



MARKETING AND COMMUNICATIONS TRANSFORMATION AS OF NOVEMBER 2016



In fall 2015, the Office of Marketing and Communications (MAC) collaborated with the School of Medicine to launch the school's first comprehensive marketing and communications plan to support student recruitment and retention efforts for the Office of Undergraduate Medical Education.

The result was a transformational year of brand development for the school through strategic digital, print, social media, event and ambassador development projects that have bolstered the work of the offices of Admissions and Diversity and Inclusion. This led to increased awareness and pride for the School of Medicine among current and prospective students, faculty, staff, and the community at large.





PRIDE



MAC helped the School of Medicine identify and highlight the characteristics that make a Wayne State M.D. degree distinctive through new digital, print and social media projects. Key among the school's points of pride is the work being done in the community by faculty clinicians, researchers and students.

Why Wayne State SCHOOL OF MEDICINE?

Academic and Urban Clinical Excellence

Academic excellence is the primary mission of the university. Students can expect the academic rigor of a major urban research institution that holds the Carnegie Foundation's highest classifications for research activity and community engagement. It's this academic fortitude along with unparalleled access to unique opportunities and experiences that lead our graduates to rewarding futures.

The Wayne State University School of Medicine offers a comprehensive education, working with leading clinicians to take students out of classrooms and straight to the operating rooms, bedsides and communities where their work will make a difference.

Our Mission

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

Experience

- The School of Medicine has longstanding partnerships with nationally renowned medical institutions — many of which are only steps from campus — including hospitals of the Detroit Medical Center and Henry Ford Health System.
- Students can walk from class straight to the wing of a major medical center and apply their knowledge working directly with patients.
- Wayne State's partnerships and proximity to major urban medical institutions give students a distinct experiential advantage when applying for residency programs.
- The M.D. program is fully accredited, with a 98 percent first attempt pass rate on USMLE Step 1, exceeding the 96 percent national rate.
- The School of Medicine's 2015 Total Success Match Rate is 97.5 percent — well above the national average.
- Students don't just observe in lecture halls and laboratories; they interact, participating directly in the patient-care process the moment they set foot on campus.
- Wayne State medical students gain invaluable exposure to clinical skills in their first and second years with training through our nationally recognized ultrasound and physical diagnosis curricula.
- The School of Medicine maintains a robust cadaver dissection program that allows students to explore human anatomy and develop lifelong learning skills.

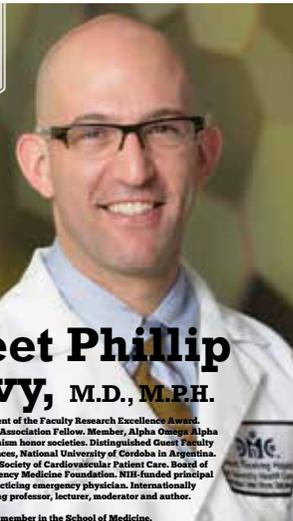
In the community

As they pursue their degrees, students have the opportunity to use their skills to serve communities throughout Detroit. Nearly all WSU medical students take part in community outreach programs to enrich their education, including:

- Volunteer work at free clinics throughout the city
- Patient care for the homeless
- Mentorship programs for Detroit schoolchildren
- Renovation efforts in local neighborhoods
- Student-led interest groups that provide education and effect policy change at the local and national level



The 'Why Wayne State University School of Medicine' one-sheet was the first piece completed. It pulls together important messages about the school's role as a leader in urban clinical excellence.

Professors who do.
AIM HIGHER

Meet Phillip Levy, M.D., M.P.H.

Two-time recipient of the Faculty Research Excellence Award. American Heart Association Fellow. Member, Alpha Omega Alpha and Gold Humanism honor societies. Distinguished Guest Faculty of Medical Sciences, National University of Cordoba in Argentina. President of the Society of Cardiovascular Patient Care. Board of Trustees, Emergency Medicine Foundation. NIH-funded principal investigator. Practicing emergency physician. Internationally renowned visiting professor, lecturer, moderator and author.

... And a faculty member in the School of Medicine.

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

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



Professors who do.
AIM HIGHER

Meet Sonia Hassan

Detroit News' Michiganian of the Year. Crain's Health Care Hero. March of Dimes' Prematurity Prevention Hero. Director, WSU Perinatal Initiative. Project Site Manager, Perinatology Research Branch. Director, Mayra Mike Duggan's Preterm Birth Reduction Plan. Co-chair, State of Michigan Infant Mortality Advisory Committee. Fellow, American Gynecological and Obstetrical Society. Member, Society for Reproductive Investigation and the National Arab-American Medical Association. Co-chair, WSU March for Babies. Noted presenter and media expert on the topic of preterm birth.

... And a faculty member in the School of Medicine.

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Professors who do.
AIM HIGHER

Meet Vaibhav Diwadkar

Charles H. Gershenson Distinguished Faculty Fellow. Proven Fellow and Career Development Chair. Multiple recipient of Wayne State's Family Research Excellence and Teaching Excellence awards. Internationally recognized for his work in brain imaging, he has been a visiting professor at universities in Hungary and Italy. Renowned media expert on schizophrenia and other neuropsychiatric disorders. Associate editor and editorial board member for *Frontiers in Schizophrenia* and *Frontiers in Neuropsychiatric Imaging and Stimulation*, and editorial board member for *Journal of Affective Disorders*. Invited guest lecturer and presenter at symposia and national meetings around the world. Author of more than 100 articles, books and book chapters.

... And a faculty member in the School of Medicine.

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Professors who do.
AIM HIGHER

Meet Patrick Hines

Founder of biotech startup Functional Fluidics. Aspen Health Innovators Fellow. *Czajka's* "40 Under 40" honoree. Attending pediatric critical care physician, Children's Hospital of Michigan. Nationally recognized for innovations in blood function diagnostics. Principal investigator of the Hines Laboratory. Author of numerous peer-reviewed publications.

... And a faculty member in the School of Medicine.

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Professors who do.
AIM HIGHER

Meet Dawn P. Misra, Ph.D.

Expert on infant mortality among African American women. Principal investigator of more than \$5 million in research funding on perinatal health. Co-chair of a working group for the U.S. Surgeon General's Conference on Preterm Birth. Chair of the Committee for the Mayor's Summit on Health Equity in Detroit 2016 and member of the Michigan Maternal Mortality Surveillance Injury Committee. Creator of a perinatal health life course model adopted by the Institute of Medicine Report on Preterm Birth, and cited more than 150 times worldwide.

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Professors who do.
AIM HIGHER

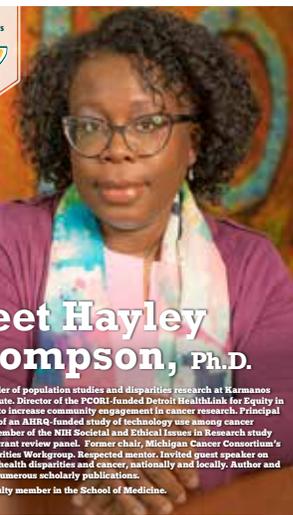
Meet Trifun Dimitrijević, M.D., FACEP

Team physician for the Detroit Pistons. Event physician at Comerica Park and deputy medical director for the Detroit Belle Isle Grand Prix. Member, Southeast Michigan Center for Medical Education's Faculty Development Committee. Developed the MedFlight curriculum for the Detroit Medical Center and WSU School of Medicine. Recipient of the Munseyway Paryanandan, M.D., Humanitarian Award; the WSU School of Medicine Staff Award; and the Lawrence Schwartz Faculty Teacher of the Year Award. Nationally invited lecturer and presenter on the topic of emergency medicine.

... And a faculty member in the School of Medicine.

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Professors who do.
AIM HIGHER

Meet Hayley Thompson, Ph.D.

Program leader of population studies and disparities research at Karmanos Cancer Institute. Director of the PCORI-funded Detroit HealthLink for Equity in Cancer Care to increase community engagement in cancer research. Principal investigator of an AHRQ-funded study of technology use among cancer survivors. Member of the NIH Societal and Ethical Issues in Research study section and grant review panel. Former chair, Michigan Cancer Consortium's Health Disparities Workgroup. Respected mentor, invited guest speaker on the topics of health disparities and cancer, nationally and locally. Author and reviewer of numerous scholarly publications.

... And a faculty member in the School of Medicine.

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Seven of WSUSOM's faculty members have been featured in the university's popular Professors Who Do poster and digital signage campaign, highlighting the depth and breadth of faculty expertise at the school.



— AIM HIGHER IN ACTION —



"Wayne State values diverse experiences, and that's important to me."

Kelsea traded in a flourishing marketing career to follow a passion for helping people. From Leamington, Ontario, she crosses the border every day to pursue her M.D. at Wayne State University. When she's not raising spirits at Children's Hospital of Michigan with the Music in Medicine group, she serves as president of the Institute for Healthcare Improvement's WSU chapter, a member of the School of Medicine's Continual Program Improvement Committee, and a mentor to the Class of 2019. Her nontraditional path to medical school has taken her to Switzerland, Australia, Montreal and now the heart of Detroit. Kelsea is what it looks like to aim higher.

Kelsea Anderson
School of Medicine student



— AIM HIGHER IN ACTION —



"A lot of places say they're committed to the community, but Wayne State truly lives out that mission."

Born in Indonesia and considered a "miracle baby," Andrew came to the United States with his family as a toddler. When the 2004 Indian Ocean earthquake and tsunami devastated his home country, he was inspired to pursue a medical career with a humanitarian mission. After working as a freelance photographer and spending time as a jobee at Cincinnati Children's Hospital, he made his way to Wayne State. Now in his third year, Andrew is communications director for Street Medicine Detroit and a member of the Association Honor Society, Ultrasonics a cappella group, and Christian Medical Association. Driven by his experiences in Detroit, he plans to become a pediatrician and work with the underprivileged in the inner city. Andrew is what it looks like to aim higher.

Andrew Darmahkash
School of Medicine



— AIM HIGHER IN ACTION —



"We're in the heart of a city with so much need. I'm at Wayne State because this is where I can do the most good."

Joshua has overcome unthinkable hardship to pursue his M.D. at Wayne State University. Born and raised in Detroit, this first-generation college student has turned a passion for helping others into a promising medical career. While serving his peers as president of the Black Medical Association, a student representative on the Diversity Advisory Council and a mentor to aspiring medical students, he also volunteers with Street Medicine Detroit, Cass Clinic, Bright Busters and local soup kitchens. To build on his research experience, he will spend the next year in the National Institutes of Health's prestigious Medical Research Scholars Program. Joshua is what it looks like to aim higher.

Joshua Rivers
School of Medicine student



— AIM HIGHER IN ACTION —



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

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

Reginald Ramirez
School of Medicine student



— AIM HIGHER IN ACTION —



"Wayne State gave me the chance to truly serve my community."

Ariana was born and raised in Detroit. She always wanted to be a doctor, but her interest grew after watching her grandmother struggle with recurring seizures. After graduating from the University of Michigan, she worked as a medical scribe at Troy Beaumont Hospital and developed a passion for emergency medicine. Now in her second year of the M.D. program, Ariana volunteers at health fairs coordinated by BMC Sinai-Grace, the hospital she was born in. She's also co-president of LGBT People in Medicine, co-coordinator of the Warrior M.D. Ambassadors and a volunteer with the Code Blue Organization, teaching young students about science and medicine. After graduation, she hopes to become a U.S. Army physician to honor her late grandfather. Ariana is what it looks like to aim higher.

Ariana Shane
School of Medicine



— AIM HIGHER IN ACTION —



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

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

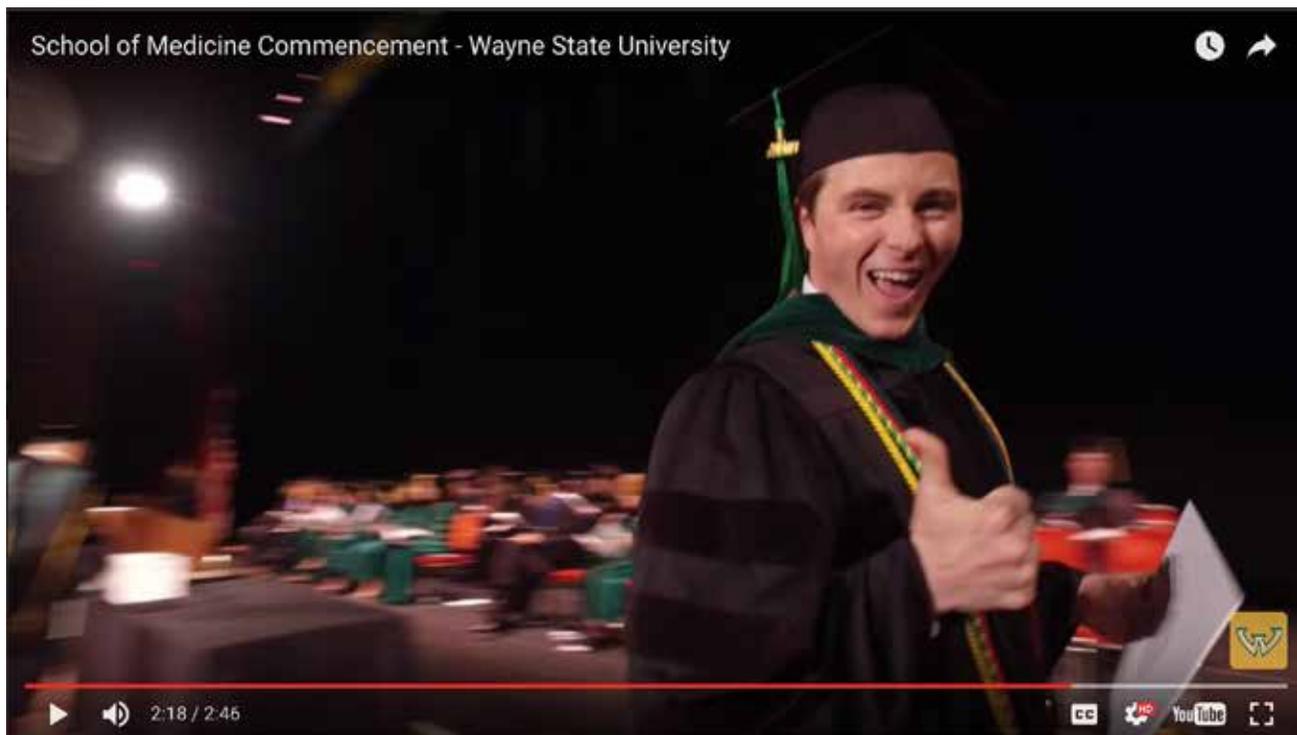
Jannel Lee-Allen
School of Medicine student



MAC launched a student edition of the university poster and digital signage campaign called Aim Higher in Action. WSUSOM students were among the first featured for the project, which includes promotion in buildings around Wayne State's campus.



A photo shoot was completed with WSUSOM students and faculty in various locations around the school and the community. These photos help establish a cohesive look and feel for WSUSOM's marketing and communication projects.



University Television captured two of the most important events in the career of a medical student: Match Day and Commencement. These videos are being used in a variety of mediums, including websites, emails and social media posts. The Match Day video was the first produced and has received more than 3,800 views to date. The Commencement video has garnered more than 1,000 views.



Increased branding at the medical school began with the installation of Wayne State light pole banners along Canfield Street and in Lot 75 on the medical campus.



Wayne State logos were also added to the bridge connector between WSUSOM's buildings, in the Office of Admissions waiting area and in the Scott Hall lobby.



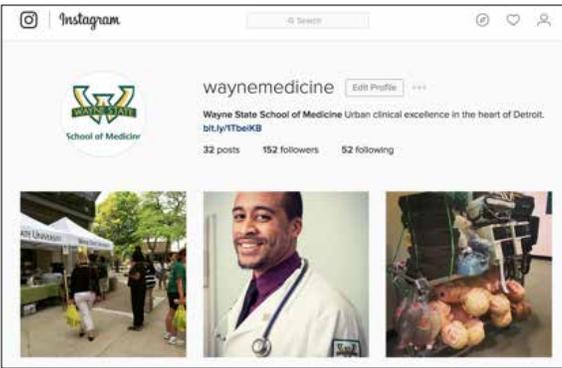
A mural was installed in the hallway leading to the Office of Admissions to highlight WSUSOM's commitment to urban clinical excellence through dynamic text and photos that reinforce the school's brand.



Signs incorporating WSUSOM's mission statement were hung in the Mazurek Medical Education Complex and Scott Hall, and the mission was included as part of the new Office of Admissions hallway mural.



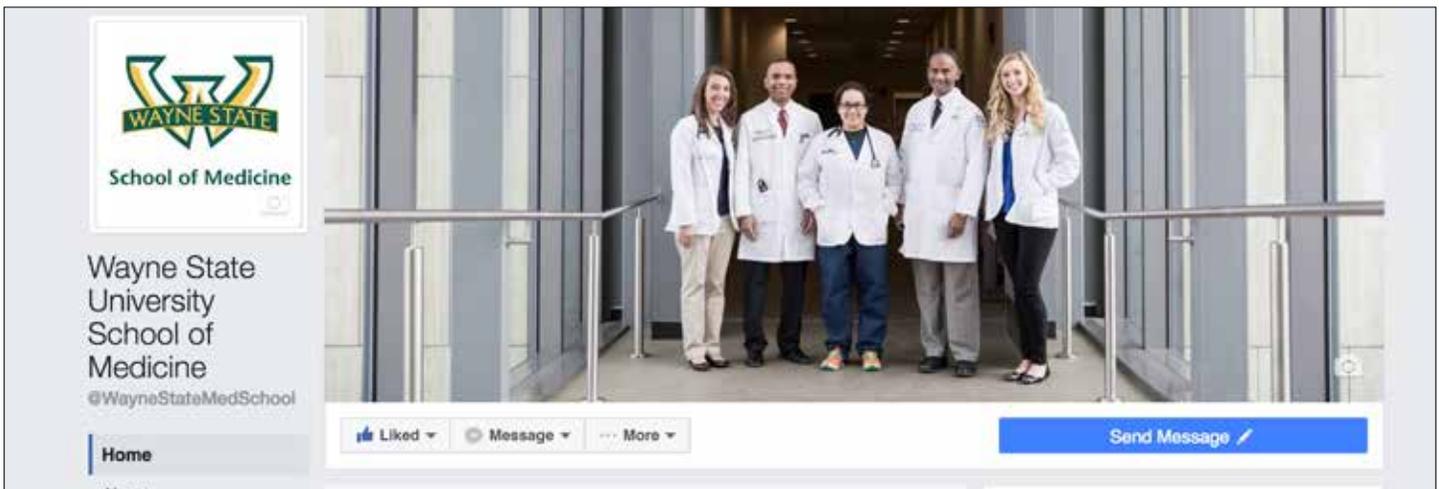

MAC provided live social media coverage at WSUSOM's most important student events in 2016, including Commencement and the White Coat Ceremony. Signage was also created to encourage guests to share their own event photos online.



A WSUSOM Instagram account was created in May 2016 to give prospective students an inside look at the school. The account has attracted about 100 new followers each month since its creation. Current students who are part of the Warrior M.D. Student Ambassadors also help generate content on the channel through “takeover” events. Each student uses their own unique hashtag to post content to the account.



A Snapchat filter was created that is geo-targeted to the WSUSOM campus. Snapchat users can add this graphic to their photos to send to friends and display on their personal Snapchat stories.



■ WSUSOM branding was added to the school's Twitter and Facebook pages, including logos and new photography for timeline and profile photos. The Twitter handle was also changed from @WSU_Med_School to @waynemedicine to help searchability.



■ Two live social media events — a Tweet Chat and a Google Hangout — were held in June 2016 for prospective students. Admissions and financial aid staff members answered questions in real time during these events.



WAYNE STATE UNIVERSITY

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Search...

School of Medicine Admissions

Why Wayne State? Med school preparation Application process Newly admitted

Urban clinical excellence in the heart of Detroit

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

Apply now

I'm interested

WAYNE STATE UNIVERSITY

Academica Directory Contact AIM HIGHER

Search...

School of Medicine Admissions

Why Wayne State? Med school preparation Application process Newly admitted

WSU School of Medicine is coming to you!

Wayne State University School of Medicine travels throughout the year to connect with prospective students about the school, our M.D. program and how to apply for admission. Our Admissions Adviser, Melvin Lunkins may be in your area soon! Learn more about Melvin and see his schedule below. For questions about admissions, contact us at 313-527-1466 or msadmissions@wayne.edu.

Meet Melvin

Melvin Lunkins is the admissions adviser for the Wayne State University School of Medicine. He joined the university in July, 2016 after serving 15 years in the U.S. Army. A native Detroitite, Melvin is happy to support his community by recruiting future physicians who will serve patients in the city and beyond. Learn more about Melvin by reading his answers to the questions below.

Why do you love Wayne State?

I love Wayne State because it is in the heart of Detroit, a city rich with culture and history.

What is your favorite thing about the School of Medicine?

I love the School of Medicine because, similar to the Army, it has a diverse set of people working together to help our community.

What is your best advice for pre-med students?

School of Medicine Admissions

Why Wayne State? Med school preparation Application process Newly admitted

What is your best advice for pre-med students?

Students should definitely work with a pre-health advisor to ensure they are fulfilling the requirements for application, writing strong essays and preparing for Interview Day. Not sure how to connect with your pre-health advisor? Review the AACMC's resources [here](#).

Connect with Melvin

Are you interested in learning more about M.D. admissions? Connect with Melvin at one of the events below or complete the online interest form below and he will contact you.

I'm interested

Regional Admission Events Calendar

Melvin will be traveling to the following colleges and universities for meetings and events. Check back regularly to see an updated list of events.

Date	Time	Location	Event
Oct. 8	9 p.m.	Grand Valley State University	Pre-Med Out-Reach session
Oct. 8	7 p.m.	Case Western Reserve University	Info session



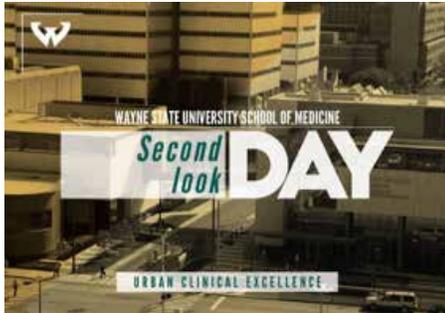
The Office of Admissions launched a newly designed website, which includes a homepage featuring a student profile library, a request for information button, video content and links to forms for SOM tours and pre-health advising appointments. A page was also added for regional admissions events. Prospective students can view information about WSUSOM's admissions recruiter and a calendar listing of the colleges and universities he visits throughout the year.



ENROLLMENT



Developing a strategy for engaging prospective students earlier in the admission cycle was a key goal of the Office of Admissions.



MAC partnered with the Office of Admissions on a complete overhaul of their flagship recruitment event, Second Look Day. This included a branded invitation customized with each applicant's name, coordinating signage and agendas, speech writing, presentation design, and event coordination and implementation. The event featured interactive sessions such as a morning resource fair with student organizations and representatives from university services such as housing, dining services and financial aid. Guests also enjoyed an interactive bus tour of Midtown and downtown Detroit led by tour guides from the Detroit Experience Factory.



Help Select Future Doctors



Beginning in summer 2016, student applicants to the Wayne State University School of Medicine will participate in critical thinking sessions as part of the admissions interview process. We will prepare Community Partners to help with this process by:

- Moderating critical thinking sessions
- Evaluating student performance

We invite you to learn more about becoming a Community Partner to facilitate this new interview format. As a Community Partner, you will help launch the careers of future doctors who will make an indelible contribution to our community and beyond.

Please join us for an interest session to learn more about the program and requirements for becoming a Community Partner.

Session dates:

June 9, 5-7 p.m.
Margherio Family Conference Center
(Located within the Mazurek Medical Education Complex)

June 11, 10 a.m.-Noon
Mazurek Medical Education Complex, Room 240

Register now at [admissions.med.wayne.edu/
communitypartners.php](http://admissions.med.wayne.edu/communitypartners.php).

If you have any questions, please contact the Office of Admissions at 313-577-1466 or mdadmissions@wayne.edu.



URBAN CLINICAL EXCELLENCE



COMMUNITY PARTNERS PROGRAM

Help Us Select Future Doctors

Learn more:
[admissions.med.wayne.edu/
communitypartners.php](http://admissions.med.wayne.edu/communitypartners.php)
313-577-1466
mdadmissions@wayne.edu



MAC assisted with the launch of the Community Partners Program, which engages people in metro Detroit in the M.D. admissions interview process. Fliers and an online application process were developed as well as event coordination for interest sessions and volunteer trainings.



WAYNE STATE UNIVERSITY

Become a Warrior M.D. — Apply to WSU School of Medicine

You've decided to become a doctor. The next step is to decide where. The Wayne State University School of Medicine is one of a select number of schools accepting **applications until December 15, 2016**. Apply to the WSU School of Medicine today to join our community of skilled, compassionate physicians and students with a commitment to urban clinical excellence. As a Warrior M.D. you will:

- Gain hands-on clinical experience starting in your first week of medical school.
- Hone your skills in one of the largest concentrations of urban medical institutions in the country, including the nine-hospital Detroit Medical Center, six-hospital Henry Ford Health System, John D. Dingell VA Medical Center, St. John Hospital and Medical Center, and Beaumont Hospital Dearborn.
- Participate in research and publish in our student journal, *The Journal of Team Hippocrates*.
- Live and learn in the heart of Detroit during its unprecedented resurgence.

Apply now

Learn more about our M.D. program at admissions.med.wayne.edu. If you have questions, contact the Office of Admissions at 313-577-1466 or mdadmissions@wayne.edu.

Have you been to Detroit? Watch the video below to learn more about our city.



Several mass emails were created for prospective student engagement. The largest email blast, sent to 27,000 prospective students, received more than 10,000 unique opens in less than 24 hours.

Unique Opens: 10294 | Total Opens: 26665 | Unique Clicks: | Total clicks: 2617

Title	URL	Clicks	% of Opens
Apply now	http://admissions.med.wayne.edu/applying.php	962	4%
admissions.med.wayne.edu	http://admissions.med.wayne.edu/	801	3%
Page: https://www.youtube.com/watch?v=_Oaf45aVZXE	https://www.youtube.com/watch?v=_Oaf45aVZXE	495	2%
	http://wayne.edu/	182	1%
Read this email on the Web	http://i.wayne.edu/view/58179a12eaf71	63	0%
	http://wayne.edu/	62	0%
The Journal of Team Hippocrates	http://digitalcommons.wayne.edu/crp/	31	0%
	http://wayne.edu/aimhigher/	15	0%
.	http://digitalcommons.wayne.edu/crp/	5	0%
mdadmissions@wayne.edu	mailto:mdadmissions@wayne.edu	1	0%



WAYNE STATE UNIVERSITY Academics Directory Contact AIM HIGHER

Search

School of Medicine **Admissions** Why Wayne State? Med school preparation Application process Newly admitted

Request information

Interested in learning more about Wayne State University and all we have to offer? Complete this form and we'll send you updates on upcoming events and admission deadlines.

First name * Last name *

Email *

Address line 1 Address line 2

City State/province/region

Postal/zip code Country

Phone

Date of birth *

Current undergraduate institution

MCAT score

Cumulative GPA



admissions.med.wayne.edu

School of Medicine

Please complete this card in its entirety.

Name

Address

City State ZIP

Phone Date of birth / /

Email address

Current undergraduate institution Year of graduation

MCAT score Cumulative GPA

Year I expect to begin M.D. program at WSU School of Medicine:

2016

2017

2018

Other: _____

I have already applied to WSU: Yes No

Lead cards and an online request for information form were created to increase the number of prospective student contacts in the Office of Admissions, allowing them to engage and inform more people about WSUSOM, the M.D. program and the application process.



Wayne State University
SCHOOL OF MEDICINE

med.wayne.edu

School of Medicine Admissions
Mazurek Medical Education Commons
320 E. Canfield, Suite 332
Detroit, MI 48201

**Opportunity is waiting for you at the
Wayne State University
School of Medicine
in Midtown Detroit**

AIM HIGHER

An admissions tri-fold brochure (left), mailer (top right) and recruitment pocket guide (right) were created to give to prospective students at recruitment events, during admissions tours, and at pre-health advising appointments at WSU and institutions around the country.

Urban Clinical Excellence
When you choose to become a doctor, you answer a call to serve. A commitment to the community has been at the core of our mission since 1868. That's why clinical outreach is a focus of the M.D. curriculum, providing real-world clinical experience as soon as you set foot on campus. The M.D. program's rigorous classroom instruction prepares students for residency through team- and problem-based learning.

Curriculum experiences include:

First Patient Project

- Collaborate with fellow students in anatomy on a project or case study under the guidance of faculty, residents and fourth-year medical students.
- Gain valuable clinical experience by providing needed care to Detroit's underserved populations.

Outreach

- Volunteer through more than 30 student-run clinics and medical outreach organizations.
- Collaborate with your peers and mentors to study, socialize and problem-solve together in small groups or "Wayne Houses."

Learning Communities

- Collaborate with your peers and mentors to study, socialize and problem-solve together in small groups or "Wayne Houses."

Co-Curricular Program
Through the Co-Curricular Program, you have a unique opportunity to engage with the community as you fulfill degree requirements and build on volunteer work completed during your first year.

- Care for vulnerable populations and stigmatized patients such as the elderly, homeless, addicted and handicapped.
- Work with service organizations at community health fairs.
- Travel on World Health Student Organization medical relief missions.
- Tutor at local schools.
- Volunteer at soup kitchens, in food banks and in local neighborhoods.

Admissions by the numbers

Class size: 290	Average GPA: 3.7	Average MCAT percentage: 79%
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The School of Medicine evaluates candidates through a holistic admission process. In addition to fulfillment of all admission requirements, your entire record — including grade point average, Medical College Admission Test (MCAT) scores, personal experience and attributes, recommendations and interview results — will be considered.

The city is our campus
From nightlife to nature trails, there's so much to see and do in Detroit. Our campus is located in Midtown, the city center and one of the country's fastest growing neighborhoods, where you'll find boutiques and brand name shops, a thriving food scene and plenty of unique places to call home. Just blocks from the sports arena and excitement of downtown, Midtown is a beacon of art, culture, entertainment and opportunity.

We're also located within one of the largest concentrations of major urban medical institutions in the country. And our longstanding partnerships with these world-class hospitals provide professional access you won't find anywhere else. Detroit is undergoing unprecedented positive change, and the School of Medicine is at the heart of it all. Join us and take part in the renaissance of a great American city.

Clinical partners

- The nine-hospital Detroit Medical Center
- Barbara Ann Karmanos Cancer Institute
- Crinetum Hospital Medical Center
- Beaumont Hospital Dearborn
- John D. Dingell VA Medical Center
- The six-hospital Henry Ford Health System
- Providence Hospital
- St. John Hospital and Medical Center
- St. Joseph Mercy Health System

Midtown Detroit

- Nearly **3 million** annual visitors
- More than **20,000+** residents
- 340** **OPEN** businesses and growing
 - 57 retail and clothing stores
 - 89 restaurants and bars
 - 8 grocery stores
- \$2.3 billion** in development in the last 10 years
- 400+** public performances, exhibits and cultural events annually
- 400+** acres of parks and green space




School of Medicine
Mazurek Medical Education Commons
320 E. Canfield Ave., Suite 322
Detroit, MI 48201

CONGRATULATIONS 

Warrior M.D.

Welcome to the Wayne State University School of Medicine. You are now part of a prestigious community of physicians, students and scientists with a reputation for success and innovation dating back to 1868.

URBAN CLINICAL EXCELLENCE

WAYNE STATE UNIVERSITY

Congratulations
[NAME]
on your admission to the medical doctorate program
for the 2017 academic year.

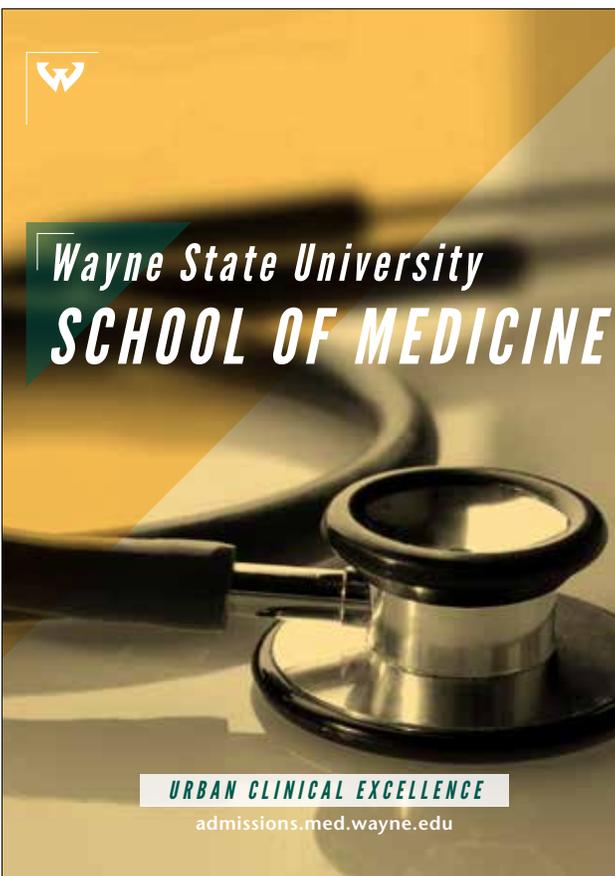


Jack D. Sobel, M.D.
Jack D. Sobel, M.D.
Dean, School of Medicine

M. Roy Wilson, M.D.
M. Roy Wilson, M.D.
President, Wayne State University

School of Medicine

The offer of admission letter was revamped to include a customized email to each applicant and a branded offer packet that includes a customized certificate and letter of offer from WSUSOM leadership.





Wayne State University SCHOOL OF MEDICINE

URBAN CLINICAL EXCELLENCE

admissions.med.wayne.edu


School of Medicine

Congratulations, {[CampaignMember.FirstName]} {[CampaignMember.LastName]}.

On behalf of the Admissions Committee and the entire Wayne State community, I am excited to offer you a place in the 2016 freshman class at the Wayne State University School of Medicine.

You possess the unique combination of humanitarianism and intellectual fortitude to be a successful medical student at WSU, where unparalleled urban clinical experiences will benefit you in a residency program and well into your career.

We hope you'll join us in Midtown Detroit and take advantage of our long-standing partnerships with the renowned hospitals right in our backyard. We will provide you with a hands-on medical education you won't find anywhere else in the world.

Congratulations on your accomplishments. A formal admission letter will be sent to your preferred AMCAS mailing address soon.

Welcome to the Wayne State University School of Medicine family.

Sincerely,

Kevin J. Sprague, M.D.
Interim Associate Dean for Admissions
Wayne State University School of Medicine

WAYNE STATE UNIVERSITY
AIM HIGHER



WAYNE MED-DIRECT

An innovative B.S./B.A. to M.D. program at Wayne State University



AIM HIGHER

Wayne Med-Direct (Wayne M.D.) is a unique program that guarantees admission to Wayne State's School of Medicine and Irvin D. Reid Honors College for 10 students each year. Wayne M.D. emphasizes mentoring and research by giving participants the opportunity to become part of the School of Medicine community during their undergraduate studies, leading to M.D. or combined M.D./Ph.D. degree programs at WSU.

ELIGIBILITY

Wayne State University will evaluate candidates through a holistic admission process. To be eligible for the program, you must:

- Have a minimum 3.5 GPA and 1340 SAT or 30 ACT score
- Be a U.S. citizen or permanent resident
- Be an incoming freshman

Preference will be given to students from disadvantaged socioeconomic backgrounds who are also interested in studying health disparities.

BENEFITS

- Admission to WSU's Honors College and College of Liberal Arts and Sciences
- Guaranteed admission to the WSU School of Medicine upon satisfaction of its eligibility requirements, as well as successful completion of the B.S. or B.A. degree and MCAT
- Four years of paid undergraduate tuition
- Four years of paid School of Medicine tuition*
- Four years of paid undergraduate room and board costs in university housing
- Cutting-edge research and field experiences with renowned faculty mentors
- Participation in summer enrichment courses
- Participation in specially designed curricular enhancements such as seminars, workshops and hands-on clinical training in the School of Medicine
- Free MCAT and GRE preparation
- Travel to relevant research conferences and symposia

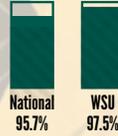
* Subject to the School of Medicine's holistic admission process

If you have questions or need additional information, email med-direct@wayne.edu.

Taking urban clinical excellence across North America

Wayne State University School of Medicine graduates take their unique skills and clinical expertise from the heart of Detroit to residency programs across the United States and Canada.

Total Success Match Rates



WSU graduates match across the United States and Canada.

TOP 5 states where Wayne State matches



1. MICHIGAN
2. ILLINOIS
3. OHIO
4. CALIFORNIA
5. TEXAS

More than



of U.S. seniors matched into one of their top choices last year.



40% of WSU graduates went into primary care.

Top 5 specialty placements

1. INTERNAL MEDICINE
2. EMERGENCY MEDICINE
3. FAMILY MEDICINE
4. ANESTHESIOLOGY
5. RADIOLOGY

50% of of WSU graduates match into Michigan programs.

Nearly 40% of Michigan's practicing physicians received all or part of their medical training at Wayne State University.



Dr. Forest Dodrill, associate professor of surgery, performed the world's first successful **OPEN-HEART SURGERY** at WSU in 1952.

AZT, the first drug approved by the FDA for the treatment of HIV and AIDS, was discovered at Wayne State.



med.wayne.edu



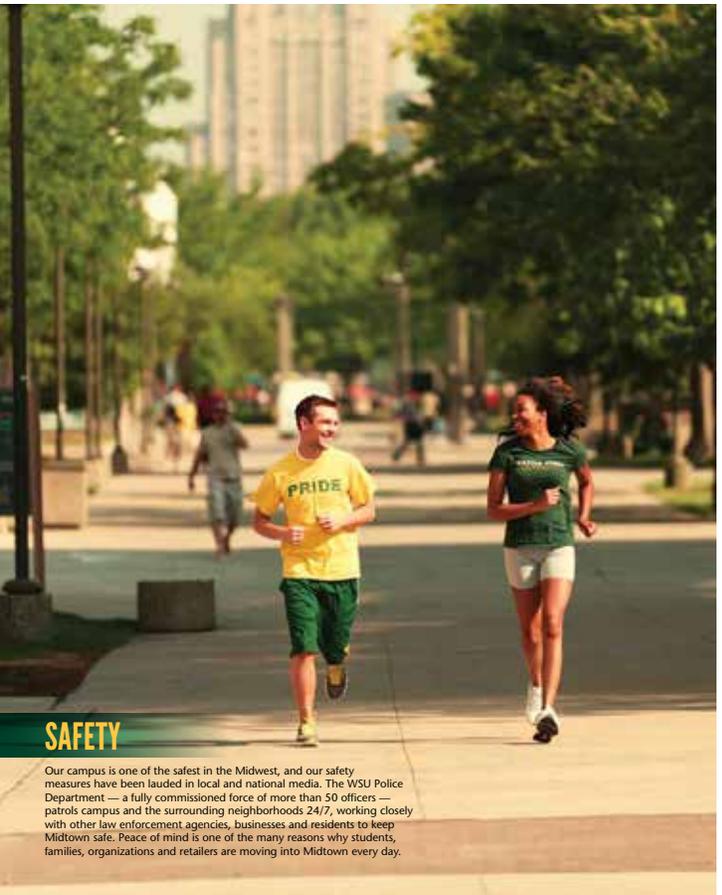
A one-sheet was created describing WSU's new Wayne-Med Direct program to engage high school students interested in pursuing medicine. The one-sheet includes an infographic about WSUSOM on the back.



Welcome to Wayne State University SCHOOL OF MEDICINE in Midtown Detroit



A Midtown Detroit booklet was created to educate prospective students about the benefit of living and learning in a major urban community.



SAFETY

Our campus is one of the safest in the Midwest, and our safety measures have been lauded in local and national media. The WSU Police Department — a fully commissioned force of more than 50 officers — patrols campus and the surrounding neighborhoods 24/7, working closely with other law enforcement agencies, businesses and residents to keep Midtown safe. Peace of mind is one of the many reasons why students, families, organizations and retailers are moving into Midtown every day.



The screenshot shows the homepage of the Wayne State University School of Medicine. At the top, the university name is displayed in a dark green header. Below it, the 'School of Medicine' title is prominent. A navigation bar includes links for 'ABOUT', 'EDUCATION', 'DEPARTMENTS, CENTERS AND INSTITUTES', 'FACULTY', 'RESEARCH AND GRADUATE STUDIES', 'ALUMNI AND DONORS', 'RESOURCES', and 'APPLY NOW'. A search bar is located in the top right corner. The main banner features a large image of a modern building with the text 'The future of research begins here.' Below the banner are three featured articles: 'Inspiring Students' featuring Joshua Rivers, 'Alumni Spotlight' featuring Mona Hanna Attisha, and 'Innovators' featuring a neuroscientist.

The screenshot shows a Twitter feed for the hashtag #warriormd. The feed includes several tweets from users like Wayne Medicine, qayyah, and Tameka Scarlett, discussing medical school admissions, curriculum, and MCAT dates. The tweets are displayed in a clean, white interface with a red header for the hashtag.

The overall WSUSOM website (above) was updated to include a more dynamic homepage that features news as well as student, alumni and faculty profiles. Additionally, #WarriorMD (left) has been introduced as WSUSOM’s main hashtag on social media.



Transition to M1 Checklist

Financial aid

- ☐ Complete your [Free Application for Federal Student Aid \(FAFSA\)](#) form. Wayne State University's school code is 002329
- ☐ View your [financial aid package](#) on Academic.
- ☐ Create a budget for the year. Setup an [appointment](#) with the Office of Financial Aid if you need guidance.
- ☐ If you are borrowing federal student loans, complete entrance loan counseling and [sign a master promissory note](#).

Student Accounts Receivable

- ☐ Payment plan information will be sent via email soon.

Health requirements

- ☐ Complete the [health certification form](#) by June 15th.
- ☐ Submit documentation of all required immunizations and all required titers as outlined in the [SOM health information and policies](#).

Housing and campus life

- ☐ Make living arrangements. On-campus housing is available and information can be found online at [housing.wayne.edu](#). Fellow medical students looking for housing and, or with housing available to you can be found via the SOM [roommate finder spreadsheet](#).
- ☐ Decide on a campus [parking plan](#).



FUTURE Warrior M.D.

WAYNE STATE UNIVERSITY SCHOOL OF MEDICINE

First Edition



Student organizations help M1s jump into life in med school

"Being engaged in the medical school community through student organizations rounds out the medical school experience," says Jake Pawlowski, an M2 student.

[Read more](#)

SOM and Midtown Events

[First-Year Medical Student Visual Literacy](#)

News

[Professor Schwartz elected to International Lung Cancer Consortium steering committee](#)

[Dr. Walz named associate dean for Research and Graduate Programs](#)

[School of Medicine hosts National Cancer Institute-funded course on Biology and Physics of Radiation Oncology](#)

[More news](#)

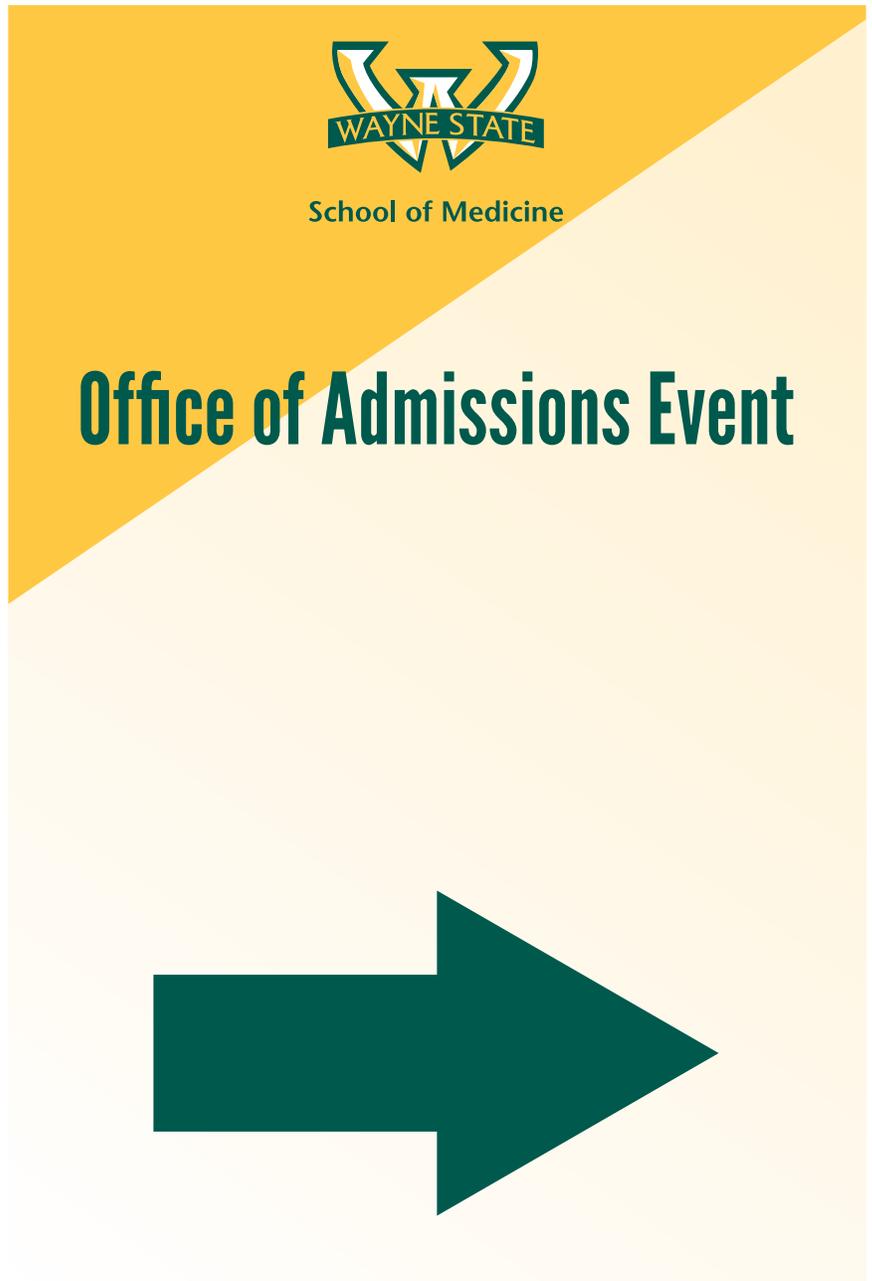
Warrior M.D. profile



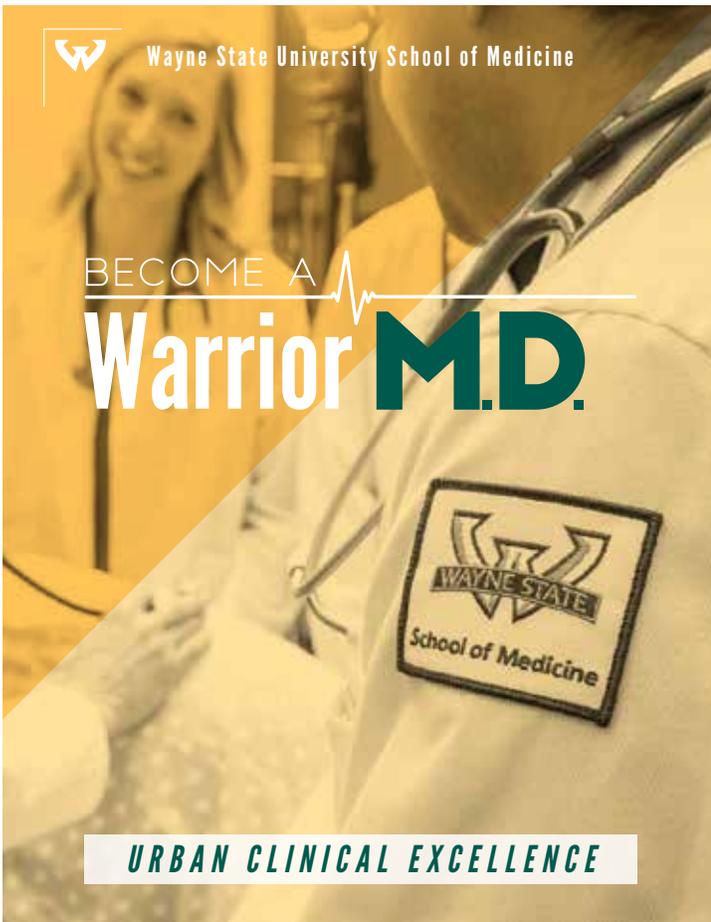
Joshua Rivers

"We're in the heart of a city with so much need. I'm at Wayne State because this is where I can do the most good."

The Transition to M1 Checklist (left) was created in collaboration with the offices of Admissions, Financial Aid, Records and Registration, and Student Affairs to help incoming students fulfill all of their enrollment requirements. The Future Warrior M.D. e-newsletter template was also created to share WSUSOM news, events and information with incoming M1 students before they arrive for orientation.



■ General indoor and outdoor signage was created for the Office of Admissions to use during various events, including Second Look Day and Interview Day.



A viewbook was created as a comprehensive guide to WSUSOM and the M.D. program. The Office of Admissions gives this to students during second round admissions interviews.



A commitment to our community

- Through the Co-Curricular Program, medical students complete 150 hours of volunteer service during their first two years — 9,000 total hours as a class.
- Beyond clinical service, medical students volunteer at food banks, in soup kitchens and throughout local neighborhoods.
- 840 people had their vitals checked by WSU medical students during the River Walkers volunteer initiative at the Detroit Riverfront.
- 95 families participated in Fit Kids, a childhood fitness and nutrition program coordinated by the School of Medicine.

Sound body, sound mind

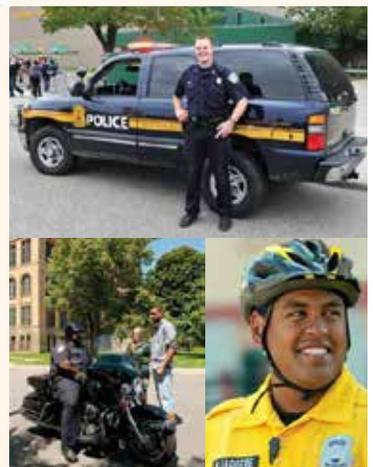
There are plenty of ways to stay in shape on campus, including the Mort Harris Recreation and Fitness Center and the Mattheaei Center on main campus, as well as a fitness area on the medical campus in Scott Hall.

- Free weights and weight machines
- Cardio equipment
- Personal training
- Putting green
- Specialty fitness classes
- Two basketball courts
- Two full-size swimming pools
- Squash, racquetball and tennis courts
- Climbing wall



Safe and secure

- WSU was recently named one of the 50 safest campuses in the country by BestColleges.com.
- The WSU Police Department — a 60-officer, fully commissioned police force — patrols campus 24/7, 365.
- WSUPD has been lauded in local and national media, including The New York Times, for their innovative approach to crime prevention.





DIVERSITY AND INCLUSION



Providing a diverse student body with access to academic excellence is the hallmark of a Wayne State degree. WSUSOM works to recruit and educate students from underrepresented minorities in the medical profession through the Office of Diversity and Inclusion (ODI). MAC supports this important work through print and digital materials that showcase ODI's workshops, K-12 outreach programs, recruiting events and advising programs.



Office of Diversity and Inclusion

diversity.med.wayne.edu



School of Medicine



School of Medicine
diversity.med.wayne.edu

COME HOME TO DETROIT

Urban clinical excellence at the Wayne State University School of Medicine

Write the next chapter of your success story in the place where it all began.

Through hands-on clinical education in the heart of a rapidly evolving city, the WSU School of Medicine provides a distinct experiential advantage that sets you apart from your peers at other colleges, especially when applying for residency programs. Whether in our partner hospitals or surrounding communities, you can put your knowledge to work treating patients in your hometown — one of the most dynamic urban environments in the world.

The medical school you choose can determine the type of doctor you become. Choose to be supported, challenged and inspired. Open the door to unique opportunities and experiences that will benefit you throughout your career. Come home to Detroit and succeed at the Wayne State University School of Medicine.

WHY WAYNE STATE?

Support

For more than 40 years, the Office of Medical Education Diversity and Inclusion has helped undergraduate students from traditionally underrepresented groups in the medical field become competitive medical school applicants.

MCAT Preparation

The office provides a summer Medical College Admission Test (MCAT) preparation workshop for current undergraduate students and those who have recently completed their undergraduate studies.

Workshops

Students can participate in any number of informational workshops throughout the year to better prepare for admission to medical school.

Topics include but are not limited to:

- The medical school admission process
- Getting into medical school
- Understanding the American Medical College Application Service (AMCAS)
- The medical school interview
- Not accepted: the medical school reapplicant

Advising

Comprehensive advising for prospective medical students is available throughout the year, along with continuous advising throughout your time in medical school. Please contact Deborah Holland, pre-med advisor for the WSU School of Medicine, at dholland@med.wayne.edu or 313-577-3153 to schedule an appointment.



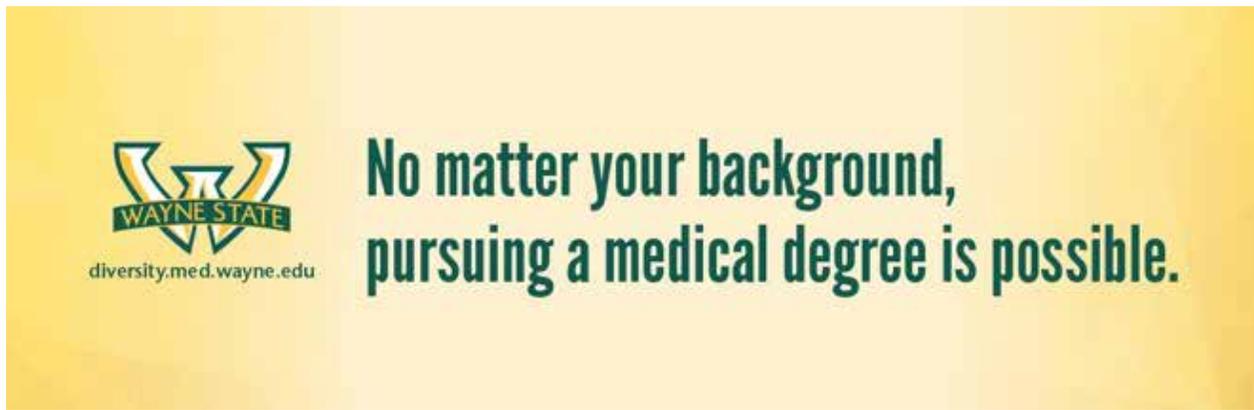
Wayne State
School of Medicine
Office of Diversity and Inclusion

Ensuring access to urban clinical excellence in the heart of Detroit.

No matter your background, pursuing a medical degree is possible.

Dr. Herbert Switlerman, Vice Dean
Dr. Andrea Matthews, Director
Mazouk Medical Education Commons
340 E. Canfield, Suite 1124
Detroit, MI 48201
313-577-3198
diversity@med.wayne.edu
diversity.med.wayne.edu

A tri-fold brochure, advertisement and one-sheet were created to provide workshop and program information for ODI's events and recruitment initiatives.



Wayne State
School of Medicine
diversity.med.wayne.edu

Summer MCAT Prep Program

Free six-week course
June 28–Aug. 4, 2016
Tuesdays and Thursdays, 5:30–8:30 p.m.
Wayne State School of Medicine campus

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

Space is limited. Applications must be received by Friday, May 20, 2016. For questions and to register, contact Deborah Holland, pre-medical advisor, at 313-577-3153 or diversity@med.wayne.edu.

Visit diversity.med.wayne.edu to learn more about our programs.

URBAN CLINICAL EXCELLENCE

A bookmark (top) was created as a giveaway to prospective students. A flier (bottom) for ODI’s MCAT Prep workshop was also created to share with pre-health students.



WAYNE STATE UNIVERSITY Academica Directory Contact AIM HIGHER

Search...

School of Medicine
Diversity and Inclusion

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

WAYS TO SUPPORT

I'M INTERESTED

Welcome

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

WAYNE STATE UNIVERSITY
Academica Directory Contact AIM HIGHER

Search...

School of Medicine
Diversity and Inclusion MENU

K-12 outreach programs

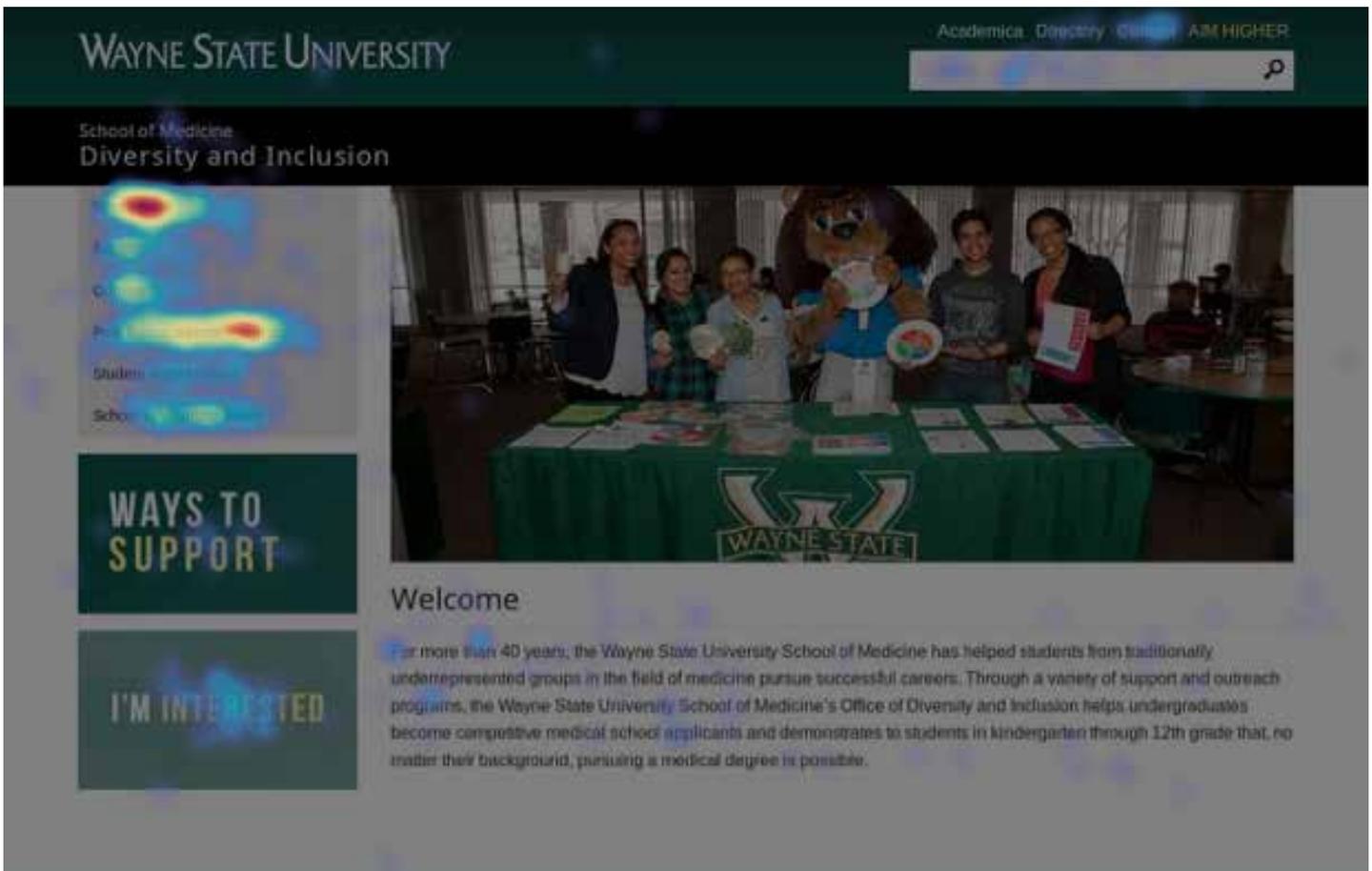
Reach Out to Youth

This [annual program](#) brings Detroit students — ages 7 to 11 — to the Wayne State University School of Medicine to learn about basic health care and nutrition, spark interest in science and medicine, boost self-esteem and explore careers in the field. Approximately 350 students and 100 parents participate each year, with medical students and faculty members volunteering as tour guides, workshop leaders and presenters.

C² Pipeline

[C² Pipeline](#) is a 21st Century Community Learning Center-funded program through the Michigan Department of Education. C² Pipeline operates in 15 schools throughout metropolitan Detroit with the goal of college and career readiness. To achieve that goal, C² Pipeline staff use hands-on, project-based learning activities in the fields of science, technology, engineering and math to engage students. An emphasis is placed on careers in health care.

The ODI website was redesigned to provide more robust content to online visitors and features a Request for Information form for students to opt in to the office's communications.



Analytics and heat mapping are gathered for the ODI and admissions webpages to ensure content is meeting the needs of site visitors.



AMBASSADORS



Ambassadors play a vital role in promoting WSUSOM to prospective students and the community. Working closely with the Office of Admissions, MAC created new promotional items, resource materials and programs to help mobilize students, faculty, staff and alumni as ambassadors for the school.



■ Polo shirts (left) were created for admissions staff to wear at recruiting events and Interview Day. T-shirts (center) were ordered to give away to prospective students and pre-health advisors. Giveaways (right), including lanyards, pens and cell phone wallets were ordered to promote WSUSOM at various events.



Table skirts and signage were created to promote WSUSOM at off-site recruitment events.



AMBASSADORS



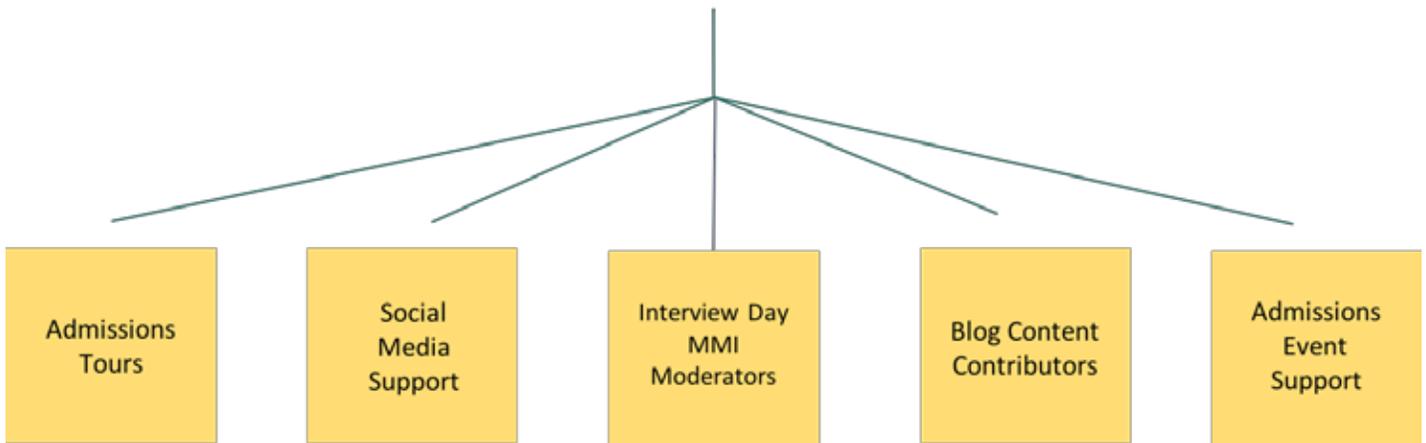
Current students are among WSUSOM’s most important ambassadors. They provide prospective students with an inside look at the school from a peer perspective. For this reason, MAC helped the Office of Admissions create the Warrior M.D. Student Ambassadors, a group of M1 and M2 students who provide assistance at a variety of admission events and participate in various communication initiatives.



The ambassadors group consists of 35 students who handle a variety of activities including admission tours — an activity they receive training for, as shown in the picture above. Each ambassador receives a T-shirt (right) to wear when they are participating in admission events.



Warrior M.D. Ambassadors



■ The Warrior M.D. Ambassadors program is an expansion of the Office of Admissions tour guide group. In their new role, ambassadors help with tours, social media content creation, blogging, Interview Day and admissions events throughout the year.



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