



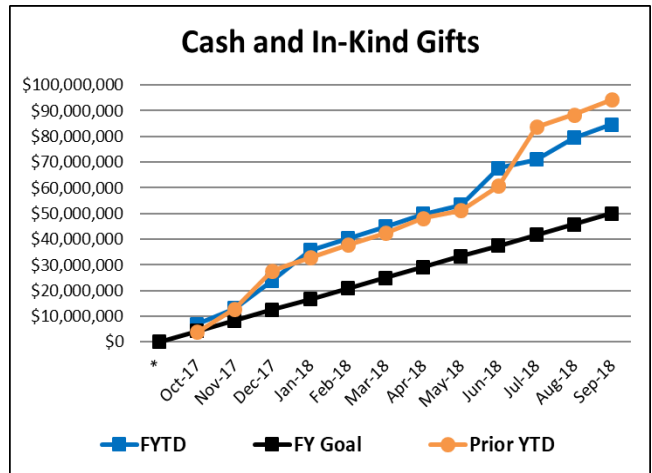
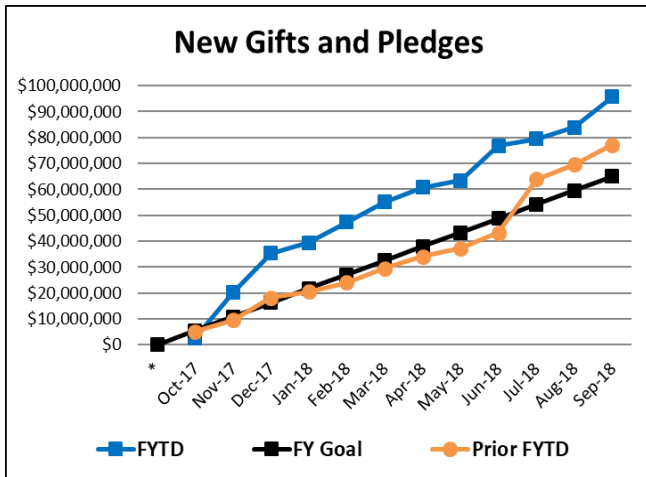
Division of Development and Alumni Affairs
 Submitted by:
 Susan Burns
 Vice President for Development and Alumni Affairs

FUNDRAISING PERFORMANCE

Division of Development and Alumni Affairs Activity

Fiscal year totals as of September 30, 2018 (does not include philanthropy from FMRE)

	Current FYTD			Prior FYTD
	Total	FY End Goal	% of FY End Goal	Total
New Gifts and Pledges ¹	\$95,742,146	\$65,000,000	147%	\$85,944,372
Cash Gifts ²	\$75,807,593	\$50,000,000	152%	\$94,011,987
In-Kind Gifts ²	\$239,358			\$276,363



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.

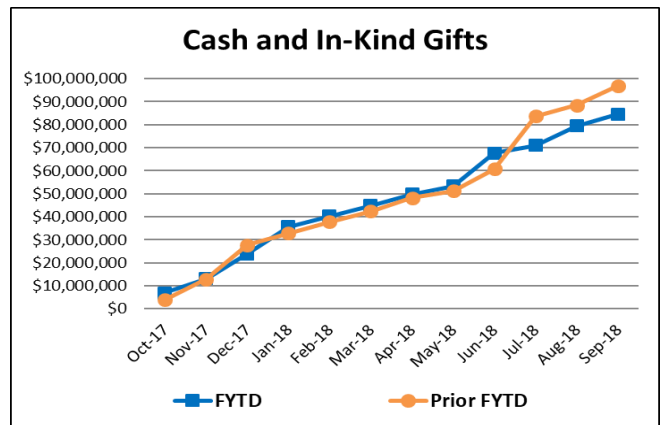
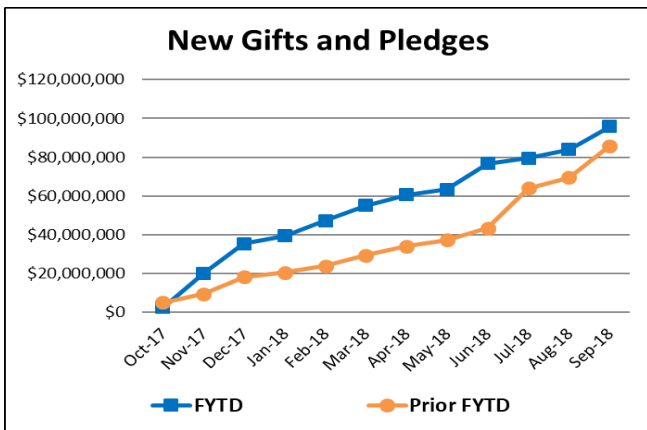
The Division of Development and Alumni Affairs at Wayne State University provides leadership, raises funds and promotes alumni and donor relations to advance the goals of Wayne State University.

FUNDRAISING PERFORMANCE

Total University Philanthropy

Fiscal year totals as of September 30, 2018

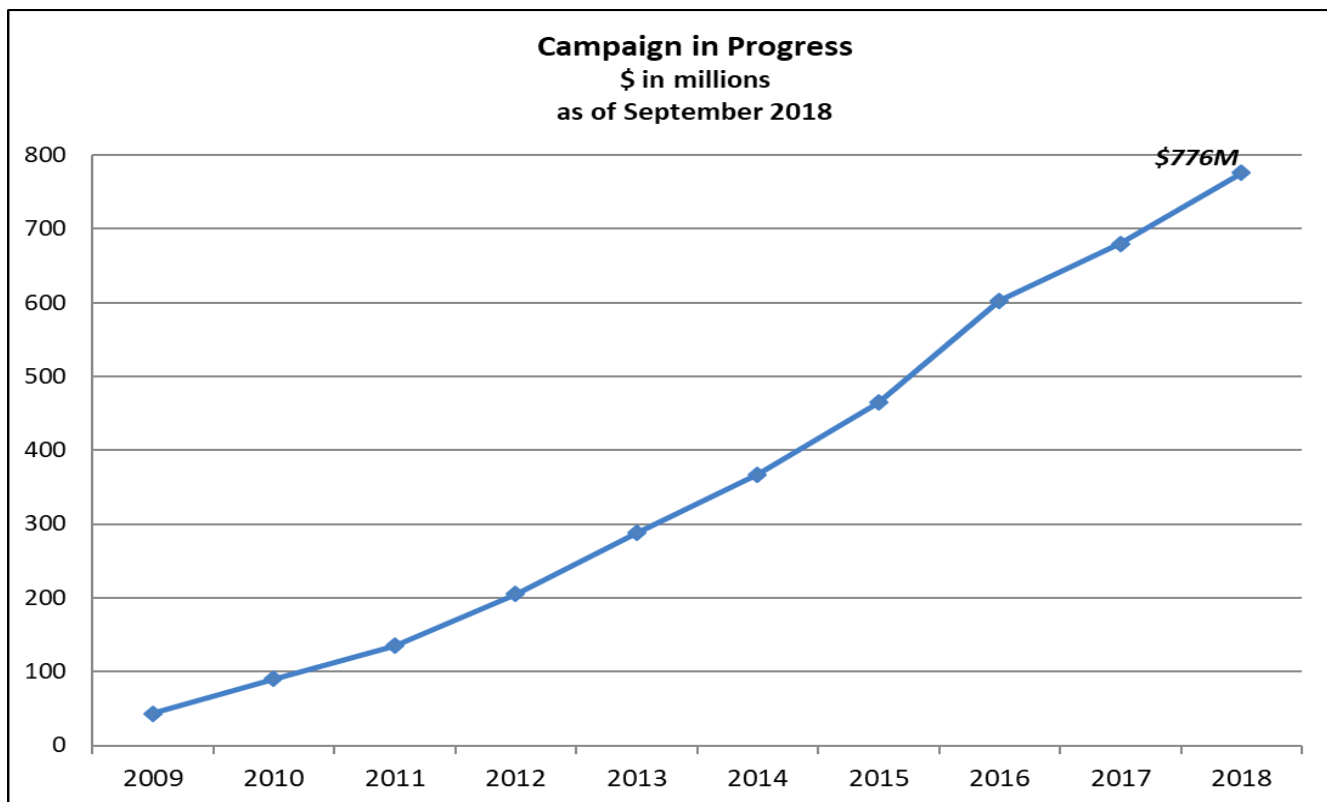
	Current FYTD			Prior FYTD		
	Development	FMRE	Total	Development	FMRE	Total
New Gifts and Pledges ¹	\$76,098,938	\$3,379,771	\$79,478,710	\$63,994,142	\$5,000	\$63,999,142
Cash Gifts ²	\$62,275,682	\$8,479,470	\$70,981,625	\$83,378,216	\$5,000	\$83,657,988
In-Kind Gifts ²	\$226,473			\$274,772		



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 September 30, 2018
\$776,462,392



Major and planned gift activity

Fiscal year totals as of September 30, 2018

Total number of major gift solicitations \$25,000+:	366
Total number of major gifts closed \$25,000+:	186
Total cash and planned gifts outstanding solicitations:	\$93,145,075
Total value of pending matured gifts:	\$6,653,350

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President, Wayne State University Foundation

- Volunteer recruitment and engagement continues for the ‘Warriors Together’ Alumni Volunteer Program. This personalized alumni volunteer program connects alumni to opportunities that help advance Wayne State’s institutional priorities.
- The Alumni Association’s (WSUAA) Industry Mentor Program continues to expand. In addition to the current alumni-student matches in the College of Engineering and the Department of Chemistry, the Archival Graduate Program in the School of Information Sciences plans to launch its Industry Mentor Program with WSUAA during the winter 2019 semester. Discussions are currently taking place to launch this program in the College of Education and the Eugene Applebaum College of Pharmacy and Health Sciences.
- Presidential Tailgates have taken place for four (4) home football games - on September 29, October 6 and 20, and November 3. Alumni, donors and friends joined the President and First Lady in a private, end zone tent.
- An Alumni Tailgate was held in partnership with General Motors on September 29 to strengthen relationships with corporate entities where WSU alumni work and provide an opportunity for alumni and students to interact. Current students also had the opportunity to meet talent coordinators from General Motors during the tailgating activities.
- The HireDetroit Alumni Only Career Fair was hosted on October 10 in partnership with several institutions and more than 40 local employers.
- On October 11, the Alumni Association hosted a networking reception for WSU’s newest alumni (December 2017 and May 2018 graduates). Alumni volunteer, Loren Townes, spoke to attendees about the power of volunteerism.
- In partnership with the Office of Undergraduate Admissions, the Alumni Association welcomed prospective students and alumni parents at the fall Undergraduate Admissions Open House on October 13. Approximately eighty families learned about alumni-offered student success programs and volunteer opportunities.
- The Alumni Association partnered with the Dean of Students Office to plan and hold a special football tailgate for WSU Homecoming on October 20.
- The Alumni Association honored the founders of the Organization of Black Alumni (OBA) at the Black Alumni Reunion held on October 26. Nearly 80 guests joined the Alumni Association in recognizing the leadership and contributions of these alumni.

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- The Alumni Association participated in the October 26 Sesquicentennial Celebration and Pivotal Moments Campaign Dinner.
- The Alumni Association hosted its first of a new series in Chicago on November 7, *Knowledge on Tap 'On the Road.'* This new engagement series features faculty experts and topics of broad general interest. The recent event in Chicago featured Steven Firestine, professor of pharmaceutical sciences, for a program titled “From Bench to Barstool: The chemistry of beer.”
- In partnership with the College of Education, the Alumni Association sponsored a ‘Small Plates/Big Ideas’ program with the Education Scholars Alliance on November 8 to discuss careers in the music industry.
- The Alumni Association congratulated graduating students at the Grad Expo on November 13, 14 and 15, 2018. Graduating students had the opportunity to update their contact information with the Alumni Association so that they can receive alumni communications post-graduation.
- The Alumni Association hosted an alumni gathering in Washington, D.C. on November 13.
- The Office of Donor Relations hosted a tour of the new Mike Ilitch School of Business on November 15 for Anthony Wayne Society and Old Main Society members. Dean Forsythe provided welcoming remarks to the attendees.
- The Office of Donor Relations hosted the annual Anthony Wayne Society Thanksgiving Day Parade Watch Party at the WSU Welcome Center on November 22. As in previous years, it was a festive and family friendly event with more than 550 attendees.
- The Alumni Association hosted the second annual Berman Scholars Networking event on November 27, bringing together students from WSU and Eastern Michigan University to honor the legacy of Bill Berman and continue the success of this program.
- The Alumni Association continued its financial literacy program for alumni by hosting a program called ‘Dealing with Student Debt’ on November 29.
- The Office of Donor Relations hosted the annual Investors Forum on December 4 for all individuals who have established or supported named funds at the university. Guests were provided with an update on the university’s endowment and given the chance to ask questions of university leadership. The program was followed by a reception in the Damon J. Keith Center in the Law School.

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SCHOOL, COLLEGE, UNIT-SPECIFIC PROGRAMMING HIGHLIGHTS:

WSU's alumni relations officers continue to plan and host school and college-focused alumni engagement activities to support unit priorities. These include:

College of Engineering

- In partnership with the Alumni Association and the Mike Ilitch School of Business, the College of Engineering hosted a corporate/alumni tailgate with General Motors on September 29. This event was open to all WSU alumni currently working for General Motors and was utilized as an employee recruitment tool. Current students also had the opportunity to attend and speak with talent coordinators from General Motors.
- In collaboration with the Alumni Association, the College of Engineering and alumna Joan Scheske, B.S. '89, M.S. '93, hosted students at a 'Small Plates/Big Ideas' program. Students learned techniques on how to navigate leadership in an ever-changing world on October 4.
- College of Engineering scholarship donors and stewardees were invited to meet student scholarship recipients at a reception in the College of Engineering Ford Activities Room on October 26.

Mike Ilitch School of Business

- On September 27, the Student Relations Committee of the Mike Ilitch School of Business Alumni Council partnered with Career Planning and Placement to produce a workshop on resume and interview preparedness.
- The Mike Ilitch School of Business hosted its annual recognition and awards ceremony at the Detroit Athletic Club. This year's event recognized Michigan Executive of the Year - Andy Appleby; Distinguished Alumnus - Thomas Tierney, B.A. '60; Inspirational Teacher - Bill Volz, J.D. '75, and Emerging Leader - Lydia Michael, B.A. '09.
- On November 7, the Mike Ilitch School of Business hosted a "Small Plates, Big Ideas" program with 2018 Emerging Leader Award Winner Lydia Michael and her company Blended Collective.
- The Mike Ilitch School of Business Alumni Council hosted an alumni networking event at Granite City in Troy on November 7.

Fine, Performing and Communication Arts

- To celebrate the opening of the Hilberry Season, the college hosted a special alumni event prior to the performance of *Avenue Q* on September 22.

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- In partnership with the Alumni Association, the College of Fine, Performing and Communication Arts hosted a lecture on the business of art, featuring Lisa Vallee-Smith, B.A. '84, on October 2. The lecture was attended by both current students and alumni.
- Mondays at the MAX was held on November 5 where alumni, faculty and staff gathered to celebrate the retirement of John Vander Weg after 45 years of educational leadership. Mondays at the MAX also was held on December 3 to honor the life and legacy of Professor Matt Michael in a memorial concert.

Law School

- A new series was recently launched by the Law School for new career to mid-level professionals to network with fellow graduates. Events were held in Detroit on September 21 and Grand Rapids on October 2.
- Law firm alumni visits were held at Kerr Russell Law Firm on September 25; Dickinson Wright Law Firm on October 9; and Miller Canfield on November 6. Law firm visits are an opportunity to connect with and engage Wayne Law alumni where they work while creating a relationship with the law firm.
- In partnership with the Alumni Association, Wayne Law hosted its annual reunion program on October 19. Alumni returned to campus to celebrate and connect with fellow Wayne Law alumni, faculty and students.

College of Liberal Arts and Sciences

- On November 8, Undersheriff of Macomb County Elizabeth Darga, a 1986 graduate of Wayne State's Criminal Justice program and member of the Alumni Board, joined College of Liberal Arts and Sciences students for a free, casual lunch conversation about leadership careers at a 'Small Plates, Big Ideas' program at Tierney Alumni House.

School of Medicine Alumni Association (SOMAA):

- School of Medicine Residency Prep Seminar – September 27
- School of Medicine Emergency Medicine Medical Specialty Luncheon – September 28
- School of Medicine Alumni Association Board Meeting – October 3
- School of Medicine Ob/Gyn Medical Specialty Luncheon – October 5
- School of Medicine Learning Community Dinner – October 18
- School of Medicine Anesthesiology Medical Specialty Luncheon – October 26
- School of Medicine Table at Ultrasound Symposium – October 26
- School of Medicine Alumni Appreciation Calling – September 21 – October 30

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- School of Medicine Alumni Table at Dermatological Society Annual Meeting – November 7
- School of Medicine Cardiology Medical Specialty Luncheon – November 7
- School of Medicine Learning Community Dinner – November 7
- School of Medicine Alumni Table at Trauma Symposium – November 8 and 9
- School of Medicine General Surgery Medical Specialty Luncheon – November 9
- School of Medicine Learning Community Dinner – December 3
- School of Medicine Alumni Table at Wayne Day 2018 Conference – December 4
- School of Medicine Alumni Association Board Meeting – December 5

ALUMNI COMMUNICATIONS HIGHLIGHTS:

- In November, the Council for Advancement and Support of Education (CASE) selected the WSUAA to receive the **Silver Award for Best Alumni Magazine (Institutions with more than 10,000 FTE)**. The Gold Award went to University of Dayton and the Bronze went to University of Michigan, so WSU is in good company!
- The fall edition of *Wayne State Magazine* was mailed in November to approximately 75,000 alumni, donors and friends. The current issue features stories on the alumnus who launched *Rolling Stone* in the Middle East, the new Mike Ilitch School of Business, and an app to combat texting while driving that was developed by WSU anthropology students. Hard copy distribution of the magazine focuses on all alumni and friends with lifetime cumulative giving of \$100 or more to WSU.
- The alumni electronic newsletter was sent monthly to approximately 145,000 alumni.
- In addition, the WSUAA continues to distribute monthly alumni e-newsletters to College of Engineering alumni and semester-based alumni e-newsletters to alumni of the Mike Ilitch School of Business. These school and college-specific communications were developed, and are managed, in close partnership with those units.
- The Wayne Law *Raising the Bar* electronic newsletter was sent monthly to approximately 8,000 Law School alumni.
- The School of Medicine *Connect the Docs* electronic newsletter was sent monthly to approximately 15,000 SOM alumni.

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OFFICE OF ANNUAL GIVING HIGHLIGHTS – (Through September 30, 2018*)

- In addition to the record-breaking annual giving results noted below, the WSU Student Call Center raised more than \$1 million for the first time ever in fiscal year 2018.
- The Office of Annual Giving highlighted key university projects as part of Giving Tuesday on November 27, 2018. Giving Tuesday is a global day of giving that focuses on raising funds for projects related to community impact.
- Number of annual prospects solicited: 178,141*
- Total annual giving dollars raised from solicited prospects: \$5,306,491*
- Average annual gift size: \$231.94*

UPCOMING ALUMNI EVENTS*

- December 8: Alumni Gathering Pre-December Dance Concert (CFPCA)
- December 10-14: School of Medicine Alumni Appreciation Calling
- December 10: School of Medicine Physical Medicine and Rehab Medical Specialty Luncheon
- December 11: Commencement
- January 3: School of Medicine Dermatology Medical Specialty Luncheon
- January 10: Los Angeles Presidential Alumni Reunion
- January 14-25: School of Medicine Alumni Appreciation Calling
- January 18: Professionalism in Action (Law)
- January 22: School of Medicine Learning Community Dinner
- January 23: School of Medicine Psychiatry Medical Specialty Luncheon
- February 1: Small Plates/Big Ideas (MISB; MPREP Scholars)
- February 5: School of Medicine Learning Community Dinner
- February 6: School of Medicine Ophthalmology Medical Specialty Luncheon
- February 8: Mike Ilitch School of Business Alumni Networking
- February 11: Alumni Gathering Pre-Angels in America Part 1 (CFPCA)
- February 11: Naples Presidential Alumni Reunion
- February 11: School of Medicine Otolaryngology Medical Specialty Luncheon
- February 11-15: School of Medicine Alumni Appreciation Calling
- February 18: Mondays at the MAX (CFPCA)
- February 26: Washington D.C. Alumni Reception (CFPCA and Law)
- March 2: Alumni Gathering Pre-Spring Dance Concert (CFPCA)
- March 2: School of Medicine Future Docs

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- March 4: School of Medicine Learning Community Dinner
- March 7: “Inspire from Within” Faculty/Staff Donor Appreciation
- March 7: TEDx Wayne State
- March 9: Lakeland Detroit Tigers Spring Training Game and Alumni Reception
- March 11: East Coast, Florida: Knowledge on Tap ‘On the Road’
- March 23: Admissions Spring Open House
- March 29: Wayne Law Alumni Happy Hour
- April 10: Detroit Presidential Alumni Reception
- April 11: WSU Giving Day
- April 16-18: Spring Grad Expo
- May 22: NYC Presidential Alumni Reception
- May 2019: Washington, D.C.: Knowledge on Tap ‘On the Road’
- June 4: Golden Jubilee, celebrating the Class of 1969
- September 29: Ford Motor Company Alumni Tailgate

****Subject to Change***