What marks a great university but a series of moments when everything can change? I wonder changes to I know. Think changes to do. One idea changes into a vision. One vision changes into a career. One career changes the world. In a moment, one future changes to another. Each of these are pivotal moments for our students, our university, our city, our world.

Wayne State is a place where students see their paths opening toward bigger ideas, more ambitious careers and a greater impact in the world. It’s where undergraduates work beside senior faculty in advanced research projects that are moving the needle of new knowledge. It’s where we reach beyond our campus boundaries to help reimagine and rebuild the city of Detroit.

Ask any of Wayne State’s proud alumni, students, faculty or staff and they will tell you that their time spent at this university changed their lives.

M. Roy Wilson, M.D., M.S.
12th President
Wayne State University

“Our university has a history that spans two centuries, a history that is made up of many moments, pivotal moments when everything can change. These moments are opportunities and challenges. They are points of clarity when the future becomes a path toward even greater strength.”

COVER: Nancy George, Ph.D., associate professor and director of the Doctorate of Nursing Practice program, College of Nursing, hoods DNP graduate Patrice Wade during convocation.
Ever since I was a kid, I always liked playing with Legos and taking things apart. Engineering just seemed like the perfect fit. I could use math and science to discover different things and create and build stuff.”

Jaron Bentley
B.S. in Mechanical Engineering
College of Engineering

What do you want to be when you grow up? For Jaron Bentley this question had an easy answer. He wanted to be an engineer. But when he did poorly in math during the sixth grade, he was unsure if he could reach this goal. Then a teacher led him to Math Corps, a Wayne State program for Detroit middle and high school students. That pivotal moment set him on a path of achievement.

A successful engineering education at Wayne State, internships and returning to Math Corps as a mentor followed for Jaron. Now, he wants to study intellectual property law, guiding inventors, entrepreneurs and innovators. Most of all, he wants to help future engineering students find what they want to be when they grow up.
A MOMENT TO
Discover

Children grow up without thinking about it much. Dr. Thomason thinks about it a lot. She is particularly interested in how brain networks develop and their ability to regulate emotions from childhood through adolescence to adulthood. She has found that the stress and anxiety some children endure can alter the connectivity of their brain systems. These changes may last a lifetime and can increase the likelihood of mental illness.

Dr. Thomason’s work has particular resonance for high-risk, urban youth like those in Detroit who live in stressful environments. There is a lot of research on adults, but the work of Dr. Thomason and her team helps develop potential interventions to create pivotal moments for children that can change their lives.

“We know that early life stress has profound effects on the way children develop, both in their emotional systems and their cognitive systems, and the brain offers an opportunity to get at that information so we can develop treatments.”

Moriah Thomason, Ph.D.
Assistant Professor of Pediatrics,
School of Medicine
Merrill Palmer Skillman Institute for
Child and Family Development
“You can tell merely by the way the air feels that something has happened, that what you’ve created has changed something in you and in someone else.”

Annie Keris
M.F.A. in Acting
College of Fine, Performing and Communication Arts

A MOMENT TO Create

Intensely prepared, Annie Keris stepped on stage with just the right amount of nervousness. She gave herself over to the world invented by the Hilberry Theatre company. The audience followed along with her, through joy, shock and heartbreak. They connected. And although the moment was fleeting, the emotions lingered much longer.

Annie has created many of these pivotal moments at Wayne State, moments that have changed her life and the lives of others. It’s why she loves the theatre. She has shared something profound with audiences. They will never forget it—and neither will she.
When I became interested in law school, I visited four of the five law schools in Michigan and immediately chose Wayne State. It was really easy. The Damon J. Keith Center for Civil Rights, I saw that building and said, ‘OK, I’m home.’

Steve Knox wants to change the world. And for him, the moment he realized Wayne State could help him achieve his dream was pivotal. His vision of himself had suddenly become clear, and any doubts and second guesses were left behind. Now, each step forward is one he takes with confidence.

Steve’s confidence comes from his passion for social justice. It’s part of who he is. And Wayne Law is helping him by providing valuable, hands-on experience in law clinics that serve the people of Detroit. It’s all part of the training that’s required to change the world.

“When I became interested in law school, I visited four of the five law schools in Michigan and immediately chose Wayne State. It was really easy. The Damon J. Keith Center for Civil Rights, I saw that building and said, ‘OK, I’m home.’”

Steve Knox
Juris Doctor Candidate
Wayne Law
PIVOTAL MOMENTS

Pivotal Moments: Our Campaign for Wayne State University celebrates the life-changing moments the university has helped ignite and creates new ones. Our campaign is an ambitious effort with a goal to raise $750 million by 2018, the 150th anniversary of the university’s founding.

Wayne State invites alumni, friends, corporations and foundations to be a part of the campaign by investing in four priority areas. These four priorities are to:

- Inspire our students and faculty to be curious and passionate.
- Discover new approaches, solutions and areas of inquiry through multidisciplinary, translational and applied research.
- Create fresh expressions of existing knowledge.
- Engage through community service, enriching the culture and economy of Detroit and beyond.

These priorities are broad in their reach because Wayne State is broad in its mission. Wayne State is a comprehensive public, urban research university. We have 13 schools and colleges. We have centers and institutes, tackling issues from citizenship and urban studies to early childhood education and aging. We have an economic impact of $2 billion. We are a Tier One research university, classified by the Carnegie Foundation as a RU/VH institution (research university/very high research activity). We are among only six public, urban universities to hold Carnegie’s highest research designation as well as its most comprehensive classification for community engagement.

Wayne State University’s impact is significant, far-reaching and comprehensive, and our campaign priorities must be as well.
# OUR PRIORITIES

<table>
<thead>
<tr>
<th>Giving Opportunities</th>
<th>GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INSPIRE</strong></td>
<td>$275 MILLION</td>
</tr>
<tr>
<td>Student scholarships and fellowships</td>
<td></td>
</tr>
<tr>
<td>Internships and study abroad programs</td>
<td></td>
</tr>
<tr>
<td>Extracurricular activities</td>
<td></td>
</tr>
<tr>
<td>Travel funds for conferences and competitions</td>
<td></td>
</tr>
<tr>
<td>Student success programs</td>
<td></td>
</tr>
<tr>
<td><strong>DISCOVER</strong></td>
<td>$250 MILLION</td>
</tr>
<tr>
<td>Endowed faculty positions</td>
<td></td>
</tr>
<tr>
<td>Research funds</td>
<td></td>
</tr>
<tr>
<td><strong>CREATE</strong></td>
<td>$75 MILLION</td>
</tr>
<tr>
<td>Facilities, including classrooms, studios and laboratories</td>
<td></td>
</tr>
<tr>
<td>The Integrative Biosciences Center (Bio)</td>
<td></td>
</tr>
<tr>
<td>The Hillberry Gateway Project</td>
<td></td>
</tr>
<tr>
<td>The Student Center</td>
<td></td>
</tr>
<tr>
<td><strong>ENGAGE</strong></td>
<td>$150 MILLION</td>
</tr>
<tr>
<td>Community-focused programs</td>
<td></td>
</tr>
<tr>
<td>Educational outreach</td>
<td></td>
</tr>
<tr>
<td>Lectures and conferences</td>
<td></td>
</tr>
<tr>
<td>Community consortiums</td>
<td></td>
</tr>
<tr>
<td>Midtown partnerships and initiatives</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$750 MILLION</td>
</tr>
</tbody>
</table>

---

**INSPIRE**

Since its founding, Wayne State University has been a place of opportunity. Generations of students who were the first in their families to attend college, as well as decade after decade of students who define the term “non-traditional,” have come to our university to learn, grow and achieve. This is Wayne State’s greatest offering—preparing students for personal and professional success and providing a path to excellence for those with the drive and talent to make a difference in their own lives and an impact on the world.

At Wayne State University, we want to continue to provide promising students access to higher education at a world-class research university. An investment in this priority makes that possible. It positions Wayne State as the place where students can put classroom ideas into practice by working in laboratories, taking part in internships and clinics, and getting involved in the community.

Providing funding for these and other initiatives, such as scholarships and study abroad programs, helps every student with desire and aptitude to afford college, complete their degree and obtain the tools for success.

This is inspire, and it is the enduring legacy of Wayne State.
Wayne State University is made up of 13 schools and colleges, as well as centers, institutes and programs, many of which reside within the schools and colleges. Our campaign priorities represent shared focus areas of strategic importance throughout the university.

Every gift to every area of the university counts toward our $750 million goal.

DISCOVER

It is in the nation’s research universities where groundbreaking and life-changing discoveries take root. As a nationally recognized urban research university, Wayne State is ranked among the top public institutions for research expenditures by the National Science Foundation.

Throughout the campus in each school and college, the discoveries at Wayne State have local impact and global influence. In other words, the strong research initiatives set forth by the university have effects that start in Detroit and reach around the world.

Through transformational technologies in health care, energy and manufacturing to a greater understanding of human behavior and urban issues, the core research excellence at Wayne State provides a pathway to identify new solutions and enhance quality of life. Investing in research at Wayne State enables our faculty to innovate, to ask and answer questions, and to contribute to our society. This work, along with engaging our students and training the next generation of research scholars, requires significant support for state-of-the-art laboratories and equipment for multidisciplinary, translational and applied research.

An investment in this priority also establishes graduate fellowships, attracts and retains the best faculty, and strengthens collaboration and the cross-pollination of ideas that open new avenues of exploration.

This is discover, and it is new ideas, new solutions to life’s greatest challenges and advancing the next generation of investigators and innovative thinkers.

Wayne State University is made up of 13 schools and colleges, as well as centers, institutes and programs, many of which reside within the schools and colleges. Our campaign priorities represent shared focus areas of strategic importance throughout the university.

School of Business Administration
College of Education
College of Engineering
College of Fine, Performing and Communication Arts
Graduate School
Irvin D. Reid Honors College
Institute of Gerontology

Law School
College of Liberal Arts and Sciences
School of Library and Information Science
School of Medicine
Merrill Palmer Skillman Institute
College of Nursing

Eugene Applebaum College of Pharmacy and Health Sciences
School of Social Work
University Libraries
Wayne State University Press
WDET
WSU Athletics

Every gift to every area of the university counts toward our $750 million goal.
Wayne State University has a long history of addressing issues that affect people who live and work beyond our campus boundaries, as well as preparing students to address those issues.

This is about being a university of the people—a university that inspires, discovers and creates in a way that is more than learning for the sake of knowledge but learning with a goal to apply that knowledge and improve lives, both within our community and beyond.

This is engage, and it is developing community-minded students while empowering Detroit to serve as a model for urban centers around the world.

The evolution of Wayne State continues with spaces designed to provide cutting-edge opportunities for students to learn, conduct research, rehearse and perform—the spaces that in so many ways define the university experience. Investing in this priority supports the positive transformation of a modern, urban campus.

Throughout the university, investment in new and refurbished spaces will foster the sharing of ideas, spur multidisciplinary projects and further establish Wayne State as a place to collaborate.

This is create, and it is a campus environment that nurtures new ways of thinking and doing.

Wayne State University has a long history of addressing issues that affect people who live and work beyond our campus boundaries, as well as preparing students to address those issues. This is about being a university of the people—a university that inspires, discovers and creates in a way that is more than learning for the sake of knowledge but learning with a goal to apply that knowledge and improve lives, both within our community and beyond.

Our research also addresses core issues that disproportionately affect urban centers, with a goal to translate new discoveries to improve our community. Funding for these initiatives enables each college and school at Wayne State to advance projects and programs that help meet the needs of our neighbors, while providing immeasurable experiences that prepare our students for successful and rewarding lives.

This is engage, and it is developing community-minded students while empowering Detroit to serve as a model for urban centers around the world.

With these priorities, our campaign aims to make Wayne State University preeminent in what a public urban research university can and should be. We are a university of opportunity and excellence, a leader in research, a home of diversity and collaboration, and a source of local impact and global influence.

Wayne State University is a place to inspire, discover, create and engage.
Help us make more moments

How did Wayne State change your life? How do you want Wayne State to help change the lives of others? Pivotal Moments: Our Campaign for Wayne State University is your opportunity to recognize the impact the university has made and to make such moments possible for future generations of students and faculty. After all, what is a campaign but a series of moments when, together, we can change everything?
“A campaign does something special. It provides excitement and builds momentum. It gives us a chance to talk about critical areas of opportunity and growth for the university. It encourages individuals, corporations and foundations to support the university in ways that are bigger and bolder than ever before. And a campaign allows us to celebrate all those who have invested in our students, faculty and programs, recognizing the key role they have played in shaping our future.”

M. Roy Wilson, M.D., M.S.