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and Chief of Staff

## COMMUNICATIONS

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

### Media coverage highlights

- **Warrior Football - Total stories: 158**
  - Radio: 34
  - Television: 42
  - Print: 82
    - New York Times, Huffington Post, NCAA.com, Washington Examiner (Associated Press), ESPN, USA Today
- **Word Warriors 2012 list of words worth reviving**
  - WJBK Fox 2, WDIV-TV, Detroit Free Press, 1/2; WXYZ-TV, Traverse City Record-Eagle (Associated Press), WWMT-TV (Grand Rapids), WZZM-TV (Grand Rapids), WWJ-AM, WLAJ-TV (Lansing), WTOL-TV (Toledo), WEYI-TV (Flint), WLNS-TV (Lansing), Fox 9 TV (St. Paul, Minneapolis), 1/2; Inside Higher Ed, Michigan Public Radio, 1/3; Detroit Free Press, 1/7
- **SOM researchers say NTSB texting and calling ban based on flawed research**
  - TIME Magazine, The Boston Globe, 12/13; NPR (The Takeaway), UPI.com, Daily Mail (United Kingdom), 12/15

### Wayne.edu

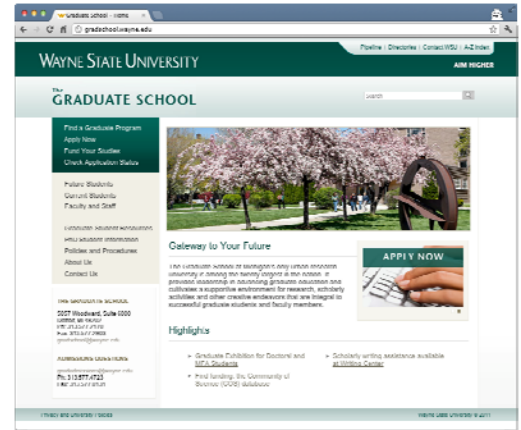
- **Redesigned College of Engineering website**, a complete overhaul of the college's homepage. We are working our way through the departmental sites. The website is now in line with university branding, and is maintained through the central CMS and hosting environment. The college now has the ability to highlight research, faculty, students and alumni on their website.

<http://engineering.wayne.edu/>



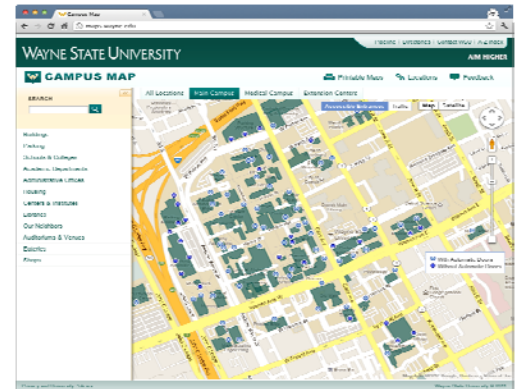
- **Redesigned the Graduate School website** to bring it in to the university identity. The website was restructured to highlight the programs and faculty to appeal to prospective graduate students. The website has also been moved in to the university CMS and hosting environment.

<http://gradschool.wayne.edu/>



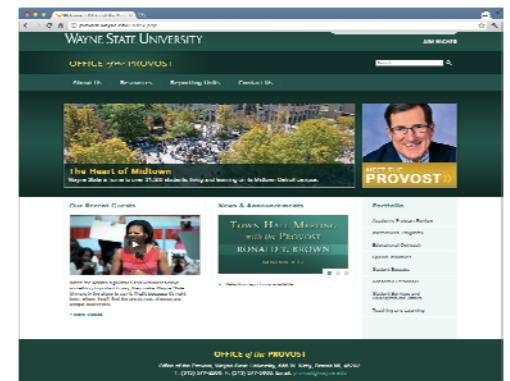
- **Launched a new campus map** based on Google Maps. The new map is fully accessible on desktop and mobile devices. The new map displays accessible entrances for each building, real-time traffic information, and Wi-Fi availability. Each location automatically pulls in photos, videos and events. Finally, each parking structure shows availability information.

<http://maps.wayne.edu/>



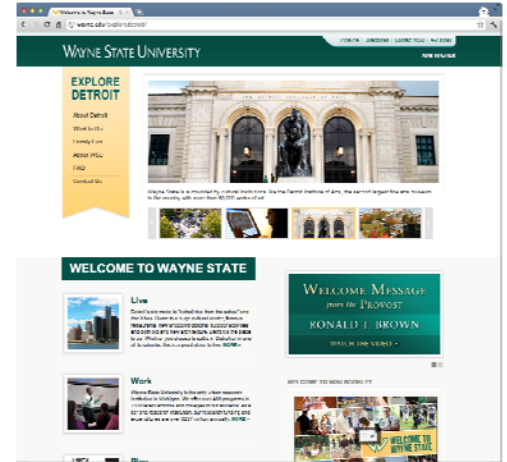
- **Redesigned the Office of the Provost website** to bring the information up to date and branded to match the university identity. The website highlights all the great things going on in Midtown, on campus and with faculty. It also has easy-to-access information about which areas on campus are affiliated with the Provost's Office and who oversees them.

<http://provost.wayne.edu/>



- **Launched an Explore Detroit website** to highlight all the things going on in Detroit and Midtown. The site is a promotional piece for prospective faculty. It reinforces the Live, Work and Play in Midtown initiative and situates the university as a major part of the community. It pulls links and resources into one location. It includes photos and videos that highlight and sell the university.

<http://wayne.edu/exploredetroit/>



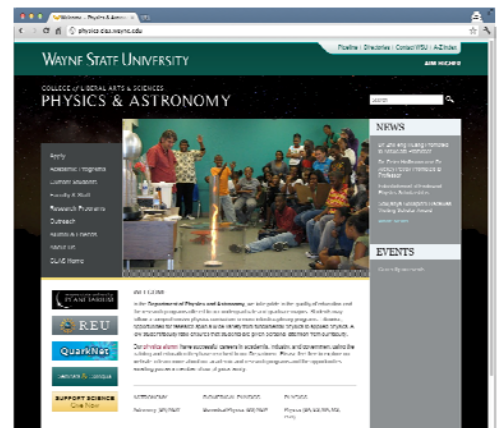
- **Launched a new virtual tour**, a self-paced, fully immersed experience of campus. We know that students change their perceptions about the university after they see and experience campus. Not all students can visit campus in person, and that is where the virtual tour comes in. A mobile version will be available in February.

<http://virtualltour.wayne.edu>



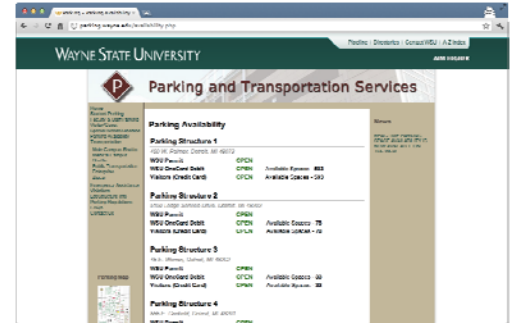
- **Launched a new Physics & Astronomy website** that brings the department in line with university branding and focuses on the student experience. The new website allows the department to highlight everything they have to offer, as well as track prospective students as they explore the physics and astronomy programs online.

<http://physics.wayne.edu/>



- **Launched the parking availability website**, which provides real-time updates for each parking structure. This information shows which structures are open and how many spaces are available. We also promote this information on the mobile website and apps.

<http://parking.wayne.edu/>



#### Other notable website launches

- Online Programs website
- Counseling and Psychological Services (CAPS)
- Cognitive Neuroscience of Aging Lab
- Human Resources
- Blackboard login page
- Institute for the Study of the African American Child (ISAAC)
- Scholars Day
- Campus tour check-in form
- APEX
- Student Disability Services
- Ofen Lab
- Extension Centers landing page
- Mobile app landing page
- Today@Wayne Chrome app