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.

**DEVELOPMENT AND ALUMNI AFFAIRS PERFORMANCE**

**Student Success**
- The Student-Alumni Council hosted its end-of-semester *Leadership Development Speaker Series* session on March 22, 2019. Dr. Betty Davis, ’76 and ’93 College of Education alumna and founding member of the Organization of Black Alumni, discussed *Emotional Intelligence* with student-alumni council members and student leaders from across campus.
- The Alumni Association’s Industry Mentor Program continues to expand. In addition to the current alumni-student matches in the College of Engineering and the Department of Chemistry, plans are now finalized with the School of Information Science’s Archival Program. Active conversations continue with the Irvin D. Reid Honors College to launch a program in the fall.
- The Kresge Foundation made a $50,000 planning grant to the Provost’s office to evaluate student transportation needs between Macomb County and main campus.
- Ford Motor Company Fund provided $35,000 in support for student scholarships and hands-on student research in the College of Engineering and the Mike Ilitch School of Business.
- Corporate Relations partnered with the College of Engineering to raise funds for the Corporate Partners Program, which is supported by Ford Motor Company, Eaton, Humanetics, Yazaki NA, Lakeshore Global and others for student scholarships.

**Teaching Excellence and Research**
- The Institute of Gerontology’s SAFE program received $413,000 from the Michigan Health Endowment Fund to continue research and implementation of a program to educate seniors about financial exploitation (PI: Peter Lichtenberg).
- The Michigan Health Endowment Fund granted $500,000 to the Michigan Developmental Disabilities Institute to launch a statewide program to support families of children with Autism Spectrum Disorder (PI: Sharon Millberger).
- Microsoft named Wayne State University one of 12 universities globally to participate in the Microsoft Employability Skills Pilot program, which prepares...
students for future career pathways. Wayne State hosted a Microsoft and LinkedIn team on campus on February 20 to begin the planning phase.

Community Engagement

- **Wayne State Magazine** was recently recognized by the Council for Advancement and Support of Education (CASE) with a Pride of CASE award. The magazine, which is produced bi-annually by the Office of Alumni Relations, has earned Silver honors for the *Best Alumni/Institution Magazine*, 10,000+ FTE category.
- The Detroit Presidential Alumni Reception was held on April 10 at the Colony Club. The event served as a kick-off for this year’s WSU Giving Day, and the Alumni Association promoted the ‘Alumni Advice Project’ as part of the evening’s program and activities.
- The third annual WSU Giving Day was held on April 11. This annual, one-day endeavor created an opportunity to tell a range of Wayne State stories in a way that inspired new donors and re-engaged current ones. Every school, college and unit participated in this campus-wide event by highlighting funding priorities, special programs and recent achievements. The phrase **Give Green, Be Gold** served as this year’s tagline and hashtag for Warriors to spread the word on social media.
- The Detroit Journalism Engagement Fund, a collaboration between the Community Foundation for Southeast Michigan, Ford Foundation and John S. and James L. Knight Foundation, made a second grant to WDET for Detroit Documenters ($76,000, PI: Michelle Srbinovich).
- The Ford Foundation provided a general operating support grant to the Detroit Revitalization Fellows ($200,000, PI: Asandi Conner).
- Corporate Relations managed the Ford Motor Company Fund relationship to provide $78,000 for student-led service learning courses, community projects and internships in the colleges of Education, Engineering, Fine, Performing, and Communication Arts and Liberal Arts and Sciences.
- The Mike Ilitch School of Business and Corporate Relations obtained $25,000 from Microsoft for the Tech Skills Talent Camp, which exposes Metro Detroit high school students to technology and productivity tools.
- General Motors provided $264,000 of cash and in-kind support for middle and high school pipeline programs for Detroit students in the colleges of Engineering and Liberal Arts and Sciences.

Diversity and Inclusion

- The Organization of Black Alumni (OBA) Planning Committee appointed new co-chairs in late March. Loren Townes and Tiana Dudley will lead the alumni affinity group for the next year. In addition, the committee supported the African American Studies Department’s *Career Day* held on Tuesday, March 26. The event brought together students, alumni and department faculty.
• As part of a week of events to celebrate LGBTQIA identities, the WSU Alumni Association hosted a Pride Week reception on April 1 in the Tierney Alumni House.

• The Rainbow Graduation, Awards and Homecoming program was held on April 12 to recognize and congratulate graduating LGBTQIA students and welcome them to the Alumni Association.

• The College of Engineering Dean’s Diversity Council held a panel discussion on April 17 in collaboration with the Office of Alumni Relations. Students were led in a discussion addressing diversity challenges in higher education and the engineering profession. Panel leaders included alumni Robert Ryan ‘66, Chester Morris ‘70, and Earl Shipp ‘81.

• The Detroit Equity Action Lab (DEAL) at Wayne Law received two grants:
  o The Ford Foundation made a general operating support grant ($227,500, PI: Peter Hammer);
  o The Detroit Journalism Engagement Fund, a collaboration between the Community Foundation for Southeast Michigan, Ford Foundation and John S. and James L. Knight Foundation, awarded $28,000 to the DEAL to engage journalists of color (PI: Peter Hammer).

Entrepreneurship

• The WSU Alumni Association hosted a reception for alumni and friends on April 8 at Hotel De Anza in Silicon Valley. Provost Whitfield, Dean Forsythe and Dean Fotouhi discussed trends in technology, entrepreneurship and big data. This reception was preceded by a ‘start-up showcase’ co-hosted by the WSU Alumni Association and the Anderson Institute, which brought together alumni entrepreneurs and alumni venture capitalists.

• The William Davidson Foundation granted $1.2M to WSU and TechTown to build out the Industry Innovation Center, revisit the TechTown campus plan and support Innovation Warriors.

• Corporate Relations began cultivating a relationship with Procter & Gamble that provided $10,000 in support for the Mike Ilitch School of Business’ Mobile Digital Presence Toolkit to help students develop innovative mobile apps, generate insights using machine learning, and explore augmented reality applications in various industries.
FUNDRAISING PERFORMANCE

Fiscal year totals as of February 28, 2019 (does not include philanthropy from FMRE)

<table>
<thead>
<tr>
<th></th>
<th>Current FYTD</th>
<th>Prior FYTD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY End Goal</td>
<td>Total</td>
</tr>
<tr>
<td>New Gifts and Pledges¹</td>
<td>$70,000,000</td>
<td>$20,948,480</td>
</tr>
<tr>
<td>Cash Gifts²</td>
<td>$50,000,000</td>
<td>$24,684,364</td>
</tr>
<tr>
<td>In-Kind Gifts²</td>
<td>$151,211</td>
<td>$80,537</td>
</tr>
</tbody>
</table>

¹ New gifts and pledges include new cash gifts, pledge commitments, realized estate 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.

![New Gifts and Pledges](chart.png)
FY19 Fundraising Production Comparison

Current FY
- FYTD: $20,948,480
- FY Goal: $70,000,000

Prior FY
- FYTD: $47,332,797
- FY Actual: $92,362,375

FY19 Fundraising Production by Category
- Pledges: $5,103,170 (24%)
- New Planned Gift Expectancies: $14,548,324 (70%)
- Cash: $1,296,985 (6%)
UPCOMING DEVELOPMENT AND ALUMNI EVENTS (Subject to Change)

May 2-3: Wayne State University Commencement  
May 8: Washington, D.C. Knowledge on Tap – “On the Road
May 17: ‘Turn the Tassel’ New Graduate Gathering  
May 17-19: School of Medicine Alumni Reunion Weekend  
May 22: NYC Presidential Alumni Reception  
May 23: G.O.L.D. (Graduates Of the Last Decade) Alumni Reunion  
May 30: WSU Alumni Association Board Meeting  
June 4: Golden Jubilee, celebrating the Class of 1969  
June 4: School of Medicine Commencement/Legacy  
June 10: Wayne Law Golf Outing  
June 14: Wayne Law Alumni Happy Hour  
June 29: Los Angeles Alumni Reception  
July 26: School of Medicine White Coat/Legacy Event  
July 27: School of Medicine In-Residence Reception  
September 29: Ford Motor Company Alumni Tailgate