

PROVOST POST

Academic Affairs Division Newsletter

From the Provost:

While this has been a challenging time for Ferris faculty, staff, and students, student instruction and the work of our university continues undeterred. Students are learning how to do group projects online, virtual advising, and studying with younger siblings in the house. Faculty and staff are becoming adept at Zoom and many other technologies to teach and collaborate with colleagues. Thank you for meeting this challenge head on and helping our students succeed.

This issue highlights many of the achievements and activities that have happened in recent months. Please join me in congratulating our 2020 Academic Affairs award recipients.

Paul

2020 X Games Aspen



In January, 19 Ferris students representing the College of Business worked at the 2020 X Games in Aspen.

Ferris State University participated again this year with the ESPN X Games Student Worker Program for partnered universities and took 19 students to represent the College of Business at the 2020 X Games Aspen. This year, there was a record number of students working in the most extensive array of departments to date with 11 represented schools from six states, and a total participation of over 50 students. Over 100,000 people attended over the four days of the event held Thursday, January 23 – Sunday, January 26.

Ferris Bulldogs took advantage of every area of opportunity with five students working in Guest Services throughout the competition venue and public areas, two students working in the X Festival activations, six students working in the Hospitality department in the XIP Tower, three students on the Music Production team, one student working with the Event Production team, and one student working with the ESPN X Games Social Media team.

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Calendar Reminders:

May 4th-8th – Faculty determine how best to use formerly exam week days

May 8th & 9th – Virtual Commencement Ceremony

December 17th - Traditional Commencement Ceremony for 2020 May graduates

Associate Professor of Sports, Entertainment, and Hospitality Management, Amy Dorey, was the faculty lead for the trip. She explained how Ferris students rise to the challenge of working this event.

“Ferris students continue to excel, every year shining as hardworking, positive, and action-oriented professionals,” she said. “I am always so incredibly proud of this group. We spent 12 – 14 hours a day on the mountain taking care of the guests who choose to attend this amazing event. The conditions are challenging, and our Bulldogs rise to the top and shine in these conditions. They are focused, intelligent, and most importantly, friendly.”

“Nothing else can prepare our students for the types of skills and knowledge they develop during their five days working with the X Games professionals,” Dorey said.

Ferris alumni also worked at the X Games. Marra Boulanger and Kylie Ricard returned as Graduate Interns for the Event Development Team. Luke Pattison, a Ferris program alumnus who worked five X Games during his time with Ferris, was chosen for a coveted role working behind the scenes as a Program Graduate with the X Games Research team.

Another Ferris alumna, Madison Tollstam, attending for her 6th educational experience at X Games, was hired as the Ferris Student Manager Assistant.

Dorey spoke about the experience this event gives to students. “Rarely do students have the opportunity to work with an organization this dedicated to providing an unparalleled experience for every member of their team. They work for and learn from incredible event professionals. They leave Aspen greatly changed and so much the better for working extremely long hours in very challenging conditions.”



Students from 11 schools participated in the 2020 X Games Student Worker Program in January 2020.

**** See back page for more exciting photos. ****

“Their ability to excel in their future careers is significantly enhanced through this experiential education opportunity. It is a shining example of the type of learning and development associated with a Ferris State University education,” Dorey said.

Students commented on the experience:

“The X Games Student Program has given me the opportunity to perform hard work in a professional hospitality setting and created learning experiences that I anticipate will set me apart in my future career. I will never hesitate to return to that setting and work with the many people who have taught me so much.” Emily Taylor, Hospitality Management program

“It was an awesome experience! Being a part of the X Games team was incredibly fun really and helped me figure out what I wanted to do with my degree.” Logan Peterson, Music Entertainment Business program

“I knew that doing X Games would be out of my comfort zone, but if you’re comfortable, you’re not growing. It is the best decision I’ve made! I’ve never felt so close to a group of people so fast. In an atmosphere of known professional athletes, I felt like I was just as important. The leadership there showed me how essential the actions of management affect our experience. They were all such great inspiring people, and I am so thankful I got a chance to work for them. I wish I had another year here to do it all over again!” Erin Thomas, Integrative Studies program

FSU College of Business Student Team

Kara Antonini	Grand Rapids, Michigan
Arielle Barlage	St. Johns, Michigan
Callie Bryant	Holly, Michigan
Kerry Cannon	Northfille, Michigan
Emma Franklin	Vermontville, Michigan
Patience Gwion	Grand Rapids, Michigan
Grace Kraft	Williamston, Michigan
Cierra Larson	Monroe, Wisconsin
Natalie Mulder	Grand Haven, Michigan
Jordan Mulligan	Essexville, Michigan
Skylar Page	Houghton Lake, Michigan
Logan Peterson	New Era, Michigan
Malorie Reno	Bay City, Michigan
Breanna Schultz	Cedar Springs, Michigan
Lane Steffke	Beal City, Michigan
Emily Taylor	Brighton, Michigan
Erin Thomas	Greenville, Michigan
Andrew Upton	Basalt, Colorado,

Puerto Rican Testimonies



Students, faculty, and staff gather for a Puerto Rico discussion.

The Political Engagement Project (PEP) partnered with the Center for Latin@ Studies, Sigma Lambda Gamma Sorority Inc., Sigma Lambda Beta Fraternity Inc., and Cygnets: Official Interested Group of Gamma Phi Omega to host a panel discussion on Puerto Rico. The event explored the impacts of the natural disasters that affected Puerto Rico since 2017 Hurricane Maria, the renouncement of their governor, and the recent earthquakes.

Over 75 students, faculty, staff, and community members listed as local members of the Puerto Rican Cultural Committee in Grand Rapids, as well as the Executive Director of the Hispanic Center of Western Michigan, came together to share. They explained their personal connections to Puerto Rico, the historical connection of the island to the mainland of the US, how these series of events are impacted by the current political climate, and how perspectives play an impact in the 2020 election.

In addition to this engaging hour and a half discussion, over \$100 and dozens of supplies was collected to support efforts to rebuild schools and homes in Puerto Rico by Sigma Lambda Gamma Sorority Inc., Sigma Lambda Beta Fraternity Inc., and Cygnets: Interested Group of Gamma Phi Omega.

PEP Coordinator and Instructor in Social Sciences, David Takitaki, talked about how PEP does some of its best work when it can partner with like-minded people and mutually magnify their impact.

“Collaborating with CLS on the ‘Puerto Rican Testimonies’ event combined the strengths of both organizations, leading to a program that was moving, authentic, educational and energizing,” Takitaki said. “Following up with students after the event revealed that they walked away with the sort of sincere interest that not only builds cultural connections and

empathy, but also fosters the political advocacy that is at the heart of long-term engagement. We eagerly look forward to our next mutual project, and I believe our students do as well.”

ACADEMIC AFFAIRS AWARDS

2020 Academic Affairs Award Recipients

Academic Scholar Award:

Kali M. VanLangen, Professor of Pharmacy, College of Pharmacy

Non-Tenure Track Teaching Excellence Award:

Jordan C. Horan, Instructor of Social Sciences, College of Arts and Sciences

Distinguished Service Award:

Suzanne Eberle, Professor of Art History, Kendall College of Art and Design

Distinguished Teacher Award:

Lori A. Faulkner, Associate Professor of Fashion Studies, Kendall College of Art and Design

Diversity Enhancement Award:

Anuli U. Njoku, Associate Professor of Public Health, College of Health Professions

Excellence in Assessment Award - Beyond Course Level:

2019-2020 Michigan College of Optometry Assessment Committee (Members: Alison Jenerou, Lillian Kalaczinski, Amy Dinardo, and Sarah Hinkley)

Excellence in Assessment Award - Course Level:

Kathryn Wolfer, Associate Professor, Sports, Entertainment, and Hospitality Management, College of Business

International Educator Award:

Lianne Briggs, Professor of Sports, Entertainment, and Hospitality Management, College of Business

Outstanding Academic Advisor Award:

Dave Schrock, Academic Advisor, College of Arts and Sciences

Outstanding First-Year Advocate Award:

Not awarded this year due to no nominees

Richard W. Griffin Political Engagement Award:

Not awarded this year



Continuing the Pathway to HLC Accreditation Visit

HLC's first priority is the safety of its institutional representatives, peer reviewers, program attendees

and staff. It has been closely monitoring information from the Centers for Disease Control and Prevention and the State Department about the coronavirus outbreak, also referred to as COVID-19.

To support the efforts of institutions as they respond to this challenging situation and to ensure the safety of HLC's stakeholders, HLC has adjusted its accreditation work and has begun a transition to virtual visits. We expect our fall visit will continue as scheduled, perhaps in a virtual format.

As the Ferris community continues its preparations for the upcoming HLC visit, we've been soliciting your comments and feedback on drafts of the criterion that will become our Assurance Argument to HLC. We are now asking for your review and comments on the [Kendall College of Art and Design \(KCAD\) Branch Campus Report draft](#).

Federally Defined Attributes of a Branch Campus:	At KCAD-FSU, this looks like:
Permanent in nature	<ul style="list-style-type: none"> • Omnibus Resolution (1998) and Resolution (2008) define semi autonomous nature • Permanent physical spaces
Offers courses in educational programs leading to a degree, certificate, or other recognized educational credential	<ul style="list-style-type: none"> • Complete programs of study • Goes beyond offerings common of an additional location
Has its own faculty and administrative or supervisory organization	<ul style="list-style-type: none"> • Kendall Faculty Association • KCAD President, Dean, & other admin positions • The role of our single Board of Trustees does not diminish the administrative or supervisory authority of KCAD
Has its own budgetary and hiring authority	<ul style="list-style-type: none"> • KCAD has its own budget; role of the Office of Budgetary Planning and Analysis does not diminish this attribute

This report is part of the package of materials that we will be submitting to HLC. KCAD is federally defined as a branch campus of Ferris State University (see definition above), and we are required to submit a report (less than

5,000 words) that describes the history of our relationship and the governance structures of the campus. The report also covers the administrative structures, resources, instructional delivery methods, and means of access to services and resources.

We will submit the Branch Campus report as an attachment to the complete Assurance Argument. Thus, while the Assurance Argument will include KCAD activities, processes, and procedures, the Branch Campus report describes the semi-autonomous relationship within the University structure.

We appreciate your careful review of the KCAD draft. As you review the draft, please send any comments, suggestions, or revisions to hlc@ferris.edu by April 24, 2020.

Thank you for your time and feedback!

Eyenovia to Partner with MCO and VRI on Clinical Trial



The Vision Research Institute (VRI) at the Michigan College of Optometry (MCO) has officially become a research study site for a Clinical Trial on Myopia Control. Associate Professor of Optometry and director of the VRI, Chad Rosen, has been working for over a year with Professor of Optometry Bruce Morgan to coordinate the details of this exciting project that will include at least eight faculty members, one staff member, and two optometric residents at MCO.

The VRI and MCO came to an agreement with the company Eyenovia for MCO to become a clinical trial site for the CHAPERONE Study. This project will assess a pharmaceutical eye drop and a unique delivery device for the ability to slow down the progression of near-sightedness in children, clinically termed "Myopia."

The study will be conducted over a four-year period and will allow students to experience firsthand how being involved in cutting edge research furthers progress in the eye care industry.

AMA Collegiate Chapter Brings Home Top Honors



Ferris' AMA student chapter won competitions and awards at the AMA International Collegiate Conference. Students and advisors include from left to right: Scot Squires (Advisor and Assistant Professor of Marketing), Gwendolyn Robbins (Kalamazoo, MI), Madison Slater (DeWitt, MI), Katie Bittner (Reed City, MI), Stacy Veldheer (Wyoming, MI), Lucas Ferriell (Caledonia, MI), Cody Peterson (Grand Haven, MI), Emily Charles (Eaton Rapids, MI), Jared Prevost (Marquette, MI), Danni Maynard (Muskegon, MI), Noah Kent (Alpena, MI), Hannah Hohman (Traverse City, MI), Hailey Davison (Troy, MI), and Donna Green (Advisor and Professor of Marketing).

The American Marketing Association (AMA), a 5-Star, student-led professional development RSO at Ferris, recently traveled to the annual AMA International Collegiate Conference in New Orleans. The conference brought together over 1,700 business students and marketing professionals for three days of competitions, networking, and speakers. As a chapter, AMA Ferris had another very successful year under the leadership of Marketing Professor and Advisor, Donna Green, and Student President, Emily Charles, getting ranked as a Top 20 chapter of over 360 eligible chapters. Marketing professor, Scot Squires, and 11 other students also attended and competed at the conference.

This year, AMA Ferris planned over 20 fundraising activities and events to fund the trip and received support from the College of Business and Student Activity Fund. The chapter has been active since 2004, a 5-Star organization for 8 years in a row and has been ranked as a Top 20 or higher collegiate AMA chapter for 10 years in a row. The group has been successful in the competitions at the International Collegiate Conference in the past, but they performed exceptionally well this year. Below are the competitions and awards won by AMA Ferris and its members this year:

- 1st Place SABRE Business Simulation
- 1st Place Exhibit Booth - Best Use of Conference Theme
- 3rd Place Sales Competition
- 3rd Place & 6th Place Sales Student of the Year
- 3rd Place Market Strategy Competition

- Outstanding Faculty Advisor (Donna Green)
- 2 Finalists for Perfect Pitch Competition
- Top 20 Ranked Chapter Internationally

When asked about what this conference means to AMA members, Noah Kent, Vice President of Fundraising, responded, "Our members put in countless hours to make this opportunity possible. Getting the chance to see it all come together in New Orleans at the conference and have all of our competitors move onto final rounds with most of them placing in their competitions, makes every minute of the hard work worth it."

More information on the competitions, activities, and the RSO in general can be found on Ferris [AMA's Facebook page](#) and at their [website](#).



AMA student chapter students took home awards at the AMA International Collegiate Conference and include from left to right, Noah Kent, Stacy Veldheer, Emily Charles, Katie Bittner, and Jared Prevost.

Ferris Student Wins National Leadership Recognition



Connor Anderson, from Kalamazoo, Michigan, and a P3 student in the Doctor of Pharmacy program at Ferris, was awarded the Student Leadership Award by the American Pharmacists Association (APhA) on January 28.

Anderson is a member of the APhA's Academy of Student Pharmacists.

This national honor "recognizes outstanding academic achievement and leadership ability in APhA-ASP at the local, regional, and national levels of students who are currently in their next to the last year of pharmacy school." Anderson was to receive his award during a special ceremony at the APhA Annual Meeting to be held in National Harbor, MD on March 20-23, 2020.

National Pharmacy Conference Bestows Awards



David Bright

Ferris Pharmacy faculty and a pharmacy student received honors in February at the Michigan Pharmacists Association (MPA) Annual Convention & Exposition.

David Bright received the Excellence in Innovation Award which is presented annually to an individual or team who has demonstrated an innovative pharmacy practice program, resulting in improved patient care or safety, advancement of the profession, enhanced pharmacy systems or other professional development. He was also named as a Fellow of Michigan Pharmacists Association (MPA).



Susan de Vuyst-Miller

Susan de Vuyst-Miller was named the Distinguished New Pharmacists Practitioner Award which is presented annually to a Michigan Pharmacists Association (MPA) member pharmacist who has been licensed to practice for less than ten years and participates in local, state and national pharmacy associations, professional programs and/or community service.



Katie Axford

Katie Axford was elected Speaker of the House of Delegates at the Michigan Pharmacists Association's 2019 Annual Convention and Exposition in Detroit. As Speaker, Katie will serve a two-year term on the MPA Executive Board and will be responsible for facilitating House of Delegates sessions at the 2020 and 2021 Annual Conventions.



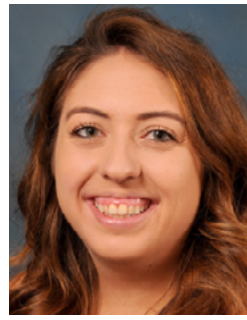
Lisa Meny

Lisa Meny and David Bright were also honored as "Fellow of Michigan Pharmacists Association."



Kari Vavra Janes

Katie Axford, David Bright, and Kari Vavra Janes were honored by being placed on the MPA Hall of Honor which recognizes members who have provided volunteer leadership in service to the Association by participating on Committees and in designated Association programs.



Jessica Gierka

Student and future pharmacist, Jessica Gierka was recognized as an exceptional student pharmacist during the Michigan Pharmacists Association (MPA) Annual Convention and Exposition.

She received a \$2,500 scholarship for this honor.



Bookstore Update – Adoption & Insights Portal

The Ferris State Bookstore is excited to announce the upcoming launch of the Adoption & Insights Portal, faculty members' source for researching, adopting, and sharing insights about textbooks and course materials. This Portal (AIP) will be replacing the current Faculty EnLight platform.

The new portal will help the Bookstore achieve goals set for student success and retention by ensuring course material adoptions are submitted at a 100% submission rate by the adoption deadline.

When faculty members submit their course material adoptions early and directly to the bookstore, this ensures that students will get the right course materials for their course at the most affordable price.

With the new platform faculty can:

- Save time with a one-click re-adopt feature
- Research and adopt course materials in one convenient place
- Compare estimated student price and available formats before adopting
- Review affordable alternatives to their selection, like OER and BNC OER+ Courseware
- Learn about affordable options for their students like Price Match
- Receive 24/7 support

For a quick overview of the new portal, go to the [AIP Video](#).

Please watch for more information, including a specific launch date, to be announced. To answer any questions, please contact Debra Dykeman at bookstore@ferris.edu or (231) 591-2648 or Karen Bohren at bohrenk@ferris.edu or (231) 591-2623.



Latino middle school students visited Ferris and explored campus.

Avencemos Weekend

Ferris' Center for Latin@ Studies hosted an event for 30 Latino middle school students and parents from the Grandville Arts and Humanities Center on February 15, 2020. The day was filled with a series of STEAM activities and a student college panel.

Six Ferris students volunteered to provide insight into what it is like to be a Ferris student. A couple of questions asked were "What is a typical day like for a student?" and "Where are some fun places to hang out around campus?" A common answer among students for a typical day was staying up late to study for classes and a common answer for fun hangout spots was the rec center. Students talked about how it is a great spot to go to play sports and meet new friends.

At around noon, the middle school students were taken for lunch to the Rock Café where most took full advantage of the ice cream. A student stated how they would love to come here for the great food. It was a special moment as most of the students had never visited Ferris let alone a college campus.



The students created animals at the Card Wildlife Center.

The group that took part in the activities played a game called "Whale Band-Aid" where the objective was for the group to stand on a blanket and flip it over to the other side without stepping off or grabbing or touching another person. It was very challenging but helped them exercise team building.

The students then played the game Ferris Lotería. It is a recreated traditional Mexican game focusing on Ferris' unique culture and campus that is played like bingo. (This as well as El Salvadorian and Millennial versions are available for check out at the Center for Latin@ Studies for faculty, staff, and students).

To finish the day, the students were then asked to use what they learned in the Wildlife Center to make a hybrid animal out of various supplies. The objective of the project was to get the students to work together in groups of two and use their creativeness to design a new animal along with a habitat. The students spent about an hour and a half working on building a habitat and the animal itself. They had to include five elements that the animal needed to survive in the habitat. Upon completing the projects, the students then presented their crazy, yet amazing hybrids, by reading a short story about how it became an animal and what was the name of the animal.

As the students were boarding the bus to leave, a couple asked if they could come again or stay longer because it was a wonderful experience for them. Thank you to Carrie Weis, the Card Wildlife Center, Ferris Admissions Office, the Center for Community Engagement, and all our student volunteers for making this a great experience.

Gilbert Torres, Center for Latin@ Studies Special Projects Assistant, Education program student from Frankfort, Michigan, submitted this information.



After lunch, the students split into two groups where one group toured the Card Wildlife Center and the other took part in team building and college awareness activities.

The tour of the Wildlife Center was a success as many pictures were taken by the students as they learned about the animals.

More X Games Photos



A group photo of most of the Ferris students and alumni who worked the 2020 X Games.



The X Games Development leadership makes the student program a success as they are dedicated to educating the students.

For more information on the Office of Academic Affairs, go to <https://ferris.edu/HTMLS/administration/academicaffairs/index.htm> or call (231)591-2300

FERRIS STATE UNIVERSITY