



WAYNE STATE
UNIVERSITY

Office of Business Engagement and Strategic Partnerships



YOUR ENTRY TO
WAYNE STATE



WE ARE WAYNE STATE

You may have noticed... things have changed. And they will continue to change more quickly and profoundly than ever before. How we work, how we communicate, how we move around. How we access health care, how we create, how we engage with our communities. How we plan, how we build, how we measure success.

For more than 150 years, Wayne State University has been driving change. As an urban research institution committed to student success and creating and advancing knowledge, we continue to pursue bold ideas and solutions to meet 21st-century challenges. We emphasize a culture of community and diversity, which pervades everything we do and has resulted in Wayne State ranking as the state's top public university (and among the best in the nation) for social mobility.

When Detroit put the world on wheels – among other milestones – Wayne State graduates were there. The city and the university continue to lead. Driven by research and education we are upskilling the workforce and building a diverse and innovative future in the heart of Detroit.

We create individualized, comprehensive, strategic relationships with like-minded organizations. These partnerships are diverse and include everything from industry icons to small, local businesses.

As one of only six public, urban universities in the United States – and the only one in Michigan – to hold the highest Carnegie Foundation ratings for both research intensiveness and community engagement, we never lose sight of our contribution to our local and global communities.

I invite you to develop a distinctive partnership with us to advance our mutual goals for positive change and prosperity. We are Warrior Strong on our own, but we can be stronger together.



We look forward to partnering with you!



Heidi Ann Coates
Senior Associate Vice President,
Office of Business Engagement
and Strategic Partnerships,
Wayne State University



Detroit-made, global industry-ready

Wayne State is a premier research university in the heart of Detroit. We serve the most diverse and driven body of students in Michigan with a focus on helping these students thrive, create and advance knowledge, and positively impact our local and global communities. Our reach extends from our campus of nearly 24,000 students to more than 295,000 alumni across the nation and 79 countries. Every day, dedicated faculty, staff and students participate in the reinvention of a great American city by demonstrating shared values of collaboration, integrity, innovation, diversity and inclusion, leadership and excellence in all that they do.

7,000

degrees awarded annually

46%

of students held an internship while taking classes

86%

of students reported being employed while attending WSU

83%

of graduates report being employed within one year of degree completion

71%

of graduates indicate their current position is related to their academic program of study

More than

70%

of alumni live and work in Michigan

More than

6,800

full-time and part-time faculty and staff

1st

in Michigan for social mobility

21%

of graduates work in Detroit

\$2.6

billion annual economic impact

Strategic partnerships with Wayne State

Wayne State offers experiences, expertise and programs that bridge divides and connect our academic mission to our community and corporate partners. A strategic partnership with Wayne State elevates your brand, improves your workforce, advances your mission, and helps you solve problems and discover new ideas.

The Office of Business Engagement and Strategic Partnerships is your entry to Wayne State. We create personalized frameworks for our corporate partners that connect your strategic interests to our programs and talent, including research, facilities, student and alumni talent, and continuing education.

Workforce development and upskilling

Certificates, custom courses, executive education and training programs provide added value to your employees' development and keep you competitive.



Consulting

We can identify faculty members with the expertise to take your company to higher levels of achievement.



Procurement and strategic sourcing

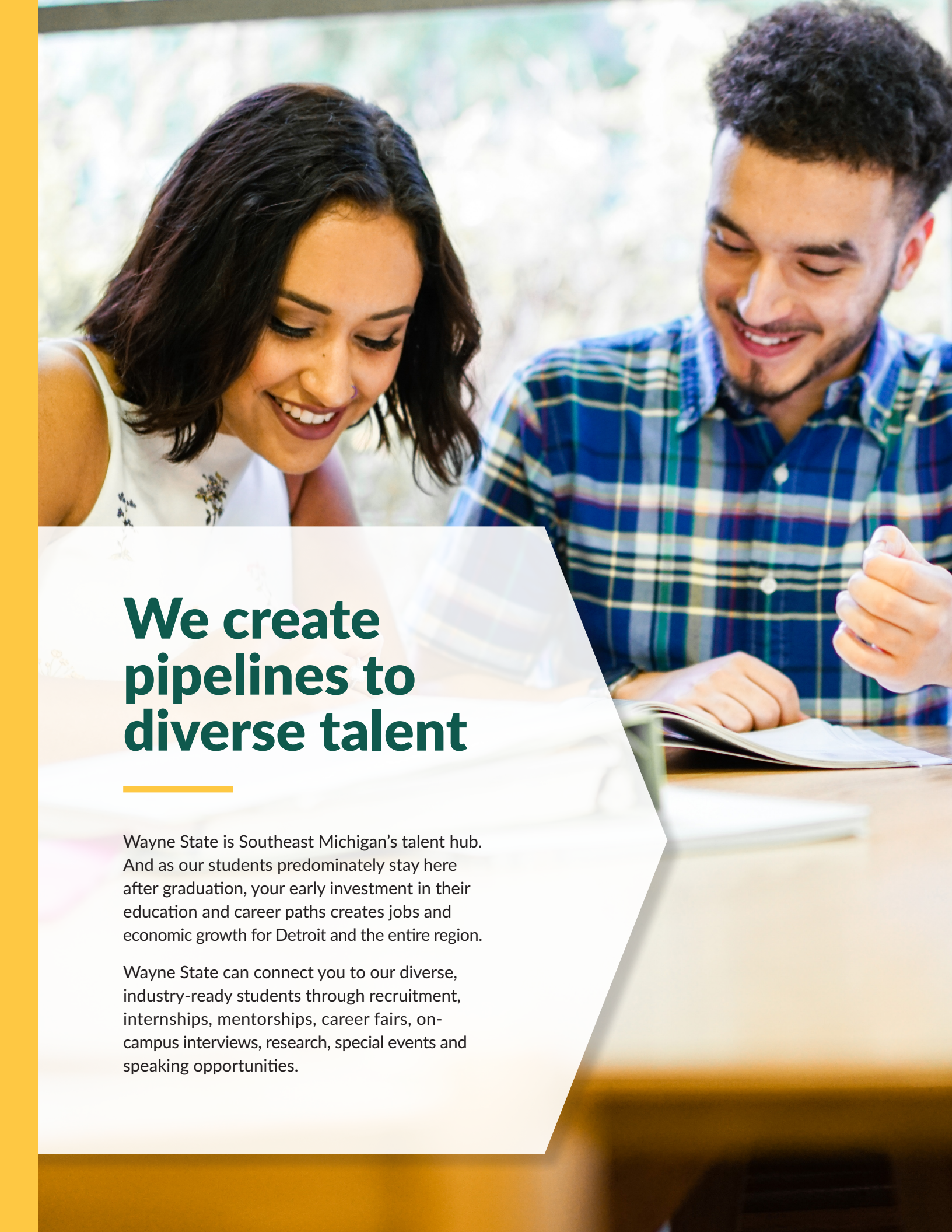
Your company can become a preferred vendor at the university. We create partnerships that aid the university and your bottom line.



Facilities and core resources

Co-locate or utilize the university's labs and facilities to benefit from the direct connection to our students and faculty, networking opportunities and state-of-the-art equipment.





We create pipelines to diverse talent

Wayne State is Southeast Michigan's talent hub. And as our students predominately stay here after graduation, your early investment in their education and career paths creates jobs and economic growth for Detroit and the entire region.

Wayne State can connect you to our diverse, industry-ready students through recruitment, internships, mentorships, career fairs, on-campus interviews, research, special events and speaking opportunities.

CAREER SERVICES

Wayne State's Career Services office provides expansive support and resources that assist students and alumni in career planning and readiness. Career Services introduces strategies for students to develop and improve skills required to achieve their career objectives and address your staffing needs.

INTERNSHIPS & CO-OPS

Internships and co-ops provide students with hands-on learning opportunities to gain work experience in their career fields and offer industry partners a chance to select and test talented students in advance of a job offer.

CAPSTONE PROJECTS

Our capstone courses partner students with industry clients to develop real-world solutions. Sponsoring a capstone course gives you direct access to new talent and provides Wayne State students with practical, career-ready experience.

GLOBAL PROGRAMS

Wayne State encourages and facilitates the exchange of students and scholars between our campus and educational and research facilities around the world. We can help advance your global agenda by identifying diverse global applications for university- and industry-supported research and innovations.

RECRUITMENT

Career Services offers personalized, coordinated recruiting services for employers, as well as career fairs, employer workshops and mock interview sessions that offer companies an opportunity to reach and attract talented students.

“Having a mentor has sharpened so many of my skills and provided a head-start for my career.”

Rujula Lnu
Mike Ilitch School of Business



MENTOR PROGRAMS

Mentor programs offer students extraordinary career development opportunities that connect them with industry leaders and help them determine goals to build a professional identity. Mentors share their own career paths and provide guidance, motivation and support to students. Employers can participate in or sponsor mentorship programs and receive direct access to students, custom mentorship training, and countless volunteer opportunities for your staff.

ALUMNI

The Office of Business Engagement and Strategic Partnerships and Alumni Relations can help you forge relationships with our talented alumni locally and globally.

Located in Midtown Detroit — one of the country's fastest growing neighborhoods — Wayne State's campus is among the city center, surrounded by industry leaders and cultural pillars.





Creating world-class talent

KEY DISTINCTIONS

- »»» 7,000 degrees awarded annually
- »»» 23,788 total students
- »»» 36% of students identify as racial minorities
- »»» 2022 - Wayne State received Minority-Serving Institution status
- »»» 75% of students stay in Michigan after graduation
- »»» Students come from nearly every state and 79 countries
- »»» Holds the Carnegie Foundation's highest classifications for research (R1) and community engagement
- »»» The most diverse student body among Michigan's public universities

WAYNE STATE STUDENT ENROLLMENT BY COLLEGE

College of Liberal Arts and Sciences	8,244
Mike Ilitch School of Business	3,725
College of Engineering	3,368
College of Education	2,003
College of Fine, Performing and Communication Arts	1,574
School of Medicine	1,512
Eugene Applebaum College of Pharmacy and Health Sciences	875
College of Nursing	750
School of Social Work	732
Wayne Law	431
School of Information Sciences	535





Research and discovery

Wayne State is Michigan's only urban research university with the Carnegie Foundation's highest classifications for research and community engagement. Our faculty and students are engaged in a wide variety of research projects that span the sciences and humanities, creating and advancing knowledge that impacts global communities.

KEY UNIVERSITY RESEARCH PRIORITIES

- »»» Mobility
- »»» Urban health disparities
- »»» Translational neurosciences
- »»» Cardiovascular health
- »»» Water
- »»» Environmental sciences
- »»» Big data
- »»» Cancer
- »»» Fundamental sciences

The university works with corporations across the U.S. who sponsor innovative faculty- and student-led research. The Office of Business Engagement and Strategic Partnerships is your connection to faculty expertise that aligns with your company's priorities. From initial meetings to framing the terms of research agreements, we streamline the process, terms and management of your sponsored research projects.

SPONSORED RESEARCH

Wayne State blends research disciplines to seek new discoveries and solutions to your biggest questions. Through interdisciplinary cluster hires, collaborative lab spaces and university-wide research programs, our faculty and students are finding answers in new and evolving ways.

FACULTY CONSULTING

Our 3,000 faculty are available to offer you their expertise. The Office of Business Engagement and Strategic Partnerships can work with your team to find the right faculty to meet your needs.

50+
research and academic centers and institutes

\$320 MILLION
in annual research awards

\$244 MILLION
in annual research expenditures

Accelerate technology and innovation

Wayne State's Office of Business Innovation and Tech Commercialization crosswalk the university's newest capabilities to your corporate priorities through an integrated office focused on technology transfer and new business and venture creation.

Technology Commercialization

The university's Technology Commercialization office provides high-quality assistance to Wayne State researchers and industry partners to accelerate the availability of next-generation technologies. The team identifies, protects, markets and licenses intellectual property developed by our faculty, staff and students and supports corporate research alliances.

Office of Business Innovation

OBI staff support early-stage innovations and businesses originating from Wayne State faculty, staff, students and alumni. They also promote partnerships between the university and the private sector.

Throughout its history, Wayne State has partnered with Michigan's leading companies. As one of the first universities in the U.S. to create a cabinet-level office to lead economic development strategy, Wayne State is built to work with innovators across fields.

From TechTown, Detroit's most established business incubator, to innovative technology developed by expert faculty, Wayne State is your partner to pursue new ideas, license technology and tap entrepreneurial expertise.



Office of Economic Development

Ensures the university is as engaged and invested in our neighborhood and city as we are with our core educational mission. OED helps guide, manage and grow the university's annual \$2.6 billion contributions to the region.



TechTown

This Wayne State-affiliated nonprofit helps thousands of tech startups and small businesses develop, launch and grow through tailored programming and connection to learning, coaching and networking resources in Detroit.



364
patents
issued

729
invention
disclosures

\$282
MILLION

secured by Wayne State startups

We enhance your brand

Build and sustain your reputation with Wayne State. We promote and strengthen relationships between the university and corporate partners. We deliver what few partnerships can — a legacy of excellence, advocacy and innovation that spans hundreds of disciplines and programs with expansive Detroit roots.

SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities offer our partner organizations substantial visibility across our 200-acre campus in Detroit and beyond. Sponsorship offerings include university events, athletics, lecture series, programs, research symposiums and more.

NAMING OPPORTUNITIES

Naming opportunities recognize your significant investment in a school, college, unit or program. Named options include buildings, classrooms, labs, support funds and programs.

ENDOWED POSITIONS AND PROGRAMS

Create a legacy in your industry by endowing a chair, professorship, fellowship or dedicated fund.

Common high-impact endowments:

- ▶ Chairs and professorships
- ▶ Student scholarships
- ▶ Fellowships
- ▶ Faculty development and research
- ▶ Study abroad programs
- ▶ Annual lectures

MATCHING GIFTS

Matching gifts are a thoughtful way for employers to maximize their employees' contributions to Wayne State. The Office of Business Engagement and Strategic Partnerships can work with your team to encourage philanthropy at your company and develop a seamless way to increase Wayne State support.

CORPORATE SOCIAL RESPONSIBILITY

We are Detroit's university. The university's research and community engagement activities are a crucial piece of our mission. By investing in and partnering with Wayne State, you can help advance projects and programs that meet the needs of our neighbors while enhancing our shared goals.





WAYNE STATE UNIVERSITY

Office of Business Engagement and Strategic Partnerships

For more information on partnering with Wayne State University, please contact:

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STRONGER TOGETHER.