

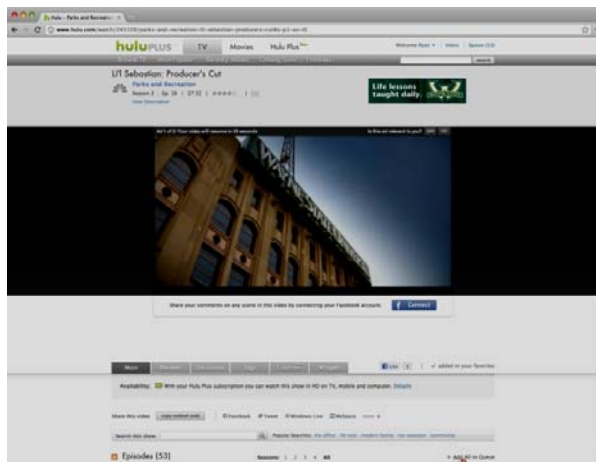
Submitted by: Michael Wright, Vice President of Marketing and Communications,  
and Chief of Staff

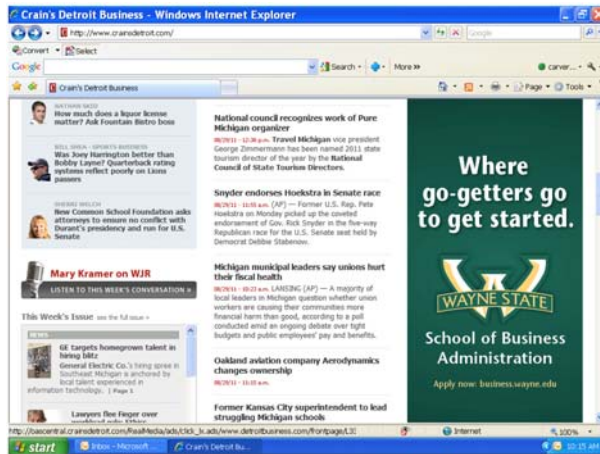
## COMMUNICATIONS

The following is a compilation of marketing and public relations highlights for Wayne State University.

### Marketing and advertising highlights

- **Launched three new Aim Higher 30-second video commercials.** The spots will be featured in WSU's TV and digital media buys. WSU has also launched several new radio pieces supporting the Aim Higher campaign, the Spotlight on Excellence Series on WJR and Fall Open House. The Fall Open House will be promoted in radio, out-of-home, digital, print, direct mail and email.
- **Mailed to 73,000 students in Michigan, Ohio, Chicago, and Pittsburgh** promoting WSU scholarship opportunities and upcoming recruitment events; 43,000 Michigan high school senior parents also received a recruitment post card from the Office of Undergraduate Admissions.
- **Continued to expand WSU's digital media footprint** through Facebook, Brightroll, Hulu and Crain's. Brightroll and Hulu provide WSU the opportunity to reach prospective students in Detroit, Flint and Grand Rapids through video and banner ads. Crain's digital is used to reach influencers, graduate students and displaced workers. The digital media plan will provide a combined 3+ million impressions for the 2010-11 budget year.





**PR highlights**

- **Dr. David Rosenberg**, a professor of psychiatry, was interviewed live on CNN Headline News (9/8) and on ABC's *Good Morning America* (9/6) about a parent who claims coffee cured her son's ADHD.
- *Good Morning America* (8/30) and *USA Today* (9/3) featured a new longitudinal study published last month in the journal *Child Development* suggesting that the **mother-son bond is critical in determining a boy's behavior** as a teenager. The study's lead author is from Wayne State.

<http://abcnews.go.com/Health/mother-son-conflict-predict-future-delinquency-study/story?id=14411789>

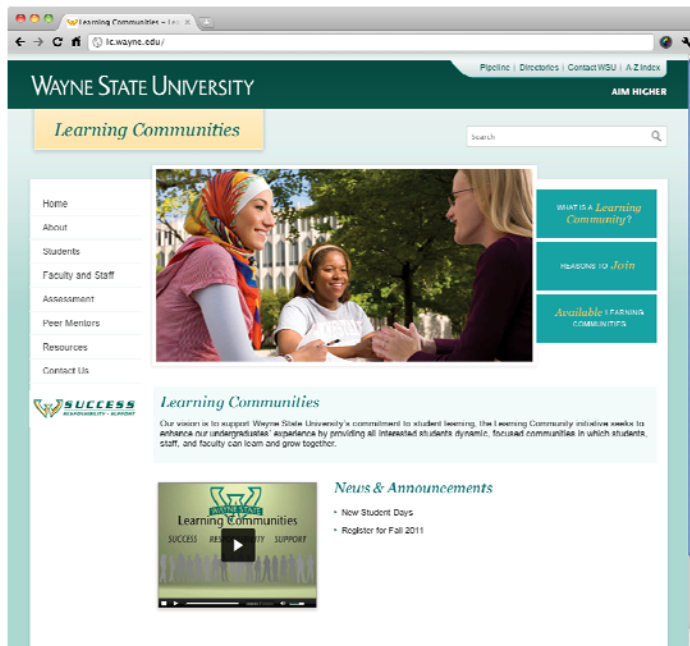
- Numerous media outlets, including the *New York Times*, covered the **launch of Wayne State University's Zipcar Inc. program**, a car sharing network. A photo is included in the *New York Times* story; video is available at the WXYZ-TV site. [http://www.nytimes.com/2011/08/31/business/ford-and-zipcar-join-forces.html?\\_r=1](http://www.nytimes.com/2011/08/31/business/ford-and-zipcar-join-forces.html?_r=1)

<http://www.wxyz.com/dpp/news/region/detroit/wayne-state-university-adds-popular-car-sharing-service-for-students-and-staff>

- WDIV-TV (9/6) reporter Frank Holland examined **security on Wayne State University's campus** and the ongoing efforts by the WSU Police Department to maintain a safe campus for its students and the Midtown area. Wayne State police officers have been directing traffic, walking the campus, and patrolling dorms and other buildings as part of a concerted effort to make students and parents comfortable on campus and in Midtown Detroit. <http://www.clickondetroit.com/community/29098635/detail.html>

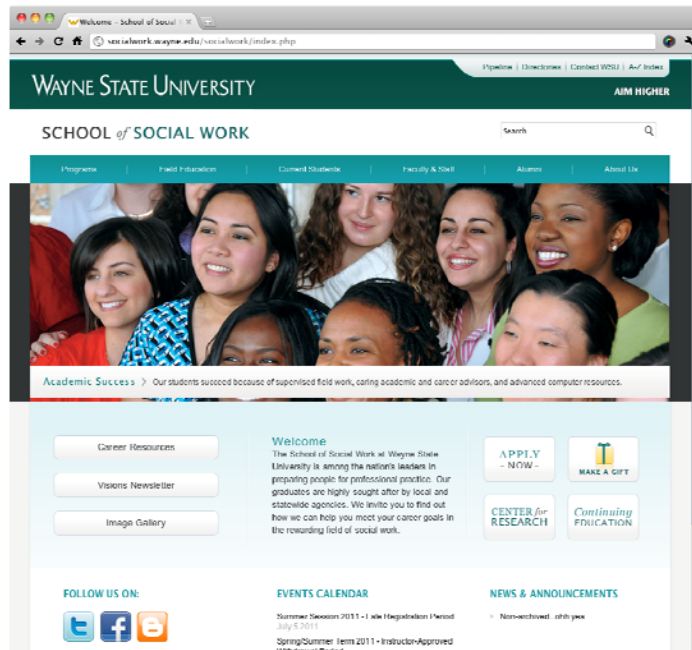
### Wayne.edu and social media highlights

- **Launched a new Learning Communities website** featuring an updated design and a database of learning communities. Students can request to join learning communities through an online form, allowing for tracking and follow-up.



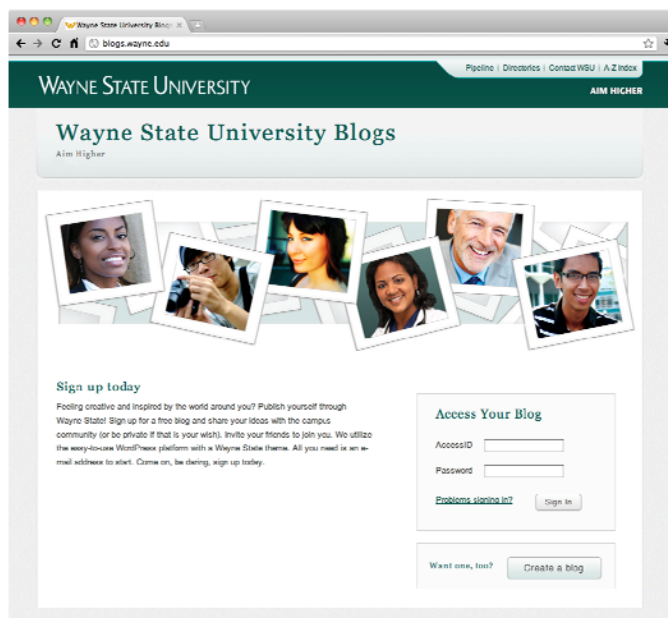
<http://blogs.wayne.edu/web/2011/08/08/redesign-learning-communities/>

- **Launched a new School of Social Work website**, a complete rebuild from the ground up. A comprehensive content review was undertaken and the site was reorganized to meet the goals of the school and users. The new site highlights actual students through large-format photography, whereas the old site focused on the building. This gives new site has a personal, inviting feel.



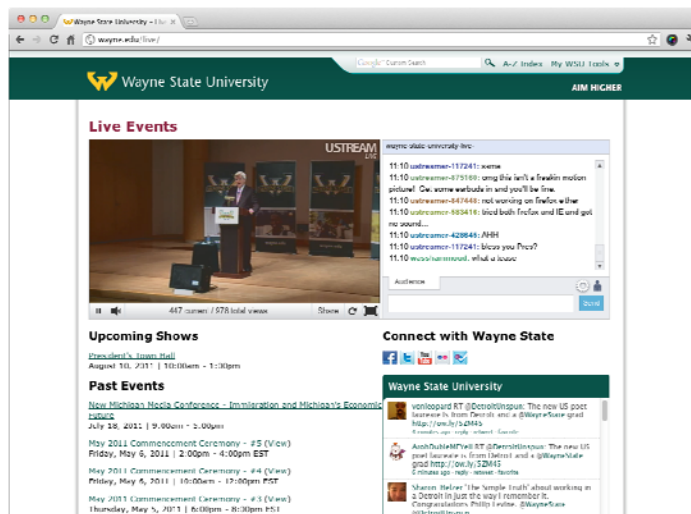
<http://blogs.wayne.edu/web/2011/08/09/redesign-school-of-social-work/>

- **Opened up blogging to the entire campus.** Everyone on campus now has the ability to create and maintain a blog on any topic. This service was introduced a few months ago and several people on campus were quietly invited to try it out. There are now 76 active blogs with 179 authors; that number is expected to increase now that students are back on campus for the fall semester. The response has been overwhelmingly positive and changes are being made based on user suggestions.



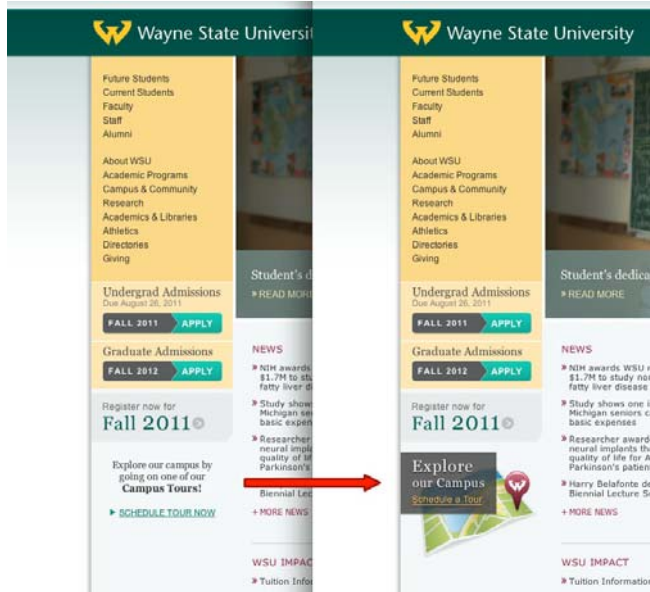
<http://blogs.wayne.edu/web/2011/08/10/introducing-blogging-for-everyone-at-wayne-state/>

- **Streamed the Presidential Town Hall live.** The outward push and interactive format resulted in a three-fold increase in the number of viewers and interactions.
  - **1 hour** running time
  - **868** unique viewers (275 last year)
  - **559** concurrent viewers
  - **583** viewer hours
  - **870** chat comments (345 last year)
  - **35** questions (20 last year)
  - **169** click-throughs from Twitter (133 last year)
  - **48** click-throughs from Facebook (35 last year)
  - **1,627** unique page views to [wayne.edu/live](http://wayne.edu/live) (122 last year)



<http://blogs.wayne.edu/web/2011/08/12/2011-presidential-town-hall-streaming-insights/>

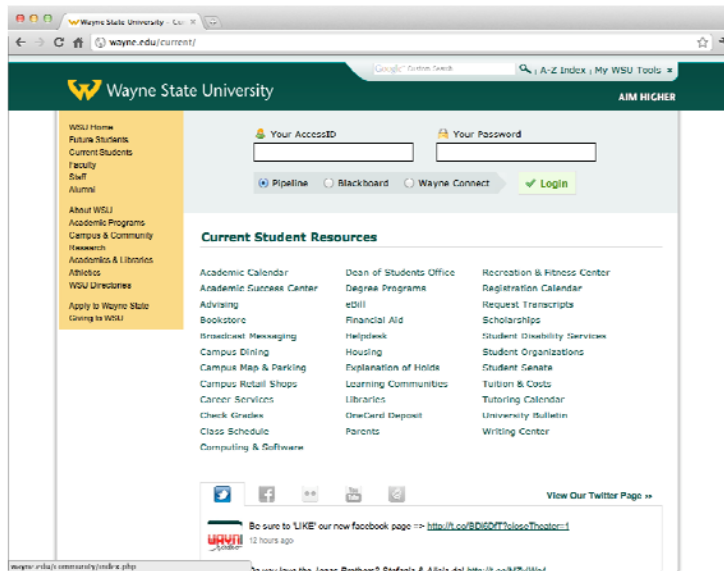
- **Tested and executed an optimized “Schedule a Tour” from the university homepage.** To optimize Web user action with the goal of making it easier for prospective students to schedule a tour, multiple versions of the “Schedule a Tour” graphic were tried on our homepage. The result was a 67% increase in click-throughs from wayne.edu.



<http://blogs.wayne.edu/web/2011/08/17/ab-testing-schedule-a-campus-tour/>



- **Optimized the Current Students page from wayne.edu.** After several months of tracking student use of the Current Students page, changes were implemented to improve user experience. A direct login to Pipeline, Blackboard and Wayne Connect was added, and 20 percent of students now use the form to log in to these services from the page instead of clicking and waiting for another page to load. The most important links were also reorganized to attract attention. A stream of recent WSU social media activity was added so students can comment and interact more easily.



<http://blogs.wayne.edu/web/2011/08/23/user-testing-you-are-not-your-users/>