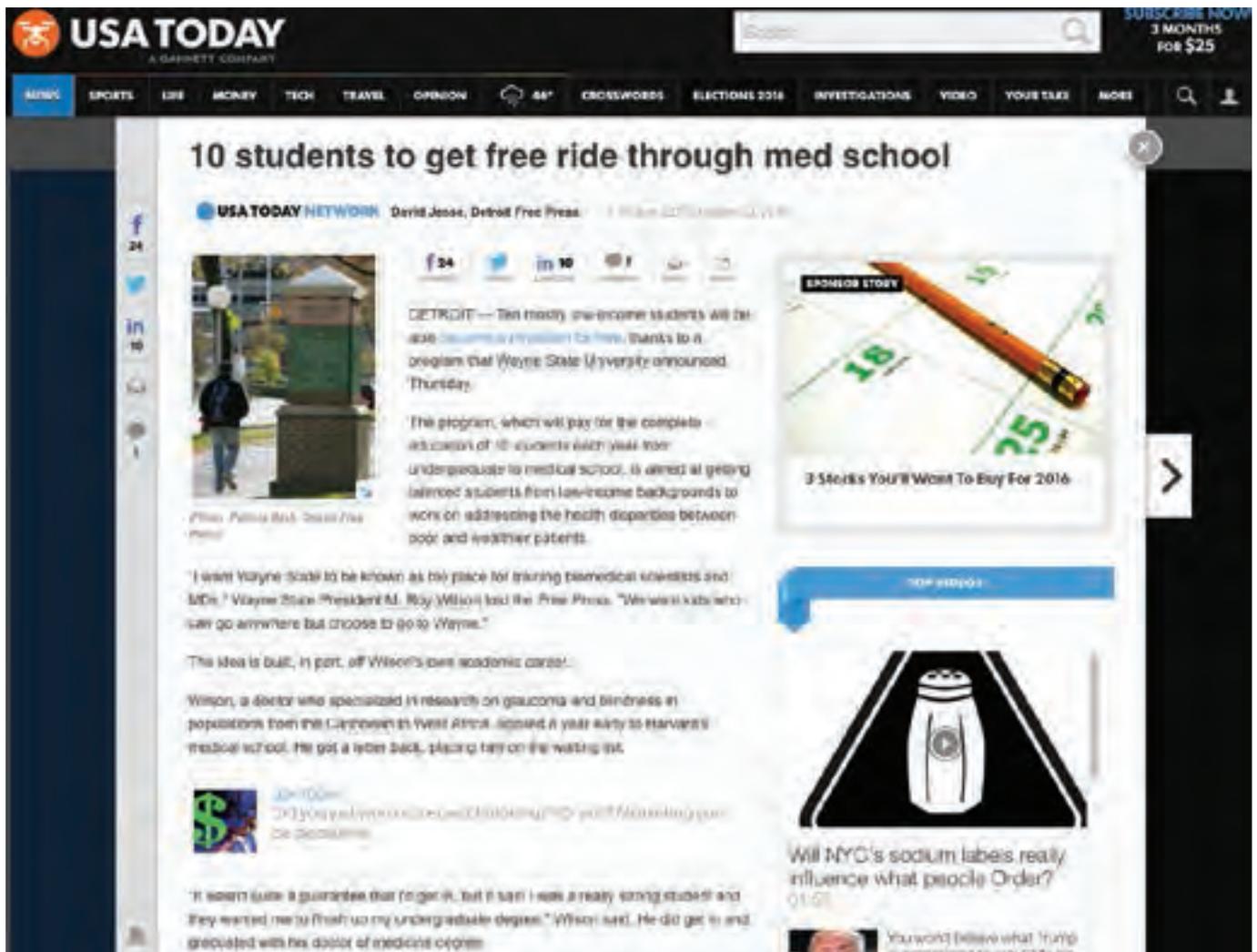




# MARKETING AND COMMUNICATIONS 2015



*Wayne State University made a splash this fall with the announcement of the Wayne Med-Direct program, which pays for eight years of education with guaranteed admission to the School of Medicine, with preference given to high-achieving students from socioeconomically disadvantaged backgrounds who are interested in studying health disparities. In addition to the national media picking up the story, The Detroit News commended WSU for recognizing an impending doctor shortage and working to get in front of the issue, saying, "It's hard to imagine how Wayne State could better use its scholarship funds. The university has a respected medical school that provides residents to hospitals throughout the region. This program should keep that pipeline full at a time when American students are turning away from medical studies."*





# MARKETING STRATEGY / ADVERTISING



Travel around the state and you'll see green and gold. We continue to promote WSU across Michigan through an extensive outdoor advertising campaign, placing billboards along highways as far away as Grand Rapids and Mackinaw City. We're also using digital and print advertisements to keep WSU top of mind and make prospective students, donors and employers aware of the important role Wayne State plays beyond the city.



**YOUR FUTURE DOCTOR**  
IS CURRENTLY IN CLASS

AIM HIGHER



**INSPIRING TOMORROW'S TEACHERS**  
IN DETROIT

AIM HIGHER



**EDUCATING TOMORROW'S ENGINEERS**  
IN DETROIT

AIM HIGHER



**TRAINING TOMORROW'S SCIENTISTS**  
IN DETROIT

AIM HIGHER

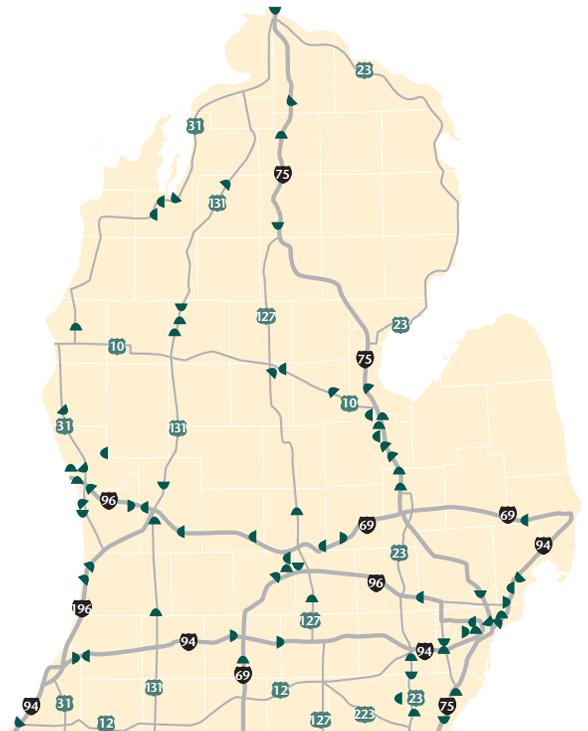


**EDUCATING TOMORROW'S NURSES**  
IN DETROIT

AIM HIGHER

Above: Outdoor billboards highlight Wayne State's range of degree programs.

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





**WELCOME TO WAYNE STATE UNIVERSITY**

We come from every state and more than 60 countries, forming Michigan's most diverse student body and helping reinvent a great American city. Our 200-acre campus in the heart of Detroit is home to a vibrant mix of identities, ideas and opportunities you won't find anywhere else in the world. See for yourself. Schedule a campus tour at [wayne.edu/visit](http://wayne.edu/visit).

Print and digital advertisements tout our unique position as Michigan's only urban research institution, our diverse student body and our academic excellence.



# ENROLLMENT MANAGEMENT



We work with the Office of Undergraduate Admissions to give prospective students a favorable impression of Wayne State. Our viewbook is a prime example of the dynamic material we provide to high schoolers and transfer students. Brochures, booklets and posters give a glimpse of our acclaimed programs and vibrant campus life. We also distribute informative pieces to keep students aware of upcoming events such as the Graduate Open House, as well as scholarship opportunities.



We produce a range of materials to inform and impress prospective students at several stages — including a data-packed brochure (below) sent to those who've recently taken the ACT.

**ACADEMIC EXPERTISE**  
An elite research institution, Wayne State challenges students who are eager to explore a wide range of passions, from the arts to the sciences.

- Wayne State is nationally recognized with a record of excellence in research and one of the nation's top public universities to hold the Carnegie Foundation for the Advancement of Teaching designation as an "innovative" school.
- Wayne State is ranked in the top 100 in the nation for its research and innovation.
- Wayne State is ranked in the top 100 in the nation for its research and innovation.

**HANDS-ON LEARNING**  
Wayne State's urban location offers endless opportunities with one of the best access to internships and education.

- As Michigan's only public transportation business school, Wayne State is the only public school in the state to offer a comprehensive business school program.
- Students and faculty are leading the way in groundbreaking fields such as robotics, artificial intelligence, and nanotechnology.
- Wayne State is ranked in the top 100 in the nation for its research and innovation.

**COME VISIT CAMPUS**  
Wayne State is proud to welcome the edge you'll need to succeed. For details about the university — and to apply online beginning in August — visit [www.waynestate.edu](http://www.waynestate.edu). For a virtual tour, visit [www.waynestate.edu/virtualtour](http://www.waynestate.edu/virtualtour). For a virtual tour, visit [www.waynestate.edu/virtualtour](http://www.waynestate.edu/virtualtour). For a virtual tour, visit [www.waynestate.edu/virtualtour](http://www.waynestate.edu/virtualtour).

**EXPLORE. DO MORE.**  
Whether you wish to explore new fields or continue your education, Wayne State offers a wide range of undergraduate programs.

**UNDERGRADUATE DEGREE PROGRAMS**

- Business Administration
- Computer Science
- Education
- Health Services Administration
- Humanities
- Law
- Liberal Arts
- Management Information Systems
- Media Studies
- Psychology
- Public Health
- Science
- Social Work
- Theater
- Visual Arts

**FOR UNDERGRADUATE STUDENTS**  
Wayne State offers a wide range of undergraduate programs, including:

- Business Administration
- Computer Science
- Education
- Health Services Administration
- Humanities
- Law
- Liberal Arts
- Management Information Systems
- Media Studies
- Psychology
- Public Health
- Science
- Social Work
- Theater
- Visual Arts

**IT ALL ADDS UP**  
Wayne State is a top choice for students looking for a high-quality education.

- 3,000+ students
- 97.5% graduation rate
- 50 & 60 levels
- 18+ majors
- 400+ faculty

**WAYNE STATE**

**AIM HIGHER**

**APPLY TODAY**






## SET YOUR SIGHTS ON DETROIT

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

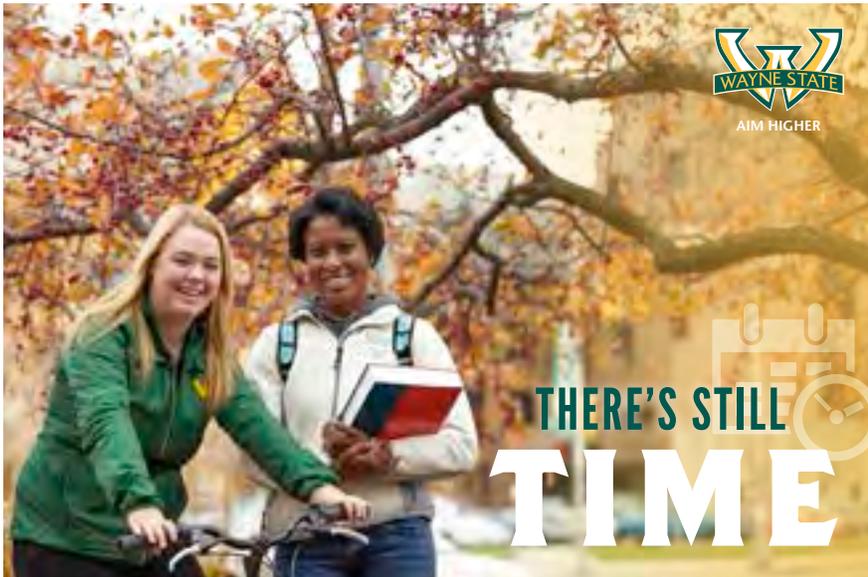
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**COUNSELOR**

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**TIME/DATE**

[wayne.edu/admissions](http://wayne.edu/admissions)




**THERE'S STILL TIME**



### TRANSFER STUDENT OPEN HOUSE

NOV. 12 - 4-6 P.M.

**PREPARE TO GO FURTHER**

Wayne State is the perfect place to take the next step in your college journey. At our Transfer Open House, you'll have the opportunity to see our campus, speak with university representatives from various academic programs and apply for admission. Please register online and prepare to join us from 4 to 6 p.m. Thursday, Nov. 12. [go.wayne.edu/transfer-openhouse](http://go.wayne.edu/transfer-openhouse)

- Take a campus tour
- Browse the resource fair
- Apply on-site for admission
- Speak with financial aid and admissions representatives

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

Bottom: Key materials target transfer students, helping them navigate the process of beginning their Wayne State education.

## CAMPUS ACTIVITIES

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



AIM HIGHER

<h3>Academics</h3> <p><b>Mortuary Science Open House</b> Nov. 5, 5-8 p.m. mortsci.wayne.edu</p> <p><b>Undergraduate Research Conference</b> Nov. 13 urop.wayne.edu</p> <p><b>Community Apple Days</b> Nov. 11, 11 a.m.-4 p.m. cphs.wayne.edu</p>	<h3>Athletics</h3> <p><b>Homecoming football vs. Grand Valley State</b> Oct. 10, 6 p.m.</p> <p><b>Men's basketball home opener vs. Kentucky Wesleyan</b> Nov. 14, 7:30 p.m.</p> <p><b>Women's basketball game vs. Northern Michigan</b> Dec. 10, 5:30 p.m. wsuathletics.com</p>
<h3>Arts</h3> <p><b>Hilberry Theatre</b> <i>The Great Gatsby</i> Oct. 30-Nov. 7</p> <p><b>Bonstelle Theatre</b> <i>James and the Giant Peach</i> Nov. 13-22</p> <p><b>Dance Concert</b> Dec. 11-12 theatre.wayne.edu</p>	<h3>Events</h3> <p><b>Graduate Open House</b> Sept. 30, 3-6 p.m. Student Center Building wayne.edu/gradschool</p> <p><b>Undergraduate Fall Open House</b> Oct. 17, 10 a.m.-1 p.m. Main Campus openhouse.wayne.edu</p> <p><b>Farmers Market</b> Wednesdays through October 11 a.m.-4 p.m. Outside the Reuther Library on Cass Avenue</p> <p><b>Noel Night</b> Dec. 6 midtowndetroitinc.org</p>

 wayne.edu/social



## REBUILD Detroit

Opportunity awaits



AIM HIGHER



## 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: 313-577-4155  
 Fax: 313-577-4459  
 Website: mac.wayne.edu

### 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 [arthurliou@wayne.edu](mailto:arthurliou@wayne.edu) (editorial), [cberry@wayne.edu](mailto:cberry@wayne.edu) (marketing) and [milcockwood@wayne.edu](mailto:milcockwood@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](mailto:web@wayne.edu), [arthurliou@wayne.edu](mailto:arthurliou@wayne.edu) (UTV) and [ccraja@wayne.edu](mailto:ccraja@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 consisting of volunteer ambassadors (VSU) 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 teams about Wayne State's unique offerings and impressive culture, the greater its collective impact. Contact Carolyn Berry at [cberry@wayne.edu](mailto: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 [ed7262@wayne.edu](mailto:ed7262@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 Hasic, MAC strategic marketing manager, at [jlass@wayne.edu](mailto:jlass@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

**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 fact 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 [ccraja@wayne.edu](mailto:ccraja@wayne.edu).

Top: Fliers let students know about ongoing campus events.

Bottom: MAC created a 70-page book of guidelines and best practices for schools, colleges, offices and departments across the university to refer to online when formulating their own marketing materials.



# 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.

### The student experience

From the classroom to the laboratory, students in the College of Education have access to learning opportunities they will not find anywhere else. They regularly collaborate with faculty members at the forefront of their disciplines, working with emerging technologies and participating in cutting-edge research.

Through partnerships with schools, hospitals, health service organizations, and other agencies throughout Detroit and the metro area, students in the College of Education put their knowledge to work to better the community. Wayne State's unique urban setting and focus on community engagement allow budding teachers to stand at the front of Detroit classrooms, applying therapies to work with patients in city clinics, and tomorrow's policymakers to affect change in communities where it's needed most.



### Programs

**Administrative and Organizational Studies**  
coe.wayne.edu/iaof/  
Educational Leadership  
M.Ed. in Educational Leadership  
M.L.S. in General Administration and Supervision  
Ph.D. in Educational Leadership and Policy Studies

**Instructional Technology**  
B.A./B.S. in Instructional Technology  
Educational Technology (M.Ed.)  
Endorsement  
Graduate Certificate in Online Learning  
Graduate Certificate in College and Community Teaching  
M.Ed. in Instructional Technology  
Emphasis in Change and Performance Systems  
M.Ed. in Instructional Technology  
Emphasis on K-12 Technology Integration  
Ph.D. in Instructional Technology

**Kinesiology, Health and Sport Studies**  
coe.wayne.edu/kinesiology/  
B.S. in Kinesiology  
• Exercise and Sport Science  
• Physical Education and Physical Activity Leadership (PE-PhA)  
B.S. in Health Education  
• Community Health  
• School Health  
M.A.E. in Physical Education and Physical Activity Leadership (PE-PhA)  
M.Ed. in Kinesiology  
• Exercise and Sport Science  
• Physical Education and Physical Activity Leadership (PE-PhA)  
M.Ed. in Health Education  
• Community Health  
Online M.A. in Sports Administration  
Ph.D. in Kinesiology  
• Exercise and Sport Science  
• Physical Education and Physical Activity Leadership (PE-PhA)

**Teacher Education**  
coe.wayne.edu/teed/  
B.A., B.S., M.A.T. and Professional Career Programs  
Early Childhood Elementary Education  
Secondary Education  
Special Education  
M.Ed. Programs, Bridge Certificates and Endorsements  
Art Therapy  
Bilingual-Cultural Education  
Career and Technical Education  
Early Childhood Education  
Elementary Education  
English as a Second Language  
Mathematics Education  
Reading  
Science Education  
Social Studies  
Special Education

**Educational Specialist (Ed.S.) and Doctoral Programs (Ed.D. or Ph.D.)**  
Curriculum and Instruction  
Reading, Language and Literacy  
Special Education  
Early Childhood Elementary Education  
Subject Area:  
Bilingual-Cultural Education  
English as a Second Language  
Health  
Integrated Science  
Language Arts  
Mathematics  
Social Studies  
World Languages (Arabic, Chinese, French, Italian and Spanish)  
Secondary Education Certification  
Subject Area:  
Biology  
Bilingual-Cultural Education  
Business, Management, Marketing and Technology  
Career and Technical Education  
Chemistry

**Earth/Space Science**  
Economics  
English  
English as a Second Language  
History  
Integrated Science  
Mathematics  
Marketing Education  
Physics  
Political Science  
Social Studies  
Spanish  
Visual Arts Education  
World Languages (Arabic, Chinese, French, Italian and Spanish)

**Theoretical and Behavioral Foundations**  
coe.wayne.edu/tbf/  
Counselor Education  
M.A. in Counseling  
• Art Therapy  
• Clinical Mental Health  
• School Counseling  
M.A. in Rehabilitation Counseling  
Education Specialist Certificate in Counseling  
Ph.D. in Counseling  
M.Ed. in Counseling  
Educational Psychology  
Graduate Certificate in Applied Behavior Analysis  
M.A. in School and Community Psychology  
M.A. in Counseling Psychology  
M.Ed. in Educational Psychology  
Ph.D. in Educational Psychology—Learning and Instruction Sciences  
Educational Evaluation and Research  
M.Ed., Ed.S. and Ph.D. in Education Evaluation and Research

**COLLEGE OF EDUCATION**  
coe.wayne.edu



### Admission requirements

Planning to apply? Admission processes and requirements vary depending on your status. For detailed information from the Division of Academic Services, visit [coe.wayne.edu/admission](http://coe.wayne.edu/admission).



### Careers in the College of Education

- Art Therapist
- Athletic Director
- Exercise Physiologist
- Counselor
- General Sports Manager
- Instructional Designer
- Interpreter
- Principal
- School Psychologist
- Special Education Administrator
- Superintendent
- Teacher

Opportunities to help you succeed:

- More than half a million dollars in scholarship awards
- Small class sizes and online programs
- More than 35 degree options
- Access to a network of more than 62,000 successful alumni across the world

[coe.wayne.edu](http://coe.wayne.edu)

**Theoretical and Behavioral Foundations**

**Kinesiology, Health and Sport Studies**

**Administrative and Organizational Studies**

**Teacher Education**

**ACADEMIC SERVICES**  
coe.wayne.edu

**Academic Services**  
The Wayne State College of Education's Division of Academic Services is the initial point of contact for both current and prospective students at all degree levels in the college. Academic Services can assist you at every stage of your degree program, providing information and advising on the admission process, certification and degree requirements, as well as graduation procedures. The division also is the compliance agent for internal and external policies and procedures for all programs in the college.

Academic Services works across five key areas to help you earn your degree, connect you with unique opportunities and professional experiences, and establish or advance your career.

- Admission
- Advising
- Credentialed certification
- Career placement
- Alumni

**COLLEGE OF EDUCATION**  
coe.wayne.edu



**2 Welcome, Dean Clabo**  
She's rolling up her sleeves and getting to work with students, faculty, staff and alumni

**4 Service across the state**  
Michigan Area Health Education Center provides care and training

**6 CON by the numbers**  
From grants to graduates, a snapshot of where the college stands today

**NEWS AND UPDATES • FALL 2015**

**We know NURSING.**

**We know NURSING.**

nursing.wayne.edu

Offering several graduate-level clinical specialties, including Advanced Public Health Nursing (APHN) and Psychiatric-Mental Health Nurse Practitioner (PMHNP).

**We know NURSING.**

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



### Office of Medical Education Diversity and Inclusion

diversity.med.wayne.edu



School of Medicine



### Wayne State University School of Medicine M.D. program

An M.D. carries a certain type of distinction. It signifies hard work, commitment, patience and a true passion for helping others. For those two letters to appear after your name, you have to earn it. And where you earn your M.D. can determine the type of doctor you will become.

The Wayne State University School of Medicine offers a comprehensive M.D. experience you won't find anywhere else, with unparalleled access to leading hospitals and opportunities that take you out of the classroom and straight to the operating rooms, laboratories, bedside and communities where your work will make a difference.

### Why Wayne State?

#### Access

The WSU School of Medicine has long-standing partnerships with nationally renowned hospitals — many of which are only steps from campus — including the Detroit Medical Center and Henry Ford Health System. You can walk from class straight to the wing of a major medical center and apply your knowledge working directly with patients. Wayne State's partnerships and proximity to major urban medical institutions give you a distinct experiential advantage when applying for residency programs.

#### Experience

You won't just observe from the back of lecture halls and laboratories; you will interact, participating directly in the patient-care process the moment you set foot on campus. In your first year of medical school at Wayne State, you will:

- Learn history and physical-taking skills, and experience patient care in an ambulatory setting.
- Gain invaluable exposure to clinical skills with training through our nationally recognized ultrasound and physical diagnosis curricula.
- Earn cardiac life support certification through emergency medicine faculty.

The WSU School of Medicine also maintains a robust cadaver dissection program that allows you to work with student teams to explore human anatomy and develop lifelong learning skills.

#### In the community

As you work toward your degree, you have the opportunity to use your skills to serve communities throughout Detroit. Nearly all WSU medical students take part in community outreach programs to enrich their education, including:

- Volunteer work at free clinics throughout the city.
- Patient care for the homeless.
- Mentorship programs for Detroit schoolchildren.
- Renovation efforts in local neighborhoods.
- Student-led interest groups that provide education and effect policy change at the local and national levels.

#### Around the world

Students interested in international medicine have the opportunity to take their studies abroad.

- Travel with one of several medical relief groups in South America, Asia and Africa.
- Help establish mobile clinics to provide health care to underserved communities throughout the world.
- Join the World Health Student Organization on medical relief trips to provide much-needed health care to patients outside the United States.

#### Research

Take advantage of opportunities to participate in clinical and basic science research with renowned faculty experts throughout your time in the M.D. program. The WSU School of Medicine offers a competitive award program to first-year students who demonstrate advanced grantmanship skills.

#### Career

Wayne State's dynamic M.D. program provides an education with the structure and flexibility to meet your career goals.

- Beginning at orientation, you will receive one-on-one career counseling that continues through the residency match process.
- Dual degree programs give you the opportunity to earn combined M.D./Ph.D. or M.D./M.P.H. degrees.
- Fourth-year students can select clinical rotations at any affiliated national or international training site that best suits their residency aspirations.
- WSU M.D. graduates meet and exceed national U.S. Medical Licensing Exam (USMLE) performance and residency match rates.
- The M.D. program is fully accredited, with a 98 percent first-attempt pass rate on USMLE Step 1, exceeding the 96 percent national rate.
- The School of Medicine's 2015 Total Success Match Rate was 97.5 percent — well above the national average.

#### Mission

We will educate a diverse student body in an urban setting within a culture of inclusion through high-quality education, clinical excellence, pioneering research, local investment in our community, and innovative technology to prepare physicians and biomedical scientific leaders to achieve health and wellness for our society.

### Wayne State University SCHOOL OF MEDICINE

### Office of Medical Education Diversity and Inclusion

Ensuring access  
to urban clinical  
excellence in the  
heart of Detroit

De'Andrea Matthews, Director  
Mazurek Medical Education Commons  
320 E. Canfield, Suite 322.12  
Detroit, MI 48201  
313-577-1598  
diversity@med.wayne.edu



diversity.med.wayne.edu

diversity.med.wayne.edu



No matter your background,  
pursuing a medical degree is possible.



School of Medicine  
diversity.med.wayne.edu

### COME HOME TO DETROIT

Urban clinical excellence at the Wayne State  
University School of Medicine

Write the next chapter of your success story in the place where it all began.

Through hands-on clinical education in the heart of a rapidly evolving city, the WSU School of Medicine provides a distinct experiential advantage that sets you apart from your peers at other colleges, especially when applying for residency programs. Whether in our partner hospitals or surrounding communities, you can put your knowledge to work treating patients in your hometown — one of the most dynamic urban environments in the world.

The medical school you choose can determine the type of doctor you become. Choose to be supported, challenged and inspired. Open the door to unique opportunities and experiences that will benefit you throughout your career. Come home to Detroit and succeed at the Wayne State University School of Medicine.

### WHY WAYNE STATE?

#### Support

For more than 40 years, the Office of Medical Education Diversity and Inclusion has helped undergraduate students from traditionally underrepresented groups in the medical field become competitive medical school applicants.

#### MCAT Preparation

The office provides a summer Medical College Admission Test (MCAT) preparation workshop for current undergraduate students and those who have recently completed their undergraduate studies.

#### Workshops

Students can participate in any number of informational workshops throughout the year to better prepare for admission to medical school. Topics include but are not limited to:

- The medical school admission process
- Getting into medical school
- Understanding the American Medical College Application Service (AMCAS)
- The medical school interview
- Not accepted: the medical school reapplicant

#### Advising

Comprehensive advising for prospective medical students is available throughout the year, along with continuous advising throughout your time in medical school. Please contact Deborah Holland, pre-med advisor for the WSU School of Medicine, at dholland@med.wayne.edu or 313-577-3158 to schedule an appointment.



Welcome to Wayne State University  
**SCHOOL OF MEDICINE**  
 in Midtown Detroit

med.wayne.edu

Why Wayne State  
**SCHOOL OF MEDICINE?**

**ACADEMIC AND URBAN CLINICAL EXCELLENCE**  
 Academic excellence is the primary reason of the university. Students can expect the academic rigor of a major urban research institution that holds the Carnegie Foundation's highest classification for research activity and community engagement. It's this academic fortitude along with unparalleled access to unique opportunities and experiences that lead our graduates to investing futures.

The Wayne State University School of Medicine offers a comprehensive education, working with leading clinicians to take students out of classrooms and straight to the operating rooms, hospitals and communities where their work will make a difference.

**EXPERIENCE**

- The School of Medicine has longstanding partnerships with nationally renowned medical institutions — many of which are only steps from campus — including hospitals of the Detroit Medical Center and Henry Ford Health System.
- Students can walk from class straight to the wing of a major medical center and apply their knowledge working directly with patients.
- Wayne State's partnerships and proximity to major urban medical institutions give students a distinct experiential advantage when applying for residency programs.
- The M.D. program is fully accredited, with a 98 percent first attempt pass rate on USMLE Step 1, exceeding the 96 percent national rate.
- The School of Medicine's 2015 Total Success Match Rate is 97.5 percent — well above the national average.
- Students don't just observe in lecture halls and laboratories; they interact, participating directly in the patient care process, the moment they set foot on campus.
- Wayne State medical students gain invaluable exposure to clinical skills in their first and second years with training through our nationally recognized ultrasound and physical diagnosis curricula.
- The School of Medicine maintains a robust cadaver dissection program that allows students to explore human anatomy and develop lifelong learning skills.

**In the community**

As they pursue their degrees, students have the opportunity to use their skills to serve communities throughout Detroit. Nearly all WSU medical students take part in community outreach programs to enrich their education, including:

- Volunteer work at free clinics throughout the city
- Patient care for the homeless
- Mentoring programs for Detroit schoolchildren
- Renovation efforts in local neighborhoods.
- Student-led interest groups that provide education and effect policy change at the local and national levels.

**Taking urban clinical excellence across North America**  
 Wayne State University School of Medicine graduates take their unique skills and clinical expertise from the heart of Detroit to residency programs across the United States and Canada.

**Total Success Match Rates**

National 95.9%      WSU 97.5%

More than **80%** of U.S. seniors matched into one of their top choices last year.

**40%** of WSU graduates went into primary care.

**Top 5 specialty placements**

1. INTERNAL MEDICINE
2. EMERGENCY MEDICINE
3. FAMILY MEDICINE
4. ANESTHESIOLOGY
5. RADIOLOGY

**WSU graduates match across the United States and Canada**

**TOP 5** states where Wayne State matches

1. MICHIGAN
2. ILLINOIS
3. OHIO
4. CALIFORNIA
5. TEXAS

**TOP 10** hospitals where Wayne State matches

1. Detroit Medical Center
2. Henry Ford Health System
3. Beaumont Health System
4. University of Michigan Health System
5. Wayne State University School of Medicine
6. St. John Hospital
7. Grand Rapids Medical Education Partners
8. McCauley Medical Center of Northwestern University
9. Baylor College of Medicine - Houston
10. Indiana University School of Medicine

**We're training Michigan's doctors**

**50%** of WSU graduates match into Michigan programs

**About 30%** of Michigan's practicing physicians received all or part of their medical training at Wayne State University

med.wayne.edu

Wayne State University  
**SCHOOL OF MEDICINE**

**SCHOOL OF MEDICINE CLINICAL SITES**

Vision: Wayne State University School of Medicine faculty and staff will graduate a diverse group of physicians and biomedical scientists who will transform the promise of equal health into a reality for all.

Mission: We will educate a diverse student body in an urban setting within a culture of inclusion through high-quality education, clinical excellence, pioneering research, local investment in our community, and innovative technology to prepare physicians and biomedical scientific leaders to achieve health and wellness for our society.

Wayne State University  
**SCHOOL OF MEDICINE**  
 Mazurek Medical Education Commons  
 320 E. Canfield Ave., Suite 322  
 Detroit, MI 48201  
 313-577-1466  
 admissions@med.wayne.edu  
 admissions.med.wayne.edu

med.wayne.edu

admissions.med.wayne.edu

School of Medicine

Please complete this card in its entirety.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Date of birth \_\_\_\_/\_\_\_\_/\_\_\_\_

Email address \_\_\_\_\_

Current undergraduate institution \_\_\_\_\_ Year of graduation \_\_\_\_\_

MCAT score \_\_\_\_\_ Cumulative GPA \_\_\_\_\_

Year 1 expect to begin M.D. program at WSU School of Medicine:

2016

2017

2018

Other: \_\_\_\_\_

I have already applied to WSU:  Yes  No



In everything from brochures (top left) to booklets (above) to bookmarks (bottom left), the School of Medicine and its Office of Diversity and Inclusion now present a uniform look and message to prospective students.



# COURSE REGISTRATION



Reminding current students to register for the upcoming semester is a key factor to retention and on-time graduation. We use a variety of methods — from one-inch digital ads that students see on their phones to 30-foot building banners they can't miss while walking across campus — to encourage punctual registration. We cast a wider net with postcards, digital ads and email campaigns when promoting the idea of guest registration for summer classes.



**EARN MORE CREDITS IN LESS TIME AT WAYNE STATE**  
 Plan your summer now and schedule a few accelerated courses at Wayne State University in Midtown Detroit, then transfer your credits back to your home institution.

**APPLY TODAY FOR SUMMER SUCCESS**  
 Fill out a free Guest Student Application: [summer.wayne.edu](http://summer.wayne.edu)  
 Class schedules available Jan. 27, 2015: [classschedule.wayne.edu](http://classschedule.wayne.edu)  
 Registration begins Feb. 9, 2015: [wayne.edu/register](http://wayne.edu/register)

Welcome Center  
42 W. Warren  
Detroit, MI 48201



Taking two classes this summer can get you as many as eight credits closer to your degree. And Spring/Summer classes are typically only eight weeks long. Hurry, classes fill up fast. Register today at [wayne.edu/register](http://wayne.edu/register).

**Current full-time Wayne State students, ask how to save 30% on tuition.\***

\*To be eligible for tuition discounts, must be a Wayne State University student, enrolled full-time (12 credit hours or more) in the fall, 2014 semester and full-time (12 credit hours or more) in the winter, 2015 semester, and carry a 2.5 GPA or higher.

Welcome Center  
42 W. Warren  
Detroit, MI 48201

TAKE A SUMMER CLASS?  
**YOU'RE Brilliant.**

Taking two classes this summer can get you as many as eight credits closer to your degree. And Spring/Summer classes are typically only eight weeks long.

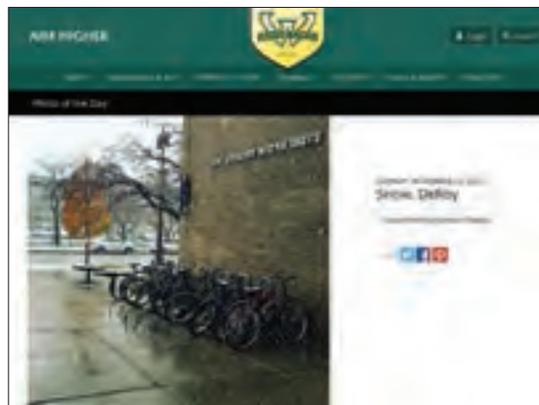
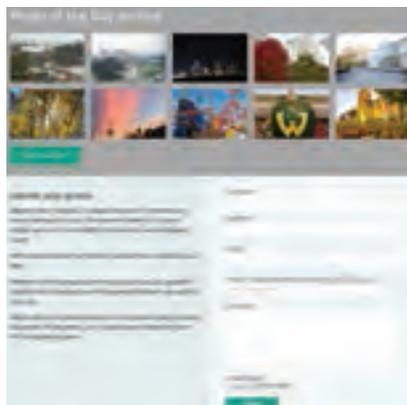
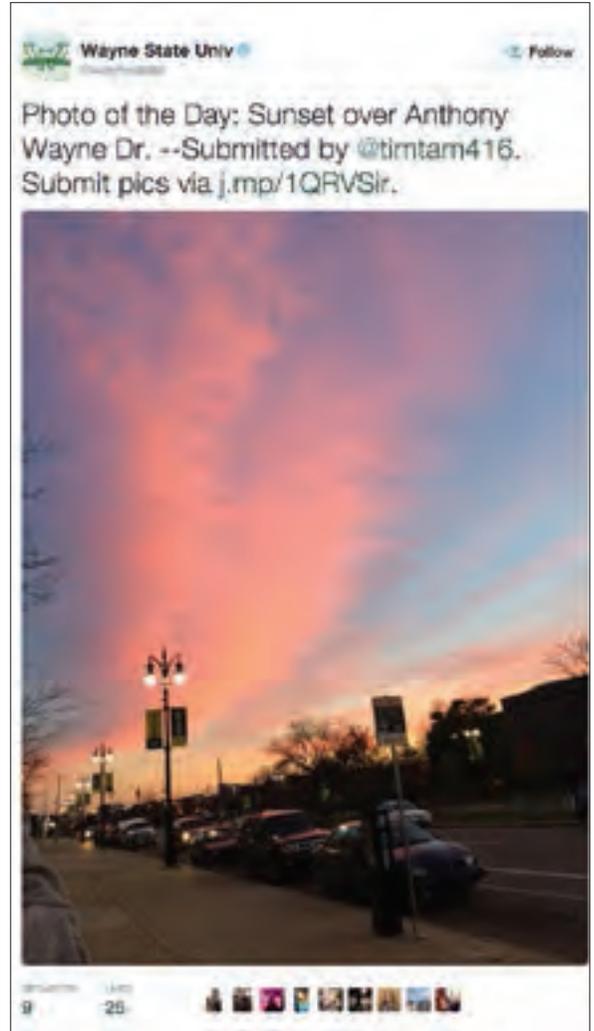
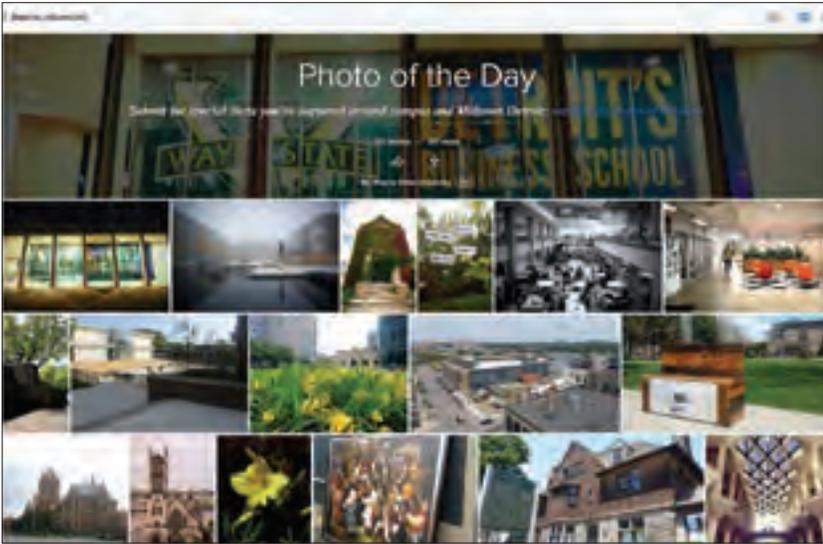
Hurry, classes fill up fast. Register today at [wayne.edu/register](http://wayne.edu/register).



# PHOTO OF THE DAY



In an effort to remind the public that Wayne State is unique because of its urban location, we began asking students, faculty and staff to help tell our story in pictures. Whether it's shots of our amazing architecture, breathtaking sunsets over campus or Detroit art, we asked to see it all — and the response has been enthusiastic. Each daily photo is tagged with the photographer's name, and hundreds of perspectives are now overflowing the archives.





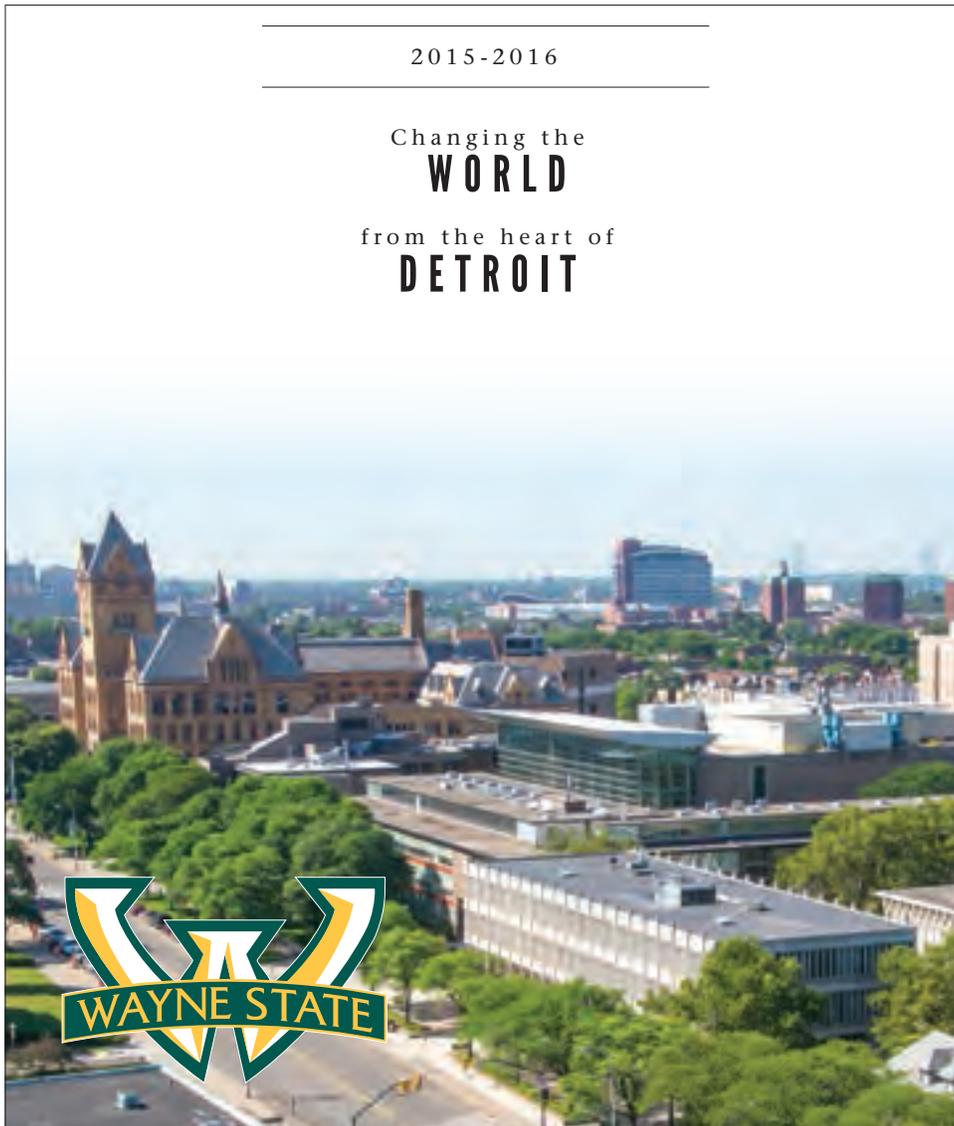
# INTERNATIONAL RECRUITMENT



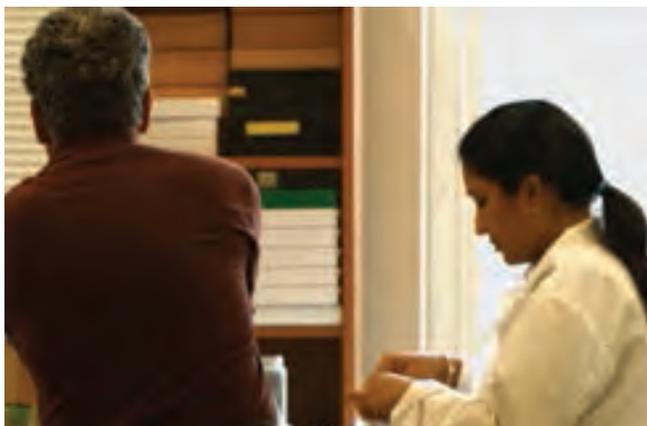
*Wayne State's home is Detroit but its reach is global. This year, as part of a program sponsored by the Brazilian government, 250 students came from Brazil to study on our campus. We shared this story with local media to highlight our expanding influence. We also designed and translated marketing materials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

2015-2016

Changing the  
**WORLD**  
from the heart of  
**DETROIT**



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





# CAMPUS COMMUNICATIONS



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. Meanwhile, when WSU became a smoke- and tobacco-free campus this summer, we took care to spread the word in print and electronic notices as well as can't-miss-it signage at every turn.



### Students kick off annual 'November' fundraising challenge Nov. 1

Things are about to get busy in the halls of the Wayne State University School of Education this "November" — the public schools' month-long fundraising campaign in the name of men's health (Nov. 1 — the global designation marks its 10th anniversary). Many also participate in this exciting and fun fundraising campaign.

Read more

Thursday, October 26

- Amelia Parole
- Knowledge on Nov. 26: American and its Relationship to American Culture
- Opportunities



### Mike and Marian Welch gift \$40M to build new business school

Wayne State University received a \$40 million gift from Mike and Marian Welch to build a new, state-of-the-art business school on the east side of the campus. The gift agreement by the Board of Governors in 2014 is the largest in the history of the university. The gift will allow the school to build a state-of-the-art business school in the east side.

Read more

Sunday, November 3

- Weekly Office Hours
- TOURNAMENT
- Treatment & Education in the Lead
- Opportunities



### Designer admits WSU justice

British designer Jeremy Walker of a Wayne State student — and his school is not the world. The creator of the iconic British pop band Blur has performed the public's history of innovation, and public life — and a sign: Street Signs in England.

Read more

Thursday, November 5

- The Great Migration
- 74 Hour WARRIORTHON

Friday, November 6

- Friday, Nov. 6: National Day of Mourning
- Opportunities



### Make a difference on Oct. 24

The October 24th day of community service for the world is only with a common message — to improve life with 20 different ideas. The day is a great opportunity for students to get involved and make a difference in their community. Making the day a national day of service is a great idea. The day is a great idea for students to get involved and make a difference in their community.

Read more

Thursday, October 22

- October 22: National Day of Mourning
- Opportunities

### Usage of "Wayne State is a smoke-free campus"

Wayne State University on Aug. 19, 2015, adopted a smoke- and tobacco-free policy for indoor and outdoor spaces across its main campus and extension centers. The WSU Office of Marketing and Communications has produced smoke-free campus logos for use in print and electronic media to help schools, colleges and departments spread the word about this new policy. Let's work together to keep Wayne State University healthy, clean and welcoming to all who learn, work, visit and do business here.

For more information on the policy, visit [wayne.edu/smoke-free](http://wayne.edu/smoke-free). For more information on how to use the logos, contact Christa Raju, director of creative services, at 313-577-8157 or [aj516@wayne.edu](mailto:aj516@wayne.edu).



Vertical



Horizontal

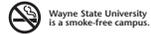
#### Color



PMS 561 and 1225



PMS 561

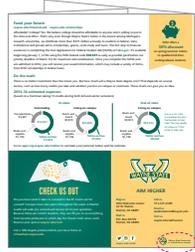


Black



White

#### Placement





# WELCOME BACK



*This fall, we made the start of the semester an event. Working with several campus partners, we engaged the WSU 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 games to Warrior football, students enjoyed an enthusiastic kickoff to the school year.*



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





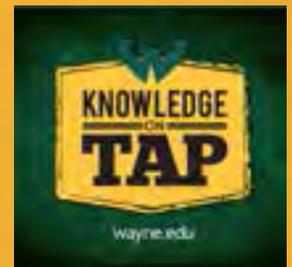
# WSU INSIDERS AND KNOWLEDGE ON TAP



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. Meanwhile, Knowledge on Tap was created to get faculty members out of the lecture hall and into local bars and restaurants to teach the public — over cocktails. This wildly popular higher-ed-unplugged program has covered everything from dinosaurs to the Motown sound.



wayne state **in**SIDERS



## UPCOMING EVENTS

December 5 — Noel Night in Midtown

February 2016 — Shakespeare Knowledge on Tap (tentative)

# LICENSING



We continue to partner with the Collegiate Licensing Company to put Wayne State-branded merchandise in stores across the state. Warrior gear is available in high-profile stores such as Meijer; Dunham's; Campus Den; Finish Line; and Bed, Bath and Beyond. This fall, Livonia's Rally House specialty boutique hosted a spirit event during which shoppers enjoyed 10 percent off their WSU apparel purchase — and the Rally House donated 10 percent of the day's total proceeds to the Wayne State University Alumni Association.



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.*




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

4-7 P.M. • WEDNESDAY, OCTOBER 7  
at the WAYNE STATE UNIVERSITY BOOKSTORE

*While supplies last*

Sponsored by the WSU Bookstore



 We offer fun incentives at key times throughout the year to help the Wayne State community show its Warrior Pride.



### ANNUAL WSU STREET SQUAD EVENTS

- Detroit Fireworks — Detroit
- Detroit Fireworks — Canada
- Wyandotte Street Fair — Wyandotte
- Movies in the Moonlight — Rochester
- Dream Cruise — Royal Oak
- DIY Street Fair — Ferndale
- Campus Martius Tree Lighting — Detroit

- Lagniappe — Rochester
- Pumpkin Palooza — Plymouth
- Downtown Royal Oak Trick or Treat — Royal Oak
- Sterling Frights Halloween — Sterling Heights
- Detroit's Thanksgiving Day Parade — Detroit
- Holiday Tree Lighting — Macomb Township
- Art & Apples — Rochester



# PRESIDENTIAL COMMUNICATIONS



*President M. Roy Wilson is committed to connecting with the Wayne State community. Our office works closely with President Wilson to draft speeches, emails and other correspondence to tell people on and off campus about the great work occurring at Wayne State, including the debut of our Strategic Plan.*

## DISTINCTIVELY *Wayne State University*

### STRATEGIC PLAN 2016-2021

#### VISION

Wayne State University will be a pre-eminent, public, urban research university known for academic and research excellence, success across a diverse student body, and meaningful engagement in its urban community.

#### MISSION

Wayne State's mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

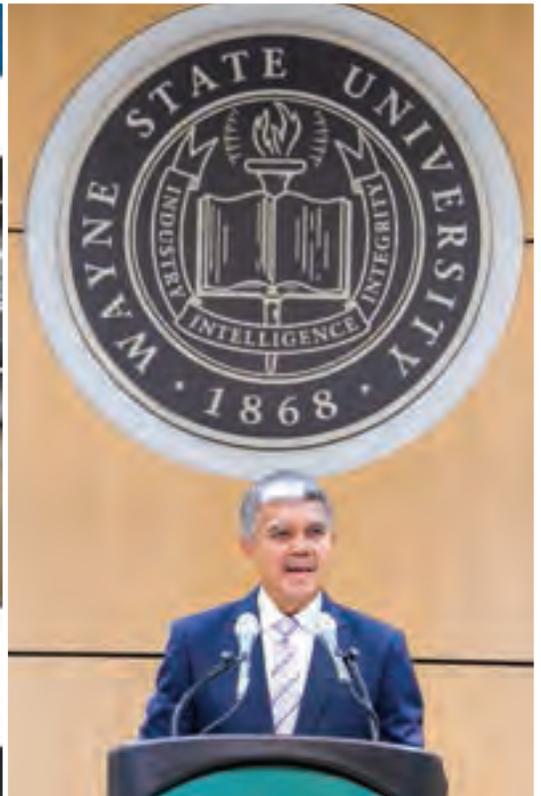
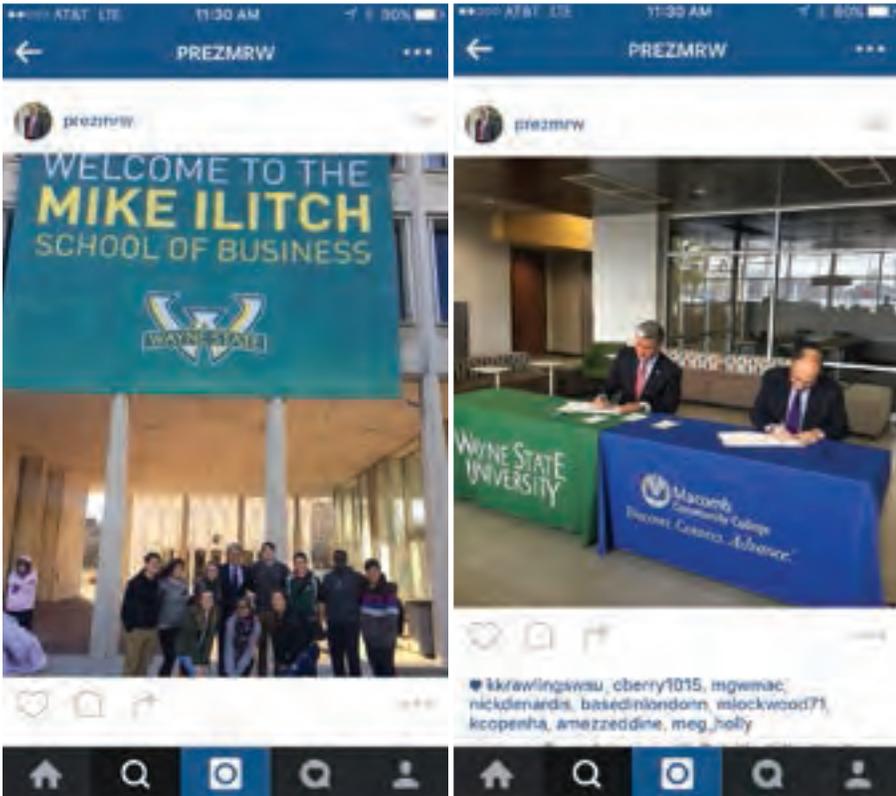
#### VALUES

Collaboration • Integrity • Innovation  
Excellence • Diversity and Inclusion

### STRATEGIC PLAN 2016-2021

## DISTINCTIVELY *Wayne State University*

Executive Summary



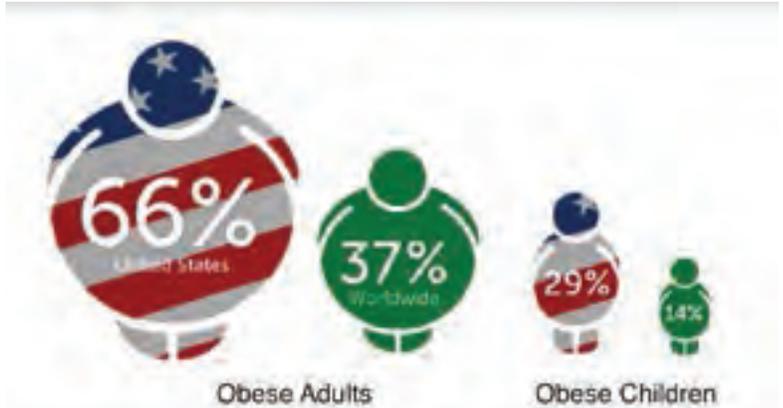
Speeches, videos and a new Instagram account (@prezmrw) help keep President Wilson engaged with the Wayne State community.



# VIDEO CONTENT



From coverage of university addresses to graduation celebrations to academic deep dives, University Television works with clients across campus to develop high-end video projects. Posted on YouTube as well as shared with key audiences through email campaigns, these videos promote the university, educate the public, and engage viewers in unique and exciting ways.

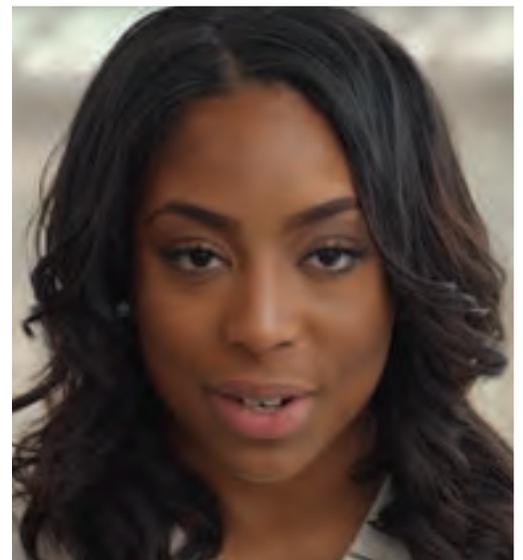


Top: *Crickets: Food of the future?* Entomophagy research video posted by the College of Liberal Arts and Sciences.

Above: *Wayne State vs. Everybody* by Tommey Walker: Announcement of the exclusive line of branded gear showing Motor City pride.

Right, top: *The Baroudeur*: Promotion of Wayne State's inaugural cycling event.

Right, below: *Always Aim Higher*: Wayne State students set the record straight about their university and declare with pride to always Aim Higher.

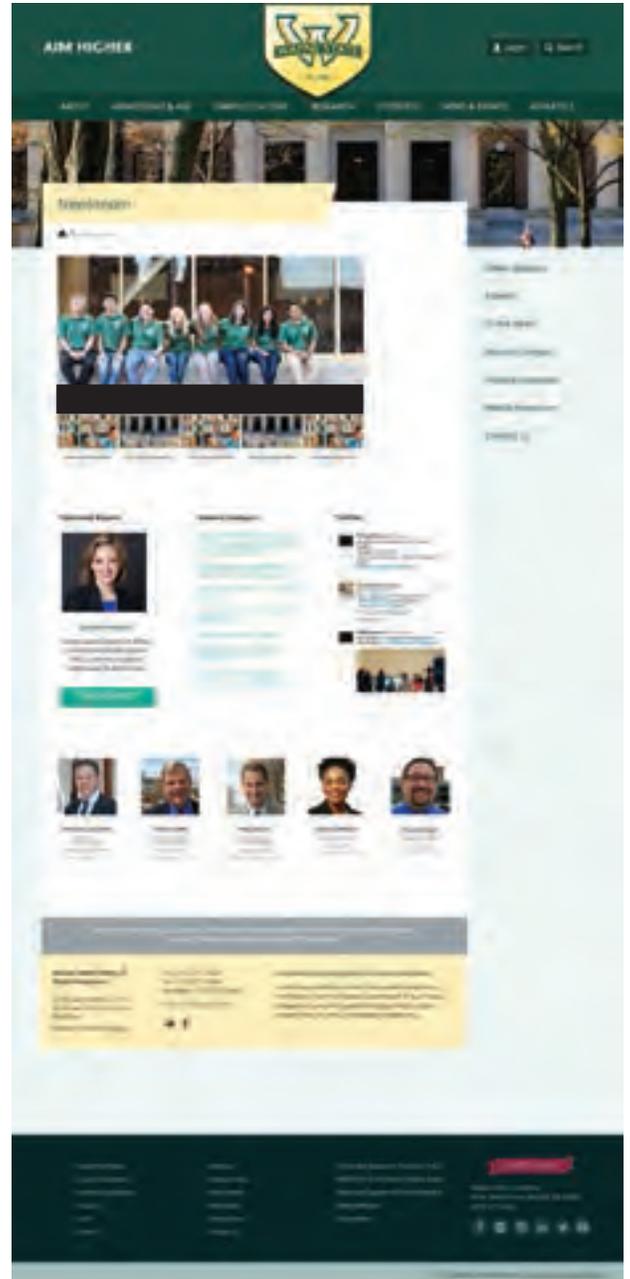


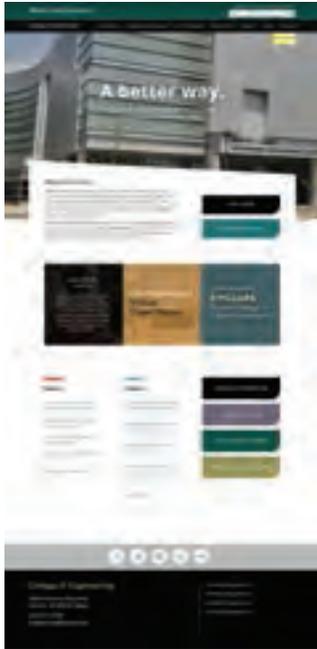


# WEB AND DIGITAL



Wayne State’s website is our front door. After an extensive overhaul two years ago, we continue to keep the site fresh and informative. In doing so, we’ve been updating school and college sites on a rolling basis. The Web team works with each site’s owner — from the College of Nursing to Undergraduate Admissions — to optimize the user experience. The College of Fine, Performing and Communication Arts stands as a shining example of this collaborative process, with its fresh look and increased functionality.



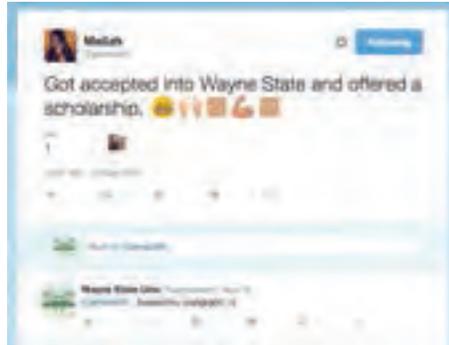




# SOCIAL MEDIA



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.



# NEW FACILITIES



Wayne State is growing, and MAC is telling the world. When the Integrative Biosciences Center opened for business in October, we publicized IBio's ribbon-cutting ceremony and surrounding celebrations. This happy occasion was followed by even more good news to share: We held a press conference to announce that Mike and Marian Ilitch are donating \$40 million to build a state-of-the-art business school facility in Detroit.

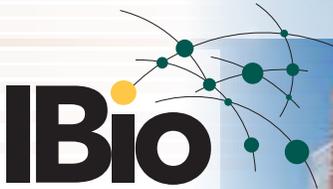


Welcome to the  
**MIKE ILITCH**  
SCHOOL OF BUSINESS

**DETROIT'S BUSINESS SCHOOL**



Learn more about our new name and future home in the District Detroit at [ilitchbusiness.wayne.edu](http://ilitchbusiness.wayne.edu).



**SAVE THE DATE**  
Grand opening of Wayne State University's  
**INTEGRATIVE BIOSCIENCES CENTER**  
Wednesday, Oct. 14, 2015 | 10:30 a.m.  
6135 Woodward Avenue, Detroit



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# WSU IN THE NEWS

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**Crain's Detroit Business, Nanowerk, The Washington Post, Medical Daily, MedGadget, Health Canal, Solid State Technology, Azonano, Healthcare in Europe, Business Standard (India), 6/19**

*WSU, DMC researchers create placenta-on-a-chip*

**Michigan Chronicle, WJRT-TV (Flint), Detroit Metro Times, Daily Detroit, WXYZ-TV, WWMT-TV (Kalamazoo), Detroit Free Press, WWJ-AM, MY20-TV, WJBK Fox 2, WDIV-TV, WJR-AM, WDET-FM, 7/24-8/19**

*Wayne State University to go smoke- and tobacco-free*

**Crain's Detroit Business, Associated Press, 8/5**

*Hecker-Smiley mansion to be renamed after alumni donor, Wayne State president says*

**Detroit Free Press, Detroit News, Crain's Detroit Business, WJBK Fox 2, WJR-AM, Fox 28 (Benton Harbor), Toledo News Now, Detroit Metro Times, News Herald, WDET-FM, 3/11-8/22**

*Wayne State to host 100-mile bike ride fundraiser through Detroit this summer*

**CBS Detroit, WDIV-TV, WXYZ-TV, Detroit News, The Washington Times, 9/15**

*Wayne State University Student Center reopening after \$26.5 million renovation*

**Detroit Free Press, 9/15**

*Wayne State seeks to build on momentum of success*

**Crain's Detroit Business, 10/1**

*President M. Roy Wilson named to Crain's "100 Most Connected"*

**Detroit Free Press, WXYZ-TV, WWJ-AM, 10/6**

*WSU Law, OU to offer shorter path to law degree*

**Detroit News, WDIV-TV, WDET-FM, WJBK Fox 2, WXYZ-TV, WDIV-TV, Fox 28 (Sturgis, Mich.), Azo Build, PRWeb, Marketplace, Xconomy, 10/14**

*New \$93M Wayne State center to study health disparities*

**Detroit Free Press, CBS Detroit, Lexington Herald Leader (Lexington, Ky.), WILX-TV (Lansing), USA Today, WDIV-TV, NBC-Chicago, Fox News, Mlive, Michigan Chronicle, The Arab American News, WXYZ-TV, WWJ-AM, WJR-AM, MY TV20, WSMH-TV (Flint), WWTV (Traverse City), Saline Patch, Clawson Patch, WEYI-TV (Flint), WJBK Fox 2, WMAQ-TV (Chicago), WCVB-TV (Boston), 10/23**

*Wayne State to give 10 students a free medical degree*

**Detroit Free Press, Detroit News, Crain's Detroit Business, Mlive, WNEM-TV, WXYZ-TV, WWJ-AM, WDET-FM, WJR-AM, WJBK Fox 2, Philanthropy News Digest, Chronicle of Philanthropy, The Arab American News, Houston Chronicle, San Francisco Chronicle, Bloomberg Business, WDIV-TV, 10/28-11/1**

*Ilitch family to give \$40M for new WSU business school*

**Detroit News, 11/9**

*Editorial: WSU gets ahead of doctor shortage*

**The Arab American News, WDIV-TV, Houston Chronicle, WLNS-TV (Lansing), Michigan Radio, WJR-AM, Detroit News, WMYD-TV 20, WXYZ-TV, 11/11**

*Wayne State receives \$1.4 million grant to train next generation of Detroit math teachers*



**Wayne State University Board of Governors**

Gary S. Pollard, *chair*, Paul E. Massaron, *vice chair*, Diane L. Dunaskiss, Marilyn Kelly, David A. Nicholson, Sandra Hughes O'Brien, Dana Thompson, Kim Trent, M. Roy Wilson, *ex officio*