



MARKETING AND COMMUNICATIONS 2022

To fulfill its mission of raising the stature of Wayne State University, the Office of Marketing and Communications (MAC) uses a variety of tools and media to keep our campus community informed, guide and support our students, celebrate Warrior successes, and share Wayne State's story with a global audience. This booklet provides just a glimpse at what we accomplished in 2022.



The Shield sculpture on Gullen Mall – designed by MAC team members – has quickly become a campus icon, attracting students and guests for photo opportunities.





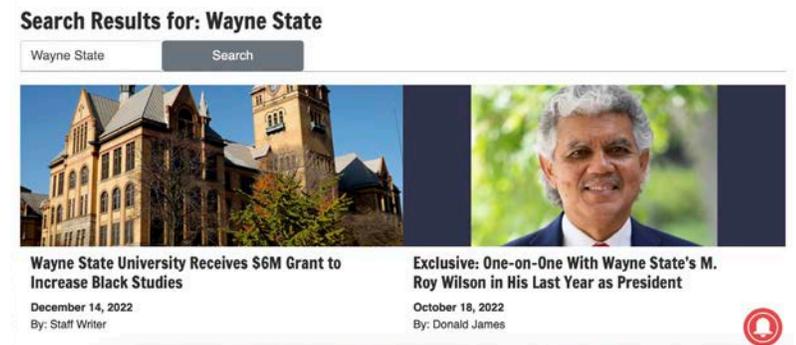
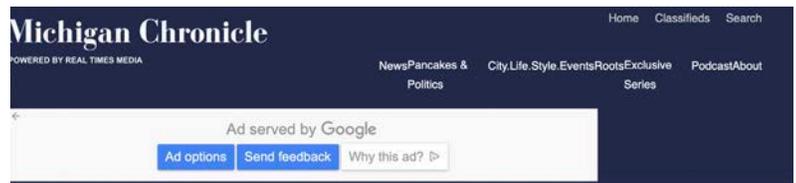
COMMUNITY OUTREACH SUPPORT



As Michigan's only urban research university, Wayne State is committed to Detroit. Magazines and print pieces help cultivate relationships with our campus neighbors, and MAC plays a key role in highlighting the university's partnerships with local organizations and events.



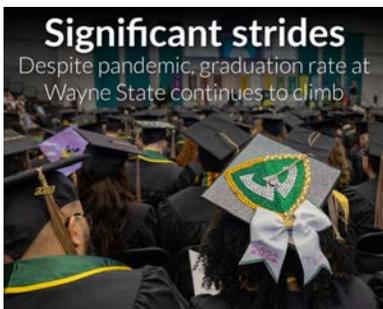
The annual *Warriors* magazine highlights Wayne State's contributions to our neighborhood and is mailed to nearly 1,000 members of the Detroit community. An insert featuring several articles is also reprinted in the *Michigan Chronicle* and sent to 80,000 readers.



MAC's public relations team distributes stories and facilitates interviews showcasing our community partnerships.



COMMUNITY OUTREACH SUPPORT



WAYNE STATE UNIVERSITY
Today@Wayne

Academics and research | Campus news | Community | Student life | People

Browser topics | All stories | For the media | Subscribe to Today@Wayne

RELATED TOPICS
EngageD newsletter
Warriors magazine
Community outreach
Division of Government and Community Affairs

IN THE NEWS
Trump is facing various criminal charges - here's what we can learn from legal cases against Nixon and Clinton
January 10, 2023

Modulation and mindfulness offer an abundance of health benefits and may be as effective as medication for treating certain conditions
January 10, 2023

Wayne Law to present Rosen Constitutional Law lecture on January 18, in person and via Zoom
January 10, 2023

Healing from racism is the subject of a day-long event at Wayne State
January 11, 2023

Drug shortages aren't new. The tripledemic just made you look
January 11, 2023

More mentions

Subscribe to the community communications mailing list

Email Address
First Name
Last Name
Subscribe



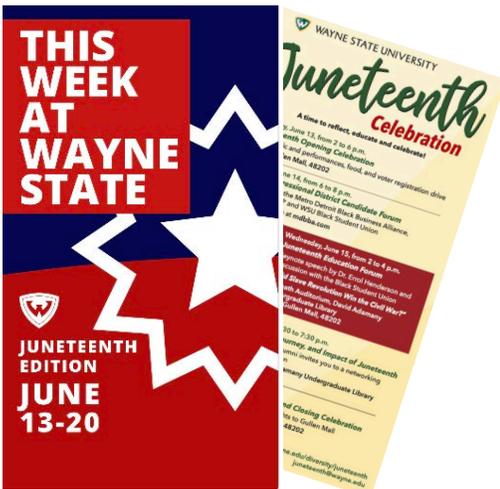
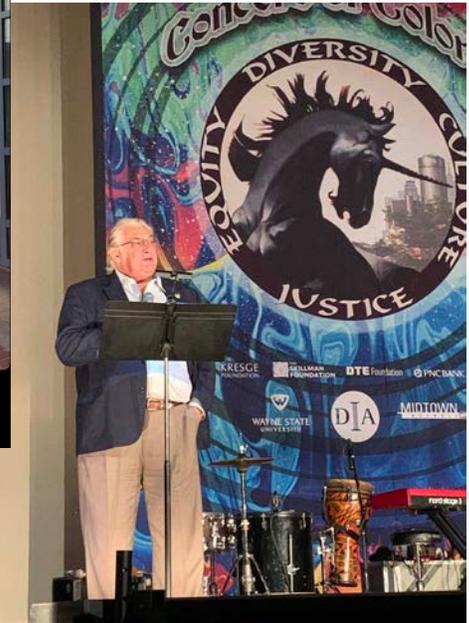
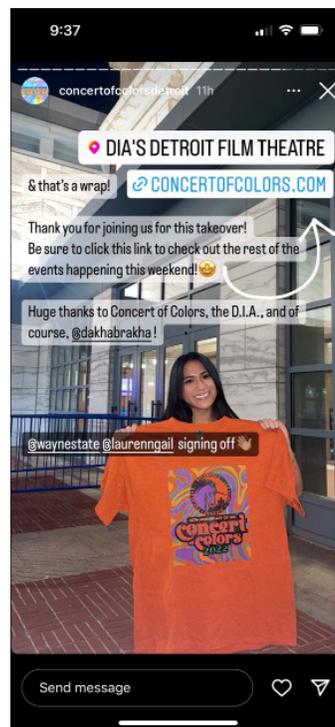
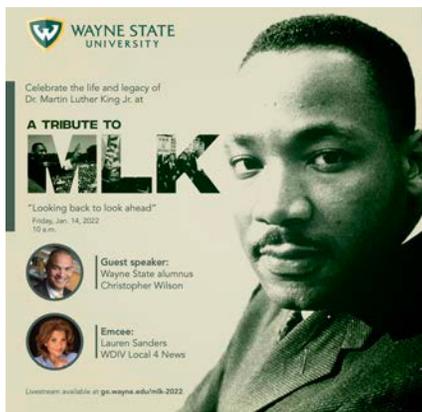
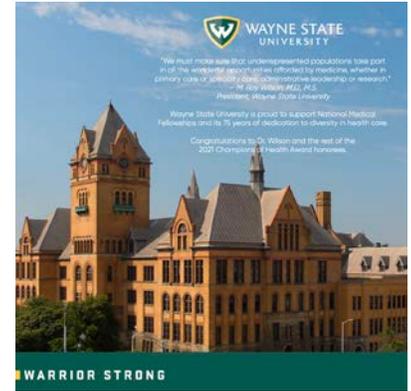
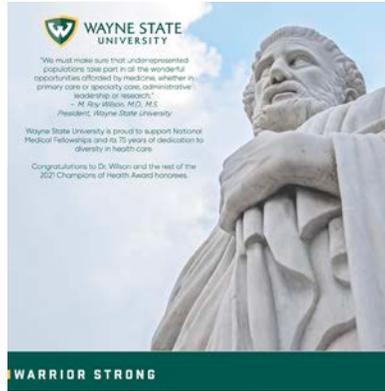
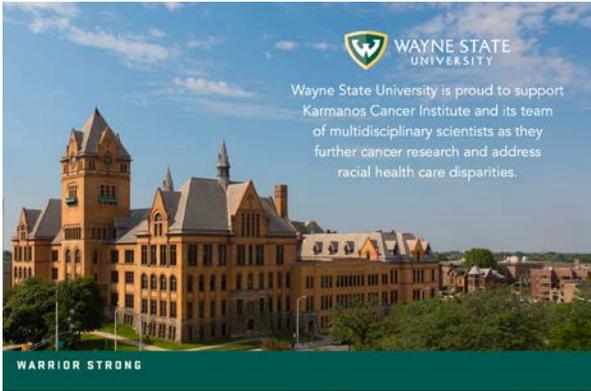
Digital publications like EngageD and Today@Wayne provide opportunities to showcase our commitment to the local community, invite the public to campus events, and highlight Wayne State's impact on Detroit and its residents.

Latest news





COMMUNITY OUTREACH SUPPORT



Top: Wayne State has strong partnerships with many community organizations. MAC designs communications that show our support for these groups during their special events.

Bottom left: MAC creates resources for several university-hosted community events, including the annual Tribute to Martin Luther King Jr. and the Juneteenth Celebration.

Bottom right: Our social media team captures the excitement at local outreach events. This year, Wayne State co-sponsored Detroit's Concert of Colors, a community celebration of diversity. Board of Governors Chair Mark Gaffney (pictured) spoke at the event.



COMMUNITY OUTREACH SUPPORT



WAYNE STATE UNIVERSITY

Located in Midtown Detroit, Wayne State University is Michigan's only urban research university. For more than 150 years, Wayne State has revolutionized education, contributed to the local economy and led the way in groundbreaking research.

Founded: 1868
President: M. Roy Wilson
wayne.edu

WAYNE STATE ALSO OPERATES SIX SATELLITE CAMPUSES:

Advanced Technology Education Center, Warren
Jackson Center, Jackson
Macomb Education Center, Clinton Township
Oakland Community College - Orchard Ridge, Farmington Hills
Schoolcraft Center, Livonia
University Center Macomb, Clinton Township



WAYNE STATE'S MAIN MIDTOWN CAMPUS ENCOMPASSES NEARLY 200 ACRES

A partner with Michigan State University and the University of Michigan in the University Research Corridor, which brings in **94% OF MICHIGAN'S FEDERAL RESEARCH DOLLARS** each year



More than **1,900 NEW JOBS** created through **TechTown**, Wayne State's research park and business incubator

WAYNE STATE'S ANNUAL ECONOMIC IMPACT IN MICHIGAN IS ESTIMATED AT \$2.5 BILLION



More than **1,500** students enrolled in the **SCHOOL OF MEDICINE**, which boasts a residency match rate above the national average. Approximately 40% of all practicing physicians in Michigan received some or all of their training at the School of Medicine.



The College of Nursing's B.S.N. program is ranked in the **top 7%** by **U.S. News & World Report**



Fall 2021 enrollment by level:
undergraduate: 16,851
graduate: 5,773
professional: 2,307
total: 24,931

As Wayne State's Government Affairs team works with members of Michigan's legislature, MAC provides communication resources, such as collateral highlighting WSU's unique contributions to the city, region and state.



ADVERTISING



Through a variety of platforms — including billboards, print and digital media — MAC spotlights Wayne State’s impressive students, faculty and alumni; boasts about our academic programs; and provides future Warriors with a glimpse at the opportunities available to them at Wayne State.

FROM WSU TO THE PISTONS

JENAE LODEWYK
CLASS OF 2022

FROM WSU TO ESPN

GUS NAVARRO
CLASS OF 2019

FROM WSU TO MD

DR. TERONTO ROBINSON
CLASS OF 2011

FROM WSU TO RIVIAN

CHRISTINA GUSTIN
CLASS OF 2015

FROM WSU TO FORD

KIANNA MATEEN
CLASS OF 2022

FROM WSU TO GOOGLE

RAJ CHHAYA
CLASS OF 2016

FROM WSU TO TOYOTA

NALANI RENTA-VILLANUEVA
CLASS OF 2022

FROM WSU TO DTE

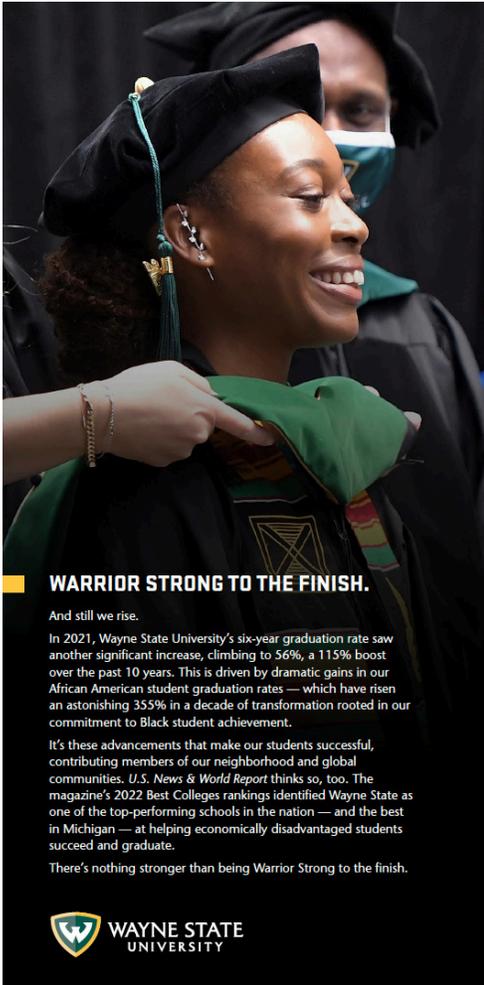
SIMON MOURANI
CLASS OF 2021

WARRIOR STRONG WAYNE STATE UNIVERSITY

Building on the Warrior Strong brand, an outdoor billboard campaign featuring successful recent alumni is now in market.



ADVERTISING



WARRIOR STRONG TO THE FINISH.

And still we rise.

In 2021, Wayne State University's six-year graduation rate saw another significant increase, climbing to 56%, a 115% boost over the past 10 years. This is driven by dramatic gains in our African American student graduation rates — which have risen an astonishing 355% in a decade of transformation rooted in our commitment to Black student achievement.

It's these advancements that make our students successful, contributing members of our neighborhood and global communities. *U.S. News & World Report* thinks so, too. The magazine's 2022 Best Colleges rankings identified Wayne State as one of the top-performing schools in the nation — and the best in Michigan — at helping economically disadvantaged students succeed and graduate.

There's nothing stronger than being Warrior Strong to the finish.




THERE'S POWER IN NUMBERS.

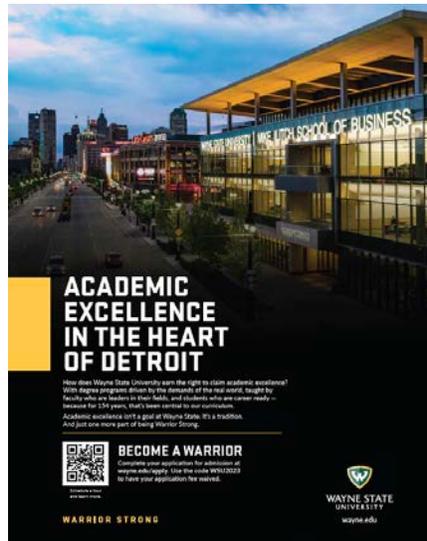
And the powerful number this year is 3,800. That's how many new Wayne State University graduates are making an impact for the better. A force in our community and across the globe, bringing new ideas, new innovation and new perspectives. Graduates who are ready to tackle the real world because that's exactly where they earned their degrees: in classrooms, of course, but also in labs, in offices, on construction sites, in the middle of the day and in the middle of the night.

That's why we're proud to say there are now 3,800 new Wayne State graduates, who are proving that there is power in numbers — and prepared for the best that's yet to come.

wayne.edu



WARRIOR STRONG



ACADEMIC EXCELLENCE IN THE HEART OF DETROIT

How does Wayne State University earn the right to claim academic excellence? With rigorous programs driven by the demands of the real world. Faculty who are leaders in their fields, and students who are career ready — prepared for 124 years. That's been earned by our commitment.

Academic excellence isn't a goal at Wayne State. It's a tradition. And just one more part of being Warrior Strong.

BECOME A WARRIOR
Complete your application for admission at wayne.edu/apply. Send the code WS220222 to have your application fee waived.

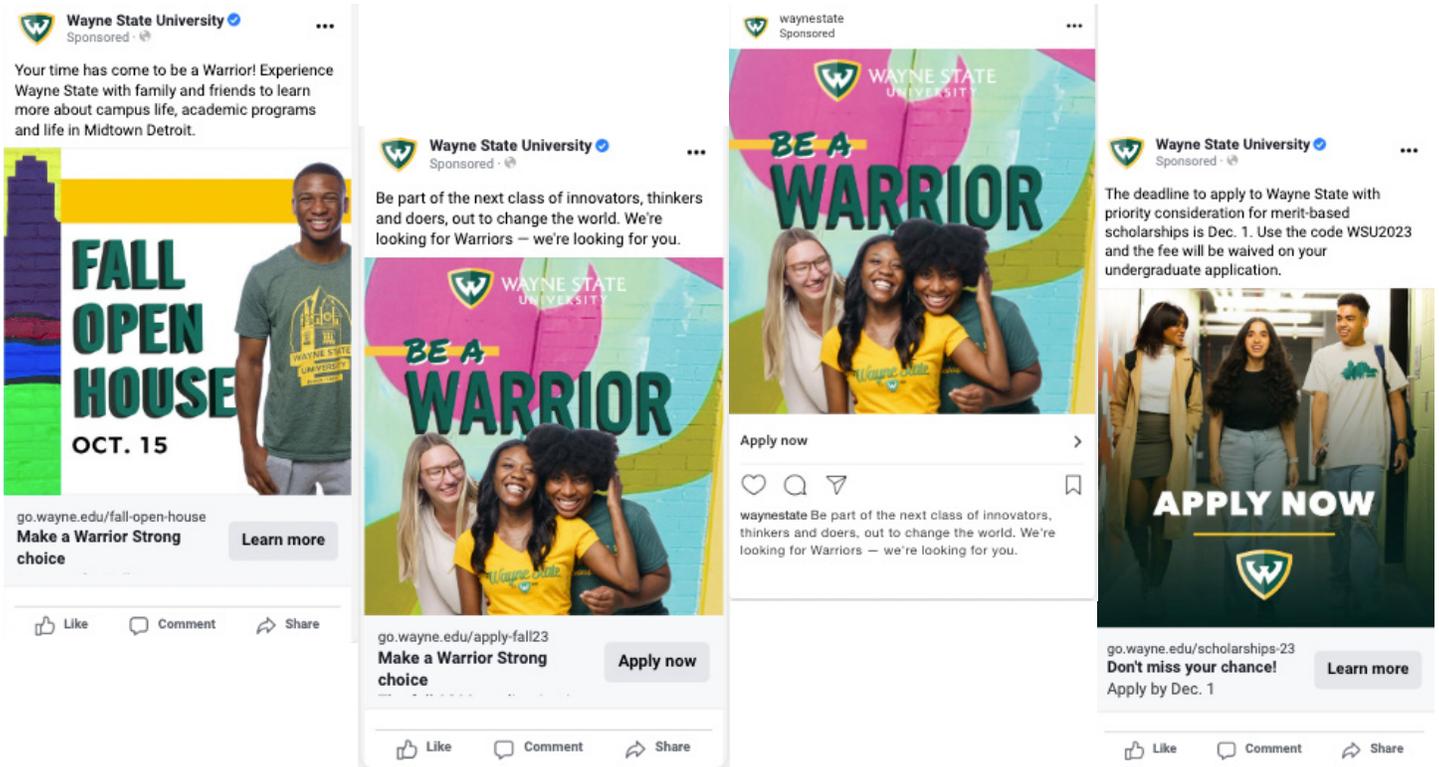



WARRIOR STRONG

Advertisements in local publications celebrate our students, highlight our impact and encourage prospective Warriors to take their first steps toward a Wayne State education.



ADVERTISING



Top: Social media advertisements engage with prospective students on a variety of platforms and serve as reminders to apply, visit campus and take their next steps as Warriors.

Bottom: Digital ads provide brief but effective opportunities to showcase what makes a Wayne State education unique.



CAMPUS PRIDE



Wayne State's campus is a jewel in the heart of Detroit. As we prepared for students to arrive in the fall, MAC designed new signage and visual elements that cultivated an energetic campus atmosphere and encouraged students to enjoy all that we offer in Midtown.



Top left: To celebrate the start of the fall semester, giant letters spelling out WARRIORS were placed on Gullen Mall, creating unique photo opportunities.

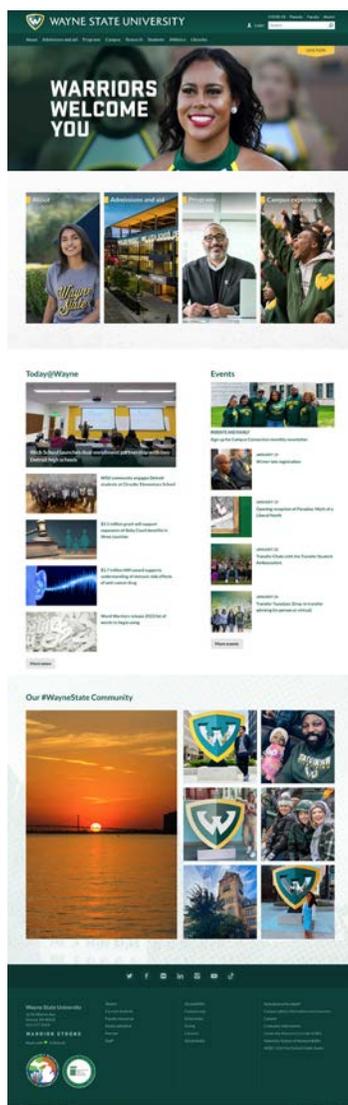
Right: Updated way-finding and parking signage provides a better campus experience for students, faculty and staff.



DIGITAL AND WEB



Our website, wayne.edu, was viewed 36 million times in 2022. This site is where many receive their introduction to Wayne State, and it's a vital daily resource for students, faculty and staff. As digital platforms continue to evolve, our Web team helps create and maintain engaging, informative and user-friendly experiences for the entire Warrior community.

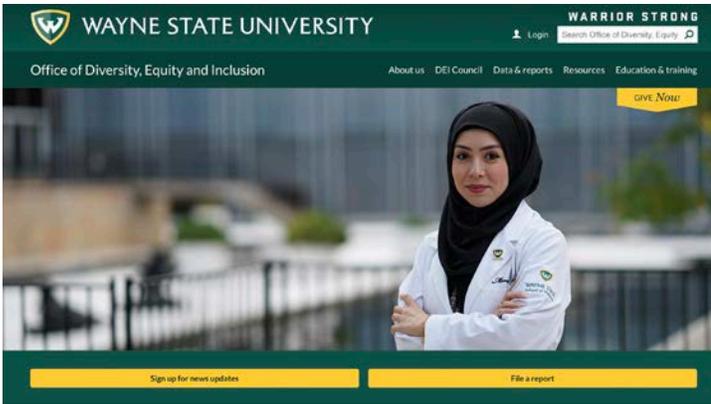


Left: The wayne.edu homepage is the university's digital front door. Our Web team ensures that this page remains enticing and informative, constantly showcasing the breadth of experiences and opportunities available at Wayne State.

Right: WSU's The Future Starts Here page provides students at all levels with access to crucial resources that will help them navigate the first steps of their academic journey.



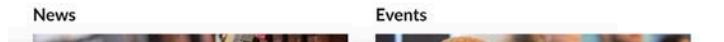
DIGITAL AND WEB



Welcome

At Wayne State University, we strive to make campus an inclusive environment for everyone. We welcome all people and understand that their unique experiences, talents and perspectives make us a stronger institution and better individuals. The university has a long history of meaningful engagement with society, with diversity equity, and inclusion a core value in both our [mission](#) and our [strategic plan](#).

Wayne State is remarkable for many things, but our ability to open doors to people of all backgrounds, races, creeds and walks of life is our proudest legacy. And our unwavering commitment to diversity, equity, inclusion and social justice continues to be our North Star.



Professional development

The WSU Graduate School hosts a wide variety of events that consult experts to share their insights and prompt discussions on trends and issues within graduate education and beyond. Prospects, students, and staff will gain insight in how to advance their careers, achieve work-life balance, and develop lasting professional relationships.



Filter by category: All categories | Filter by audience: All audiences | Filter by format: All formats | Search trainings: Search terms... | Filter | Reset

Welcome

The ACHIEVE GREATER (Addressing Cardiometabolic Health Inequities by Early PreVENTion in the GREAT Lakes Region) Center seeks to reduce overwhelming cardiometabolic health disparities and downstream Black-White (Hispan) inequality in two uniquely comparable cities: Detroit, Michigan, and Cleveland, Ohio. Building upon existing collaboration and resources across three major research institutions, two in Detroit (Wayne State University (WSU) and the Henry Ford Health System (HFHS)) and one in Cleveland (Case Western Reserve University (CWRU)/University Hospitals (UH)), ACHIEVE GREATER will include three distinct but related projects that all focus on interrupting early stages of pathogenesis by addressing multiple domains of influence.

Upcoming events

Tax season: What you need to know
Jan. 24, 2023 from 3:00 p.m. to 4:00 p.m. EST

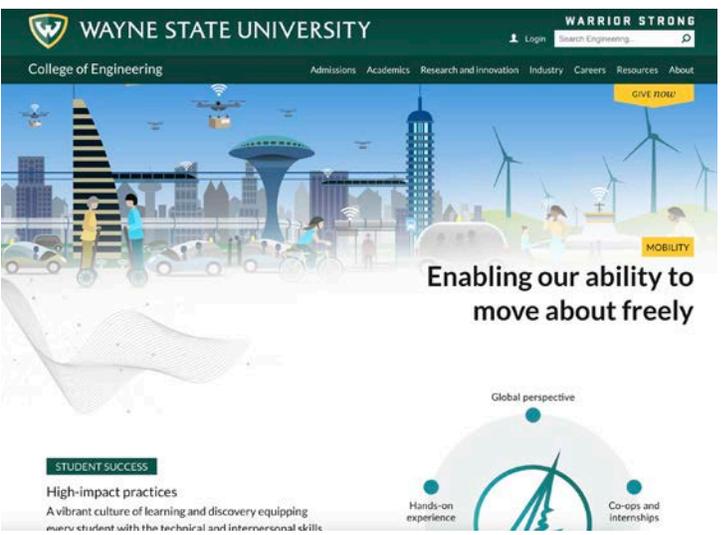
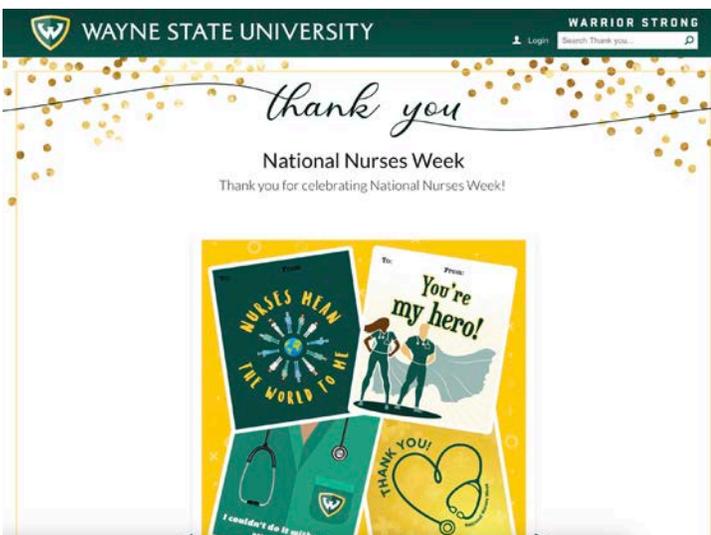
Learn exactly how to file your taxes, about tax opportunities for students, and other tax-deductible expenses you may not know about.

Virtual | Financial literacy

Project 1
Early intervention
Focus on stage 1 HTN
Primary outcome: BP

Project 2
Lifestyle intervention

Access: MHU | Home BP



MAC oversees 600 websites, managing approximately 60,000 active pages. Our Web team collaborates closely with partners throughout the university to design and build new pages, maintain crucial online tools and resources, create engaging digital experiences, and support our academic community with training in SEO and accessibility to meet accreditation requirements.



DIGITAL AND WEB

WAYNE STATE UNIVERSITY **WARRIOR STRONG**

School of Medicine
The IDEA Project

About
Participate
Our team
Publications
Resources

10.8 mg/dL

• About

Welcome

The Improving Diabetes in Emerging Adulthood (IDEA) Project is a research study to support young adults, age 18-25, living with type 1 diabetes. The IDEA Project helps young adults take charge of their diabetes through an innovative self-management program that focuses on improving daily diabetes care. Study participants use their own mobile device to take part in brief treatment sessions and receive text message reminders to complete their daily diabetes care.

WAYNE STATE UNIVERSITY **WARRIOR STRONG**

Office of the Provost
Office of Business Innovation and Technology Commercialization

Tech commercialization Available technologies Student innovation Faculty resources Industry About us

HAVE AN IDEA?

Office of Business Innovation & Technology Commercialization

Supporting innovation and research to maximize the availability of next generation technologies to benefit society worldwide.

Office of Business Innovation and Technology Commercialization

The Office of Business Innovation and Technology Commercialization (OBI/Tech Comm) Executive Director, Lindsay Klee, along with the Technology Commercialization Team seek to advance innovative business and technology practices originating from Wayne State University research toward real-world impact while also creating meaningful engagements with industrial, corporate and nonprofit collaborators. WSU OBI/Tech Comm is responsible for the identification, protection, marketing and licensing of intellectual property developed by WSU faculty and staff as well as corporate research alliances.

The Team manages all aspects of the technology transfer process including the encouragement, assessment,

WAYNE STATE UNIVERSITY **WARRIOR STRONG**

About Admissions and aid Programs Campus Research Students Athletics Libraries

COVID-19 Parents Faculty Alumni

Career Insights
K-12 summer camps and programs
Classroom printables
Online games
Ask a WSU student
Frequently asked questions
Campus virtual tour

• WSU to You: Explore STEM

Introducing WSU to You: Explore STEM

Wayne State University recognizes the value in STEM education at every age. New in 2022, WSU to You: Explore STEM has been designed to help sixth- through ninth-grade students discover the many academic programs and career paths that await in science, technology, engineering and math. We are proud to provide STEM education that inspires middle school students to explore a range of STEM opportunities for their future.

WSU to You: Explore STEM will be held March 14-18, 2022.

WSU to You: Explore STEM

JOIN IN ON

Download activity sheet (PDF) (pdf)

WAYNE STATE UNIVERSITY **WARRIOR STRONG**

College of Fine, Performing and Communication Arts

Admissions Departments Students Community Alumni About

MAKE A GIFT

We are
CREATIVE WARRIORS

Apply Request info Advising appointment

Explore our cultural gateways

WAYNE STATE UNIVERSITY **WARRIOR STRONG**

EACPHS GPA Calculator

Clinical Lab Science
Mortuary Science
Occupational Therapy
Pathologists' Assistant
Pharmacy
Physical Therapy
Physician Assistant Studies
Radiation Therapy Technology
Radiologic Technology

Prerequisite worksheet

Full name: AccessID (if applicable):

Clinical Lab Science

The GPA calculations below are estimates; there may be variations when formal applications are processed (Centralized Application System grading scales vary, for example).

* If equivalent coursework for any of the prerequisites was taken in two parts, please add the second half of the class as an "Other course".

MATH & SCIENCE PREREQUISITES	COLLEGE	COURSE	SEMESTER	YEAR	GRADE	CREDITS
BIO 1530 (NSL)	<input type="text"/>					
BIO 1511 (NSL)	<input type="text"/>					
BIO 2270 (NSL)	<input type="text"/>					
BIO 2271 (NSL)	<input type="text"/>					
BIO 2870	<input type="text"/>					
CHM 1100 (NSL)	<input type="text"/>					
CHM 1130 (NSL)	<input type="text"/>					

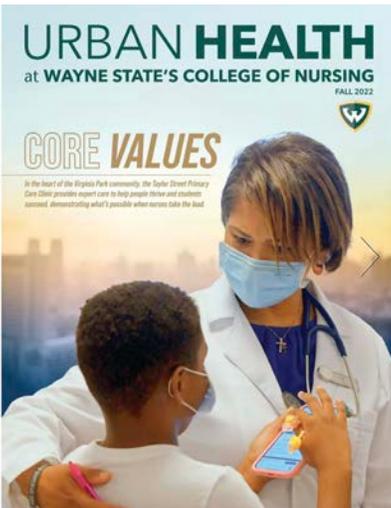
We use the latest digital resources to ensure that each page is visually engaging and easy to navigate, and we maintain important online tools for students, faculty and staff. Student interns and assistants are often part of this work, providing important user insight throughout the process.



SCHOOL AND COLLEGE SUPPORT



We partner with communication professionals throughout Wayne State's schools and colleges to support them at all levels. From newsletters and magazines to website content and other resources, MAC creates materials that engage students, alumni and guests and generate excitement for learning and research opportunities at Wayne State.



**Top-ranked programs
build skills that set you apart**



WAYNE STATE
College of Nursing



WAYNE STATE
College of Nursing

**CONTEMPORARY ISSUES
in URBAN HEALTH:**
Exploring the biological mechanisms that link social
determinants of health to health disparities

APRIL 13, 2022

EARLY BIRD DISCOUNT!
Register at urbanhealthconf.wayne.edu
by March 11 using the discount code
urbanhealthearly to save \$25.

**Advance your career with
urban health expertise**



MAC provides ongoing editorial and design support for the College of Nursing, including assistance with its *Urban Health* magazine and promotional resources for its annual conference.



SCHOOL AND COLLEGE SUPPORT

Congratulations,
Warrior M.D.



 **WAYNE STATE**
School of Medicine

Urban Clinical Excellence

Congratulations,
Warrior M.D.



 **WAYNE STATE**
School of Medicine

Urban Clinical Excellence




**A CRAIN'S HERO FOR 2021.
A WAYNE STATE HERO EVERY SINGLE DAY.**

Infectious disease specialist and Wayne State University School of Medicine Professor of Internal Medicine Teena Chopra has just earned Crain's Healthcare Hero Award for 2021. Last year, her research and expertise helped to educate many and to mitigate the spread of COVID-19 in Detroit, around the nation and throughout the world. But for Dr. Chopra, that kind of leadership and compassion didn't suddenly occur during a pandemic. It happens every day.

The School of Medicine is proud to celebrate Dr. Chopra's achievement — and even prouder to count her among the thousands at Wayne State who constantly demonstrate what it means to be Warrior Strong. Congratulations.



 **WAYNE STATE UNIVERSITY**
wayne.edu

WARRIOR STRONG

MAC designed advertisements, social media graphics, T-shirts and more to help the School of Medicine celebrate student success and promote research advancements.



SCHOOL AND COLLEGE SUPPORT

School of Social Work

A publication of Wayne State University

OPIOIDS

Bringing better care for OUD behind bars

It warms my heart to know that the School of Social Work never paused through the transitions necessitated by the pandemic. Our faculty and staff didn't even slow down. We kept going under difficult circumstances and continued to do our best—teaching and nurturing students, assisting in community problem-solving, bringing awareness to social and racial inequality, and advocating on issues from voting rights to disability justice.

Internally, our exemplary faculty, staff and students formed the Anti-Racism Committee (ARC), assisting us in an unflinching examination of who we are as a school. ARC has organized multiple two-day restorative-practices trainings with a goal of creating dialogue that decreases unintended hostility and microaggressions. In addition, we are celebrating the roll out of our new curriculum that uses a human rights lens in seven focal areas of practice.

One of the most exciting things this year was enjoying our newly renovated building that includes classrooms, our beautiful community room, group study areas and outdoor courtyard spaces. The vibrancy of student energy is so wonderful! I look forward to an open house in fall of 2022 to welcome all of you to share in our joy.

As you can see from this newsletter, our alumni, faculty, staff and students are committed to WSU and partnerships within our community that build on strengths — and add strength when needed. Our students and student organizations are flourishing, our partnerships with community and state coalitions regarding behavioral health workforce issues are expanding, and we are building new initiatives that recognize and avert need daily. We are Warriors on the MOVE, and I am proud to be a Wayne State University Warrior!



Sheryl Kubicki, Dean and Professor

WAYNE STATE
School of Social Work
5447 Woodward Avenue
Detroit, MI 48202

GET TO KNOW THE SCHOOL OF SOCIAL WORK

- Wayne State is Michigan's most diverse public university, and the School of Social Work's diverse student community comprises 45% of our overall school student population.
- We provide more than \$565,000 in annual private scholarships and specialized training stipends to social work students.
- Our research centers organize nearly \$19.5 million in funded research that empowers social change at home in Detroit and around the world.
- Social work students are placed at more than 300 agencies and contribute over 215,000 field hours to the community.
- More than 13,000 alumni reside in all 50 states and 11 countries around the globe.

PROGRAMS

- Bachelor of social work**
 - On campus or fully online
 - Minors in law and social work or social work and social justice
- Master of social work**
 - Holistic degree course series
- Doctorate of social work**
- Dual-title and joint degrees**
 - Master of social work and infant mental health
 - Master of social work and public health
 - Doctorate in social work and gerontology
 - Doctorate in social work and infant mental health
 - Doctorate in social work and anthropology
- Certificates**
 - Alcohol and drug abuse
 - Child welfare
 - Developmental disabilities
 - Gerontology
 - Research and evaluation

News Briefs

Learning community offers peer support

The newly formed Social Work Peer Support organization is a learning community that supports social work Warriors through their academic and field education journeys in a peer-to-peer, student-led environment. Specially trained student mentors support their fellow students via individual meetings and group events focused on self-care and coping skills, aimed at helping those involved achieve better balance in their educational and professional development. Mentors can also help refer those struggling with additional resources.

Top of the class

Wayne State University has tied for No. 36 on U.S. News and World Report's 2023 list of Best Schools for Social Work — our highest placement in the past decade.

Support our students and programs with a financial contribution: go.wayne.edu/socialworkgiving

WAYNE LAWYER

A publication of Wayne State University Law School in Detroit
Fall 2022, Volume 37, No. 1

WHERE JUSTICE AND COMMUNITY MEET

With new hands-on, interdisciplinary and collaborative programs, Wayne Law offers students a platform to address evolving needs and transform lives in Detroit and beyond.

PERIODIC TABLOID

From Wayne State's Department of Chemistry
WINTER 2023

Outstanding Alumni Awards

By Lisa Ange

This fall, the Wayne State University Department of Chemistry recognized the significant achievements of three alumni. Patrick Grobar, M.D., Ph.D.; Aidona Valencio; and Jason McLeilan, Ph.D., were presented with the department's inaugural Outstanding Alumni Award. The awards were presented in conjunction with the Umlita Gopal Singhani Endowed Lecture.

Grobar was honored for his expertise in pediatric oncology, specifically for his role in developing new treatments for Ewing Sarcoma, a bone cancer that primarily affects children and adolescents. Valencio was honored for her leadership in the information technology sector, as well as in public service. McLeilan was honored for his work in mapping the structure of the SARS-CoV-2 spike, which paved the way for the development of COVID-19 vaccines. Congratulations to all three!

WSU NOBCCHE never stops

By Colleen Jones

As pandemic health and safety policies lifted or evolved to accommodate more in-person meetings, the WSU National Organization for the Professional Advancement of Black Chemists and Chemical Engineers (NOBCCHE) 2022-23 academic year was once again full of camaraderie and service.

The group completed its K-12 outreach objective in the winter, working to create "degluham toothpaste" and slime, study fingerprints, and extract fruit DNA with University Prep Academy students from the Mark Murray campus. WSU NOBCCHE also led enrichment sessions to solidify students' understanding of school concepts. The grand finale included a tour of WSU's Department of Chemistry, a pizza lunch and an award ceremony celebrating the students.

The NOBCCHE celebrated and supported its members by hosting various professional development and social events. The group began the fall semester with a publick at Belle Isle for new and returning members and throughout the year held virtual seminars, such as learning about the novel uses of killer snails with Mandie Hoffman, and job searching and finishing Ph.D.s strong with WSU NOBCCHE alumni. Finally, members enjoyed Michigan pastimes by giving out safety at a Detroit trunk-or-treat event and attending a Plymouth Orchard & Cider Mill outing with hayrides, apple cider and cake donuts.

The group is eager to once again uphold its tenets of service, professional development and community in the Detroit area throughout the 2022-23 school year.

Left to right: Patrick Grobar, Aidona Valencio, Jason McLeilan

AMERICAN SOCIETY OF CIVIL ENGINEERS

CONSTRUCT
CONNECT
COMMUNITY

ASCE
ADVANCED COURSE
WILSON SINGH UNIVERSITY

ASCE
EPOD BANK OF THE YEAR

WELCOME

Civil and Environmental Engineering

We do urban infrastructure

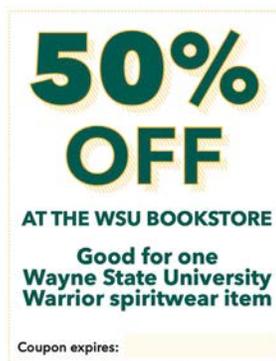
MAC collaborates with teams embedded in our schools and colleges to create a variety of publications and other promotional materials to tell the world about the achievements of our students, faculty and alumni.



LICENSED MERCHANDISE



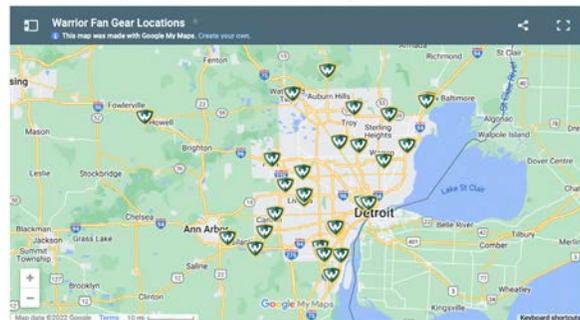
There's no better way to show your Wayne State love than through T-shirts, hats and other Warrior gear. MAC leads the way in encouraging our community to don their green and gold, and works with retailers throughout the region to make those materials available to Warriors in Detroit and throughout Michigan. This was a record-setting year for Warrior products, with sales of licensed merchandise increasing nearly 30% over 2021.



Retail locations for Wayne State merchandise

Wayne State University merchandise is available at a wide variety of local and online retailers. This is a representative list of known retail locations that have carried WSU merchandise over the past year and it is updated regularly as products become available at new locations.

Are you a retailer looking for information about Wayne State's licensed goods? [Contact us](#) for more information.



MAC creates and promotes opportunities for Warriors to show their Wayne State pride. Our growing map of retail partners — which now includes Rally House, Campus Den and local Dunham's locations — shows just how far the demand for Warrior gear reaches, and how we continue to expand access to these items.



ENROLLMENT MANAGEMENT



As Wayne State invites new students to Midtown, MAC collaborates with the Office of Undergraduate Admissions to create materials that pique interest, showcase opportunities and guide new students as they take the next steps in their academic journey. We also support Wayne State's initiatives to make college accessible for Warriors from all walks of life, including transfer students, student-veterans, graduate students and adult learners.

TOP OF THE CLASS

Many of Wayne State's undergraduate programs are nationally ranked, including our nursing program, which U.S. News & World Report puts in the top 7% nationwide, and our global supply chain management program, which is in the country's top 25, according to Career Research.

And when you're ready to take that next step and pursue a graduate degree, we have top 100 programs in disciplines like engineering, science, nursing, social work, medicine and law.

But the accolades don't end there.

- Top university in Michigan for social mobility
- Nationally ranked:
 - Undergraduate engineering programs
 - Nursing programs
 - Undergraduate business programs (Rankings from U.S. News & World Report)

Our 294,000 alumni include Pulitzer prize-winning journalists and winners or nominees for Grammy, Emmy, Tony, Golden Globe, Oscar, Screen Actors Guild and Caldecott awards. Whether you look around the city or across the globe, you'll find Warriors making their mark as researchers, business leaders, engineers, social activists, entertainers, health care workers, athletes and more.

Choose your path to success

Whether you visit campus knowing exactly where you want to go or you're still searching for your passion, Wayne State has hundreds of undergraduate programs for students to explore. For more details, visit wayne.edu/programs.

Business

business.wayne.edu

- Accounting
- Entrepreneurship and Innovation
- Undergraduate certificate
- Finance
- Global Supply Chain Management
- Information Systems Management
- Marketing

Liberal Arts and Sciences

libarts.wayne.edu

- Actuarial Mathematics
- African American Studies
- Anthropology
- Asian Studies
- Biochemistry and Chemical Biology
- Biological Sciences
- Biochemical Physics
- Chemistry
- Climate Change and Latin
- Communication Sciences and Disorders
- Criminal Justice
- Digital Humanities (minor only)
- Emergency Management and Labor Relations
- English
- Environmental Science
- Gender, Sexuality and Women's Studies
- Geology
- Germans
- Global Studies
- History
- Jewish Studies (minor only)
- Latinx and Latin American Studies (co-major)
- Law (minor only)
- Mathematical Economics
- Mathematics
- Neuroscience
- Philosophy
- Public Health
- Religious Studies (minor only)
- Romance Languages (French, Italian and Spanish)
- Slavic Studies (Polish and Russian)
- Sociology
- Statistics
- Urban Studies and Planning

Social Work

socialwork.wayne.edu

- Law and Social Work (minor only)
- Social Work
- Social Work and Social Justice (minor only)

Unselected students

Some students aren't ready to choose a major. All areas of our offerings tracks designed to help undecided first-year students discover their interests. These tracks are limited to 20 students per track. You must declare a major upon completion, with your advisor there to help you make that choice.

Pre-professional curricula

If your ultimate career goal requires graduate study, Wayne State can help you get there. These pre-professional programs are not majors (but will meet one of them), but are designed to give you the greatest position for an advanced degree.

Graduate studies

Wayne State is accredited for its Graduate School, where students can earn certificates as well as master's, doctoral and professional degrees in hundreds of fields. Students with focused goals can begin graduate studies as an undergraduate by enrolling in programs that offer early admission to grad school, and save time and money by simultaneously earning credits in their careers.

Academic Certificate Enrollment (ACE) and Law Path

Wayne State Direct

* Students cannot apply directly to this program. Additional application process required.

† Pre-professional curricula available in required.

‡ Not a bachelor's degree program.

§ Audition/Interview required.

Program application decisions are made after interview.

Admission to Wayne State and the College of Nursing is required. Limited seats available in this program.

As an associate degree or at least 24 transferable credits in this area are required to be considered.

Jermaine Green
Global supply chain management major

"Learning supply chain management from one of the top 25 schools in the country is a game-changer for my career. It has helped me strive for the best. Being a supply chain management student at Wayne State has prepared me for a world of opportunities and has connected me with wonderful people across the world!"

WE ARE WAYNE STATE

WAYNE STATE UNIVERSITY
WARRIOR STRONG

Mary
BECOME A WARRIOR

Score 3032 off the Warrior Way. Apply by the end of the year for merit scholarship consideration.

WARRIOR STRONG

GET WARRIOR-READY, Kayla

It's time to start checking off your Wayne State checklist!

WARRIOR STRONG

Welcome to the Wayne State Family, **Anneliese!**

We're ready for you, #FutureWarrior: wayne.edu/newly-admitted

WAYNE STATE UNIVERSITY

Do's

- Layout is solid if simplified.

Make sure you're ready for your first semester of college by following your New Warrior Checklist. **Annalise!**

- ✓ [Checkmark]
- ✓ [Checkmark]
- ✓ [Checkmark]
- ✓ [Checkmark]

Show Off Your Warrior Pledge! Download a poster to share your plans for your Freshman or Transfer year with your family.

WAYNE STATE UNIVERSITY

Dont's

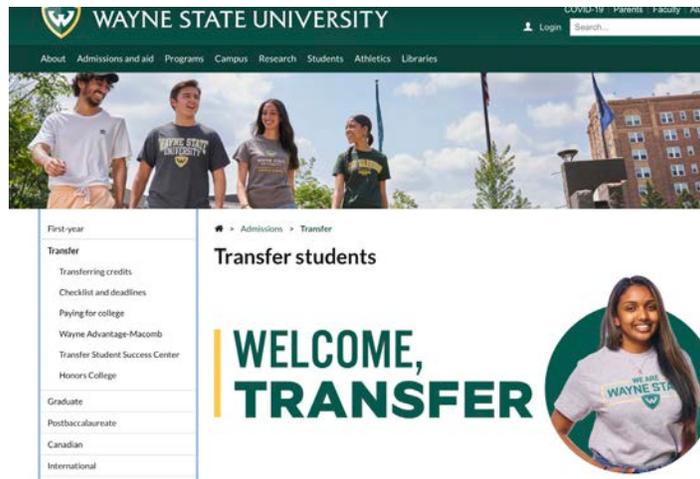
- Apply dark green backgrounds. Will print muddy and dark.
- Two logos on back panel
- Icons need to be consistent
- Green overlay on photos

We work closely with WSU's Enrollment Management team to conduct customized targeting, increase the effectiveness of CRM, and expand the reach for our digital advertisements.

This year, we created materials for the Office of Undergraduate Admissions that use photos and testimonials of current students to generate excitement and provide a personal look at life as a Warrior.



ENROLLMENT MANAGEMENT



MAC designs materials for admissions events and constructs digital spaces that ensure a smooth, easy-to-navigate online experience for incoming Warriors from all walks of life.



CAMPUS ENGAGEMENT



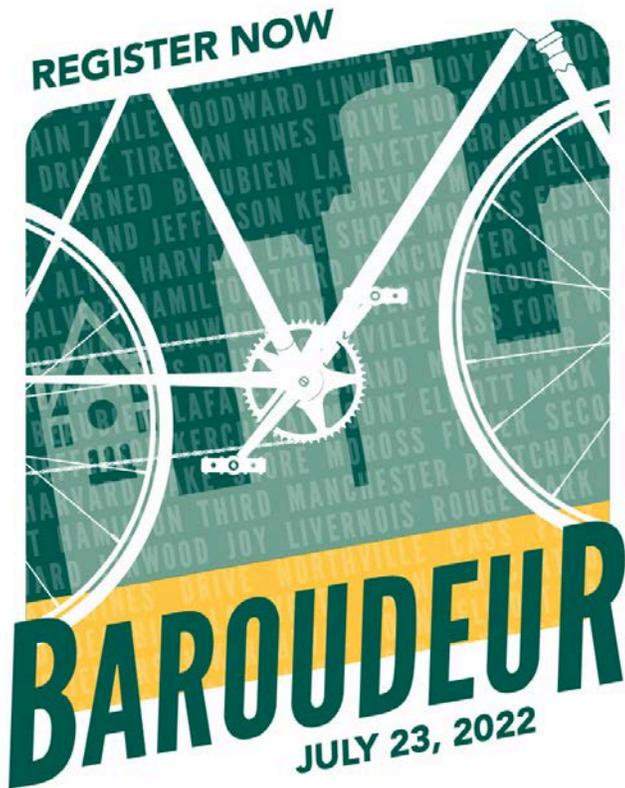
A vibrant campus community is a crucial part of the college experience. MAC helps promote community events, share glimpses of campus life and support our Street Squad student ambassadors, who are eager to help their fellow Warriors discover what's awaiting them in Detroit.



Our Warrior Street Squad invites the campus and community to discover all that awaits at WSU and in Detroit.



CAMPUS ENGAGEMENT



 WAYNE STATE UNIVERSITY
baroudeur.wayne.edu



Dear WSU Insider,

May your holiday season be merry, bright and filled with lasting memories. Thank you for your support and pride for Wayne State University. We look forward to sharing new opportunities to stay connected and get involved in 2023.

Julie Hasse
Associate Director, Marketing and Communications

WAYNE STATE UNIVERSITY **WARRIOR STRONG**



 WAYNE STATE UNIVERSITY

ACADEMIC EXPLORATION NIGHT

- Jan. 25: College of Engineering
- Feb. 1: Pre-med/health sciences
- Feb. 2: College of Fine, Performing and Communication Arts
- Feb. 8: Mike Ilitch School of Business

All events are virtual and begin at 6 p.m.

PREPARING FOR COLLEGE? START HERE.
Bring your future into focus at Wayne State University's virtual Academic Exploration Nights!
Learn more about the programs that interest you from our professors, advisors and students, and discover how Wayne State can help you reach your academic and career goals.
For more information and to let us know if you plan to join us, visit go.wayne.edu/explore-academics-2022.

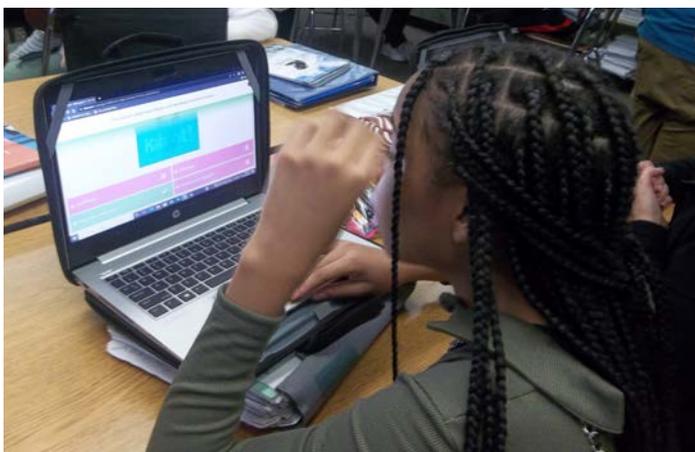


 WAYNE STATE UNIVERSITY
Wayne State University
Welcome Center
42 W. Warren
Detroit, MI 48201

MAC plays a role in fostering community on campus through hosting events like the Baroudeur, creating holiday cards from campus leadership, and supporting on-campus events and programs.



CAMPUS ENGAGEMENT



Left bottom, right top: MAC organizes the annual Take Your Junior Insider to Work Day, which features fun and educational activities for our WSU families.

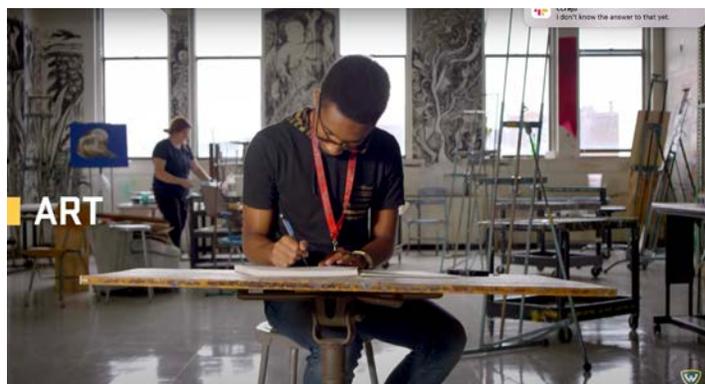
Left top and middle; right middle and bottom: When students couldn't come to campus for STEM Day, we brought campus to them. MAC designed STEM kits that were distributed to schools across the metro Detroit area, providing firsthand learning experiences. STEM Day and AP Day – also organized by MAC – will return to campus in 2023.



VIDEO CONTENT



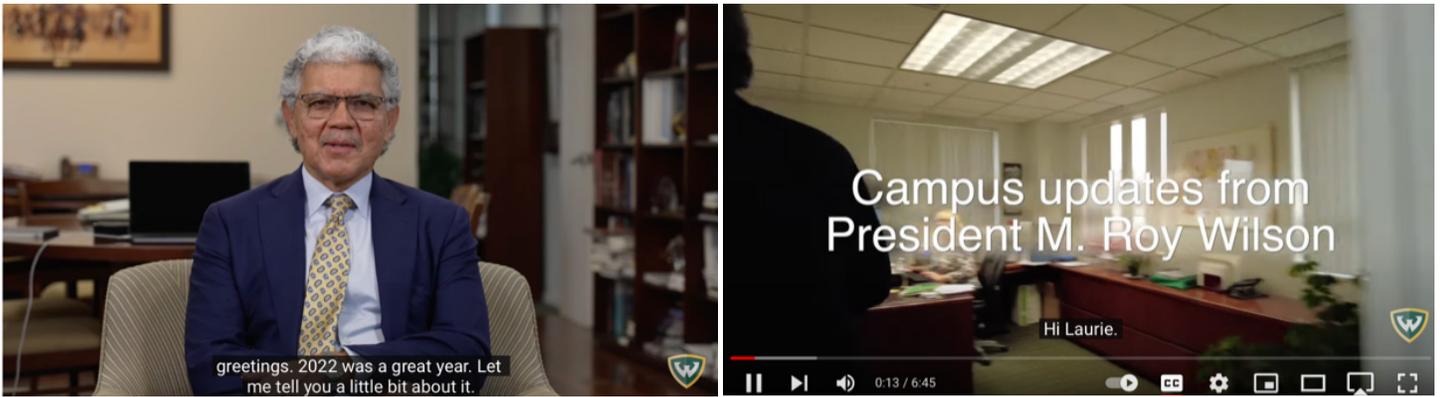
From video advertisements to celebrations of our students and candid looks at campus life, University Television (UTV) works with partners across campus to tell the Wayne State story. These videos capture iconic moments, keep our campus community informed, highlight the work of our renowned faculty and bring groundbreaking research to life.



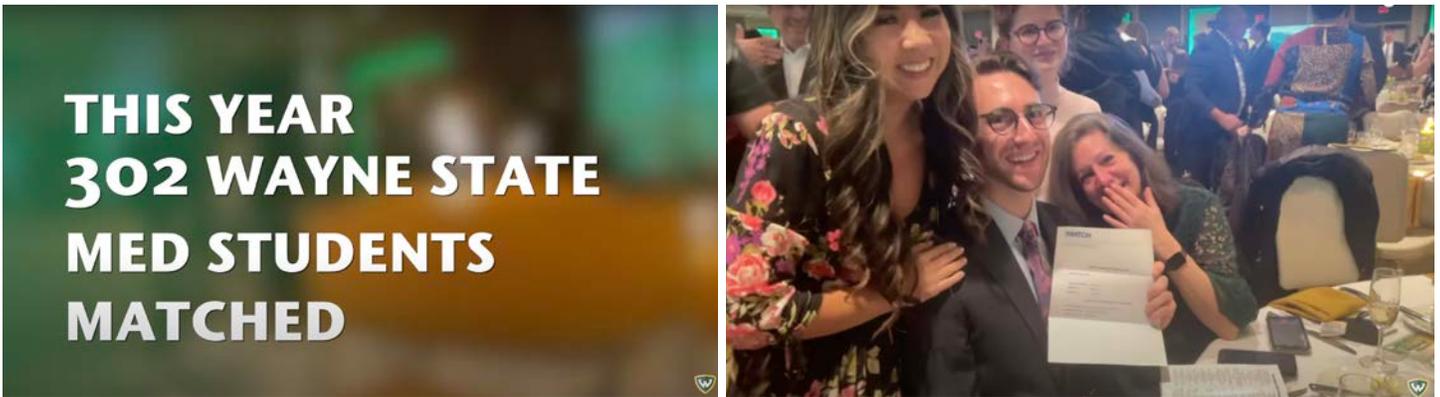
A series of short videos highlighting our students showcases the possibilities available with a Wayne State education.



VIDEO CONTENT



President Wilson's video updates provide a popular way for him to engage with students, faculty and staff. In these videos, Wilson shares the latest university news, his views on recent events and his latest book reviews.



UTV captures the excitement and emotion at the School of Medicine's Match Day, one of the year's most memorable events.



VIDEO CONTENT



Top: UTV was on hand to celebrate with our students during WSU's commencement ceremonies.

Middle and bottom: Video features highlight our renowned faculty and capture their research in action.



SOCIAL MEDIA



Social media continues to engage potential and current students, alumni, and other members of the Warrior community. These platforms provide fun opportunities to share Wayne State news and interact with a global audience. In 2022, we generated nearly 30 million impressions through the nine social media platforms we manage.



Social media enables us to reach and interact with Warriors around the world, eager to share their own Wayne State experiences and memories.



SOCIAL MEDIA



1/9

LITTLE MISS WARRIOR WEDNESDAY



Social media inspires students to create their own memories, and allows us to take part in fun viral trends. Our contribution to the popular “Little Miss/Mr.” meme (above) was our most popular Instagram post of 2022, with 1,400 likes.



SOCIAL MEDIA

Warrior perspectives

Wayne State University
37 videos 618 views Last updated o...
<https://social.wayne.edu/videos>

▶ Play all ⌵ Shuffle

- 2 **Auto Show Takeover, Frodet Elia - Wayne State University**
Wayne State University • 118 views • 3 months ago
- 3 **A Day in the Life of Medical Student, Curtis - Wayne State University**
Wayne State University • 824 views • 3 months ago
- 4 **A Day at the Wayne State University Farmers Market with Chase Goodman - Wayne State University**
Wayne State University • 154 views • 4 months ago
- 5 **A Day in the Life of Marketing Student, Veronika Gawrys - Wayne State University**
Wayne State University • 245 views • 4 months ago
- 6 **"Get lost!" in Old Main - Wayne State University**
Wayne State University • 641 views • 6 months ago
- 7 **Science Policy Detroit Washington D.C. Instagram Takeover with Shreya Desai - Wayne State University**
Wayne State University • 327 views • 6 months ago
- 8 **A day in the life of Global Supply Chain Management student, Hafsa Qureshi - Wayne State University**
Wayne State University • 561 views • 7 months ago
- 9 **A day in the life of Social Work Student, Aeyanna Yett - Wayne State University**
Wayne State University • 210 views • 8 months ago

Some of our most effective social media content comes directly from our students, who share their Wayne State experiences and provide a glimpse at Warrior life. These student takeovers begin on Instagram and are shared through other online channels, reaching a large audience.



WARRIOR PETS SOCIAL MEDIA CAMPAIGN



The popular Warrior pets social media campaign provided a boost of humor and excitement as students prepared for their return in the fall. Students, faculty and staff were eager to bring their four-legged friends to campus and share the photos on Instagram to help count down to the new semester.





STRATEGIC PLAN



In 2022, the Wayne State University Board of Governors approved a new strategic plan that will guide the university through the next five years. MAC played an important role in creating materials that shared this vision with the Warrior community.



Based on insight from our Board of Governors and input from internal and external stakeholders, the following were identified as strategic focus areas.

- RESEARCH AND DISCOVERY:**
AN UNRELENTING QUEST
- TEACHING, LEARNING AND STUDENT SUCCESS:**
THE HEART OF OUR UNIVERSITY
- OUTREACH AND ENGAGEMENT:**
OUR INEXTRICABLE TIES WITH OUR COMMUNITY
- DIVERSITY, EQUITY AND INCLUSION:**
AN UNWAVERING COMMITMENT
- FINANCIAL SUSTAINABILITY AND OPERATIONAL EXCELLENCE:**
THE BUILDING BLOCKS FOR A STRONG FUTURE

OUR HOME, OUR CAMPUS

The Wayne State of today looks much different than the one of 153 years ago. What started in a single building in Detroit now encompasses a dynamic 200-acre campus that is home to state-of-the-art laboratories, theatres, galleries, collaborative learning areas, green spaces, restaurants, shops and more. Campus life bustles with activity and opportunity, anchored by more than 500 student organizations, NCAA sports teams, art installations and a thriving social scene. Students from 70 different countries live in our residence halls and apartments, creating a diverse community that helps create engaged global citizens.

Wayne State is Michigan's only major public urban research university, and we have since our founding been inextricably linked to a city that paradoxically has symbolized both the American dream and urban decline. No matter the city's challenges or opportunities, Wayne State has remained a present and steadfast partner, engaging with the community and its people in ways

that leave a lasting positive impact — from educational access to research that solves real-world problems; from neighborhood service to workforce development; from economic innovation to public safety and social mobility. The dazzling diversity of

“
...dynamic 200-acre campus that is home to state-of-the-art laboratories, theatres, collaborative learning areas, green spaces, restaurants, shops and more.
”

people and cultures — and the spirit and grit that animate them — are mirrored in our university community. We are in and of Detroit, and we are here to stay. Detroit is our home.

MAC created a publication that lays out the goals of the new strategic plan, as well as executive summaries and web materials to share throughout the campus community.





PUBLIC RELATIONS



Keeping the world informed of the news coming from Wayne State is the responsibility of our public relations team. Our communicators continued to find success spreading the news about Wayne State's developments, research and community impacts. A variety of internal communications engaged our campus community, and we helped bring visibility to the work being done by our faculty researchers.

SAMPLE HIGHLIGHTS

MLive: Three quarters of Wayne State students used to drop out. Now most graduate.

Crain's Detroit Business: Wayne State adopts tuition model that promotes graduation rates

AP News: Wayne State University receives \$6 million grant from the Mellon Foundation to increase Black Studies faculty and establish Detroit Center for Black Studies

WDIV: Wayne State's archaeologists, students and professors dig at Malcom X's Inkster home

The Conversation: How to protect your family from horrific news images – and still stay informed

Detroit Free Press: Detroit stunt actor plays fierce woman warrior in 'Wakanda Forever'

WDET: The rise, fall and potential resurgence of unions in America

Bridge: Mobile health meets Detroiters 'where they are' for care

Public News Service: Wayne State researchers explore novel groundwater monitoring method

Detroit Free Press: Wayne State law students launch new diversity initiative 'Lawyers Look Like Me'

The New York Times: When Black psychiatrists reach out to teens of color

WDET: Restoring the Black communities highways wiped out

Bridge: Wayne State gets \$11M to study impact of air pollution on birth outcomes

NPR: What Reconstruction teaches us about today's politics

Fox 2: Wayne State program to offer mental health support for first responders

WXYZ: Researchers studying why Detroit leads the nation in pre-term birth rates

Michigan Chronicle: State awards WSU \$4.3M to increase readiness to fight infectious diseases

CBS: Wayne State University THINK Lab studies the impact of childhood stress, trauma

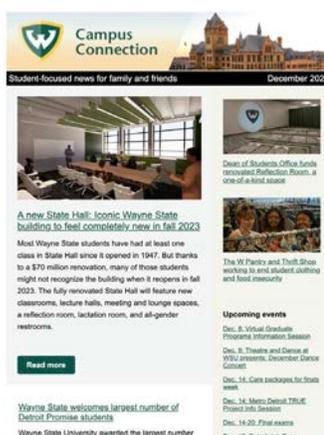
Salon: Air pollution harms the brain and mental health, too

The Washington Post: More kids are ingesting melatonin. Here's what parents should know.

WXYZ: Wayne State's national de-escalation program aims to prevent excessive use of force

CNN: See how AR-15 style guns create 'explosion inside the body'

The PR team connects global media with Wayne State experts to discuss developments, research breakthroughs and other university news.



MAC's PR team manages regular newsletters for Warrior families as well as the Today@Wayne newsletter, which last year featured 200 stories sent to 13,000 members of the Wayne State community.



PUBLIC RELATIONS



The PR team saw nearly 1,400 media placements, with more than 800 stories in Tier 1 media outlets — a 2% increase from last year. The estimated advertising value of 2022's stories is \$3.4 million.



Our ongoing partnership with The Conversation — a network of not-for-profit media outlets that publishes news stories written by academics and researchers — resulted in 19 Wayne State faculty members publishing 37 articles, which were read 2.35 million times around the world in 2022.



Wayne State University Board of Governors

Mark Gaffney, *chair*, Shirley Stancato, *vice chair*,
Bryan C. Barnhill II, Michael Busuito, Marilyn Kelly, Anil Kumar,
Terri Lynn Land, Dana Thompson*, M. Roy Wilson, *ex officio*

*Board of Governors member Dana Thompson finished her term in December 2022.
We thank her for her service and welcome new Board of Governors member, Danielle Atkinson.