



MARKETING AND COMMUNICATIONS 2014



Mika Brzezinski (center left) and Joe Scarborough (center right), cohosts of MSNBC's Morning Joe, show off their Warrior wear during the program's visit to Wayne State on Sept. 18. From left to right: journalist Ron Fournier, Governor Rick Snyder, Brzezinski, Scarborough, WSU President M. Roy Wilson and former U.S. auto task force advisor Steven Rattner.





MARKETING STRATEGY / ADVERTISING

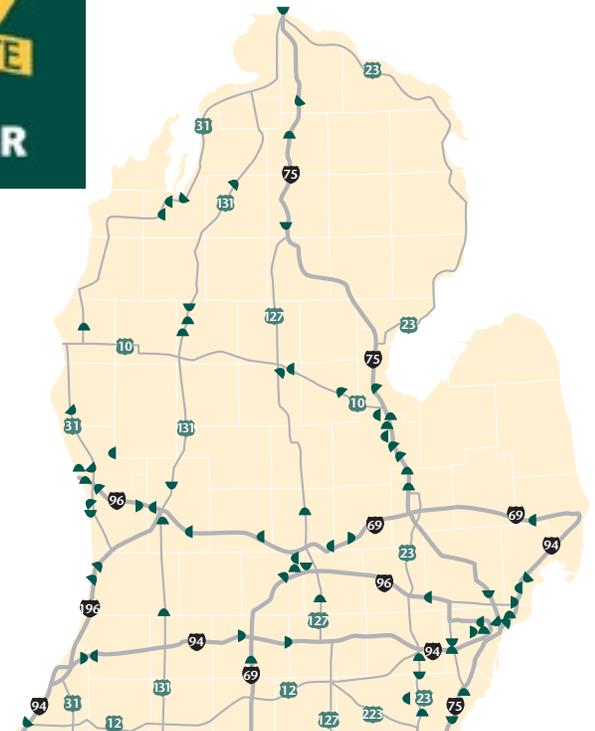


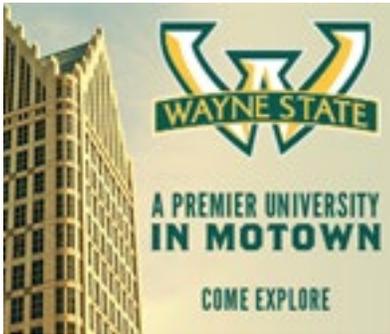
Travel around the state and you'll see green and gold. We recently embarked on an extensive outdoor advertising campaign to make Michigan residents aware of our prominent Detroit location, placing billboards along highways as far away as Grand Rapids and Mackinaw City. We've also used digital and print advertisements to make prospective students, donors and employers aware of the important role Wayne State plays in this resurgent city.



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

Right: A map highlighting the location of our outdoor billboards — stretching as far as Mackinaw City. (Note: This map was a four-week snapshot, and locations may have changed).





**OUR CAMPUS IS
DETROIT**

WAYNE STATE UNIVERSITY

WAYNE STATE

AIM HIGHER

You're going to college for more than a degree — you want to change the world. And there's no better place to start than at one of the nation's premier research universities. Our Detroit location puts us in a prime position to partner with industry leaders in health care, technology and more, providing students with real-world experience that prepares them for successful careers.

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

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

■ Print and digital advertisements tout our unique position as Michigan's only urban research institution.



UNDERGRADUATE ADMISSIONS



We work with the Office of Undergraduate Admissions to give students a memorable introduction to Wayne State. Our admit booklet is a great example of the dynamic material we provide to incoming students. Brochures, booklets and posters give a glimpse of our acclaimed programs and vibrant campus life. We also provide informative materials to keep students aware of upcoming deadlines and requirements as they prepare for the first day of class.



The newly admitted student viewbook was designed to inform and impress.

THE HEART OF THE CITY

Never a dull moment

Wayne State's footprint covers so much of Midtown, it's hard to tell where the university ends and the city begins. Steps away from cultural treasures such as the Detroit Institute of Arts and the Max M. Fisher Music Center are our planetarium, art galleries and theatres. Not to mention the concerts, performances and high-profile lectures that highlight Wayne State's jam-packed events calendar each year.

\$3 BILLION+
total investment in Midtown over the last 10 years

Investing in our neighborhood

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

\$1.14 BILLION
invested by WSU in capital projects since 1993



AIM HIGHER

OUR CAMPUS IS DETROIT.

Fall Open House
Saturday, October 11
Main campus • 10 a.m.-2 p.m.

COME SEE THE START OF SOMETHING BIG

openhouse.wayne.edu



OUR CAMPUS IS DETROIT.

Fall Open House
Saturday, October 11
10 a.m.-2 p.m.




FALL OPEN HOUSE

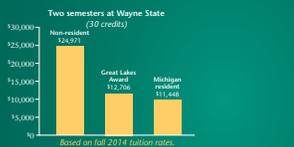
SATURDAY, OCTOBER 11
10 AM - 2 PM

RESERVE YOUR SPOT

GREAT SAVINGS for Michigan's neighbors

There already are many reasons to pursue a degree at Wayne State University — and with our Great Lakes Award, we're giving you a few thousand more.

Because you live in a state or province* bordering a Great Lake, you qualify for an exciting program that allows you to attend Wayne State classes at in-state tuition rates plus 10 percent — a savings of thousands of dollars each semester compared to non-resident rates. You also may be eligible for a Wayne State merit scholarship — but you must submit your completed admission application by March 1, 2015, to qualify for scholarship opportunities.



Based on your ACT score and GPA, you may qualify for a Freshman Merit Scholarship. Many private scholarships also are available, and we encourage you to apply. Learn more at scholarships.wayne.edu.

We're pleased to offer these exciting opportunities to help you save on the cost of tuition. Take a virtual tour and apply at wayne.edu/admissions.



AIM HIGHER

* Eligible states are Illinois, Indiana, Minnesota, New York, Ohio, Pennsylvania




2015-16 Freshman Merit Scholarships

Wayne State University offers a range of merit scholarships to qualified incoming freshmen based on a number of factors, including (but not limited to) standardized test scores and undergraduate application materials. A separate scholarship application is not required unless otherwise noted.

ACT Score	28	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46
SAT Score	1200	1300	1350	1400	1450	1500	1550	1600	1650	1700	1750	1800	1850	1900	1950	2000	2050
3,964,400																	
3,763,379																	
3,663,369																	
3,563,359																	
3,463,349																	
3,363,339																	
3,263,329																	
3,063,319																	

Legend: Green (National Merit Scholarship Finalist), Gold (Distinguished Student Scholarship Award), Distinguished (Distinguished Student Scholarship Award), Presidential (Presidential Scholarship Award)

Always scholarships are subject to the availability of funds and also are subject to change. Visit scholarships.wayne.edu for additional information. Learn more about the Irvin D. Reid Honors College at honors.wayne.edu.

University Scholarship for National Merit Scholarship Finalists

WSU aims to reward National Merit Scholarship Finalists interested in studying in Midtown. The University Scholarship award is valued at \$48,500.

Requirements: To be considered, you must be a National Merit Scholarship Finalist and notify the Irvin D. Reid Honors College of your standing by calling 313-377-3939.

To confirm your place in the Honors College and to compete for additional scholarship funding, students must participate in Scholars Day.

To retain your award, you are required to:

- Complete a minimum of 12 credits during each fall and winter semester for four consecutive years*
- Achieve and maintain a minimum GPA of 3.5

University Scholarship Award includes:

- Reserved seat in the Irvin D. Reid Honors College
- A scholarship package of \$48,000 — \$11,500 each year for four consecutive years of study at WSU
- \$20,000 toward on-campus room and board — \$5,000 per year for four consecutive years
- Study abroad funding (one time)

Presidential Scholarship

A Presidential Scholarship starts at \$9,000 per year for four consecutive years with an opportunity to receive additional scholarship funding through participation in Scholars Day.

Completed application deadline: Dec. 1, 2014

To confirm your place in the Honors College and to compete for additional scholarship funding, you must participate in Scholars Day.

To retain your award, you are required to:

- Complete a minimum of 12 credits during each fall and winter semester for four consecutive years*
- Achieve and maintain a minimum GPA of 3.3

Presidential Scholarship Award includes: - Reserved seat in the Irvin D. Reid Honors College - A guaranteed scholarship package of \$36,000 — \$9,000 each year for four consecutive years of study at WSU - Invitation to compete for additional scholarship funding through participation in Scholars Day Distinguished Scholarship A Distinguished Scholarship starts at \$7,000 per year for four consecutive years with an opportunity to receive additional scholarship funding through participation in Scholars Day. **To retain your award, you are required to:** - Complete a minimum of 12 credits during each fall and winter semester for four consecutive years - Achieve and maintain a minimum GPA of 3.3 Distinguished Student Scholarship Award includes: - Nomination to the Irvin D. Reid Honors College - A guaranteed scholarship package of \$28,000 — \$7,000 each year for four consecutive years of study at WSU - Invitation to compete for additional scholarship funding through participation in Scholars Day **Average student profile:** awarded to students with very strong academic credentials, typically with average ACT scores of 29 for SAT scores of 1300 and an average GPA of 3.9. Gold Scholarship A Gold Scholarship starts at \$5,000 per year for four consecutive years with an opportunity to receive additional scholarship funding through participation in Scholars Day. **Completed application deadline:** Dec. 1, 2014 To compete for a seat in the Honors College and additional scholarship funding, you must participate in Scholars Day. **To retain your award, you are required to:** - Complete a minimum of 12 credits during each fall and winter semester for four consecutive years* - Achieve and maintain a minimum GPA of 3.3 Gold Scholarship Award includes: - Nomination to the Irvin D. Reid Honors College - A guaranteed scholarship package of \$20,000 — \$5,000 each year for four consecutive years of study at WSU - Invitation to compete for additional scholarship



Detroit Urban Scholars Scholarship

The Irvin D. Reid Honors College offers the Detroit Urban Scholars Scholarship to select incoming freshmen who have shown an ability to excel in the academic arena and are engaged in their communities through service and leadership.

The Detroit Urban Scholars Scholarship is valued at \$24,000 (\$6,000 per year for up to four consecutive years of study). Scholars will become members of the Irvin D. Reid Honors College.

You will be considered if you:

- Have demonstrated competitive performance in a rigorous high school curriculum with a GPA of 3.0 or higher and have at least a 21 ACT score.
- Submit a completed admission application by Dec. 1, 2014, and all required documents by Dec. 15, 2014.
- Are a Detroit resident and attend a high school within the city of Detroit.
- Attend Detroit Urban Scholars Day.

Additional materials required to apply for this scholarship are:

- A personal statement of 200 words completing the following statements:
I am proud to be a Detroit because ...
I show my pride in this city by giving back in the following ways ...
- Two recommendation forms. One should be from an academic source (teacher, guidance counselor, etc.) and the other should be from a community member (pastor, community leader, etc.). Forms can be found at go.wayne.edu/urban-scholars.

To retain the award, you must:

- Complete a minimum of 12 credits in both the fall and winter semesters.
- Maintain good standing in the Irvin D. Reid Honors College with a minimum 3.0 GPA your freshman year and a 3.3 for the remaining three years.

For more information about this and other Wayne State University scholarships, visit scholarships.wayne.edu. If you have questions, please call 313-377-3030 or email honors@wayne.edu.

WSU students can receive only one Presidential Program scholarship. These include the University, Presidential, Distinguished, State Merit, Gold, Green, Detroit Urban Scholars and Kentucky Shere scholarships. Students who have completed a bachelor's are not eligible for Presidential Program scholarship. Above scholarship is available for the 2015-16 academic year pending budget approval.

Top: Print and digital advertisements encourage students to visit our exciting campus during Fall Open House.

Bottom: Fliers inform students about the many scholarship and tuition-saving opportunities we offer.




SET YOUR SIGHTS ON DETROIT

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

COUNSELOR

TIME/DATE

wayne.edu/admissions

TRANSFER STUDENT
ADMISSION QUICKGUIDE



AIM HIGHER



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

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

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

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



Top: We work closely with admission counselors as they visit local schools to help students take their next steps toward Wayne State.

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

CAMPUS ACTIVITIES

There's always something exciting happening at WSU. Throughout the year, we offer many opportunities to engage, have fun and meet new people.



Academics

MedStart Information Sessions
Sept. 11, Oct. 16 and Nov. 13, 3-5 p.m.
David Adamany
Undergraduate Library
honors.wayne.edu

Mortuary Science Open House
Nov. 6, 6-9 p.m.
mortsci.wayne.edu

Undergraduate Research Conference
Nov. 14
urop.wayne.edu



Athletics

Football night game vs. Carson-Newman
Sept. 13, 6 p.m.

Homecoming football vs. Northwood University
Sept. 27, noon

Basketball vs. Lake Superior State
Dec. 4
Women play at 5:30 p.m.
Men play at 7:30 p.m.
wsuathletics.com



Theatre

Hilberry
Romeo and Juliet
Oct. 24-Dec. 13

All in the Timing
Nov. 21-Jan. 31

Bonstelle
Peter Pan
Nov. 14-23
theatre.wayne.edu



Events

Farmers Market
Wednesdays through Oct. 29
11 a.m.-4 p.m.
Outside Prentiss Hall

DLECTRICITY
Sept. 26-27
dlectricity.com

Noel Night
Dec. 6
midtowndetroitinc.org



Expand your horizons

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

EXPLORE. DO MORE.

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

THINK YOU KNOW WAYNE STATE? Think again.

AIM HIGHER

Undergraduate Degree Programs

Business Administration
Computer Science
Engineering
Health Services
Liberal Arts and Sciences
Nursing
Public Health
Social Work
Theater

Professional Certificates

Business Administration
Health Services
Nursing
Public Health
Social Work
Theater

Honors College

For students with exceptional academic achievement, the Honors College offers a rigorous curriculum and a variety of opportunities for research and leadership.

Live it up in Midtown

Whether you're a student, a professional, or a retiree, Midtown is the perfect place to live. It's close to campus, it's walkable, and it's full of life. Visit wayne.edu/midtown for more information.

Further your studies

Whether you're looking for a graduate program or a certificate program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Graduate School

Whether you're looking for a master's or a doctoral program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/graduate for more information.

Apply to Wayne State

Visit wayne.edu/apply for more information.

Wayne State Social Media

Follow us on YouTube, Instagram, Facebook, and Twitter.

Wayne State Contact

100 W. Warren Ave.
Detroit, MI 48202
Phone: 313.487.2100
Fax: 313.487.2100

Come to Wayne State to Study

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Make yourself at home

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Find your own answers

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Call in the game

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Be smart

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Stay to play

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Check us out

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Apply Now

Whether you're looking for a career or a graduate school program, WSU offers a wide range of opportunities. Our faculty and staff are here to help you find the right program for you. Visit wayne.edu/expand for more information.

Top: Fliers let students know about ongoing campus events.
Bottom: Overview booklets and brochures walk students through all they need to know about becoming a Warrior.



SCHOOL/COLLEGE SUPPORT



Our 13 schools and colleges are where the experts train future leaders and where the heart of university work is done. We provide any marketing or communication support they need, from conference programs and invitations to branded materials. We're happy to support these partners as they help students achieve their goals and prepare to change the world.



WAYNE STATE UNIVERSITY
ENGINEERING DETROIT
 SINCE 1933

COLLEGE of ENGINEERING | BACHELOR'S // MASTER'S // PH.D. // CONTINUING ED // RESEARCH | ENGINEERING.WAYNE.EDU



BACHELOR OF SCIENCE
MECHANICAL ENGINEERING TECHNOLOGY

The bachelor of science in Mechanical Engineering Technology (BSMCT) program prepares students for diverse and dynamic careers in industry. BSMCT graduates work in fields that require understanding of the relationships and dependencies among materials, product development, manufacturing systems and processes; or energy production, transformation and transmission (including alternative energy). Careers in industry call for a broad outlook on solving complex problems that involve design, development and production.

The BSMCT program welcomes students who have an educational background or interest in any of these areas: automotive technology, computer-aided design, energy technology, advanced manufacturing, industrial technology, machine tools, product design and development, and robotics.

A QUALITY EDUCATION
 STUDENT SUCCESS IS OUR TOP PRIORITY

Wayne State University's BSMCT program is accredited by the Accreditation Board for Engineering and Technology (ABET), the premier organization that develops quality standards for engineering and technology programs in the U.S. In addition, our Engineering Technology programs are the only such programs provided by a tier one Carnegie research institution in Michigan.

RESOURCES FOR STUDENTS

- Evening courses and part-time options available
- One-on-one advisement through the transfer process and beyond
- New labs and facilities

CONTACT US!
 Learn more about our excellent programs.

Wayne State University
 Department of Engineering Technology
 4855 Fourth Street, Detroit, MI 48201
 Phone: 313-577-0800
 Email: tfcastle@wayne.edu

engineering.wayne.edu/et




WAYNE STATE UNIVERSITY COLLEGE OF ENGINEERING
 Presents
Night of the Stars
 SATURDAY 10/25/14 || 6 to 9:30 P.M.





Wayne Law Review presents
2014-15 Symposium

Sentencing
White Collar Defendants:
How much is ENOUGH?

Friday, Oct. 24, 2014
8 a.m. to 5 p.m.
Wayne State University Law School
471 W. Palmer St., Detroit

Wayne Law is proud of our 2014 Women in the Law HONOREES

 Lori Grigg Bluhm City of Troy Class of 1992	 Melissa N. Collar Warner Norcross & Judd Class of 1994	 Adrienne D. Dresovic The Health Law Partners Class of 2002	 Ebony L. Duff Casan Lawrence Miller Class of 2002	 Julie Gatti Law Offices of Julie Gatti Class of 1995
 Lisa J. Hamamah Foster Swift Collins & Smith Class of 2000	 Margaret J. Nichols Nichols Sacks Slank Sendeback & Sullivan Class of 1977	<i>Congratulations!</i> 		



"At Wayne Law, professors with esteemed legal careers and Career Services staff work to ensure every student has a summer position. Thanks to their help, I have clerked for The Office of Special Counsel and Karmanos Cancer Center, in addition to two litigation firms."

— Nora Youkhana
Wayne Law Class of 2015

At Wayne State University Law School in Detroit, you will get experience on actual cases through clinics and externships. That hands-on education ensures our graduates have consistently high bar passage rates and one of the highest employment rates. Become a part of Wayne Law: lawinquire@wayne.edu • 313-577-3937

WAYNE STATE UNIVERSITY

MBA OPEN HOUSE

GET ON THE CAREER **FAST TRACK**

TUESDAY, JUNE 24, 4 TO 7 P.M.
McGregor Memorial Conference Center

Master of Business Administration	Master of Science in Accounting	Master of Science in Taxation	Graduate Certificate in Business
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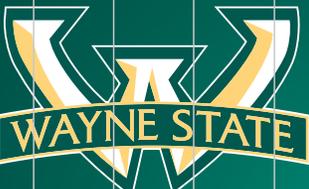
Register today at business.wayne.edu

WAYNE STATE MEANS BUSINESS

Congratulations to all of the Wayne State University alumni, faculty and staff who are being honored tonight, particularly...

	Randolph C. Paschke NACIB Chair of the Board Director of External Affairs and Community Engagement WSU School of Business
	George G. Johnson Distinguished Service Award Board of Visitors WSU School of Business
	Albert D. Spalding Outstanding Task Force Award Ethics Task Force Associate Professor of Accounting WSU School of Business


School of Business
business.wayne.edu
AIM HICHER



School of Business

DETROIT'S BUSINESS SCHOOL

SINCE 1946

Dynamic designs and materials help our schools and colleges as they interact with students and alumni.



ENROLLMENT MANAGEMENT



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



We miss you, <First name>.

Corinne Webb
Associate Vice President
Enrollment Management

decided to start your program at Wayne State because you're pursuing an education at a community college —

to select courses and requirements for your major as well as your transfer courses. These courses are in review by visiting Wayne State. Check out course requirements you need.

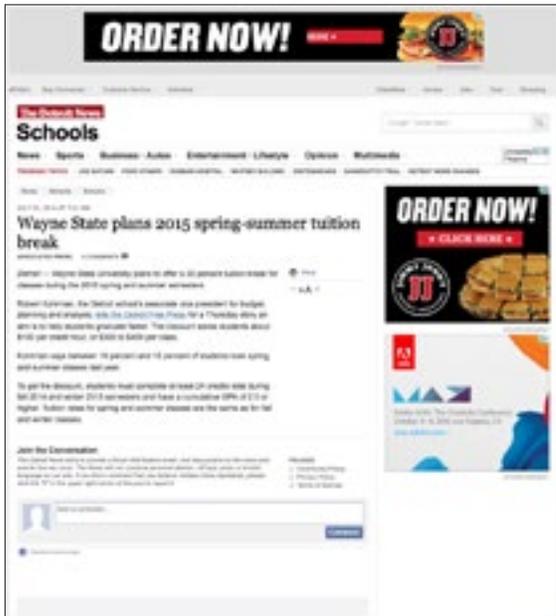
In this fall, there's your return, and we're offering your bachelor's at a special rate. Please write us with any questions at enrollment@wayne.edu.



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



<First Name> <Last Name>
<Address>
<City>, <State> <ZIP>



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

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

VIDEO CONTENT



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



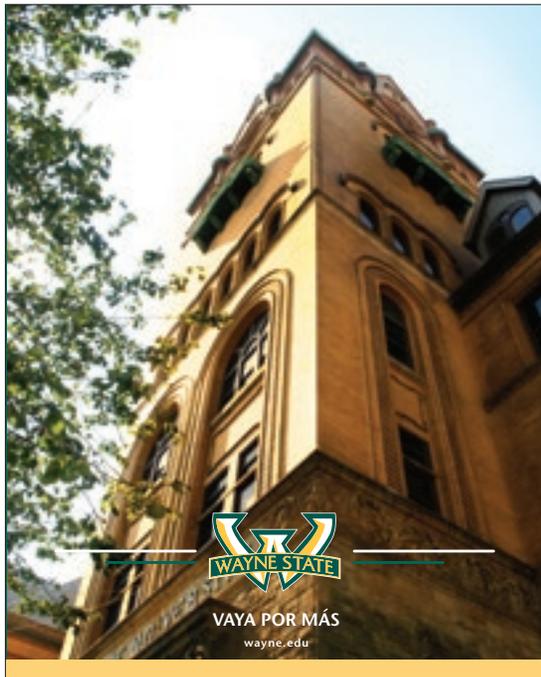
President M. Roy Wilson’s welcome back video attracted attention both on and off campus.



INTERNATIONAL RECRUITMENT



Wayne State's home is Detroit, but its reach is global. This year, as part of a program sponsored by the Brazilian government, 250 students came from Brazil to study on our campus. We shared this story with local media to highlight our expanding influence. We also designed and translated marketing materials to reach students across the globe, highlighting the benefits of studying at an urban university alongside students from 60 countries.



UNIVERSITY

que se encuentra en **DETROIT, MICHIGAN**

provisional por medio del English Institute (Instituto de Lengua Inglesa)

que cumplen con los requisitos de admisión de un único pero no cumplen con los requisitos de dominio de la lengua inglesa de la universidad. Visite el.wayne.edu para obtener más información.

Un campus amistoso, dinámico y seguro

Wayne State ofrece un campus servicial e inclusivo, con cientos de organizaciones estudiantiles y una sólida red cultural para que los estudiantes se sientan bienvenidos.

Las estadísticas colocan a Wayne State entre uno de los campus más seguros de Michigan. El departamento de policía, con casi 60 oficiales completamente acreditados entrenados por el Departamento de Seguridad Nacional de EE. UU., controla la zona las 24 horas del día y puede cerrar el 90 por ciento de los edificios de WSU en cuestión de segundos.



¿Desea obtener más información?

Nos encantaría ponernos en contacto con usted. Comuníquese por correo electrónico a gradadmissions@wayne.edu o admissions@wayne.edu

Conozca a Wayne State University

Admisiones para graduados gradschool.wayne.edu

Admisiones para estudiantes universitarios wayne.edu/admissions

Recorrido de campus virtualltour.wayne.edu

Oficina de estudiantes y profesores internacionales ois.wayne.edu

Alojamiento housing.wayne.edu

Seguridad del campus wayne.edu/safety

Oficina de programas internacionales oip.wayne.edu

ACERCA DE WAYNE STATE

Más de **370** PROGRAMAS ACADÉMICOS.

Profesores de la docencia reconocidos **MUNDIALMENTE** como **LÍDERES** en sus disciplinas.

La **FACULTAD DE MEDICINA** con campus único, lo **MÁS GRANDE** en los Estados Unidos.

El Programa de Oportunidades de Investigación para Estudiantes Universitarios ofrece **FINANCIACIÓN** para proyectos creativos y de investigación, lo cual incluye subvenciones para viajes por conferencias.

Servicios de apoyo integrales para más de **1.800** estudiantes internacionales.

WSU combina la excelencia académica con la **EXPERENCIA PRÁCTICA** constructiva. Nuestros estudiantes están preparados para competir y destacarse en la sociedad global.

Somos una de las **PRINCIPALES UNIVERSIDADES PÚBLICAS DE LA NACIÓN** en materia de inversión en investigación según la Fundación Nacional de Ciencias (National Science Foundation).

Nos encontramos entre solo **3,5%** de las universidades estadounidenses que obtuvieron la clasificación RU/VH (Universidad de Investigación, Muy alta actividad de investigación) de la Carnegie Foundation.

Agosto de 2014



Translated marketing materials are used during international recruitment visits to tell a global audience what sets Wayne State apart from other institutions.



Los costos estimados para asistir a WSU como estudiante internacional

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

International undergraduate students

	English Language Institute	General	Business Administration, Fine, Performing and Communication Arts	Liberal Arts and Sciences — Science majors or Engineering	Nursing
Tuition fee	\$19,666	\$26,137	\$27,021	\$26,313	\$29,738
Living, other expenses	\$9,740	\$13,870	\$13,870	\$13,870	\$13,870
TOTAL	\$29,406	\$40,007	\$40,891	\$40,183	\$43,608

International graduate students

	General	Business Administration, Engineering and Library Science	PharmD	Law (JD)	Law (LLM)	Fine, Performing and Communication Arts	Nursing	Medical School (MD)
Tuition fee	\$21,098	\$22,540	\$40,072	\$31,111	\$11,164	\$21,550	\$28,447	\$65,346
Living, other expenses	\$14,311	\$14,311	\$14,311	\$23,290	\$22,162	\$14,311	\$14,311	\$22,578
TOTAL	\$35,409	\$36,851	\$54,383	\$54,401	\$33,326	\$35,861	\$42,758	\$87,924

For more information, visit wayne.edu/tuition.

August 2014



Aplicando para admisión provisional a Wayne State University

Paso 1: Vaya al enlace de admisión provisional al English Language Institute (ELI en español el Instituto de la Lengua Inglesa): www.eli.wayne.edu/apply/provisional-admission.php

Paso 2: Haga clic al enlace a la aplicación de admisión al graduado o universitario y imprima el formulario de aplicación.

Paso 3: Completa el formulario de aplicación imprimido.

Paso 4: Obtenga los siguientes documentos de apoyo:

- Copias de todos sus transcripciones y diplomas
- Copia de los primeros dos páginas de su pasaporte
- Copia de los primeros dos páginas de los dependientes (si se aplica)
- Forma de declaración de apoyo (EU \$28,880 fondos) o carta de beca
- Una foto tamaño pasaporte

Paso 5: Envía la aplicación y los documentos de apoyo por correo o como un archivo adjunto al correo electrónico a:

Dr. Bruce S. Morgan
351 Manoogian Hall
Wayne State University
906 West Warren Avenue
b.morgan@wayne.edu 00+1+313-577-8072

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

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

NOTA: Los estudiantes estudian tiempo completo en el programa ELI hasta que logran tener la proficiencia requisito de inglés de Wayne State University. Los estudiantes recibirán un I-20 de la universidad al alcanzar los requisitos de proficiencia de inglés para admisión por tiempo completo. Aprobación a un programa académico depende si el estudiante alcance a los requisitos necesarios de programa, como los resultados de exámenes estandarizados o un promedio de calificaciones mínimo.



We ensure that appropriate communications are translated to help our international students prepare for their time on campus.



NEW LOCATIONS AND PARTNERSHIPS



Wayne State is growing, and we're spreading the word. As the Advanced Technology Education Center (ATEC) prepared to open in Warren, Mich., we publicized the groundbreaking, grand opening and new programs. We also kept residents in Wayne and Oakland counties updated and aware about a great new opportunity to earn a Wayne State degree close to home through our partnership with Schoolcraft College.



The Schoolcraft to U partnership allows Wayne State students to take select classes on the campus of Schoolcraft College in Livonia.



Wayne State University
 Advanced Technology Education Center Grand Opening
 14601 East 12 Mile Road ■ Warren, MI

WAYNE STATE IN MACOMB

Wayne State is expanding its presence in Macomb County with the new Advanced Technology Education Center. Located on 12 Mile Road in Warren, across from Macomb Community College, this 40,000-square-foot, state-of-the-art facility will open this fall and offer degrees in numerous high-demand fields, including:

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

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

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





EARN A WAYNE STATE ENGINEERING DEGREE IN MACOMB

Explore PROGRAM



WE'RE EXPANDING OUR MACOMB HOME

go.wayne.edu/atec

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



GET INVOLVED



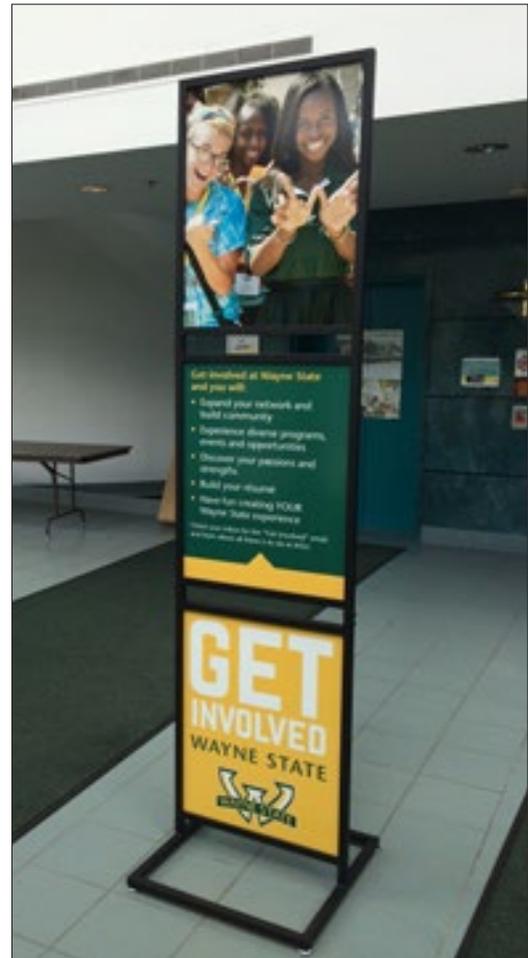
The Get Involved campaign makes students aware of the fun and formative opportunities occurring around campus. We work with the Dean of Students Office to create colorful communications touting the ways students can plug into campus events and organizations. The biweekly "Get Involved" email newsletter highlights Warriors making a difference in the community and lists upcoming social and academic opportunities. This campaign encourages students to get the most out of their college experience.

GET INVOLVED WAYNE STATE

Get involved at Wayne State and you will:

- Expand your network and build community
- Experience diverse programs, events and opportunities
- Discover your passions and strengths
- Build your résumé
- Have fun creating YOUR Wayne State experience

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

GET INVOLVED WAYNE STATE



doso.wayne.edu

GET INVOLVED WAYNE STATE

Increase your knowledge, build your resume and have some fun. Get involved and make the most of your college experience.



Hundreds of student organizations and events at doso.wayne.edu

GET INVOLVED WAYNE STATE

Increase your knowledge, build your resume and have some fun. There are opportunities for every interest, so keep an open mind and try something new.

Find hundreds of student organizations and events at doso.wayne.edu.

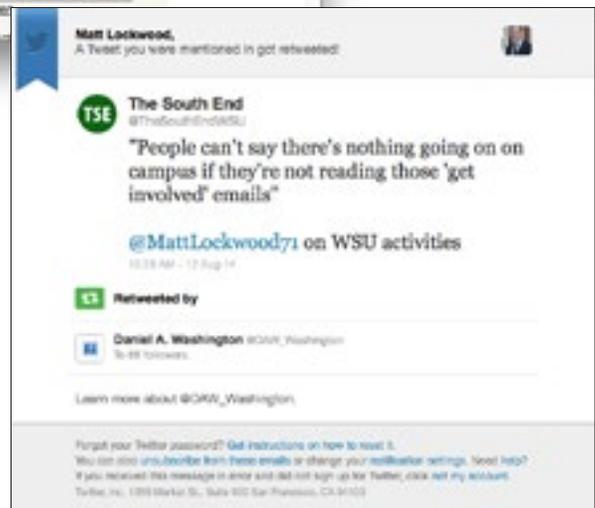
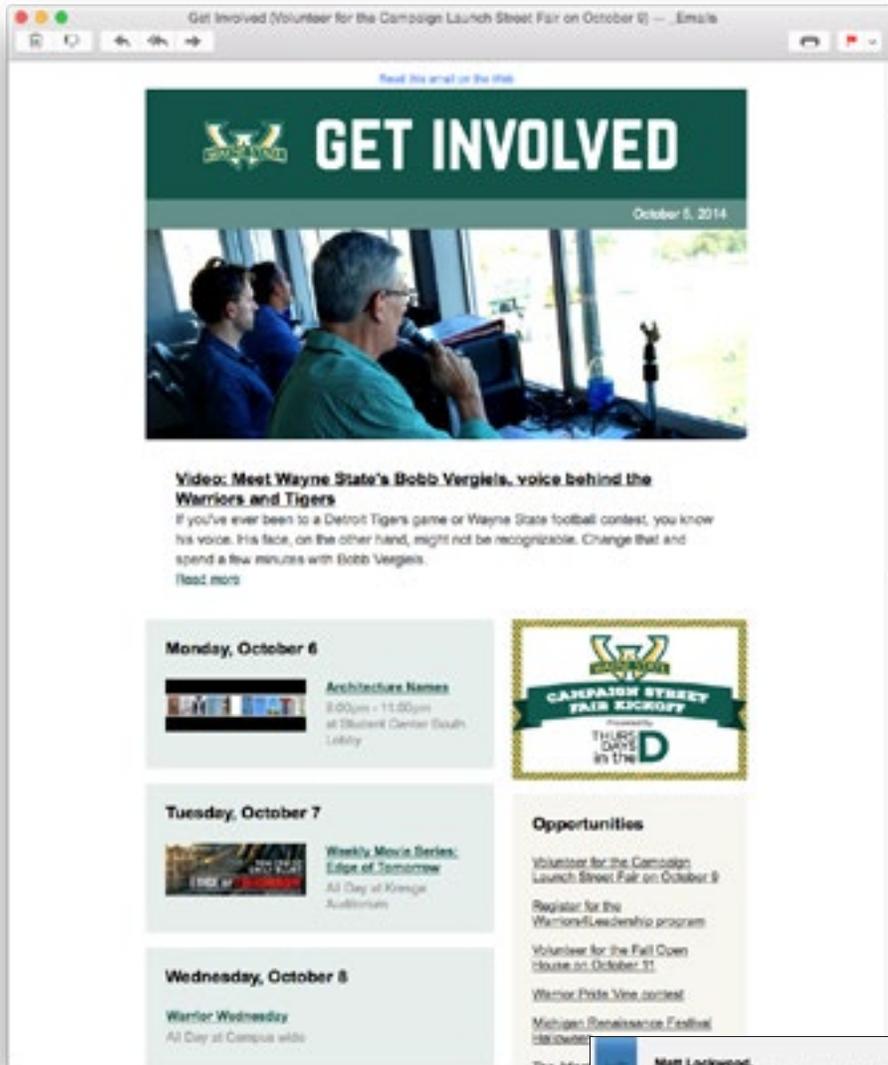
A WELCOME YOU WON'T FORGET.

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

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

SEPTEMBER 8-12, 2014
WARRIOR Days





■ The Get Involved campaign encourages students to become part of all the on-campus excitement.



WELCOME BACK



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



There was something for everyone during Warrior Days — a week of exciting activities that welcomed students back to campus this fall.





WSU INSIDERS



Wayne State Insiders continues providing a unique look at university programs. More than 1,100 people across the campus community are invited to monthly events to learn more about Wayne State and Midtown. Last year's program included a site tour of the Integrative Biosciences Center and a visit to WSUPD Headquarters. The fall schedule — which kicked off in September with an overview of Wayne State's fundraising campaign — promises to be even more exciting.



UPCOMING EVENTS

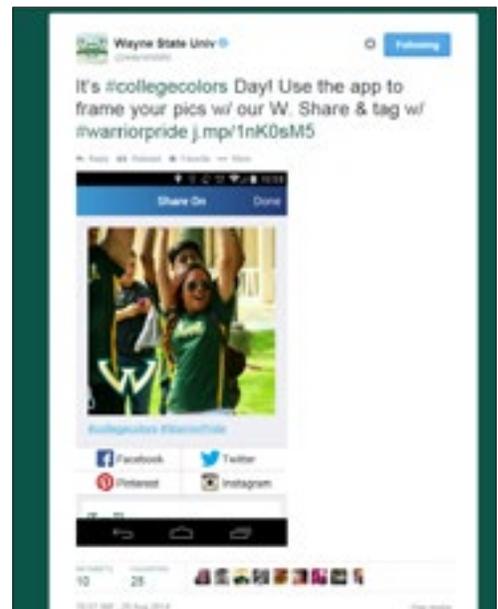
- November 11 — Tour of Phase One Student Center Renovations
- December 5 — Wayne State Dance — Noel Night Performance (Previews)

LICENSING



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

W
FALL OPEN HOUSE
**GET YOUR
GREEN
& GOLD
ON!**
Get 25% off all WSU apparel and gifts.
(excluding Under Armour and clearance)
Visit the WSU Bookstore on the corner of Cass and Warren before 5 p.m.
Discount valid only on October 11, 2014.



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



WARRIOR PRIDE



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



 We offer great incentives and several opportunities for the Wayne State community to show its Warrior Pride.



ANNUAL WSU STREET SQUAD EVENTS

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

Romulus Pumpkin Festival — Romulus
 Pumpkin Palooza — Plymouth
 Downtown Rochester Trick or Treat — Rochester
 Sterling Frights Halloween — Sterling Heights
 Detroit's Thanksgiving Day Parade — Detroit
 Holiday Tree Lighting — Macomb Township



WARRIOR WEDNESDAY



One of our most successful initiatives for keeping campus green and gold was Warrior Wednesdays. Each week, students, faculty and staff were encouraged to show their spirit by wearing Wayne State apparel. Students without any Warrior gear were eligible to turn in T-shirts from other colleges in exchange for Wayne State gear.




**TRADE ANOTHER SCHOOL'S SHIRT
for a free WARRIOR TEE!**

10:30 A.M. • WEDNESDAY, FEBRUARY 5
STUDENT CENTER BUILDING SOUTH LOBBY

While supplies last.

Sponsored by the WSU Bookstore

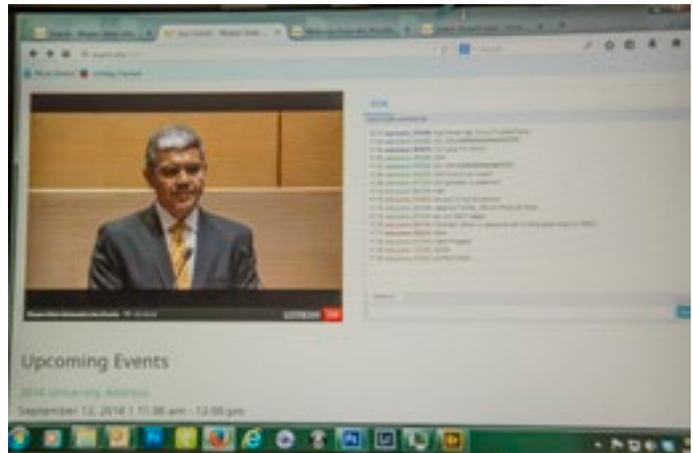
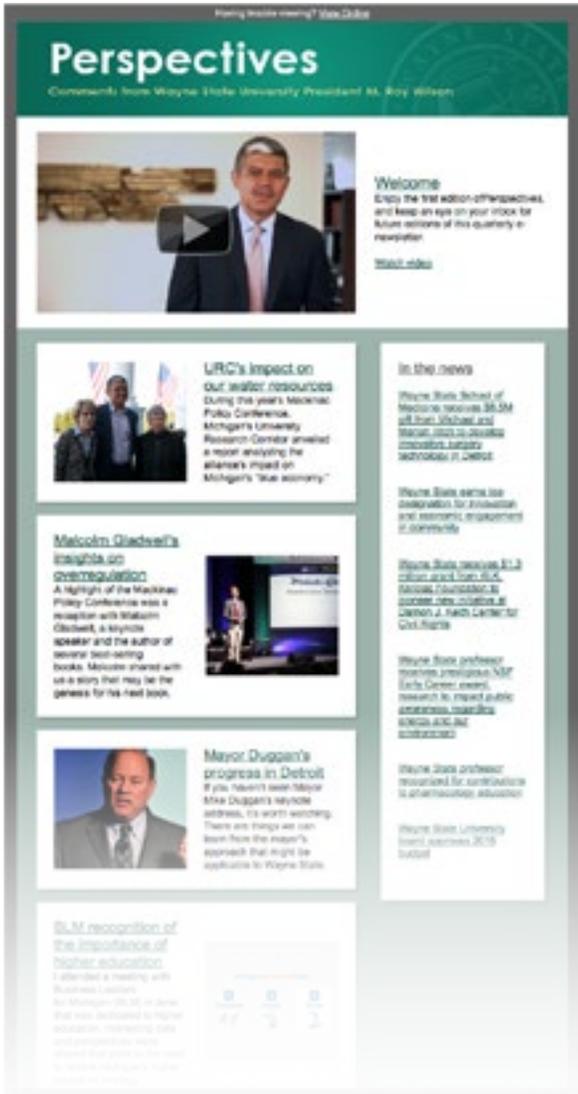


Warrior Wednesdays helps students unload other college T-shirts in exchange for Warrior apparel.

PRESIDENTIAL COMMUNICATIONS



President M. Roy Wilson is committed to connecting with the Wayne State community. The quarterly "Perspectives" email newsletter keeps all Warriors aware of the research, development and success stories happening here. Our office also works closely with President Wilson to draft speeches, emails and other correspondence to tell people on and off campus about the great work occurring at Wayne State.



Speeches, emails and a quarterly e-newsletter help keep President Wilson engaged with the Wayne State community.



FILMING ON CAMPUS



This year, our campus was featured in several films, commercials and television programs. Detroit Lion Joiqie Bell — a Wayne State alumnus — and Tiger great Miguel Cabrera filmed projects here. MSNBC’s Morning Joe highlighted Detroit’s resurgence from campus — cohost Mika Brzezinski even donned a Wayne State fleece. And Warner Brothers used several of our facilities for its upcoming film, Batman v. Superman. These productions provide national exposure and brought in approximately \$75,000 in revenue.



Top left: Alumnus and Detroit Lion Joiqie Bell visits campus with NFL Films.

Top right: Detroit Tiger Miguel Cabrera filmed a commercial with Chrysler that aired in September.

Bottom left: *Morning Joe* cohosts Mika Brzezinski and Joe Scarborough broadcast live from campus on Sept. 18.

Bottom right: President Wilson does his part for ALS by accepting the popular Ice Bucket Challenge.



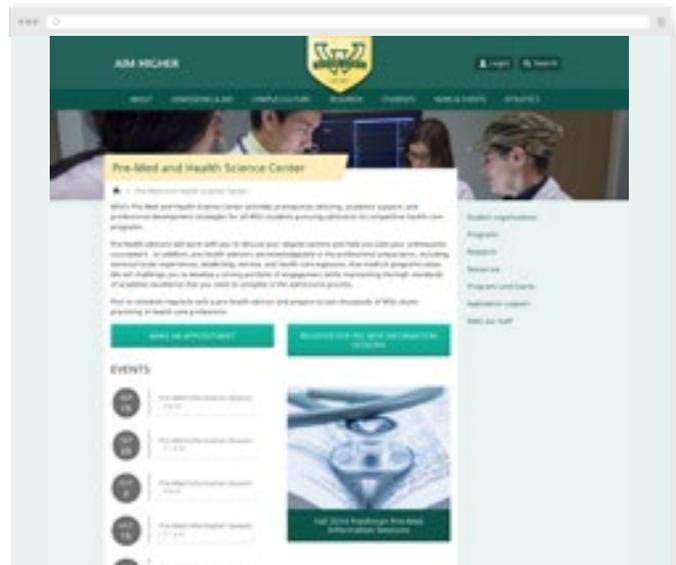
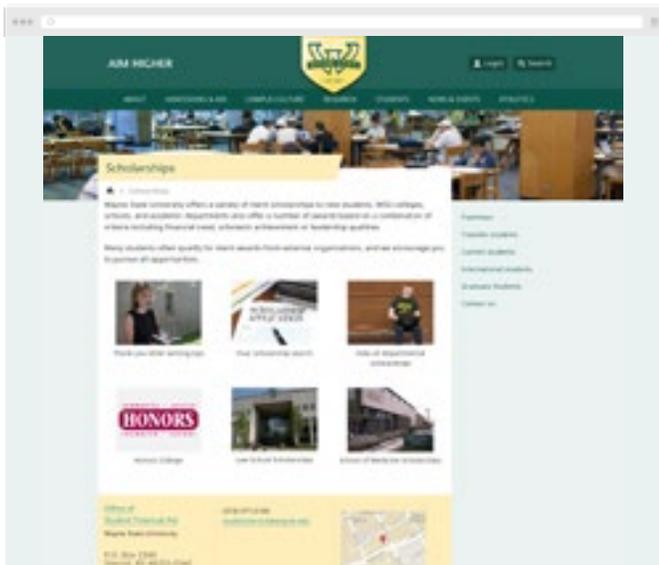
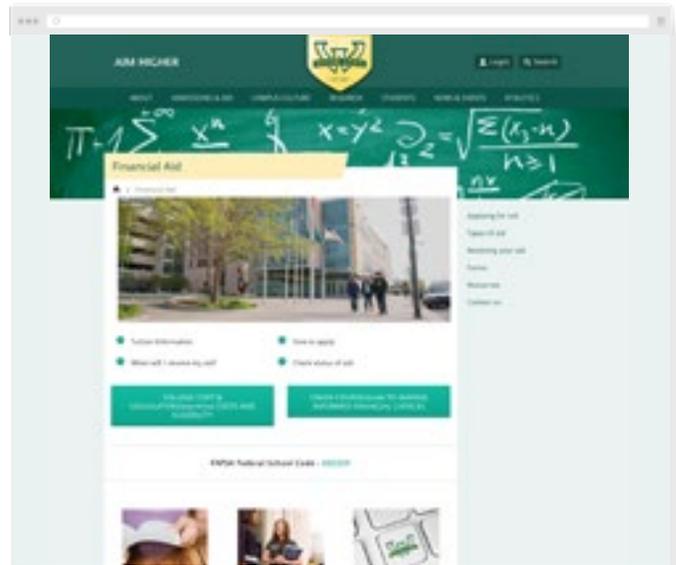
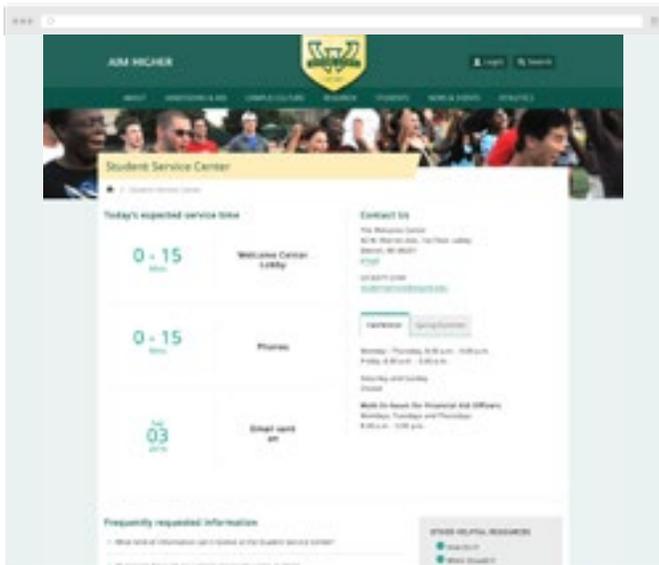
On-campus filming of the highly anticipated *Batman v. Superman* had Detroiters abuzz this summer.



WEB AND DIGITAL



Our website is the first interaction many have with Wayne State. We didn't rest on our laurels following last year's overhaul. We continue to keep our site fresh and informative, providing our community with the latest updates. We've experienced an increase of 32 percent in mobile sessions and a 21 percent increase in tablet sessions in September 2014 vs. September 2013.



The redesigned **wayne.edu** tells prospective students all about Wayne State and keeps current students in the loop.

Wayne State University

CPPCA

FALL OPEN HOUSE

Request More Information

Blog

Summer Session
Back to School
Master (Shannon) - Daily in the Arts, Ballet
Ms. Daniels and the Students
Go, Daniels! Hope that didn't scare you just yet!

Spotlight On

Angelina Ciaramelli
Journalism Major
Angelina Ciaramelli was awarded this year's College of Fine, Performing and Communication Arts Award for Outstanding Editorial Journalism.

Find Your CPCCA Major...

Photos

Wayne State University

Honors College

Welcome to the Honors College

The Honors College is a top-tier and service-oriented, one-stop resource and challenge for students to engage the world around them as problem solvers and leaders. Our curriculum requires that students learn transformative about what it means to be citizens of this city, this country, the world, as we give our students tools to be advocates for innovation and improvement, and the skills necessary to create positive solutions. The wisdom and hard work of students here - with the generous support and guidance of faculty, staff, friends and alumni - are shaping our shared future.

Christine Wong
The Honors experience has not only given me the opportunity to go to school with the best, but has also allowed me to experience the entire city through eyes in the Eastern Market and the Hershberg Project. I have gained more insight about the city than I had in and have been able to delve further into subjects I have particular interest in while gaining my Honors co-major. I love this!

Community Engagement @Wayne
Research@Wayne

Start Programs
How/Start
How/Why/Start
I-Start

Wayne State University

School of Library and Information Science

Where will the MLIS take you?

Explore our Curriculum

For more than 80 years, the School of Library and Information Science has empowered leaders for the evolving information profession. It is an exciting time to be in the information field and a particularly exciting time to work with us here. Whether you are a first-time applicant or a returning student.

APPLY NOW

Wayne State University

Start Your Fitness and Recreation Center

Recreation & Fitness Center

Multi-use Center
Multi-purpose Indoor Facility

Welcome
Wayne State is excited to announce to be the first in a new era of the "recreation" class and will be the Recreation/Fitness Center.

Hours of Operation
Monday - Friday 6:00am - 11:00pm
Saturday/Sunday 10:00am - 11:00pm
Check out the Fitness Center on the website!

News
Events

Wayne State University

The Maggie Alvarez Department of Theatre and Dance

Theatre Program
Dance Program
Community Outreach
Home

MISSY FITS
Ally Well That Ends Well
BEING BOEING
STUDIO THEATRE

The Hilberry Gateway. A New Home for Theatre and Dance

Maggie Alvarez Department of Theatre and Dance

Wayne State University

Wayne Law

Connect to an alumni network of 8,000

Why Wayne Law
Wayne Law is a premier education for the future. From our top-notch curriculum to award-winning professors, our strategic experiential education and clinical programs, and our state-of-the-art facilities, we offer an education for public-spirited lawyers, business leaders, and innovators who will shape our future.

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Legal and CLINICS
Entrepreneurship and BUSINESS LAW
International Legal Studies



SOCIAL MEDIA



Wayne State has a strong presence on social media sites such as Facebook, Twitter and Instagram, where we don't just speak to students — we interact with them. We keep WSU feeds fresh by updating content daily, and we follow students to stay apprised of pictures and comments about WSU. Best of all, if a student tweets about a problem, we're often able to offer a real-time solution — such as who they can contact with questions about financial aid or housing.



SPECIAL PROJECTS



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

Mexican Cultural Concert

featuring

TRIO LOS REALES DE COLIMA

BEATRIZ MONTES
Mistress of Ceremonies

Ballet Folklórico MUYOCYANI LEEL AND BALLETS FOLKLÓRICO RAÍCES MEXICANAS DE DETROIT

SEPTEMBER 13, 2014 | WSU COMMUNITY ARTS AUDITORIUM
450 Reuther Mall, Detroit, MI 48202

Doors open at 6; Curtains open at 6:30
First 100 guests receive free parking at WSU Parking Lot 31
Expect prizes and surprises!
Ticket sales through brownpapertickets.com/event/802398
Contact jmlcarrillo@gmail.com for more information

Sponsors

Dr. Ghannam's Family & Cosmetic Dentistry

Buena Vida Pharmacy

Calisto

LA GARRETA MARKET

The Detroit News
@detroitnews

#DetroitHomecoming looks to lure successful ex-Detroiters back for business growth
[detroit.ws/1oVSjgS](https://www.detroitnews.com/story/business/2014/07/11/detroit-homecoming-looks-to-lure-successful-ex-detroiters-back-for-business-growth/7101631)

7:00 PM · 11 Jul 2014

Trends

WAYNE STATE

HARRIS LITERACY PROGRAM



Wayne State's commitment to Detroit can be seen in the numerous projects supported throughout the city and the metropolitan area.

WSU IN THE NEWS

Macomb Daily, Detroit Free Press, 10/2

Wayne State's new technology education center in Warren formally dedicated

Detroit Free Press, Detroit News, Crain's Detroit Business (updated), WDET-FM, WDIV-TV, ClickonDetroit.com, WJBK Fox 2, WXYZ-TV, WXYZ.com, WWJ-AM, Miami Herald (Miami, Fla.), The Wichita Eagle (Wichita, Kan.), The Washington Times (Washington, D.C.), Mlive, CBS Detroit, dbusiness, MITechnews, 7/16

Ilitches donate \$8.5 million to Wayne State University

The New York Times, 1/22

How inactivity changes the brain

TIME, 3/7

Daylight Saving: How to spring forward without falling behind on sleep

Detroit News, WXYZ-TV, Crain's Detroit Business, Houston Chronicle, San Francisco Chronicle, 7/8

Wayne State gets \$1.3M grant to address Detroit's structural racism

Detroit Free Press, Detroit News, Crain's Detroit Business, WDIV-TV, ClickonDetroit, 11/22; WJR-AM, Deadline Detroit, Curbed National, 11/23

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

WLS-TV (Chicago), KONG-TV (Seattle), 11/20; WABC-TV (New York), 11/21

Katie show visits Wayne State to help Alternatives for Girls fill Christmas lists

WXYZ-TV, 9/11

Wayne State University celebrates remodeled Student Veteran Resource Center

National Journal, 6/17

How Michigan universities and businesses teamed up to save a faltering state

ABC News, 4/8

Spinal cord shock helps paraplegic move legs

MSNBC (2 clips), Crain's Detroit Business, WWJ-AM, WDET-FM, 9/18; Detroit Free Press, 9/17

MSNBC's Morning Joe comes to Detroit

