



Division of Development and Alumni Affairs

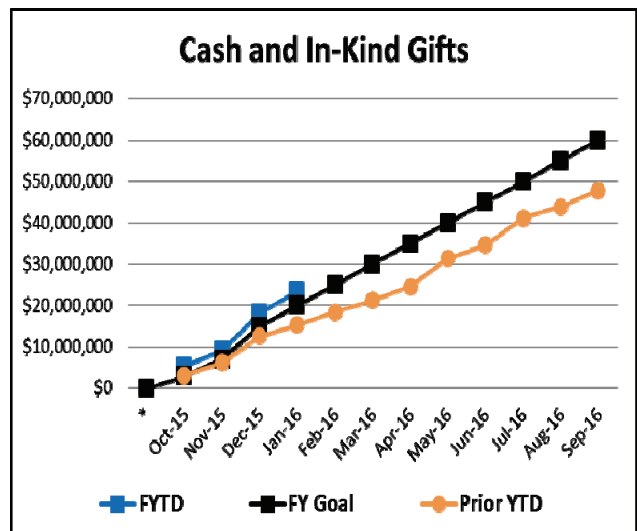
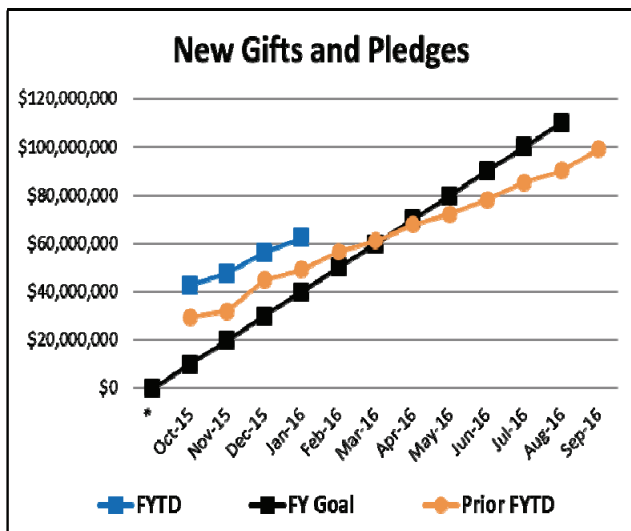
Submitted by:
Susan Burns

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of January 31, 2016 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges ¹	\$47,926,573	\$62,374,702	\$110,000,000	57%
Cash Gifts ²	\$15,128,513	\$23,469,854	\$66,000,000	36%
In-Kind Gifts ²	\$1,483,378			



¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

² Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

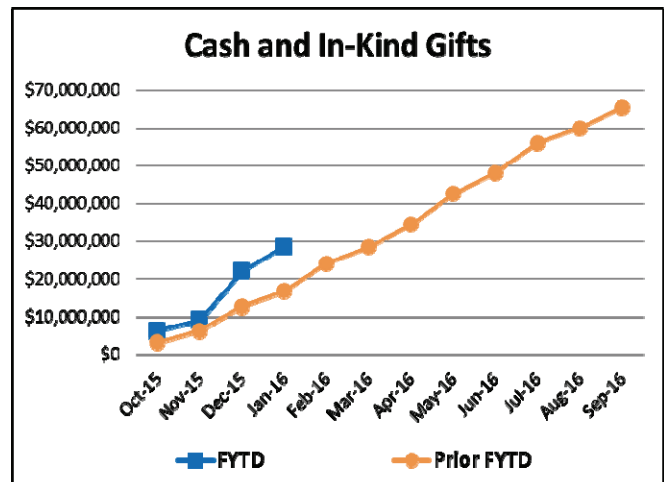
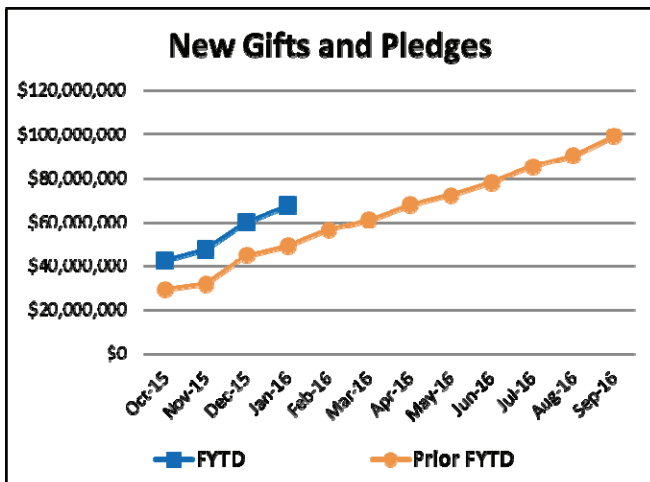
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of January 31, 2016

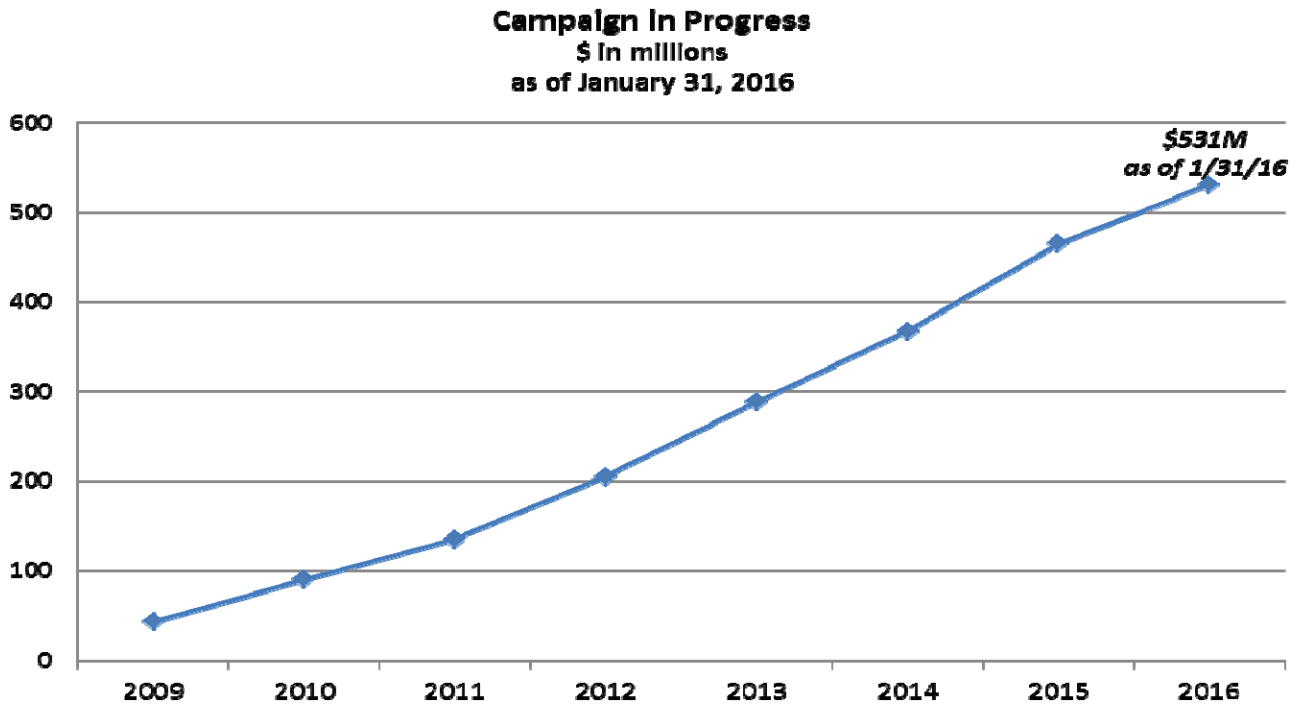
	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$47,926,573	\$1,358,378	\$49,284,951	\$62,374,702	\$5,033,546	\$67,408,248
Cash Gifts ²	\$15,128,513	\$1,483,378	\$16,785,574	\$23,469,854	\$5,033,546	\$28,550,985
In-Kind Gifts ²	\$173,683			\$47,585	-	



¹ New gifts and pledges include new cash gifts, pledge commitments, planned gift commitments, realized planned gifts and gifts-in-kind. Pledge payments are **not** included.

² Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

Campaign total as of January 31, 2016
\$531,117,550



Major and planned gift activity

Fiscal year totals as of January 31, 2016

Total number of major gift solicitations \$25,000+:	122
Total number of major gifts closed \$25,000+:	57
Total cash and planned gifts outstanding solicitations:	\$64,876,000
Total value of pending matured gifts:	\$4,510,000

Annual giving activity

Fiscal year totals as of January 31, 2016

Number of annual giving prospects solicited	136,940
Total annual giving dollars raised from solicited prospects	\$1,410,574
Variance (percent plus or minus last fiscal year)	+5%
Average solicited gift amount given	\$180
Variance (percent plus or minus last fiscal year)	+6%

ALUMNI AFFAIRS PERFORMANCE

The Wayne State University Alumni Association has been building loyalty and support among alumni for more than 75 years. In 2011, the Alumni Association eliminated its membership, dues-paying structure and is now open to all alumni. The Wayne State University School of Medicine Alumni Association operates as a separate 501c3 and continues to be a membership-based organization with a dues structure. The goal of the Alumni Association is to build pride and engage with all 245,000 Wayne State University alumni through various communication strategies and engagement activities.

Local Programming Highlights

- On March 28, the Office of Alumni Relations held the Arthur L. Johnson Urban Perspectives Lecture Series, followed by a private luncheon for the series' speakers, university leadership, and committee members and donors to the lecture series. The event focused on research on urban education and featured Drs. Michael Addonizio and Thomas Pedroni from Wayne State University, Dr. David Arsen, professor of education policy and K-12 educational administration at Michigan State University, and Dr. Gary Miron, professor of educational leadership, research and technology at Western Michigan University.

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Vice President for Development and Alumni Affairs

- Between March 29 and 31, Alumni Relations staff and volunteers congratulated more than 900 graduating students and provided them with information on the benefits of connecting and engaging with the alumni association. Students had the opportunity to register for the annual Spring Senior Send-Off reception hosted by the Office of Alumni Relations and volunteer to write and mail postcards to uncommitted prospective students.
- The 'Career Connections' Webinar Series, offered and coordinated through the Office of Alumni Relations, continued with conversations on: Interviewing Skills (February 3); LinkedIn Profile Creation and Pre-Job Search Settings (February 10); Versatile PhD (February 24); and Career Fair Prep & Follow-up (March 9).
- Creating Connections Career Series: Coffee, Careers & Conversation events are co-presentations of the Alumni Association and Office of Graduate Career Services. These are information sessions during which attendees learn about career opportunities described by a variety of employers and are welcome to network one-on-one with industry professionals. The following events were held: February 19 (Foundation for Entrepreneurship); February 28 (Lawrence Technological University); March 7 (National Institutes of Health); March 8 (Cincinnati Children's Hospital); March 11 (Marvel Apps); and March 18 (Spring Arbor University).
- Alumni participated in the annual spring postcard campaign between March 1 and April 15 to encourage admitted students to attend Wayne State University in the fall.
- The Alumni Association partnered with the Dean of Students Office to recruit alumni speakers and volunteers for Alternative Spring Break March 14 through 18.
- Alumni continue to actively recruit alumni mentors for the Transition to Independence Program (TIP) through the School of Social Work.

Regional Programming Highlights

- More than 100 alumni and friends joined President Wilson and other university leadership in Naples, Florida at the regional alumni event on January 19. Guests heard from President Wilson about the active role that Wayne State is playing in Detroit's revitalization, and they learned how they can participate in the Pivotal Moments campaign. A regional event was held in Long Beach, California on February 21 with 85 alumni and friends in attendance, and more than 120 alumni and friends registered for the Detroit Tigers Pre-Game event in Lakeland, Florida on March 6.

School- and College-Specific Programming Highlights

College of Engineering

- The Society of Women Engineers Speed Mentoring Night was held on March 3. Modeled on speed dating, students spent three minutes with each professional discussing everything from potential career paths to perspective on work/life balance.
- Carmen Gamlin from the Graduate School led an Alumni and Employer Networking event for engineering students on March 23.
- The Engineering Recent Alumni Council hosted the latest Knowledge on Tap event at Tony V's on March 24, allowing new graduates an opportunity to discuss student loan management.

College of Fine, Performing and Communication Arts

- An alumni reception was held on March 14 at Bourbon Street Bar and Grill in New York City in conjunction with the Theatre Department. All CFPCA alumni were welcome.
- The 37th Arts Achievement Awards were presented on March 23. Recognizing dedication to, and advocacy for, the arts and communication, outstanding alumni and former student honorees receiving Career Achievement Awards included Lynne Avadenka (Art); James Curnow (Music); Della Hamby (Dance); Shawn Kahle (Communication); and Sam Richardson (Theatre).

Law School

- Alumni, students, faculty, staff, and community and business leaders welcomed Wayne Law alumnus Dan Gilbert '87 for An Evening with Dan Gilbert at Wayne Law on March 30.

School of Medicine

- The School of Medicine (SOM) Alumni Association Board of Governors met on February 3.
- The SOM Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosted a series of medical specialty lunches for students. Physicians spoke informally about their

education, residency and career, as well as professional and personal experiences in their specialty on February 16 (Pediatrics), March 1 (Radiology), and March 8 (Cardiology).

- Hosted by the School of Medicine, an Alumni Day was held on February 28 at the DNR Outdoor Adventure Center for alumni, residents, students and family members to experience Detroit's exciting new venue.

Eugene Applebaum College of Pharmacy and Health Sciences

- Pharmacy alumni volunteered to distribute Pharmacy Survival Kits (care packages) to students on February 24 to support and assist with midterm preparations.
- The Pharmacy Alumni Association hosted the Michigan Pharmacist Association WSU Alumni Reception at the Marriott on February 26.
- A Physician Assistant Studies Happy Hour was held on March 10.
- A Pharmacy Speed Networking event was held on March 21, and an Occupational Therapy Speed Networking event was held on March 30, providing students with an opportunity to interact with alumni.

Alumni Communications Highlights

- The winter edition of *Wayne State* magazine was delivered to more than 17,000 homes in February. The cover story, *Making Detroit Our Business*, focuses on how a myriad of Wayne State business programs are impacting the revitalization of Detroit. It is available online at alumni.wayne.edu.
- The alumni electronic newsletter *@Wayne* was sent monthly to approximately 140,000 alumni.
- *Wayne Law's Raising the Bar* electronic newsletter was sent monthly to approximately 7,200 Law School alumni.
- The School of Medicine *Alumni Connection* electronic newsletter was sent monthly to approximately 5,500 SOM alumni.

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- The College of Engineering *Exemplar Online* newsletter was sent bi-monthly to more than 14,000 Engineering alumni.

Upcoming Alumni Engagement Activities

- April 2: School of Medicine Future Docs event
- April 5: Regional engagement event at The Fairmont in San Francisco, California
- April 5: School of Medicine Medical Specialty Lunch (Ophthalmology)
- April 5: Annual Spring Senior Send Off reception at the Detroit Historical Museum, featuring College of Education alumna Dr. Rose Moten
- April 11–15: Alumni Week 2016 (reunions to be held for 1, 5, 10, 20, 30, 40 and 50 years, along with additional school- and college-specific alumni programming)
- April 12: School of Medicine Medical Specialty Lunch (Otolaryngology)
- April 16: School of Medicine Future Docs event
- April 18: Regional engagement event at the Mayflower Hotel in Washington, D.C.
- April 20: A Finals Relaxer, coordinated by the Office of Alumni Relations. Exam materials will be provided to more than 400 students, and 350 of them will receive a \$5 Starbucks coupon to help keep them energized while studying for finals.
- May 1: Arthur L. Johnson Urban Perspectives Lecture Series
- May 5: Commencement. Alumni Relations staff and volunteers will congratulate graduates and give them a multipurpose decal, welcoming them into the WSU Alumni Association.
- May 11: Regional engagement event at The Barclay in New York City.
- May 14: School of Medicine Alumni Reunion event
- June 27: Detroit Fireworks Viewing Party
- July 18: 10th annual Swing for the Students golf event at the Detroit Golf Club, hosted by the Mike Ilitch School of Business Alumni Association