closely with the print design team to ensure the same event brand and feel is carried over between mediums.
- The design team is happy to help you edit photos you'd like to use in hard copy publications. Just send an email to ccraju@wayne.edu for a consultation. Timing (and potential cost) may vary based on how many photos you're interested in having edited. The design team can advise.
- If you don't have Photoshop on your computer, try out [Pixlr.com](https://www.pixlr.com). It's essentially Photoshop, but it's very affordable! Go to [Pixlr.com](https://www.pixlr.com) and click on the "Desktop" button to get started.



Creating and ordering pull-up banners, backdrops, table covers and more

Why?

- Are you interested in ordering a display to help make your school or college stand out at upcoming events and activities?

How?

- The MAC design group can assist you with design and in getting estimates for display pieces such as pull-up banners, backdrops and table covers.
- Pine State is our preferred vendor and can help provide you with pricing options. Call Bill Goforth at **248-542-1200**.

Send an email to ccraju@wayne.edu with information on what type of display you're looking for, as well as any images, graphics or text you're interested in including. The design team will consult with you and suggest next steps in this process.

Ordering giveaway products and materials

Why?

- Wayne State works with a licensing company to ensure that revenue from branded merchandise is invested back into the university.

How?

- If you're interested in ordering an item that you will be giving away, licensing is not required. Our preferred vendor is Pine State Enterprises, which you can access through WayneBuy. However, brand standards still apply. Our design group can help with graphic design (ccraju@wayne.edu). If you are producing your own art, we ask that you observe our identity guidelines listed in the brand identity manual.

Ordering promotional materials or products for resale purposes

Why?

- Wayne States works with a licensing company to ensure that revenue from branded merchandise is invested back into the university.

How?

- If you are interested in ordering an item that is going to be resold, a vendor licensed with Wayne State must produce it. Our WSU Bookstore has two companies that supply custom, licensed products: Club Colors and Promoversity. Both companies have experience working with us, and when your order is placed through the bookstore, your group can pay with an IRB. If you're wondering whether a vendor you have worked with is licensed, just ask them. If they are not, please have them send an email to Carolyn Berry at cberry@wayne.edu. The MAC team works with the licensing company in approving all artwork.

Video services

Creating unique and compelling video content

Why?

- Video may be the most compelling medium out there right now for admissions-related marketing efforts. It allows prospective students to connect to actual people and places in a very personal way.

How?

- University Television (UTV) is a team within MAC that produces high-quality video content for promotional, educational and engagement purposes. UTV works with clients from across the university, specializing in pre- and post-produced video content, developing high-end projects, as well as lecture and event captures.
- UTV can help with conceptualization, pre-production, editing and content storage. For a consultation, email Arthur Lionas, director of media content, at arthurlionas@wayne.edu.

Examples



HTML emails and email campaigns

Creating an effective and compelling HTML email

Why?

- To ensure university brand identity and consistency.
- It's easy.
- You can track open rates, clicked links and much more.

How?

- First, view the HTML tutorial at mac.wayne.edu/web/tutorials.php.
- Then start at cms.wayne.edu/.
- If you are unable to access this tool, contact web@wayne.edu to request access to one or more specific HTML email templates. If your requested template does not yet exist, there may be a small fee involved in creating one.
- As you create your email, be sure to select your target audience appropriately (this function will be added shortly). Will your email be sent to prospective students? Admitted students? Both? Checking these will ensure everyone has a comprehensive picture of the many admissions efforts across the university. It also will allow you the ability to better search and track email results in the CMS.
- A button link attracts the greatest attention within an email. Use this button as your major call to action. Learn how to insert a WSU-style email button with the tutorial at youtube.com/watch?v=qJbygRoITUI.
- Learn how to insert an image into the HTML email with the tutorial at youtube.com/watch?v=bM6ptHx_nGA.

- Remember that the MAC Editorial Services team is available to assist in editing and consultation on your admissions-related emails. Contact them directly at arthurlionas@wayne.edu.
- When ready to send your email, click the “Lock before sending” button in the email section of the CMS. Then, select all information within the email and paste into your email client to send. Once sent, be sure to go back into the CMS and hit the “Mark as sent” button to begin tracking information for your email.
- The Web team can answer any HTML email questions you have. They are available at web@wayne.edu.

Examples and best practices

- Keep your subject line straightforward and personalize wherever possible (going through Salesforce will help you with personalization).
 - Try to avoid words like “help” and “reminder,” where prospects are obligated to do something for us. Instead, opt for inclusive words and phrases such as “join us” or “meet your fellow students.” What can we provide them? How can we make them feel part of our unique and special community?
 - Testing subject lines can lead to a significant boost in conversions.
- Keep email content brief and concise — 200 words max. Don’t make people scroll.
- A body copy minimum of 16pt and header 1 is recommended for emails to prospective and admitted students to ensure legibility at a quick glance on mobile devices.
- Be sure to let readers know what’s in it for them, both in the short subject line and in the email itself.
- Use a friendly, trustworthy and recognizable “from” name and “reply to” address.
- Keep content hierarchy in mind. Always aim for one major call to action, and make it clear and obvious. Is your goal to get them to register for an event or get them to apply? Use the email button option to make it a touch-friendly link and draw greater attention to your desired call to action.
- If you need to include secondary calls to action, keep the amount at a minimum (below three at most). Do not overwhelm readers with too many links and options.
 - Do not include redundant links.
 - Double-check to ensure all links work.
- Direct your call-to-action button/link(s) to your website, where readers should be provided with additional, more complete content.
- If you’re including images in your email, keep them to a minimum. One is OK, but more than three is excessive.
- University Television produces high-quality content that can be used by WSU schools, colleges, departments and offices in HTML emails and elsewhere. Steps on doing so are provided under “UTV” and under “How to embed a video” in this guide.
- Think about the time of day you send your emails. When would your target audience be most likely to open your emails? For instance, the e-marketing company Mail Chimp did a study and found that 10 a.m. to 2 p.m. on Tuesdays and Wednesdays had the highest open rates throughout the week. This may or may not be prime time for your particular prospects. Experiment with timing whenever possible.

Important note: Please be sure to mark your emails as "sent" the day you actually send them out. This will ensure that the sent date in the report is accurate. In the future, you might be able to tell what day of the week yields more success.

Example email incorporating best practices:

Preview: "Sign up for orientation (Push#1)"

← Email List



The image shows a preview of an email from Wayne State University. At the top left, there is a green banner with the text "WAYNE STATE UNIVERSITY" in white. To the right of the banner is a photograph of a large, historic-style building with a clock tower. Below the banner, the email content is displayed on a white background. It starts with a personalized greeting: "Dear {!CampaignMember.FirstName},". This is followed by a paragraph: "We're looking forward to helping you prepare for a successful start at Wayne State this winter. Our records show that you have not yet signed up for orientation, which is mandatory for all new students." Below this is another paragraph: "When you come to campus for orientation, you will:". This is followed by a bulleted list of five items: "Meet with an academic advisor", "Register for your winter semester classes", "Smile for your WSU OneCard ID photo", "Take a walking tour of campus", and "Meet other new students and find out how to get involved". Below the list is a yellow button with the text "Sign up now". Underneath the button is a paragraph: "If you have questions about orientation, please call us at 313-577-2100 or [send us an email](#)." This is followed by another paragraph: "We're looking forward to seeing you soon," and then the name and title: "Monica Brockmeyer, Associate Provost for Student Success". At the bottom right of the email content, there are four small social media icons: Twitter, Facebook, LinkedIn, and YouTube.

AccessID: {!CampaignMember.AccessID__c}

Dear {!CampaignMember.FirstName},

We're looking forward to helping you prepare for a successful start at Wayne State this winter. Our records show that you have not yet signed up for orientation, which is mandatory for all new students.

When you come to campus for orientation, you will:

- Meet with an academic advisor
- Register for your winter semester classes
- Smile for your WSU OneCard ID photo
- Take a walking tour of campus
- Meet other new students and find out how to get involved

Sign up now

If you have questions about orientation, please call us at 313-577-2100 or [send us an email](#).

We're looking forward to seeing you soon,

Monica Brockmeyer
Associate Provost for Student Success

Adding a video screenshot in your HTML email

Why?

- A video can be a simple way to include a message, add personality and provide a better overall sense of your community and offerings.

How?

- The Web team just created a new CMS tool to help you out — and avoid ever going into Photoshop.

- First, view the Web tutorial at mac.wayne.edu/web/tutorials.php.

- Then start at cms.wayne.edu/.

- Questions? Send an email to web@wayne.edu.

Examples and best practices

- Let the video speak for itself. Keep other content light.

Preview: "Happy birthday, {!CampaignMember.FirstName} (trans)"

← Email List

[Read this email on the Web](#)

WAYNE STATE UNIVERSITY

Dear {!CampaignMember.FirstName},

Another year older, another year wiser — we're looking forward to helping with the second part soon!



The video player shows a musician playing a piano in a studio setting. The video is paused, and the player controls are visible at the bottom. The video title is "Happy birthday, {!CampaignMember.FirstName} (trans)".

We hope your birthday wishes come true,

Office of Undergraduate Admissions and Orientation

WAYNE STATE UNIVERSITY AIM HIGHER

Requesting a specialized event HTML template

Why?

- A specialized event email template may help you further brand identity and promote your event, especially if it's a recurring spotlight event for your school, college or office.

How?

- The MAC Web team can create a specialized HTML email template for you in all event-related email communications. Keep in mind that a project request should be made as early as possible and that there will be a small fee for design services. Please contact the Web team at web@wayne.edu for more information.

[Read this email on the Web](#)



JOIN US in Lakeland

Celebrate Your **Wayne State University**

Detroit Tigers vs. Philadelphia Phillies
Saturday, March 14, 2015

Joker Marchant Stadium
11:30 a.m. – Picnic
1:05 p.m. – Game
2301 Lakeland Hills Boulevard
Lakeland, FL 33805

\$50 per person - includes game and picnic
Pick up your tickets on game day at the Wayne State table outside of the ballpark. Picnic area is located inside the ballpark near first base.
Please note that most parking lots in the area charge approximately \$7.

Reserve Your Spot

RSVP by Friday, February 27

Or mail checks to:
Wayne State University
Alumni Relations – Regional Engagement
Alumni House
441 Gilmour Mall
Detroit, MI 48202-3610

Please make checks payable to "WSUAA."



Creating a successful HTML email campaign

Why?

- Planning and executing a comprehensive marketing and communications plan to your target audiences of prospective and admitted students is ideal. A well-planned content marketing strategy, which may include other forms of outreach in addition to HTML emails, can have a significant impact on your applications and yield.

How?

- You can work with the marketing and admissions teams to schedule email campaigns through Salesforce.
- First, if you're not your school or college's marketing director, connect with them (if you have one) and talk about strategy from the school or college perspective.
- Think about your goal in creating an HTML email campaign.
 - Will you target prospective students, admitted students or both?
 - Will your campaign start by making prospects aware of a new program or particular event? What action do you want them to take?
 - Will you send another email to focus on event registration, a follow-up email reminder about registering or a thank you email for attending?
 - How about next steps and more information about applying to a particular program?
- Once you and your school/college marketing director have connected and discussed the above, fill out the campaign/roster request form at waynestate.tfaforms.net/37 to get started. A team comprised of representatives from marketing, enrollment management and CRM will work with you on target populations, timing, and content tips and suggestions.

- Then you can begin to create your HTML emails in the CMS at cms.wayne.edu/. (See "How to create effective and compelling HTML emails" in this document, as well as "How to write captivating content.")

As you create your email campaign, be sure to select your target audiences appropriately (this function will be added shortly). Will your email be sent to prospective students? Admitted students? Both? Checking these will ensure everyone has a comprehensive picture of the many admissions efforts across the university. It will also allow you the ability to better search and track email results in the CMS.

- Remember that the MAC editorial team is available to assist in editing and consultation on your admissions-related emails. Contact them directly at arthurlionas@wayne.edu.

Examples and best practices

- WSU's School of Library and Information Science (SLIS) already works closely with the CRM team in the creation and execution of email campaigns. The SLIS prospective student campaign promotes awareness of and attendance at open houses, information meetings, and graduate and professional fairs. It also addresses details about the application process. The SLIS admitted students campaign is mostly geared toward getting folks to attend orientation.

Important note: The following emails were created prior to the establishment of some of the email best practices mentioned previously in this document. The following SLIS emails represent just a sample of their communications and do not account for all emails in the school's campaign. Please refer back to HTML email best practices before beginning your campaign.

Winter 2015 New Student Orientation (SLIS)



School of Library and
Information Science

Dear {ICampaign/Member.FirstName},

Thank you for your application to the School of Library and Information Science (SLIS) at Wayne State University!

While we are reviewing your application, please mark your calendar with the date for our Winter 2015 New Student Orientation. It will be held on December 5, 2014 on WSU's campus in Detroit, Michigan. Both on-campus and online MLIS students that have gained admission must attend orientation prior to starting classes. The School views orientation as an essential element of the MLIS program. Students who do not attend the orientation must postpone their admission to a later semester.

You can follow the progress of your application online at appstatus.wayne.edu.

We look forward to meeting you there!

Matt Fredericks, MLIS
Academic Services Officer
School of Library and Information Science
Wayne State University
106 Kresge Library
Detroit, MI 48202
313-577-2446
313-577-7563 (fax)
mfredericks@wayne.edu
slis.wayne.edu

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AND INFORMATION SCIENCE



Orientation Message #1

Getting started at SLIS



School of Library and
Information Science

AccessID: {ICampaignMember.AccessID__c}

Dear {ICampaignMember.FirstName}:

Congratulations on your admission to the School of Library & Information Science (SLIS)! You are about to join a thriving, collaborative learning community at one of the nation's **top-ranked research institutions**. SLIS is a **nationally-ranked program** recognized by employers nationwide for producing graduates equipped with the requisite skills and vision needed to lead the evolving information profession.

There are two easy steps to secure your slot for Fall 2014:

- **RSVP for New MLIS Orientation.** A unique chance to meet your classmates, SLIS faculty and staff in person for one day and begin building your professional network while receiving information critical to your success in graduate school.
- **Register for classes.** Validate your admission to SLIS by securing a spot in LIS 6010 - **Introduction to the Information Profession**.

If you have any questions, please feel free to contact Matt Fredericks, our Admissions Coordinator, at aj8416@wayne.edu.

We hope that you choose WSU-SLIS for your graduate education and we look forward to welcoming you to our community at orientation on August 22.

Sincerely,

Stephen T. Bajaly

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SCHOOL OF LIBRARY
AND INFORMATION SCIENCE

Orientation Message #2

Secure your SLIS Spot for Fall 2014



School of Library and
Information Science

AccessID: {ICampaignMember.AccessID__c}

Dear {ICampaignMember.FirstName},

Still undecided about pursuing your graduate degree with SLIS?

If so, we encourage you to explore our three pillars and [areas of specialization](#), which you can tailor to suit your educational needs and career goals. This flexibility extends into the format (online or on campus) and the pace with which you choose to complete the MLIS program. In addition, SLIS offers [reasonable tuition rates](#) that enable you to fit education within your life — wherever you are.

We believe that our expansive curriculum, flexibility and tuition value allow our graduate students to balance their personal, professional and educational needs.

Are you ready to secure your place for fall 2014?

There are just two easy steps:

- [RSVP for New MLIS Student Orientation](#): A unique chance to meet your classmates, SLIS faculty and staff in person and begin building your professional network while receiving information critical to your success in graduate school.
- [Register for classes](#): Validate your admission to SLIS by securing a spot in [LIS 6010: Introduction to the Information Profession](#).

If you have any questions, please feel free to contact Admissions Coordinator Matt Fredericks at mj8416@wayne.edu.

Again, congratulations on being admitted. We hope to see you at orientation on August 22!

Sincerely,

WAYNE STATE
UNIVERSITY
SCHOOL OF LIBRARY
AND INFORMATION SCIENCE



Orientation Message #3

Connect with WSU Campus



School of Library and
Information Science

AccessID: {ICampaignMember AccessID__C}

Dear {ICampaignMember FirstName},

We are excited to welcome you to the [WSU campus community](#). There's no better time to begin discovering the cultural richness of Detroit than during orientation.

If you haven't done so already, be sure to [RSVP for New MLIS Student Orientation](#) on August 22. We encourage you to plan your trip with extra time to [explore all that your new campus has to offer](#).

Located in the center of [Midtown](#), Detroit's cultural center, WSU offers the type of urban environment that information professionals naturally seek out for breadth and diversity of experiences. SLIS has forged partnerships with world-class cultural institutions such as the Detroit Institute of Arts, the Detroit Symphony Orchestra, the Charles H. Wright Museum of African American History and the Detroit Historical Museum. SLIS students enjoy a proximity to outstanding collections with the potential for practicum placements under top-notch professionals.

With a weekly [Farmers Market](#) spring through fall, year-round music and arts festivals, and [literary walks](#), Midtown is alive and thriving with the best a city has to offer. Plus, nearby [TechTown](#) has quickly become a hub of regional economic revitalization. WSU is a place where new ideas not only are in the air but are taking root. And information professionals are finding critical riches in which to contribute.

Detroit is in the spotlight of the urban renewal movement story. Nowhere is that energy more palpable than in Midtown, where imagination, ideas and talent are creating a new breed of [social entrepreneur](#). It is just these kinds of leaders who will reimagine how the libraries of tomorrow will become the center of their community's cultural life and how information will empower citizens.

Whether you plan to move to campus, commute from home or take classes online, WSU offers abundant opportunities to [live, learn, work and play in Midtown](#).

Sincerely,

WAYNE STATE
UNIVERSITY
SCHOOL OF LIBRARY
AND INFORMATION SCIENCE

Orientation Message #4

Technology at SLIS



School of Library and
Information Science

Dear {!CampaignMember.FirstName},

We are excited to welcome you to SLIS! Technology will play an integral role in your MLIS program, so I'd like to let you know all the great opportunities available to you.

Students at SLIS are given an array of software at no cost to them. We provide all students with a free copy of Microsoft Office 2010 Professional and Microsoft Office 2011 for Mac. This suite includes not only the standard Office products of Word, PowerPoint, and Excel but also the professional editions of Outlook, Access, OneNote, and Publisher. Office 2010 alone is a \$500 value! You will begin using many of these programs in [LIS 6080](#), Information Technology.

[Register now](#) for LIS 6080, Information Technology.

In addition to offer Microsoft Office, SLIS students get access to the Dreamspark Webstore where a wide variety of Microsoft software is also available to students at no cost. This includes not only the latest versions of Windows but also a wide variety of specialized, enterprise level software, including Visio, Project, Windows Server 2008 R2, and SQL Server 2012. While any SLIS student can download and use software from Dreamspark those who take technically oriented classes get a chance to put this software to the test developing a database ERD in Visio or using SQL Server 2012 to power data mining.

Students aren't limited to only to Microsoft software here at SLIS however! Free and open source software is used in a number of classes, including what many consider to

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AND INFORMATION SCIENCE

Connect with the SLIS Online Learning Community (#5)



School of Library and Information Science

Dear {ICampaignMember FirstName},

We are excited to welcome you to SLIS's online learning community! There's no better time than now to discover the flexibility that online courses have to offer.

Online courses at SLIS are supported by the SLIS Adobe Connect system. This online platform allows students to not only watch their online lectures anywhere and at any time but also allows for synchronous meetings with their instructors and fellow students. Any device that supports Flash can view the SLIS lectures hosted on Connect, whether you are on your Mac at home or using your Android phone on the bus! The Meeting component of Connect is used by faculty to hold live office hours and by our student groups to get both our on-campus and online students together. And with our latest version of Adobe Connect, you can now join in on a Meeting with your mobile device as well!

Recently, SLIS launched a new virtual lab that can support up to 40 simultaneous users. This system will allow students to access class specific software on their home computer as though they were in a physical lab on campus. This will allow our faculty to give students the opportunity and experience of working with tools that would otherwise be cost-prohibitive for students to purchase themselves.

Wondering about tech support? Technology support at SLIS is provided by students, for students. Our student techs are MLIS students just like you and know the in's and out's of the wide range of technical issues that students may experience. So whether you are having problems downloading Office, installing Windows on your Mac, or using FTP for LIS 6090, they have your back! And if they can't fix the problem for you, they can direct you to the person on campus who can! Contact SLIS Tech with any questions at slisstech@wayne.edu.

I'll be speaking more about technology at [New MLIS Orientation](#) on August 22 and also will be available to answer any of your questions.

We look forward to helping you get "up and running" in the program!

Sincerely,

Kevin Barton



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AND INFORMATION SCIENCE

Orientation Message #6

Register now for SLIS classes



School of Library and
Information Science

AccessID: {ICampaignMember.AccessID__c}

Dear {ICampaignMember.FirstName},

Now that you are registered to attend [New MLIS Student Orientation](#), take some time to consider your Fall 2014 class schedule.

Did you know that SLIS has [course load](#) and [course sequencing](#) policies? Incoming students should begin their program by enrolling for [LIS 6010](#), Introduction to the Information Profession, and [LIS 6080](#), Information Technology.

Log on to [Pipeline](#) now to register! New students will meet with their LIS 6010 instructor and classmates at orientation on August 22.

If you have difficulty registering, contact Megan R. Drulia at ay6086@wayne.edu or 313-577-8543.

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AND INFORMATION SCIENCE



Requesting lists from or initiating campaigns with the Salesforce (CRM) team

Why?

- The Salesforce system houses prospect and admit lists. They have the best, most updated information.

How?

- The CRM team, along with enrollment management, can assist in list generation, sending email campaigns, creating call campaigns and providing reports on information stored in Salesforce.
- First, if you're not your school/college marketing director, connect with them (if you have one) to bring them into the loop and talk things over from the school or college level.
- Then, simply visit waynestate.force.com/SC/campaign_request_short_form and fill out the form to initiate your campaign request.
- Send an email to crmhelp@wayne.edu with any questions.

Evaluating HTML email success

Why?

- Measuring a return on investment for marketing and communication efforts used to be very difficult. Now, we have a wide variety of tools to help us better understand whether certain efforts are more successful than others.
- As a university, we create and send out many admissions-related emails via the Web team's HTML email tool in the CMS — nearly 2,000 in 2014 alone. We understand the importance of taking inventory of what we're doing in order to learn and make future email communications more effective.

How?

- The Web team recently created an option for individuals across the university to pull an array of stats from sent emails.
- To run a report, simply log in to cms.wayne.edu, click "Emails," then click "Reports" in the left menu. Click the templates you'd like to include in your report and then click "Download Report."
- You'll soon have access to email information such as word count, opens, unique opens, links included, percentage of clicks/opens, percentage of buttons clicked, percentage of video clicks and much more (distribution to be added shortly).
- You can use this data to get a better idea about what content works and what doesn't (e.g., what emails had your best open rates, your best open vs. clicked links rates, etc.). It may take a little math, but these statistics can prove insightful and useful.
- For questions about this report option, send an email to web@wayne.edu.

Important note: Please be sure to mark your emails as "sent" the day you actually send them out. This will ensure that the sent date in the report is accurate. In the future, you might be able to tell what day of the week yields more success/opens, etc.

Unsubscribing to emails

Tips included in this section are aimed more at the alumni population and not at admissions efforts.

In the past, many schools and colleges maintained their own alumni listservs. Some of those periodically pull information from Banner and update their listservs. Now, your school or college has the option of a much easier, more integrated approach through Central Development.

- The Central Development team can maintain your school/college alumni listserv and create a new email address for your staff to use. To get your listserv set up, contact Mohammad Saklayen at mgs@wayne.edu.
- Be sure to change and update your unsubscribe forms/links on your emails, in your newsletters and on your site(s) to automatically send to update@lists.wayne.edu. The Central Development team will then manage in real time, which will automatically update your listserv.
- Unsubscribe options should ask for first and last names so the Central Development team can ensure they are unsubscribing the correct person and all email address associated with them.
- The Central Alumni Office is developing alumni communication guidelines to be used by colleges once the development and alumni teams migrate to I-Modules.

If you're interested in including an unsubscribe function on a particular email template, please contact web@wayne.edu and they will assist in doing so.

Sending bulk emails to WSU groups via listservs

Why?

- There may be times when you'd like to notify, for example, deans and directors or department chairs of an upcoming event or initiative in an effort to bolster attendance. Using WSU bulk email groups may be the way to go.

How?

- Emails sent out in this manner should be minimal. Please contact cberry@wayne.edu for consultation on whether this approach is right for you.
- You can find a breakdown of bulk email groups at broadcast.wayne.edu/bulkemail/maint/Listserv_Counts.cfm. Simply include the group name in the "to" line of your email and send accordingly. Many of these email groups require approval before sending. You'll be notified via response email if/when your email has been distributed.
- You can also browse other listservs at lists.wayne.edu/.
- Still have questions about mass messaging via bulk email groups? Visit computing.wayne.edu/help/knowledge-base-articles.

Leveraging admissions-related events

Planning your admissions-related event

Why?

- The role of school and college marketing directors may vary from college to college. The below serves as potential copy one might use in response to those requesting their services to help plan an event.

Best practices

- If contacted for assistance in planning an event, a school or college marketing director may want to respond with: “The WSU Special Events and Services Office may be able to assist you in planning your event. Their team specializes in event management and knows the best options regarding:

- Catering
- Venue options
- Parking information
- Campus resources
- Payment options
- Event RSVPs and much more

- For event planning consultation, please send an email to Jeff Block, assistant vice president of special events, at ao1850@wayne.edu.

Promoting your admissions-related event

Why?

- The role of school and college marketing directors may vary from college to college. The below serves as potential copy one might use in response to those requesting their services to help promote an event.

Best practices

■ If contacted for assistance in promoting an event, a school or college marketing director may want to respond with: “Your school/college marketing and communications office may be available to help you promote your event once you have confirmed essential information (i.e., who, what, when, where and why).” Depending on the scope and scale of your event, we may be able to provide assistance through some or all of these efforts:

- An event news release
- HTML email invitation creation
- Web page creation if appropriate
- A WSU homepage request if appropriate
- Placement on school or college homepages and other appropriate websites
- Internal promotion of release/event through campus channels, including:
 - Today@Wayne
 - Events calendar (Special Events will help with this if you’re collecting money in any way)
 - Digital signage
 - HTML email invitation to school/college faculty, staff and/or students via listservs.
 - If appropriate, HTML email invitation to all WSU email lists in coordination with the Special Events team
- External promotion of event release in coordination with the MAC PR team. Outreach may include:
 - Pitching to local media
 - Pitching to national media
 - Pitching to specialized media
 - School/college may need assistance in outlining your target outlets
 - Requests for expert interviews or promotion on local stations such as WDET

- External promotion via email invitation or other efforts
 - Event organizer is responsible for creating lists — once we have these, we’re happy to send out the HTML event invitation
 - HTML email invitation to school/college alumni listserv
 - Event inclusion in school/college e-newsletter or hard copy magazine
 - Potential inclusion in WSU alumni e-newsletters and publications
- External promotion via social media
 - Promote event on on school/college Facebook, LinkedIn and Twitter sites up to three times each prior to the event.
 - If interested in additional social media promotion, please provide us with a bulleted handle list of the various groups you’d like us to reach out to on LinkedIn and Twitter.
- An HTML email invitation event reminder
- Attendance at up to one event meeting per month for your event.

■ Marketing and communications directors may also include the following copy in response to event planning/promotion requests: “As (school/college) marketing and communications office has a wide range of priorities and responsibilities, any kind of promotion not mentioned above will need to be pursued by your department, program or office.”

- **Design project or advertisement creation:** If you are interested in having a hard copy invitation, program or advertisement designed for your event, contact Christa Raju, director of publications and design, at ccraju@wayne.edu, copying your school/college marketing and communications office if applicable. The design team will contact you with their recommendations, as well as project costs and a timeline.

- **University Television – video content:**
If you are interested in any kind of promotional video or day-of-event video production, contact the UTV team directly at arthurlionas@wayne.edu, copying your school/college marketing and communications office if applicable. The UTV team will contact you with their recommendations, as well as project costs and a timeline.
- **Web request:** If you are interested in having a new page or site created for your event, please notify your school/college marketing and communications office and then fill out the form at go.wayne.edu/webrequest. The Web team will contact you with their recommendations, as well as project costs and a timeline.

Adding your admissions-related event on the events calendar(s)

Why?

The events calendar can help you:

- Promote your event through WSU websites, digital signage, integration with your school/college sites, etc.
- Track interest and expected attendance using the RSVP function
- Keep in touch with interested audiences

How?

- First, view the tutorial at mac.wayne.edu/web/tutorials.php.
- If you're not the school/college marketing director, connect with them (if you have one) to let them know about your event.
- Then visit events.wayne.edu/ to get started.
- If you are unable to add an event or would like to request a new calendar, contact web@wayne.edu to request access to this tool. Let the Web team know what calendar(s) you're interested in having access to. If you are involved in admissions-related events, please be sure to request access from web@wayne.edu to the Salesforce calendar. Be sure to click that calendar on all your admissions-related events.
- Create your event. If your event is related to admissions in any way, please make sure to appropriately state that in the mandatory field provided.
- Be sure to add an RSVP if you're interested in tracking participants (see notes below on how to create an RSVP and on electronically checking in guests at your event).

Examples and best practices

TODAY
Thursday - Mar 19, 2015

Day | Week | Month | Date Range

◀ MARCH 2015 ▶

SU	M	TU	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Search Events... 

- Main
- Schools & Colleges
- Administrative
- Research Events
- Alumni & Friends
- Students
- Faculty/Staff
- Athletics
- Special Events
- Detroit Area
- View by Audience
- View by Category
- Subscribe
- Search Events

Main Events Calendar

[Return to Event Listing](#)

Prospective students: Tour the Dept. of Communication

March 20, 2015 | 1:00pm - 2:30pm

Category: Tour

Location: Manoogian Hall #585 | [Map](#) 
906 W. Warren
Detroit, MI 48201

[RSVP Now](#)

Cost: free

Calendars: [Main Events Calendar](#), [Communication](#), [CFPCA](#)

Audience: Alumni, Community, Current Graduate Students, Current Undergraduate Students, Faculty, Parents, Prospective Students, Staff

 [Tweet](#) 0

 [Like](#) Be the first of your friends to like this.

 [Send to a Friend](#)

 [Share Event](#)

 [Print](#)

 [Save to iCal](#)

 [Report a Problem](#)

 [Edit Event](#)

 [Cross Promote](#)

WSU's Department of Communication is pleased to offer tours of its facilities to all students interested in pursuing degree programs in communication studies, film, media arts and studies, journalism, broadcast journalism or public relations. Please RSVP by clicking the "RSVP Now" button to the right. If this date does not work for you, please choose a better one from among all tour dates:

[Jan. 23 at 1pm](#)

[Feb. 20 at 1pm](#)

[Mar. 20 at 1pm](#)

[April 17 at 1pm](#)

[May 22 at 1pm](#)

During the tour, prospective WSU students will learn about the department's progressive undergraduate programs and visit some of the classrooms, studios and labs where student/faculty collaborations take place. The tour runs for approximately 90 minutes. Please wear comfortable shoes and dress for outdoor weather.

DEPARTURE POINT

Adding an RSVP on the events calendar

Why?

- Using the RSVP function on the events calendar is a great way to keep track of your event attendees.
- Names and emails can automatically populate Salesforce if “Salesforce” is selected and after the match process is complete.

How?

- After you’ve added your event to events.wayne.edu, go back into your event entry and click the “Add RSVP” link.
- RSVP information: Take a look at the information that’s automatically populated.
 - If you’re going to be including the URL in publications or materials, you may want to finesse the permalink/URL to shorten it slightly.
 - If you add an image, please be sure to first crop it to 400 x 150. Stretched or squished images take away from quality and brand.
 - Be sure the appropriate email address is listed in the reply field.
 - If there’s a date you want the RSVP to close, please be sure to include it.
 - You can personalize both the confirmation page and the confirmation email. If there’s information you’d like to reiterate or convey (e.g., parking, directions, additional event information, who to contact for questions), you can use these fields to do so.

- Choose fields: Choose fields you want prospective students/attendees to answer.
 - We recommend including single line text fields for first name, last name, date of birth, email address, phone number and expected term of entry; and a drop-down menu for expected student level (i.e. FTIAC, transfer, graduate) as mandatory fields. For the date of birth field, please use the field with suggested format. Additionally, please use a drop-down menu for term of entry.
 - Additional recommended fields might include mailing address, major of interest, alternate email, etc.
- If it’s an admissions-related event, be sure to click “Wayne State” in the “Form Settings” area on the right.
- Set live: Be sure your form is set up exactly how you’d like. Changes after a form is live are discouraged and may take the Web team some time to address.
 - Submit your form for approval. RSVPs are approved within two business days. Be sure to keep this timing in mind and get your RSVP form in early.
- Submissions: Once your form is live, you’re able to view submissions (those who have RSVP’d for your event). You can provide others within your school or college access to view submissions in the CMS, or you can export your RSVP list into an excel document by clicking on the two links listed in step 4.

Examples and best practices

WAYNE STATE UNIVERSITY

Pipeline | Blackboard | Wayne Connect

EVENT CALENDAR

Welcome back Kristin Copenhaver [Logout](#)

[View Events](#) [Overview](#) [Add Event](#) [Edit Events](#) [Edit RSVPs](#) [Export](#) [Administrators](#)

[Edit](#) [View](#) [Edit RSVP](#)

Step 2 - Choose Form Fields

You are editing Test starting on Aug 12, 2015

[Step 1 - RSVP Info](#) **[Step 2 - Choose Fields](#)** [Step 3 - Set Live](#) [Step 4 - Submissions](#) | [Access](#) [Export](#)

Add a Field **Field Settings** **Form Settings**

Send to e-mail Field:
Email

Access ID Authentication Required?
No

Limit by IP?
No

Captcha Required?
No

Salesforce CRM Organization:
✓ Please Select
Wayne State

[Save Form](#)

Need help? We have [training videos](#) or email web@wayne.edu.

Cross-promoting an admissions-related event on your events calendar(s)

Why?

- Cross-promoting your event on various WSU calendars can give your events more visibility.

How?

- First, view the tutorial at mac.wayne.edu/web/tutorials.php.
- Then visit events.wayne.edu/.

- Click on the event you would also like to appear on your school, college or department calendar.
- Click the “Cross Promote” link on the right (at the bottom of right-side menu).
- Scroll until you see the calendar(s) on which you would like to add the event.
- Save.

Examples and best practices

The screenshot displays the 'Main Events Calendar' for Wayne State University. On the left, there is a navigation sidebar with a calendar for March 2015 and a search bar. The main content area features the '2015 Spring Open House' event for March 28, 2015, from 10:00am to 1:00pm. The event details include its category (Recruitment), location (Main Campus), and cost (Free). A list of calendars where the event is visible is provided, along with social media sharing options (Tweet, Like) and a list of actions: Send to a Friend, Share Event, Print, Save to iCal, Report a Problem, Edit Event, and Cross Promote. A yellow arrow points to the 'Cross Promote' button. Below the event description, there is a registration form with fields for First Name (Kristin), Last Name (Copenhaver), Email (du1263@wayne.edu), and Student Type (Please Select).

Electronically checking in guests at your admissions-related event

Why?

- This will allow prospective students' information to be pushed into Salesforce. This helps keep track of student interests, attendance at various admissions-related events, and allows the school/college to follow up with updated and relevant next steps.

How?

- With enough notice, the CRM team can help you set this up for your upcoming admissions-related event. Nicole Brandenburg, interim director of CRM, can be reached at crmhelp@wayne.edu or **313-577-6677**.

Webinar planning and promotion

Why?

- A number of Wayne State schools and colleges have hosted webinars to better promote their degree programs to prospective and admitted students. The College of Liberal Arts and Sciences and the College of Engineering kindly provided their thoughts and tips for the purposes of this document.

How?

■ Platforms

- Platforms used include Google Hangouts (CLAS) and Echo360 (Engineering).
 - More information on Google Hangouts is available at hangouts.google.com.
 - More information on Echo360 is available at echo360.com.
- Another option might be Adobe Connect.

■ People involved

- Try to gather a small, intimate group of your most knowledgeable school or college representatives who can answer a broad range of questions about your school or college. Include, where possible, a faculty, student, alumni and staff representative.

- CLAS included five people "on air," with one moderator and one additional person who was responsible for behind-the-scenes communication with the guests/audience.
- For Engineering's graduate webinar, they included one professor from each department and a representative from the Graduate School. The dean moderated the first half and the communications director moderated the second half (Q&A).
- For Engineering's undergraduate webinar, they included one professor, three students and a recent alumnus. An academic advisor and the communications director co-moderated.

■ Pre- and post-event communications to target audience(s)

- CLAS sent two or three pre-event emails and pushed the event via social media from the college and MAC. They created a hashtag for Twitter, etc.
- Engineering promoted the webinar on the events calendar, on its website(s) and through a CRM email to prospects. They also encouraged people to tweet questions during the event and email questions after the event. The advisors followed up on the questions.
- A post-event thank you with a call to action (register for classes, schedule an appointment with an advisor, etc.) is recommended.

■ Pre-event overview with school/college representatives

- It's important to give your webinar participants an idea, to the best of your ability, of what this webinar should be about. This can either happen through meeting or email to the group. Be sure to talk about:
 - Warm, welcoming body language and posture
 - Smile, whenever possible
 - Goal for this webinar
 - Topic areas that will be discussed

- ❖ Reiterate university vision and mission
- ❖ Reiterate school/college points of pride and areas of focus
- The order of webinar events
- Areas in which you believe them to be content experts
- Keep focus on prospective students
 - ❖ Be sure to always talk about what's in it for them by attending WSU.
- Goal for length of webinar
 - ❖ Give concise examples and keep all answers brief.

■ Live chat options

- For CLAS, people were able to live chat on the G+ event page as well as the side Q&A. They also could ask questions on Twitter.
- There was no live chat for Engineering's webinar via Echo360, but students could submit questions during registration, via email in advance, or live on Twitter.

■ Future tips and recommendations

- According to the Google Plus count, the most views CLAS had at one time during the hangout was 25. People came and went. Therefore, future discussions should include providing a complete Q&A list after the hangout or linking FAQ to the appropriate times of questions asked throughout the video.
- Keep one browser open, tabbed with ALL the potential places for questions. For example, the CLAS moderator should be sure to have the following tabs open: Twitter notifications and Twitter hashtag, G+ event page and the side Q&A.
- Identify two or three hangout participants to answer questions that may have been missed after the hangout on social media.
- Use your social media account(s) to thank online participants for their questions.

- Throw the student questions in the chat, but don't forget to check the Q&A. Or disable it completely.
- Use all caps when posting student questions in the internal chat. This helps to differentiate an actual question from guidance and answer help.
- The conversation can appeal to a broad audience. Don't limit whom you promote this to. Send to all potential school/college students as opposed to just FTIACs who haven't attended an orientation.
- Establish a closing statement that gives viewers an outlet for more questions and reinforces a call to action (e.g., register for orientation).

Examples and best practices

- Link to CLAS' Google Hangout plus.google.com/events/chr44blqd4etk68job3kf8htdjc. For more information and to ask additional questions about CLAS' webinars, please contact Jessica Archer at jarcher@wayne.edu.
- Link to two Engineering webinars: engineering.wayne.edu/admissions/virtualopenhouse.php. For more information and to ask additional questions about Engineering's webinars, please contact Melissa Ellison at melissa.ellison@wayne.edu.
- The MAC and enrollment management teams can assist you in creating an email campaign to promote your webinar. Please send an email to cberry@wayne.edu.

Advertising and promoting your school, college or degree programs

Advertising your programs

Why?

- Advertising efforts can complement your marketing mix. Depending on your goal(s) and budget, you may significantly enhance the stature of your school or college through advertising efforts.

How?

- The MAC team can assist you with developing an advertising campaign and placing it with appropriate media outlets. Whether you need help with print, radio, outdoor or Web ads, we can work with vendors and media buyers to negotiate rates, recommend buys and track results. Send an email to cberry@wayne.edu for a consultation. If you're not the school/college marketing director, please be sure to copy them on the email to MAC so that they are aware of efforts and able to offer suggestions.
- If you decide to develop an advertising campaign, the MAC design team can assist you with your ads. Please feel free to send an email to ccraju@wayne.edu. Again, if you're not your school/college marketing director, please be sure to copy them on the email to design so they are aware of efforts and able to offer suggestions.
- If you have interesting or timely news, get people in the loop. Notify the communications and Web teams at mlockwood@wayne.edu and web@wayne.edu. They'll take a look and potentially include your news in various university communications such as Today@Wayne or Get Involved, or on various university websites, social media accounts and digital signage.

Setting up a Google Adwords campaign

How?

If working with MAC:

The Marketing and Web teams are happy to help your school, college, department or program in getting starting on AdWords. Please feel free to reach out to us at cberry@wayne.edu for a consultation. We can help with recommendations and processes, as well as ensure your AdWords campaign is connected to our analytics efforts. This will enable all of us to better understand user traffic and demographics to your site as a result of your AdWords efforts.

There are many sites, tips and tutorials online to help you better understand Google Adwords. Here's one video to help get you started: youtube.com/watch?v=PjOHTFRaBWA.

If working on your own:

1. If you don't have a Google Account, you'll need to create one at gmail.com.
2. Go to adwords.google.com.
3. Enter your email address and your school, college or program website.
4. Set your daily budget. Google will never charge you more than this amount per day. You can always change your set amount.
5. Choose your target audience. If, for example, you'd like to limit your audience to those who qualify for Great Lakes tuition, click "Advance Search" in the location area, then enter specific states, cities or zip codes you'd like to target in the search box.
6. Enter keywords or search terms that may trigger your ad to appear. For instance, if for the Law School, keywords might include "law," "law degree," "law school," "Michigan law schools," "Detroit law," "public interest law," "international law," etc.
7. Set your bid. "Automatically set my bids to get the most clicks within my budget"

is recommended so that you don't have to manually set bids.

8. In the Text Ad section, include your landing page URL, where you want your ad to link to. Then, being sure to include a keyword in your headline, write your headline and then draft your ad. An ad example from Criminal Justice: "Masters Degree in Criminal Justice. Start Earning Your Degree Online. (go url)"
9. For billing, you'll need to work with your business office to use a procard.
10. Review and track results. Let us know how your campaign goes!

Promoting a degree program with limited resources

Why?

- School and college communicators are often tasked with promoting new degree programs and admissions-related events, sometimes with a very small or nonexistent budget. It's important to know a few quick tips that won't set you too far back.

How?

- The MAC team (cberry@wayne.edu) can provide consultation to help you:
 - Develop a brand within the university identity
 - Strategically plan enrollment and branding campaigns and initiatives
 - Manage your editorial, photographic, print and Web initiatives
- If tackling a project on your own, here are some quick tips:
 - Outline what is new, different and/or exciting about the program.
 - Do a quick competitive analysis by benchmarking with similar programs online
 - How are they similar?
 - How are they different?

- How are they leveraging program content online?
 - On their homepage(s)
 - Through search engines
 - Through content/messaging
- Outline the specific audience(s) you'd like to reach to inform them about your program:
 - In-state vs. out-of-state vs. international
 - Traditional vs. nontraditional
 - Those with a special interest in a program area, field or special interest organizations
- Outline ways in which you can make your program more visible.
 - Website(s)
 - ❖ Is it a promotion item on your homepage?
 - ❖ Is it on your department/program homepage?
 - ❖ How many clicks deep does a site visitor have to go before getting to your program and its content?
 - Hard copy materials
 - ❖ What kind of design makes the most sense for your message and audience?
 - ❖ What kind of budget do you have for design and print?
 - ❖ What kind of longevity do you need to get out of the piece(s)?
 - HTML email
 - ❖ Work with the CRM team (npatrick@wayne.edu) to discuss a potential email campaign and distribution to prospective or admitted students.
 - ❖ Work within your school or college to promote through email listserv to your current students.
- Work with your alumni contact, if this makes sense, to promote to those who have already earned WSU degrees.
 - Social media
 - ❖ Think about whether it makes sense to promote via your Facebook, LinkedIn, Twitter or other accounts. Keep in mind that your audiences tend to vary on these sites.
 - ❖ Craft and schedule messaging, being sure to link to your desired program landing page for more information.
 - On campus (if applicable)
 - ❖ What other schools, colleges, departments and programs might be able to collaborate? On their websites or social media, to their alumni, or within their buildings?
 - Advertising
 - ❖ Contact cberry@wayne.edu for consultation and advertising tips.

Examples and best practices on next page



Fall 2016 – Winter 2017 Transfer Merit Scholarships

WSU offers a range of merit scholarships to qualified incoming transfer students who either are currently enrolled at a community college or were enrolled in the academic year prior to applying to Wayne State.

Presidential Scholarship (available only to fall 2016 admits)

Up to a \$20,000 total value

A select number of community college transfer students will be awarded one of WSU's highest scholarship opportunities. Students who qualify will be invited to and must participate in Transfer Scholars Day. Students will be offered membership in the Irvin D. Reid Honors College and will compete for additional funding above the Gold Scholarship level.

Completed admission application deadline for the Presidential Scholarship:
April 1, 2016

Award package includes:

- Invitation to join the Irvin D. Reid Honors College
- Up to \$10,000 per year for two consecutive years

To be considered, you must have the following by the application deadline:

- A minimum of 36 transferable credits from a community college
- A cumulative community college GPA of at least 3.75

To retain the award, you must:

- Complete a minimum of 12 credits during each fall and winter semester for two consecutive years
- Achieve and maintain a cumulative GPA of at least 3.3

Gold Scholarship

\$10,000 total value

Completed admission application deadlines for the Gold Scholarship:

Fall 2016 — June 1, 2016

Winter 2017 — October 1, 2016

Award package includes:

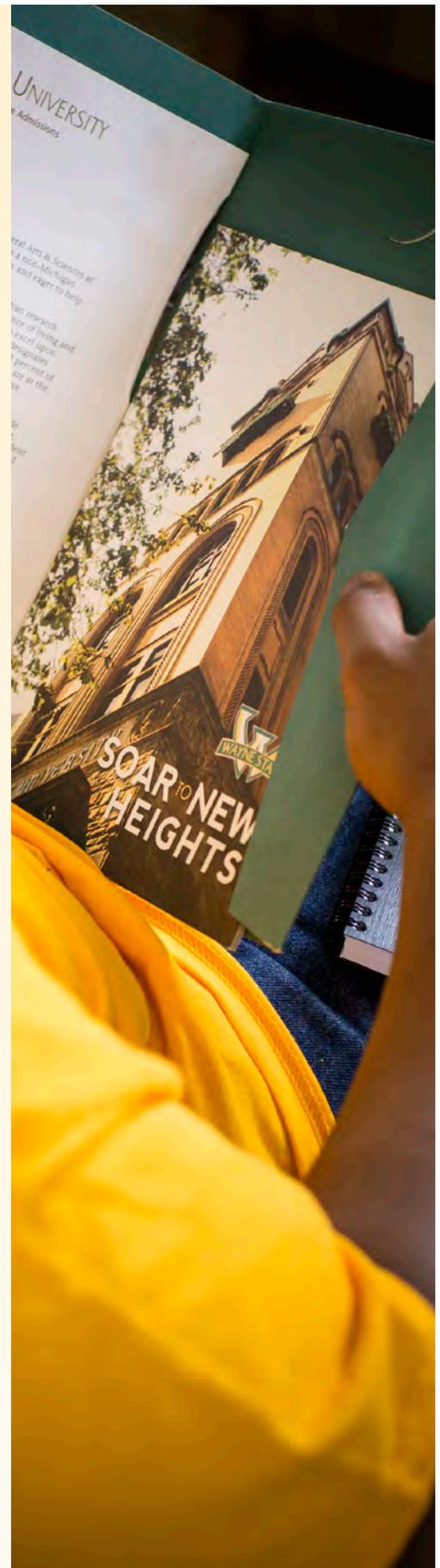
- Invitation to join the Irvin D. Reid Honors College
- \$5,000 scholarship per year for two consecutive years

To be considered, you must have the following by the application deadline:

- A minimum of 36 transferable credits from a community college
- A cumulative community college GPA of at least 3.75

To retain the award, you must:

- Complete a minimum of 12 credits during each fall and winter semester for two consecutive years
- Achieve and maintain a cumulative GPA of at least 3.3



COLLEGE OF LIBERAL ARTS AND SCIENCES



CLASSICAL AND MODERN LANGUAGES, LITERATURES, AND CULTURES

The Department of Classical and Modern Languages, Literatures, and Cultures offers students vibrant opportunities to encounter worlds beyond our campus. Providing instruction in 15 languages, our faculty specializes in areas such as linguistics, popular culture, cinema studies, history, ancient to postmodern literatures and cultures, religious studies, and more. Students learn to think critically about our globalized world and to see it through many different cultural, historical and political lenses.

PROGRAMS IN CLASSICAL AND MODERN LANGUAGES, LITERATURES, AND CULTURE

B.A. in Asian studies
(*Chinese, Japanese or both*)

B.A. in classics (*Greek, Latin, both or classical civilization*)

B.A. in German

B.A./B.S. in German and mechanical engineering

B.A. in Near Eastern languages
(*Hebrew or Arabic*)

B.A. in Near Eastern studies

B.A. in Romance languages
(*French, Spanish or Italian*)

B.A. in Slavic studies
(*Polish or Russian concentration*)

CAREERS IN THIS FIELD

- ▼ Teaching
- ▼ Student affairs
- ▼ Library and information services

- ▼ English as a Second Language instruction
- ▼ Research
- ▼ Administration

CONTACT US! Want to learn more? Prospective student?

College of Liberal Arts and Sciences
Phone: 313-577-6240
Email: t.tocco@wayne.edu



College of
Liberal Arts and Sciences

clas.wayne.edu/languages



Hybrid M.Ed. or Endorsement (ZA) in Early Childhood Education

Advance your career with added convenience

30-36 credits, based on transcript evaluation

Designed to meet the needs of busy professionals who currently hold a Michigan elementary teaching certificate and are teaching in programs for children from birth to 8 years old (or for those who wish to work with this age group), this unique program brings a comprehensive, research-based focus to teacher education. Professors who are pioneers in the field lead a comprehensive curriculum that focuses on diversity, technology and innovation to prepare educators for the rapidly evolving demands of their profession.

- As part of this program, students may have their transcripts evaluated and a plan of work developed to obtain the early childhood general and special education (ZS) endorsement on their Michigan elementary teaching certificates.

The Wayne State University College of Education now offers a number of fully accredited master's and endorsement programs in teacher education through both hybrid and fully online formats.

To learn more and apply, visit coe.wayne.edu/online.



College of Education

Creating an effective landing page for your school, college, department or program admissions efforts

Why?

- A landing page is a single Web page created as a lead/information capture page. It's designed for conversion and is topic-focused. It's where you would link your call to action (CTA) in your email or advertisement.

How?

- Please reach out to the Web team at web@wayne.edu for a consultation.
- For tips on what might be included, view examples and best practices listed below.

Examples and best practices

- Landing pages should be clear, concise and easy for visitors to use.
- They should include one major call to action.
- Tailor and personalize your landing page content to your target audience.
- Landing pages should have a finger-friendly (mobile) design.
- Forms should be brief. If you need more fields answered, include step indicators if possible. The Web team can assist with this.
- Your call to action should be above the fold. Don't make people scroll.
- Include strong headlines and limited, benefit-driven copy on the page.
- Use "value" language vs. "effort" language. For instance, use "get, see, enjoy, discover, play." Do not use "submit, start, activate, pay, go."

- Use visual and directional cues when possible. If including an image of a student, have the student facing at or pointing to the CTA.
- Make sure your page and CTA are timely.
- Include social proof. Pull in positive program content and testimonials from students who have actually experienced your program.
- Remember your thank-you message and talk about next steps to ensure the visitor knows what and when they'll hear from you again.
- Make it about the visitor.
- Use A/B testing to determine what combinations of page elements, messages, button styles and colors work best for you.



School of Business

Wayne State University Master of Science in Accounting

Prepare yourself for a professional career in public accounting. Wayne State's accredited MSA gives you the opportunity to meet the 150-hour education requirement for CPA licensure in Michigan. **Your Future Begins Now — On Your Terms.**



Why a Master's in Accounting?

With the ever-expanding tax regulations facing U.S. organizations, there is a growing need for accounting professionals for both public and private sector entities. Accounting graduates from Wayne State go on to occupy positions with the Big Four accounting firms, major corporations, and more. Our accredited, yet affordable, MSA program allows you the flexibility to complete your degree in as fast as three semesters with courses available on multiple campuses and online.



CPA PREPARATION

Meet the 150-hour education requirement for licensure as a Certified Public Accountant in Michigan. The WSU MSA provides a solid foundation for career success and competitive pass rate for the CPA exam.



CAREER RESOURCES

Not only do the Big Four accounting firms recruit at the career fair every semester, our full-service Career Planning & Placement Office exclusively serves students and alumni of the School of Business with career counseling, networking events and more.



ACCREDITATION

All WSU business programs are fully accredited by AACSB International — the highest standard of achievement for business schools around the world. Less than 5% of the 11,000+ business schools worldwide meet the prestigious standards for AACSB International.



LOCATION

Midtown Detroit is the ideal location to get a real education in business. Home to the global vehicle industry, thriving IT scene and entrepreneurial spirit are some of the reasons it has been deemed one of the "best places for business."

AIM HIGHER

Download Our Class Profile!

Enter a valid email address below to receive:

- exclusive program benefits
- recruiting events
- scholarship opportunities
- MSA acceptance tips & application deadlines

First Name *

Last Name *

Email Address *

Phone Number

Program of Interest

When Do You Plan to Start?

- Spring/Summer
- Fall
- Winter
- Not within the next year

Download Class Profile!

**Your contact information will only be used to contact you by a representative from the School of Business at Wayne State University. Your privacy is important to us, and we will not sell your information to any third parties.



Wayne State University - For Our Future

WAYNE STATE FAST FACTS

- Featured in *The Princeton Review's* "The Best 295 Business Schools: 2014."
- School of Business has approximately 800 graduate students — most are working professionals.
- 7th-largest Detroit employer.
- Lowest tuition of Michigan's 3 research universities.
- One of the nation's 50 largest public universities.
- Main campus in Midtown Detroit comprises 100 buildings over 200 acres with 6 extension centers.
- WSU awards more than \$350 million in financial aid and



School of Business

Stand out with an MBA from Wayne State University

Customize an MBA with your lifestyle in mind. Wayne State's accredited MBA gives you the opportunity to advance your career and give yourself that competitive edge in the business world. **Your Future Begins Now — On Your Terms.**



Why the Wayne State MBA?

An MBA from Wayne State University does more than provide an academic foundation for success — it opens doors. Our graduates join an alumni network of more than 31,000 successful business executives across Metro Detroit and worldwide. Whether you are landing your first job or making your way to the corner office, our MBA gives you the opportunity to match your degree to your career goals.



FLEXIBILITY

Full-time to part-time program options offered at our main campus in Midtown Detroit and Farmington Hills with online, evening and Saturday courses. Along the way, select from 13 optional MBA concentrations to develop further expertise — from accounting to marketing.



CAREER RESOURCES

A full-service Career Planning & Placement Office that exclusively serves students and alumni of the School of Business with career counseling, networking events and more.



ACCREDITATION

All WSU business programs are fully accredited by AACSB International — the highest standard of achievement for business schools around the world. Less than 5% of the 11,000+ business schools worldwide meet the prestigious standards for AACSB accreditation.



LOCATION

Midtown Detroit is the ideal location to get a real education in business. Home to the global vehicle industry, thriving IT scene and entrepreneurial spirit are some of the reasons it has been deemed one of the "best places for business."

AIM HIGHER

View the MBA Class Profile!

Enter a valid email address below to receive:

- exclusive program benefits
- upcoming events
- scholarship opportunities
- MBA acceptance tips & application deadlines

First Name *

Last Name *

Email Address *

Phone Number

Program of Interest

Full-Time MBA

When Do You Plan to Start?

- Spring/Summer
- Fall
- Winter
- Not within the next year

View MBA Class Profile!

**Your contact information will only be used to contact you by a representative from the School of Business at Wayne State University. Your privacy is important to us, and we will not sell your information to any third parties.



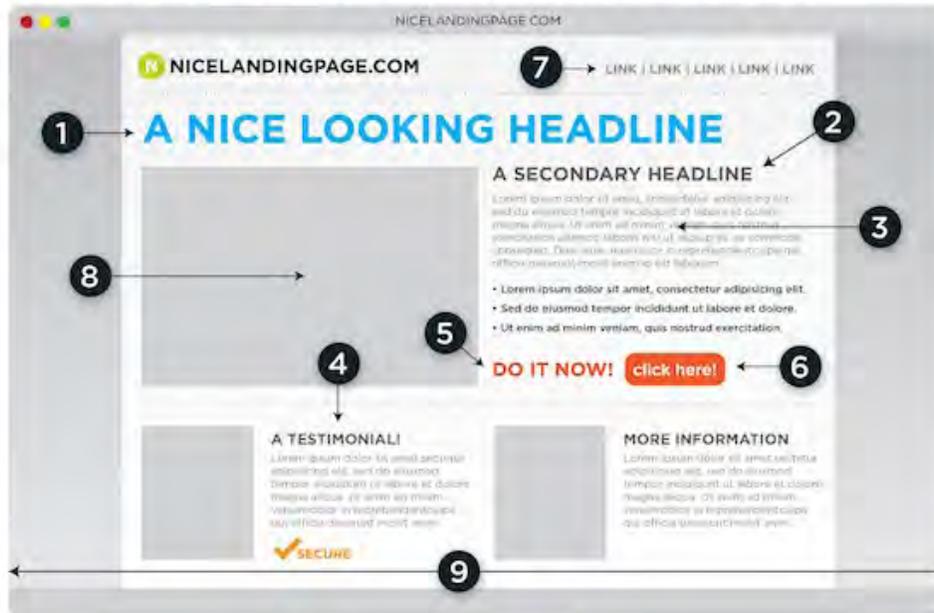
WAYNE STATE FAST FACTS

- MBA admissions offers GMAT waivers to highly qualified applicants.
- Lowest tuition of Michigan's 3 research universities.
- Part-Time MBA ranked among best programs in the country by *U.S. News & World Report*.
- One of the nation's 50 largest public universities.
- 7th-largest Detroit employer.
- Main campus in Midtown Detroit comprises 100 buildings over 200 acres with 6 extension centers.
- WSU awards more than \$350 million in financial aid and

THE ANATOMY OF A PERFECT LANDING PAGE

HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS



1 PAGE HEADLINES AND AD COPY

- The landing page headline and advertisement wording should compliment each other.
- Your AdWords score allows a site to discover the cost-per-click. This score can be improved by having consistent content between the ad message and landing page text.

2 CLEAR AND CONCISE HEADLINES

- Being one of the first things a visitor will read, the landing page headlines should not confuse or bore, but compel a visitor to take a closer look.
- Addressing a specific point that is related to the content of the website will catch a reader's attention more than having a vague and uninteresting headline.

3 IMPECCABLE GRAMMAR

- In the example of an online retailer who is asking for visitors to purchase and provide personal and billing information, the trust of the customer will be risked if there are spelling errors and sloppy grammar.

4 TAKING ADVANTAGE OF TRUST INDICATORS

- For an effective way of building trust, incorporate testimonials, press mentions, guarantee seals, and 3rd party trust and security certification (Better Business Bureau, VeriSign, etc.).
- When eye glasses and lens company ACLens began using VeriSign, they saw a 41% increase in conversions and a 58% increase in revenue per transaction. The same can happen with any online landing page.

5 USE A STRONG CALL TO ACTION

- After a visitor reads the landing page headline, it is crucial that they know what to do next.
- In the case of Mozilla Firefox, when they changed their call-to-action from "Try Firefox 3" to "Download Now - Free", it outperformed the original call-to-action by 3.6% and had a confidence level of over 99%, resulting in 500 more downloads during the time of the test.

6 BUTTONS AND CALL TO ACTIONS SHOULD STAND OUT

- Identify the keywords people interested in your service might be searching for and use words such as "free", "new", "buy" or "download now".
- A conversion button should stand out and be placed right below a call-to-action or have the call-to-action as the button. Nonetheless, the button should be big, bright, and above where a user would have to scroll to it.
- Orange or yellow buttons for a call to action help to catch a viewer's eye.

7 GO EASY ON THE LINKS

- Links connecting the user to too many other sites or pages will distract them and have a negative impact on conversions.
- Lots of links may make sense on a regular homepage, but on a landing page simplicity is key.

8 USE IMAGES AND VIDEOS THAT RELATE TO COPY

- Implementing motivational speeches, videos of user testimonials, and product images into a home page can have a positive impact on viewers, as well as give shoppers an extra push to look further into a product.

9 KEEP IT ABOVE THE FOLD

- The space a visitor sees without having to scroll is where the most important parts of the webpage should be.
- Place the call-to-action button above the fold and in a location where the viewer's eye will scan to. Never have the button in a place where it has to be searched for.

10 ALWAYS BE TESTING

- Optimize a landing page for conversion over time. Run A/B-tests, change copy, images, and call-to-actions to see what resonates most with users.
- In addition to A/B testing, testing two completely different site designs against each other will be beneficial in the long run. (A/B testing is where a baseline control sample is compared to a variety of single-variable test samples in order to improve response rates.)

GET A 5-STAR MEXICO VACATION FOR A 2-STAR PRICE

Enjoy Cabo's sunshine for just \$500 per week for two! Including airport transfers.



Offers this good, don't stay around forever! Apply now to secure your week, before it's too late.



"First, this resort is a really tremendous value for what you get compared to other resorts in the area. We stayed here a couple times before when it was an Intercontinental. By in large, it's not changed much, and we would definitely go back!"

Deanna V

5 reasons to stay with us: ★★★★★

- 7 nights 5 star luxury accommodation for two
- Stunning beachfront location
- We take care of everything, including airport transfers
- Direct daily flights
- Discover one of the richest cultures



Free 30-day trial.
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Questions? Call us at 0800 0921223
(Freephone).



NO DOWNLOADS. NO SOFTWARE TO INSTALL.
Register now, and for thirty days you'll have access to the features and capabilities of Sales Cloud's Professional edition, built on the Salesforce Platform. See for yourself why more than two million users love Salesforce - the world's most popular CRM application.

Trusted by over 150,000 customers



Start your free trial now.

Use preferred social account:

OR

Enter your details:

- I agree to the Master Subscription Agreement.
- Yes, I would like to receive offers and information from salesforce.com

Start free trial



Oxfam Ireland is part of a global movement of people working together to end poverty and injustice

TRAILTREKKER

Are you up for the ultimate team event? Take on Ireland's Mourne Mountains in a 50km or The Cooly Mountains in our new 25km route on June 15th 2013.



WIN GREAT PRIZES

Request more information now!

Fill in all the details below to be in with a chance to "win a night away for 4 in Olan House Hotel in Carlingford & Activities for 4 in Carlingford Adventure Centre!"

We'll also be in touch to give you all the information you need about this year's amazing Trailtrekker events on June 15th.

Send me more info

Ready to sign up for the event now?

[Enter Trailtrekker Euro Site](#) [Enter Trailtrekker Sterling Site](#)

Web design and management, web formatting tips and social media

CMS Training

- For Web training, visit go.wayne.edu/cmstraining.
- Always remember you have teammates in MAC who are ready and willing to assist you. Please send an email to cberry@wayne.edu if you don't know the best person to contact. We'll reply at our earliest convenience and redirect your inquiry accordingly.

Creating or redesigning websites

Why?

- Perhaps your current site no longer serves its purpose or is ineffective. Or perhaps you have need for a new site. The MAC Web team can assist you — just as they've assisted most of Wayne State's schools, colleges, departments, offices and organizations. It is not required that you go through this team, but we recommend it if possible. And here's why:
 - The team is very knowledgeable and can recommend best practices and new solutions that suit your needs.
 - The MAC team can help create a unique and specialized site for you while ensuring it stays true to the Wayne State brand.
 - Using the WSU CMS, your content is more automatically integrated into WSU's messaging and site platforms, which means greater visibility and a more seamless user experience for visitors.
 - You know where to find the MAC team, whose members are incredibly helpful and responsive. They offer a wide variety of training sessions and are happy to help you with any questions you may have.
 - Though the MAC team does charge for its services, estimates tend to be much more affordable than outside vendors.

How?

- Fill out the form at go.wayne.edu/webrequest for a project consultation.

Managing your CMS: school/college, department, program, student organization sites and more

Why?

- School and college websites can be quite large thanks to various division, department and organizational subsites included within the school/college purview. Having a good management plan in place will reduce stress.

How?

- The Web team offers CMS training sessions to university faculty and staff charged with updating content on a website. You can sign up or direct people to sign up for training sessions via go.wayne.edu/cmstraining. Contact web@wayne.edu with any questions.
- If possible, try to identify at least one person who can be responsible for updating content on each subsite.
- Meet with the above group periodically to introduce them to new tips and tools.
 - Your first meeting might cover CMS formatting (i.e., stick with font colors provided, do not underline, do not use all CAPS, etc.). This will maintain consistency and brand throughout your WSU sites.
- When developing or redesigning your Web presence, try to keep efficiency in mind. School/college marketing offices are typically small, and it's important to think about process and the time involved when maintaining and updating a website. The MAC team will offer suggestions, but please try to think about new options that might help you and your college increase efficiency (we can always include them as best practices in the next version of this guide).
- Send an email to web@wayne.edu for more information on training sessions.

Web formatting tips

Why?

- It's important to adhere to university guidelines and standards called out in the brand identity manual, the WSU style guide and online

through CMS tools. This ensures consistency in tone and brand across all efforts.

How?

- Please be sure to follow university brand identity standards at mac.wayne.edu.
- Additionally, on any WSU school, college, department, office or organization websites, please do *not*:
 - Copy and paste from Word — ever. Use the “paste from Word” or “paste from plain text” editor buttons in the CMS.
 - Underline text.
 - Use various colors in text formatting — please stick to the various header options provided in the CMS.
 - Use various fonts within a WSU page — please stick to the default fonts provided in the CMS.
- Do make sure you:
 - Use the format menu dropdown when you need to insert a heading. Heading 1 is to be used only for page title, which is already there. Please use Heading 2 and others for headings in the CMS.

Using Google Analytics for tracking site traffic

How?

Get access

- If you work with the Web team in the CMS, odds are your website(s) is already tracking users and their behavior through Google Analytics. If so, they've probably already given you access. (If you're not sure if you have access or have forgotten your username/password, please send an email to web@wayne.edu.)

Log in

- You can log in at google.com/analytics/ via the “Access Analytics” button at the top right. You may want to bookmark this page in your browser so you can start making it a habit to log in.

Click on your site and take a quick look around

- Once you're in analytics, click on your site. You

may have access to more than one depending on your subsites and overall site structure. Take some time to look around. Start thinking about what kind of information you're interested in better understanding. How many unique users have viewed your site in the last year? From what type of device are visitors viewing your site? From what country, state or city are they connecting?

Setting search dates

- You can compare statistics to previous dates. This is particularly helpful once you've started on analytics and have your site as fully launched as possible. To compare site stats to previous dates, click the date field at the top right and choose your timing. You also can export reports showing the comparison.

Outline some specific goals and start drilling down

- You can easily get lost in analytics. To avoid doing so, set goals. Interested in better understanding prospective student visits to your admissions area of your site? Work with web@wayne.edu to better understand how to create specific goals, segments and funnels in analytics.
- Once your specific goals are outlined and segments/goals/etc. set up in analytics, drill down a bit deeper. Via the "Behavior" menu item, you can get a better idea for what site content seems to attract the most visitors, successful landing pages, traffic once in the site, exit pages and more. You can then use this information to identify behaviors of prospective and admitted students to:
 - Better understand and anticipate their actions
 - Better understand geographic locations where targeting advertising efforts may prove more successful
 - Better understand what type of content works best
- Via the "Acquisition" menu item, you can learn what kind of searches, channels, referrals and social media sites yield visitors to your website. Here, you can also track any AdWords campaigns you've set up.

- Interested in how many people are on your site this very second? Click "Real-time" and find out.

Searching by segments (once set up)

- Segments can help bring you more relevant data. For instance, if you want to search visits by first-time visitors only, you can set up a segment (one may already exist for you) to search by this audience only. Contact web@wayne.edu for help in setting up a segment. Then, click your segment options at the top (under page header) and highlight your chosen segment.

Export a report

- Interested in printing out a report based on some of the information you're finding? Click the "Export" button at the top to choose what type of file you'd like to create.

More from the Web team to come

- The Web team is currently testing beta options and working on exploring ways to track the success of undergraduate admissions communications campaigns to prospective and admitted students through Google Analytics. We'll be sure to share any findings with schools and colleges that may help increase applications and yield here at WSU.

Using a Heat map to track site traffic

Why?

- A Web heat map can show you exactly where visitors most frequently click on certain pages of your website.

How?

- Send an email to web@wayne.edu for a consultation, letting the team know what you're interested in getting out of running a heat map test. Depending on your request, the Web team can set it up and provide you with access or statistics.

Social media tips

Why?

- Social media efforts can be a big commitment, but they can be a great marketing tool for schools and colleges. If your school or college isn't present or active on certain sites, people

notice. What's the best way for schools and colleges to go about social media efforts? We're not sure there's a definite answer that fits the needs of everyone. But the following tips may help you utilize your resources and maximize your efforts.

How?

- First, if you're thinking about creating a new school or college social media presence on anything from Facebook to LinkedIn or Instagram to Pinterest, visit forms.wayne.edu/socialmedia and fill out the form for a consultation and needs assessment by the WSU Web team. The team oversees the full university presence on social media and has policies in place that need to be adhered to across the university (WSU's revised social media policy should be completed in the coming months).
- Once you've consulted with the Web team, please feel free to use the following tips and recommendations as you see fit.

Examples and best practices

Customer service vs. connection

- Current and prospective students certainly will follow you on Facebook, Twitter and other social media sites. They'll have questions you'll want to answer in a very timely manner. They'll have posts you'll want to repost. Wayne State's main social media accounts have huge followings and do a fantastic job with regard to customer service. So, how about shifting your school/college focus just a bit?
 - Employers – Our goal as a university is to provide our students with a high-quality education so they can secure jobs, be successful and contribute to the greater good, right? As a school or college, you're much more in tune with the employers that hire our graduates. So why not focus on connecting and conversing with employers to better highlight our students, our alums and our programs to further expand your reach and brand presence?
 - Start by creating a list of employers

you'd like to connect with on various networks.

- Search Google or go to their homepages to grab social media URLs.
 - Connect with your school/college accounts.
 - Follow and retweet interesting and relevant industry news.
 - Tweet your own messages about “#WayneState student doing great work @company [link to article],” or “WayneState student secures internship w/ @company [link to article] #aimhigher”
- You can also do the same for industry-specific organizations. For instance, do you have a student chapter of a nationally affiliated, prestigious organization (with a lot of followers nationally)? Start following and connecting your student efforts with those of the national organization. Odds are they'll be more than happy to promote efforts of students nationwide via retweets and reposts. They are their students, too.
 - Create a list of national, regional and local organizations with which your students, alumni and faculty are affiliated.
 - Search Google or go to their homepages to grab social media URLs.
 - Connect with your school/college accounts.
 - Follow and retweet interesting and relevant industry news.
 - Tweet your own messages about “#WayneState #BMESociety student creates #tech to save lives [link to article] #WSUBMES,” or “WayneState #professor named #AICHE Fellow [link to article] @Chenected #aimhigher”

Planning: Utilizing resources to maximize impact

- Do you have certain events coming up that you know you'll want to promote on Facebook,

Twitter, etc.? Try to sit down at the beginning of the week, or once every couple weeks, and plan out a large portion of your upcoming posts and hashtags in one sitting. Both Facebook and Twitter allow you the option of entering your information now and timing your posts for exactly when you want them to go live.

- Take some time to brainstorm hashtags that make sense for your school or college. What's your mission/goal as a school or college? How should you translate your brand socially? Think consistency, long-term and future vision.
- Do you have a student assistant who can help you with student events and take photos? Give them the "student beat" and let them highlight student life in your school or college through social media.

Timely and appropriate response

- Social media is fast, and it's important to have quick (well-thought-out/planned) responses to questions and inquiries, especially with regard to customer service efforts.
- Many times, the best response is to redirect to a general Wayne State site, especially in response to weather and emergency messaging. MAC works closely with the administration to ensure messages convey the correct details and tone. It's always best in these instances to redirect accordingly.
- Speaking of tone, remember to reread posts prior to going live to check your tone. Upbeat, helpful and fun is always a good way to go.
- Be sure to set up alerts so you know when people are mentioning you or sending you messages on social media.

Social sites for departments, offices and student organizations

- Schools and colleges are made up of many divisions, departments, offices, organizations, etc. Sometimes people around the college will contact you for assistance in setting up their own social media sites. If possible, try to explain that, if they do not really have people

to manage the account(s), it may be in their best interests to just include their messaging on the main school/college accounts. This builds a stronger school/college community and doesn't create another inactive account associated with the school/college.

- Again, web@wayne.edu should be consulted prior to the establishment of a new school, college, department or office social media presence.

Tools

- There are many social media tools and services available, such as Tweetdeck, to help you better connect, interact and manage your social media accounts. Please contact the Web team at web@wayne.edu for further assistance and direction.

Embedding social media on your website

Why?

- Embedding social media feeds into your website(s) may make sense in your school or college marketing efforts.

How?

- The Web team is happy to provide a consultation. Please send an email to web@wayne.edu.

Photography

Requesting WSU photography services

- To book a WSU photographer for your event, call **313-577-4235** or send an email to **photography@wayne.edu**.
- A benefit of working through WSU Photography is that full access is granted to the MAC design group, which means your images will likely get greater placement and publicity across the university, potentially being used in WSU's general recruitment print and web efforts.

Viewing event photos by the WSU Photographer

- If you have recently used Wayne State photography services and would like to see photo highlights, view the event photo gallery at **waynestate.photorelect.com/store/store.aspx**. Simply select the event you would like to browse from the dropdown menu.

Ordering photos online

- It's fast and easy to purchase photos from your admissions-related event. Browse the options available at **waynestate.photorelect.com**, find your event, place wanted photos in your shopping cart, then checkout via the link at the top right. Call **313-577-4235** or send an email to **photography@wayne.edu** with any questions.

Getting your photos on the WSU Flickr stream

Why?

- Wayne State's photo presence on Flickr is extensive and showcases a number of schools, colleges, departments, offices and teams. Photos on the WSU Flickr stream show up in a variety of places across campus, including on digital signage, in Today@Wayne, in marketing materials, on our websites and more. Adding your university photos to this stream can help bring awareness to your school or college efforts.

How?

- If you're interested in getting set up on Flickr, please fill out the social media form at forms.wayne.edu/socialmedia and the Web team will get back to you at its earliest convenience.

Tips and tools for working with volunteers

Scripting tips for calling campaigns

Calling campaigns – general conversation starters

Congratulations and welcome to the [school/college name] at Wayne State University.

Introduce yourself. Briefly explain your role at the university.

- If you are a student, talk about your experience. What's your favorite part of WSU?
- If you are alumni, talk about why you are proud to have graduated from WSU.
- If you are a staff or faculty member, talk about what you like most about WSU.

Ask if the student has any questions.

- If there are any questions that you feel you cannot answer, direct them to the Student Service Center by calling **313-577-2100** or emailing studentservice@wayne.edu.

Mention the next steps for a student. (In this case, if they are undergraduate students.)

- If they are a winter admit: Sign up for orientation.
- If they are a fall or spring/summer admit: Let them know they will receive their invitations to Admitted Student Day and orientation in January.
- Invite them to visit campus in person or take a virtual tour at virtualltour.wayne.edu.

Fast facts about WSU

- Wayne State in 30 seconds: Since 1868, Wayne State University has been an engaged and motivated community of scholars in the heart of Detroit. Today, nearly 28,000 students from nearly every U.S. state and more than 60 countries are pursuing degrees on our Midtown campus and five extension centers, earning an education at a nationally ranked research university strengthened by the culture, industry and diversity of its urban environment.

- Nearly 3,000 students live on campus in three residence halls and three apartment buildings. Invite students to “go away” to school in Midtown Detroit. Students interested in learning more about WSU’s housing and residential life can visit housing.wayne.edu.
- There are 60 professionally trained officers on Wayne State’s dedicated police force, working 24/7 to keep campus safe. Learn about WSU’s commitment to safety and security at wayne.edu/safety.
- WSU offers study abroad opportunities in nearly 20 countries on five continents.
- 18 NCAA athletic teams and 400 student organizations help students engage on campus and in the community.
- The Undergraduate Research Opportunities Program invites students from disciplines across the university to put their theories into practice. Grants are available to fund qualifying projects at home and abroad.

Example scripts from the College of Engineering

Callers would want to ensure they personally customize and add their own stories so they don’t sound scripted on the call.

Calling campaign script (draft) Faculty and chairs to prospective students

Hello, [admitted student’s name]. This is [name]. I’m the [title here] at Wayne State University’s College of Engineering.

Congratulations on being admitted to our department. I wanted to reach out to you to tell you a little more about what it’s like to earn a degree from Wayne State.

Is this a good time? I’ll be brief.

[If no]

No problem. Please let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

[If yes]

As a Wayne State student, you’ll have a lot of opportunities to gain hands-on experience through student competition teams and research opportunities with renowned professors. [Elaborate briefly about relevant groups/research project within your department.]

Our students have access to many scholarship opportunities — some of which even take them around the world to gain a more global perspective.

Students also have access to a wide variety of internships and co-ops. Our location in Detroit, right down the street from industry powerhouses, provides students limitless possibilities with innovative corporations such as [insert relevant companies].

Finally, what we hear most from our students is that there is a great sense of community here at the college and in our department. We are big enough to compete but small enough to care. Everyone is very supportive and always willing to provide advice and guidance.

It’s no secret that it’s a great time to go into [insert field]. Graduates are in demand and have some of the highest starting salaries around. And, if you’re interested in graduating with a résumé brimming with meaningful experiences and connections, you’ll enroll here at Wayne State.

Have you already been to campus for a tour?

[If no]

It’s a great way to learn more about the college and Midtown Detroit. Can I provide you with the tour link so you can sign up and come visit us? engineering.wayne.edu/admissions/visit.php

[If yes and a winter admit]

Great! Please be sure to sign up for orientation if you haven't already done so. And let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

[If yes and a fall/spring admit]

Great! You should receive your invitation to Admitted Student Day and orientation in January. In the meantime, let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

Well, thank you [name here]. It was very nice speaking with you. I hope to see you on campus soon!

**Calling campaign script (draft)
Students to prospective students**

Hi, [prospective student's name]. This is [name]. I'm majoring in [field] at Wayne State University's College of Engineering.

I hear you've been admitted to our college, and I thought I'd reach out and tell you why I love Wayne State. Is this a good time?

[If no]

No problem. Please let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

[If yes]

Great. I just want to take a quick moment to tell you why I love Wayne State.

As students, we have a lot of scholarship opportunities along with the chance to gain hands-on experience thanks to student organizations and competition teams like concrete canoe or EcoCAR 2.

We also gain hands-on experience on campus in our labs. The faculty members are experts in their fields, and we have ample opportunities to conduct research with them.

We also have access to a wide variety of internships and co-ops. Wayne State's location in Detroit — right down the street from industry powerhouses like GM, Chrysler, Ford, Compuware, DTE Energy, the DMC, Henry Ford and so many more — provides us with plenty of career possibilities once we graduate.

Finally, what I've personally found most remarkable about Wayne State's College of Engineering is its sense of community. Everyone is very supportive and always willing to provide advice and guidance. It's made me a better student, and it's the main reason I wanted to call you today.

If you're interested in graduating with a résumé brimming with meaningful experiences and connections, I'd definitely recommend Wayne State.

Have you already been to campus for a tour?

[If no]

It's a great way to learn more about the college and Midtown Detroit. Can I provide you with the tour link so you can sign up and come visit us? engineering.wayne.edu/admissions/visit.php

[If yes and a winter admit]

Great! Please be sure to sign up for orientation if you haven't already done so. And let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

[If yes and a fall/spring admit]

Great! You should receive your invitation to Admitted Student Day and orientation in January. In the meantime, let us know if you have any additional questions. You can reach us at **313-577-3780** or engadmissions@wayne.edu.

Well, thank you [name here]. It was very nice speaking with you. I hope to see you on campus soon!

Training your school/college student ambassadors

Why?

- Students can serve as amazing advocates for your school or college. And it's relatively easy to find ready and willing students on a university campus.

How?

- Look for students who meet academic standards and are reliable. For example, aim to recruit student ambassadors who have maintained a 2.5 GPA.
 - Consistent onboarding is important, including setting up job expectations and initial training.
 - Teambuilding to connect a group is vital in retention and overall in working together as a team.
 - Provide ongoing training to your staff liaisons, whether it be WSU knowledge, personal awareness or role-playing, it is important to continue motivating and keeping people informed and ready to answer questions from prospective students.
- Provide universitywide and school/college prospective and admitted student materials to your ambassadors. This gives them a base to go from. To request universitywide materials for this purpose, send an email to Julie Hasse, MAC strategic marketing manager, at jhasse@wayne.edu.
- Share UTV/WSU video content with your ambassadors. [youtube.com/user/WayneStateUniversity](https://www.youtube.com/user/WayneStateUniversity).
- Julie Hasse can provide additional information and training exercises to help you develop your school/college ambassador programs.

Suggesting content to add to this guide

- Think we've missed something? We welcome additional suggestions and look forward to periodically adding helpful content to this guide, which can be found under the marketing tab at mac.wayne.edu. Please send an email to kcopenhaver@wayne.edu.

