



Division of Development and Alumni Affairs

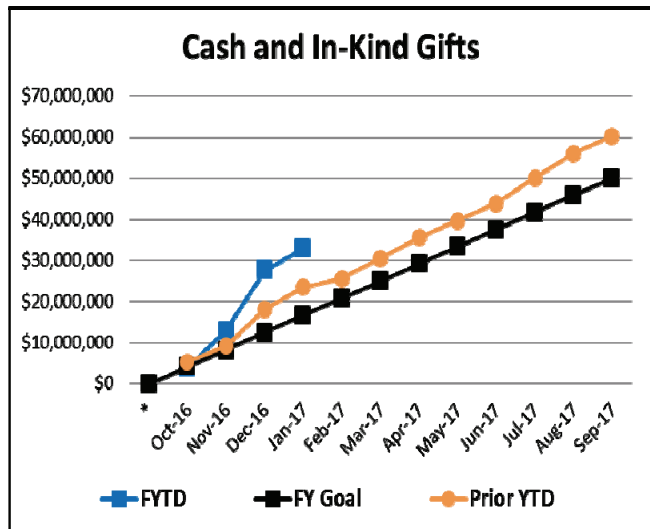
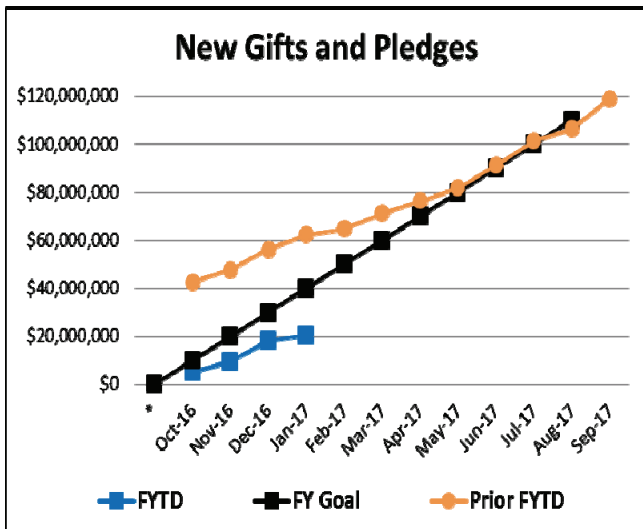
Submitted by:  
Susan Burns

## FUNDRAISING PERFORMANCE

### Division of Development and Alumni Affairs Activity

Fiscal year totals as of January 31, 2017 (does not include philanthropy from FMRE)

	Prior FYTD	Current FYTD		
	Total	Total	FY End Goal	% of FY End Goal
New Gifts and Pledges <sup>1</sup>	\$62,374,702	\$20,572,002	\$73,000,000	28%
Cash Gifts <sup>2</sup>	\$23,604,694	\$32,854,741	\$50,000,000	66%
In-Kind Gifts <sup>2</sup>	\$141,516			



<sup>1</sup> 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.

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

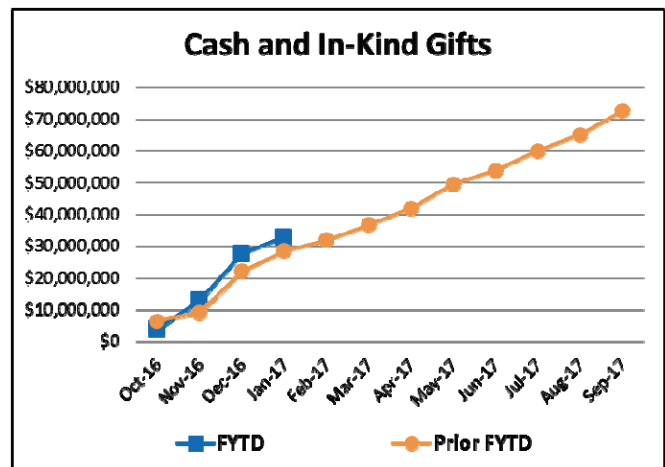
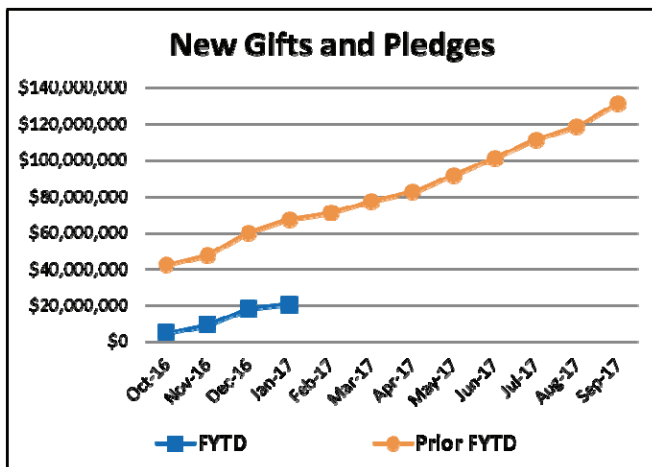
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

## FUNDRAISING PERFORMANCE

### Total University Philanthropy

Fiscal year totals as of January 31, 2017

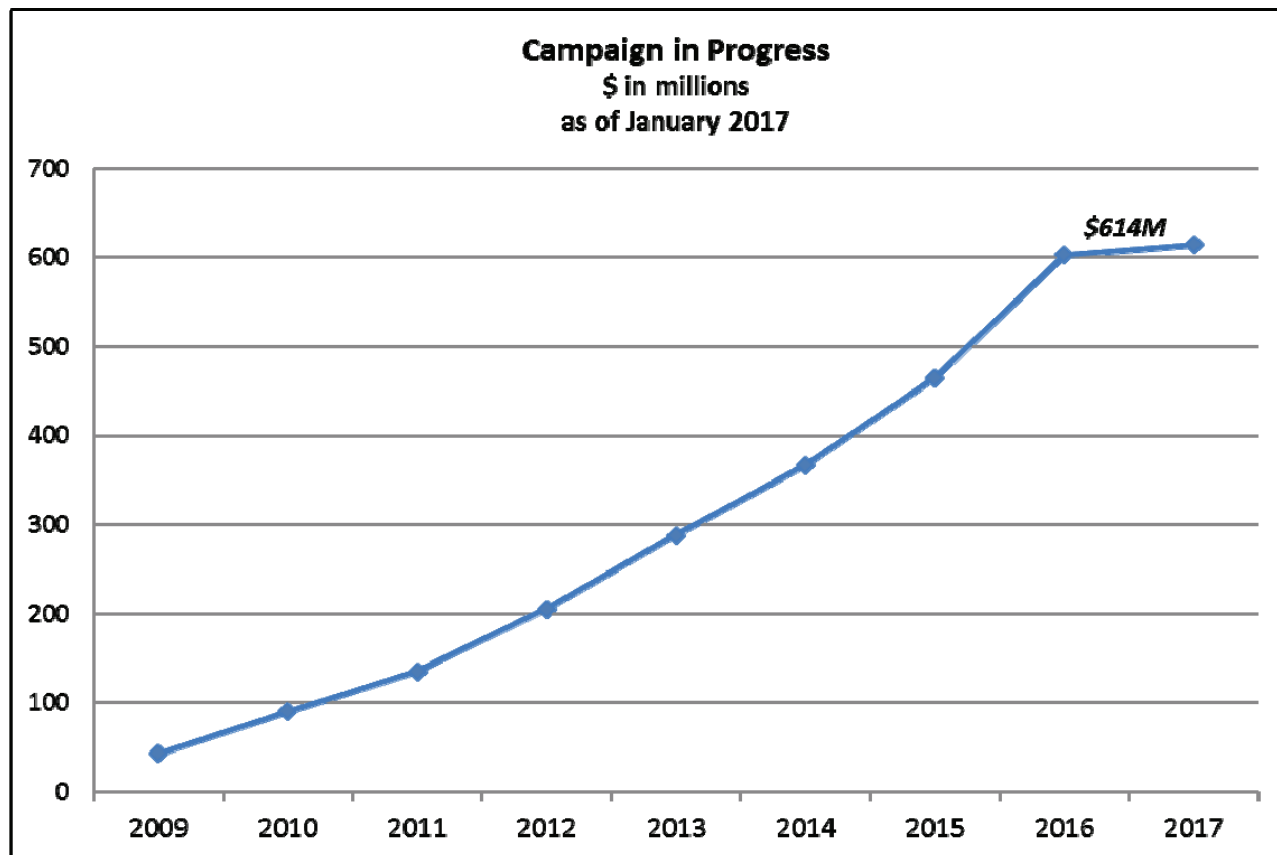
	Prior FYTD			Current FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges <sup>1</sup>	\$62,374,702	\$5,033,546	\$67,408,248	\$20,567,002	\$5,000	\$20,572,002
Cash Gifts <sup>2</sup>	\$23,604,694	\$5,033,546	\$28,784,756	\$32,854,741	\$5,000	\$32,914,251
In-Kind Gifts <sup>2</sup>	\$146,516			\$54,510		



<sup>1</sup> 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.

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

Campaign total as of January 31, 2017  
**\$614,524,691**



**Major and planned gift activity**

Fiscal year totals as of January 31, 2017

Total number of major gift solicitations \$25,000+:	99
Total number of major gifts closed \$25,000+:	53
Total cash and planned gifts outstanding solicitations:	\$63,904,280
Total value of pending matured gifts:	\$1,273,000

Submitted by: Susan Burns, Vice President  
Development and Alumni Affairs  
President, Wayne State University Foundation

### **OFFICE OF ALUMNI RELATIONS AND ANNUAL GIVING**

- In collaboration with the Department of Athletics, the Office of Alumni Relations and Annual Giving hosted its first Alumni Pre-Game Social on February 2 at the Matthaei Athletic Complex. Alumni representing graduating classes from the last 20 years cheered on the WSU Women's & Men's Basketball teams against rival GVSU. Guests were treated to a buffet dinner, alumni association giveaways, special chairback seating in the President's section for both games, and an opportunity to meet and greet next season's incoming student athletes.
- The WSU Alumni Association Board of Directors met on February 9.
- The Office of Alumni Relations developed the framework for a new Student-Alumni Council and has launched marketing efforts of the application process to the student body. Selected student applicants will focus on engaging students in the life of the Alumni Association and priority annual giving activities (thank you notes to donors, alumni event ambassadors, crowdfunding advisors, and social media buzz-makers for WSU Giving Day). In addition, we plan to assemble a group of alumni volunteer advisors for this program in the coming months.
- The Office of Alumni Relations administered an alumni/donor survey on behalf of the university recently and is now aggregating the responses to help inform our future alumni programs and communications planning. The survey achieved a 2.8 percent response rate, slightly higher than the industry standard of 2.5 percent.
- In concert with Undergraduate Admissions, we are drafting the framework for a new Alumni Admissions Ambassador volunteer initiative, which we hope to launch by the end of the summer.
- The WSUAA is in close communication with the Organization of Black Alumni (OBA). We rebranded OBA in consultation with the alumni volunteer leaders for the group, and we are now working with the group to align future activities with the strategic objectives of the WSUAA.

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- On January 13, the WSUAA was a Dream Supporter for the annual MLK Tribute Luncheon, honoring the memory of the Reverend Dr. Martin Luther King, Jr. As part of the WSUAA sponsorship package, the association directly sponsored the attendance of eight students for the program and lunch.
- On February 16, the WSUAA hosted its second #WayneChat digital event. This online seminar featured Louis Patler, Ph.D. '72 as he spoke about entrepreneurship and his new book *Make Your Own Waves: The Surfer's Rules for Innovators and Entrepreneurs*.
- The WSUAA accepted formal nominations for the 2017 WSU Alumni Association Awards during the month of February. Two awards, the Distinguished Alumni Award and the Homer D. Strong Award, will be conferred during a special, on-campus event at the end of April.

#### **REGIONAL PROGRAMMING HIGHLIGHTS:**

- Alumni receptions were held this winter in:
  - Naples, Florida on February 15 at the Naples Botanical Gardens. President and Mrs. Wilson attended, and guests received a short program focused on recent university accomplishments and the status of the Pivotal Moments campaign.
  - Lakeland, Florida on March 18. More than 80 alumni attended the Detroit Tigers Spring Training Annual Alumni Event at Joker Marchant Stadium.

#### **SCHOOL, COLLEGE, UNIT-SPECIFIC PROGRAMMING HIGHLIGHTS:**

*College of Engineering ("Engineering"):*

- The Chemical Engineering Department, in collaboration with the Office of Alumni Relations, launched a new Industry Mentor Program in January. This pilot program has paired alumni and students of the Chemical Engineering Department for 1:1 mentorship activities.

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During the semester, participating mentors and mentees will meet (in person or via Skype) at least four times. The program will culminate with a Mentor/Mentee Luncheon on April 19. Our hope is that this model, with appropriate staffing and resources, can be replicated in other academic programs across campus in the future.

- The WSUAA supported multiple activities and events during Engineering Week February 20–25. As part of this week, Engineering’s Recent Alumni Network sponsored ‘escape rooms’ on February 23 and a student-focused event, Bright Minds & Brunch, sponsored by DTE.

*College of Fine, Performing, and Communication Arts (CFPCA):*

- CFPCA Theatre and Dance held its 88th Annual Spring Dance Concert performance at the Bonstelle Theatre on March 3.
- CFPCA will hold its annual Arts Achievement Awards on March 25 to honor alumni who have shown a commitment to the arts and their craft.
- On April 7, CFPCA’s Department of Communication will host the Journalism Institute’s Spirit of Diversity Awards to honor *New York Times* Executive Editor Dean Baquet and *Bridge Magazine* reporter Chastity Pratt-Dawsey.

*The Law School (“Wayne Law”):*

- On March 21, twelve Wayne State University Law School alumni were admitted to the Bar of the Supreme Court of the United States in Washington, D.C.

*School of Medicine (SOM):*

- On February 1, the Wayne State University Medical Alumni Association Board met.
- On February 8, the SOM Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosted a Dermatology Medical Specialty Luncheon with Dr. Judith Lipinski (class of 1979).

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- On February 28, the SOM Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosted an Ophthalmology Medical Specialty Lunch with Dr. Anju Goyal (resident alumni class of 2004), a current resident and a fourth-year medical student.
- On March 8, the SOM Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosted a Radiology Medical Specialty Lunch with Dr. Hanh Nghiem (class of 1987).
- On March 13, Drs. Hanh Nghiem, Sheila Ray and Brenda Zureick hosted a Class of 1987 In Residence event at the home of Dr. Brenda Zureick.
- On March 22, the SOM Office of Alumni Affairs, in conjunction with the Office of Student Affairs, hosted a Cardiology Medical Specialty Lunch with Drs. Thomas LaLonde (class of 1983), Herman Kado (class of 2006), and Melissa Stevens (class of 1990).

*Eugene Applebaum College of Pharmacy and Health Sciences:*

- A WSU Pharmacy Alumni Reception was held at the MPA Convention on February 24.
- The WSU Physician Assistant Studies Happy Hour was held on March 9.

#### **ALUMNI COMMUNICATIONS HIGHLIGHTS:**

- In partnership with WSU Marketing and Communications, the design of the WSUAA's new web site was completed.
- Digital versions of the current and past issues of *Wayne State Magazine* are available online at [alumni.wayne.edu](http://alumni.wayne.edu).
- The alumni electronic newsletter @Wayne is sent monthly to approximately 140,000 alumni.

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- The Wayne Law *Raising the Bar* electronic newsletter is sent monthly to approximately 7,200 Law School alumni.
- The School of Medicine *Connect the Docs* electronic newsletter is sent monthly to approximately 12,000 SOM alumni.
- The *Warrior Within* publication was sent to approximately 4,000 athletic alumni and donors.

### **OFFICE OF ANNUAL GIVING HIGHLIGHTS**

- Number of annual prospects solicited through January: 144,813
- Total annual giving dollars raised from solicited prospects: \$2,156,043
- Average annual gift amount: \$236.56
- The spring cycle of WarriorFunder (WSU's official crowdfunding platform) supported successful fundraising efforts for four campus/student projects. More information may be found at: [warriorfunder.wayne.edu](http://warriorfunder.wayne.edu)
- In coordination with the Office of Donor Relations, a faculty/staff donor appreciation event was held on March 1. President Wilson attended to toast all current faculty/staff donors. Solicitation efforts as part of the FY2017 Faculty/Staff Giving campaign, *Inspire from Within*, has continued through March primarily through electronic means.
- Preparations and planning were well underway for WSU's inaugural WSU Giving Day, which is scheduled for April 4, 2017. This year's Giving Day theme is: #InspireOpportunity

### **UPCOMING ALUMNI EVENTS**

- March 21-23: Grad Expo



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- March 23: Grad Hat Decorating Celebration
- March 25: Future Docs (SOM)
- March 25: Alumni Legacy Spring Open House
- March 30: Alumni Gathering in Grand Rapids
- April 4: WSU Giving Day
- April 5: 'Distinctly Detroit' Presidential Alumni Reception
- April 5: Medical Alumni Association Board Meeting (SOM)
- April 8: Detroit Science Center Family Event (SOM)
- April 12: Medical Specialty Lunch (Orthopedic Surgery) (SOM)
- April 19: Washington, D.C. Presidential Alumni Reception at the Hotel Monaco
- April 26: Hire Philadelphia (Alumni-Only Career Fair)
- April 29: Rainbow Reunion
- May TBD: Hire Tennessee (Alumni-Only Career Fair)
- May 3: Hire NYC (Alumni-Only Career Fair)
- May 4: New York City Presidential Alumni Reception at the Hotel Eventi
- May 9, 10: Commencement at the Fox Theatre
- May 11: Intro to Industry Alumni Networking Event: Entrepreneurship
- May 15: Law School Commencement ceremony at the Detroit Opera House; commencement speaker Justice Richard Bernstein
- May 19: Detroit Tigers vs. Texas Rangers to kick off Medical Alumni Reunion Weekend (SOM)
- May 20: Medical Alumni Reunion Day (SOM)
- May 21: Detroit Bus Tour and Detroit Medical Orchestra Concert to close Medical Alumni Reunion Weekend (SOM)
- June 1: Hire Ohio (Alumni-Only Career Fair)
- June 6: Commencement (SOM)
- June 7: Medical Alumni Association Board Meeting (SOM)
- June 8: Hire Maryland (Alumni-Only Career Fair)
- June 8: Golden Jubilee Luncheon for Class of 1967
- June 15: Hire North Carolina (Alumni-Only Career Fair)
- June 15: Hire Denver (Alumni-Only Career Fair)
- June 21: Hire Chicago (Alumni-Only Career Fair)
- June 23: Junior Warrior University
- June 26: Detroit Fireworks Viewing Party

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- June 29: Hire DC (Alumni-Only Career Fair)
- June TBD: Managing Student Debt/Planning Seminar for Recent Grads
- June TBD: Windsor Alumni Gathering
- July 17: 11th Annual Swing for the Students at the Detroit Golf Club, hosted by the Mike Ilitch School of Business Alumni Association