



# WAYNE STATE UNIVERSITY

## Outreach and Engagement

Dr. Laurie Lauzon Clabo, Provost and Senior Vice President for Academic Affairs

Dr. Ahmad Ezzeddine, Vice President for Academic Student Affairs and Global Engagement

Ned Staebler, Vice President for Economic Development

Dr. Ezemenari Obasi, Vice President of Research

# Outreach & Engagement Balanced Scorecard:

## *Our Inextricable Ties with our Community*

### **Goal 1 - Lead and participate in the economic growth and prosperity of Detroit and Michigan.**

- Strengthen collaboration with neighborhoods, the business community, local and regional government, and local workforce initiatives to better capitalize on shared opportunities for economic growth and prosperity.
- Expand partnerships with local and regional government, NGOs, community organizations, and other thought leaders to address issues specific to urban communities.
- Advance community-engaged research and service learning that promote sustainable urban development.

### **Goal 2 - Deepen our engagement with Detroit and Michigan business partners to address challenges of discovery, innovation, talent and workforce pipeline development.**

- Partner with employers to expand the number of internships and employment opportunities for students.
- Expand strategic partnerships with employers to provide lifelong learning opportunities for their employees.
- Reduce barriers and provide support for individuals with existing college credit to complete their degrees and expand their career opportunities.
- Increase innovation and entrepreneurship in the community by leveraging the combined resources of the university's business engagement, TechTown and faculty research.
- Integrate the various business engagement activities of the university.



# Outreach & Engagement Balanced Scorecard:

## *Our Inextricable Ties with our Community*

### **Goal 3 - Strengthen our efforts as an engine of social mobility.**

- Support and expand efforts to help economically disadvantaged students earn college degrees and prepare them for prosperous careers, lifelong learning and wealth-building opportunities.
- Strengthen institutional infrastructure to support faculty, staff and student engagement in community-based programming, services and research.
- Expand entrepreneurship education.



# Outreach & Engagement Balanced Scorecard



## Student Economic Mobility

Metrics	Prior 3 Yr Avg	Latest Year	Difference	% Change
EMI	39%	24%	-15 %points	-38%
EMI Tier	1	1	0	0
PEP (yrs)	1.6	4	+2.4	+150%
% Pell UG	43%	44%	+1 %point	+2.3%
Median Total Debt After Grad*	\$22,083	\$21,250	-\$833	-3.8 %
US Dept of Education MSI Classification	YES	YES	--	--



## Peer Institutions

Metrics	Prior 3 Yr Avg	2022	Difference	% Change
WSU EMI (2022 v 2023)	39%	24%	-15 %points	-38%
Peer EMI (2022 v 2023)	26%	18%	-8 %points	-31%
WSU Community Partnership Total (\$M)	41.3M	34.1M	-\$7.2M	-17%
Peer Community Partnerships Total (\$M)	71M	56M	-\$15M	-21 %
WSU # Invention Disclosures	46	47	+1	+2%
Peer # Invention Disclosures	119	112	-7	-6%



## Community Partnerships

Metrics	Prior 3 Yr Avg	2022	Difference	% Change
Total Community Partnership R&D (\$M)	413	341	-72	-17.4 %
R1 Rank Community Partnership	84	89	-5 slots	-6%
Business Partnership (\$M)	5.6	6.6	+1	+17.8 %
Non-Profit Partnership (\$M)	25	17.8	-7.2	-29 %
State and Local Gov Partnership (\$M)	10.6	9.8	-0.8	-7.8 %
Carnegie Community Engaged Classification	YES	YES	--	--



## Growth & Enterprise

Metrics	Prior 3 Yr Avg	2022	Difference	% Change
# Invention Disclosures	46	47	+1	+2%
# Active Licenses + Options	8.3	6	-2.3	-28%
Licensing Revenue (\$ ,000)	\$629	\$428	\$201	-31%
R1 Licensing Revenue Rank	87	98	-9 slots	-10%
# Startups	1	2	+1	+100%
APLU IEP Designation	YES	YES	--	--



# Outreach & Engagement Balanced Scorecard:

## *Student Economic Mobility*



Student  
Economic  
Mobility

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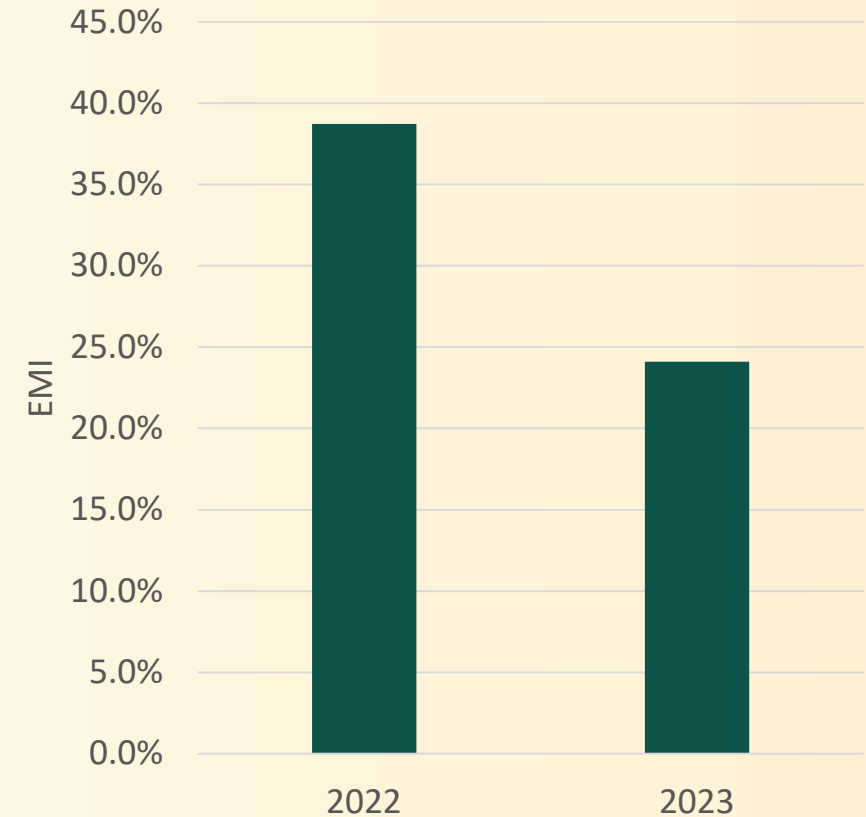




# Third Way Economic Mobility Index Change: *Impact of Different Methodology for Calculation*

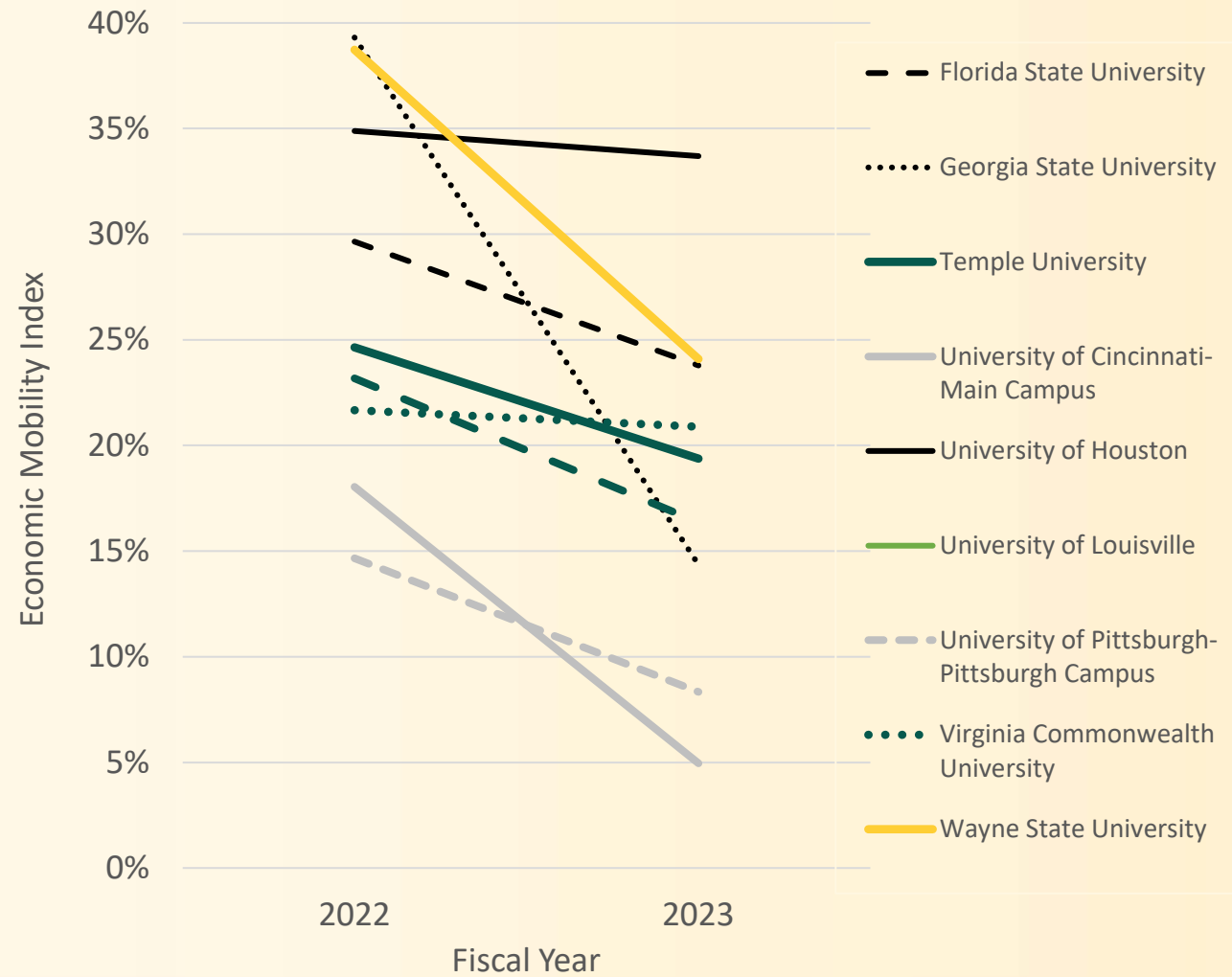
EMI Components	2022	2023	Difference
Economic Mobility Tier	1	1	No Change
Price-to-Earnings Premium (PEP) for Low-Income Students	1.58	4.01	-2.43
Low-income PEP Percentile Rank	87.4%	56.0%	-31.4%
<b>PEP Input: Income (Methodology Change)</b>	<b>\$55,000 (Mean)</b>	<b>\$42,592 (Median)</b>	<b>-25%</b>
Percent Pell	44.3%	43.0%	-1.3%
Economic Mobility Index	38.7%	24.1%	-14.6%

Wayne State University



# Economic Mobility Index Methodology Change Affects All National Peers

Institution Name	EMI Tier		Economic Mobility Index	
	2022	2023	2022	2023
Florida State University	1	1	29.6%	23.8%
Georgia State University	1	3	39.3%	14.4%
Temple University	1	2	24.6%	19.4%
University of Cincinnati-Main Campus	2	5	18.0%	5.0%
University of Houston	1	1	34.9%	33.7%
University of Louisville	2	2	23.2%	16.4%
University of Pittsburgh-Pittsburgh Campus	3	4	14.7%	8.3%
Virginia Commonwealth University	2	2	21.7%	20.9%
Wayne State University	1	1	38.7%	24.1%





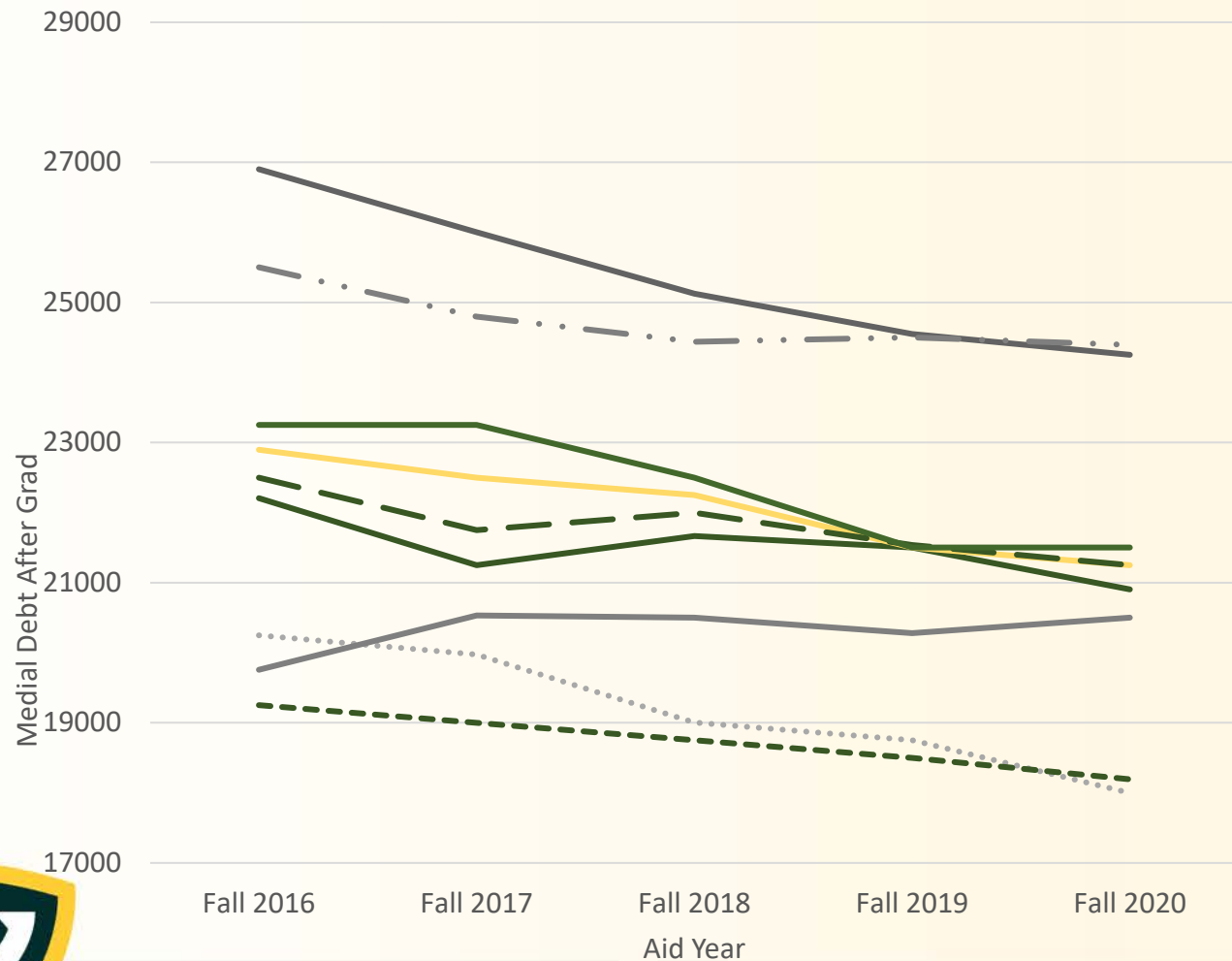
# Economic Mobility Index: Wayne State Ranks Highly Compared to National Peers

2023 EMI Tier	Institution	State	Price-to-Earnings Premium (PEP) for Low-Income Students: Years to Pay Down Total Net Cost	Low-income PEP Percentile Rank	Percent Pell	2023 Economic Mobility Index
1	University of Houston	TX	1.82	85%	40%	34%
<b>1</b>	<b>Wayne State University</b>	<b>MI</b>	<b>4.01</b>	<b>56%</b>	<b>43%</b>	<b>24%</b>
1	Florida State University	FL	1.0	93%	26%	24%
2	Virginia Commonwealth University	VA	2.95	70%	30%	21%
2	Temple University	PA	3.30	65%	30%	19%
2	University of Louisville	KY	3.74	59%	28%	16%
3	Georgia State University	GA	6.98	29%	49%	14%
4	University of Pittsburgh-Pittsburgh Campus	PA	3.4	63%	13%	8%
5	University of Cincinnati-Main Campus	OH	7.14	29%	17%	5%





# Wayne State Has Reduced Median Total Debt After Graduation (among those who take out federal loans)

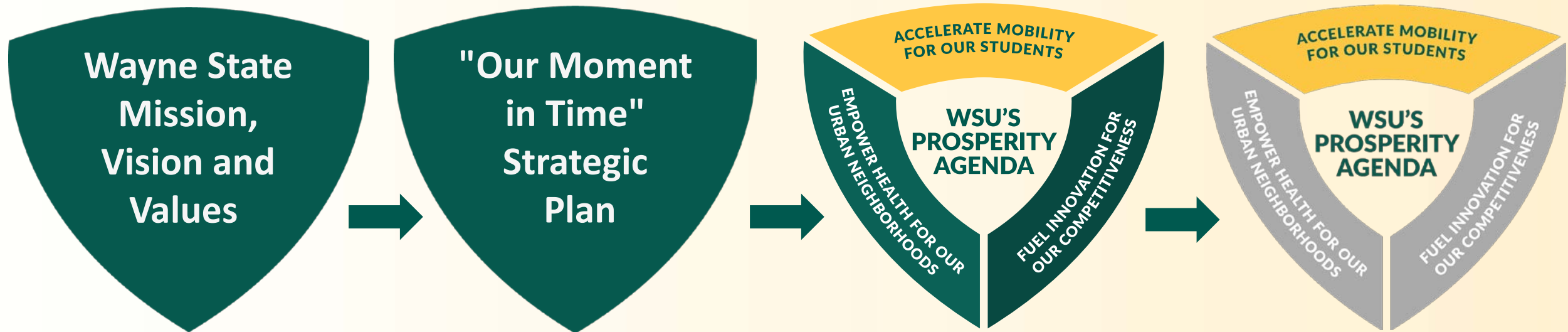


**% Students Take Out Fed Loans**

..... Florida State University	22%
— Georgia State University	43%
— University of Louisville	41%
— Wayne State University	42%
— University of Cincinnati	48%
— University of Pittsburgh	51%
— Temple University	61%
- - - University of Houston	32%
— Virginia Commonwealth University	47%



# | College to Career Initiative: O&E tool!



## Initiatives:

1. College to Career



# Outreach & Engagement Balanced Scorecard: Community Partnerships



**Community Partnerships**

Metrics	Prior 3 Yr Avg	2022	Difference	% Change
Total Community Partnership R&D (\$M)	41.3	34.1	-7.2	-17.4%
R1 Rank Community Partnership	84	89	-5 slots	-6%
Business Partnerships (\$M)	5.6	6.6	+1	+17.8%
Non-Profit Partnerships (\$M)	25	17.8	-7.2	-29%
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Carnegie Community Engaged Classification	YES	YES	--	--



# *WSU partners with CVS to improve health outcomes in our urban neighborhoods*

## **WSU Center for Health Equity and Community Knowledge in Urban Populations (CHECK-UP)**

*Goal: Improve heart and mental health outcomes*

- CVS doubled financial investment
- Detroit-based coalition that co-creates programming through community participation
- Expanded community health workforce through training

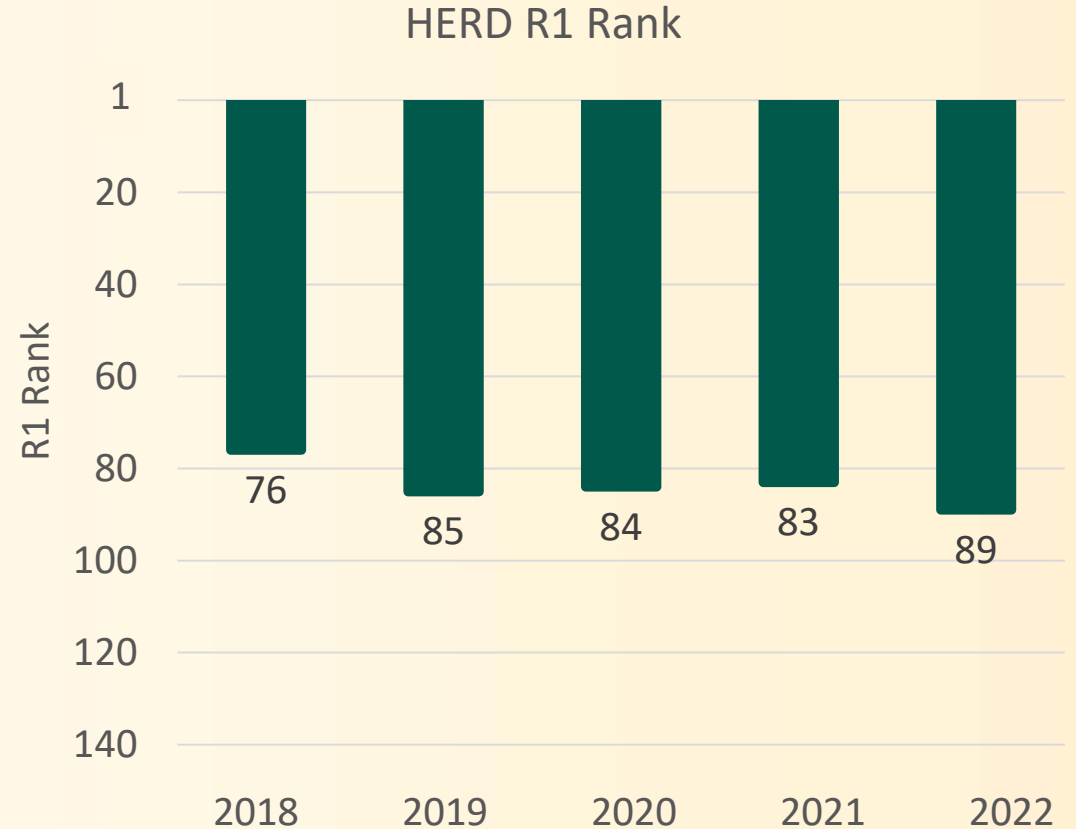
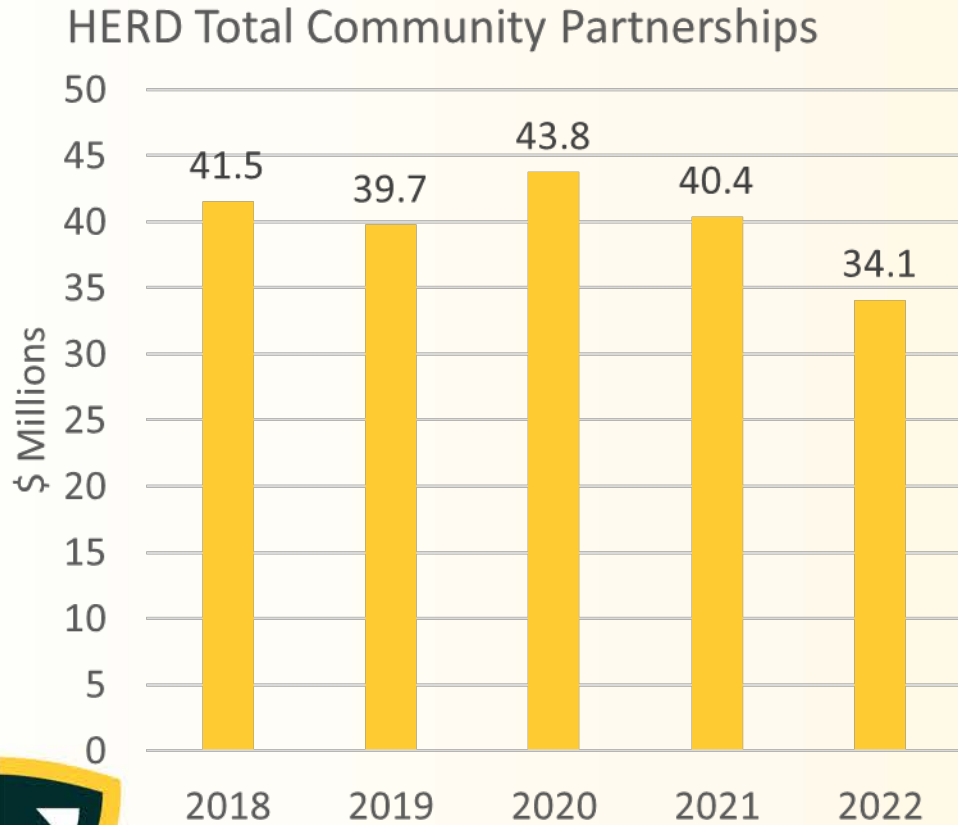
*...CVS/Wayne State: Building on our deep historic connection*



**Professor Hayley Thompson**  
Dept. of Oncology

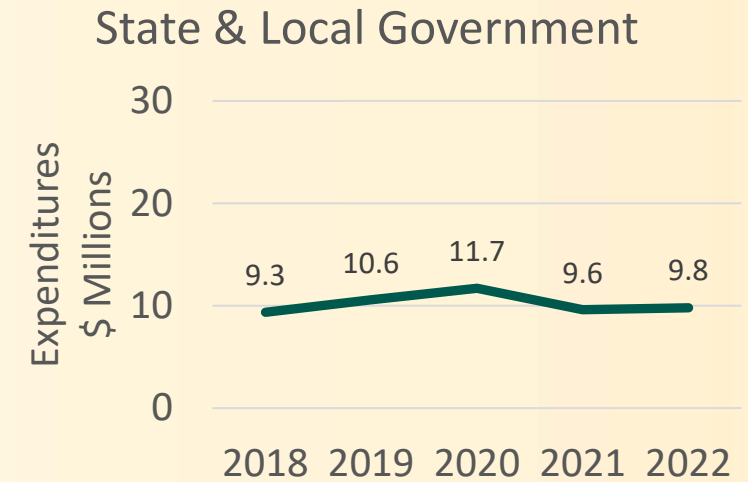
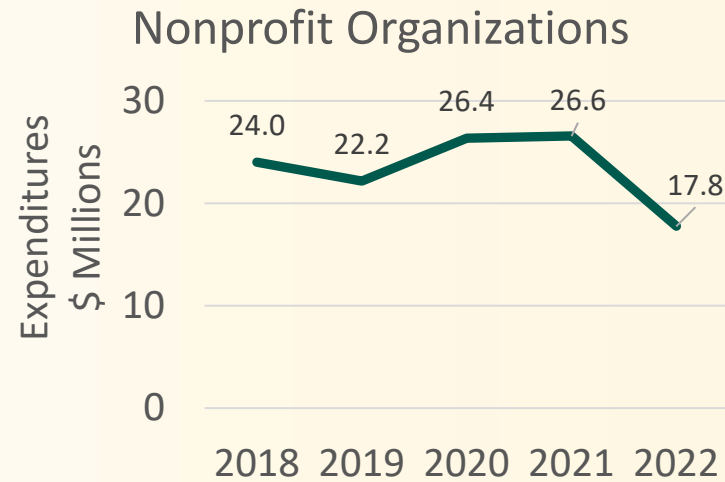
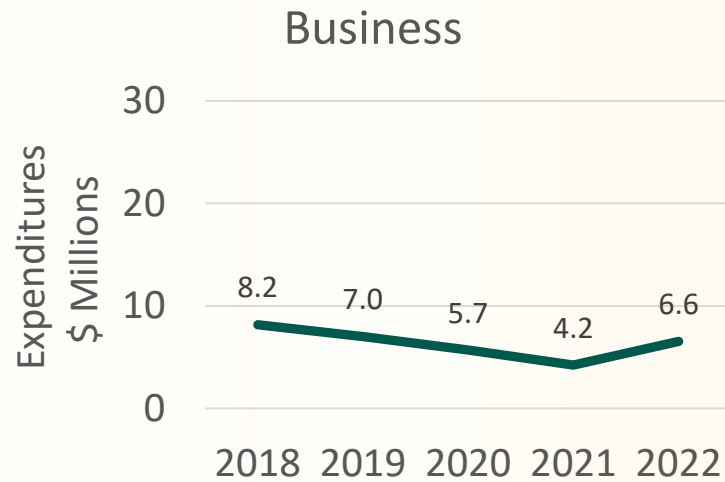


# Funded WSU Community Partnerships and relative rank amongst our peers have decreased in last 5 years



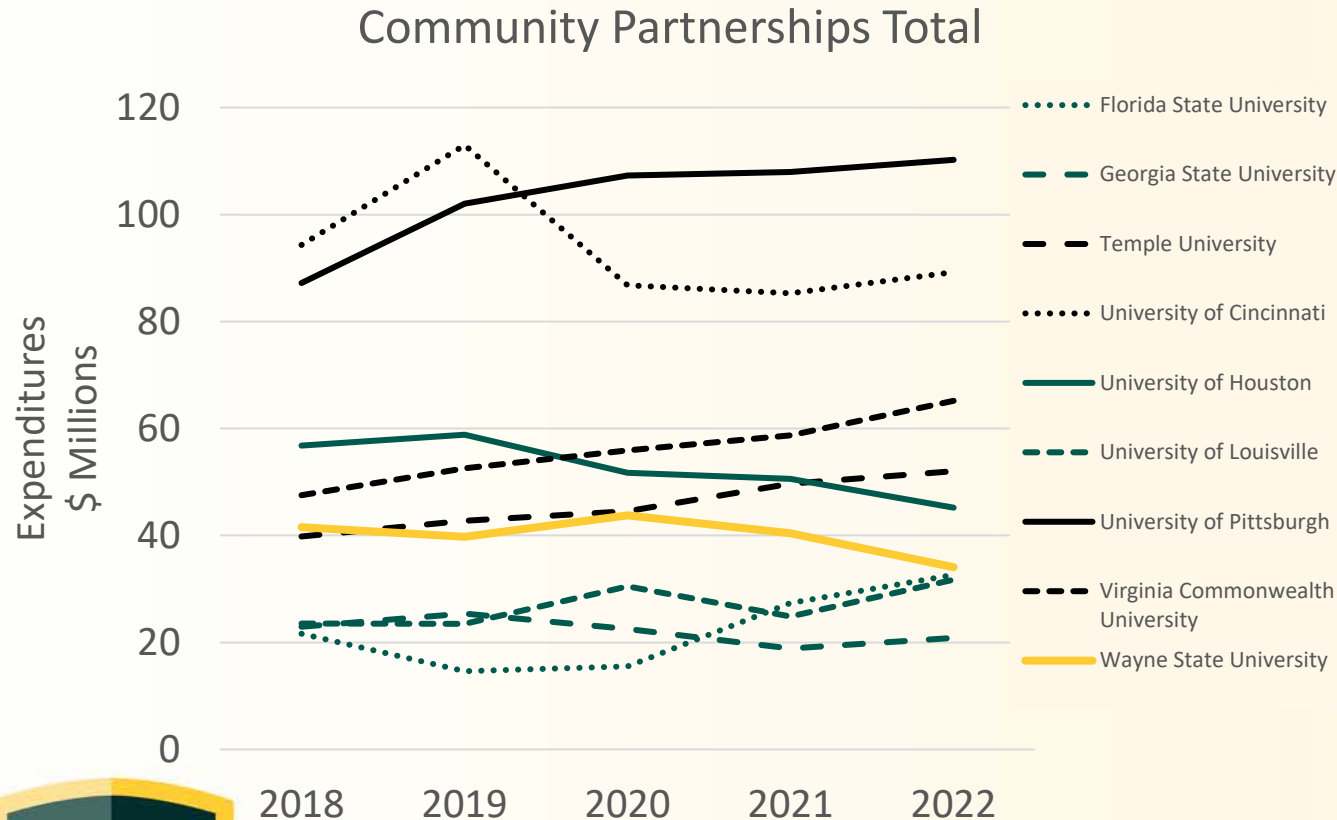


# Negative trend in WSU Community Partnerships is largely related to reductions in funded projects with Nonprofit Organizations & Business





# Total Community Partnerships: *WSU has lost ground relative to national peers, particularly in last 3 years*



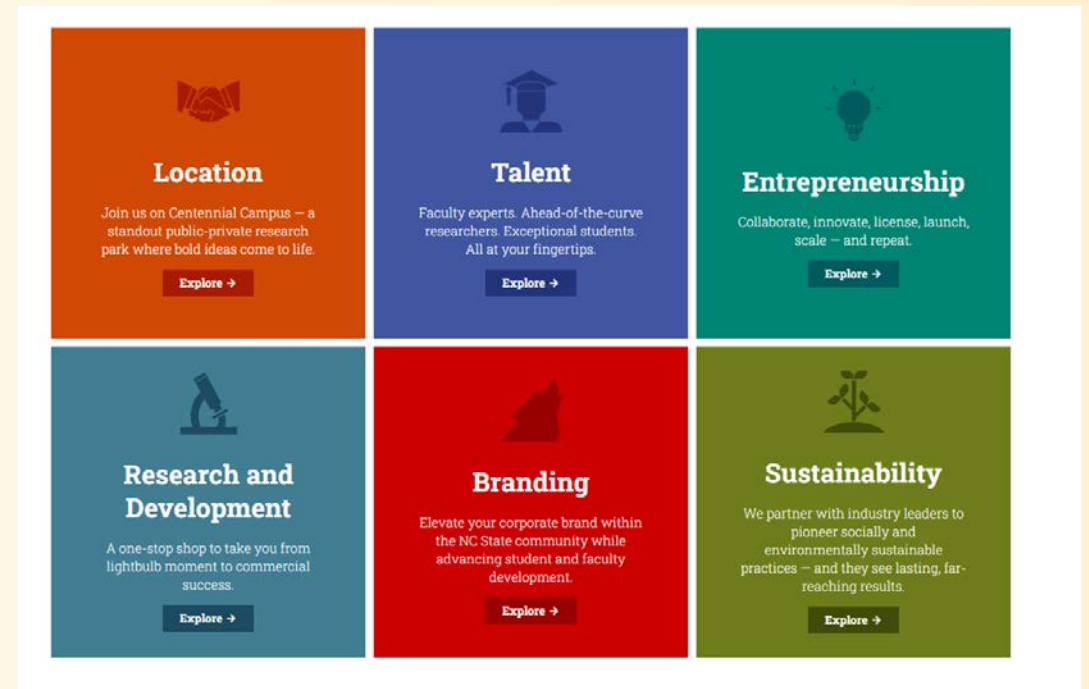
Institution	2022 Rank	Change since 2018
Florida State University	94	21
Georgia State University	119	-12
Temple University	76	4
University of Cincinnati	48	-9
University of Houston	82	-19
University of Louisville	96	8
University of Pittsburgh	39	4
Virginia Commonwealth University	64	5
Wayne State University	89	-13



# Next Steps: *Partnership Concierge*

**R1 Research universities are a rich source of talent, expertise, R&D resources!  
...Navigating through them to find the right connection can be complex.**

- Engage with R1 faculty expertise in areas as diverse as artificial intelligence and metabolic disorders.
- Connect with highly-qualified students for internships, co-ops and full-time hires.
- Launch businesses built around the licensing of Wayne State technology, science and programs.
- Access to state-of-the-art testing services and lab equipment to develop new technologies.
- Locate in and around our Midtown Detroit campus





# Outreach & Engagement Balanced Scorecard – Growth & Enterprise



**Growth & Enterprise**

Metrics	Prior 3 Yr Avg	2022	Difference	% Change
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# WSU faculty translate fundamental science to meaningful treatments through state entrepreneurship support

- MTRAC: a statewide program that accelerates technology transfer from Michigan universities and colleges.
- Grant: *Product Development and Human Feasibility Trial of Novel Non-Invasive Device for Effect Treatment of Tinnitus.*
- Goal: *develop a noninvasive infrared technology for tinnitus treatment.*



**Professor Maik Hüttemann**  
Dept. Of Biochemistry,  
Microbiology and  
Immunology

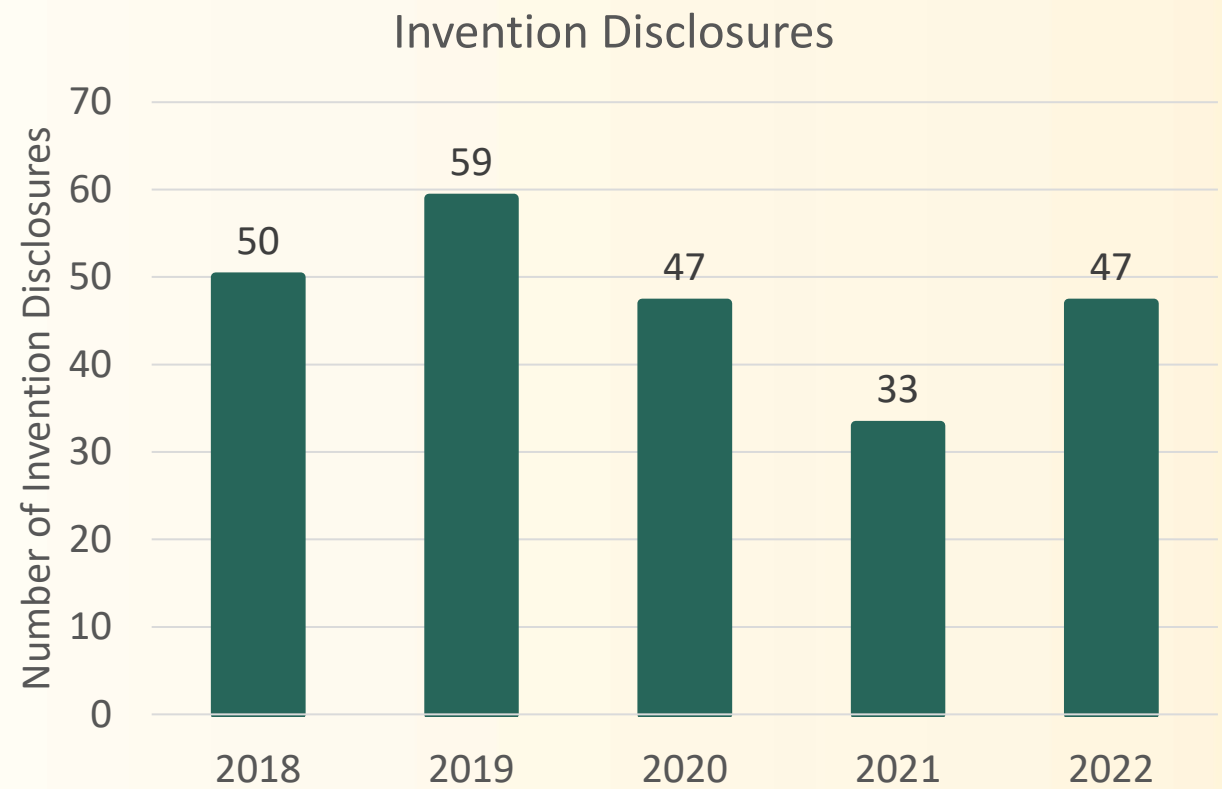


**Professor Jinshen Zhang**  
Dept. of Otolaryngology

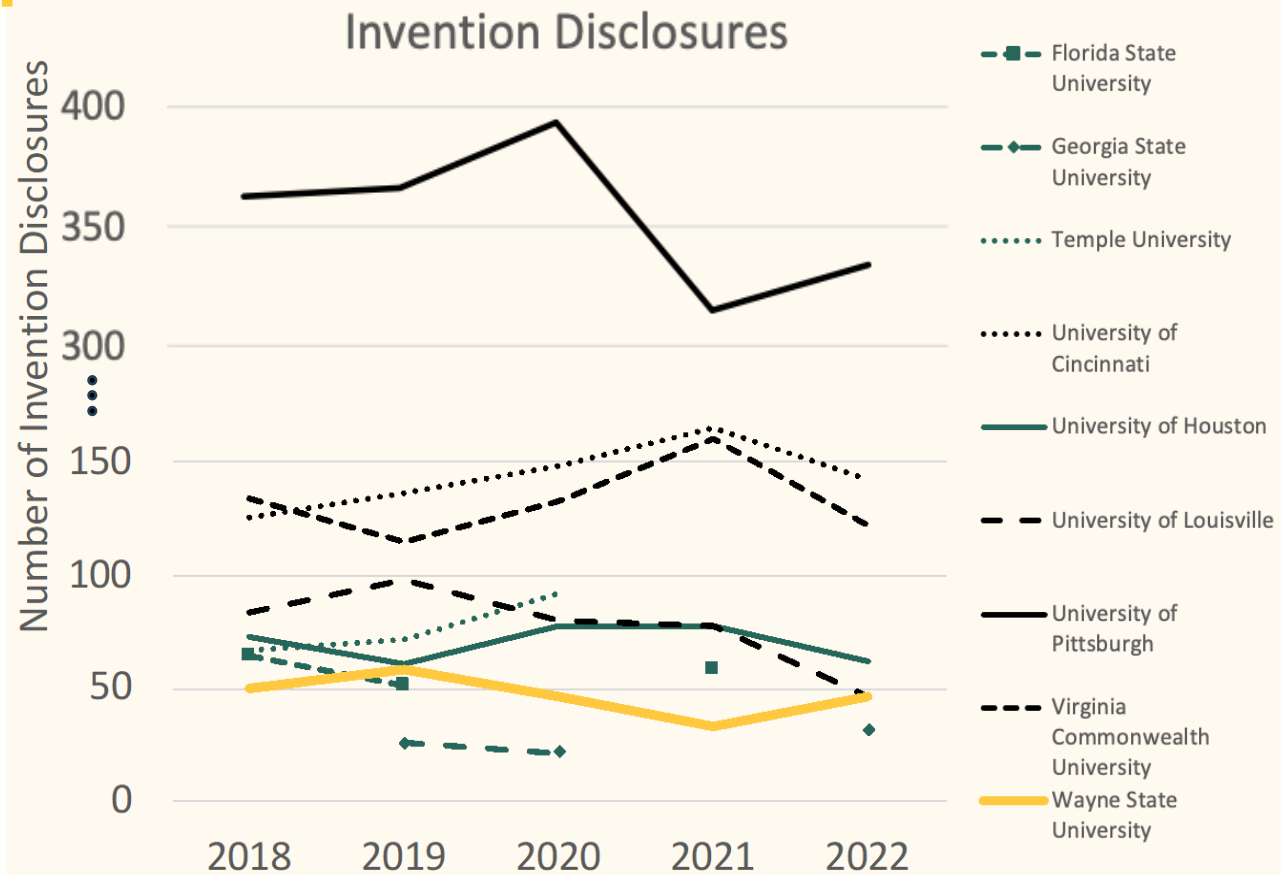




# *WSU Invention Disclosures are largely unchanged*



# WSU has fewer Invention Disclosures compared to National Peers

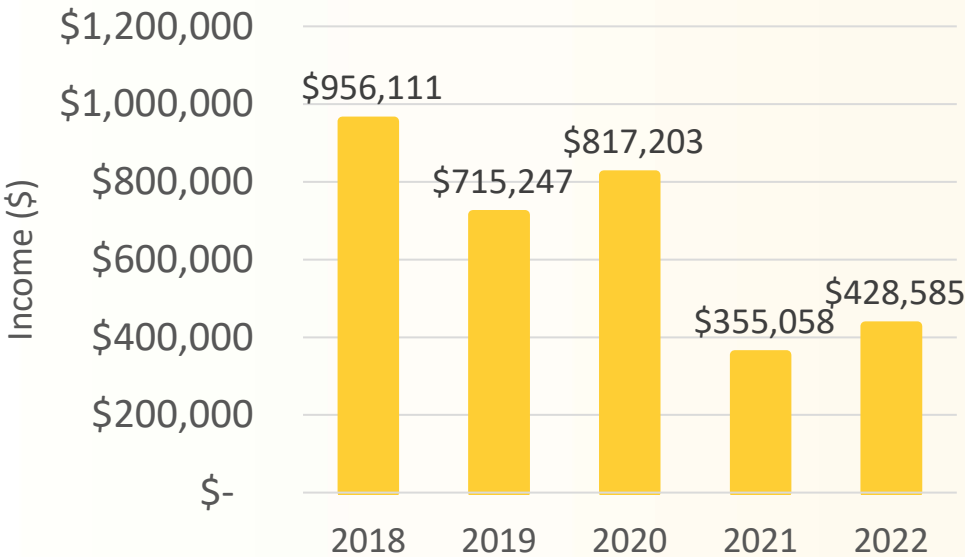


Institution	2022 Rank	Change since 2018
Florida State University	118	46
Georgia State University	103	-1
Temple University	117	47
University of Cincinnati	52	0
University of Houston	78	11
University of Louisville	92	29
University of Pittsburgh	13	0
Virginia Commonwealth University	57	7
Wayne State University	91	7

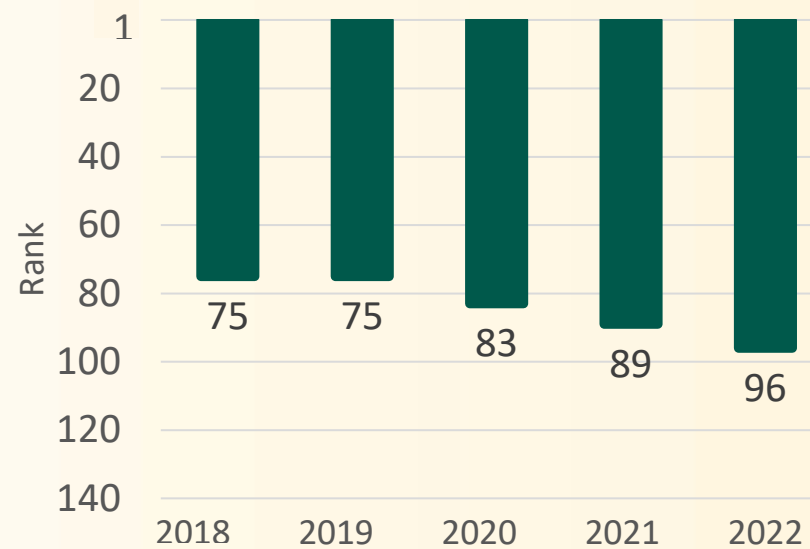


# WSU has lost ground in Licensing Income and Relative Rank relative to national peers

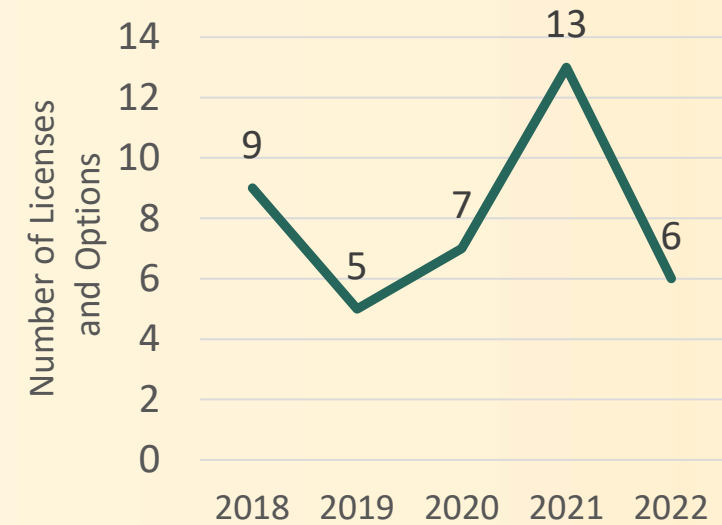
### Gross Licensing Income



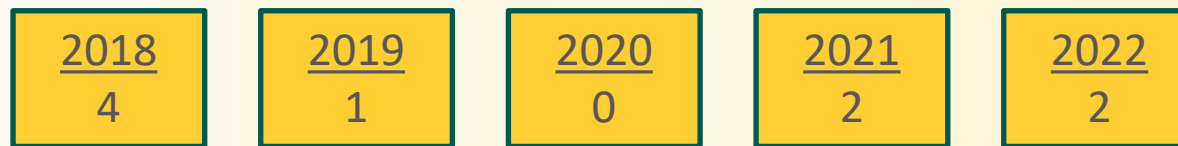
### R1 Rank



### Total Licenses and Options Executed



### New Startups Formed





# Institutional Classifications

University	US Dept of Education MSI	Carnegie Community Engaged	APLU IEP
Florida State University	YES	YES	NO
Georgia State University	YES	NO	NO
Temple University	NO	NO	NO
University of Cincinnati-Main Campus	NO	NO	YES
University of Houston	YES	NO	YES
University of Louisville	NO	YES	YES
University of Pittsburgh-Pittsburgh Campus	NO	YES	YES
Virginia Commonwealth University	YES	YES	YES
<b>Wayne State University</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>



# Outreach & Engagement Balanced Scorecard: Great Opportunity Ahead



## Student Economic Mobility

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*WSU can better connect Detroit-powered talent development, community-engaged faculty innovation and economic development to drive prosperity that advances our O&E goals!*



# WAYNE STATE UNIVERSITY

THANK YOU