



Division of Development and Alumni Affairs

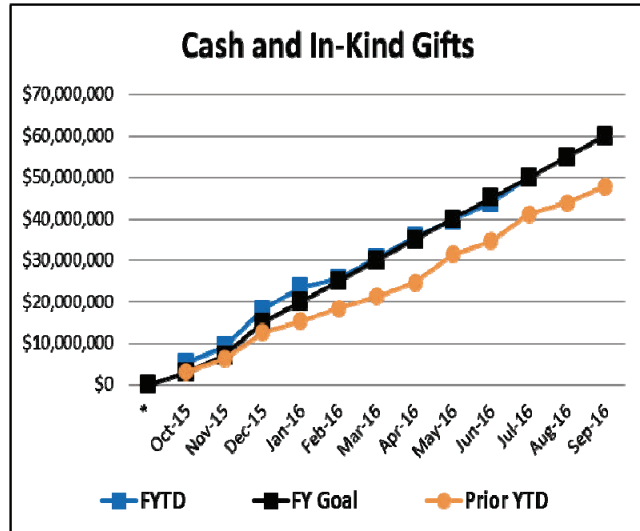
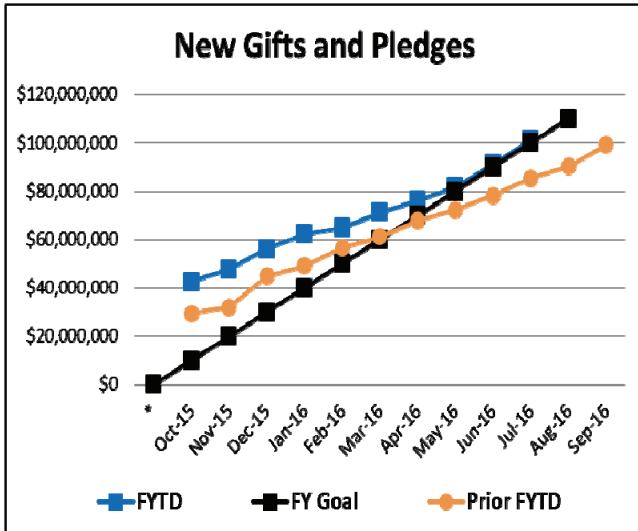
Submitted by:
Susan Burns

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of July 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	\$70,942,333	\$101,415,320	\$110,000,000	92%
Cash Gifts ²	\$40,812,917	\$49,877,134	\$66,000,000	76%
In-Kind Gifts ²	\$409,457	\$194,134		



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.

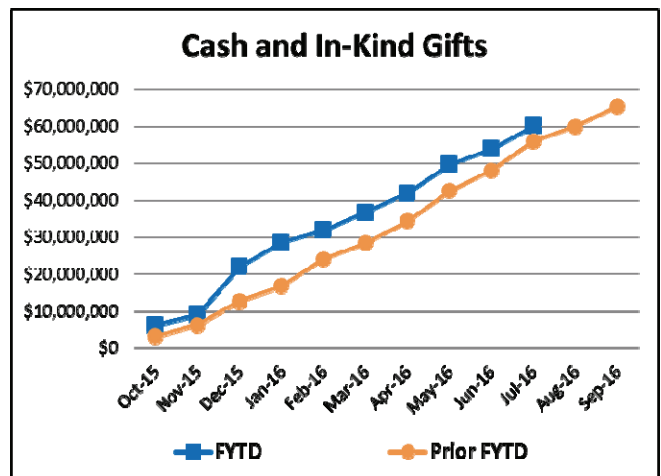
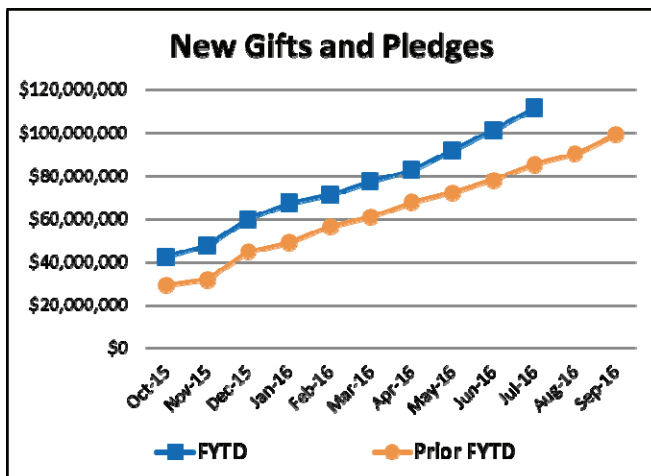
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of July 31, 2016

	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$70,942,933	\$14,571,964	\$85,514,296	\$101,415,320	\$9,995,065	\$111,410,385
Cash Gifts ²	\$40,812,917	\$14,821,964	\$56,044,338	\$49,877,579	\$9,995,065	\$60,066,958
In-Kind Gifts ²	\$409,457			\$194,314	-	

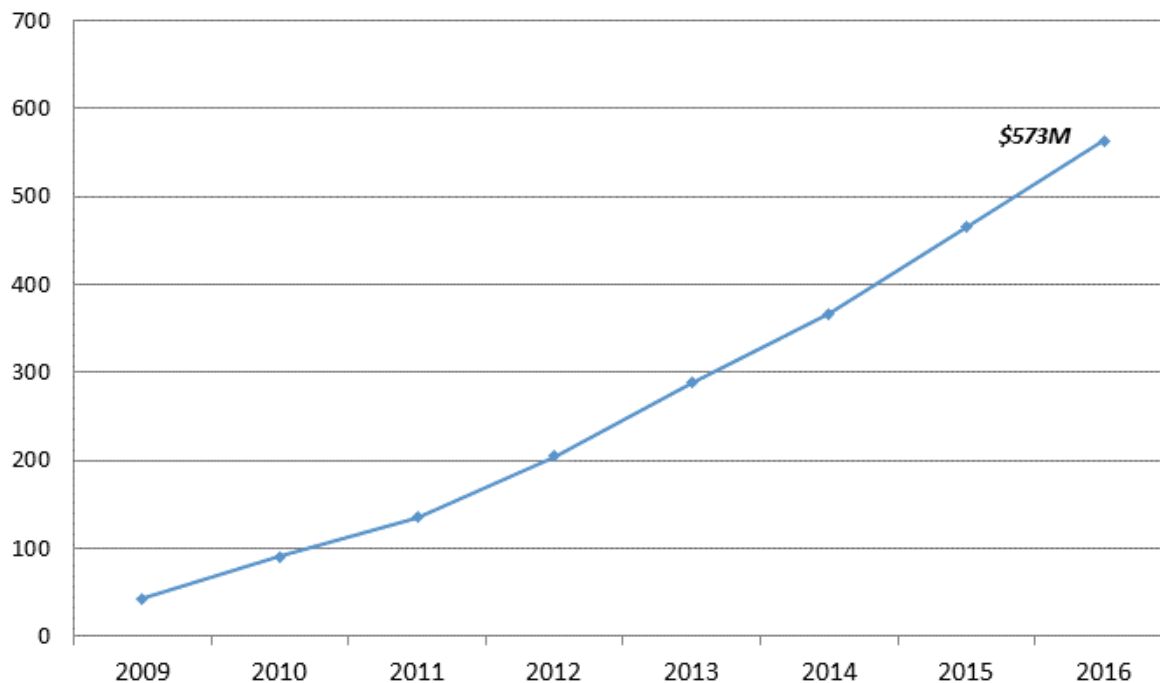


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² Cash/In-kind gifts include only new cash gifts and gifts-in-kind. Pledge payments are included.

Campaign total as of July 31, 2016
\$573,199,192

Campaign in Progress
 \$ in millions
 as of July 31, 2016



Major and planned gift activity

Fiscal year totals as of July 31, 2016

Total number of major gift solicitations \$25,000+:	282
Total number of major gifts closed \$25,000+:	109
Total cash and planned gifts outstanding solicitations:	\$64,114,780
Total value of pending matured gifts:	\$3,323,000

Annual giving activity

Fiscal year totals as of July 31, 2016

Number of annual giving prospects solicited	200,415
Total annual giving dollars raised from solicited prospects	\$2,472,344
Variance (percent plus or minus last fiscal year)	+5%
Average solicited gift amount given	\$166
Variance (percent plus or minus last fiscal year)	+7%

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 501(c)3 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.

The Office of Alumni Relations launched a new School/College/Unit-focused Alumni Relations Toolkit earlier this summer, outlining alumni program resources for campus partners.

The WSU Alumni Association Board met on June 9 and appointed a new Board Nominating Committee. Board nominations and applications were accepted through September 2 for committee review and consideration.

Local Programming Highlights

- The Office of Alumni Relations continues to actively recruit alumni mentors for the Transition to Independence Program (TIP) in partnership with the School of Social Work.

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Vice President for Development and Alumni Affairs

- The WSU Alumni Association's annual Detroit Fireworks Viewing Party was held on June 27, and 402 alumni, faculty, staff and students were in attendance.
- The WSU Alumni Association collaborated with the Dean of Students Office to support Convocation and FestiFall, held on August 30, encouraging students to connect with the alumni association on social media.
- During Welcome Week's Student Organization Day, the Office of Alumni Relations and the Office of Annual Giving actively promoted WarriorFunder, Wayne State's new crowdfunding platform.
- The WSU Alumni Association hosted an informal open house on Wednesday, September 14 at the Tierney Alumni House to welcome prominent alumni registrants of Crain's Detroit Homecoming back to Detroit and provide them with personal tours of the campus. President and Mrs. Wilson participated in these activities.
- A broad-based alumni reception featuring President and Mrs. Wilson was held on Wednesday, September 21 at the Ford Piquette Plant. The reception included an update on the Pivotal Moments campaign for nearly 200 attendees. Deans of the schools and colleges, Vice President Burns and Assistant Vice President Caborn were in attendance.

Regional Programming Highlights

- Plans have been solidified with the President's Office for upcoming regional alumni events in Chicago (October 6) and Los Angeles (December 13). In addition, initial plans have been outlined for a special regional alumni event in San Francisco featuring Dean Laurie Lauzon Clabo of the College of Nursing, scheduled for December 15.

School-, College- and Unit-Specific Programming Highlights

Athletics

- 'A Taste of Wayne,' WSU Athletics' annual fundraising event to benefit student athletes, was held on August 23.

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Vice President for Development and Alumni Affairs

Mike Ilitch School of Business

- The 10th annual “Swing for the Students” golf event was held on July 18 at the Detroit Golf Club. To date, the generosity of participants and sponsors has netted more than \$485,000.

College of Engineering

- The Engineering Alumni Council held its annual planning meeting on July 21. Assistant Vice President Caborn provided an update and overview of the Office of Alumni Relations’ strategic and tactical work plan and the new School, College and Unit-focused Alumni Relations Toolkit. Dean Fotouhi offered updates on how the Council can best support the strategic priorities of the College of Engineering.

College of Fine, Performing and Communication Arts

- The Office of Alumni Relations collaborated with WSU Career Services and the APEX Scholars Program to present a special alumni panel to address incoming student who expressed interest in pursuing media studies and other disciplines in the college. Three alumni and 40 APEX scholars participated in the dialogue on August 4.
- On June 11, the Department of Theatre and Dance sent a group of dancers to perform at The Kennedy Center in Washington, D.C. Their piece was choreographed by Dance Lecturer Meg Paul. President and Mrs. Wilson hosted a reception at The Kennedy Center for students, alumni and guests.

Law School

- The Miller Family—Wayne Law Alumni Wall of Fame unveiling and the inaugural induction ceremony was held on September 12 at the Law School. Inductees were: Georgia Clark, former director of the Wayne Law Library; Kenneth Cockrel, Sr., class of 1967, defense attorney, honored posthumously; Eugene Driker, class of 1961, founding member of Barris, Sott, Denn and Driker, who has served the school and the university in numerous roles; Judge Nancy Edmunds, class of 1976, U.S. District Court for the Eastern District of Michigan; Paula Ettlbrick, class of 1984, LGBT rights attorney, honored posthumously; Janet Findlater, Wayne Law associate professor; Dan Gilbert, class of 1987, chairman and founder of Quicken Loans and Rock Ventures and majority owner of the NBA’s Cleveland Cavaliers; Judge Charles Joiner, former dean of Wayne Law and former judge of the U.S. District Court for the Eastern District of Michigan; Judge Damon J. Keith, LL.M., class of 1956, U.S. Court of Appeals for the

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Sixth Circuit; Edward Littlejohn, Wayne Law professor emeritus; Jon Muth, class of 1971, attorney, mediator and arbitrator; Stephen Ross, class of 1965, chairman and founder of Related Companies and owner of the Miami Dolphins; Stephen Schulman, Wayne Law professor, honored posthumously.

- The State Bar of Michigan Alumni Reception was held on September 22 at the Amway Grand Plaza in Grand Rapids.

School of Medicine

- The Medical Alumni Reunion Day Planning Committee met on July 12 to discuss plans for the 2017 Medical Alumni Reunion Day, scheduled for May 20. The fifteen classes to be highlighted are every fifth year beginning with 1942.
- The School of Medicine Office of Alumni Affairs hosted a legacy luncheon July 29, following the White Coat Ceremony at Orchestra Hall
- The School of Medicine Alumni Association Board of Governors met September 7.
- Dr. David Edelman, Class of 2002, hosted an 'In Resident' event in his home September 9.
- Alumni Appreciation calls were made to alumni who made gifts to the School of Medicine Annual Fund. Calls will continue through October 26.
- The School of Medicine Office of Alumni Affairs hosted a student seminar on Residency Interviewing on September 13.
- The School of Medicine Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosts a series of medical specialty lunches for students. Physicians speak to students about their educations, residencies and careers, as well as professional and personal experiences in their specialty. Lunches were held September 14 (Pediatrics) and September 20 (Family Medicine).

Alumni Communications Highlights

- The summer edition of *Wayne State Magazine* hit homes last month. The cover story—just in time for the Detroit Jazz Festival on Labor Day weekend—tells the story of the deep connection between Wayne State and jazz music. Other stories include a feature about alumnus Frank Leone, FPCA '08, and his award-winning comedy web series, and 'Zombies and monsters and guillotines, oh my!'—a humorous take on the diverse subjects taught by a trio of Wayne State faculty experts.

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- Digital versions of the current and past issues of *Wayne State Magazine* are 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 spring edition of the *Wayne Lawyer Magazine* hit mailboxes on August 5.
- The School of Medicine *Alumni Connection* electronic newsletter was sent monthly to approximately 5,500 SOM alumni.
- The College of Engineering *Exemplar Online* newsletter was sent bi-monthly to more than 14,000 Engineering alumni.
- The *Warrior Within* publication was mailed to approximately 4,000 athletic alumni and donors.

Upcoming Alumni Engagement Activities

- October 3: Dr. Marjorie Kumar In Resident event (SOMAA)
- October 4: Medical Specialty Lunch (Internal Medicine) (SOMAA)
- October 5: Medical Alumni Board of Governors meeting (SOMAA)
- October 6: Alumni Reception with President and Mrs. Wilson at the Chicago History Museum Chicago, IL
- October 14: Wayne Law Reunion at MGM Grand Int Ice
- October 15: Gathering at Tierney Alumni House for WSU Legacy families planning to attend the Fall Admissions Open House (WSUAA)
- October 19: 'Financial Planning for the "Sandwich Generation,"' hosted by the Office of Alumni Relations, the Institute of Gerontology and the Planned Giving Office
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- October 21: Reception at Will Leather Goods in Midtown to honor the 40 Kresge Artist Fellows affiliated with WSU over the life of the fellowship, hosted by President and Mrs. Wilson and the College of Fine, Performing and Communication Arts
- October 26: HireDetroit, an employment fair at Cobo Center (WSUAA promotion and participation)
- November 2: TEDx Wayne State Student Organization annual conference on campus. WSUAA assists with recruitment of alumni speakers. This year's theme for the TED Talks, which will be featured on the parent organization's web site, is 'Metamorphosis.'
- November 15–17: Grad Expo (WSUAA participation)
- November 17: Arthur L. Johnson Urban Perspectives Lecture Series, featuring President Wilson and Philip Levy, M.D., Associate Chair of Clinical Research and Professor in the Department of Emergency Medicine at the Wayne State University School of Medicine. The lecture will focus on 'Clinical Aspects of Health Equity in the City of Detroit.' Dawn Misra, Ph.D., Associate Chair for Research and Professor in the Department of Family Medicine and Public Health, will serve as moderator.
- November 18: Grad Hat Decorating Celebration for graduating seniors. Participating students will be asked to write a personal thank you note to a university donor.
- November 24: Thanksgiving Day Parade Viewing Party (WSUAA)
- November 29: Career Seminar 'Beyond the Basics: What Employers Really Need'
- December 13: Alumni Reception with President and Mrs. Wilson at Mr. C Beverly Hills in Los Angeles, CA