

## Boilerplate Information for Proposals (07/2017)

### About Wayne State University

**Useful websites:** <http://wayne.edu/about/> and <http://wayne.edu/about/facts/> (quick facts about university)

<http://wayne.edu/about/administration/> (President, BOG, Cabinet)

<http://strategicplan.wayne.edu/> (Distinctively Wayne Strategic Plan documents)

<http://budget.wayne.edu/> (fact books, budget books, graduation and retention information)

<http://mac.wayne.edu/print/wordmarks.php> (wordmarks)

<https://oira.wayne.edu/> (institutional data and quick facts)

**Basic Facts:** Founded in 1868, Wayne State University is a nationally recognized metropolitan research institution offering more than 370 academic programs through 13 schools and colleges to nearly 27,000 students. Wayne State's main campus in Midtown Detroit comprises 100 buildings over 200 acres; its six extension centers offer higher education to students throughout Southeast Michigan.

Wayne State is dedicated to preparing students to excel by combining the academic excellence of a major research university with the practical experience of an institution that by its history, location and diversity represents a microcosm of the world we live in.

#### *2016-2021 Strategic Plan: Distinctively Wayne State*

By 2021, "Distinctively Wayne State" will result in a thriving institution known for academic and research excellence where every student has a clear pathway to success and the opportunity to flourish in a diverse, collaborative and innovative environment. Through its commitment to research and community engagement, Wayne State will continue to be recognized as a leader in Detroit's revitalization and will grow its reputation for understanding and addressing urban challenges.

Wayne State will be a pre-eminent, public, urban research university known for academic and research excellence, success across a diverse student body, and meaningful engagement in its urban community.

#### *Our mission*

Wayne State's mission is to create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

#### *Our Values*

While our vision and mission show where we want to go, our values guide us on the way. They cut across organizational boundaries, bind us culturally, and permeate our strategic and tactical initiatives. They are the defining traits of the Wayne State community.

- **Collaboration:** When we work together, drawing upon various talents and perspectives, we achieve better results.

- Integrity: We keep our word, live up to our commitments and are accountable to ourselves and each other.
- Innovation: We are unafraid to try new things and learn by both failure and success.
- Excellence: We strive for the highest quality outcomes in everything we do.
- Diversity and Inclusion: We value all people and understand that their unique experiences, talents and perspectives make us a stronger organization and better people.

### *Who We Are: A Historical Perspective*

Wayne State University is a premier, public, urban research university located in the heart of Detroit. Founded in 1868 by five doctors who were determined to advance medicine beyond the crude care they had witnessed on the battlefields of the Civil War, Wayne State today pursues scholarship at the highest levels and serves a diverse body of nearly 28,000 students through a broad array of academic programs and high-caliber faculty and staff.

Throughout our history, we have provided students from all backgrounds access to a high-quality education, enabling them to realize their full potential and contribute to society throughout their lives. Our commitment to accessibility for qualified students of all backgrounds creates exceptional educational opportunities and enriches our communities. Our longstanding commitment to diversity and our rich, multicultural environment prepare our students for success and eventual leadership in a diverse, global society.

We are one of only six public, urban universities in the United States to have received the highest Carnegie Foundation ratings for both research intensiveness and community engagement. Since our inception, faculty and staff have provided a high-quality educational experience for hundreds of thousands of students, who have gone on to make outstanding contributions to our region and nation in every field of endeavor, including as corporate CEOs, government leaders, judges, teachers, policy makers, university presidents, astronauts, scientists, physicians, and engaged citizens. Our annual economic impact in Michigan is estimated at \$2.5 billion.

Wayne State's impact and success are evident in many ways throughout our campus and far beyond. With more than 1,000 students, we have the largest single-campus medical school in the United States, and our contributions to the medical field have been immense. About 30 percent of Michigan's practicing physicians (and more than 40 percent in the metropolitan counties of Wayne, Oakland, and Macomb) have received all or part of their medical training at Wayne State University. We are home to the only National Institutes of Health branch not in or near the Washington, D.C., area dedicated to the study of premature birth and infant mortality. Since 2002, the Perinatology Research Branch has produced lifesaving research, cared for more than 20,000 at-risk mothers, contributed more than \$350 million to Michigan's economy, and employed more than 130 physicians, researchers, and staff members.

Since its founding, Wayne State has been inextricably linked to Detroit, a city that has been a symbol of the American Dream and a kaleidoscope of cultures, ambition, inspiration, contradictions, and challenges. Following a long period of steady and, at times, explosive growth and development, Detroit suffered through a period of urban decline unprecedented in American history. In recent years, the spirit and resilience that once made Detroit great have re-emerged in full. There is a new vision, new leadership, willing participation, growing investment, economic growth, and — most of all — palpable optimism. Though it stands at a crossroad, Detroit is poised for success — and the world is watching.

**Campus Setting:** WSU is located on a 200-acre campus in the cultural center of Detroit. Leading arts and entertainment venues include the world class Detroit Symphony Orchestra; 30 arts museums including the Detroit Institute of Arts – the fifth largest fine arts museum in the United States. The area also boasts numerous historical museums including the Charles H. Wright Museum of African American History – the largest of its kind in the country; forty-seven live theaters including the beautifully restored Fox Theatre and WSU's Hilberry Theatre - an exceptional theatre company that it is the nation's only graduate theatre company staffed by young up-and-coming professionals.

**Research Productivity:** WSU is among the nation's top public universities for total research expenditures - \$245.8 million total according to the National Science Foundation. Wayne State is a nationally recognized urban center of excellence in research and holds the Carnegie Foundation for the advancement of Teaching's designation as an institution with "very high research activity", as well as the foundation's most comprehensive classification for community engagement.

WSU is a member of the University Research Corridor, an alliance of Michigan's three largest research institutions that includes the University of Michigan and Michigan State University. The Corridor's objective is to revitalize Michigan's economy by transferring faculty discoveries to the marketplace, educating a skilled work force, and attracting talent to the state. Together, we generate 95% of research in Michigan.

### **About the WSU College of Education**

**Useful Website:** <http://coe.wayne.edu/>

Logos for the COE can be found at <http://mac.wayne.edu/print/wordmarks.php>.

The College of Education (COE) started as Detroit Normal Training School in 1881, became Detroit Teacher's College in 1921 and in 1933 became the WSU College of Education. The COE offers bachelor's, master's, education specialist and doctoral degree programs in nearly 40 program areas offering 600 courses. The programs are housed in four academic divisions: Administration and Organizational Studies; Kinesiology, Health and Sport Studies; Teacher Education; and Theoretical and Behavioral Foundations. The College courses, faculty and experiences prepare students to be "*The Effective Urban Educator: Reflective, Innovative and Committed to Diversity.*" The specialized undergraduate and graduate programs are taught by diverse, nationally-respected faculty.

More details: <http://coe.wayne.edu/about/index.php>

### **About Detroit**

**Useful websites:** <http://www.detroitmi.gov/>;  
<http://quickfacts.census.gov/qfd/states/26/2622000.html>

Founded in 1701 and incorporated as a city in 1815, Detroit has the eleventh highest population in the United States. Detroit is known worldwide as the "Motor City" or "Motown" and is the birthplace of America's automobile industry. Henry Ford built his first car in Detroit and created the moving assembly line which generated a number of jobs and increased the population

quickly. This large, urban city has a rich and colorful history of art, music, politics and industry. Located along the heavily trafficked Detroit River, one of Michigan's borders with Canada, Detroit is a crossroads of cultures. This diversity can be seen in city neighborhoods such as Corktown (originally a community of Irish immigrants), Greektown, Eastern Market and the Midtown Cultural Center.

Like most big cities, Detroit faces challenges exacerbated by the current economic situation. It is one of the Governor's eight Cities of Promise, which are the most economically-depressed cities in Michigan. Yet, the late 1990s saw new sport stadiums being built, casinos were created. This development is accelerating with support from business leadership and private foundations, and with the involvement of such important alliances as TechTown, WSU's business incubator (see previous section).

Census Data for Detroit

<https://www.census.gov/quickfacts/table/PST045216/2622000,00>

### **Capacity to Manage Grants**

Wayne State is among the nation's top public universities for total research expenditures (\$245.8 million according to the National Science Foundation) and a nationally recognized urban center of excellence in research. WSU is one of only 10 U.S. public universities in major cities holding the Carnegie Foundation for the advancement of Teaching's designation as an institution with "very high research activity". In addition, the university holds foundation's most comprehensive classification for community engagement. In order to support research needs of faculty, the Office of Sponsored Program Administration provides overall fiscal responsibility while individual schools/colleges have dedicated staff to assist PI's with day-to-day grant management.

Over the last five years, the College of Education has managed over \$8 million in research awards from federal, state and local agencies as well as private national and family foundations.

### **Dissemination and Promotion of Project Outcomes (Marketing and Gov't Relations)**

Wayne State University's Marketing and Communications (MAC) team works to raise the stature of Wayne State and its prominence in the fields of undergraduate and graduate education, research and community service. To accomplish this, MAC leads the institution's branding efforts and collaborate with schools and colleges, offices and departments, faculty, staff, students and alumni in activities designed to support the goals and objectives of individual units and the overall university. The department is responsible for the design and development of print materials, editorial guidance, marketing, photography, public relations, website planning, design, development and administration and university TV, which includes video services and special projects.

Of particular importance to this proposal is the public relations office whose team members serve as the primary liaison between the university and the news media. The team collaborates with the broader WSU community to identify, develop and distribute to the media stories that reflect the university's goals of teaching, research and community service. The public relations office will assist with the development of press releases, post them to the WSU newsroom and with faculty to reach out the media to dissemination regionally and nationally.

In addition, WSU's Division of Government and Community Affairs serves as the university's central source of contact with public policy makers, government officials and community leaders. This provides another avenue for faculty research to be disseminated much more broadly and with greater potential have an impact on local, state and national policy when applicable.

### **PR Stats**

In 2014, Wayne State University was mentioned in more than 2,400 stories from media outlets around the world – an average of seven articles daily.

News coverage extended from the Detroit area dailies, television and radio, to national media outlets such as the New York Times, Los Angeles Times, Wall Street Journal, TIME Magazine, USA Today, National Journal, Chronicle of Higher Education, and beyond the U.S. to outlets located on nearly every continent of the globe.

Included among the various print and electronic stories were 765 stories focused primarily, or exclusively, on the University – an 11 percent increase over 2013. These stories were often pitched or facilitated by WSU communications professionals.

In 2014, the WSU PR team distributed 324 press releases. So far, in 2015, the team has distributed 149.