



# MARKETING AND COMMUNICATIONS 2020



## SUPER. HEROES.

Thank you to all of the Wayne State University heroes putting their Warrior spirit into action at a time of crisis to improve the lives of others — and at times, even risking their safety to serve communities around our city and around the world. Your acts are beyond heroic.

■ WARRIOR STRONG

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

As the Warrior community rose to meet the challenges posed by the COVID-19 pandemic, Marketing and Communications helped tell their stories. This ad thanks students, faculty and staff for their front-line support during the pandemic.





# STUDENT SUPPORT



As students pursued their education in a time of uncertainty, we helped encourage and guide them through this “new normal.” From informing students of new admission procedures to designing communications that fostered a sense of community, MAC engaged students as they continued their academic journey.

**IT'S TIME FOR YOUR NEXT STEP.  
LET'S TAKE IT TOGETHER.**

The world has changed, but your drive to succeed has not. As you prepare for the next step in your academic journey, Wayne State University is committed to helping you excel.

We've created a number of resources designed to support your degree goals. From online events that connect you with faculty and staff to a virtual tour that allows you to experience campus from anywhere, we're excited to show you all that Wayne State has to offer. Our test-optional admission pathway allows you to apply without submitting an ACT or SAT score, and our numerous scholarship programs — like merit awards and the Heart of Detroit Tuition Pledge — continue our commitment to making a college education affordable for all.

Take a virtual tour at [wayne.edu/tour](http://wayne.edu/tour) and apply at [wayne.edu/apply](http://wayne.edu/apply) by Dec. 1 for priority scholarship consideration.



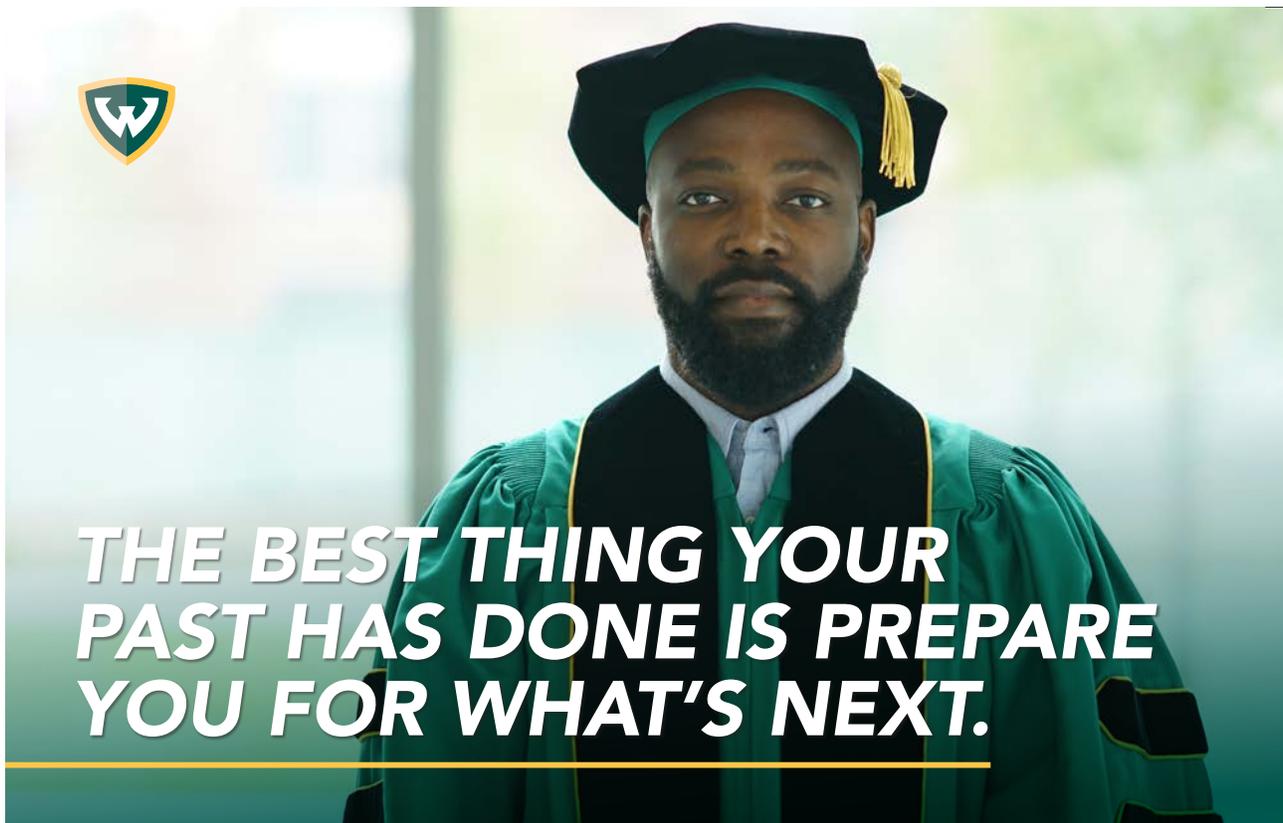
**WAYNE STATE  
UNIVERSITY**

**WARRIOR STRONG**

Communications guided prospective students through the application and registration processes and informed them of financial aid opportunities.



# STUDENT SUPPORT



# THE BEST THING YOUR PAST HAS DONE IS PREPARE YOU FOR WHAT'S NEXT.



## WARRIORS ARE IN THIS TOGETHER.

As you transition to online learning for the remainder of the semester — in addition to the changes that the COVID-19 health concern has brought to your social, family and professional routines — it may feel a bit overwhelming. But Warriors are resilient. Our faculty and students are facing these challenges together, and we have no doubt you'll be able to navigate these changes successfully. Following are several tips to help you adapt to this new style of learning and finish this semester Warrior Strong.

### 1. TAKE CARE OF YOURSELF.

Your health and well-being are our greatest concerns. Make sure you continue to eat healthy and get regular sleep. Take time to rest, call friends and family, and, when possible, exercise. Contact your physician or the Campus Health Center (313-577-5041) if you experience fever, dry cough or shortness of breath.

### 2. KEEP ORGANIZED.

Review your syllabi and instructions from professors. Keep track of changes to due dates and submission and testing guidelines. Contact your professor to understand what online tools will be necessary for lectures, discussions and projects. Remember to stay focused — while multitasking often sounds like a great idea, switching tasks has proven harmful to retention and leaves students more prone to mistakes. When studying or viewing video lectures, close distracting windows and programs.

### 3. EXPLORE — AND LEARN TO LOVE — NEW TOOLS.

While online learning tools such as discussion boards and video lectures may initially pose challenges, many may find that they actually better suit their learning styles. Familiarize yourself with these tools and their features, interact with your professors and classes via instant message and discussion boards, collaborate with team members through video technology, and seek online productivity tools that keep you organized. You may find effective new ways of studying.

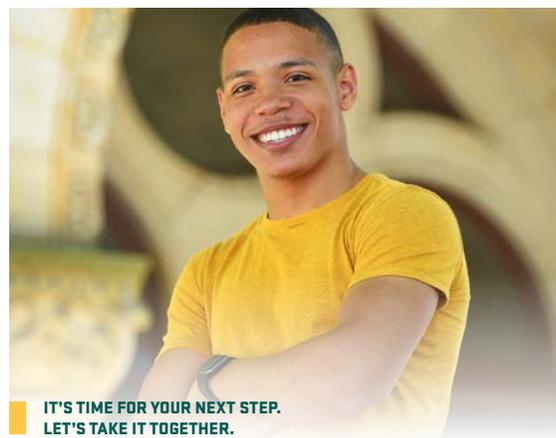
### 4. ESTABLISH A ROUTINE.

Learning from home without your traditional school routines can lead to unstructured time and a temptation to procrastinate. To stay successful in your studies, it's essential to set — and stick to — a routine that allows you time to engage your professors and classmates and finish your work. Use a diary or planner to create a daily schedule that works well for you. Discover what settings you best work and study in. Plan for moments of deep-focused work instead of multitasking, and take 15- to 20-minute breaks between tasks. Remember to also schedule time for exercise and rest.

### 5. REMAIN CONNECTED.

Even though we can't meet face to face, interaction with our classmates, family and friends is essential both to your well-being and your academic success. Keep in touch with your fellow students via email, phone or social media. Make plans to continue meeting online with your study group or project teams. And don't forget to reach out to your professors or to other Wayne State programs if you need support.

Stay healthy, and don't forget to visit Wayne State's coronavirus webpage for the most up-to-date campus information.



## IT'S TIME FOR YOUR NEXT STEP. LET'S TAKE IT TOGETHER.

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WARRIOR STRONG



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

Top: Advertisements encouraged students to continue their academic pursuits in spite of challenges. Bottom (left and right): Marketing offered students tips for how to care for themselves and others, and directed them to academic support resources.



# WARRIOR SAFE IS WARRIOR STRONG



Throughout the pandemic, MAC played an essential role in supporting Wayne State’s commitment to health and safety. An integrated communication plan utilized websites, emails, physical signage and social media to provide campus updates and highlight safety protocols. MAC also connected Wayne State’s health and public safety experts with local and national media as their knowledge helped further our understanding of the virus and guided the response on campus and throughout Michigan.

**WAYNE STATE UNIVERSITY**

Parents Faculty Staff Alumni

Login Search...

About Admissions & Aid Programs Campus Research Students Athletics Libraries **GIVE NOW**

Home > Coronavirus: COVID-19 > Recent updates

## Warrior Safe is Warrior Strong

As classes continue amid the COVID-19 pandemic, safety remains our top priority. Learning, working and living on campus look different than they did in the past, but Wayne State University remains committed to its mission. Students still receive a premier education from Wayne State — whether that instruction occurs in person, remotely or through a combination of the two — and have numerous opportunities to maintain vital social connections with their fellow Warriors even when physically distant. This site serves as a guide to help you [navigate campus safely](#).

[Warrior Safe training](#) [Campus Daily Screener](#) [Ask a question or comment](#)

### Recent updates

- Class and campus expectations
- Health and safety guidelines
- Flu shot requirement
- Student services
- Academics
- Campus operations
- Campus messages
- Restart committee

### Campus priorities

- The safety of our campus remains our number one priority.
- Continue the mission of the university.
- Learn and adapt based on our experiences so far.
- Try to protect people from difficult financial consequences.

### Recent updates

- [Happy Thanksgiving](#)
- [Response to the governor's announcement](#)
- [Preparing for Thanksgiving break](#)
- [Plans for the coming months](#)
- [Student Success Town Hall, Oct. 21](#)
- [All campus messages](#)

### Recent videos

- [Nov. 11, 2020 - Message from President Wilson](#)
- [Oct. 21, 2020 - Presidential Town Hall - Student success](#)
- [Aug. 27, 2020 - President town hall - fall 2020](#)

MAC launched a website that provided the latest information on Wayne State’s COVID-19 response, the status of campus buildings and resources, and on-campus safety guidelines.



# WARRIOR SAFE IS WARRIOR STRONG



Face coverings required in all campus buildings and public areas.



**Remember:** Complete the daily health screening at [wayne.edu/coronavirus](http://wayne.edu/coronavirus) before arriving.



WARRIOR SAFE IS  
WARRIOR STRONG



WARRIOR SAFE IS  
WARRIOR STRONG



Campus signage informed students, faculty and staff of health and safety protocols.



# WARRIOR SAFE IS WARRIOR STRONG

**WAYNE STATE UNIVERSITY**

Parents Faculty Staff Alumni

About Admissions & Aid Programs Campus Research Students Athletics Libraries

**Mental Health Day - Oct 30, 2020**

Wayne State University has set aside Friday, Oct. 30, as Mental Health Day. The purpose of this day is to allow the Wayne State community time to focus on their health and emotional well-being during these challenging times, connect with fellow Warriors, and learn more about the resources available to help them cope and thrive. On this page, you will find important health, wellness and success sources; links to events going on throughout the day; and ways to connect with you Warrior peers.

**For students**  
Mental Health Day is an opportunity for students to connect with other Warriors, learn about resources available to support their emotional health and well-being, and temporarily step away from their studies to focus on self-care. Use this page to find resources and events, or take the day to close the laptop, walk away from the computer for awhile, and take a break.

**For faculty**  
Faculty are encouraged, if feasible, to cancel classes to allow their students to focus on their emotional health and well-being. We also encourage you to connect with your students to see how they are handling the challenges posed by this semester, and take time to focus on self-care and connect with the resources Wayne State has made available to support your success.

**For staff**  
Staff will have several opportunities to connect with students and provide support to them throughout the day. Staff members are also encouraged to find time to step away from the computer and focus on self-care, as well as to take advantage of the resources available through Wayne State University and Ulliance to support their emotional health and well-being.

Presidential Town Hall - Student Success

Wilson

**WAYNE STATE MENTAL HEALTH DAY**  
Oct. 30, 2020

**WAYNE STATE MENTAL HEALTH DAY**

**Oct. 30, 2020**



We helped organize a campuswide Mental Health Day on Oct. 30, during which students were encouraged to take a day from their studies to tend to their well-being. Staff and faculty — including President M. Roy Wilson (top left) — called to speak with students, and MAC designed an array of e-cards (top right) to brighten Warriors’ day.

Bottom: To recognize the contributions of students, faculty and staff, MAC helped create the Warrior Unsung Hero Award, which the Board of Governors presented to members of the community who had gone above and beyond to contribute to the pandemic response and the continued operations of Wayne State.



# WARRIOR SAFE IS WARRIOR STRONG

The screenshot shows the Wayne State University homepage. At the top is a dark green navigation bar with the university logo, name, and links for Parents, Faculty, Staff, and Alumni. A search bar and a 'Login' button are also present. Below the navigation bar is a main content area with a large image of a woman on a video call. To the right of this image is a yellow 'GIVE NOW' button. The main content area features two articles: 'Mitigating challenges' with a yellow vertical bar on the left, and 'Campus during COVID-19' with a green vertical bar on the left. Below these articles is a 'HUMBLEBRAG' section with a dark green background, containing a video player with the text 'WARRIOR STRONG' overlaid on a woman working on a laptop. The video player has a play button icon in the bottom right corner.

**WAYNE STATE UNIVERSITY** Parents Faculty Staff Alumni  
 Login Search...

About Admissions & Aid Programs Campus Research Students Athletics Libraries **GIVE NOW**

**Mitigating challenges**  
 New graduate mentorship program supports students from underserved backgrounds.

**Campus during COVID-19**  
 Warrior Safe is Warrior Strong. Our coronavirus response site includes our fall plan, the Campus Daily Screener and guidelines for campus safety.

**HUMBLEBRAG** Wayne State is just the *second university in Michigan* to offer a four-year degree in welding.

**WARRIOR STRONG**

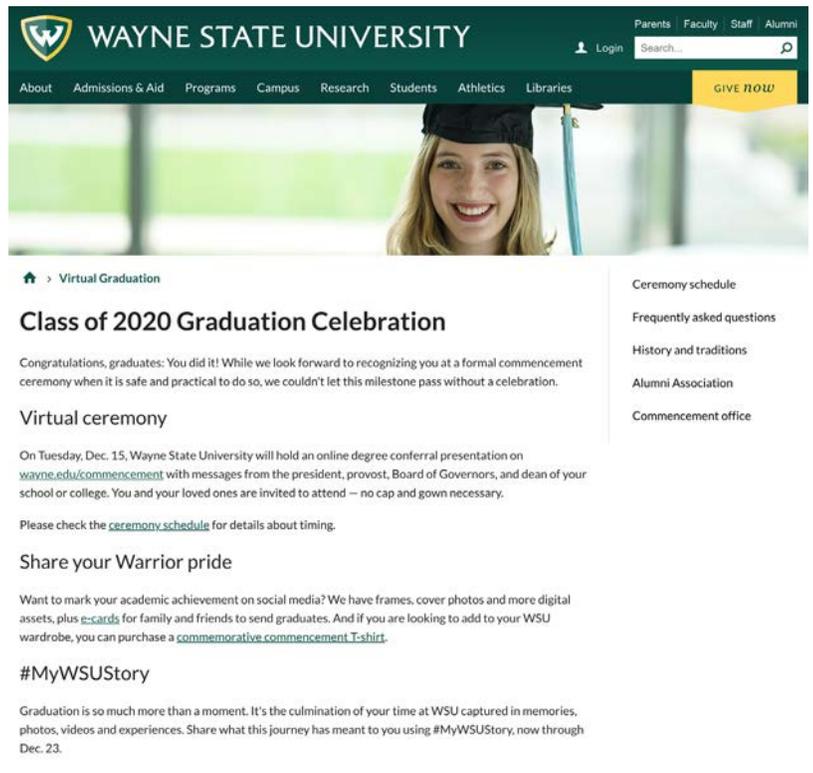
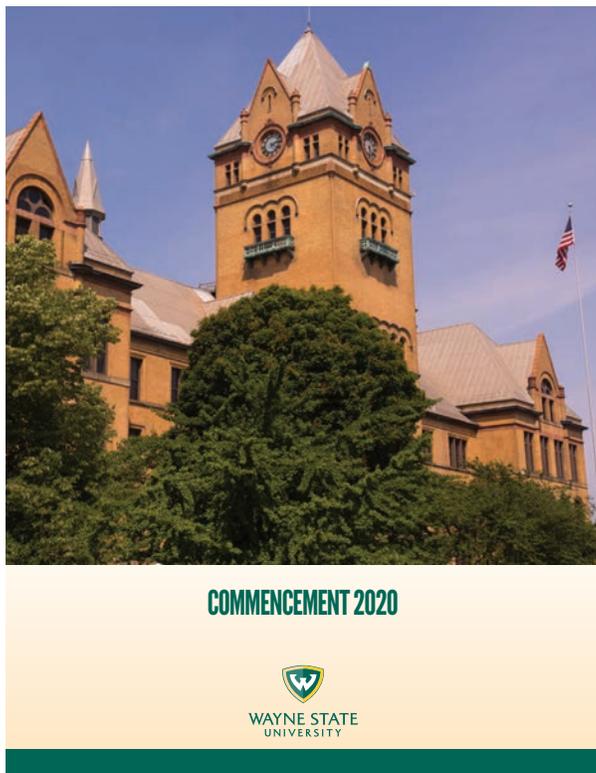
The homepage of [wayne.edu](http://wayne.edu) shared Warrior success stories and links to important COVID-19 information.



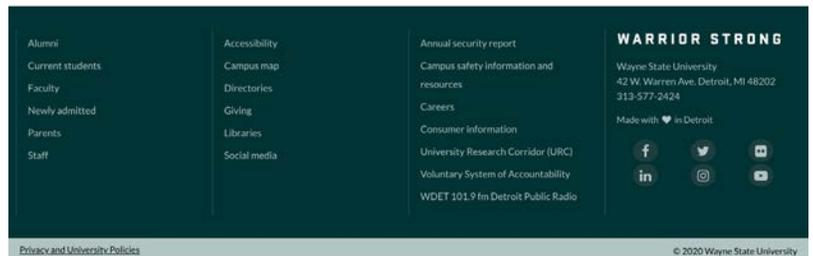
# VIRTUAL COMMENCEMENT



With in-person commencement ceremonies canceled, MAC collaborated with Wayne State leadership to host a virtual ceremony that allowed graduates to safely celebrate their accomplishments. Both the spring and fall commencements were conducted online, with custom videos and webpages for each school and college, and a variety of interactive events. We ensured that despite the changes, all graduates were able to commemorate their achievements.



MAC designed, edited and published a commencement program (above) that was sent to all 2020 graduates, and launched a website (right) hosting all commencement activities and events.





# VIRTUAL COMMENCEMENT

From videos featuring university leadership to e-cards and interactive activities, our team offered numerous options for graduates to celebrate their special day.



# WSU BRANDING



We work closely with our schools, colleges and departments to help them build a unique identity that remains in line with university standards. Logos, signage and more help these entities develop a brand that is easily recognizable and distinctively Wayne State.

**Wayne Pediatrics Logo**

**IDENTITY GUIDELINES**

**Primary mark**  
The Wayne Pediatrics logo builds on the brand equity and pride of the Wayne State University primary mark, using the shield component. The logo as displayed here should be the primary mark for Wayne Pediatrics and used for all communications. The style guidelines pertaining to the Wayne State University brand identity logo are available at [mac.wayne.edu/identity-guidelines](http://mac.wayne.edu/identity-guidelines).

**Logo specifications**  
The logo is artwork, not typography, and is intended to be used as a complete unit. The logo should not be modified in any way.

**Colors**

Pantone - 561 C	Pantone - 1225 C
CMYK - 93 42 68 33	CMYK - 0 22 84 0
RGB - 0 89 79	RGB - 255 200 68
#00554E	#FFC000

**Variations**

**Reversed**  
To be used on a dark background such as the Wayne State green (PMS 561).

**Black**  
The one-color version is shown above. There is no grayscale or two-color version of the logo.

**Restrictions**  
The logo is artwork, not type. Do not attempt to re-create it. Do not mirror any of the elements. Do not change the proportion of the logo. Do not replace or redraw any of the elements. Do not change the colors. Do not place the logo on items that are distracting or difficult to read. Do not use the logo elements separately. Do not stretch or reshape the logo. Do not add to the logo elements. Do not pull elements from the logo to create new graphics. Do not use the logo where it isn't clear and readable. Do not use the logo where it isn't clear and readable. These logos should be used without modifications or additions. Any variations to the logos reflect directly on the overall reputation of Wayne Health and weaken the legal protection.

**Wayne Pediatrics**  
Wayne Pediatrics has a separate licensing agreement with Wayne State University that allows for the specific use of parts of the Wayne State University logo. These guidelines apply to the Wayne Pediatrics logo only.

**Wayne Health Logo**

**IDENTITY GUIDELINES**

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**Richard Cohn  
Memorial Building  
College of Nursing**

*Richard Cohn*  
5557 Cass Ave.

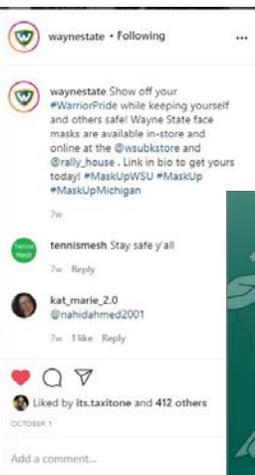
MAC's design team developed outdoor signage for all campus buildings, and created a brand identity to help launch new, WSU-associated practice plans.



# SOCIAL MEDIA



With the majority of the Wayne State community off campus, social media engagement is an even more vital part of university life. We continue to leverage popular platforms and online tools that connect prospective and current students, alumni, their families, and other members of the Warrior community. These tools — including Instagram, Twitter and Facebook — also provide ways for us to share the latest university news and connect Warriors around the world, even when they can't be together.



Whether sharing safety reminders or celebrating student successes, Instagram keeps Warriors connected while socially distant.



# SOCIAL MEDIA



waynestate • Following

waynestate In honor of #WorldPhotoDay , here are our top 4 photos from this past year!

#PhotoOfTheDay 📷: (1) @justiceoshiyoye (2) @misswaynecounty (3) @sarah.y.h.98\_ (4) @joeydpics

Share your pics and videos via go.wayne.edu/photos. #Detroit #MidtownDetroit #Photography #ClassOf2020 #OldMain

Liked by tacordon and 1,986 others

AUGUST 19

Add a comment... Post

Wayne State University @waynestate - Apr 13

We loved seeing **President Wilson** on CNN. His expertise in public health has helped make **Wayne State** a leader in the response to the coronavirus pandemic. #WarriorStrong

CNN Newsroom @CNNnewsroom - Apr 13

"Counties and states have got to do a better job collecting and reporting race specific data because [it] is important to mitigate the excess damage that's being done." - Dr. Wilson, president of Wayne State University, on how to address the racial disparity on coronavirus cases.

1 55 140

Wayne State University 183,747 followers

If your family needs a thermometer, but they're sold out everywhere, what do you do? For one WSU biomedical engineering Ph.D. student, the answer was clear: You make one. And when you hear local clinics need them, too? Well, you make more. <https://lnkd.in/dyAWCAz>

Ph.D. candidate creates no-touch thermometers to address shortage - Graduate School - Wayne State University

gradschool.wayne.edu • 2 min read

52 Comments

Reactions

Like Comment Share Send

Wayne State University @waynestate

Please join us in recognizing three special #WarriorStrong Wayne State students who passed away prior to graduation. Their degrees will be conferred posthumously today, alongside their classmates. #Classof2020 #WayneStateGrad go.wayne.edu/degrees-tw

DARRIN ADAMS Bachelor of Arts in Liberal Arts and Sciences, Sociology

DWAYNE CARRERO-BERRY Bachelor of Arts in Liberal Arts and Sciences, Psychology

BRYJON MOORE Bachelor of Science in Liberal Arts and Sciences, Psychology

12:43 PM - Apr 29, 2020 - Buffer

9 Retweets 2 Quote Tweets 47 Likes

Wayne State University

This fall, Wayne State will become just the second university in Michigan to offer a four-year degree in welding — one of four new programs being rolled out by the Wayne State University College of Engineering to stay at the forefront of the industry. [@WayneState](http://go.wayne.edu/new-engineering-fb)

Wayne State University College & University

25,950 People Reached 2,470 Engagements

Boosted on May 27, 2020 By Wayne State

People Reached	6.4K	Post Engagement	516
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683 48 Comments 158 Shares

TODAY.WAYNE.EDU

**Profiles in Warrior Strong highlight campus successes during the pandemic**

At the Dec. 4 meeting of the Board of Governors, four members of the Wayne State community were recognized who, despite the challenges of the pandemic, "have found innovative ways to adapt and

M. Roy Wilson - 2nd President at Wayne State University

Wayne State University is proud to report our largest freshman class in 152 years this fall. In addition, Black undergraduate enrollment for first-time college students at Wayne State is up an astonishing 58.7 percent. ...see more

Wayne State University enrollment up: Black graduation rate soars

today.wayne.edu • 3 min read

26 Comments

Like Comment Share Send

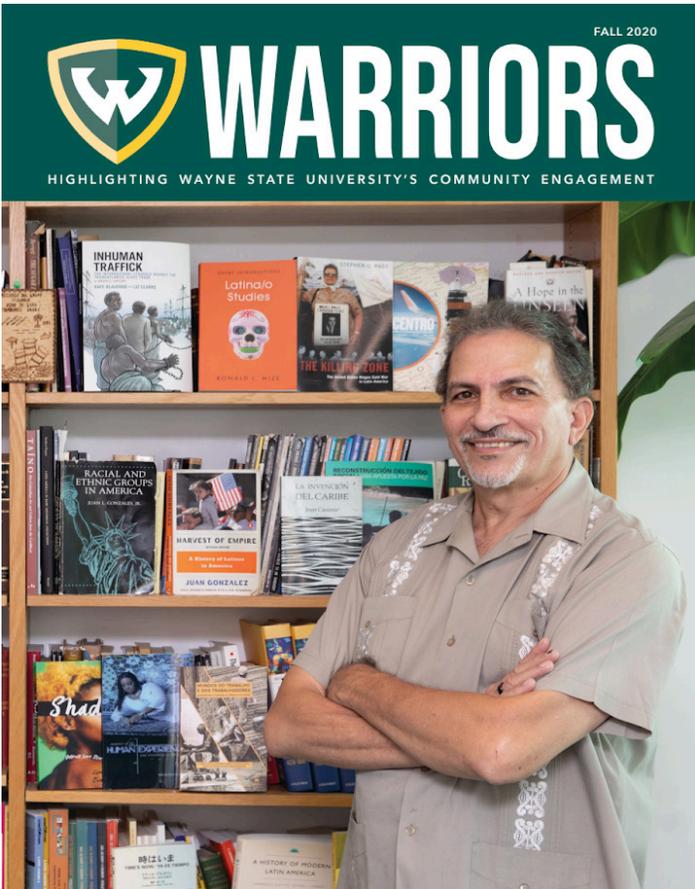
Social media continues to be an important and effective way to share Wayne State news and updates, celebrate our community, and bring the Wayne State story to the world.



# COMMUNITY COMMUNICATIONS



Wayne State is inextricably linked to the Detroit community, and has a long-held commitment to the city and its people. Through a variety of publications and tools, we continue to tell the story of Wayne State’s service and dedication to Detroit and its residents.



The biannual *Warriors* magazine (above) contains in-depth features about Warriors at work throughout the Detroit community. The “EngageD” newsletter (right) provides weekly stories of Wayne State’s involvement in the city.





# SCHOOLS AND COLLEGES



Our schools and colleges are the heart of Wayne State, and we collaborate closely to share accomplishments, attract students and inform alumni. From logos and signage to professionally designed magazines, brochures and ads that engage students, faculty and alumni, our partnership with our schools and colleges is one of the most effective ways to brag about the great things happening on and off campus.



We partnered with the Law School to develop a new website and publish a magazine highlighting the groundbreaking work done by the school's students and faculty.

## The law is alive — **online**

Wayne Law virtually brings the law and community to life during pandemic. Within a matter of days, the Law School took all operations virtual in response to the COVID-19 pandemic. Everything from classes and exams to staff meetings and programs — and even pet therapy — became an online activity.

Our community is always active, including on social media. Faculty members **Christopher C. Lund** and **Kerry Kernblatt** took over our Instagram story for a day, where they documented working from home while taking care of their kids. Lund is pictured with his sons during "outside time" and right before he logged on to teach Religious Liberty in the United States. For more, follow us on Instagram @waynelawschool.



Congratulations to the winner of our virtual pet therapy contest! **Ace** is the faithful study companion to law student **Erin Linser**.

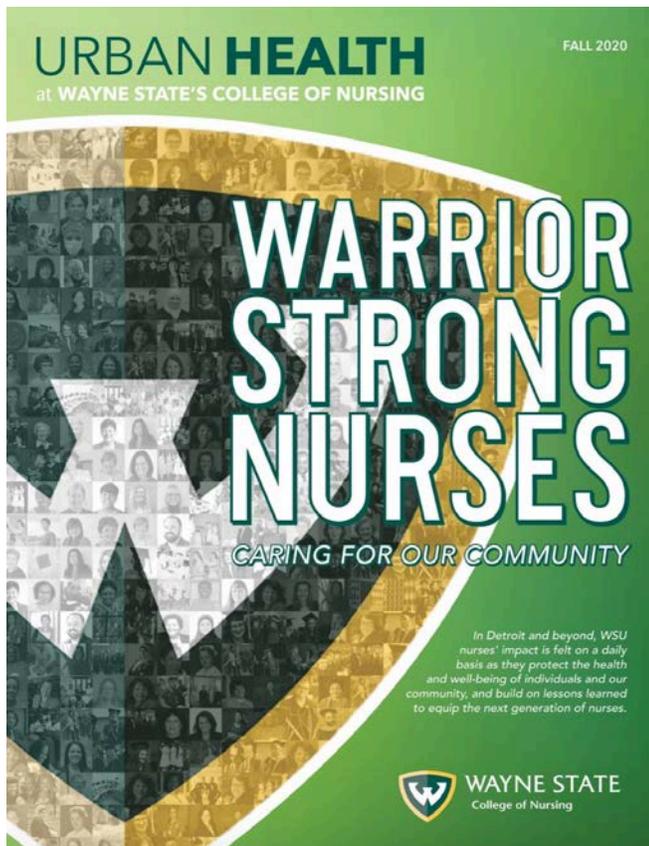


[READ FULL ARTICLE](#)





# SCHOOLS AND COLLEGES



FEATURES	
4	<b>5 Taking the lead</b> College of Nursing, Campus Health Center play vital role in Wayne State's COVID-19 response.
In memoriam: Michael Gillet Board of Visitors member	
11	<b>12 One-stop care</b> Grant will help make mental health care more accessible to the local community.
Commemorative Pewabic tile This beautiful, bayleaf-colored tile makes a perfect gift for students, alumni, faculty or friends of the college — including yourself.	
	<b>16 Carrying the lamp</b> Year of the Nurse and Midwife highlights nursing's role.
	<b>22 Commencement</b> Congratulations to our graduates!
<b>ALSO INSIDE</b>	23 Faculty accolades, accomplishments, publications and grants 30 White Coat Ceremony 31 College of Nursing updates 32 Class notes

2 Wayne State University College of Nursing



MAC's editorial and design teams worked with the College of Nursing to publish *Urban Health*, an annual magazine providing in-depth, visually appealing stories that highlight the latest research and clinical developments.



# SCHOOLS AND COLLEGES



MAC designed and launched a new website for the College of Education (above left), and created branding and signage for the Eugene Applebaum College of Pharmacy and Health Sciences (above right), helping these schools showcase their offerings and create bold new identities.





# ENROLLMENT MANAGEMENT



FALL WILL BE HERE BEFORE WE KNOW IT.  
**GET YOUR STUDENT READY.**

Soon your student will be joining our **WARRIOR STRONG FAMILY**. We can't wait for them to join us ... but there are a few steps they can take now to be ready for the fall.

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ews from  
 campus by signing up for the Wayne State  
 parent and family newsletter at [go.wayne.edu/parent-newsletter](http://go.wayne.edu/parent-newsletter).

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

Follow us    

**WARRIOR STRONG**



**WE'RE PREPARING FOR FALL  
 ARE YOU?**

Soon you will be joining our **WARRIOR STRONG FAMILY**. We can't wait for you to join us, and we're doing all we can to ensure your success from day one, but there are a few things we need from you.

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

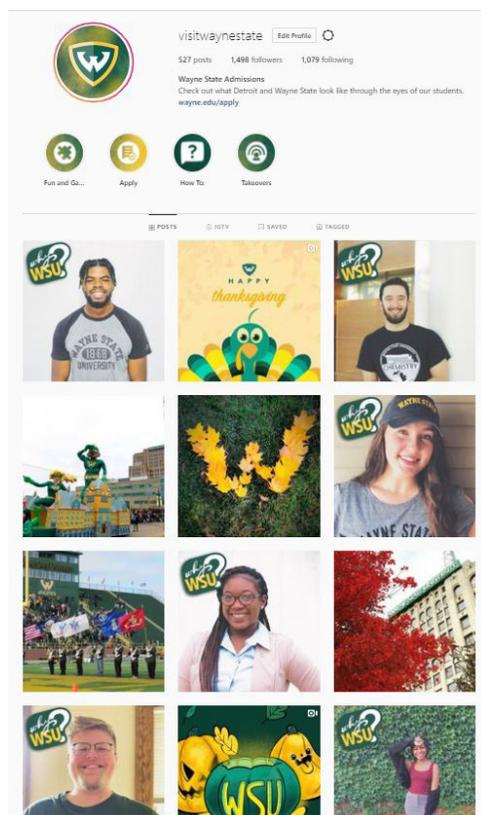
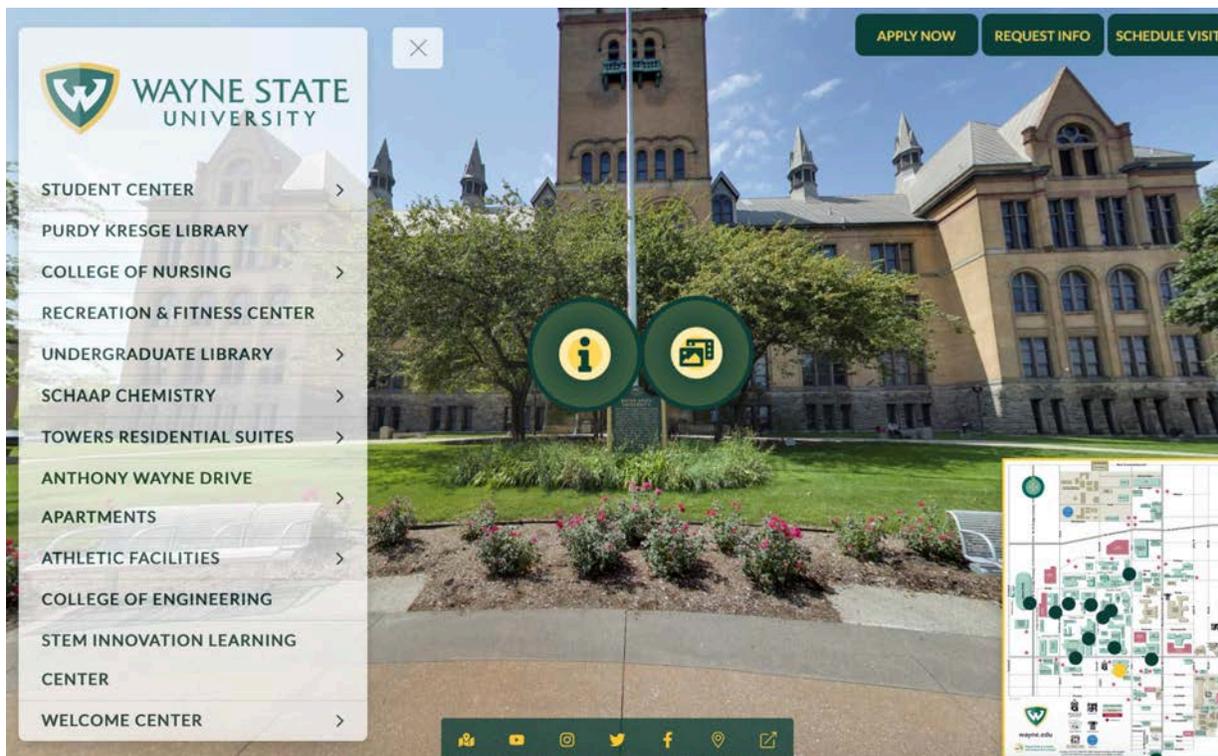
Follow us    

**WARRIOR STRONG**

 Communications guided students through the application and registration processes as they prepared for their first days as Warriors.



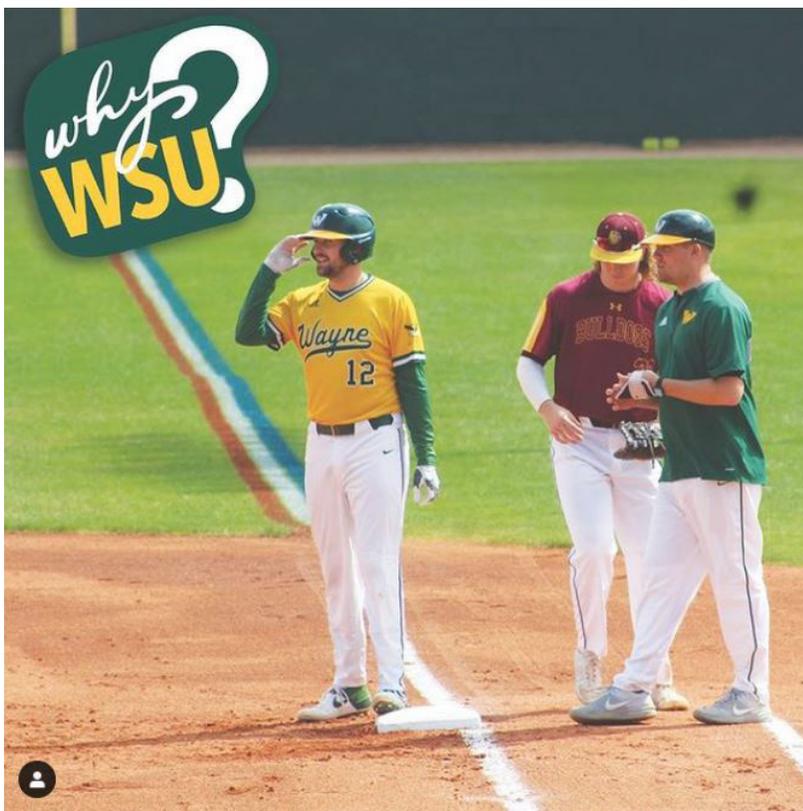
# ENROLLMENT MANAGEMENT



(Top) A virtual tour gave future Warriors a look at campus without leaving home. (Bottom) Digital ads and social media tools directed potential students to more information about Wayne State.



# ENROLLMENT MANAGEMENT



**visitwaynestate**

**visitwaynestate** "I decided to go to Wayne State University because of the people. I am fortunate enough to play baseball here, and I have been able to meet some people that I will be friends with for the rest of my life. My dad and his dad also went here, which makes it even more special. It is all about finding the right fit. I would not trade the relationships I have formed at Wayne State for anything in the world. I love the city of Detroit and being in Midtown. The city continues to grow."  
CJ Drogosch, senior Business Management major

#WayneState

Liked by waynestate and 35 others

OCTOBER 16

Add a comment... [Post](#)



**visitwaynestate**

**visitwaynestate** "I chose Wayne State because of the great PA program, how diverse the campus is, and to experience the city life in the heart of Detroit!"  
Lezlie Ortiz, junior Kinesiology and Pre-PA

#WayneState

6w

Liked by waynestate and 83 others

OCTOBER 8

Add a comment... [Post](#)

Instagram provided a platform for current Warriors to share why they had chosen to pursue an education at Wayne State and encourage others to do the same.



# SPONSORSHIP



America’s Thanksgiving Parade, Crain’s Detroit Homecoming, Detroit Red Wings games and more are iconic Detroit experiences. Sponsoring these events allows us to support the city we call home and increase Wayne State’s reach.



For the last three years, Wayne State has sponsored a float in America’s Thanksgiving Parade, a Detroit tradition for nearly a century (above left). Through our partnership with the Detroit Red Wings, videos and graphics expanded our reach to the thousands of fans inside Little Caesars Arena (above right).



# CENSUS



Detroit’s count in the 2020 U.S. Census will have major ramifications for the city and state budgets, and on funding for Wayne State University. We partnered with Detroit’s census workers to get the word out through mailers, posters and other materials urging Warriors to participate in this important count.



Next spring, households throughout the country will receive forms for the 2020 U.S. Census. The census count determines how much federal funding Detroit will receive in the coming decade and can affect social services, public schools and educational grants. Taking 10 minutes to fill out the form can impact Detroit for 10 years.

Find out more about the census, including how you can get involved, at [becounteddetroit.org](https://becounteddetroit.org).



Flyers, online media and giveaways reminded members of the Warrior community to participate in the 2020 U.S. Census.



# EVENTS



Events invite potential students and those outside the WSU community to campus for a glimpse at Wayne State’s offerings, and to interact with faculty and students. This year, as the pandemic forced the cancellation of in-person events, MAC facilitated numerous virtual gatherings that allowed Warriors and guests to safely interact.



How can business, labor and government collaborate to reduce poverty on regional and global bases? Will the United States-Mexico-Canada Agreement benefit American workers? How will the trade war with China impact the automotive industry? These important questions are all the more critical in an election year. As we look ahead to the primary elections, Wayne State University is proud to welcome the Council on Foreign Relations (CFR) to our campus for a nonpartisan conversation, where we'll take a closer look at these and other pressing foreign policy challenges facing the candidates.

**Feb. 24**  
6-7:30 p.m.  
**Spencer M. Partrich Auditorium**  
This event is free and open to the public. Complimentary parking will be available in Structure 1. To secure your spot, RSVP at [go.wayne.edu/cfr-election2020](http://go.wayne.edu/cfr-election2020). Unable to join us on campus Feb. 24? Visit [wayne.edu/live](http://wayne.edu/live) to view a livestream of this event.

- Join us for a panel discussion featuring:
-  **Richard N. Haass**, president, CFR; former special assistant to President George H.W. Bush, 1989-1993
  -  **Stephen J. Hadley**, principal, Rice-HadleyCatesManuel LLC; former national security advisor to President George W. Bush, 2005-2009
  -  **Jeh Charles Johnson**, partner, Paul, Weiss, Rifkind, Wharton & Ganton LLP; former U.S. secretary of homeland security to President Barack Obama, 2013-2017
  -  **Penny Pritzker**, founder and chairman, PSP Partners LLC; former U.S. secretary of commerce to President Barack Obama, 2013-2017

CFR is an independent organization and nonpartisan source of information and analysis on international affairs and U.S. foreign policy. For more information about CFR and its resources, please visit [cfr.org](http://cfr.org).  
The CFR Election 2020 Series is made possible in part by a grant from Carnegie Corporation of New York.  
To learn more about the foreign policy issues at play in the 2020 campaign, visit [cfr.org/election2020](http://cfr.org/election2020) for candidates' stances and expert analysis on international challenges facing the United States.

In-person events such as STEM Day (above, left) showcase Wayne State’s campus to young students and provide an opportunity for faculty to engage with them and instill an interest in a variety of disciplines. Events and forums such as the Council on Foreign Relations (above, right) assembled national experts on campus to talk about our culture’s most pressing concerns.



# LICENSING/WARRIOR PRIDE



Licensed products expand Wayne State’s reach and provide opportunities to share our Warrior pride on and off campus. Through exclusive merchandise available at special events, social media giveaways, new products continually available in stores and online, and specially designed products for student organizations and campus groups, MAC helps the WSU community be Warrior Strong wherever they go.



Adult Wayne State University Cloth Face Masks



As face coverings became mandatory on and off campus, Warriors safely displayed their Warrior spirit through branded products, such as these cloth face coverings.



# INTERNAL COMMUNICATIONS



MAC guides communication between leadership, faculty, students and staff to keep Warriors informed and engaged. Email blasts and newsletters provide the latest news and information, while virtual town halls and other events keep the community aware of important changes and offer a chance for students, faculty and staff to interact with leadership and ask questions. In a year of uncertainty, these tools were more important to the campus community than ever.



December 1, 2020

## Detroit leader William Pickard creates five scholarships in Wayne State University School of Social Work

SHARE



Successful entrepreneur, philanthropist and Detroit leader William F. Pickard, Ph.D. has pledged \$250,000 to support scholarships in the Wayne State University School of Social Work. An initial gift of \$150,000 will create five scholarships, and a future gift of \$100,000 will endow the scholarships and make them permanent.

The scholarships will be available to undergraduate and graduate social work students who attend full or part time. Students must be active members of the Association of Black Social Workers Detroit chapter or the Wayne State chapter. Scholarship recipients will complete their field placement with Black Family Development, a prominent social services organization in Detroit.

"Social work is about making society stronger and making communities better," said Pickard. "Supporting students who are steadfast in their determination to uplift Black families is rewarding, and I am proud to honor the individuals who showed me the way to make a difference."

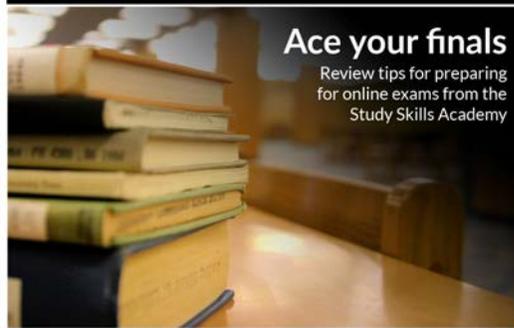
Online newsletters Today@Wayne (above) and Get Involved (right) keep Warriors informed about important WSU news and events.



Dec. 2, 2020

## Ace your finals

Review tips for preparing for online exams from the Study Skills Academy



TODAY@WAYNE

Wednesday, December 2, 2020



## Strengthening others

Detroit leader William Pickard creates five scholarships in School of Social Work



# INTERNAL COMMUNICATIONS



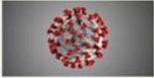
**Campus Connection**  
 Student-focused news for family and friends  
 December 2020



**Students encouraged to plan ahead for winter 2021 registration, financial aid**

To continue Wayne State University's efforts of keeping the campus community safe during the coronavirus pandemic, classes for the winter 2021 semester will be offered primarily online or via remote instruction. The winter 2021 class schedule is now available and priority registration is ongoing. Courses fill quickly, so students are encouraged to meet with their advisor virtually to determine eligibility and plan their academic schedule. Additionally, students can beat the rush at the start of the semester and get all financial aid paperwork and information completed early.

[Read more](#)



Stay up to date with Wayne State's COVID-19 response

**Upcoming events**

- Dec. 3: Excellence in Assessment Virtual Award Ceremony
- Dec. 3: School of Information Sciences Awards and Graduation Night
- Dec. 6: Virtual Planetarium Show
- Dec. 15: Virtual Commencement
- Dec. 17: Virtual Planetarium Show
- Dec. 16-22: Final Exams
- Dec. 25-Jan. 1: University closed
- Jan. 11: Winter 2021 classes begin

**Student resources and reminders**

- [Learn Anywhere](#)
- [Office of Student Financial Aid](#)

Throughout the year, MAC facilitated virtual town hall events in which university leadership communicated important information and answered questions from students, faculty and staff.



## WSU IN THE NEWS

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In a year when most campus events were canceled and news was dominated by COVID-19, Wayne State still managed near-record media placements. During Fiscal Year 2020, the university was featured prominently in 930 media stories, which it defines as Tier I placements.

Working from home, the communications team continued to serve as the primary liaison between WSU and the news media, proactively pitching story ideas and responding promptly to media inquiries.

This year's stories extended from Detroit-area dailies, television and radio to national media outlets such as New York Times, Washington Post, St. Louis Post-Dispatch, Christian Science Monitor, Los Angeles Times, Wall Street Journal, USA Today, U.S. News & World Report, Fox News, CNN, CBS, NBC, ABC, Boston Globe, Yahoo News, The Chronicle of Higher Education and numerous international outlets.

Another component of the annual media review is the advertising value of the stories, which refers to the actual cost of purchasing comparable advertising space for each story. The estimated advertising value of 2020's stories is nearly \$18 million.

Through the communications office's ongoing partnership with The Conversation — a network of not-for-profit media outlets that publish news stories that are written by academics and researchers — in FY20, 32 Wayne State faculty members published 48 articles that were read more than 3 million times around the world.

The office also partnered with the Office of the Provost for the third time to host Write to Change the World for 20 faculty members. The day-and-a-half-long program is facilitated by the Op-Ed Project and trains under-represented faculty members to take thought-leadership positions in their fields through op-eds and other media.



# WSU IN THE NEWS

THE CHRONICLE OF HIGHER EDUCATION

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SUBSCRIBE

## The New Rules of Engagement

It can be a struggle to create a vibrant online classroom where all students feel connected. Here's how some professors are making it happen.

health

LIVE TV

## Excessive hand-washing, Tech addiction. Behaviors once considered extreme are now crucial to protect us amid a dangerous pandemic

THE CONVERSATION

By David Rosenberg, The Conversation

Updated 3:56 AM ET, Mon June 29, 2020

What once looked like obsessive-compulsive disorder has become normal when faced with a deadly pandemic.

*Editor's Note: The views expressed in this commentary are solely those of the writers. CNN is showcasing the work of The Conversation, a collaboration between journalists and academics to provide news analysis and commentary. The content is produced solely by The Conversation.*

(The Conversation) — One of the hallmarks of obsessive-compulsive disorder is contamination

The Detroit News

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EDUCATION

## Program to address urgent need for STEM educators in Detroit, Dearborn

Jennifer Chambers The Detroit News

Published 10:43 a.m. ET Jan. 7, 2020 | Updated 1:56 p.m. ET Jan. 7, 2020

Wayne State University has launched a teaching residency project for the Detroit and Dearborn public school districts that aims to address the state's shortage of STEM teachers and support workforce development.

The \$2.5 million program, Metro Detroit Teaching Residency for Urban Excellence (TRUE) Project, will seek recent college graduates and mid-career professionals with STEM expertise in the metro Detroit region, especially those in the automotive and technology industries who may be impacted by plant closures.

Washington Post

Health

## Amid the push to reopen, states and businesses plead for more federal testing help

By Steven Mufson, Yasmeen Abutaleb and Juliet Eliperin

April 17 at 6:48 PM ET

Shortages means testing machines are "sitting unused."

Healthcare workers from Johnson County test a woman for covid-19 at a drive-in testing center in Shawnee, Kan. (AP Photo/Charlie Riedel)

With the number of the covid-19 tests hovering at an average of 146,000 a day, businesses leaders and state officials are

eyewire NEWS

11.20.20

## Wayne State Researchers Identify Cornea as a Potential Carrier of COVID-19

Source: Wayne State University

Cornea Coronavirus COVID-19 Everlight Wayne State University

Scientists in the Department of Ophthalmology, Visual and Anatomical Sciences at the Wayne State University School of Medicine in Detroit have revealed that COVID-19 patients might harbor the virus in their eyes, demanding screening of ocular tissues before transplant surgeries during the pandemic.

Sneha Singh, PhD, a postdoctoral fellow in the laboratory of Associate Professor Ashok Kumar, PhD,

MICHIGAN RADIO

WUOMFM All Things Considered

Michigan Radio app users: Streaming issues should be resolved on Android devices.

Stateside

## Wayne State University center to train officers in de-escalation

By CAROLINE LLANES & STATESIDE STAFF • JUN 1, 2020

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Listen 11:29

Wayne State Police Chief Tony Holt's conversation with Stateside, June, 1, 2020

Wayne State University announced the creation of a National De-escalation Training Center. The headquarters will be on its campus. The Wayne

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## Wayne State University Completes STEM Innovation Learning Center

### Wayne State University Completes STEM Innovation Learning Center

DETROIT – Wayne State University has completed construction on the STEM Innovation Learning Center, and commemorated the occasion today with an interactive virtual celebration complete with live remarks, a 3D tour, drone flyover and more.

WSJ

EDUCATION

## More Colleges Require Flu Shots of Students and Employees

Those who don't get the shot or don't have an exemption may face consequences, such as being locked out of school email

The Risks of Rushing a Coronavirus Vaccine

Governments around the world are debating the timeline for offering Covid-19 vaccines to the public, as drugmakers speed up development. WSJ's Daniela Hernandez explains the potential health risks linked to fast-tracking vaccines. Photo: Siphive Sibeko/Associated Press

By Maya Goldman

Oct. 19, 2020 10:02 am ET

ST. LOUIS POST-DISPATCH

Join

Ad Online Computer Science Degree

LIVE Join Jeff Gordon now for his live STL sports chat

LATEST: Police take custody of man in deadly shootout.

## M. Roy Wilson: Lessons from Detroit on racial disparity and St. Louis coronavirus deaths

By M. Roy Wilson Apr 29, 2020 2

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CISION

## Wayne State University enrollment up; Black graduation rate soars

August 19, 2020 3 min read

DETROIT, Aug. 19, 2020 /PRNewswire/ -- Officials at Wayne State University announced today that as of Aug. 19, Fall 2020 undergraduate enrollment is up 2.3 percent compared to Fall 2019, and despite uncertainty caused by the COVID-19 pandemic it is trending toward being the largest freshmen class in the school's 152-year history. In addition, Black undergraduate enrollment for first-time college students at Wayne State is up an astonishing 58.7 percent. Overall Black enrollment is up 3.6 percent over last year.



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