



MARKETING AND COMMUNICATIONS WINTER SEMESTER 2016

WAYNE STATE UNIVERSITY

Academics Directory Contact AIM HIGHER

Search...

Flint Area Community Health and Environment Partnership

About Resources Contact

FACHEP is a team led by Wayne State researchers specializing in environmental engineering and public health conducting an independent study to evaluate the possible association between changes in Flint's water system and public health, specifically the recent Legionnaires' disease outbreak.

News

- [Kettering University faculty member teaming with Wayne State researchers to evaluate water system and public health](#)
- [Wayne State research team to evaluate possible link between Flint water system and health problems](#)
- [Chemical testing could have predicted Flint's water crisis](#)
- [Michigan health officials scramble to help lead-poisoned Flint](#)

Sign up for updates

Wayne Cares
WAYNE STATE
FOR FLINT

Flint Area Community Health and Environment Partnership

5050 Anthony Wayne Drive
Detroit, MI 48202
flintpartnership@wayne.edu

Even before the nation turned its attention toward the Flint water crisis, Wayne State University was answering the call to help as only a major research institution can. Faculty members from Wayne Law have stepped in to advise citizen activists, and Dr. Shawn McElmurry, an environmental and civil engineering professor in the College of Engineering, is heading up the newly formed Flint Area Community Health and Environment Partnership, along with epidemiological investigator Dr. Paul Kilgore from the Eugene Applebaum College of Pharmacy and Health Sciences. The group is in the process of evaluating the possible association between changes in the water system and public health, specifically the recent Legionnaires' disease outbreak. Programs to help inform the Flint community about related health issues will be led by WSU communication professor and crisis and emergency risk expert Matthew Seeger. MAC worked quickly to create a website (pictured above) on wayne.edu to keep the public apprised of all progress, and continues to keep the media updated and in contact with source experts from across all WSU schools and colleges.





MARKETING STRATEGY / ADVERTISING



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



WAYNE STATE
AIM HIGHER

WHERE FUTURE
ASTRONOMERS
REACH FOR THE STARS



WAYNE STATE
AIM HIGHER

TRAINING TOMORROW'S
BUSINESS LEADERS
IN DETROIT



WAYNE STATE
AIM HIGHER

PREPARING TOMORROW'S
JUDGES
IN DETROIT



WAYNE STATE
AIM HIGHER

EDUCATING TOMORROW'S
PHARMACISTS
IN DETROIT



WAYNE STATE
AIM HIGHER

EDUCATING TOMORROW'S
SOCIAL WORKERS
IN DETROIT



WAYNE STATE
AIM HIGHER

WORLD-CLASS EDUCATION
— RIGHT ACROSS THE —
BRIDGE



WAYNE STATE
AIM HIGHER

A PREMIER EDUCATION
— IN THE HEART OF —
DETROIT

creative.wayne.edu



WAYNE STATE
AIM HIGHER

College of Liberal
Arts and Sciences

OPPORTUNITY IS
— WAITING FOR YOU IN —
DETROIT

clas.wayne.edu

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

Right: Windsor drivers couldn't help but notice targeted messages about the world-class university located right across the river.



USA TODAY

“Intelligence plus character – that is the goal of true education.”
—Martin Luther King Jr.

During Black History Month – and every day – Wayne State University proudly celebrates these words. Because no matter who you are, knowledge makes free women and men of us all.



Detroit, Michigan
wayne.edu



JOIN US AT WAYNE STATE UNIVERSITY

We come from every state and more than 60 countries, forming Michigan's most diverse student body and helping reinvent a great American city. Our 200-acre campus in the heart of Detroit is home to a vibrant mix of identities, ideas and opportunities you won't find anywhere else in the world.



AIM HIGHER

Top: Moviegoers saw Wayne State on the silver screen before settling in for blockbusters such as *Star Wars: The Force Awakens*. Watch for WSU commercials again this summer as audiences flock to *Finding Dory* and other highly anticipated releases.

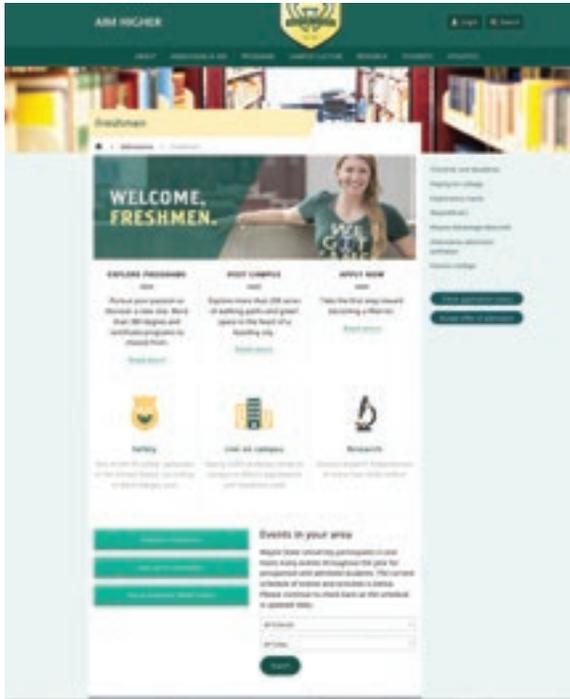
Bottom: Print ads in a variety of targeted publications — including the Martin Luther King Jr. Day edition of *USA Today* — continue to promote Wayne State's diversity and academic excellence.



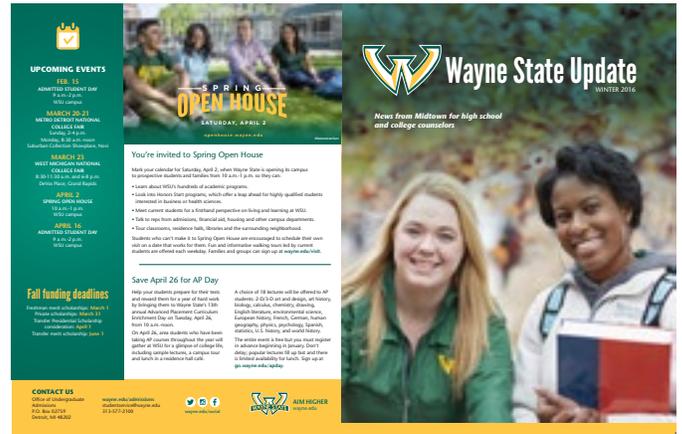
ENROLLMENT MANAGEMENT



We work with the Office of Undergraduate Admissions to give prospective students and the people who influence them a favorable impression of Wayne State. For example, to reduce the number of clicks required for students to navigate from the undergraduate admissions page to the application, the site was reimagined. Now prospective undergraduate and graduate students can get to the information they seek quickly and easily — and apply when they're ready to be Warriors.



Clockwise from left: The updated admission site streamlines the application process; we keep high school counselors informed about WSU news and key dates; newly admitted students love their presidential welcome packages so much that they brag about them on social media.



Wayne State University
 Published by Wayne State on March 7 at 6:46pm - via
 The warmer weather means the Spring Open House is right around the corner. April 2, 10 a.m. Reserve your spot today!

APRIL 2

Spring

OPEN HOUSE

Open House - Wayne State University
 Get an insider's look at college life. Open House is your chance to check out campus and the hundreds of academic programs available. Explore degree programs. Meet faculty and students. Browse the resource fair. Take a tour of...

WAYNE.EDU | BY WAYNE STATE UNIVERSITY WEB COMMUNICATIONS

REMIER UNIVERSITY IN THE HEART
 Experience Opportunity Community
 G ACADEMIC
 Hands-on Learning
 Grant
 Explore degree
 PE CULTURE

#futurewarrior

Spring

OPEN HOUSE

Saturday, April 2, 2016 • Main campus

Explore degree programs
 Meet faculty and students
 Browse the resource fair
 Take a tour of campus

Wayne State is offering an insider's look at college life. Spring Open House is your chance to check out campus and the hundreds of academic programs available.

Please register online and plan to join us on Saturday, April 2.

openhouse.wayne.edu

WAYNE STATE
 AIM HIGHER

Undergraduate Admissions
 42 W. Warren
 Detroit, MI 48201

PAID

— FIND YOURSELF IN —
DETROIT

WAYNE STATE
 AIM HIGHER

WAYNE STATE
AP DAY

Tuesday, April 26
 10 a.m.-noon

Join us on campus for our 15th annual Advanced Placement Curriculum Enrichment Day, where you'll get an insider's look at college life. A complimentary lunch will be provided at noon, and campus tours will be available before and after the event.

WSU faculty members will lecture on:

- 2-D/3-D art and design
- Art history
- Biology
- Calculus
- Chemistry
- Drawing
- French
- German
- Human geography
- Physics
- Psychology
- Spanish

WAYNE STATE
 AIM HIGHER

WAYNE STATE UNIVERSITY
 RYAN D. REID
 HONORS COLLEGE

WAYNE STATE'S DETROIT URBAN
SCHOLARS DAY

WAYNE STATE
 AIM HIGHER

GREEN & GOLD
 — GUIDE —

2016-17
 ACADEMIC YEAR
 Wayne State University information and resources

Top: Print and digital messages encourage students to visit campus during Open House events. Bottom: Wayne State reaches out to prospective Warriors in a variety of ways, from AP Day, which brings studious high schoolers to campus, to Scholars Day, which rewards those who have excelled. Once they commit to Wayne State, incoming freshmen and transfer students attend a comprehensive orientation session, supplemented by the *Green & Gold Guide*, which is packed with useful information about living and learning on campus.



SCHOOL/COLLEGE SUPPORT



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

WAYNE STATE UNIVERSITY Academia Directory Contact Ask Higher

School of Medicine Admissions

Urban clinical excellence in the heart of Detroit

Through hands-on clinical education in the heart of a rapidly evolving city, the Wayne State University School of Medicine provides a distinct experiential advantage that sets you apart from your peers at other colleges. When you become a Warrior M.D., you'll work alongside leading clinicians who will take you out of the classroom and straight to the operating rooms, bedside and communities where your work will make a difference.

Our mission

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

97.5% The School of Medicine boasts a 97.5% Total Success Match Rate — well above the national average.

40% Nearly 40 percent of Michigan's practicing physicians received all or part of their medical training at WSU.

50 Wayne State was ranked among the 50 safest campuses in the United States by BestColleges.com.

APPLY NOW

I'M INTERESTED

PREMED ADVISING APPOINTMENT

ADMISSIONS TRACKER

- 4770 Applications
- 818 Interviews scheduled
- 347 Admission offers

WAYNE STATE UNIVERSITY Academia Directory Contact Ask Higher

School of Medicine Diversity and Inclusion

Who we are

- Support
- Outreach
- Post Baccalaureate Program
- Student organizations
- School of Medicine home

WAYS TO SUPPORT

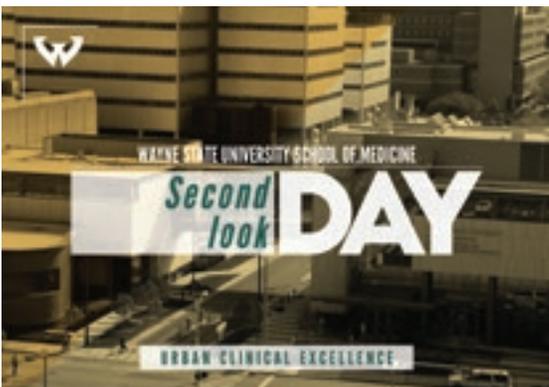
I'M INTERESTED

Welcome

For more than 40 years, the Wayne State University School of Medicine has helped students from traditionally underrepresented groups in the field of medicine pursue successful careers. Through a variety of support and outreach programs, the Wayne State University School of Medicine's Office of Diversity and Inclusion helps undergraduates become competitive medical school applicants and demonstrates to students in kindergarten through 12th grade that, no matter their background, pursuing a medical degree is possible.

Office of Medical Education - Diversity and Inclusion

Medical Education Commons
300 E. Canfield, Suite 300.13
Detroit, MI 48201 (DMS)
Phone: 313-577-1598
Fax: 313-577-2864
diversity@med.wayne.edu



Future Warrior M.D.

WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE



WAYNE STATE
 School of Medicine
diversity.med.wayne.edu

Summer MCAT Prep Program

Free six-week course
 June 28-Aug. 4
 Tuesdays and Thursdays, 5:30-8:30 p.m.
 Wayne State School of Medicine campus

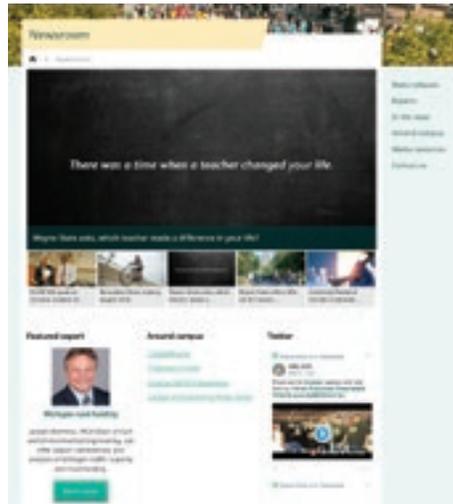
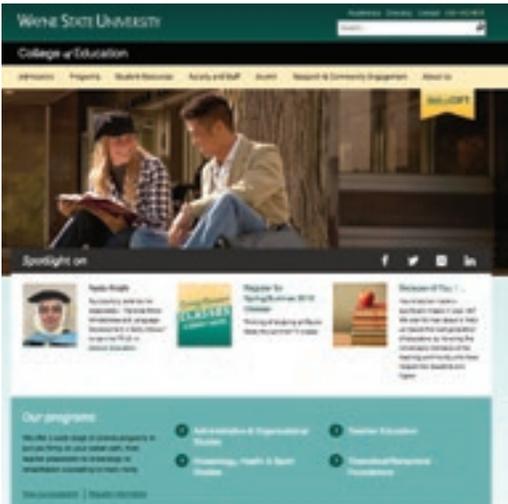
Join the Wayne State University School of Medicine for this annual preparation program taught by our medical students. The program includes MCAT preparation materials and at least one practice test per participant. Now in its tenth year, the program has seen 91 percent of its participants enroll in the School of Medicine.

Space is limited. Applications must be received by Friday, May 20. For questions and to register, contact Deborah Holland, pre-medical advisor, at 313-527-3153 or diversity@med.wayne.edu. Visit diversity.med.wayne.edu to learn more about our programs.

URBAN CLINICAL EXCELLENCE



With help from MAC, the revered School of Medicine underwent an extensive facelift. Now the school shines across the board, from the website and program brochures to the parking lot and entranceway.



As part of an identity update, the College of Education launched a promotional campaign with video and social media components. “Because of you, I...” asked the public to help inspire the next generation of educators by honoring remarkable teachers.




We know NURSING.

Take your career to the next level at Wayne State University. When you become a College of Nursing graduate student, you'll grow as a leader, scholar and practitioner. Wayne State M.S.N. and D.N.P. students apply evidence in practice to improve the health of individuals, families and communities in a range of health care settings. Ph.D. students advance nursing knowledge and build the science on which practice is based.

Located in the heart of Detroit and surrounded by world-class health care institutions, Wayne State University's College of Nursing is committed to diversity and excellence.

Join us to make a lasting impact on urban health.

nursing.wayne.edu

Master of Science in Nursing

- Clinical specialties:
 - Neonatal Nurse Practitioner
 - Nurse-Midwife
 - Pediatric Nurse Practitioner-Acute Care
 - Pediatric Nurse Practitioner-Primary Care
 - Psychiatric-Mental Health Nurse Practitioner
- M.S.N. in Advanced Public Health Nursing

Doctor of Nursing Practice Pathways:

- B.S.N. to D.N.P.
- M.S.N. to D.N.P. (APRN certified)
- M.S.N. to D.N.P. (not certified)

Clinical specialties:

- Adult-Gerontology Acute Care Nurse Practitioner
- Adult-Gerontology Primary Care Nurse Practitioner
- Family Nurse Practitioner
- Nurse-Midwife
- Neonatal Nurse Practitioner
- Pediatric Nurse Practitioner-Acute Care
- Pediatric Nurse Practitioner-Primary Care
- Psychiatric-Mental Health Nurse Practitioner

Doctor of Philosophy in Nursing

Pathways:

- M.S.N. to Ph.D.
- B.S.N. to Ph.D.

Graduate Certificates

- Nursing Education
- Clinical specialties:
 - Adult-Gerontology Acute Care Nurse Practitioner
 - Nurse-Midwife
 - Pediatric Nurse Practitioner-Acute Care
 - Pediatric Nurse Practitioner-Primary Care



College of Nursing

RESEARCH DAY

and Alumna of the Year Celebration

WEDNESDAY, APRIL 13, 2016 • 11 A.M. - 4 P.M.

Keynote speaker
Ardith Z. Doorebos
Ph.D., RN, FAAN

WSU alumna Ardith Z. Doorebos (B.S.N., '91, Ph.D., '02), Professor in the School of Nursing and School of Medicine and Adjunct Professor in the School of Public Health at the University of Washington, is an internationally recognized leader and scholar on palliative care, pain and symptom management.

Alumna of the Year Award
Linda Mary Vanni
M.S.N., RN, BC, ACHS, BC, NP

WSU alumna Linda Mary Vanni (B.S.N., '83) is a Nurse Practitioner specializing in pain management at West Region Providence St. John Health System in Southfield, Michigan. She is a widely published author, presenter, and research consultant on issues related to pain and has received numerous awards for her work.

The celebration will begin at the WSU Community Arts Auditorium and will feature:

- Faculty research presentations
- Keynote speaker
- Alumna of the Year award
- Research poster reception

The poster reception will be held in the College of Nursing's O'Neil Lounge.

For more information, contact the COM Office of Health Research at 313-577-4133 or wp.wayne.edu/com-research-day-2016.

Research Day is sponsored by:



COLLEGE OF LIBERAL ARTS AND SCIENCES



PHYSICS AND ASTRONOMY

Advances in technology are providing a new avenue for growth in areas that require strong analytical, creative, and quantitative skills. The College of Liberal Arts and Sciences offers a wide array of programs in physics and astronomy, with an emphasis on research and discovery. Our research-oriented faculty is engaged in cutting-edge work in many areas. As part of our undergraduate program, students are encouraged to participate in these areas of research with a faculty mentor. Many undergraduate students go on to graduate school through the Research Internship for Undergraduate Program, funded by the National Science Foundation.

CONTRACTUS! *Research looks great! Prospective student?*

College of Liberal Arts and Sciences
Phone: 313.577.4133
Email: caas@wayne.edu

UNDERGRADUATE PROGRAMS IN PHYSICS AND ASTRONOMY

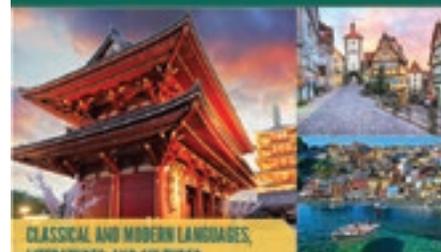
- B.S. in Physics (General and Applied concentrations)
- B.S. in Applied Physics
- B.S. in Astronomy

CAREER OPPORTUNITIES IN PHYSICS AND ASTRONOMY

Graduates are prepared for a wide range of careers in industry, government, and academia. Many graduates go on to graduate school in physics and astronomy, or to other related fields.



COLLEGE OF LIBERAL ARTS AND SCIENCES



CLASSICAL AND MODERN LANGUAGES, LITERATURES, AND CULTURES

The Department of Classical and Modern Languages, Literatures, and Cultures offers students unique opportunities to explore and appreciate the world's great literary traditions in 17 languages, and faculty specialize in areas such as linguistics, popular culture, literary studies, history, and to globalization. Students will enhance language fluency, and immerse themselves in the culture of the world's great literary traditions through study abroad, internships, and other experiential learning.

CONTRACTUS! *Research looks great! Prospective student?*

College of Liberal Arts and Sciences
Phone: 313.577.4133
Email: caas@wayne.edu

UNDERGRADUATE PROGRAMS IN CLASSICAL AND MODERN LANGUAGES, LITERATURES, AND CULTURES

- B.A. in Latin Studies
- B.A. in Greek Studies
- B.A. in Italian Studies
- B.A. in French Studies
- B.A. in Spanish Studies
- B.A. in Portuguese Studies
- B.A. in German Studies
- B.A. in Russian Studies
- B.A. in East Asian Studies
- B.A. in Middle Eastern Studies

CAREERS IN THIS FIELD

- Teaching
- Business of Language
- Library and Information Services
- English as a Second Language
- Research
- Translation




BIG DATA & BUSINESS ANALYTICS GROUP
bigdata.wayne.edu

Empowering Your Organization

3RD ANNUAL SYMPOSIUM

March 23-24, 2016
Wayne State University
Student Center Building
5221 Gullen Mall, Detroit, MI
48202

Big Data is not just about more data; it is about using data to fundamentally rethink all facets of your business for efficiency and growth. Extracting value from Big Data requires a multitude of advanced technology and business skills. Join us as we hear from leading industry experts in manufacturing, supply chain, banking, health care and other sectors who have put analytics into action.





CONTACT US

As you consider your options, you're bound to have questions. To make an appointment or to speak to a business school advisor regarding the Graduate Certificate in Business, please contact:

Mike Ilitch School of Business
at Wayne State University
Graduate Programs Office
5201 Cass Avenue, 103 Prentis Building
Detroit, MI 48202
313-577-4511
gradbusiness@wayne.edu

The Wayne State University Mike Ilitch School of Business Graduate Certificate in Business is a flexible, fast-paced program designed to equip non-business degree holders with relevant business knowledge pertaining to the daily operations of business in corporate, nonprofit and entrepreneurial settings.

Coursework includes four major areas of business—accounting, finance, management and marketing—while offering flexibility through elective courses.



ilitchbusiness.wayne.edu

GRADUATE CERTIFICATE IN BUSINESS

Mike Ilitch School of Business

ilitchbusiness.wayne.edu



KEEP IN MIND

Mike Ilitch School of Business at Wayne State University

- Fully accredited by the Association to Advance Collegiate Schools of Business (AACSB)
- Offers B.S./B.A. degrees at the undergraduate level; master of business administration (M.B.A.), master of science in accounting (M.S.A.), master of science in taxation (M.S.T.) and doctor of philosophy in business administration (Ph.D.) at the graduate level; and a number of post-bachelor and graduate certificate programs
- Maintains a \$500,000 merit and need-based scholarship program
- Dedicated career support for business students and alumni through the school's Career Planning and Placement Office

The post-baccalaureate certificate in information systems management is designed for individuals who want to update their skill set and desire advanced training in systems analysis and design, databases, web development tools, and other emerging technologies. Offered entirely online, our program provides instruction in project management, IT security, networking and ERP systems software, giving students the opportunity to develop technical and business skills pertinent to the development, implementation and maintenance of information systems in a variety of organizational settings.

Eligibility
This program is available to students with a variety of undergraduate backgrounds. A bachelor's degree from an accredited institution, with a major in any area other than information systems, is acceptable.

Coursework
Candidates for this certificate must successfully complete a minimum of 24 credits in coursework. Students must earn at least 18 credits at Wayne State University. To receive the certificate, an overall minimum 2.5 grade point average must be maintained with a grade of C or better in each course.



ilitchbusiness.wayne.edu

POST-BACHELOR CERTIFICATE IN INFORMATION SYSTEMS MANAGEMENT

Mike Ilitch School of Business

ilitchbusiness.wayne.edu

WAYNE STATE UNIVERSITY

Academic Directory Contact ADMISSIONS

ADMISSIONS PROGRAMS STUDENTS FACULTY RESEARCH ALUMNI ABOUT US MAKE A GIFT

EACPHS College of Pharmacy and Health Sciences

CONNECTING STUDENTS TO JOB OPPORTUNITIES

Learn more

Events calendar

- MARCH 23 Tabata 1:30 p.m.
- MARCH 24 Tone Up and Dance 1:30 p.m.
- MARCH 30 2016 Roland T. Lahey Award Lecture and Presentation 4:30 p.m.
- MARCH 31 Blood Drive 10:00 a.m.
- APRIL Pharmacy and Health Sciences Monthly

FOLLOW US ON SOCIAL

ATTEND AN INFORMATION MEETING

Meet up with EACPHS

WAYNE STATE UNIVERSITY

Academic Directory Contact ADMISSIONS

EACPHS College of Pharmacy and Health Sciences

Faculty Spotlights

- Professor Ahmad: On a 40-year journey, professor goes from undergraduate to director.
- Wang, Jie, PhD: Family tragedy fuels professor's fight to find treatments for osteoporosis.
- Anthony Bonavent: Professor encourages students to focus on pharmacy and pharmaceuticals.

Meet our faculty

Professor Ahmad Professor, Pharmaceutical Sciences	Wang, Jie, PhD Assistant Professor, Physical Therapy	Anthony Bonavent Director, Clinical Learning Sciences
Professor Boudreau Professor of Health, Pharmacy Practice	Professor Boudreau Pharmacy Practice Practice	Professor Boudreau Professor, Clinical, Pharmacy Practice
Professor Boudreau	Wang, Jie, PhD Nursing	Professor Boudreau Professor, Clinical, Pharmacy Practice

All across campus, from the College of Liberal Arts and Sciences to the Mike Ilitch School of Business to the College of Nursing, WSU schools and colleges are updating their branding efforts to better stand out to students at decision time.



COURSE REGISTRATION



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

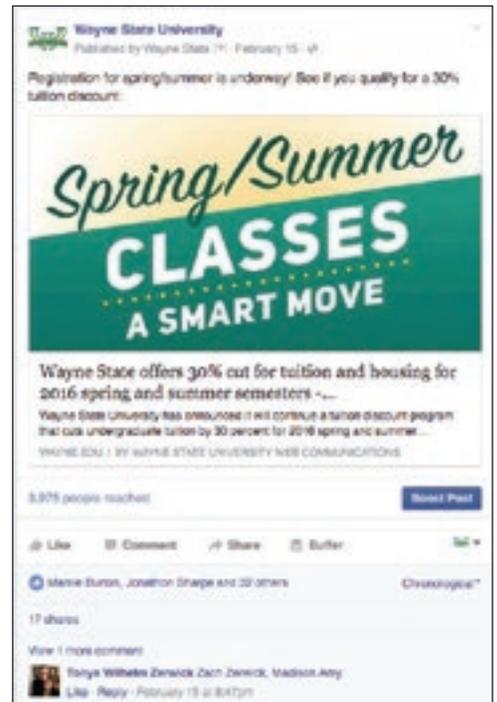


PHOTO OF THE DAY



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

AIM HIGHER

ABOUT ADMISSIONS & AID PROGRAMS CAMPUS CULTURE RESEARCH STUDENTS ATHLETICS

Photo of the Day

MONDAY MARCH 23, 2014
What a beautiful way to start your beautiful day after your beautiful spring break! #wsupeace

Photo submitted by
John Doe

SHARE [Twitter] [Facebook] [Pinterest]

Wayne State Univ

Photo of the Day: Cool side of State Hall. Submitted by @kundalsid. Share yours via [j.mp/1QRV5ir](#).

14 38

11:02 AM - 16 Jan 2014

Wayne State Univ

Photo of the Day: Snowy Old Main. Submitted by Leo Ayrault. Share yours via [j.mp/1QRV5ir](#).

13 24



STUDENT CONNECTION



We work with schools and colleges to seek out students who exemplify academic success. The Aim Higher in Action campaign follows up the popular Professors Who Do poster series, showing that people can shine at every step in the educational process. We also connect with students where they already are — across every major social media platform. The Get Involved campaign makes students aware of the fun and formative opportunities occurring around campus. We work with the Dean of Students Office to create colorful communications touting the ways students can plug into campus events and organizations.

AIM HIGHER IN ACTION

“Where else can you step outside and have six hospitals right there?”

Reginald left a graphic design job in Miami and returned to Detroit to pursue his medical degree. A husband, father and dedicated student, he's driven by a belief he's held since childhood: doctors help people. He lives this out both in his commitment to medicine and through community programs like Blight Busters, Earthworks and the Capuchin Soup Kitchen. For him, being a doctor means never losing sight of the people you serve.

Reginald is what it looks like to aim higher.

Reginald Ramirez
School of Medicine student

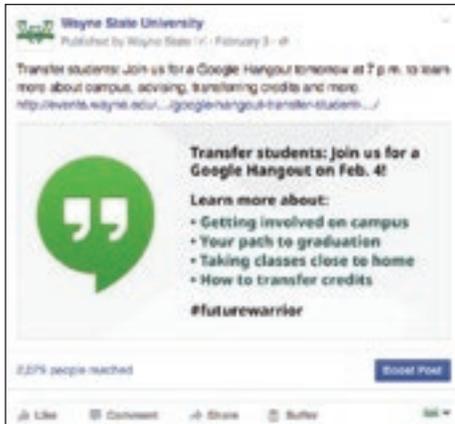
AIM HIGHER IN ACTION

“I came to Wayne State to meet the needs of the urban underserved.”

Jannel is following a master's in urban planning with a medical degree because of her passion for people and science. In the classroom, this Wayne State University Board of Governors and Wayne County Medical Society scholar is developing skills to help serve the community. Outside, she assists students and local residents through various student associations, scholarship boards, mentorship programs and service organizations. And she accomplishes all of this while being a devoted wife and mother.

Jannel is what it looks like to aim higher.

Jannel Lee-Allen
School of Medicine student





Bringing social work to Syria: One Warrior's mission

Syria is a nation with millions of dead, displaced and "disappeared" citizens and is currently suffering from what the United Nations High Commissioner on Refugees has called the worst humanitarian disaster since World War II. Marjo Upshaw, a graduate student in Wayne State's School of Social Work, wants to change that.

[Read more](#)

Thursday, March 3

Transferys in the Di. Green & Orange
7:00pm - 11:00pm
at Dorn & Bennett

Caribbean Pub
8:00pm - 12:00am
at Hilberry Theatre

Opportunities

[Run for Student Senate](#)



Community service, cultural awareness focus of Alternative Spring Break Detroit

While some students may kick back on sandy beaches or destinations far away for their spring break, 33 Warriors will stick around the city next week for Alternative Spring Break Detroit. From March 13 through 16, these Wayne State students will be immersed in a variety of experiences to better understand and enjoy their own backyard.

[Read more](#)

Thursday, March 10

Spotlight: Photo Night & Karaoke
7:00pm - 11:00pm
at St. Anthony Hall

Love's Labor's Lost
8:00pm - 12:00am
at Hilberry Theatre

Opportunities

[Run for Student Senate](#)

Do something extraordinary today! #LeapDay #WarriorPride #WayneState

HAPPY LEAP DAY!

RETWEETS: 8 LIKES: 12

10:02 AM - 29 Feb 2016

Have a safe and happy St. Patrick's Day!

Happy St. Patrick's Day

RETWEETS: 22 LIKES: 23

8:17 AM - 17 Mar 2016



WSU INSIDERS AND KNOWLEDGE ON TAP



Wayne State Insiders continues to provide a unique look at university programs. More than 1,100 people across the campus community are invited to monthly events to learn more about Wayne State and Midtown. Meanwhile, Knowledge on Tap was created to get faculty members out of the lecture hall and into a more casual setting to teach the public. This wildly popular higher-ed-unplugged program has covered everything from dinosaurs to the Motown sound.



wayne state **in**SIDERS



UPCOMING EVENTS

- Knowledge on Tap — Eating insects on April 21 (tentative)
- WSU Insiders Jr. — Bring your kids to campus day on April 28

CRISIS COMMUNICATION



With unthinkable acts occurring on college campuses across the country, Wayne State has made it a priority to be prepared. Led by the Chief of Staff, the Crisis Management Team is comprised of 14 representatives from across the university, including the Chief of Police, General Counsel, the Dean of Students and Computing & Information Technology. The team holds regular meetings to conduct advanced planning and crisis event responses. Drills and simulation exercises increase the team's crisis preparedness in situations such as a bomb threat — with student safety as the highest priority.

Faculty/Staff Guidelines for an Active Shooter at Wayne State University

CASE

Call, Assess, Shelter, Evacuate

In the event of an active shooter situation on the Wayne State University campus, especially in a classroom setting, students will look to faculty and staff for guidance. Thinking about how to react ahead of time will help guide actions and reduce the impact of such a tragic event.

This information is meant to provide general guidance; however, your response to an active shooter should be dictated by your judgment and the specific circumstances of the situation. Think CASE (Call, Assess, Shelter, Evacuate).

1. CALL FOR HELP

If you see an active shooter on campus, immediately call Wayne State University Police at 313-577-2222 or dial 911. If you see an armed person, call WSUPD. All guns are banned on campus, except those carried by law enforcement officers. Please program the WSUPD number, 313-577-2222, into your cell phone now.

2. ASSESS THE SITUATION

Assess your situation based on your location, who is around you, and the location of the shooter(s). Then decide between the two options below.

3. SHELTER IN PLACE

In most cases, staying where you are is the best option. Close doors, turn off lights and remain quiet. If possible, barricade the door, hide and silence your cell phone. Wait for a uniformed law enforcement officer or a university official known to you to inform you that the situation is "all clear." Do not respond to voice commands until you verify the person is trustworthy or you receive an "all clear" text.

4. EVACUATE

If you see a safe opportunity to distance yourself from the shooter(s), carefully do so. Knowing the exits in your buildings is beneficial. Leave everything behind, keep your hands up and visible to police, and exit quickly and orderly. Help others when possible, but do not try to evacuate injured persons. Follow any instructions from authorities.

WHAT TO EXPECT FROM LAW ENFORCEMENT RESPONDERS

The top priority of police is to neutralize the shooter(s). They will not assist victims until the situation is secure and there is a safe environment to provide medical assistance and to evacuate anyone injured. They may shout orders and ignore requests for help until the situation is secure.

An active shooter situation on the Wayne State University campus is unlikely, but just in CASE, please think ahead and be prepared.



Missing Student Communication Protocol

- Directive from WSUPD to issue alert
- Notification to the president/BOG/dean/family
- Gathering of background information — bio/photo
- Creation of a Web page to contain the information
- Messaging on social media channels
- Messaging for the broadcast text/email
- Notification on wayne.edu

- Conclusion of alert
- Follow-up to DOSO/CAPS
- Message from the president
- Ongoing messaging on social media channels



Top left: MAC recently led a faculty committee charged with safety preparedness. The group created a CASE document to outline faculty actions in a crisis: **Call** for help, **Assess** the situation, **Shelter** in place, **Evacuate**.

Above: When a WSU student was reported missing on February 24, the team's established protocol (top right) was successfully activated. Counted among the Web traffic were 110 retweets with 16,000 people reached and more than 8,600 visits to the missing student page — ultimately resulting in the student being located, safe and sound.



LICENSING



We continue to partner with the Collegiate Licensing Company to put Wayne State-branded merchandise in stores across the state. Warrior gear is available through social media advertising and in high-profile stores such as Meijer; Dunham's; Campus Den; Finish Line; and Bed, Bath and Beyond.

Wayne State Warriors Fans
Sponsored · 🌐

*** OFFICIALLY LICENSED FOR WAYNE STATE UNIVERSITY FANS ***

Get yours here ==> http://www.fanprint.com/products/wayne-state-university-love-with-state-outline?s=1&utm_source=facebook
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OFFICIAL COLLEGIATE LICENSED PRODUCT



SAVE THE DATE: TUESDAY, SEPTEMBER 27

When the Tigers take on the Indians at Comerica Park at 7:10 p.m., a portion of the proceeds on special ticket sales will benefit Wayne State. WSU packages are on sale now and include seats and an exclusive cap with Tigers and Wayne State logos in green and gold.

EVENT SUPPORT



The Special Events team ensures a smooth experience, from budget to management to evaluation. Recent events include the annual Dr. Martin Luther King Jr. Tribute at the Max M. Fisher Music Center, the FOCIS spring conference on campus and a series of ribbon cuttings — with commencement right around the corner.



WAYNE STATE
COMMENCEMENT GUIDE
Information and instructions for graduates, families and guests

Thursday, May 5, 2016
Ford Field
2000 Brush Street, Detroit

commencement.wayne.edu

A Tribute to
DR. MARTIN LUTHER KING JR.

PROGRAM

Opening remarks	Alicia Nails, director, Journalism Institute for Media Diversity
National Anthem and Black National Anthem	Cody High School APL JROTC Color Guard and The Achievers Ladies Ensemble of Detroit School of Arts Choir, under the direction of Connie Malabed
Welcome	Paul W. Hogle, executive vice president, Detroit Symphony Orchestra Gary Pollard, chair, WSU Board of Governors
Greetings	DTE Energy representative Margaret E. Winters, provost and senior vice president for academic affairs, Wayne State University
Adopt-A-Classroom	Patrick Lindsey, vice president, government and community affairs, Wayne State University
Music selection	Detroit Academy of Arts and Sciences Show Choir, under the direction of Angela Kee
Inside/Out Detroit poetry reading	Saniya Davis Xavier Harrison Candance Montgomery
Dr. Arthur L. Johnson Community Leadership Awards	Victor Green, director of community affairs, Wayne State University Lisa Whitmore Davis, associate state director, multicultural outreach and community engagement, A&P Michigan
Introduction of keynote speaker	Patrick Lindsey
Keynote address	Van Jones
Closing remarks	Alicia Nails

WAYNE STATE Friday, January 15, 2016 • Max M. Fisher Music Center

What's your dream?
Join the conversation on Twitter: #MLKWSU

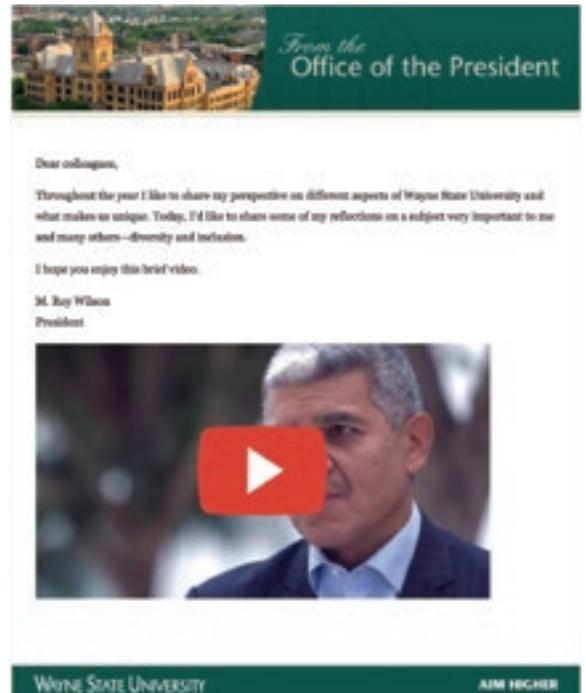




PRESIDENTIAL COMMUNICATIONS



President M. Roy Wilson is committed to connecting with the Wayne State community. Our office works closely with President Wilson to draft speeches, emails and other correspondence informing people on and off campus about the great work happening at Wayne State.



Diversity, inclusion and the Detroit revival are key topics on campus and beyond.

ANNUAL EVENTS



Wayne State's inaugural Baroudeur cycling event last summer was a great success, with more than 1,000 participants pedaling through downtown and metro Detroit to raise \$8,500 in scholarship funds for students with financial need. MAC is helping gear up for the second Baroudeur — part *deux* — on Saturday, August 20, by creating press materials, rounding up new sponsors and engaging campus volunteers. Sign up to lend a hand or join the ride at baroudeur.wayne.edu.

SAVE THE DATE

**AUG
20**

baroudeur.wayne.edu



Wayne State University
BAROUDEUR

Last year, Wayne State University hosted its inaugural Baroudeur cycling event on Saturday, August 22, and it was a breakaway success.

The Baroudeur proved to be a fun, noncompetitive event during which Wayne State and its community partners gave participants an opportunity to explore campus and the Detroit area from a new perspective while being physically active and raising \$8,500 in scholarship funds to help economically challenged students earn their degrees.

More than 1,000 participants traversed through the Motor City on two wheels and then returned to Wayne State's Midtown campus to celebrate with lunch, craft beer, music, and sponsor interactions.

When asked to rate the overall ride experience, 71 percent of participants called the Baroudeur excellent, 26 percent thought it was very good and 3 percent considered it average. Not one participant rated the event below average or poor. What's more, 84 percent said they are very likely to ride in the 2016 Baroudeur.

“As a transplanted Detroit, I was very excited to ride by many landmarks of Detroit. The Baroudeur did not disappoint.”

— Jeffrey Chaffin
Richard, Michigan

Wayne State University
BAROUDEUR

baroudeur.wayne.edu

For more information, contact Rob MacGregor, rob.macgregor@wayne.edu, 313.577.8346

HELP KEEP THINGS

rolling



Wayne State University
BAROUDEUR

Wayne State is looking for friendly, energetic volunteers to help host the second annual Baroudeur cycling event on Saturday, August 20.

Riders will choose from three routes — 25, 62 or 100 miles — through Detroit and the surrounding areas to raise scholarship funds for students with financial need.

Volunteers will keep the day running smoothly by checking in participants, guiding bikers through the route, answering questions and cheering at the finish line.

For details about volunteer opportunities and to sign up, visit baroudeur.wayne.edu.

AUG 20, 2016



VIDEO CONTENT

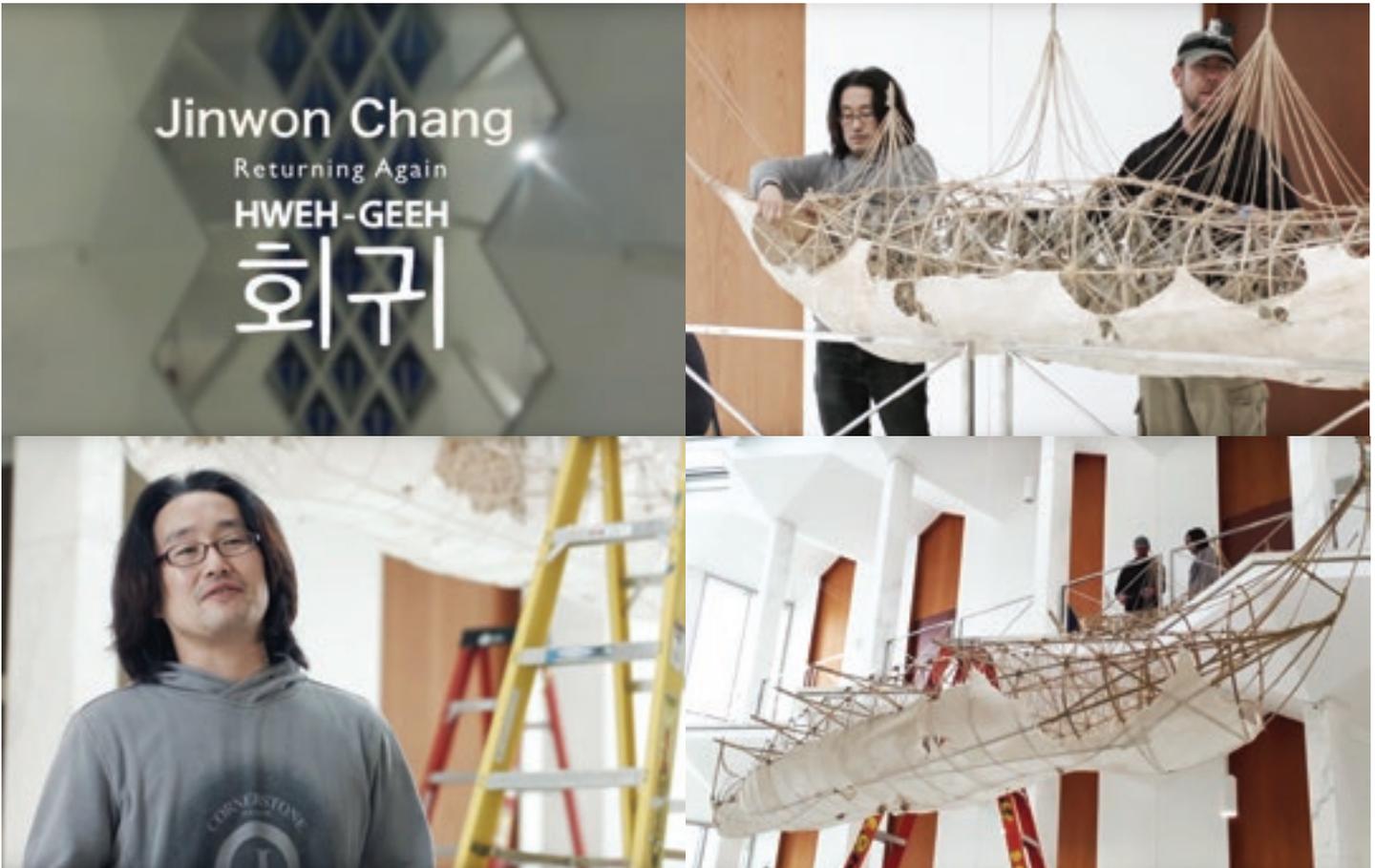
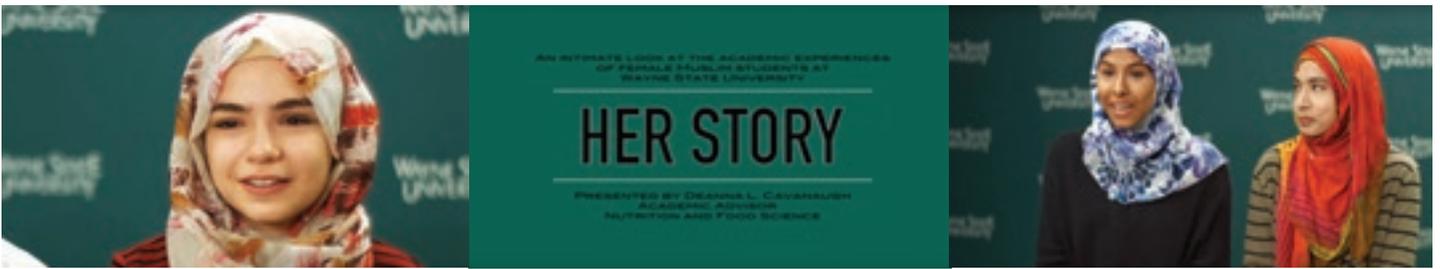


From coverage of university addresses to graduation celebrations to academic deep dives, University Television works with clients across campus to develop high-end video projects. Posted on YouTube as well as shared with key audiences through email campaigns, these videos promote the university, educate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



Top: The College of Education’s “Because of you, I...” campaign kicked off with a touching video and transitioned to a thoughtful conversation on social media.

Bottom: We captured one of the most important events in medical students’ careers in the Match Day 2016 video.

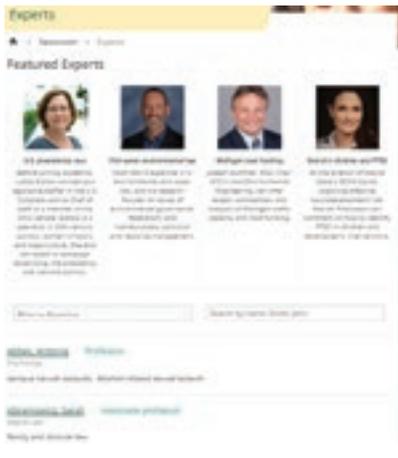


Top: *Her Story: An intimate look at the academic experiences of female Muslim students at Wayne State University* explores the social and spiritual experiences of students attending Michigan's most diverse university.

Middle: In late 2015, the James Pearson Duffy Department of Art and Art History presented *Hweh-Geeh Returning Again*, an installation by Jinwon Chang at the McGregor Memorial Conference Center.

Bottom: The College of Education is training new teachers — with an emphasis on math thanks to a \$1.4 million National Science Foundation grant — to work in Detroit schools as part of its TeachDETROIT initiative.

WSU IN THE NEWS



Detroit Free Press, WJR-AM, WDET-FM, WNEM-TV (Flint), WJBK Fox 2, San Francisco Chronicle, Mlive, Miami Herald, Daily Reporter (Greenfield, Ind.), WSJV-TV (Elkhart, Ind.), WXYZ-TV, Crain's Detroit Business, MY TV20, Macomb Daily, Oakland Press, Daily Tribune, Pittsburgh Courier, 12/14

'World-class' \$7.5-million jazz hub set for Wayne State

Detroit News, Crain's Detroit Business, Mlive, Washington Times, Xconomy, WWMT-TV (Kalamazoo), Fox 47-TV (Lansing), MITechnews, University Business, MY TV20, WOOD-TV (Grand Rapids), WWJ-AM, WJBK Fox 2, 1/26

Report: WSU, UM, MSU generated \$17.5 billion in economic impact in 2014

Crain's Detroit Business, Michigan Chronicle, 2/29

DTE Energy gives Wayne State University \$1.4M in grants; main focus is retention, grad rates



Detroit News, WDIV-TV, WJRT-TV (Flint), WJR-AM, WNEM-TV, 3/2; Detroit Free Press, Crain's Detroit Business, Mlive, Atlanta Daily World, WTOL-TV (Toledo), Houston Chronicle, KSL-TV (Flint), Phys.Org, UP Matters, WILX-TV (Lansing), WSYM-TV (Lansing), e Science News, 3/1

Wayne State University to study Flint water, health impacts

Detroit News, 3/8

Howes: Wayne State revives neighborhood, piece by piece



Detroit Free Press, Crain's Detroit Business, 9&10 TV News (Cadillac), Times Post (Pendleton, Inc.), WJRT-TV (Flint), Herald Courier (Bristol, Va.), Washington Times (Washington, DC), Macomb Daily, Oakland Press, Daily Tribune, 3/9

Wayne State gets \$3.6M NIH grant to boost minorities in science

Michigan Chronicle, 3/23

Wayne State President Wilson honored with INSIGHT Into Diversity's 2016 Giving Back award



Wayne State University Board of Governors

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