



MARKETING AND COMMUNICATIONS 2018



150 YEARS
IN THE HEART OF DETROIT

The Office of Marketing and Communications played a key role in celebrating Wayne State University's sesquicentennial. Our university has a rich history in Detroit, and Warriors have made vital contributions to nearly every field throughout the last 150 years. This historic milestone provided increased opportunities to share Wayne State's story with a larger audience through a variety of media.





SESQUICENTENNIAL CELEBRATION



MAC led a yearlong marketing celebration for Wayne State's 150th anniversary. We observed this momentous occasion in a number of ways, most notably through a special publication commemorating Wayne State's history. Our Web team engaged the campus community by sharing unique WSU facts and history on social media. MAC also provided communication support at a number of special sesquicentennial-related events around campus. Every year is a great time to tell Wayne State's story, but 2018 was particularly special.

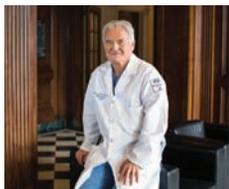


This page: In celebration of 150 years in Detroit, MAC published a special look at Warrior history, celebrating the accomplishments and contributions of WSU's alumni, researchers, faculty and staff. This book was gifted to university partners.

Next page: Signage, graphics, branding and T-shirts helped spread the news about WSU's 150th anniversary. The sesquicentennial was a focus of print advertisements, and we also shared historical facts celebrating our legacy at wayne.edu and on social media.



The nation's first female African American neurosurgeon joined the School of Medicine faculty in 1987. Dr. Alexa Canady stayed at Wayne State until her retirement in 2001.



In 2005, alumnus William O'Neill, M.D., was the first in the country to perform an aortic valve replacement through a catheter. A leader in interventional cardiology, O'Neill pioneered the use of angioplasty to treat heart attacks.



The College of Pharmacy's first class graduated in 1925. Among the group of five pharmaceutical chemists was Katie Moy Lim, the college's first female and first Chinese graduate.



During a distinguished 52-year career at Wayne State, Morris Goodman, Ph.D., was the first to theorize that chimpanzees and gorillas are genetically more closely related to humans than to other apes, which was later confirmed through DNA sequencing.

Professor Marion I. Bernhart became the first full-time female staff member at the School of Medicine in 1951 and the first woman to become a professor in 1967. She studied hematology, particularly blood platelets and blood clotting, developing tests and treatment for sickle cell disease.



Piero P. Foa, M.D., Ph.D., was one of Wayne State's most influential teachers and a trailblazer in diabetes research. Among his many scientific accomplishments was the determination that glucose stimulates insulin production, helping the medical field better understand and treat diabetes.



Urban health through the years



1917

The Detroit College of Medicine and Surgery is presented with the Red Cross flag for its role in staffing 36th General Hospital during World War I.



1940

Psychoanalyst Selma Fraiberg earns a master's in social work from Wayne University. Fraiberg went on to be recognized as a pioneer in the field of infant mental health.



1945

Wayne University becomes the first American college to offer a B.S.N. The degree covers nursing fundamentals, medical-surgical, maternity, pediatric, psychiatric, public health, principles and methods of teaching, and fundamentals of administration.



1969

The College of Nursing charters the Center for Health Research, which is now the Office of Health Research. The center was the first of its kind to be affiliated with an educational institution.



1970s

Wayne State faculty member Manuel Madyag pioneers a thinner, less invasive bariatric procedure that becomes known as the Madyag procedure.



1992

Jihad Mustapha graduates from the College of Liberal Arts and Sciences. Called "The leg man," Mustapha is known for his groundbreaking work with peripheral vascular disease. He holds more than 30 patents for alternative treatments he's created to prevent limb amputation.



SESQUICENTENNIAL CELEBRATION

Signature Events

We invite all members of the community to join us in honoring 150 years of academic and research excellence in Detroit.

- SATURDAY, OCTOBER 20**
Warrior Football Homecoming game and tailgate
 Cheer on the Warriors as we take on Northwood University — and be sure to stick around after the game to enjoy fireworks.
 Tom Adams Field/Katthaal Physical Education Center
 6 p.m.
- MONDAY, OCTOBER 22**
Unveiling of commemorative student artwork
 Student Center
 5:30 p.m.
- WEDNESDAY, OCTOBER 24**
Press launch of sesquicentennial edition of A History of Wayne State University in Photographs
 Student time capsule launch
- THURSDAY, OCTOBER 25**
Presidential Symposium
 Free and Responsible Speech in the Academy: Empowering Diversity on Contentious Issues
 Student Center Ballroom
 9 a.m.
- FRIDAY, OCTOBER 26**
Sesquicentennial Celebration closing event
 Join alumni, students, faculty, staff and friends of Wayne State as our yearlong Sesquicentennial Celebration culminates with exhibits, activities, performances and a student block party.
 Gullen Mall
 4:30 p.m.



Visit 150.wayne.edu for more information and links to RSVP.



150 YEARS

IN THE HEART OF DETROIT



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We call Detroit home. Our students call it campus. Either way, getting to where we are today took time — 150 years, to be exact. And in that time, Wayne State University has connected with its community like few institutions ever do.

We're proud of Wayne State's engagement in Detroit — our home and our campus. It's something that can only happen over time. And we have been here a long time.

Learn more at wayne.edu.



WARRIOR STRONG



MAC updated wayne.edu in celebration of WSU's sesquicentennial, providing facts and historical information about our 150 years in Detroit.



Wayne State University's story began in 1868 with the founding of the Detroit Medical College, which has since transformed into our School of Medicine — an internationally renowned school that has contributed to landmark medical achievements like the world's first successful open-heart surgery.

Today, with 13 schools and colleges, Wayne State continues to set the standard as a premier, public urban research university. We hope you will join us as we honor 150 years of academic and research excellence during our sesquicentennial celebration.

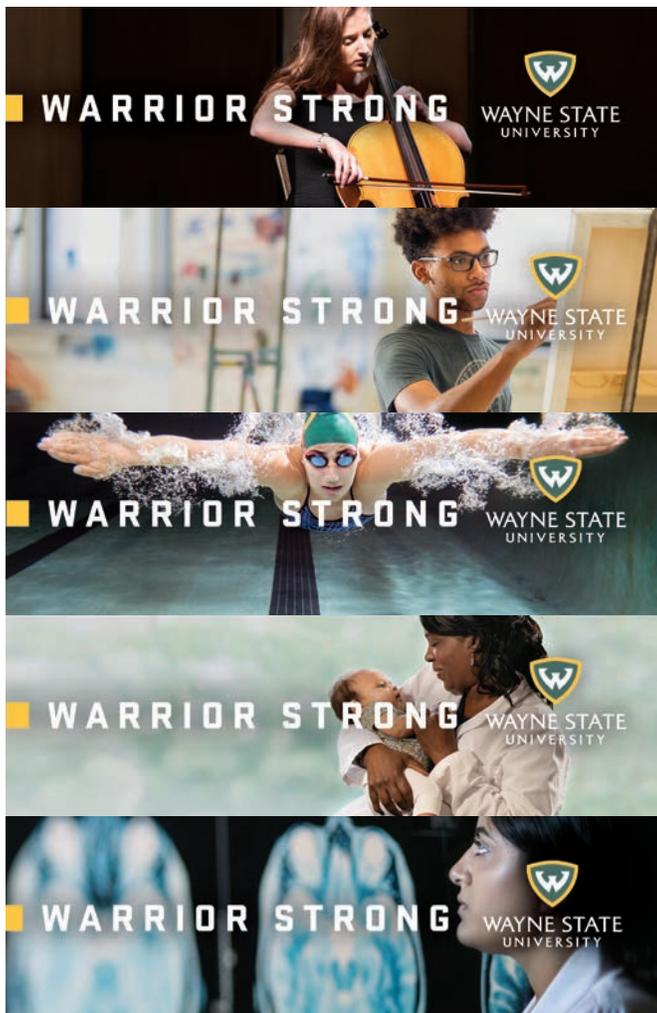




WARRIOR STRONG



We continued to leverage the popular Warrior Strong campaign, which was introduced in late 2017. This year, we focused on faculty and students who embody Warrior Strong on campus and in the community. These Warriors became the face of Wayne State, appearing on billboards throughout the metro area, in commercials and advertisements, and on posters strategically located around campus. Their story is our story, and Warrior Strong starts with individuals like these.



Above: Outdoor billboards showcased our students and the variety of programs available at Wayne State. These billboards highlighted programs in the arts, our renowned swimming team and Warriors who are making lifesaving contributions to health in Detroit.

Right (and next page, bottom): Through a variety of print pieces and advertisements, we told the stories of our students and alumni, celebrating their contributions to business and medicine, and their commitment to being Warrior Strong.

WE WERE ALL BORN TO SUCCEED.

We call Detroit home. Our students call it campus. Either way, getting to where we are today took time — 150 years, to be exact. In that time, Wayne State University has connected with its community like few institutions rarely do: through programs like Street Medicine, Math Corps, Teach Detroit, free legal aid clinics and more. Our med students volunteer more than 34,000 hours each year, and our faculty doctors have provided uncompensated care decade after decade.

We're proud of Wayne State's engagement in Detroit — our home and our campus. It's something that can only happen over time. And we have been here a long time.

WARRIOR STRONG

HANDS-ON EDUCATION. LIFESAVING RESULTS.

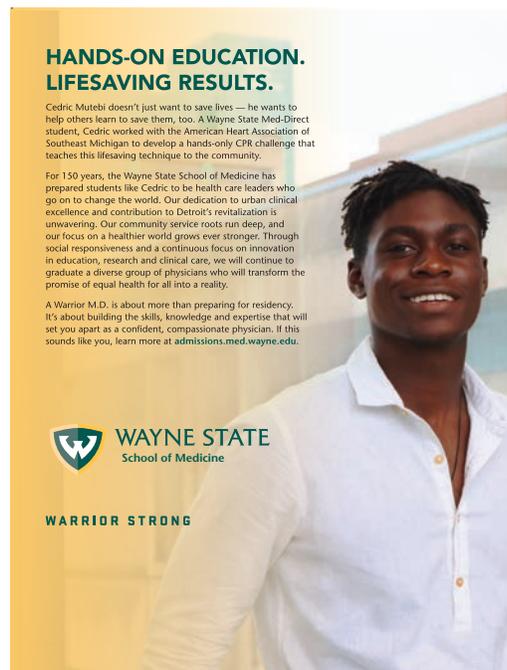
Cedric Mutebi doesn't just want to save lives — he wants to help others learn to save them, too. A Wayne State Med-Direct student, Cedric worked with the American Heart Association of Southeast Michigan to develop a hands-only CPR challenge that teaches this lifesaving technique to the community.

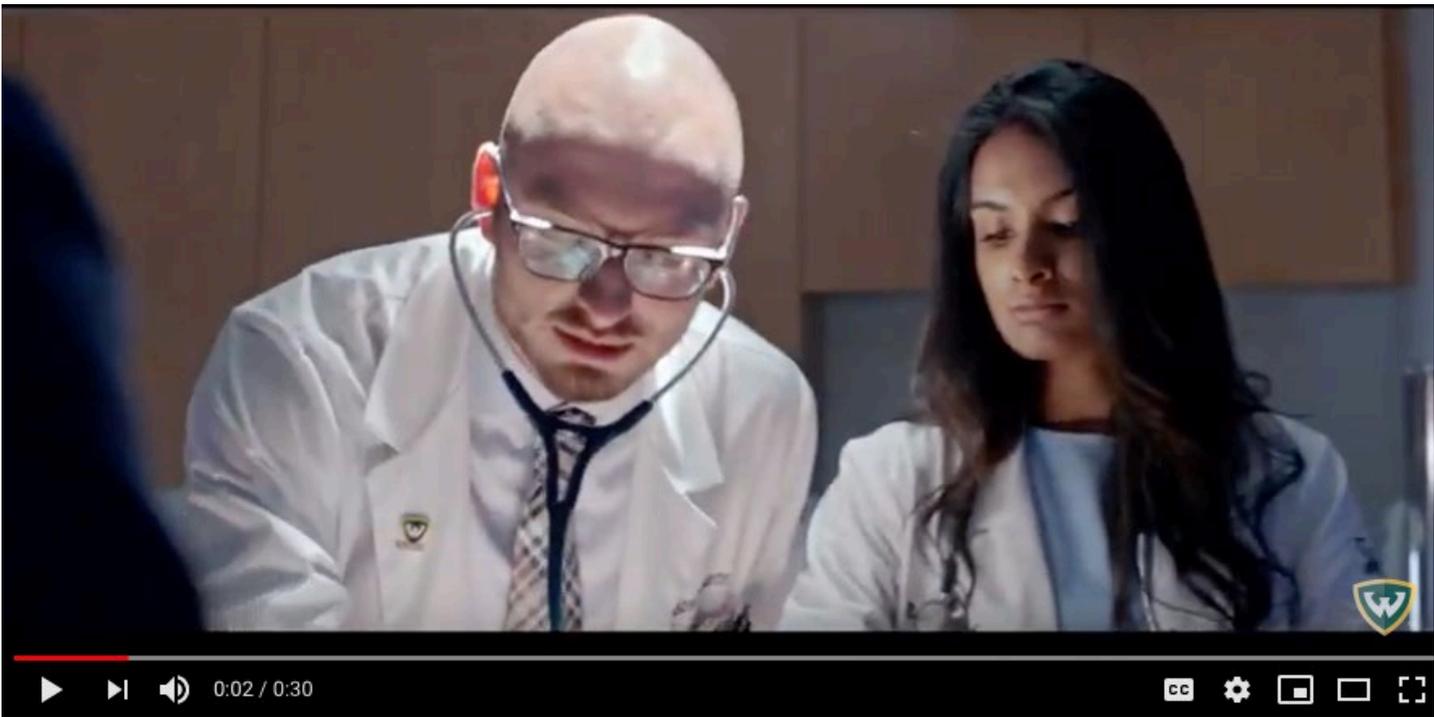
For 150 years, the Wayne State School of Medicine has prepared students like Cedric to be health care leaders who go on to change the world. Our dedication to urban clinical excellence and contribution to Detroit's revitalization is unwavering. Our community service roots run deep, and our focus on a healthier world grows ever stronger. Through social responsiveness and a continuous focus on innovation in education, research and clinical care, we will continue to graduate a diverse group of physicians who will transform the promise of equal health for all into a reality.

A Warrior M.D. is about more than preparing for residency. It's about building the skills, knowledge and expertise that will set you apart as a confident, compassionate physician. If this sounds like you, learn more at admissions.med.wayne.edu.



WARRIOR STRONG





Above: A series of new videos provided a vivid look at our campus, researchers and students to a large audience.

HEALTH EQUITY FOR ALL.

We know this city. We know its neighborhoods. And we know its people. We've been meeting the needs of communities here for 150 years. At Wayne State University, we believe our responsibility includes serving the underserved of Detroit. It's part of our medical mission. From the millions of dollars in uncompensated health care our doctors provide each year to the 34,000 volunteer hours our med students contribute to the community, we do more to serve this city than Wayne State. Why do we do it? Because we believe equality should include health. Because Detroit is our neighborhood. And because taking care of our own is one more way we show we're Warrior Strong.

Learn about the many health equity programs Wayne State contributes to at wayne.edu.

WARRIOR STRONG

WAYNE STATE UNIVERSITY

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WARRIOR STRONG

WAYNE STATE UNIVERSITY
wayne.edu

SUCCESS STARTS HERE

At Wayne State University, student success drives everything we do. We're always thinking of innovative ways to turn our students into our alumni and help Warrior graduate.

That's why we established programs like our Center for Excellence and Equity in Mathematics, which offers underrepresented students the educational opportunities that everyone deserves. The center's Emerging Scholars Program works with Warriors who may not already have a strong background in math, but who are determined to excel. By providing a solid mathematics foundation, the program gives students the tools they need to pursue careers in STEM fields.

And we just launched the Active Duty Military program, working with students in Wayne State with a 50-percent discount on tuition. We want to make sure that we're helping the brave men and women who serve our country and protect our freedom.

Plus, we created the Warrior Way Back program to relieve the past debt of former Wayne State students who did not graduate. Through this new program, students who are close to earning their degrees have a chance to finish what they've already started.

Whether we're investing in innovative, academically or financially, Wayne State University is dedicated to improving students to achieve success. That's what helps students complete their degrees — and it's what keeps our community Warrior Strong.

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WARRIOR STRONG



BRANDING



Last year, we debuted our new logo, revealing a vibrant new look for Wayne State's messaging. This year, MAC worked throughout the campus community to encourage consistent branding that highlights the unique identity of each school, college and department, while maintaining a stylistic unity across the university. This allows us to share a variety of stories while continuing our Warrior Strong focus.



Marketing and Communications

Departments Identity guidelines Logos/downloads Contact us

Logos/downloads

Logos and downloads

Primary Mark

Horizontal

- Full Color (eps, jpg, png)
- One color, PMS 561 (eps, jpg, png)
- Black (eps, jpg, png)
- White (eps, pdf, png)
- Reversed (eps, png)



Stacked

- Full Color (eps, jpg, png)
- One color, PMS 561 (eps, jpg, png)
- Black (eps, jpg, png)
- White (eps, pdf, png)
- Reversed (eps, png)



Horizontal, full name

- Full Color (eps, jpg, png)
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School, College and Division

Department, program and unit

Special marks

150 logos

Font families

Marketing and Communications

Departments Identity guidelines Logos/downloads Contact us

Logos and downloads

Primary Mark

School, College and Division

Department, program and unit

Special marks

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Templates

Google Slides 4-3



- Version 1
- Version 2
- Version 3
- Version 4

Google Slides 16-9 (widescreen)



- Blank - Version 1
- Blank - Version 2



- Version 1
- Version 2
- Version 3

Powerpoint template 16-9 (widescreen)

- Green
- Version 1
- Version 2

Word template

- Word.doc

Warrior Strong templates



3.75 x 8.5 Small flier



8.5 x 11 Booklet cover



24 x 36 Event signage

To help serve the needs of the WSU community, we provide tools and templates that reflect the university identity guidelines we've created.



WAYNE STATE UNIVERSITY



WAYNE STATE UNIVERSITY **MIKE ILITCH** SCHOOL OF BUSINESS

■ The logos for WSU's schools, colleges and departments were brought in line with our new branding, including the W with shield logo and the new font.



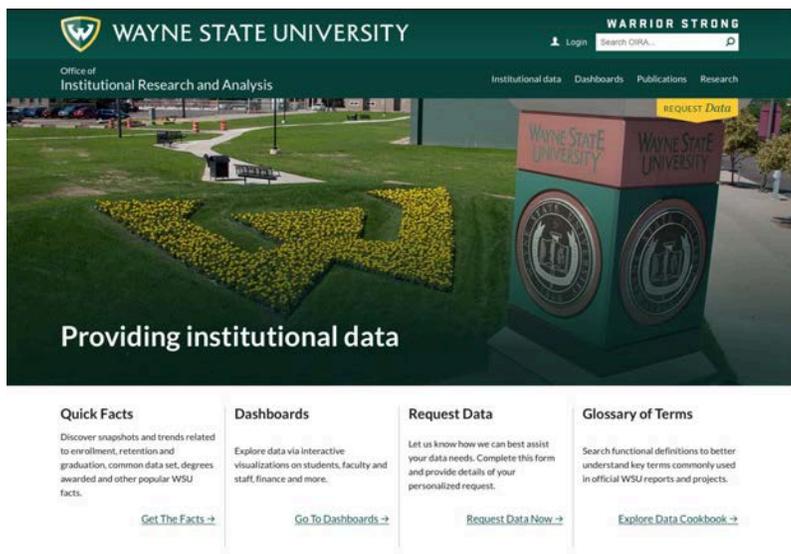
■ Banners placed throughout campus — including outside the WSU Bookstore — continue to tell our students' stories and encourage them to be Warrior Strong.



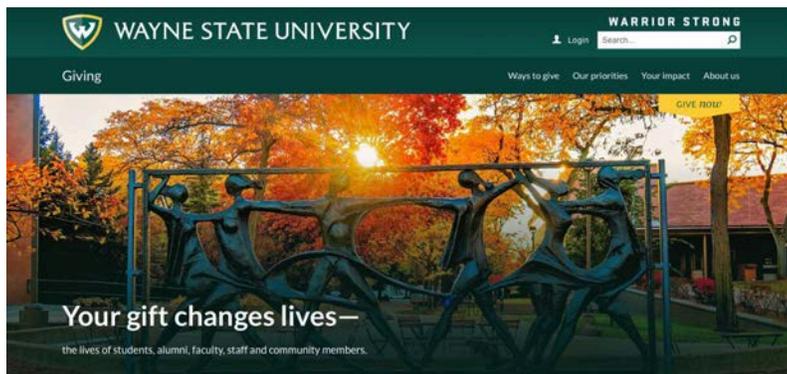
DIGITAL AND WEB



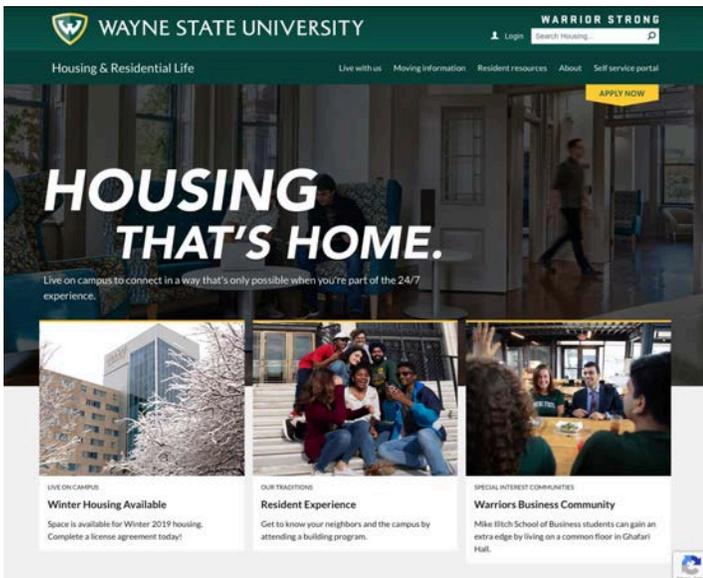
MAC continued to hone **wayne.edu**'s storytelling abilities and create functional, informative and attractive sites for a variety of purposes throughout the university. From helping students better navigate Housing choices to making important university data readily accessible, MAC has made a user-friendly and informative online experience a priority. As **wayne.edu** remains the first interaction point many have with the university, as well as a daily online destination for students, providing an informative and easy-to-navigate site is essential.



MAC's Web team is working with the Office of Institutional Research and Analysis to make important university data accessible and easy to digest.



Web worked closely with Development to create a Giving website that makes it easier to donate to Wayne State and features stories about how those funds make a difference.



Web enhanced the Housing website, providing an attractive and informative showcase for the new Anthony Wayne Drive Apartments, and a place to answer students' questions about living on campus.



New photos and portals provide details about the various pillars of the Irvin D. Reid Honors College for prospective Honors students.



We worked with the Registrar's office to redesign its site, making it easier for new and current students to gain the information they need to prepare for class. MAC also updated its online Newsroom, providing a vibrant, easy-to-navigate home for Warrior news.





SCHOOL AND COLLEGE SUPPORT



Robust relationships with Wayne State's 13 schools and colleges continue to result in communication projects that inform and enhance the student experience and maintain relationships with alumni and university partners. From brochures highlighting the many opportunities available in our School of Medicine to a high-quality magazine for the College of Nursing, we are eager to share the accomplishments of each of our schools and colleges.



As the School of Medicine leads the drive to eradicate health disparities in Detroit, new marketing materials tell prospective students why a medical education at WSU will prepare them to make important contributions.



Safe and secure

- WSU was recently named one of the 50 safest campuses in the country by BestColleges.com.
- The WSU Police Department — a 65-officer, fully commissioned police force — patrols campus 24/7, 365.
- WSU/UPD has been lauded in local and national media, including The New York Times, for their innovative approach to crime prevention.

Wayne State's medical campus: In the heart of the city

There is no place on earth like Detroit. Now more than ever, this city is a beacon of growth, opportunity, art, culture and entertainment. Walk the streets to grab a bite, catch a show or clear your head, and you'll feel something different. Detroit is changing at a rapid pace, and the School of Medicine is a key player in its reinvention. But while the city's revitalization is remarkable, Detroit is still home to urban challenges of poverty, with citizens lacking access to basic health care. As a medical student at WSU, you'll experience the best of what Detroit has to offer, and you can help shape its future by serving those who are often left behind.

Midtown lies in the center of the greater downtown area and right along the QLINE light rail. Our neighborhood is home to 20,600 residents, not to mention 60,000 employees. And with the largest concentration of cultural, educational and medical institutions in Southeast Michigan, Midtown draws 3 million visitors each year. Here, you'll find:

- 378 restaurants (with 81 outdoor dining locations)
- 7 grocery stores
- 252 retail establishments
- 200 acres of parkland
- 21 miles of bike lanes and greenways
- 33 galleries
- 23 theatres and performance venues
- 11 libraries and museums, including the world-renowned Detroit Institute of Arts
- 3 professional sports venues, including the Little Caesars Arena and surrounding District Detroit

In addition to Midtown's restaurants, retail shops and cultural attractions, Wayne State offers its own on-campus amenities for residents, including a health and wellness clinic, a variety of dining options and full-service fitness facilities.

Clinical partners

The School of Medicine is located within one of the largest concentrations of major urban medical institutions in the country. Because of longstanding university partnerships with these world-class hospitals, you have access and opportunities you won't find anywhere else.

Our medical residents are provided with a variety of educational and medical resources from surrounding affiliate hospitals. These affiliates reinforce the importance of education, research and patient care while allowing residents to gain knowledge and experience across a range of medical fields. Ultimately, residents benefit from a first-rate medical education and broad training opportunity.





WAYNE STATE UNIVERSITY
MIKE ILITCH
SCHOOL OF BUSINESS



DETROIT'S BUSINESS SCHOOL

Building business leaders for today and tomorrow.

Now offering new academic programs in:

- Entrepreneurship and Innovation
- Sport and Entertainment Management
- Data Science and Business Analytics
- Automotive Supply Chain Management

Learn more about all of our programs or check out our new home in the District Detroit at ilitchbusiness.wayne.edu.



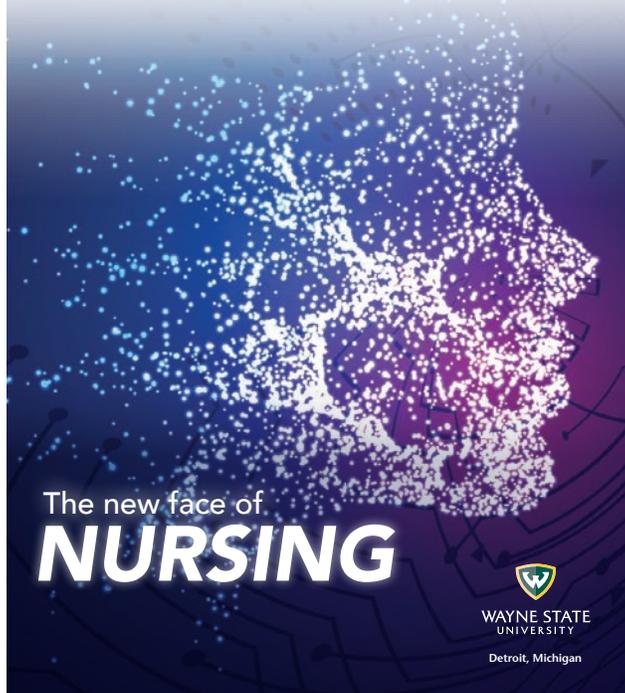
The new home for the Mike Ilitch School of Business opened in The District Detroit this year, providing an opportunity to spread the word about this state-of-the-art facility and new opportunities available in the college. T-shirts and other Warrior gear let business students brag about the Ilitch School.



URBAN HEALTH

at WAYNE STATE'S COLLEGE OF NURSING

FALL 2018



The new face of NURSING



The Wayne State University College of Nursing is leading the way in urban health, and a revamped magazine provides in-depth, visually appealing stories highlighting the latest research and approaches to care.

to an avenue for employment, the student is nursing role models. They get experience with entry-level patient care skills like learning how to pressure and ambulate patients, and this builds their confidence in their ability to be successful in a program."

immersion into the world of nursing begins on students' first day of classes. Through the grant, the college partners with the southeast chapter of an Area Health Education Center (AHEC) for an event featuring a variety of activities on campus throughout the city. While there are study skills and sessions, there are also trips to the Detroit Museum, a trip on the QLine, and a walkthrough of a community clinic and community garden. The goal of the grant is to expose students to the city of Detroit as well as the workforce available through Wayne State and the College of Nursing. This exposure not only prepares their careers, but it could also plant the seeds that diversify the workforce in their own community graduation.

stimulating and encouraging local students to register and licenses and get into these careers, going to develop a workforce that wants to work in Detroit and serve the people and place they grew up in," said AHEC's Sam Young.

immersion week also includes a visit to the Covenant Community Care clinic, where students meet with practitioners and receive an up-close look at a community health center, and view the challenges facing Detroit residents and the opportunities to serve beyond traditional hospital settings.

"Success will be measured as each cohort progresses through the College of Nursing, through cultural surveys that show we have made improvements in the cultural climate of the college, or perhaps in changes to the nursing curriculum, the physical building, or the structure of the program itself. For example, maybe we create a reflection room for students who want to pray or meditate during the day, a quiet place that is open to all. Perhaps we can make scheduling of classes more flexible or identify those key strategies that will improve the success of all students within the college. The possibilities are tremendous!"

Already, the college has made strides to take advantage of its metropolitan location and make more students throughout the Detroit area aware of the opportunities available to them at the College of Nursing. "We're doing purposeful outreach and recruitment of students from schools within Detroit, as well as those outside of the city, instead of waiting for people to come to us," said Zimnicki. "We have a great reputation nationally and in Michigan, so showcasing that with potential students is important."

Lessons learned through this program could also reverberate outside of Detroit. Zimnicki said that other universities could put many of the same programs into practice, and that eventually programs should be able to accommodate diversity and provide underrepresented students with similar opportunities using existing resources throughout their institutions. Throughout the planning and initial implementation of the program, Zimnicki said, College of Nursing faculty and staff identified programs at Wayne State and with its partners that could keep this work going after the grant period ends.

"The question always becomes sustainability. You have to do something after those four years are up. For all of our students, it is important to have strategies that support them throughout the entire program," said Zimnicki. "We cannot be dependent on grants because every time there's a budget hearing in Washington, you never know when they're going to cut this kind of funding to support diversity in the workforce."

Anticipating this, sustainability was built into the program. The college leverages academic tutoring and support programs from throughout the university and works closely with student groups to provide social support. Whenever possible, resources from throughout Wayne State are put to use to help students, ensuring that the tools to success will remain when the grant period ends.

But beyond that, success will be seen years down the road, when the nursing workforce is a reflection of the diverse community it serves.



GRANT EMPOWERS STUDENT SUCCESS

The Workforce Diversity grant is designed to bring students from diverse communities into the College of Nursing and ultimately graduate them into the workforce. For Najia Swann, who started her third year of college at Wayne State University in fall 2018, it's helping her achieve a childhood dream.

As a teenager in Detroit, Swann had the opportunity to visit a hospital and decided that a career in nursing was her goal. "I really like helping people and I like hospitals," she said. "I know a lot of people are scared of hospitals, but I am amazed at the setting. So I thought it would be perfect."

Swann took a tour of Wayne State University and decided it was her "dream college." She applied and was accepted for the fall 2018 semester. While applying, an advisor suggested she apply for the Workforce Diversity grant, which allowed her direct admission into the College of Nursing.

"I'm really thankful they pointed me that direction," she said. "Timing wise, if I had stuck to my original plan, I would have already been enrolled and wouldn't have been eligible for the grant and would have had to apply for admission to the nursing school, so I was really thankful for that."

Swann said that the stipend has been the most beneficial part of the grant, as it's allowed her to live off campus. The relationships she's already been able to build with her advisor, future nursing professors and fellow students have also been immensely helpful.

"Receiving the grant has put me in a better position to be successful when I start my nursing courses," she said. "My advisor is great. I feel like having those regular meetings makes it easier to come to her when I'm having issues because she constantly knows what's going on. I really like our study groups because they bring me closer to the people going for the same thing."

"I've also become close with one of the professors I'm going to have in my nursing course next fall, which will make me more confident when I take that class. It really helped encourage my success because there's so much support that others don't have. I'm sure it would be much harder if I didn't."

team member or patient we're working with. If we understood their perspective, we'd have a better idea of how to work with them."

Denise White-Perkins, Henry Ford Health System

early exposure to the health care field and an early window to working professional nurses.

"Financially, you can make more money as a part-time CNA than at many minimum wage jobs," said Zimnicki. "It also gets their leg in the door of a health care system, so that

the grant provides students the opportunity to participate in a program through which they can become a Certified Nursing Assistant (CNA). This training, which occurs following their first year of undergraduate studies, provides students with not only a financial boost, but also offers

MOVING TOWARD SUCCESS

She's back in the hospital, but she's not scared. She's been treated well and has a plan for healthy living when she leaves that accommodates both her busy schedule and her religious commitments. It was easier this time. Her nurse spoke her language and was familiar with her background; in fact, he grew up right down the road from her. From the moment she first looked to him, the nurse put her at ease. He knew her story; he was easy to trust.

The Workforce Diversity program grant welcomed its second cohort in fall 2018. Long term, Zimnicki said she hopes the program results not only in individual student success but also in institutional changes throughout the college — and beyond.

Life and death

CONVERSATIONS

Research focuses on young patients and their readiness to talk about serious illness.

By Chris Williams

The teenage and emerging adult years are associated with beginnings — first dates, driver's licenses, prom, graduation and career. They are a time to look to the future and dream big. They are not thought of as a time for adolescents and young adults to consider the end of their lives.

Yet, for young patients with cancer and other terminal illnesses, that's often the reality. While their peers are getting ready for prom, they're enduring chemotherapy. Instead of college applications, they're having difficult conversations with doctors and loved ones. Rather than looking ahead to career, marriage and parenthood, they're worried about making it through the next month.

Understanding adolescents' and young adults' acceptance of their situation and willingness to discuss it is important, both for caregivers and for family members who are often unsure of the emotional support their loved ones need.

Research conducted by the Wayne State University College of Nursing could help caregivers and families understand when adolescents and young adults with advanced or terminal cancer are ready to talk about their situation. The research is a collaboration between WSU assistant professors Cynthia Bell, Ph.D., research scientist, and Jessica Spruit, D.N.P., an acute-care nurse practitioner specializing in pediatric oncology.

"When I worked with pediatric oncology patients before going back to school, what bothered me the most were when patients were processing the fact that they were going to die and didn't have someone to talk to and were afraid to burden their family," Bell said. "They're trying to protect each other from the emotional pain of death and separation."

Moved by these discussions, Bell focused her dissertation on understanding how young patients engage in end-of-life conversations and whether those discussions help improve quality of life. Her conclusion? The conversations were not readily happening and to foster these difficult conversations, it was necessary to understand when patients were ready to discuss their illness, treatment, fears and other concerns.

"They go in and out of this open-and-closed awareness. When they are openly acknowledging their incurable disease, then they will process more emotional conversations. And when they're in closed awareness, they want to talk more about their hopes, dreams and future and what they want to do with their life," explained Bell.



I WOULD LIKE TO DISCUSS MY END-OF-LIFE CARE IN THE EVENT MY CANCER ISN'T CURED.

UNDERSTANDING READINESS

Bell and Spruit discovered that while discussions about end-of-life concerns with adolescent and young adult patients were helpful, the discussions were often not happening between patients and those around them, including medical caregivers, family and friends.

"In my D.N.P. project, we surveyed health care providers in pediatric oncology, and over 99 percent said that pediatric palliative care helps patients and families," said Spruit. "We believe palliative care facilitates these critical conversations, yet over 50 percent of those surveyed said palliative care was 'never' or 'rarely' involved in pediatric oncology cases. We are not consistently getting these resources to the patients, so this research is filling that gap of how we talk to them and learn what their goals are. How do we empower them to live until they die?"

Bell developed a tool to measure adolescent and young adult readiness to talk. It captures concerns such as their awareness and acceptance of their life-threatening illness and their ability to talk about their condition and the associated grief and emotion with family or professional caregivers. Using an interactive, game-styled system, the young people describe whether the statements resonate with them and are applicable to their situation.

"They share their stories and that helps us see what barriers are involved and what facilitates the conversation," said Bell. "Our goal is to develop an intervention within clinical practice that can help engage patients and health care providers in conversations to help them move along with this iterative process of becoming more prepared."

Speaking with young patients about such sensitive topics requires empathy and an ability to understand how much they are willing to open up. The researchers use a card system where the adolescents discuss how much various statements apply to them; if there are statements that the participants are not ready to talk about, they can place them in a "stresses me out box" and choose not to discuss them.

"We're very mindful of the ordering of the questions," said Bell. "We sequence the questions carefully, ask permission when it gets to the sensitive items and then proceed based on their responses." Bell and Spruit said the participants have been open and honest, often willing to discuss their concerns and fears beyond the allotted time. Spruit said that, for many participants, this is their opportunity to make a difference.

"We empower them by saying, 'You're the expert in this. You can teach us,'" she said. "They want to build a legacy, they want to do something and make their mark. One of the leading motivators is that people in the future will benefit from their participation. We have so much to learn from them."

Often, Bell said, the patients are more than willing to talk; historically, it's often been care providers who have been hesitant to bring up end-of-life issues with young patients in a desire to focus on healing and positivity. One goal of the research is to better understand patients' willingness to talk so that nurses and other care providers feel comfortable initiating conversations.

"As health care professionals, we are so afraid that if we talk about it then we're taking away their hope," Bell said. "There's this overwhelming fear that we're going to do harm if we talk. But we're learning that if the adolescent or young adult knows that it's okay to talk to us, they will, it's in the not asking that we're left without answers."

Spruit's experience as a nurse practitioner has shown the need for this research firsthand. When parents, caregivers and others do not engage in these conversations with young patients, caregivers cannot always give them the best care or prepare them for difficult — literally, life and death — conversations and decisions.

"One of the most challenging situations I've encountered is when life support is withdrawn and we haven't even discussed end-of-life care and wishes with the adolescent or young adult. Those stories fuel us because they continue to highlight this gap and an opportunity to enhance the care we deliver to these patients," she said. "I'm very passionate because I see that there's an area for improvement. Clinically, I recognize this barrier and because I know of Cindy's work, I can help families understand what the opportunities are and help integrate that into the care we provide."

In addition to enhancing how providers might enhance clinical care for adolescent and young adult patients, the research also demonstrates the emotional benefit these conversations might provide to patients and families by allowing them to voice their fears and hopes.

"You fight so hard for a cure — and we should — but at the same time, we should allow patients to process the emotional burden and help facilitate some of their hopes and dreams," Bell said. "I have seen where a young person is in their hospital bed at home, dying, but their principal and others come and have a graduation service in their living room. I had one patient whose mom came to me after his funeral service and said, 'It was just like he wanted it to be, all because we talked about it.'"

"It's all about living until you die. It's not 'Let's talk about death and dying because you're dying'; it's 'let's talk about what you want out of life with the time that you have left.'"

IT'S NOT 'LET'S TALK ABOUT DEATH AND DYING BECAUSE YOU'RE DYING.' IT'S 'LET'S TALK ABOUT WHAT YOU WANT OUT OF LIFE WITH THE TIME THAT YOU HAVE LEFT.'"

— Cynthia Bell, Ph.D.

URBAN HEALTH | FALL 2018 21

researchers and scientists, who will go on to transform health care delivery.

In 2010, the Institute of Medicine recommended that the United States double the number of nurses with doctorates. While enrollment in doctorate nursing practice (D.N.P.) programs has increased exponentially, Ph.D. enrollment has seen less growth. To help make this happen, the RWJF created the Future of Nursing Scholars Program, which is committed to educating and training future clinicians and researchers.

This year, Wayne State's College of Nursing was again awarded Future of Nursing Scholars funding and joined a prestigious cohort of only 31 schools nationwide. This award allowed the college to fund two newly admitted Ph.D. students, allowing them to pursue their degrees in an expedited three years.

"This prestigious award will allow our selected scholars to complete Ph.D. studies in a timely manner and to make substantive contributions to the discipline as leaders and researchers even earlier in their careers."

— College of Nursing Dean Laurie M. Lauzon Clabo

's nurse begin here

ood Johnson Foundation for third straight year.

"It is an honor to be selected to participate in the RWJF Future of Nursing Scholars Program for the third consecutive year — and to be awarded two scholars this year, a clear recognition of our success in the past two cohorts," said Laurie M. Lauzon Clabo, Ph.D., RN, Wayne State University College of Nursing dean and professor. "This prestigious award will allow our selected scholars to complete Ph.D. studies in a timely manner and to make substantive contributions to the discipline as leaders and researchers even earlier in their careers. We are fully committed to helping to achieve the Institute of Medicine's goal of increasing the number of doctorally prepared nurses in the United States. We are deeply grateful for the generosity of the Robert Wood Johnson Foundation and for the recognition of our commitment and success in the preparation of nurse researchers at the Wayne State College of Nursing."

The 58 students across the nation participating in the program's fifth and final cohort will receive financial support — including a \$75,000 scholarship from RWJF matched by \$50,000 from WSU — mentoring and leadership development over the three years of their Ph.D. programs. When the program concludes, more than 200 Ph.D.-prepared nurses will have graduated through the program.



WARRIOR SPIRIT WEAR



An ongoing partnership with Learfield Licensing Partners is expanding Wayne State's reach in stores across the state and adding greater variety to WSU-branded merchandise on and off campus. In addition to more ways than ever to show Warrior pride, our licensing process benefits student organizations and other campus groups looking to produce their own high-quality, officially licensed products.



Show your WARRIOR and Red Wings pride!

Join your fellow Warriors at Wayne State University Night with the Detroit Red Wings!

Detroit Red Wings vs. New Jersey Devils
Thursday, Nov. 1
7:30 p.m.
Little Caesars Arena

Packages start at \$39. Price includes ticket, commemorative 150th anniversary green-and-gold Red Wings hat, and a \$5 donation to WSU's HIGH Program.

Buy your tickets today at detroitredwings.com/wsnight.



★ *Warrior* ★
WEDNESDAY

TRADE ANOTHER COLLEGE'S SHIRT FOR A FREE Wayne State Tee!

HERE



In the fall, we had the first Wayne State University Night with the Detroit Red Wings. Discounted tickets allowed Warriors to cheer on the Red Wings, and attendees took home a commemorative green-and-gold Red Wings hat. We also continued a popular T-shirt trade-in program.

PRESIDENTIAL COMMUNICATIONS



President M. Roy Wilson has made it a priority to engage with the world beyond Midtown, and MAC continues to support him in this endeavor. Through speeches, written correspondence, videos and more, we help President Wilson connect with prospective students, colleagues at other universities, government partners and more. Through activities like the Road Warrior Cycling Tour and correspondence with higher ed leaders, MAC assists President Wilson as he builds relationships and furthers Wayne State's reach.

WAYNE STATE'S IMPACT IN DETROIT

By leveraging university assets for the benefit of our neighborhood and city, Wayne State University is a leader and partner in the revitalization of Detroit.

97% OCCUPANCY RATE

3,100 students live on campus in Midtown

51% DROP in crime since 2009

\$1.21 BILLION invested in capital projects since 1993

400 public performances, exhibits and cultural events annually in Midtown

WE HELP BUSINESSES START, GROW AND THRIVE

\$214 MILLION in annual research expenditures

550 PATENT APPLICATIONS since 2009

TECHTOWN, our business incubator, has served **1,465** companies and helped create nearly **1,200** jobs since 2009

WE SUPPORT AND RETAIN TALENT

7th LARGEST employer in Detroit

40 PERCENT of Michigan's practicing physicians received all or part of their medical training at Wayne State

20,000 More than at-risk mothers helped by the PERINATOLOGY RESEARCH BRANCH since 2002

The new **IBio** is revolutionizing research of health care disparities that plague Detroit residents

\$2.5 BILLION in overall economic impact in Michigan

To cultivate collaborative partnerships with those outside the university, President Wilson and MAC have created a number of communication pieces, including detailed fact sheets, invites to special events and informative letters to the president's counterparts at other institutions.



Office of the President
4200 Faculty/Administration Building
656 West Kirby
Detroit, MI 48202
313-577-2230
president@wayne.edu

<First_name> <Last_name>
<Street_Line1><Street_Line2>
<City><State><Zip>

Dear <First_name>,

It's a unique privilege to serve as the president of Wayne State University. While each year brings noteworthy achievements and events, 2018 has been particularly special for us. As we observe 150 years of academic excellence, we've had several opportunities to acknowledge our successes and celebrate our legacy.

It's important to reflect on the past, and we do so with an eye toward our future. This year also marked the culmination of a four-year fundraising campaign that raised \$750 million to support Wayne State's mission. Called Pivotal Moments, this campaign was focused on creating educational, research and community outreach opportunities that benefit our city and state, and keep Wayne State at the cutting edge in numerous fields, including health, business and the arts. It was an ambitious goal — one our Warriors responded to with energy and enthusiasm. Thanks to the tremendous contributions of alumni, faculty, students and supporters throughout the community, we met this goal ahead of schedule.

We already experience the benefits of many of these donations across campus. This fall, we opened the new home for the Mike Ilitch School of Business. This state-of-the-art building, located in the District Detroit, was made possible thanks to a \$40 million gift from Mike and Marian Ilitch — the largest in our university's history and one of the top ten gifts ever to a public business school in the United States. Because of the Ilitches' support, Wayne State's already noteworthy business school now has a home steps away from leading corporations, as well as a new sport and entertainment management concentration for the M.B.A. program, keeping it at the forefront of entrepreneurial education.

Wayne State is also poised to revitalize Detroit's artistic community. The Hilberry Theatre — the oldest graduate repertory theatre in the United States — has long been home to renowned theatrical productions, concerts and recitals. Our historic theatre will become an even more vital part of Detroit's cultural scene through a new facility known as the Gateway Performance Complex. The renovation — which will include a new jazz performance area called Jazz Underground, made possible through a gift from Gretchen Valade — will expand Wayne State's facilities for the arts and further strengthen academic programs in theatre, dance and jazz, continuing an artistic legacy in Detroit.

A commitment to improving medical care has been part of Wayne State University since its inception, and our dedication to eradicating health disparities continues to deepen. In 2017, the Wayne Med-Direct program received a \$10 million gift from philanthropist Mort Harris to assist students as they pursue their dreams of becoming physicians. This highly competitive program recruits high school students with a passion for addressing health disparities among our nation's most vulnerable populations. Students receive full scholarships and other financial support, in addition to admission to undergraduate studies in our College of Liberal Arts and Sciences and, subsequently, our School of Medicine. These students will leave prepared to provide quality care as the physician leaders of tomorrow and conduct research that leads to lifesaving medical breakthroughs.



President M. Roy Wilson and Jacqueline Wilson cordially invite you to

Thanksgiving Dinner

Thursday, November 22, 2018

4-7 p.m.

Jacob House, 451 W. Kirby

Complimentary parking will be available on Reuther Mall.

The favor of your reply is requested by Monday, November 19.

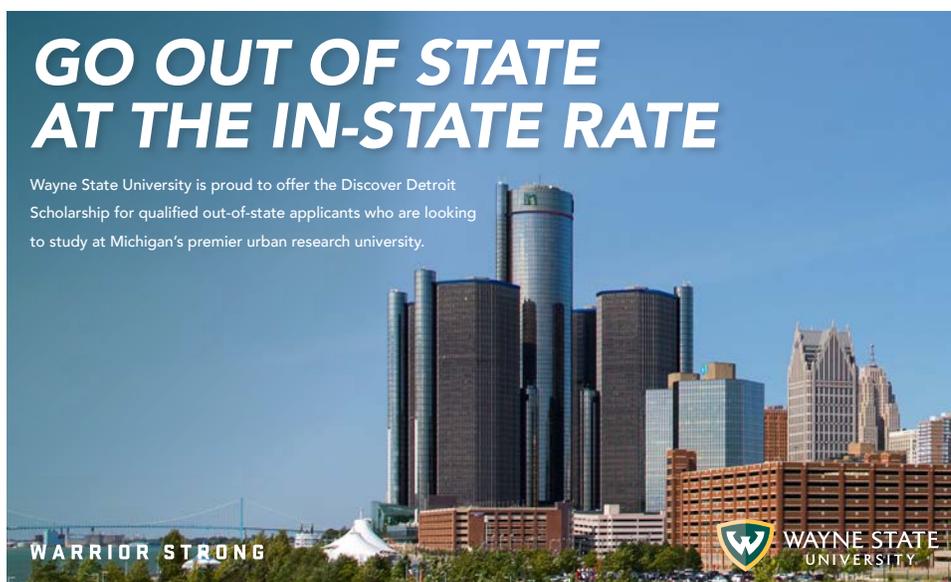
RSVP online at
rsvp.wayne.edu/thanksgiving-dinner-2018
or call the Office of the President at 313-577-2230.



ENROLLMENT MANAGEMENT



In the fall, Wayne State welcomed the largest freshman class in its 150-year history. MAC is proud to have collaborated with the Office of Undergraduate Admissions on work that contributed to this amazing number. We support undergraduate and graduate admissions, School of Medicine M.D. admissions, and other key divisions to show prospective students how a Wayne State education can set them apart. Print materials encourage students and families to explore Wayne State, guide them when they visit campus, and help them navigate the financial complexities that come with a college education. Digital communications and ongoing enhancements to wayne.edu ensure students can easily access everything from applications to financial aid forms.



GO OUT OF STATE AT THE IN-STATE RATE

Wayne State University is proud to offer the Discover Detroit Scholarship for qualified out-of-state applicants who are looking to study at Michigan's premier urban research university.

WARRIOR STRONG

WAYNE STATE UNIVERSITY

Above: Printed materials such as postcards alert students to special programs and discounts.

Right: Navigating financial aid and understanding tuitions and fees can be daunting; our communication materials help alleviate worry and prepare students for the realities of higher education.

Our affordability

From waiving the application fee for first-generation students to offering a range of scholarships, Wayne State is committed to helping Warriors move forward — without burden, and with purpose.

1,100 students in our 2017 incoming freshman class have zero out-of-pocket expenses

Students who demonstrate need as determined by FAFSA are automatically considered for the Wayne Access Award, which covers up to the full cost of tuition and fees at the in-state rate

Through RaiseMe, we award high school students microscholarships for everything from earning an A in a core course (\$150) to visiting WSU's campus (\$1,250). Sign up for free at raise.me/join/wayne-state.



CAMPUS ENGAGEMENT ACTIVITIES



Encouraging people to experience Wayne State in person is an ongoing goal, because once prospective students set foot on campus, they can easily see themselves growing Warrior Strong here. MAC supports major campus events with project management and materials. We also coordinate events on and around campus to engage all ages — from elementary students to retired alumni — in unique and enticing ways.

STEM Day



Above: The second annual STEM Day brought more than 2,000 students to campus — double the number of our inaugural event. Professors, researchers and other members of the WSU community — including President Wilson — provided engaging, interactive sessions to teach middle school students about science, technology, engineering and mathematics.

Below: AP Day is a massively popular event with local high school students — and an excellent way to get them on campus for a firsthand look at college life. MAC’s marketing team serves as project lead on this and STEM Day, orchestrating everything from faculty recruitment to volunteer logistics.



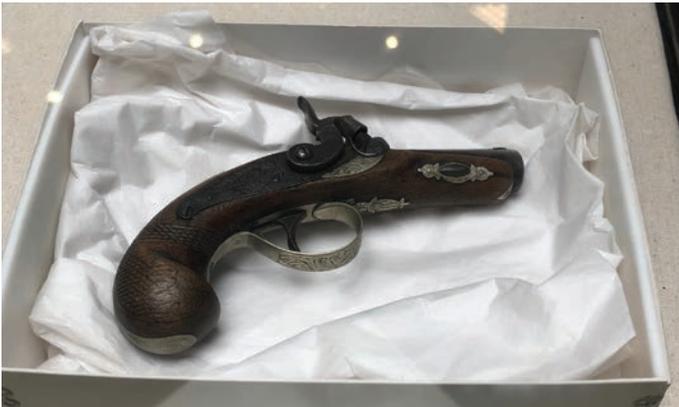
Right: The second annual Road Warrior Cycling Tour brought President Wilson through several Michigan towns and cities, where he stopped for engaging discussions with the local community.



Below: The annual Baroudeur in August gave hundreds of riders the opportunity to explore the Motor City and beyond on two wheels and raise money for student scholarships.



wayne state **in**SIDERS



Events like Wayne State Insiders and Knowledge on Tap bring the campus community together for lively discussions, looks at exciting Wayne State programs and conversations that showcase WSU research.



VIDEO CONTENT



From on-the-spot coverage of live events to academic deep dives, University Television works with clients across campus to develop high-end video projects. Whether the team is livestreaming or creating unique films, the goal is to educate and engage. In addition to sharing videos with the world on YouTube, MAC emails videos to key audiences such as prospective students when created as part of a comprehensive campaign.



As campuses across the country prepare for the unthinkable, UTV collaborated with the Wayne State University Police Department to help the campus community understand how to react in the event of an active attacker. The “Run! Hide! Fight!” video dramatizes the actions students and staff should take in the event of an active shooter or other attack.



As the College of Nursing leads the way in providing uniquely urban health care, UTV worked to create a video highlighting CON's annual Contemporary Issues in Urban Health Conference.



UTV created a video detailing the work of university researchers to educate students about the dangers of driving under the influence.



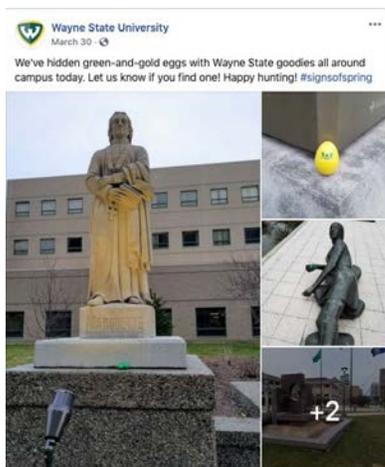
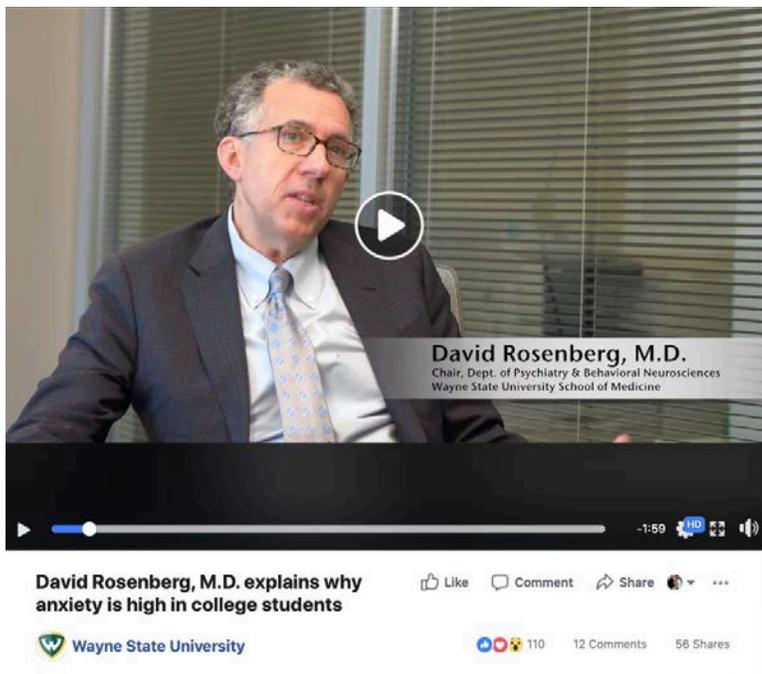
UTV supported the WSU School of Medicine with videos addressing the school's work to reduce health disparities and celebrating its 150th anniversary.



SOCIAL MEDIA



We continue to leverage today's most popular tools to tell the WSU story across social media. Platforms such as Facebook, Twitter, Snapchat and Instagram allow us to share photos of campus, communicate important information, post WSU news, and connect with our followers in engaging and inventive ways.



Clockwise from top left: Our use of video on social more than doubled. In 2017, we shared 22 videos; in 2018, we shared 53 pieces of video content. • Our Instagram followers have grown to more than 16,000, increasing 14% in less than a year. • We sent our 15,000th tweet in early fall of 2018. • An Easter egg hunt announced through social media allowed us to encourage students to get out and explore campus.



CONSULTATION AND COORDINATION



Because MAC is managed and staffed by seasoned professionals who work as a cohesive team across all media to raise the stature of the university, campus units often look to us for project management, consultation and support. In 2018, that included many events and special programs, like the second annual Collaborating to Enhance Health Equity in Detroit Summit.



Medical leaders throughout Detroit converged at Wayne State in November for the second annual Collaborating to Enhance Health Equity in Detroit Summit. MAC's editorial and design teams offered their expertise to quickly assemble a program to highlight the renowned speakers and guide attendees through the day.

TED TALK PRESENTERS



DR. JONEIGH S. KHALIDUN

**FACEP Director and Health Officer
City of Detroit Health Department
and Emergency Medicine Physician Henry Ford Hospital**
Joneigh Khalidun is the director and health officer for the Detroit Health Department and a practicing emergency physician at Henry Ford Hospital. Under her leadership, the Detroit Health Department has focused on neighborhood-based, strategic partnerships to improve the health of all Detroiters. She launched a robust community health assessment and planning process that engaged over 2,000 Detroiters; integrated academia, public health and community partners in a volunteer-driven process to decrease infant mortality; created a youth-driven campaign and clinical provider network that expanded access to reproductive health services; established door-to-door neighborhood outreach strategies to prevent child lead poisoning and connect vulnerable residents to services; implemented a health impact assessment and air monitoring strategy for new city infrastructure; and successfully responded to the largest Hepatitis A outbreak in modern U.S. history. Previously, Khalidun was the Baltimore City-Health Department's chief medical officer, where she worked on violence prevention initiatives, opioid overdose prevention and oversaw seven clinics. She was recently selected for the 40 Under 40 Leaders in Minority Health Award by the National Minority Quality Forum. Khalidun obtained her undergraduate degree in biology from the University of Michigan, her M.D. from the University of Pennsylvania, her M.P.H. in health policy from George Washington University, and completed her emergency medicine residency at Kings County Hospital Center in Brooklyn, New York.



DR. KIMBERLY DAWN WISDOM

**Senior Vice President of Community Health and Equity and Chief Wellness and Diversity Officer
Henry Ford Health System**
Kimberly Dawn Wisdom, M.D., M.S., is a board-certified emergency medicine physician and chair of the Gail and Lois Warden Endowment on Multicultural Health. In 2003, she was appointed by Governor Granholm as the nation's first state-level surgeon general. In 2012, she was appointed by President Obama to serve on the Advisory Group on Prevention, Health Promotion and Integrative and Public Health. Wisdom focuses on health care equity, infant mortality/maternal and child health, chronic disease, physical inactivity, unhealthy eating habits, and tobacco use. She provides strong leadership in diversity, population health and improving the health of those disproportionately affected by poor health outcomes. Wisdom founded the award-winning African American Initiative for Male Health Improvement and the Women Inspired Neighborhood Network. Detroit to reduce infant mortality. As Michigan Surgeon General, she founded the nationally known Generation With Promise program—a youth leadership and empowerment effort now housed at Henry Ford. Under her leadership, the health system has received numerous awards for its equity, diversity and inclusion efforts, including the American Hospital Association Equity of Care Award in 2015, and a number two ranking on DiversityInc's 2017 Top Hospitals and Health Systems list. The recipient of numerous awards, Wisdom has authored several peer-reviewed publications; appeared on national television, including ABC's *Nightline*; and has presented to audiences across the country and internationally.

RIP RAPSON

**President and CEO
The Kresge Foundation**

Rip Rapson has served as president and CEO of The Kresge Foundation since 2006, transforming it from a foundation that funded building projects to one that seeks to improve opportunities for people living in America's cities, including its hometown of Detroit. He previously served as president of the McKnight Foundation in Minneapolis, where he led early childhood development efforts, created a regional public-private-philanthropic economic development organization, and enhanced environmental protections along the Mississippi River. He earlier served as the deputy mayor of Minneapolis, with responsibility for designing a \$400 million neighborhood revitalization program, revamping the municipal budgeting process, and elevating the city's commitment to children and families.

DR. M. ROY WILSON

**President
Wayne State University**

(President M. Roy Wilson is also a participant in the Fresenius Chat. His full biography is on page 5.)

...man and CEO of the construction ... which was founded in Detroit in 1916. He ... Walbridge in 1971, shortly after graduating with a degree in civil engineering from Marquette University. During Rakolta's tenure, Walbridge has grown from a regional firm with annual sales of approximately \$40 million in the mid-1970s to a company with a global reach that registered sales of more than \$1.5 billion in 2016. In 2015, the company began a multi-year transformation of the General Motors Global Technical Center in Warren, Michigan. In 2016, Ford Motor Company selected Walbridge to provide construction services for the redevelopment of its Dearborn, Michigan, world headquarters and campus facilities. In 2016, Walbridge celebrated its 100th anniversary of continuous operation. After joining Walbridge, Rakolta worked as a project engineer, estimator and held positions of increasing responsibility. He was named COO in 1975; president in 1979; and succeeded his father as chairman, CEO and owner in 1993. In addition to directing and nurturing the growth of one of America's largest privately held construction companies, Rakolta has been a leader in the Detroit community, honored for his contributions to improving public education and race relations. In March 2018, President Donald Trump nominated Rakolta to be the next United States Ambassador to the United Arab Emirates; he is currently awaiting confirmation by the U.S. Senate. A third-generation Romanian-American, John has served as Romania's Honorary Consul General to the United States in Detroit since 1996.

THANKSGIVING DAY PARADE



Few events are as beloved in Detroit as America's Thanksgiving Parade. This annual event — one of the oldest Thanksgiving parades in the United States — brings families to Detroit each year to welcome the holiday season. This year, Wayne State also revealed a new float to celebrate 150 years in Detroit, in addition to its traditional Kermit the Frog balloon. We're thrilled to continue being part of this Detroit tradition.



In celebration of 150 years in Detroit, Wayne State designed a new float — named “Warrior Strong” — to make the trip down Woodward on Thanksgiving morning. The float was accompanied by Wayne State students, who helped celebrate WSU’s history in the city and show a national audience what it means to be Warrior Strong.



WSU IN THE NEWS

During 2018, nearly 2,000 stories featuring Wayne State traveled a wide swath across six continents, landing in a number of mainstream media outlets around the world.

With the exception of the continent of Antarctica (which identifies a single publication, The Antarctica Sun), the university was highlighted in print, radio and television on a variety of topics, averaging six stories daily.

The Communications office, which is the primary liaison between WSU and the news media, provides rapid response to issues and inquiries. Communications professionals also collaborate with groups across campus in an effort to identify, develop and distribute stories that support the university's mission.

Each year, the Communications office reviews media activity to determine the content of news coverage and geographical reach. Data is captured through several monitoring tools and identified by a tier structure — Tiers I, II and III. Emphasis is placed on Tier I stories, which focus primarily or exclusively on the university, usually including prominent photos or video.

In 2018, there were 912 Tier I stories identified, a slight increase over 2017 accounting for a 12 percent increase over the last five years. Another component of the annual media review is advertising value of the stories, which refers to the actual cost of purchasing comparable advertising space for each story. The estimated advertising value of 2018's stories is \$17 million.

Detroit News, 1/26

Wayne State University celebrates 150 years

Newsweek, 3/2; The Daily Mail (U.K.), 3/1

Brain imaging scans show what happens when 'the iceman' faces unusually cold temperatures

The New York Times, 3/2

When your college has your back

WJBK Fox 2, 3/10

STEM education at Wayne State University

NBC Today Show, 3/22

Technology and teachable moments: How social media is ruining your attention span

Detroit News, Detroit Free Press, Crain's Detroit Business, WDIV-TV, The Buffalo News (Buffalo, N.Y.), The Post & Mail (Ind.), Pittsburgh Post-Gazette, 3/23

WSU board approves \$65 million performance complex for Midtown Detroit

Detroit News, 7/30; dbusiness, 3/28

Wayne State University receives dark sky land and robotic observatory in New Mexico

USA Today, The Seattle Times, 4/24; CBS Detroit, 4/25

Wayne State makes banners naming Medal of Honor recipients

WDIV-TV, Market Watch, Atlanta Business Chronicle, Boston Business Journal, Chicago Business Journal, Los Angeles Business Journal, Nashville Business Journal, Baltimore Business Journal, 5/7

Wayne State University makes \$6.6 million investment in Detroit

Detroit News, Detroit Free Press, Crain's Detroit Business, WDET-FM, WDIV-TV, dbusiness, WZZM-TV (Grand Rapids), Wall Street Select, Washington Times, Seattle Times, 5/30

Wayne State University: Re-enroll, we'll forgive your debt

The Conversation, San Francisco Chronicle, Stamford Advocate (Stamford, Conn.), New Haven Register (New Haven, Conn.), 6/5

Syrian refugees: The forgotten psychological wounds of the stress of migration

San Francisco Gate, WTOP-FM, 6/6

Why long-term separation from parents harms kids

Crain's Detroit Business, 7/1

Wayne State contributes \$1 million toward improving cardiovascular health in Detroit

Detroit News, Crain's Detroit Business, New Radio Media, ABC12-TV (Flint), WGVU (Grand Rapids), Markets Insider, dbusiness, 7/11

Wayne State reaches \$750M fundraising goal early

U.S. News & World Report, 7/16

Archaeological digs reveal details about Detroit's history

CNN, WSMV-TV (Nashville, Tenn.), 8/7

Young athletes should stay hydrated, but too much water can be deadly

WXYZ-TV, 8/21

New Mike Ilitch School of Business opens in downtown Detroit

WXYZ-TV, CBS 62, Daily Detroit, Borger News Herald (Borger, Texas), WBOC-TV (Salisbury, Md.), KFMB-FM (San Diego), Milwaukee Journal Sentinel, WAND-TV (Decatur, Ill.), Big Spring Herald (Texas), The Oklahoman, The Benton Courier (Benton, Ark.), KUAM-TV (Guam), 8/30

Wayne State University welcomes largest freshman class in its history

Chicago Tribune, 9/16

'Treason' might not mean what you think it means

CBS Detroit, WILX-TV, Associated Press 9/20

Wayne State breaking ground on performing arts building

Detroit News, U.S. News & World Report, The Kansas City Star, Miami Herald, The Charlotte Observer (Charlotte, N.C.), San Antonio Express News, The State (Columbia, S.C.), The Tribune (San Luis Obispo, Calif.), Lexington Herald-Leader (Lexington, Ky.), The Herald-Palladium (St. Joseph, Mich.), ABC12-TV (Flint), 10/21

WSU marks milestone anniversary, major fundraiser

Detroit News, Miami Herald, Sacramento Bee, Centre Daily News, New Haven Register, San Antonio Express, Washington Times, Kansas City Star, Idaho Statesman, Wichita Eagle, Lexington Herald-Leader, Crain's Detroit Business, 10/26

Wayne State announces \$5M gift, new testing lab

Opinion

When Your College Has Your Back

By David L. Kirp

March 2, 2018



CRAIN'S DETROIT BUSINESS

MY ACCOUNT LOGIN JOIN MENU

Wayne State gets \$5 million for scholarships, testing laboratory

Crain's Detroit Business

TWEET SHARE MORE

Gift donated by graduate Avinash Rachmale and his wife, Hema
Rachmale is founder, CEO and chairman of Detroit-based engineering firm LGC Global
It recently completed a \$750 million fundraising campaign



Wayne State University

Wayne State University graduate Avinash Rachmale, CEO of Detroit-based LGC Global, and his wife, Hema, are donating \$5 million for engineering scholarships and a new facility.

PRESS RELEASE

Wayne State, TechTown, NextEnergy launch technology innovation consortium

By
Published: May 7, 2018 9:55 a.m. ET

SHARE

Initiative anchored by WSU's \$6.6 million purchase of former NextEnergy Center

DETROIT, May 7, 2018 /PRNewswire-USNewswire/ -- Wayne State University today announced a \$6.6 million investment in Detroit Urban Solutions, a technology innovation consortium dedicated to developing cutting edge solutions to challenges facing Detroit and other urban areas. A partnership between Wayne State, TechTown Detroit and NextEnergy, in collaboration with numerous other organizations, the

WSU approves \$65 million for Hilberry cultural complex, including high-end jazz center

BRIAN MCCOLLUM | DETROIT FREE PRESS
POP MUSIC CRITIC
Updated 9:12 p.m. EDT Mar. 23, 2018

ext f t e

Future Hilberry Gateway Performance Complex



Two refugee children play at Tolan Park, a research and treatment center in Detroit, the site of the author's research. David Dalton/Wayne State University, CC BY-SA

Syrian refugees in America: The forgotten psychological wounds of the stress of migration

June 5, 2018 6:44am EDT

Arash Javanbakht, Wayne State University

Daily Mail Health

Scientists finally discover why 'The Iceman' can withstand freezing cold temperatures without dying (and they claim 57-year-old's method could be used as a painkiller or mood booster)

By Stephen Matthews For Mailonline
11:27 EDT 01 Mar 2018, updated 11:40 EDT 01 Mar 2018



FOX 2 46°

Weekend Cooking School Amy's Angels Style File

STEM Education at Wayne State University

WSU STEM DAY
WAYNE STATE UNIVERSITY
2ND ANNUAL STEM DAY
TUESDAY, MARCH 13TH

POSTED: MAR 10 2018 10:55AM EST VIDEO POSTED: MAR 10 2018 09:13

Professors at Wayne State University are getting students excited about science, technology, engineering and math



Wayne State University Board of Governors

Sandra Hughes O'Brien, *chair*, David A. Nicholson, *vice chair*,
Michael Busuito, Diane L. Dunaskiss, Mark Gaffney, Marilyn Kelly,
Dana Thompson, Kim Trent, M. Roy Wilson, *ex officio*