



A photograph of a building at dusk. On the right side, a large, illuminated clock tower is visible, with the clock face glowing. To the left, a tall radio tower stands against the darkening sky. The building's facade is dark, with some windows lit from within. The overall scene is a mix of urban architecture and communication infrastructure.

Marketing & Communications

Wayne State University

New Hire Orientation

June 15, 2015



Marketing Mission:

Raise the stature and reputation
of Wayne State University.

Goals

- Increase awareness and reputation of the university
- Build pride
- Support enrollment goals
- Support development, research and other university funding initiatives
- Improve university branding

Our message ...

Wayne State is a comprehensive, premier, public, urban research university with a history of academic excellence and opportunity spanning nearly 150 years.

Academic Excellence, Diversity and Location



AIM HIGHER



A PREMIER UNIVERSITY
— **RIGHT HERE** —
IN DETROIT





Detroit



Pi Day



YOU BELONG HERE.

With more than 370 degrees in 13 schools and colleges, Wayne State University provides academic excellence that suits just about anyone. And because we're home to Michigan's most diverse student body, our campus is a fascinating place to live and learn. See for yourself how we're different. Schedule a campus tour today at wayne.edu/visit.



AIM HIGHER

Print
advertisements

Digital Experience

wayne.edu

The screenshot shows the Wayne State University website homepage. At the top, there is a navigation bar with the slogan "AIM HIGHER" on the left, the Wayne State University logo in the center, and "Login" and "Search" buttons on the right. Below this is a secondary navigation bar with links for "ABOUT", "ADMISSIONS & AID", "CAMPUS CULTURE", "RESEARCH", "STUDENTS", "NEWS & EVENTS", and "ATHLETICS". A yellow banner below the navigation bar contains links for "Faculty", "Staff", "Parents", "Alumni", and "Libraries", along with a "GIVE to WSU" button. The main content area features a large background image of a campus scene with a pink flowering tree and a building. Overlaid on this image are three white boxes with promotional content: "Explore our programs" (13 SCHOOLS/COLLEGES, 370+ ACADEMIC PROGRAMS, VIEW PROGRAMS →), "Register for classes" (FALL 2015, HOW TO REGISTER →), and "Become a Warrior" (APPLY NOW →). At the bottom, a grey bar contains the text "What's happening on campus".

Wayne State University

wayne.edu

AIM HIGHER

Wayne State University
— EST. 1868 —

Login Search

ABOUT ADMISSIONS & AID CAMPUS CULTURE RESEARCH STUDENTS NEWS & EVENTS ATHLETICS

Faculty Staff Parents Alumni Libraries

GIVE to WSU

Explore our programs

13 SCHOOLS/COLLEGES 370+ ACADEMIC PROGRAMS

VIEW PROGRAMS →

Register for classes

FALL 2015

HOW TO REGISTER →

Become a Warrior


APPLY NOW →

What's happening on campus

Wayne State University

Wayne Home Find Friends

Page Messages 99+ Notifications 47 Insights Publishing Tools Settings Help



Wayne State University
College & University

Contact Us Liked Message

Timeline About Photos Reviews More

33k likes +145 this week
Nick DeNardis

71k visits +2,030 this week
Nick DeNardis

Invite friends to like this Page

22,640 post reach this week

Find New Customers
Connect with more of the people who matter to you
[Promote Page](#)

ABOUT

A premier research university serving a diverse body of motivated students in vibrant Midtown, the cultural center of Detroit.

<http://wayne.edu/> [Promote Website](#)


APPS

Status Photo / Video Offer, Event +

What have you been up to?

Wayne State University
Posted by Wayne State · 38 mins ·

Employees of anchor institutions drive demand for housing in Detroit's greater downtown neighborhoods
<http://www.modelmedia.com/f.../anchorhousingdemand052615.aspx>



Anchor institutions drive demand for housing in greater downtown area

Promote

THIS WEEK

145 Page Likes

22,640 Post Reach

16 Contact Us

Recent

2015

2014

2013

2012

2011


2010

2009

2008

Founded

See Your Ad Here




Anchor institutions drive ...
modelmedia.com
Employees of anchor institutions drive demand for housing in Detroit's greater downtown ne...
[Boost Post](#)

Chat (Off)

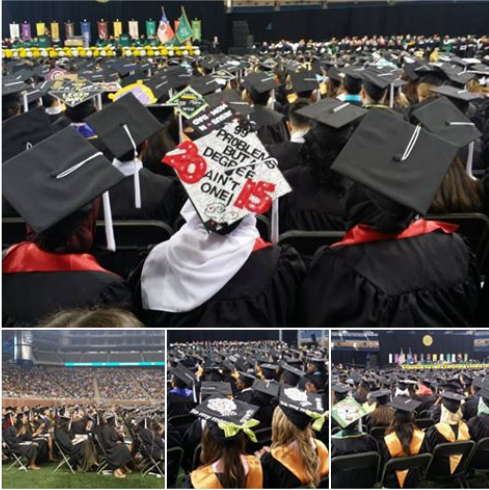
om/waynestateuniversity/?fref=ts#

facebook stories

 **Wayne State University** added 38 new photos to the album: Wayne State Commencement 2015 — at Ford Field.

Posted by Wayne State [?] · May 7 at 11:46am · 🌐


More than 3,800 students are graduating from Wayne State today. Congratulations, you've earned it!



Boost Unavailable

Like · Comment · Share · Buffer

Denise Ford, Donavon Travis, Wayne State University College of Fine, Performing and Communication Arts and 1,919 others like this.


 **Wayne State University**

Posted by Wayne State [?] · February 9 at 1:49pm · 🌐

Wayne State President M. Roy Wilson presents student Evan Leedy with the Presidential Service Award. The award is given in recognition of exemplary contributions by a student to the community.

The 19-year-old computer science major was behind last week's main fund drive for "walking man" James Robertson that helped raise more than \$350,000 and get Robertson a car.

<http://media.wayne.edu/news.php?id=16173>



53,952 people reached

Boost Post

Unlike · Comment · Share · Buffer · 👍 1,685 🗨 89 ↻ 174

 **Wayne State University**

Posted by Wayne State [?] · May 2 at 9:12am · Edited · 🌐

Wayne State University Department of Criminal Justice alumnus and Detroit Lions running back Joique Bell made a \$100,000 donation to the Department of Athletics last week.



Joique Bell Makes \$100,000 Donation To Wayne State Athletics

Joique Bell Makes \$100,000 Donation To Wayne State Athletics

WSUATHLETICS.COM

twitter

Wayne State Univ (@waystate)

A premier research university serving a diverse body of motivated students in vibrant Midtown, the cultural center of Detroit.

Detroit, MI
wayne.edu
Joined September 2007

292 Photos and videos

Wayne State Univ @waystate · 17h
Current #WayneState students and those starting this fall can apply now for private scholarships. j.mp/1A1BL41
8 retweets 11 likes

Wayne State Univ @waystate · 22h
See the amazing work of #WayneState students at the Rushton Undergrad Conference on Language, Lit & Culture tomorrow! j.mp/1wJLwT
1 retweet 2 likes

Wayne State Univ retweeted

Comcast Network 900 @CN900 · Mar 4
@waystate Women's BBall takes on Walsh in the GLIAC quarterfinal tonight! Watch it LIVE at 7:00p on CN900, only available with @ComcastMI!
3 retweets 2 likes

Wayne State Univ @waystate · Mar 4

Who to follow: Russ, Shell, Ather

Detroit Trends - Change
#WhoWillYouBe
Promoted by Dick's Sporting Goods
Hamson Ford
#Scandal
#LetItRip
#AskAziz
Westbrook
Russ
Xbox
Snapchat
Trap Queen

gayley @hayleyshtitty · 22h
@waynestate I still haven't gotten any notification for my acceptance/decline. :o

Wayne State Univ @waynestate · 20h
@hayleyshtitty We assure you we are still working on it. Trying to get a definite answer from Admissions. Hopefully we hear in the AM.

gayley @hayleyshtitty · 20h
@waynestate thanks so much again, it means a lot!

Wayne State Univ @waynestate · 20h
@hayleyshtitty We're not going to stop asking till we get you an answer :)

gayley @hayleyshtitty · 20h
@waynestate I'm glad to hear :)

Wayne State Univ @waynestate · 20h
@hayleyshtitty We heard that you can log in to appstatus.wayne.edu to get your decision. :)

gayley @hayleyshtitty · Following
@waynestate I WAS ACCEPTED! :) THANK YOU SO MUCH FOR YOUR HELP!
1 FAVORITE
1:10 PM - 12 Dec 2014

WSU #AimHigher

 **Mocha Latte**
@TheOnlyJHarris

Follow

#WarriorForLife #WayneState #AimHigher

Reply Retweet Favorite More

10:14 AM - 23 Mar 13

 **Sumaia Khouryzat**
@ssumz_kh

Follow

Wayne State Commercial During the Grammys #AimHigher #LoveMySchool

Reply Retweet Favorite More

 **Rachael**
@RachaelCFuller

Follow

Turning down pharmacy schools left & right this past week. Counting down the days until I start @WSUPharmD #AimHigher #WSU

□ □ □

Reply Retweet Favorite More


 **Black Student Union**
@WayneState_BSU

Follow

Stay ACTIVE on campus!!! Mold your experience at @waynestate to what you would like it to be! #AimHigher

Reply Retweet Favorite More

1 RETWEET

 **Smerng**
@ApplesToAngela

Follow

I'm really trying to aim higher Wayne State, but I can't afford it. So I'll see you next year.

Reply Retweet Favorite More

3


 **President Gould**
@Jeffery_Gould

Follow

When ever a Wayne state commercial comes on Pandora I get pumped #WSU #AimHigher

Reply Retweet Favorite More

1 FAVORITE

 **Jeseekia Vaughn**
@WSU_4_U

Follow

Happy New Year #teamWSU. No matter whether it's a new year or a new day remember to #AimHigher. @waynestate

Reply Retweet Favorite More

2 RETWEETS 1 FAVORITE

Public Relations

wDET
101.9 fm

HOUR
DETROIT
The Craig Tamek Show

Doctors Suggest At-home Blood Pressure T...
Heart Health

The New York Times
Progesterone in Curbing Early Birth

WSU Dean Jerry Herron: Words That
Should be Resurrected

Pittsburgh Post-Gazette

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

abc **NIGHTLINE**

Battle
Creek
ENQUIRER
KEEPING YOU CONNECTED



King Yang
Dir., Bioengineering Center, Wayne S

& WORLD REPORT
U.S. News

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



**USA
TODAY**
A GANNETT COMPANY

University names
year's most useful,
underused words

Wilson aims
higher for
Wayne State

New leader wants more state
funds, high-profile researchers

dn



NBC NEWS
THE CHRONICLE
of Higher Education.

Wayne State U. Puts Its Hopes, and
Its Money, Into Detroit

The CHRISTIAN SCIENCE
MONITOR

Natives join 'hipsters' in reviving Detroit

YAHOO!
NEWS

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

**INSIDE
HIGHER ED**



**MIT
Technology
Review**

Tracking Brain Connections
in Utero



REUTERS

Wayne State University receives \$5 million
support medical students and advance adu
Detroit

CRAIN'S DETROIT BUSINESS

Detroit and Southeast Michigan's premier business news and information website

WSU to build \$93M biotech hub

Dalgleish Cadillac site to house hundreds of researchers



NEWS > TECH THIS OUT

HOT TOPICS: Todd



CAM
CONSTRUCTION
ASSOCIATION OF
MICHIGAN

A WORLD-CLASS FACILITY:
THE WAYNE STATE UNIVERSITY CHEMISTRY BUILDING

Bracing for Impact Ups Chances of Surviving Plane
Crash Finds

abc **GOOD
MORNING
AMERICA**

DETROIT REVIVAL

America's Motor City is no longer running on fumes.

SMALL BUSINESS
 How Wayne State Police Helped Breathe Life Into a Blighted Detroit Strip



SMALL BUSINESS
 Same-Day Delivery Resurges, Adding Alcohol



SMALL BUSINESS
 For Valentine's Day, Adore Me Takes On Victoria's Secret and Other Bigger...



SMALL BUSINESS
 Craft Beer Is Booming, but Brewers See Crossroads



SMALL-BUSINESS GUIDE
 Using Smartphones and Apps to Enhance Loyalty Programs



SMALL BUSINESS
 Best In-Class Loyalty Programs

VIEW FROM THE MIDDLE™

SMALL BUSINESS | SMALL BUSINESS

How Wayne State Police Helped Breathe Life Into a Blighted Detroit Strip

By STACY COWLEY FEB. 25, 2015

Email

Share

Tweet

Save

More



DETROIT — When Christopher Prater and his wife, TaNisha — Detroit natives who returned home after 12 years in Atlanta — went scouting for a location for the clothing boutique they planned to open, he was horrified by the address of a spot she suggested. It was on Cass Avenue, a once-blighted strip with a sordid history of drugs and prostitution.

“I told her very adamantly and vehemently that there is no way in the world I’m taking my sons to Cass,” he said. “To my mind, that was no place to be at 12 noon, much less 12 midnight.”

The neighborhood Mr. Prater found, when he was finally lured out to look, bore few traces of the one he remembered.

Now called Midtown, the area is one of Detroit’s most striking economic-revival success stories and a veritable haven for small businesses, which had been among the biggest casualties of the city’s urban decay. Coffee shops, yoga studios, restaurants and clothing boutiques now fill spaces that sat empty for decades. The district’s retail vacancy rate has fallen to 10 percent, down from 22 percent six years ago, and its residential



TaNisha Prater’s clothing store is one of 37 businesses that opened last year in Detroit’s Midtown neighborhood. Joshua Lott for The New York Times



Media Training



Enrollment Marketing & Communications

Recruitment



MAKING COLLEGE
AFFORDABLE



AIM HIGHER

Admissions & Financial Aid

From our exciting urban campus to our world-class faculty, Wayne State offers countless opportunities for you to pursue your dreams and develop the skills you'll need to succeed in the ever-changing global marketplace. At WSU, you'll find a supportive environment for research, scholarly activities and other creative endeavors. Whether you're pursuing a graduate or undergraduate degree, you can explore the endless opportunities that await you at Michigan's only urban research university.

[Undergraduate Admissions](#) [Graduate Admissions](#)

Financial aid

A college education is one of the most important investments you'll ever make. Our financial aid site provides easy access to everything you'll need to help finance your Wayne State education, including cost calculators, eligibility requirements, step-by-step instructions and more.

[Financial aid](#)

Event Support


COLLAPSE

GRADUATE OPEN HOUSE

THURSDAY, NOV. 13 5-7P.M.

TAKE THE NEXT STEP TOWARD SUCCESS

REGISTER TODAY



WAYNE STATE

AIM HIGHER

CLICK ON DETROIT



Wallside Windows
WE CAN DO THAT, WE ARE THE FACTORY!
1-800-521-7800
www.wallside.com

New York's ground zero through time


52° Detroit Light Rain

Site Web


Search **GO**

Home News Business Weather Sports Lifestyle Entertainment Contests About Local 4 Seen On **4**


Decision 2014



Complete coverage



Candidate videos



Flashpoint

- Communities with marijuana measures on ballot
- Find your polling station
- How to register to vote
- Quiz: Which party do you side with?

Are you voting in today's midterm election?

Yes

No

Outreach to Admitted Students



Registration

 **Wayne State University**
Posted by Wayne State [?] · August 27, 2014 · 🌐

Students who are registered full-time for fall and winter semesters are now eligible for 30 percent off spring/summer tuition. Details: <http://wayne.edu/tuition#discount>



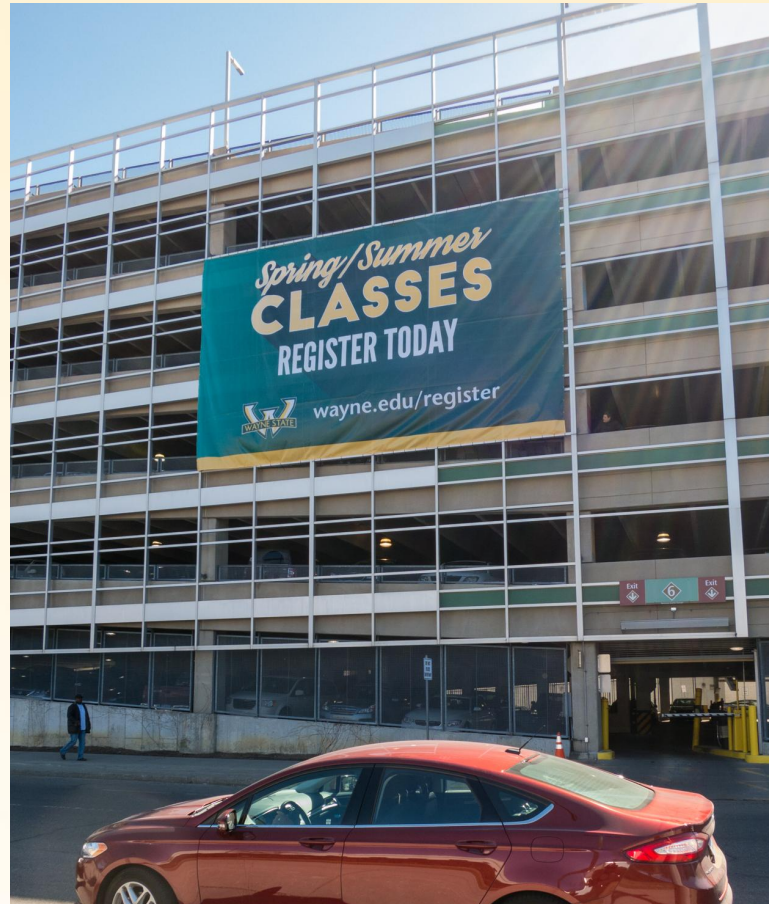
Spring/Summer Tuition Break - Tuition and fee information - Wayne State University

To be eligible, students must complete at least 24 credits during the fall 2014 and winter 2015 semesters and maintain a cumulative GPA of 2.5 or higher.

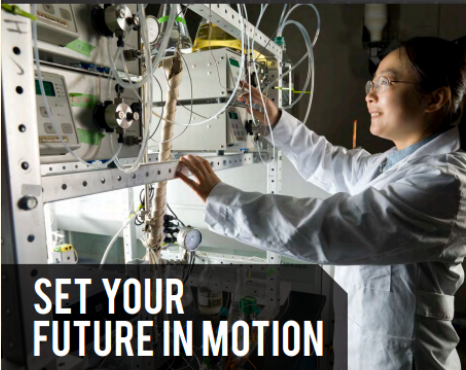
WAYNE.EDU | BY WAYNE STATE UNIVERSITY

8,312 people reached Boost Post

Unlike · Comment · Share · Buffer 




School/College Marketing Example



**SET YOUR
FUTURE IN MOTION**

COLLEGE *of* **ENGINEERING**



Wayne State University logo featuring a stylized 'W' with 'WAYNE STATE' written below it.



COMPUTER SCIENCE

COLLEGE *of* **ENGINEERING**



Wayne State University logo featuring a stylized 'W' with 'WAYNE STATE' written below it.

WSU Ambassadors

Faculty, Student, Staff, Alumni Partnerships



Aim Higher in Action - alumni

Today@Wayne

The screenshot shows the Today@Wayne website interface. At the top, the Wayne State University logo is displayed on the left, and navigation links for Pipeline, Directories, Contact WSU, and A-Z Index are on the right. Below the logo, the text "TODAY @ WAYNE" is prominently featured. A search bar is located to the right of the logo. The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links for "In the News" (University News, Featured Stories, Events, Professors Who Do), "Research" (Press Releases, Newsletters, Medical Campus News, All News), "Blogs" (Videos, Photos), and "Subscribe".
- Featured Stories:** The top story is titled "WSU Voicemail Upgrade - Happening Today". It includes a photo of a computer keyboard and a text block stating: "An upgrade to our current system will provide Wayne State employees with enhanced flexibility and new features to manage their voicemail. Your WSU Voicemail system will be unavailable this morning during the upgrade. We will notify you via email once it has been completed. After the upgrade, you will need to complete a self-enrollment process. MORE »".
- News & Announcements:** The top announcement is titled "BLACK HOLES: The Other Side of Infinity. Public Show Friday, November 18th at 7 PM". It states: "Join us Friday, November 18th at 7 PM for a Public Planetarium Show! No admission is required. Seating is on a first come...". Below this is another announcement: "WSU to make first NCAA football playoff appearance" with the text: "The Wayne State University football program will be making its first trip to the NCAA Division II football playoffs after earning the No. 6 seed for...". A third announcement is titled "Biochemistry & Molecular Biology - 3rd Annual Open House".
- Right Column:** Features a "Blogs" section with a list of entries: "Sara Kine | Moon Tribute" (8:12 PM Nov 11), "Nick DeLardo | [Friday Links] The Future Friendly Edition" (6:09 AM Nov 12), "Rosa Hernandez | Artwork" (4:34 PM Nov 11), "Aeisha Reese | Throwing Flavor into the Pot" (11:11 AM Nov 11), and "Molly Waggamon | Songs in Scripting" (12:43 AM Nov 11). Below the blogs is a "Videos" section with a thumbnail image of two people at a table. At the bottom of the right column is a "Photos" section with a thumbnail image.



Wayne Connect: Get Invol x

https://connect.wayne.edu/zimbra/

Wayne State University

Wayne Connect | People Search | Carolyn Ann Berry | Help | Log Out

Mail | Address Book | Calendar | Tasks | Briefcase | Preferences | Get Involved

get involved | Mail | Search | Save | Advanced

Reply To: WSU Dean of Students Office

Read this email on the Web

Art student strikes a chord with chance

Many people have a difficult time leaving things to chance. But for Wayne State art student Stephen Dueweke, it served as the inspiration for an interactive art installation.

[Read more](#)

Monday, September 1

Shuttles to Jazz Fest Detroit
12:00pm at Hart Plaza

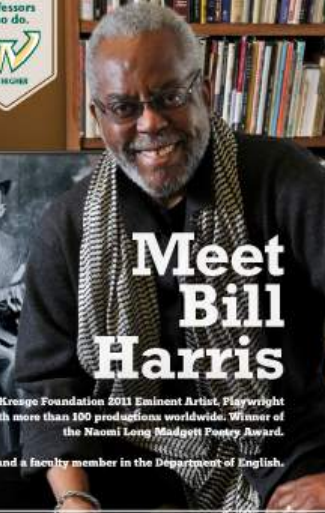
Nominate yourself for Homecoming King or Queen

September 2014

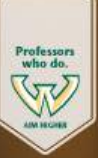
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

Buddy List

Professors Who Do



Professors who do.



Meet Bill Harris

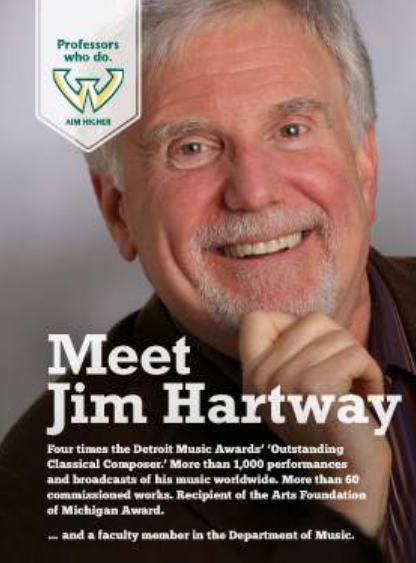
A Kresge Foundation 2011 Eminent Artist. Playwright with more than 100 productions worldwide. Winner of the Naomi Long Madgett Poetry Award.

... and a faculty member in the Department of English.


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, Jim Higgins



Professors who do.



Meet Jim Hartway

Four times the Detroit Music Awards' 'Outstanding Classical Composer.' More than 1,000 performances and broadcasts of his music worldwide. More than 60 commissioned works. Recipient of the Arts Foundation of Michigan Award.

... and a faculty member in the Department of Music.

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, Jim Higgins



Professors who do.



Meet Wei-Zen Wei

Developed a breast cancer vaccine now in clinical trials. Named a *Crain's Detroit Business Health Care Hero*. Winner of a *Karmanos Cancer Institute Scientific Distinction Award*. Author of 73 peer-reviewed articles and nine book chapters.

... and a faculty member in the Department of Oncology.

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.

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Wayne State University, Jim Higgins

Wayne State Marketing Communities



- Knowledge on Tap
- WSU Insiders
- WSU Street Squad

Warrior Pride

Warrior Wednesdays and Licensed Merchandise

 **Wayne State University**
Posted by Wayne State [?] · September 22, 2014 · 🌐

Trade another college's shirt for a free, special edition Wayne State t-shirt, Wednesday on Gullen Mall, 10:30 a.m.-3 p.m. <http://go.wayne.edu/tr1922>



Trade your Tee: Bring another college's shirt, get WSU one FREE
Exchanged garments will be donated to the Detroit Rescue Mission, sponsored by the WSU Bookstore.

EVENTS.WAYNE.EDU | BY WEB COMMUNICATIONS



waynestate
4 months ago
#WayneState t-shirts are now available at The Detroit Shoppe in Somerset mall.

beckybackmay95_bsz_royalbbgdetroit and 293 others like this.

anmahafeez @anivasudevan FINALLY!!!

jazmareeb Really somewhere we can buy WSU apparel outside campus

kaylesusanscott Yeahhh!!!!!!

carolyn.dy @michmunar

carolyn.dy @lilac_gallo Yeat

youngblood_diet You can buy WSU stuff at Finish Line, Dunhams, and campusden.com for reasonable prices. @jazmareeb

anivasudevan @ammahafeez lol yyy

detroit_army_recruiting_center

Leave a comment...



How can you “Get Involved”?

Become a WSU Ambassador

- Volunteer for a campus event
- Participate in Warrior Wednesday
- Share your WSU pride



Thank You

