



WAYNE STATE
College of Liberal Arts
and Sciences



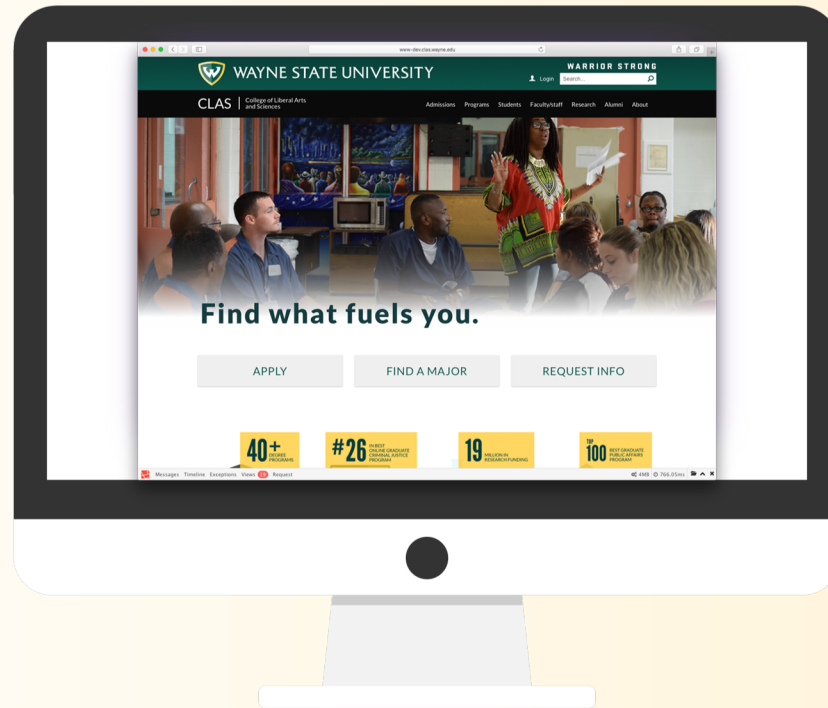
CLAS Marketing

APRIL 2018 UPDATE



College of Liberal Arts and Sciences

CLAS 3.0



College of Liberal Arts and Sciences

CLAS 3.0

- Announced in July 2016
- CLAS Profiles, January 2017
- Design, April 2017
- Development, July 2017
- Launch, March 2018



“ “

62% of students say that a college's website influences their opinion about that institution.

MSTONER, MYTHBUSTING ENROLLMENT MARKETING



**WARRIOR
STRONG**

CLAS 3.0 GOALS

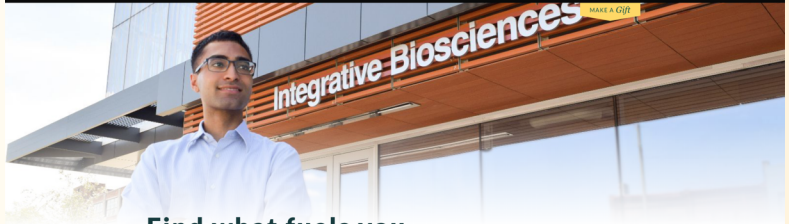
1. Future/current students
2. Degree → career path
3. Be memorable



CLAS 3.0 CHALLENGES

- 80 programs
- 22 departments
- 10 centers/institutes
- 50+ faculty sites

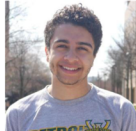




Find what fuels you

- APPLY
- FIND YOUR MAJOR
- REQUEST INFO

- 40+ ONLINE PROGRAMS
- #26 BEST ONLINE GRADUATE PROGRAM FOR SOCIAL JUSTICE
- 19 MILLION RESEARCH FUNDING
- #100 GRAD. PUBLIC AFFAIRS PROGRAM



Tevin Monroe - Warrior at heart
 Wayne State students, professors, faculty and even the community recognize the friendly face of Tevin Monroe. With a passion to see everyone as more than just another face, Monroe advocates his beliefs to love everybody for who they are, not who they appear to be.

[More clas acts](#)

News

- Chemistry postdoc wins prominent fellowship
- History department receives Career Diversity Implementation Grants
- Geology grad rocks steady as she waits for grad school acceptance
- Wayne State University receives New Mexico dark sky land, robotic observatory

[More news](#)

Events

- Apr 05 Russian Tea at 12:15 p.m.
- Apr 09 Poetry Circle at 4:00 p.m.
- Apr 13 Lachman Lecture at 12:00 p.m.
- Apr 17 The Art of Emory Douglas at 12:30 p.m.

[More events](#)



LawStart
 FAST TRACK TO BACHELOR'S PLUS LAW DEGREE



College of Liberal Arts and Sciences
 2155 Old Main Bldg
 4814 Cass Avenue, Detroit, MI 48201 (map)
 313.977.2315

clas.wayne.edu



College of Liberal Arts and Sciences



Find what fuels you

- APPLY
- FIND YOUR MAJOR
- REQUEST INFO

- 40+** DEGREE PROGRAMS
- #28** IN BEST ONLINE GRADUATE CRIMINAL JUSTICE PROGRAM
- 19** MILLION IN RESEARCH FUNDING
- 100** GRAD PUBLIC AFFAIRS PROGRAM

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New



Discover the liberal arts and sciences

CLAS is Wayne State's largest college with 19 departments and more than 40 degree programs.

Digital humanities project reveals untold stories of the city

- Ethnic Layers of Detroit project reveals unt...
- Wayne State receives \$1.85 million NIH gra...
- Notes from field camp: Geology students s...
- Prof. Ryzewski appointed to State Historic ...
- New Wayne State research findings offer h...

CLAS News Center

CLAS Acts

EVENTS

Going Wild in the D - Peregrine Falcon Mo...

[View All Events](#)

Welcome to the College of Liberal Arts and Sciences

The College of Liberal Arts and Sciences (CLAS) offers 19 departments and over 40 degree programs, making it the largest and most comprehensive of Wayne State's schools and colleges. CLAS produces well-rounded students with a passion for life-long learning and the skills to succeed at whatever they choose to do. It's where the humanities meets history, where Plato meets plate tectonics, and where our students come for the richest educational experience on campus.

Wayne MED-DIRECT
An innovative B.S./B.A to M.D. program



UNIVERSITY MISSION

We will create and advance knowledge, prepare a diverse student body to thrive, and positively impact local and global communities.

Old

CLAS news and stories



From a collection of minerals once owned by Thomas Edison to a 4.5 billion-year-old meteorite you can hold in the palm of your hand, eons of geological history will be on display at Wayne State University's new Geology Mineral Museum the first of its kind in Detroit.

[Read more](#)

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News Center

Chemistry postdoc wins prominent fellowship

History department receives Career Diversity Implementation Grants

Geology grad rocks steady as he waits for grad school acceptance

Alumni Spotlight: Don Carlson

[More news](#)

Detroit water department adopts app developed by alum

In the summer of 2014, Abess Makki (Nutrition and Food Science '15) walked into the DTX Launch Detroit student tech accelerator at TechTown Detroit with an idea to develop a shower head that monitors water usage, hoping to help consumers conserve water and save money. But by the time the 10-week program ended, he decided to make a more monumental difference.

[More clas acts](#)

Media highlights

Professors of African-American Studies discuss the mantle behind the film 'Get Out'

Prof. Pzawski appointed to State Historic Preservation Board

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Frederic Pearson talks with WJR about white nationalist rally and North Korea

Don't blame tech industry turnover on millennials in the workforce

[More highlights](#)

Events

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Employment and Learning Policies
Wayne State University © 2016

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Wayne State University receives New Mexico dark sky land, robotic observatory

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Wayne State University receives New Mexico dark sky land, robotic observatory

March 16, 2016

The Don Zowada Memorial Observatory will revolutionize astronomy research at WSU

Nearly 2,000 miles away from the glow of Detroit's skyline, in the desert of southeast New Mexico, sits the Don Zowada Memorial Observatory — "Wayne State University's remote gateway to the cosmos."

The observatory and dark energy project at WSU's Don Zowada Memorial Observatory, led by Prof. Carl and a retired entrepreneur and astronomer, in honor of the late childhood friend, Don Zowada.

The need for a dedicated facility, but a limited level of space, budget and astronomy knowledge that would be in place, they have been exploring the right way together in their hometown of Jackson, Michigan, but have reached their high about Carl's career in science technology and his more different directions over the subsequent decades, but he never larger the timing of his friendship with Zowada.

In 2015, Carl was faced with deciding where the Zowada had his health with cancer about 4 years old. "I didn't realize I'd be here after he had passed away, but Don had a significant impact on me and on WSU," says Carl. "I've been a kid person who could really find people. He was special and we were fortunate to be able to do this."

"What he passed, I thought that there weren't the kind of people that we build monuments for, but maybe we should."

That's exactly what Carl did. When he came across an advertisement for "Success Land (Billion Dollar Strategy) — an area well known amongst students as responses to being asked of the doctor about the country. He proposed the chance to have his friend in an extraordinary way.

We now have access to clear skies virtually every night of the year. For a university in Detroit, that's remarkable.

College of Liberal Arts and Sciences Don Zowada Memorial Observatory, which includes the site during a recent dedication ceremony, situated at the darkness of the sky. "We're so fortunate to have this resource," he said. "The sky above is truly one of the best in the world."

The observatory will be used by students in WSU's undergraduate astronomy program as well as faculty leading to deeper into their space research. The observatory houses a 20-inch Phloxite robotic telescope that can be controlled from anywhere with an internet connection.

"This is going to revolutionize what we're able to accomplish in terms of research, teaching and outreach," says Ed Colbert, an associate professor of physics and astronomy. "We now have access to clear skies virtually every night of the year at a university in Detroit, that's remarkable."

Carl has always used his observatory to monitor a series of which takes every night giving access to the technology "One of the great things about this telescope is that it will allow us to look at the time variability of objects by looking in on them regularly to see. The fact that we don't have to look at the observatory is a huge advantage for our faculty and students. This will open the door for us to get to the bottom of a lot of scientific questions."

Off campus, he will continue to be a leading force in many programs in the Detroit and beyond. WSU physics and astronomy faculty plan to share observatory access with K-12 science teachers.

From searching for approval in the state to competing for science projects, this technology will give students from all walks of life the chance to see the world.

Carl, a former board member of the Astronomical Society of the Pacific, could be more the first about this community outreach.

"Whether it's in K-12 classrooms or through public events, it's wonderful to think about the local community being supported in using equipment like the 'Don Zowada' that Carl had. The fact that this is going to bring professional and amateur astronomers together is inspiring."

After all, the local calendar shows that at the heart of the night, then, following in the footsteps of Carl and Zowada, it will also encourage countless children to create their own lasting friendship over the wonders of the night sky.

Don Zowada Observatory

To learn more or donate to the mission of the Don Zowada Memorial Observatory, visit astronomy.edu/Zowada.

College of Liberal Arts and Sciences

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College of Liberal Arts and Sciences



CLAS resources

Resources

- Departmental chair resources
- Faculty/academic staff resources
- Marketing
- Policies
- Promotion and tenure
- Technology support
- General Ed Review

Faculty and team resources

- [Departmental chair resources](#)
- [Faculty/academic staff resources](#)
- [General Ed Review](#)
- [Marketing resources](#)
- [Policies](#)
- [Promotion and tenure](#)
- [Technology support](#)




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History

A degree in History

Students learning a degree in history will be prepared to do independent research, think critically, and write clearly and persuasively. In public, history majors work to bring the community to understand the importance the past plays on the present. History is an excellent pre-law major, and student can focus on United States history as they prepare for the joint M.A./J.D.

A number of pre-med students find that a history degree helps in their application to med school by providing out their profile and helping them to stand out in a sea of applicants. Historians make connections between seemingly disparate pieces of information, and then communicate the importance of their work to others, making them valuable resources to the intelligence community and other career areas that value data collection and analysis.

Students can combine history degrees with additional work in Archival Management or Library and Information Science to work in historical archives and libraries. And, of course, a history major can go on in education to share their love of history with others through teaching at the secondary or college level.

History majors attend History Clinic rally.

[Declare a MAJOR](#)
[Register for CLASSES](#)
[See an ADVISOR](#)
[Apply to CLAS](#)

Mob spies and rock and roll history alum Dennis Barrie has done it all

Alumnus Dr. Dennis Barrie's love for museums started at a young age when his parents dragged him kicking and screaming to every museum they could find.

[More articles](#)

News


[Landscape architect completes PhD](#)
[Heart of Greenbook a focus for journal](#)
[Diverse Loan and LDCP award winners](#)
[History students study hands on this summer](#)

[More news](#)

Events

17 The Art of Emory Douglas at 12:30pm.

[More events](#)



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 departments



College of Liberal Arts and Sciences



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Admissions

Why study history at Wayne State in Detroit?

Studying history in a cultural center like Detroit provides practical experience that's applicable on a national and international scale. Detroit is home to an array of cultural institutions, many of which have partnered with our programs to offer internship and learning opportunities.

These partners currently include The Henry Ford, the Detroit Historical Society, the Charles H. Wright Museum of African American History, and the Walter P. Reuther Library. Graduate students from WSU have taken jobs and internships across the country, including the Smithsonian Institute and the Crow Canyon Archaeological Center.

The Department of History offers a variety of courses in American, African, Asian, European, and world history, taught by award-winning writers and teachers. History students graduate with marketable skills that are widely valued by a range of employers: they have strong research, writing, and oral communication abilities; they read critically, understand complex global issues, and are able to synthesize complex information.

From writing research papers to building digital exhibits to internships, our curriculum emphasizes hands-on training in the methods, skills, and habits of mind of historians. At Wayne State University, you'll study history in the heart of Detroit's cultural center, home to several museums and archives. Our proximity to Michigan's premier cultural institutions and our ongoing partnerships with the Detroit Historical Society and the Walter P. Reuther Library give our students the opportunity to gain practical experience and apply what they learn in the classroom.



Why study this major at Wayne State in Detroit?



NEXT STEPS TO PREPARE

Content inventory and clean-up

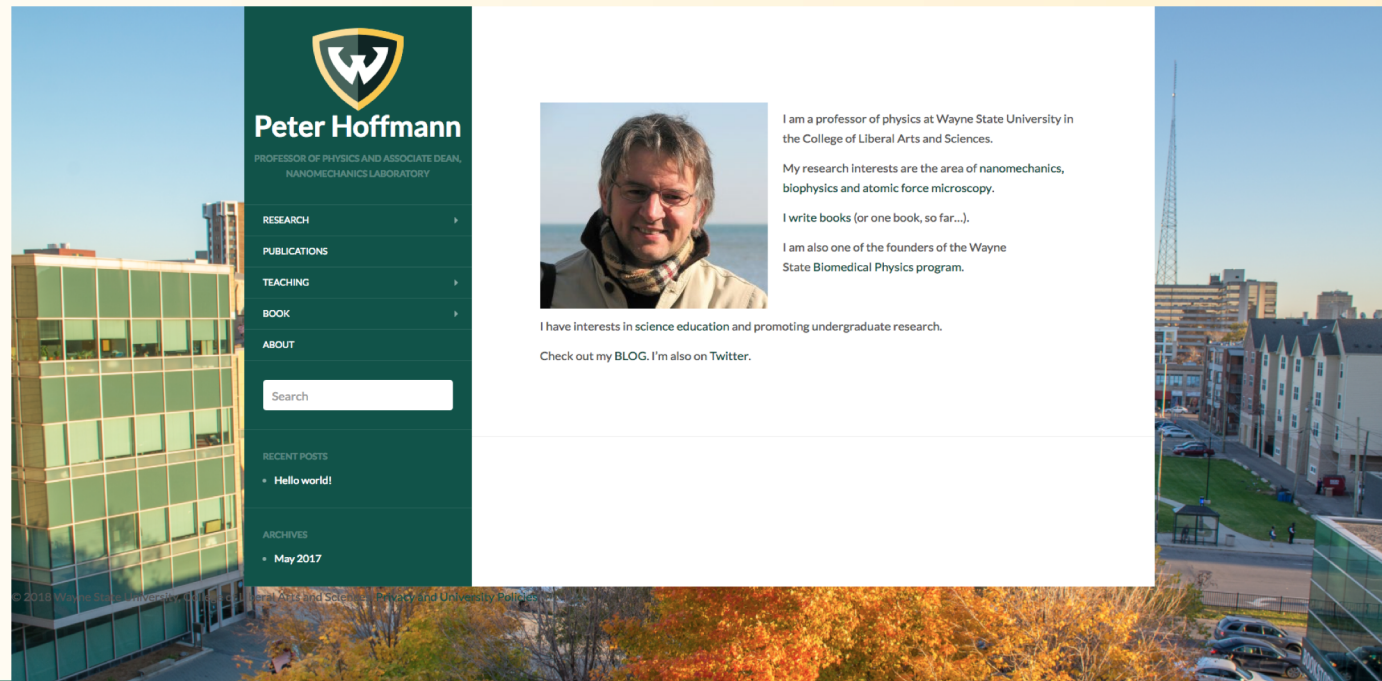
- Is it relevant? Is it up to date?
- Can/should it be moved somewhere else?
- Short and sweet/need-to-know



NEW FACULTY SITES

s.wayne.edu

Faculty research | Labs | Conferences | Grant/groups



The screenshot displays a faculty profile page for Peter Hoffmann. The page features a dark green sidebar with the Wayne State University logo at the top, followed by the name "Peter Hoffmann" and his title: "PROFESSOR OF PHYSICS AND ASSOCIATE DEAN, NANOMECHANICS LABORATORY". The sidebar contains a navigation menu with links for RESEARCH, PUBLICATIONS, TEACHING, BOOK, and ABOUT, each with a right-pointing arrow. Below the menu is a search bar with the text "Search". At the bottom of the sidebar, there are sections for "RECENT POSTS" (with a link to "Hello world!") and "ARCHIVES" (with a link to "May 2017"). The main content area on the right includes a portrait of Peter Hoffmann, a bio stating he is a professor of physics at Wayne State University in the College of Liberal Arts and Sciences, and details about his research interests in nanomechanics, biophysics, and atomic force microscopy. It also mentions he writes books and is a founder of the Wayne State Biomedical Physics program. A footer note states: "I have interests in science education and promoting undergraduate research. Check out my BLOG. I'm also on Twitter." The background of the page shows a modern building with large glass windows and a view of a city skyline.



College of Liberal Arts and Sciences

ONE STOP MARKETING SHOP

clas.wayne.edu/marketing



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DIY GRAPHICS WITH



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