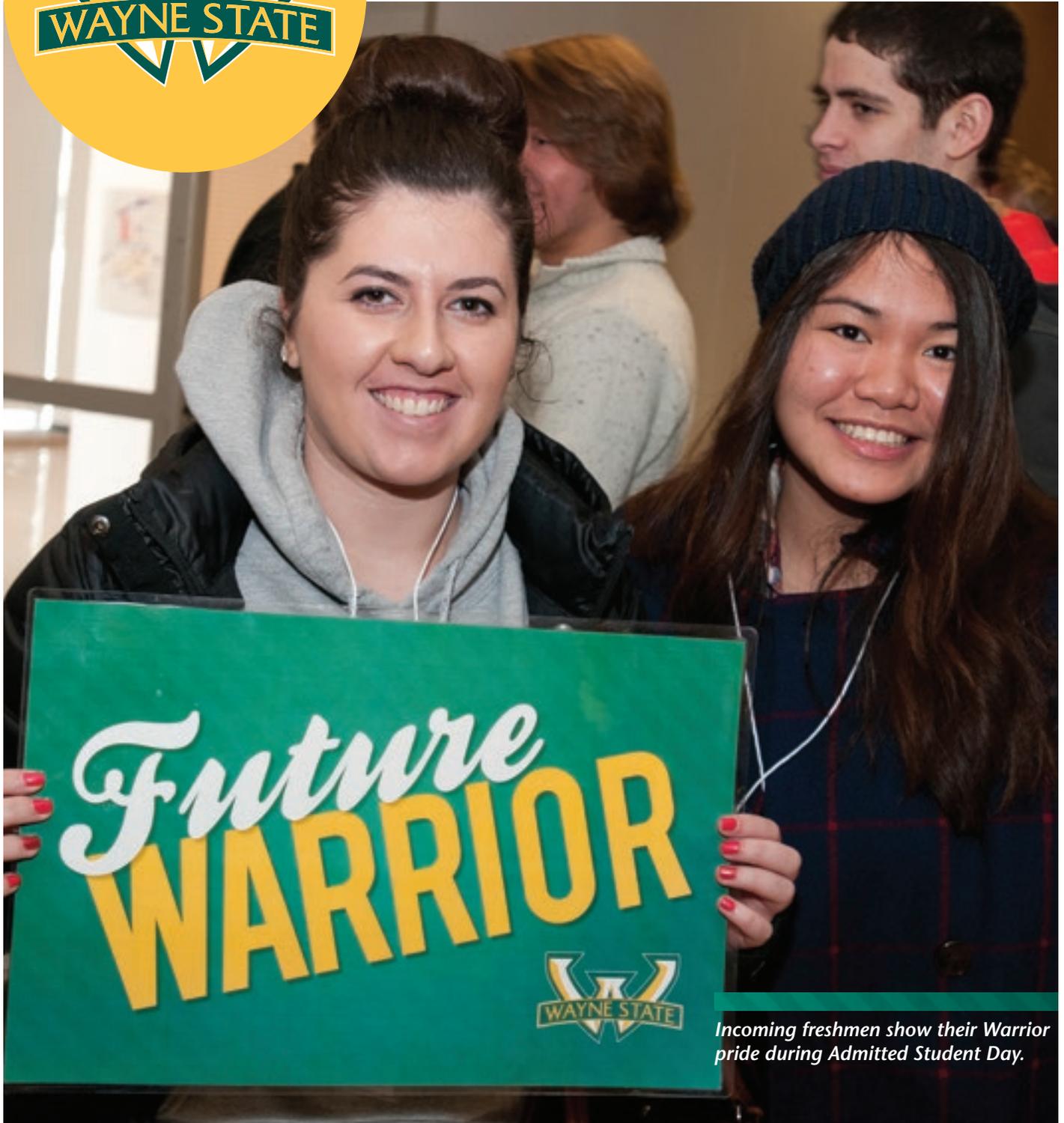

MARKETING AND COMMUNICATIONS 2014



Incoming freshmen show their Warrior pride during Admitted Student Day.





RECRUITING BY MAIL



The Office of Undergraduate Admissions conducts a number of print campaigns throughout the year. Each is targeted at a key audience and each has a specific goal. For example, high school students are invited to events such as the Spring Open House, while admitted students receive welcome packets filled with compelling reasons to enroll at Wayne State, an invitation to Admitted Student Day and detailed orientation materials.



Above: Prospective students are mailed invitations to Spring Open House.
Below: Admitted students are encouraged to come to campus for either Admitted Student Day or Spring Open House — or both.




WSU New Student Orientation

Orientation is an important — and fun — introduction to Wayne State University that takes place on our Midtown campus and is offered on several dates:

Friday, March 28; 8 a.m.-noon
Welcome Center Auditorium

Thursday, April 17; noon-5 p.m.
McGregor Memorial Conference Center

Wednesday, April 30; noon-5 p.m.
Welcome Center Auditorium

Choose the session that's right for you and sign up at wayne.edu/orientation using your AccessID and password.

Orientation FAQ

Is attendance required?
Yes — every new student is expected to participate in WSU's orientation process.

Does this cost anything?
A charge to cover materials and expenses is automatically included in your tuition and fees bill.

Can I bring guests?
Due to space constraints, only students can be accommodated for orientation activities.

What if I need special accommodations?
WSU is committed to providing equal opportunity for participation in all programs, services and activities. For assistance, email orientation@wayne.edu at least 10 days prior to your session.

Where do I go for more information?
Visit orientation.wayne.edu or call 313-577-2100.

Pre-orientation checklist

- Register for orientation using your WSU AccessID and password: wayne.edu/orientation
- Review your financial aid information: pipeline.wayne.edu
- Set up your WSU email account: go.wayne.edu/newstudent
- Think about living on campus: housing.wayne.edu
- Review your transfer credit evaluation: stars.wayne.edu




Woah! Thank you! @waynestate
pic.twitter.com/8ydWlUg9qO

← Reply ↻ Retweet ★ Favorite ⋮ More



Above: We communicate key details in a concise way through the New Student Orientation invitation.

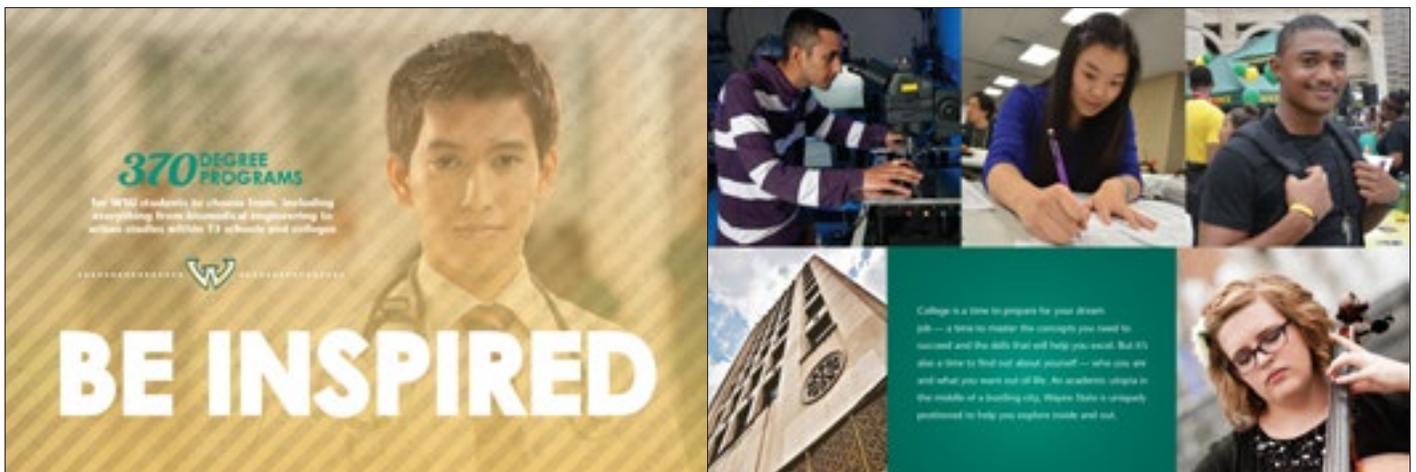
Below: Each admitted student receives a welcome packet in the mail with details about becoming a Warrior.



2015 OUTREACH



When high school students express early interest in WSU by requesting information or including the WSU code on their ACT, we actively reach out to them in a number of ways. Events such as AP Day allow motivated students to experience campus firsthand, while the One Minute Scholar video series puts WSU faculty into high school classrooms. A key communication piece is the prospective student viewbook, which showcases everything Wayne State has to offer with succinct copy and aspirational photos.



The prospective student viewbook was designed to inform and impress.

GIVE US
ONE MINUTE.



We'll give your class
hours of inspiration.

Wayne State University's
**ONE MINUTE
SCHOLAR**
video series

*How does candy make soda explode?
What causes a brain freeze?
Why can't you swallow cinnamon?*

Wayne State University professors answer these bizarre questions and more in the "One Minute Scholar" video series. Produced specifically for classes like yours, the "One Minute Scholar" video series will spark more questions, inspire more experiments and make science more fun.

oneminutescholar.wayne.edu



Wayne State AP DAY

Tuesday, April 23
10 a.m.-noon

Join us on campus for our 10th annual Advanced Placement Curriculum Enrichment Day. You'll get an insider's look at college life — including a sample lecture, tour and lunch in a residence hall cafe.

WSU faculty members will lecture on:

- Biology
- Calculus
- Chemistry
- Computer science
- English composition
- English literature
- German
- Human geography
- Italian
- Physics
- Psychology
- Spanish
- Statistics
- United States history
- World history

The entire event is free, but space is limited! Register today to reserve a spot in the lecture of your choice: go.wayne.edu/apday.



AIM HIGHER
wayne.edu

Connect with WSU



Above: Teachers are invited to use One Minute Scholar videos in the classroom to enhance daily lessons.

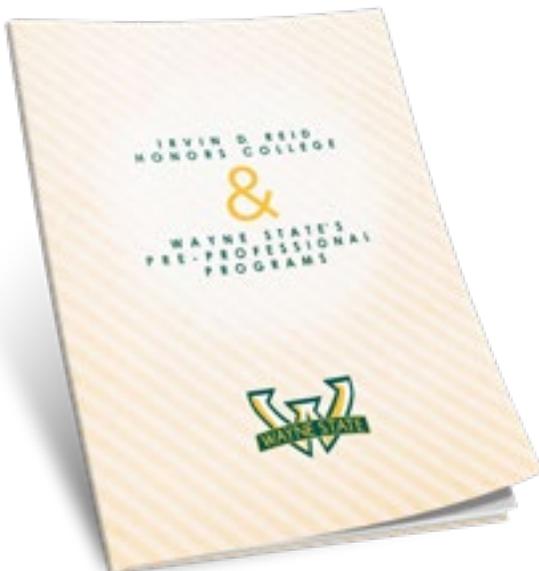
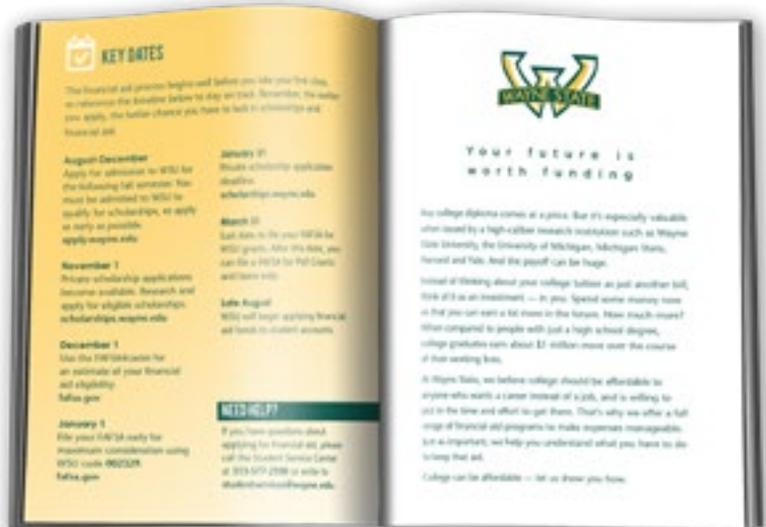
Below: The annual AP Day rewards motivated students with a fun and educational campus experience — and a preview of what's to come.



RECRUITING EVENT MATERIALS



To help admission counselors make the most of their time at college fairs and other recruiting events, we create attention-grabbing, information-packed materials for their tables. Counselors flip through booklets to illustrate their discussions, then send students off with those details in hand. The academic search poster not only provides key details — such as a list of undergraduate degree programs — but also offers a multitude of reasons why Wayne State is a great choice.



Admission counselors use a series of targeted booklets to tell prospective students about topics such as financial aid and the Irvin D. Reid Honors College.



TARGETED RECRUITING



Wayne State's recruiting efforts extend far beyond high school. Recent campaigns have reached out to summer semester guest students, community college students looking to take that next step, members of the military ready to prepare for a civilian career, and alumni interested in serving as ambassadors to recruit the next generation of students.





Schoolcraft
to
U



WAYNE STATE UNIVERSITY'S OPEN HOUSE

at **Schoolcraft College**

TUESDAY, MARCH 18
4:30-7:30 p.m.

VisTaTech Center
18600 Haggerty Road • Livonia, MI 48152

Learn about WSU's degree programs that will be offered at the new Schoolcraft Center this fall:

- Business accounting
- Business management
- Computer science
- Computer technology
- Electric transportation technology
- Electrical/electronic engineering technology
- Electromechanical engineering technology
- Mechanical engineering technology

You'll be able to:

- Apply on-site
- Speak with admission counselors, academic advisors and financial aid representatives

Reserve your spot today and qualify for a preliminary transfer credit evaluation at go.wayne.edu/schoolcraft-openhouse.



Above: Guest student mailer.

Below: Schoolcraft partnership promotion.



Here's what to do

Short and sweet
When you only have three inches of space, a concise message matters. In your own voice, please tell students:

- Who you are
- How WSU has affected you
- Your affiliation with WSU
- Why they should choose WSU
- What you're doing now

Feel free to close the letter with your email address or phone number if you're interested in extending the conversation. Need inspiration? Take a look at the examples on the next page to get started.

Quick links
Want some fast facts before putting pen to postcard? Updateable info about Wayne State is a click away.

WSU Home page wayne.edu	Application apply.wayne.edu	Degrees wayne.edu/programs
Campus activities events wayne.edu	Alumni Association alumni.wayne.edu	Campus and Midtown wayne.edu/culture
Honors honors.wayne.edu	Athletics wsuathletics.com	

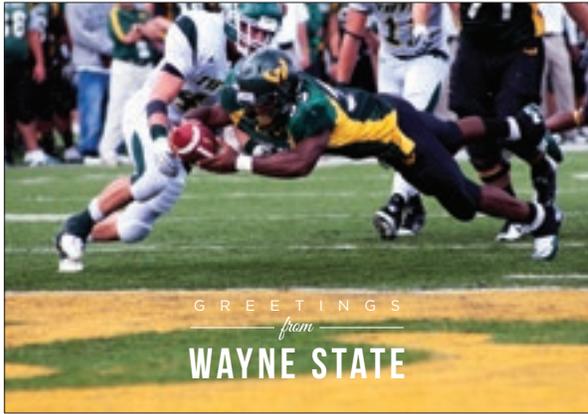
Questions? Write to edwards.terrell@wayne.edu

Dear Emily,
In a year at Wayne State, and my experience has been incredible. The things you do, the people you meet and the opportunities you have will change you. I mean, when did you go from class to a high level level of the football watching a Sports game. It's incredible. I'd love to tell you more about my experience. Please text or call if you want to talk about your college decision.
Best wishes, Terrell T. State
313 527 3237

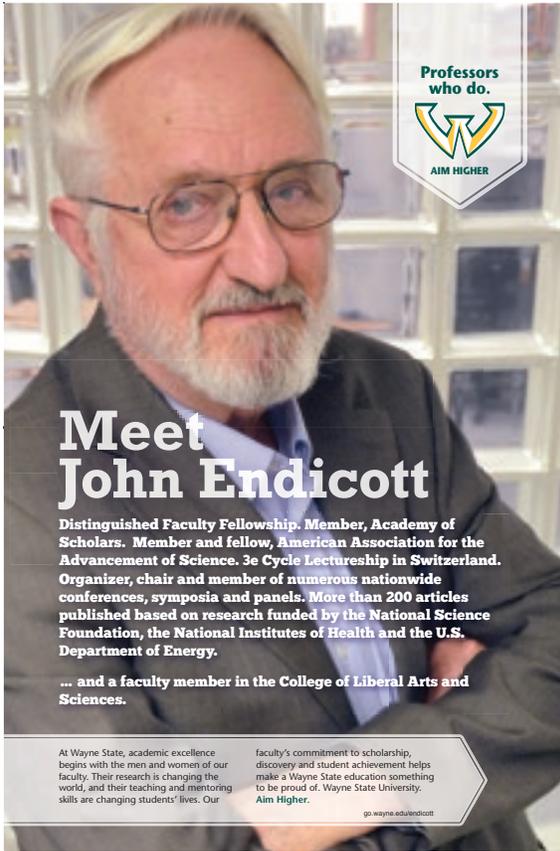
Terrell T. State
1365 Green Street
City, State 48125

Dear Justin,
In two years at Wayne State for 20 years, and I'm truly grateful for the experience I've had here. It will be worth it with my education and it's easy to see the benefits of a hands-on education. Earning at WSU is a unique opportunity that can open many different doors. I'd love to tell you more. Feel free to email me at frank@wayne.edu.
Sincerely, Frank J. Frankly

Justin Frank
2024 Gold Street
City, State 48109



Above: Alumni ambassador package.
Below: Informational booklet for veterans.



Professors
who do.

AIM HIGHER

Meet John Endicott

Distinguished Faculty Fellowship. Member, Academy of Scholars. Member and fellow, American Association for the Advancement of Science. 3e Cycle Lectureship in Switzerland. Organizer, chair and member of numerous nationwide conferences, symposia and panels. More than 200 articles published based on research funded by the National Science Foundation, the National Institutes of Health and the U.S. Department of Energy.

... and a faculty member in the College of Liberal Arts and Sciences.

At Wayne State, academic excellence begins with the men and women of our faculty. Their research is changing the world, and their teaching and mentoring skills are changing students' lives. Our

faculty's commitment to scholarship, discovery and student achievement helps make a Wayne State education something to be proud of. Wayne State University. Aim Higher.

go.wayne.edu/endicott



Professors
who do.

AIM HIGHER

Meet Geraldyn Stephens

The President's Award for Excellence in Teaching. Two-time recipient, Blackboard Corporation's Catalyst Award. Finalist, the Sloan Consortium's SLOAN-C Award for Excellence in Online Teaching. Member of the Association for Career and Technical Education (ACTE) and chair of ACTE's Resolution Committee. Author of more than a dozen published journal articles.

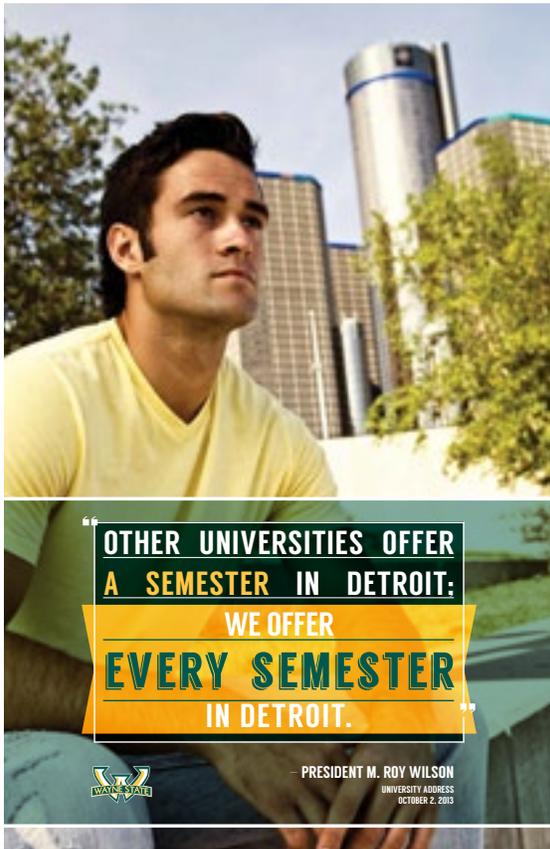
... and a faculty member in the College of Education.

At Wayne State, academic excellence begins with the men and women of our faculty. Their research is changing the world, and their teaching and mentoring skills are changing students' lives. Our

faculty's commitment to scholarship, discovery and student achievement helps make a Wayne State education something to be proud of. Wayne State University. Aim Higher.



go.wayne.edu/stephens



**“OTHER UNIVERSITIES OFFER
A SEMESTER IN DETROIT;
WE OFFER
EVERY SEMESTER
IN DETROIT.”**

PRESIDENT M. ROY WILSON
UNIVERSITY ADDRESS
OCTOBER 2, 2013





**“EACH AND EVERY ONE
OF YOU CAN MAKE
A DIFFERENCE
AND I URGE YOU TO DO SO.”**

PRESIDENT M. ROY WILSON
UNIVERSITY ADDRESS
OCTOBER 2, 2013



Posters in elevators and other high-traffic areas of campus inspire Warriors to stand tall.



BUILDING PRIDE



During events such as convocation and homecoming, an electric pulse of Warrior pride runs through campus. To keep the community close and enthusiastic throughout the year, we organize events such as Warrior Wednesday, with help from the WSU Street Squad. A recent promotion rewarded people for wearing Wayne State spiritwear and allowed folks to swap shirts from other colleges for something a little more green and gold.




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

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

Sponsored by the WSU Bookstore



Spirit
REWARD

Warrior
WEDNESDAY

Spirit REWARD

You've been *caught spreading*
WARRIOR PRIDE!

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

wayne.edu/warriorwednesday

Coupon expires: _____

Warrior Wednesday (above) and the WSU Street Squad (right) are two major initiatives to boost school spirit.



ANNUAL WSU STREET SQUAD EVENTS

Detroit Target Fireworks — Detroit
Art in the Park — Plymouth
Wyandotte Street Fair — Wyandotte
Metro Detroit Youth Day — Detroit
Sterlingfest — Sterling Heights
Tigers Kids Day — Detroit

Movies in the Moonlight — Rochester
Dream Cruise — Royal Oak and Ferndale
Fire and Ice Festival — Rochester
Romulus Pumpkin Festival — Romulus
Warren Cold Rush — Warren City Square
Easter Egg Hunt — Auburn Hills



MAKING A SPLASH



A few words can make a big impression. That's why Wayne State signage is such a key endeavor. Whether we're designing a lightpole flag or a four-story banner, the goal is to identify and impress. WSU also makes a splash among the news media, as PR efforts continue to work. More than 700 stories appeared in major media outlets last year — that's 23 percent more than two years ago. Take a look at the back of this book for a few examples of how WSU made headlines.



Convocation



A/AB banner



Campus lightpole banner



Corner of Woodward and Warren avenues



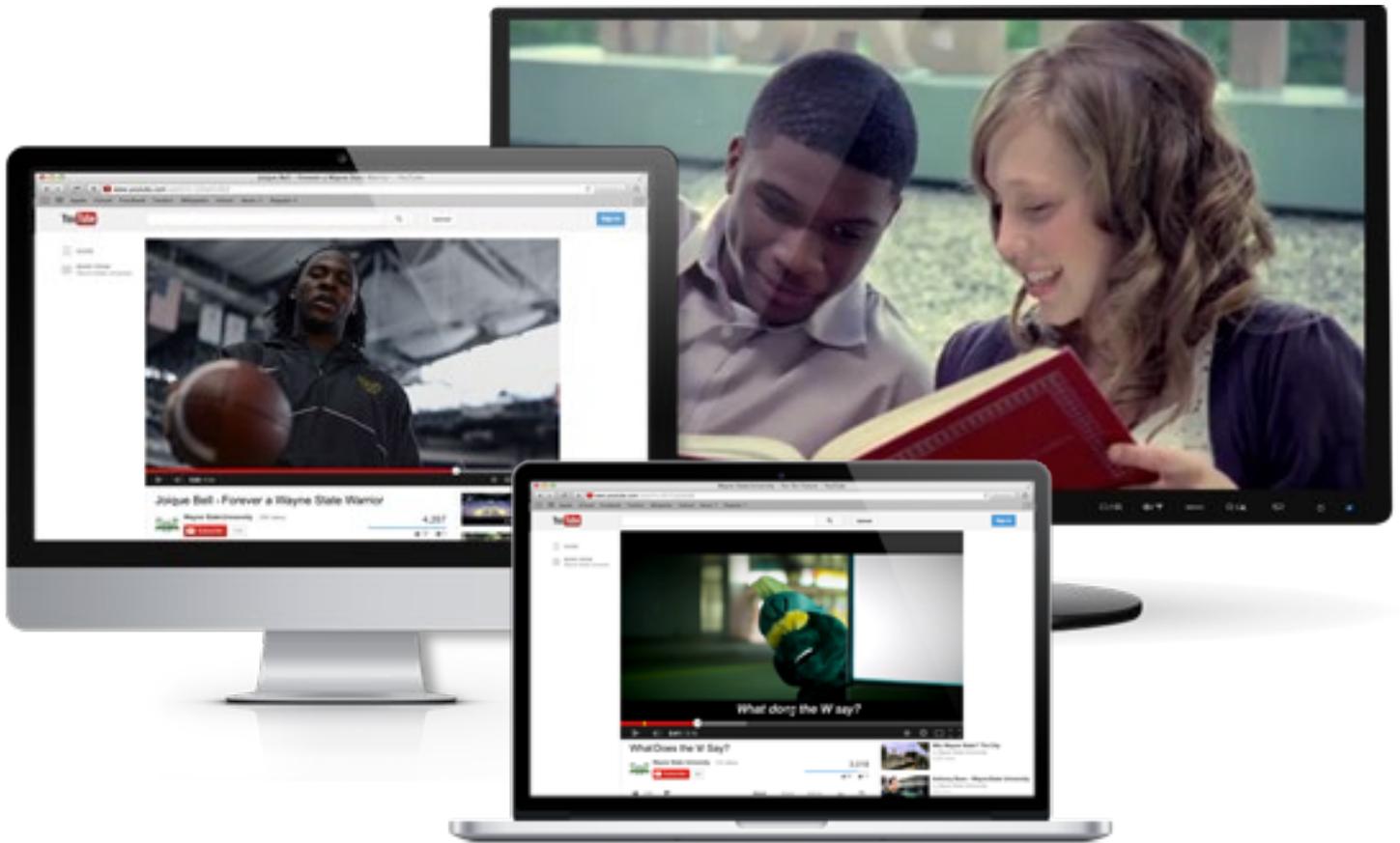
Whole Foods Market grand opening



TV AND VIDEO



There is perhaps no better way to tell WSU's story — and capture its spirit — than through entertaining videos and aspirational TV commercials. We've populated Wayne State's YouTube channel with hundreds of clips that quickly make an impression on prospects and influencers. Meanwhile, Aim Higher commercials air on network TV during key times of the year to maximize media dollars.

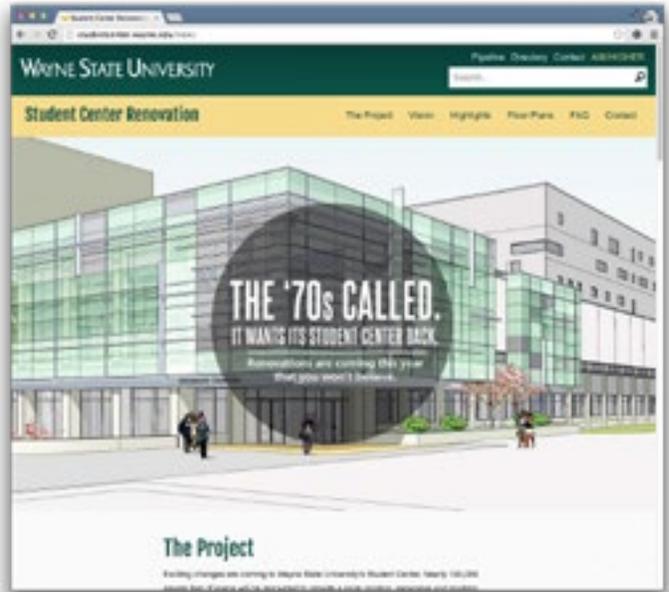


Wide-ranging videos highlight sports, academics and campus life — often with a sense of humor.

CAMPUS PROMOTIONS



Making sure busy students see key messages can be a challenge. That's why we use a range of formats and venues to catch their eye. For example, the Student Center renovation announcement was splashed on-site and online, while the promotion of a mobile app competition was optimized — appropriately enough — for mobile devices.




Put a better experience into Warriors' hands.

WAYNE STATE UNIVERSITY'S MOBILE APP COMPETITION

Up to \$5,000 in cash prizes!

Detroit's a big place, and exciting things are happening all over campus and across Midtown each day. Your new app could ensure that fellow Warriors never miss a beat.

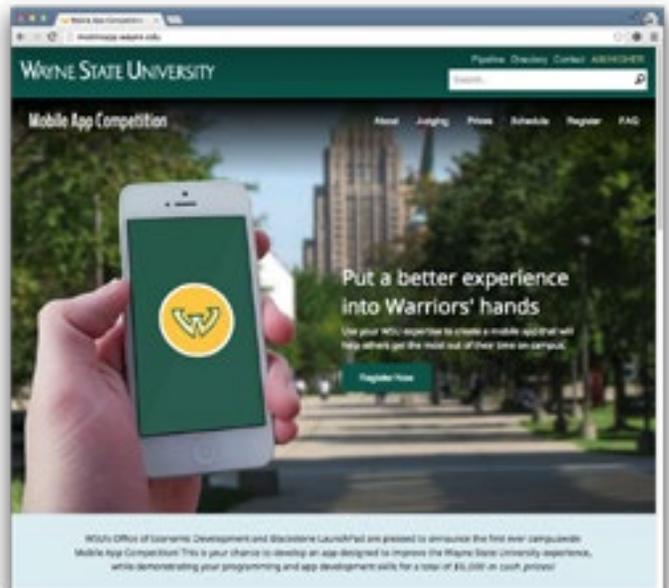
- Registration deadline — April 4
- Submissions due — May 30
- Winners announced — June 13

This is your chance to help the Wayne State community get the most out of their time here and be rewarded for your technical know-how. Apps will be judged by Detroit-based tech entrepreneurs and experts, which means your work will be seen by potential investors and employers.

This competition is open to all Wayne State students, faculty, staff and alumni. Teams must include at least one current Wayne State undergraduate or graduate student.

For more information, official rules and to register, visit mobileapp.wayne.edu.

Apps may address any topic regarding Wayne State University and include any number of features. Apps may be designed for iOS and/or Android, or may be web-based as long as they are native to a mobile device.

Above: Student Center renovation announcement.
 Below: Mobile app competition promotion.



WEB AND DIGITAL



As current and prospective students spend more of their time online, we are communicating with them in ways that resonate with their preferences. By optimizing our websites for mobile devices, we are able to reach more people in more ways. Recently, wayne.edu was completely re-imagined to fit the expectations of those we're trying to reach. We have consolidated 43 separate websites containing more than 2,500 pages into a single site. With each move, we've focused on ease of use for prospective and enrolling students.



■ The new wayne.edu is optimized to work well on a range of devices. Since the redesign of wayne.edu, total visits have increased 17.4%, average visit duration has increased 12.3% and mobile visits have increased 104%.

SOCIAL MEDIA



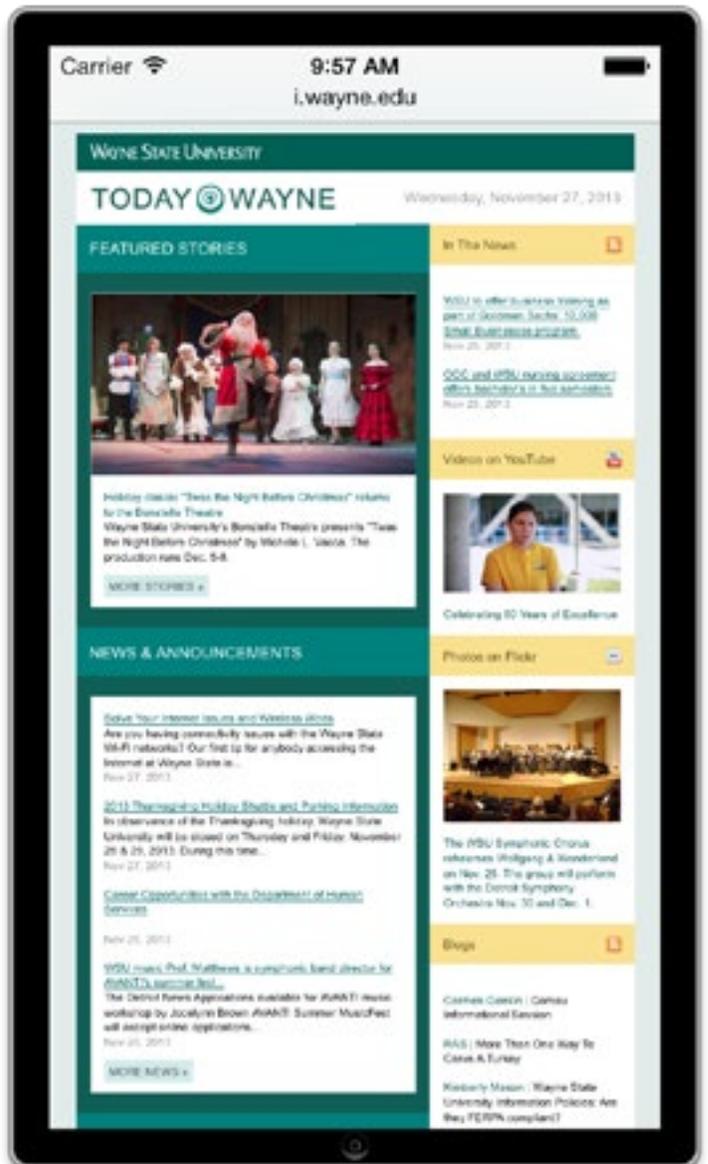
Wayne State has a strong presence on social media sites such as Facebook, Twitter and Instagram, where we don't just speak to students — we interact with them. We keep WSU feeds fresh by updating content daily, and we follow students to stay apprised of pictures and comments about WSU. Best of all, if 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.



WSU staffers interact with current and future students on social media sites such as Twitter, Facebook and Instagram.



Among the WSU entities launching refreshed websites this fall were the Office of Economic Development, the Cohn-Haddow Center for Judaic Studies, and the Division of Development and Alumni Affairs.



HTML emails for the College of Engineering and Today@Wayne keep readers in the know while they're on the go.



ADS BIG AND SMALL



Print ads capture the attention of readers, surfers, drivers and even downtown Detroit pedestrians. Whether ads appear in targeted publications or in the form of giant freeway billboards, these efforts are designed to grab attention with a few carefully constructed phrases. The current billboard campaign reminds prospective students that Detroit is a unique place to live and learn. Online ads are placed strategically to attract specific audiences. Our newest effort is People Mover signage — cruising above the city now.



Above and below left: Print ads are detailed or to-the-point depending on the publication and audience.
Below right: Online ads drive traffic to wayne.edu.



It's All Aboard the Train of Thought with WSU People Mover signage.



REGISTRATION PROMOTION



We take a playful approach to the serious challenge of encouraging students to register for their next semester. For spring/summer, we focused on the fact that students can graduate faster by taking extra classes while at the same time enjoying all that Detroit offers during the warm-weather months. Big-impact building signage, banners and window clings on main campus and throughout the extension centers are strategically timed to greet students as they return from spring break.





Signage across campus reminds students when it's time to spring ahead and register for the next semester.



CELEBRATING WSU ON AND OFF CAMPUS



The Wayne State Insiders program enlists alumni, faculty, staff, students and friends in publicizing the university. Points of pride are highlighted during themed tours of campus and the surrounding community. Meanwhile, the new Knowledge on Tap series brings renowned professors and scientists face to face with the public in Midtown’s restaurants and cafés, starting in January when WSU English Professor M.L. Liebler presented “The Motown Sound: How Music Shaped the Motor City” at Lefty’s Lounge.



Clockwise from top left: Detroit Historical Museum; Wayne State Farmers Market; campus sculpture walk; D:hive Midtown tour.

UPCOMING EVENTS

- March 19** — Wayne State Insiders at WSU Police Headquarters
- April 24** — Wayne State Insiders Jr. for Take your Children to Work Day
- May (date TBD)** — Wayne State Insiders visit the MBRB
- June (date TBD)** — Wayne State Insiders explore Library Resources



Your thirst for knowledge **ENDS HERE**

Physics and Astronomy
Professor **Claude Pruneau** presents

"PERILS FROM SPACE!"

How the dinosaurs disappeared and so could we ... and what we can do about it.

5:30 p.m. • Thursday, March 20, 2014
Traffic Jam and Snug

Knowledge **ON TAP**



go.wayne.edu/space



■ A poster for an upcoming Knowledge on Tap and scenes from the first event, led by M.L. Liebler.

wdet 107.3 FM SHOWS EVENTS NEWS PLAYLISTS PUBLIC INSIGHT

The Craig Fahle Show

WSU Dean Jerry Herron: Words That Should be Resurrected

The New York Times

Progesterone in Curbing Early Birth

Pittsburgh Post-Gazette

Mysteries of the Mind: Researchers take aim at schizophrenia's thinking problems

HOOR

DETOIT

Doctors Suggest At-home Blood Pressure Tests for Heart Health

U.S. News & World Report

Brains of Fetuses 'Build a Bridge' Between Regions, Images Show

Wayne State's Wilson wants more state funds, high-profile researchers



The Christian Science Monitor

Natives join 'hipsters' in reviving Detroit



NBC NEWS

YAHOO! NEWS

WSU's 10-year, \$165.9 million perinatology research contract is renewed



CRAIN'S DETROIT BUSINESS

WSU to build \$93M biotech hub

Dagstuhl Center site to house hundreds of researchers

MIT Technology Review

Tracking Brain Connections in Utero

REUTERS

Wayne State University receives \$5 million gift to support medical students and advance adult literacy in Detroit



abc NEWS > TECH THIS OUT

Bracing for Impact Ups Chances of Surviving Plane Crash, Test Crash Finds

CAM

CONSTRUCTION ASSOCIATION OF MICHIGAN

A WORLD-CLASS FACILITY:

THE WAYNE STATE UNIVERSITY CHEMISTRY BUILDING



Wayne State University Board of Governors
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