



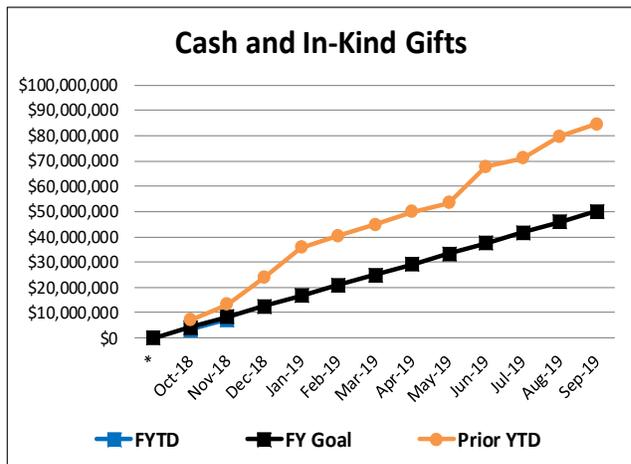
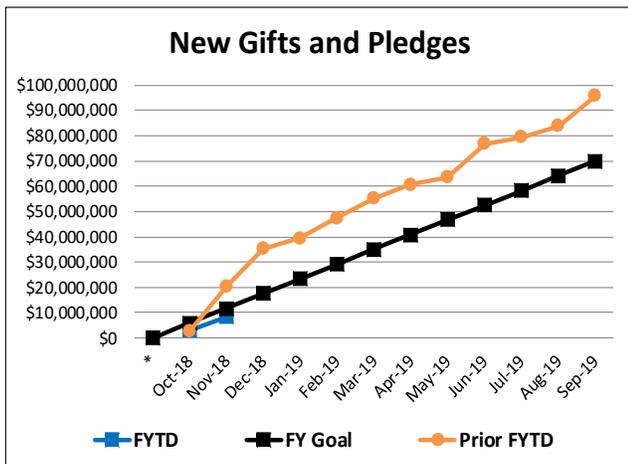
Division of Development and Alumni Affairs  
 Submitted by:  
 Susan Burns  
 Vice President for Development and Alumni Affairs

**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**

Fiscal year totals as of November 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 <sup>1</sup>	\$8,385,805	\$70,000,000	12%	\$20,218,752
Cash Gifts <sup>2</sup>	\$7,135,854	\$50,000,000	14%	\$13,055,482
In-Kind Gifts <sup>2</sup>	\$61,603			\$29,460



<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.

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- The Alumni Association sponsored the student study days on December 3 and December 10 for the RISE and NETWORK learning communities.
- The ‘Inspire from Within’ Faculty/Staff quarterly Ambassador meeting was held on December 5.
- The Alumni Association and the College of Education hosted a “Small Plates/Big Ideas” student-alumni networking event with the student organization Future Educators on December 6 to discuss careers in public education.
- On December 6, alumni professionals from across the state of Michigan gathered on the WSU campus to discuss the latest trends in alumni relations and annual giving. This is the second year the WSU Alumni Association has led the planning and implementation of this conference.
- The WSU Alumni Association hosted a workshop for members of the Student-Alumni Council. The December 7 workshop focused on how to manage personal finances while attending college.
- The Alumni Association Past Presidents Council held its annual holiday luncheon on December 10 at Tierney Alumni House. Peter Caborn, Associate Vice President, Alumni Affairs and Advancement Services, provided information and updates about the Office of Alumni Relations and the university.
- The Office of Alumni Relations greeted and offered congratulations to students graduating during the December 10 commencement ceremonies. Diploma inserts were provided for all graduates that included information on how to connect with the WSUAA. In addition, a congratulatory message from the WSUAA Board President was included in the Winter Commencement program, and Peter Caborn, Associate Vice President, Alumni Affairs and Advancement Services, welcomed new alumni to the association as part of the commencement ceremony.
- In partnership with the Office of the Provost, the Student-Alumni Council organized a “Pay It Forward” Challenge at the Late Night Breakfast on December 12 to bring philanthropic awareness to the WSU student community. The Student-Alumni Council also held “Pop-Up” stations on December 10 and 11 to promote the “Pay It Forward” Challenge.
- The Organization of Black Alumni Planning Committee held a nomination committee meeting on December 13 to select planning committee members for

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the upcoming calendar year. They also hosted their annual Holiday Social on December 14.

- The Los Angeles Presidential Alumni Reception was held January 10 at the Sofitel Los Angeles in Beverly Hills. Alumni had the opportunity to engage with President M. Roy Wilson, First Lady Jacqueline Wilson, several deans and other WSU staff. The WSU Alumni Association also unveiled the 'Alumni Advice Project' as part of the evening's program and activities.
- The Alumni Association hosted a pre-game indoor tailgate before the Men's and Women's basketball games on January 31.
- In partnership with the PricewaterhouseCoopers Multicultural Professional Readiness Scholars, the Alumni Association hosted a "Small Plates/Big Ideas" event that focused on finance and accounting professions on February 1.
- In collaboration with the Warriors Together Volunteer Program, the Student-Alumni Council Speaker Series hosted a workshop that discussed how to lead productive meetings through collaborative work on February 1.

### **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, the College of Engineering hosted a celebratory networking breakfast on December 7 for the Fall 2018 Industry Mentor Program participants in all six departments – Chemical, Civil, Computer Science, Electrical, Industrial and Mechanical.

#### *Fine, Performing and Communication Arts*

- The College of Fine, Performing and Communication Arts held an alumni gathering on December 3 as part of the Mondays at The MAX.
- On December 8, an alumni gathering was held at Detroit's Music Hall Center for the Performing Arts as part of the annual December Dance Concert.
- An alumni gathering was held on January 18 at the Elaine L. Jacob Gallery for the opening of the Mike Kelly / David Ireland Exhibition.

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*College of Liberal Arts and Sciences*

- The College of Liberal Arts and Sciences hosted a reception for David Lowrie celebrating his fifty-four year career in the Department of Geology on January 18 inside Old Main's Mineral Museum.

**School of Medicine Alumni Association (SOMAA):**

- School of Medicine Alumni Appreciation Calling - December 5-13
- School of Medicine Physical Medicine and Rehab Medical Specialty Luncheon - December 10
- School of Medicine Dermatology Medical Specialty Luncheon - January 2
- School of Medicine Alumni Appreciation Calling - January 14-25
- School of Medicine Learning Community Dinner - January 22
- School of Medicine Psychiatry Medical Specialty Luncheon - January 23

**ALUMNI COMMUNICATIONS HIGHLIGHTS:**

- *Wayne State Magazine* was recognized by the Council for Advancement and Support of Education (CASE) with a Pride of Case V award. The magazine earned Silver honors for the Best Alumni/Institution Magazine, 10,000 FTE and up category. The latest edition of the magazine was mailed to more than 70,000 homes in mid-November.
- On November 27, a robust social media and email campaign was executed for Giving Tuesday (the global day of giving). The campaign featured student-led projects on the university crowd-funding platform WarriorFunder. More than \$50,000 was raised to support WSU student projects.
- In addition to the WSUAA monthly electronic newsletter that is sent to approximately 145,000 alumni, the central alumni relations office is collaborating with schools and colleges to develop and manage targeted alumni e-newsletters. Communications are now sent monthly for College of Engineering and the Mike Ilitch School of Business. In the College of Liberal Arts and Sciences, newsletters have been sent for the departments of Chemistry, Political Science and Biology. These school and college-specific communications are developed 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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**UPCOMING ALUMNI EVENTS (subject to change):**

- February 5: School of Medicine Learning Community Dinner
- February 6: School of Medicine Ophthalmology Medical Specialty Luncheon
- February 6: School of Medicine Alumni Board Meeting
- February 11: Alumni Gathering Pre-Angels in America Part 1 (CFPCA)
- February 11: Naples Presidential Alumni Reception
- 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 21: WSU Alumni Association Board of Directors Meeting
- February 26: Washington, D.C. Alumni Reception (CFPCA and Law)
- February 28: "Inspire from Within" Faculty/Staff Donor Appreciation
- February 28: Alumni Networking Event (MISB)
- March 2: Alumni Gathering Pre-Spring Dance Concert (CFPCA)
- March 2: School of Medicine Future Docs
- March 4: School of Medicine Learning Community Dinner
- March 6: Sociocultural Factors and their Impact on Health and Healthcare: CLAS Alumni Physician's Panel
- March 7: TEDx Wayne State
- March 9: Lakeland Detroit Tigers Spring Training Game
- March 11: East Coast, Florida: Knowledge on Tap – "On the Road"
- March 23: Admissions Spring Open House
- March 26: School of Medicine/Henry Ford Alumni Event (tentative)
- March 29: Wayne Law Alumni Happy Hour
- April: Northern California: Knowledge on Tap - "On the Road"
- April 10: Detroit Presidential Alumni Reception
- April 10: School of Medicine Alumni Board Meeting
- April 11: WSU Giving Day
- April 16-18: Spring Grad Expo
- April 22-26: School of Medicine Alumni Appreciation Calling
- April 24: Wayne Loyal Lifetime Circle Induction
- May: Washington, D.C.: Knowledge on Tap – "On the Road"
- May 17-19: School of Medicine Alumni Reunion Weekend
- May 22: NYC Presidential Alumni Reception
- June 4: Golden Jubilee, celebrating the Class of 1969
- June 4: School of Medicine Commencement/Legacy
- July 26: School of Medicine White Coat/Legacy
- September 29: Ford Motor Company Alumni Tailgate