

Ferris State University

Good News Items

December 2018

Academic Affairs

COLLEGE OF ARTS & SCIENCES

- Christine Vonder Haar was named the 2018 recipient of the Charles Carpenter Fries Award by the Michigan Council of Teachers of English.
- Catherine Bordeau presented "Applying Research on Inquiry-Based Learning to Honors Contracts" at the National Collegiate Honors Council conference in Boston on November 9, 2018.
- Derek Drake and Paige Brady (student) presented "Making the Connections: Motivations and Attitudes in the Foreign Language Classroom" at the Michigan World Language Association Conference on October 18, 2019.
- Dan Noren, Ana Davila-Howard, Eric Warner, and Derek Drake presented "Study Abroad Programs: Interculturality at the Grassroots Level" at the Michigan World Language Association Conference on October 18, 2018.
- Deirdre Fagan's poem, "Homesick," was published and nominated for the Pushcart Prize by *Constellate Literary Journal*.
- Deirdre Fagan presented "Writing to Examine, Writing to Resist: Political Illuminations through Poetry and Fiction " as part of the College English Association Creative Writing Panel at the South Atlantic Modern Language Association Conference in Birmingham, Alabama, in November.
- Deirdre Fagan's poem, "While your husband is still able to stand," was reprinted in *Persona Non Grata* anthology, Fly on the Wall Press, UK.
- Melissa Smith and Christine Vonder Haar traveled with four students (Brandon Newman, Savannah Heyd, Ben New, and Ashley LaGrow) to the Michigan Council Teachers of English Annual Conference in Lansing, Michigan
- Carrie Thompson, Janet Vizina-Roubal and Michael Berghoef presented "Keeping IPE in Focus: A Unique Collaboration between Social Work and Optometry" at the Annual Program Meeting of the Council on Social Work Education in Orlando, FL.
- Michael Berghoef presented "Applying a Rights-Based Approach to Short-Term Study Abroad and Service Learning Trips" at the Annual Program Meeting of the Council on Social Work Education in Orlando, FL.
- Michael Berghoef was recently elected to serve as a charter member of the Board of Directors of the Phi Alpha International Honor Society for Social Work.

COLLEGE OF BUSINESS

- The seniors of the Ferris State University Graphic Design (DSGN) program have returned to campus for their final year and are already hard at work in the Design Project Center (DPC), the design studio within the College of Business. To read more of how the DPC provides seniors with actual client work and real-life experiences go to <http://ferris.edu/business/dpc-class-of-2019/>
- College of Business Students Compete in Federal Reserve Challenge <http://ferris.edu/business/fed-challenge-18/>
- At the fall 2018 Marketing Management Association Conference, Dr. Donna H. Green, Professor of Marketing, presented as a part of the MMA Master Teacher Award session.

She was also awarded a Marketing Management Association Teaching Excellence Award.

- Dr. Donna H Green has been invited by the Higher Learning Commission (HLC) to become a team chair for HLC visits. Green has been an HLC peer reviewer for ten years and attended the Team Chair training in September 2018.

COLLEGE OF EDUCATION & HUMAN SERVICES

School of Digital Media (SDM)

- The School of Digital Media (SDM) has been awarded a grant for the purchase of a new video editing server. The new AVID Nexis server has a 40TB capacity and can serve 24 clients. The funds (roughly \$16,000) were awarded by the Higher Education Television Authority, which manages the operation of the Higher Education Public Access channel in Grand Rapids. The SDM provides 56 half-hour shows to the station per year, which made Ferris eligible to receive this funding.
- On November 15, 2018, TDMP Faculty member, Nick Kuiper, accompanied eight students from the Media Communications Association RSO in attending the Broadcasting Career Builder Conference in Lansing. The day-long conference featured guest speakers, a career fair, professional headshots, and a chance to network with local broadcasting companies.
- On November 12, 2018, Grand Rapids' City High held their annual "Reverse Job Shadow" event, and our Digital Animation and Game Design program was there. At this event, experts and industry professionals are invited to the middle/high school to take over students' regular courses and replace them with "crash courses" in the guests' respective industries. While there, DAGD's Nick Pattison and David Baker gave interactive presentations, answered questions, and helped the 7th - 9th graders see how Ferris can help them to launch careers in the games industry.
- The School of Digital Media and the student RSO, Media Communication Association, hosted a video conference with World of Warcraft artists from Blizzard. Over 100 students participated (from both the GR and BR campus) and got to interact with the artists. The conversation was very in depth of what they do there, what is on their business campus, and what they are looking for in future employees. The artists showed how DAGD and TDMP concepts work together in the industry.
- The School of Digital Media also hosted two VR/AR Professors from the University of Saxion, The Netherlands. The faculty attended many DAGD & TDMP classes. They also presented three VR/AR sessions to students, which were well attended and received.

School of Education (SOE)

- Jessica Smith, a FSU student in our Lansing Elementary Education program, is a Nassar survivor and one of the original six who started the legal action against him, was just appointed to the Board of Directors to Small House, a Children's Advocacy Center in Lansing. Small House provides a range of services for children of abuse, whether it is mental or physical abuse, but the vast majority of children served are sexual abuse victims. They offer individual and family counseling, legal services, educational opportunities and medical assistance in a non-threatening, child-centered environment.
- Jeff Bean, advisor/field placement officer for FSU at the Lansing & Mott campuses, is an advisor for the New Evolution Educational Center, a Flint-based project modeled after the Freedom Schools of the 50s and 60s in Southern America. They are doing before and after school outreach to continually educate children in academics and social change.

EIO

- On Thursday, November 15th, the Ferris Grand Rapids Regional office hosted their Annual Friendsgiving Potluck with their students. More than 50 students attended this

Thanksgiving lunch. This event is a lot of work for the faculty and staff, who provide all the food, but it is such a great event, and the students, faculty, and staff all had a great time.

FLITE

- Kristy Motz, FLITE Library Instructional Coordinator, was a State of Michigan representative to the OER (Open Educational Resources) Policy & Implementation Summit for the MHEC States in Chicago, Nov. 28 – 30. MHEC is the Midwestern Higher Education Compact and represents 12 member states collaborating through convening, research, programs, and contracts.
- Dejah Rubel led a hands-on session at the Library Information Technology Association (LITA) Forum on November 8-10, 2018. Her session was entitled “KML for Dummies: Using Excel, Earth Point, and Notepad++ to Create Google Earth Visualizations of Geographic Data Encoded in Catalog Records.”

MICHIGAN COLLEGE OF OPTOMETRY

- MCO is pleased to announce that third year student, Mary Stoll, is the 2018 J. Pat Cummings Scholarship recipient from the American Academy of Optometry Foundation.
- MCO Students in Need of Eyecare program (SINE) examined 58 children lacking access to eye care and is providing glasses to those who need them at no cost through a Frey Foundation grant.
- MCO first year students participated in an interprofessional poverty simulation with students from nursing, pharmacy and social work. The simulation was funded through a Ferris Foundation Exceptional Merit Grant and with contributions from each college.
- Dr. Sara Bush published an article in the journal *Vision Development and Rehabilitation* titled, “Screen Time in the Pediatric Population: A Review of its Effects on Refractive Error, Attention and Learning, and Ocular Health.”
- Dr. Jenerou, Dr. Raghunandan, and Dr. Sara Bush published an article in the journal *Vision Development and Rehabilitation* titled “Divided Visual Attention Performance of Ice Hockey Players with History of Concussion.”
- MCO is also pleased to announce the 2018 Vincent Salierno Scholarship recipient is, third year student, Brendon Manns. This scholarship is from the American Academy of Optometry Foundation.
- MCO was well represented at the American Academy of Optometry in San Antonio, Nov. 7th – 10th.

2018 Papers

- “Sub-Threshold Binocular Contrast Summation Scales with Interocular Phase Disparity” was submitted by Avesh Raghunandan, and O.D., Tabatha Boyak.
- “Reading Eye Movement Abilities: A Comparison of Digital and Print Presentations” was submitted by Andrea Shank, O.D., and Paula McDowell, O.D.

2018 Posters

- “Faculty Awareness of Industry Relationships Within Colleges of Optometry” by Paula McDowell, O.D., and Brianne Hobbs, O.D.
- “The Effect of Automobile Window Tints on Contrast Sensitivity and Color Discrimination under Photopic and Mesopic Lighting Conditions” by Vandana Rajaram, O.D., Luke Lirones, and Kevin Leahy.
- “Comparative Analysis of the Performance of Online Spectacle Retailers Perceptions of Low Vision Rehabilitation Optometry Among Rehabilitation Professionals” by Dan VanElk, O.D., and Sarah Hinkley, O.D.

2018 Lectures

- “Functional Implications of ARMD and Their Treatment” by Sarah Hinkley, O.D.

- “Driving and Vision Assessment, Education and Action in the Exam Room” by Sarah Hinkley, O.D.

2018 Essilor Academic Challenge – The team was composed of Natalie DeCook, 4th year student, Courtney McNulty and Abbie Contreras, 3rd year student with Paula McDowell, O.D. acting as coach.

SIGS and Meetings

- Paula McDowell, Chair, Jim Miller, MCO Rep: Ethics Educator SIG
- Alison Jenerou, Paula McDowell, MCO Reps: Residency Educators SIG
- Alison Jenerou, Paula McDowell, MCO Reps: BV Educators SIG
- Jim Miller, Co-Author Brian McDowell, “Video Recording Proficiencies,”
- Presenters, MCO Rep: Clinical Optometric Methods and Procedures SIG
- Sarah Hinkley, MCO Rep: ASCO Low Vision Educators SIG
- Daniel Taylor, MCO Rep: ASCO Chief Academic Officers meeting
- Sarah Hinkley, MCO Rep: Interprofessional Education Symposium
- Amy Dinardo, Regional Chair, AAO Admittance Committee
- Daniel Taylor, Moderator: "Creating, Implementing, and Sustaining a Culture of Inter-Professional Education (IPE) in Schools and Colleges of Optometry"
- David Damari, ASCO President, Chair: ASCO Executive Committee meeting, the ASCO Board of Directors meeting, and the joint ASCO-AOA Executive Committees meeting.

Diplomate Candidates - Daniel Taylor, Candidate: Diplomate in Optometric Education- Congratulations upon receiving the Diplomate!

RETENTION & STUDENT SUCCESS

- Cathy Bordeau presented “Applying Research on Inquiry-Based Learning to Honors Contracts” at the National Collegiate Honors Council Conference 2018.
- A total of 379 students attended the Mugs & Muggles event hosted by RSS on October 31.
- 186 students, faculty, and staff attended the “First Generation College Student Celebration” on November 8, bringing the Ferris community together to celebrate being the first in a family to attend and graduate from college.

Administration and Finance

Information Technology

- During the Foundation Benefit for Excellence dinner, Gold sponsor, Optio Data, and representatives from Ferris IT discussed enhancing their strategic partnership to include working with the College of Business on hiring graduating students, potential internships and opportunities for CIS/CIT students to tour Optio Data’s headquarters.
- Southwest Michigan College visited Ferris on November 7th to find out more about our Service Desk, Enterprise Services, and Cyber Security. This visit was similar to one where Ferris ITS traveled to Wayne State to research specific IT related topics. As we continue to face budget challenges, so do other higher education institutions. Collaboration to understand best practices are helpful for all.
- Major progress has been made on the Midwest Higher Education Compact Adobe contract work. The work is an attempt to normalize pricing across higher education states in this compact. Also, this work will help address how licensing functions between named users and lab/classroom facilities where named users are more of a challenge.
- A passphrase infographic has been created to help illustrate the importance of maintaining secure access for user accounts. The infographic can be viewed at this link <https://ferris.edu/it/howto/passphraseinfo.htm>

Athletics

- The Ferris State football squad has advanced to the NCAA Division II National Quarterfinals and the Super Region Championship game for the third consecutive season. The Bulldogs are making their fifth-straight D2 Playoff appearance and are one of only two teams in the nation to make the playoffs each of the past five years.
- This fall, the Ferris State football, volleyball and soccer squads all advanced to the NCAA Division II postseason with each squad reaching at least the second round of action. The Bulldog soccer team capped off a record-breaking season with a D2 Sweet Sixteen finish while the women's volleyball squad reached the regional semifinals for the eighth-straight year.
- For the first time in school history, the Ferris State men's and women's cross country squads will have an individual qualifier compete in the NCAA Division II Cross Country National Championships as two Bulldogs are officially on the list of entrants for the upcoming competition. The list of those selected to compete in the NCAA D2 Championships set for Dec. 1 in Pittsburgh (Pa.) was announced by the NCAA and includes FSU junior women's runner Katie Etelamaki (Ishpeming/Westwood) along with senior men's runner Damien Halverson (Hesperia).
- Ferris State junior quarterback Jayru Campbell (Detroit/Cass Tech) has been tabbed as one of the nominees for the 2018 Harlon Hill Trophy presented annually to the top Division II College Football Player in the country. Campbell is among 37 total student-athletes from across the country nominated for the prestigious award, according to the official list announced by the National Harlon Hill Award Committee. The list includes players from each of the four Division II Super Regions. Players are nominated and voted on by the sports information directors at the 166 NCAA Division II football-playing institutions.
- Nineteen members of the nationally second-ranked Ferris State football program were named to the 2018 All-Great Lakes Intercollegiate Athletic Conference (GLIAC) squad and the Bulldogs had three major award recipients as announced by the league office. Seventh-year FSU head coach Tony Annese garnered GLIAC Coach of the Year accolades after leading FSU to the conference championship, while junior quarterback Jayru Campbell (Detroit/Cass Tech) was tabbed as the GLIAC Player of the Year. FSU senior offensive tackle Devon Johnson (Aurora, Ill.) received the GLIAC's Offensive Lineman of the Year honor.
- The Ferris State women's volleyball squad, which captured both a fifth-straight GLIAC Regular-Season and Tournament Championship this year, was well represented with the unveiling of the All-GLIAC squads for the 2018 season. The Bulldogs had a total of six student-athletes named to the All-GLIAC squads along with three major award winners in voting by the GLIAC's head coaches. Bulldog head coach Tia Brandel-Wilhelm was tabbed as the GLIAC Coach of the Year while junior outside hitter Allyson Cappel (Tinley Park, Ill.) garnered GLIAC Player of the Year recognition and senior libero Katie Placek (Traverse City) received the GLIAC Libero of the Year recognition.
- Three members of the Ferris State women's soccer team, which advanced to the NCAA Division II Sweet Sixteen, garnered All-Midwest Region recognition from the Division II Conference Commissioner's Association (D2CCCA). The Bulldogs' honorees in voting by the nation's sports information directors included a first-team selection in junior defender Tia VanSuilichem (Caledonia) along with a pair of second-team honorees in sophomore midfielder Bri Rogers (Livonia) and freshman forward Pia Nagel (Karlsruhe, Germany).

Diversity and Inclusion

- On Oct. 2, the Office of Multicultural Student Services (OMSS) facilitated a campus dialogue as part of their *Conversations on Race*. The topic was Latinx Identity.
- Each year, Ferris State University's Liaison Committee for Students with Disabilities (LCSD) coordinates events in observance of Disability Awareness Month. On Oct. 9, LCSD brought the Theater Delta Interactive Performance to campus. This event explored depression and suicidal ideation in an interactive format, allowing attendees to understand how to have challenging conversations and be active allies.
- Bobby Gonzalez, a nationally-known motivational speaker from the South Bronx area of New York City, presented poetry and perspective on issues impacting contemporary Latinx society on Oct. 10.
- Liz Plachta, CEO and co-founder of Ruby's Rainbow, a non-profit organization that has provided over \$643,000 in scholarships to 224 adults with Down syndrome seeking post-secondary education, delivered a keynote address on Oct. 23 encouraging universities to recruit students with disabilities.
- Día de Muertos (The Day of the Dead) is a multi-day holiday that focuses on gatherings of family and friends to pray for and remember deceased loved ones. A Dia de Los Muertos celebration was held on campus on Nov. 1.
- On Nov. 1, the Ferris campus hosted a vigil for the victims of the hate crimes in Pittsburgh and Jeffersontown. A big shout out to Devon Herrell, the pastor of Wesley House, for organizing the event.
- On that same day, a Native American Ghost Supper was held at West Campus. A ghost supper is a feast that combines celebration and commemoration and shows respect for ancestors.
- Ferris State hosted the ACE Women's Network of Michigan Women of Color Collaborative Luncheon on Nov. 9. More than 300 attendees heard Ana L. Ramirez-Saenz, Ferris Board of Trustees member, delivered the keynote address.
- Franklin Hughes presented information about early African American students at Ferris—including the pharmacy program—at the District IV Pharmacy Meeting Lunch in Grand Rapids, on Nov. 7.
- The 2nd Annual First Generation College Student Celebration occurred on Nov. 8 as part of a Diversity and Inclusion Faculty and Staff Mini-grant.
- Diwali is the Hindu festival of lights, symbolizing the spiritual victory of light over darkness, good over evil, and knowledge over ignorance. A Diwali festival was held on campus Nov. 9.
- Diversity champions are not driven by a desire for awards; however, sometimes the work leads to recognition. Congratulations to Kaylee Moreno, Executive Director of the Center for Latin@ Studies, and Jessica Ledesma, Coordinator of the Promesa Scholars Program, for being recognized as members of the inaugural class of the Top 50 Latinas in Michigan for 2018. This honor was bestowed by the Hispanic Latino Commission as part of the statewide Hispanic Heritage Month Celebration. You can read more about the event and their achievements on the [University News webpage](#).
- The Office of International Education, in collaboration with the Fine Art Gallery, the Center for Latin@ Studies, and others, invites the entire campus to be part of an [Inclusion Wall Art Project](#). Al Wildey, a nationally known artist, will create a composite portrait with images of individuals from the Ferris community. From a distance, the collection of photographs will form the images of our founders, Mr. and Mrs. Ferris. To

be part of this project, you are invited to share your image in the form of a selfie, which will become part of the composite portrait.

- Tracy Nichols Bush, history professor, discussed America's role in WWI at the Veteran's Day Concert. We were excited to hear her mention the Harlem Hellfighters, which included Percy Fitzgerald, a Ferris alum.
- Kemi Fadayomi received the Michigan American Council on Education Women's Network 2018 Distinguished Woman in Higher Education award.
- The OMSS hosted a meeting/training session for 50 representatives from Michigan's 15 public universities and from the State of Michigan's Talent and Economic Development Department, which oversees the grant that funds the King/Chavez/Parks initiative

Governmental Relations

- On September 17, 2018, the University reached a Tentative Agreement with the Clerical-Technical Association (CTA) on a successor collective bargaining agreement. The CTA ratified the Tentative Agreement on September 28 and the Board of Trustees ratified the Tentative Agreement on October 5, 2018. The successor agreement is in effect until June 30, 2024, and the parties expect to finalize and sign the written agreement in the near future.
- Kylie Piette joined Interim Title IX Coordinator, Joy Pufhal, in co-presenting "Title IX Responsible Employee Training" through the Staff Center for Training and Development on Wednesday, October 3.
- On October 17, Kylie Piette participated in a panel of professionals who spoke to a Ferris State University Criminal Justice class in Lansing about different professional avenues these students could pursue with their degree. Kylie discussed her current Ferris position and career history as well as the related laws that inform the work.

Kendall College of Art & Design

- KCAD faculty and alumni were invited to present in discussion panels held during the National Council of Arts Administrators conference, hosted by KCAD this past September. Associate Professor Gayle DeBruyn and Professor Dr. Cindy Todd moderated "Reimagining Public High School: Community Collaborations," which explored the ongoing collaboration among six community organizations (KCAD, the Grand Rapids Public Museum, Grand Rapids Public Schools, the City of Grand Rapids, Downtown Grand Rapids, Inc., and Grand Valley State University) that's transforming public education in Grand Rapids via the Grand Rapids Public Museum School. Associate Professor Jon Moroney chaired "Innovations in Healthcare through Design," which discussed collaborative efforts between Spectrum Health Innovations, LLC and KCAD's Industrial Design and Interiors Design programs to re-imagine the effectiveness of clinical procedures, services, and spaces while giving students valuable research-based learning experiences. Professor Lee Davis and alumnus Justin Beitzel ('15, BFA Industrial Design) also participated as panelists.
- KCAD Associate Professor and Industrial Design Program Chair Jon Moroney was a featured presenter at "Design Thinking for Small Businesses & Nonprofits," an event held by the Grand Rapids Chamber as part of its "Small Business Series."
- Miner Madness, an educational board game created by students in KCAD's Digital Art and Design program that's aimed at introducing young learners to logical thinking and the basics of code theory, won the Most Meaningful Student Game Award at the 2018 Meaningful Play conference. Students created the game in collaboration with local IT

company OST through the program's EPIC project under the direction of KCAD Assistant Professor Susan Bonner.

- KCAD alumna Kaitlyn Bullock ('12, BFA Digital Media) has been hired as a graphic designer by Abonmarche Consultants.
- KCAD alumnus Nathan Dunsmore ('13, BFA Digital Media) was featured by the Lansing State Journal in an article exploring a t-shirt he designed to raise awareness about student debt.
- KCAD alumnus Dustin Farnsworth ('10, BFA Sculpture and Functional Art) is currently one of four artists featured in the exhibition *Disrupting Craft: Renwick Invitational 2018*, held at Renwick Gallery inside the Smithsonian American Art Museum. The exhibition spotlights artists “who challenge the conventional definitions of craft by imbuing it with a renewed sense of emotional purpose, inclusiveness, and activism.”
- KCAD alumnus Tatsuki Hakoyama ('14, MFA), who currently teaches at KCAD as an adjunct instructor, held a solo exhibition, *The Space Between*, at the Ferris State University Fine Art Gallery. Hakoyama also gave an artist talk in conjunction with the exhibition.
- KCAD alumna Aneka Ingold ('14, MFA) has been named one of 10 finalists for the Bennet Prize, a new \$50,000 biannual grant established in 2018 by San Antonio, Texas-based art patrons Steve Alan Bennett and Dr. Elaine Melotti Schmidt. The prize, which seeks to fund emerging female painters who live in the United States and work in a figurative realist style, is the largest award ever offered solely to female painters in the U.S. Ingold and the other finalists, chosen through a juried process, will each receive a \$1,000 award and will be featured in a group exhibition at the Muskegon Museum of Art in Muskegon, Mich. in May 2019. The winner of the \$50,000 grant award will be named at the exhibition's opening reception.
- KCAD alumnus Rob Jackson ('89, BFA Illustration), founding principal and executive creative director of Grand Rapids advertising agency Extra Credit Projects, and his colleagues collaborated with the Outdoor Advertising Association of America to create a nationwide digital billboard campaign honoring military veterans for Veterans Day. KCAD alumnus Eric Lowe ('15, BFA Graphic Design) was the art director for the project.
- KCAD alumna Madison Nicole May ('16, BFA Printmaking) was profiled by Grand Rapids Magazine in a piece exploring how her time at KCAD helped her grow as both an artist and a person.
- KCAD alumnus James Peterson ('95, BFA Sculpture and Functional Art) has created a new installation on a section of the median of Santa Monica Boulevard in southern California titled “cacti.” The installation mimics the form of the native plants, paying tribute to their resiliency and self-sufficiency.
- KCAD alumnus Jim Towe ('15, BFA Illustration) was featured by Hour Detroit in an article profiling his work as an illustrator for Marvel Comics. Towe is currently working on his fourth project for the publisher, an issue of Spider-Man/Deadpool set to be released in early December 2018.
- The following alumni from KCAD's Furniture Design program were recognized with 2018 Pinnacle Awards from the International Society of Furniture Designers (ISFD): Shannon Lookabill ('95, BFA), Andrea Otto ('10, BFA) and Mike Warren ('82, BFA) won top honors in the Youth Furniture category; Liz Moore ('13, BFA) and Laura Niece ('03) were part of a team from Otto & Moore Design that won top honors in the Major Collections category; Christopher Sandomenico ('01, BFA) won top honors in the Upholstery category; and Thor Taber ('08, BFA) won top honors in the Formal Dining category.

Urban Institute for Contemporary Art

- UICA Executive Director Miranda Krajniak organized a panel at UICA during the National Council of Arts Administrators conference in September. The panel, focused on UICA's efforts to achieve artist and audience equity for blacks and African Americans in 2017, documented UICA's successful response to historical under-representation in museums as well as to the city of Grand Rapids' history of segregation and lack of economic opportunity for its African American population. Panelists discussed the state of artist and audience equity pre-intervention, the three-pronged approach that was instituted, the results, and challenges going forward. The panel was organized by Krajniak, who also participated as a panelist. The other panelists were: Janean Couch, program director for the Grand Rapids Community Foundation; Latesha Lipscomb, community engagement project manager for the City of Grand Rapids Planning Department; and Dr. Kristen Taylor, development officer for UICA.

Student Affairs

- Ferris State University, through a multidisciplinary team submission, was awarded \$39,675 by the Michigan's Campus Sexual Assault Grant Program to assist in building campus-wide anti-violence work, utilizing peer education, and bystander intervention.
- SLAAC approved two new Registered Student Organizations: Bulldog Mixed Martial Arts and Club Swim Team.
- Nearly 300 students, family, and community members attended the Chicago Boyz Acrobatic Team, which was hosted by Entertainment Unlimited, as part of the Family & Friends Weekend.
- 138 students participated in Headphone Disco, a co-sponsored event from Entertainment Unlimited and RHA.
- 130 students attended the "Day of the Dead Ball," hosted by Sigma Lambda Beta, Fraternity Inc., Hispanic Student Organization, and African Student Union.
- Lerner, Csernai, and Fath Financial Group assisted students plan their budgets during a CLACS lobby event.
- The Fall 2018 Dawg Days season finished up larger than any previous Fall Dawg Day season with 454 students attending and a total of 1099 with guests. The November 10 Dawg Day saw the most for this season (182 students, 428 total) making it one of the top 3 largest. The largest was November 12, 2016 with 456 total attendees, 187 students.
For comparison, Fall 2017 Dawg Days had 329 students, 760 total with guests. Fall 2016 had 403 students, 990 total with guests. Fall 2015 was 415 students, 986 total with guests. Part of the increase may be contributed to collaboration between Enrollment Services and University Advancement & Marketing to push the visitation program through digital ad placement.
- The recruitment team participated in Decision Day events in Detroit and Grand Rapids where a total of 139 new Bulldogs were admitted for Fall 2019.

University Advancement and Marketing

- At the 20th annual Ferris Foundation for Excellence Benefit Friday evening, Nov. 2, in Grand Rapids to honor many of those who have been central to the *Now & Always* campaign's success, Shelly Percy, vice president for University Advancement and Marketing, announced that the campaign goal will be increased to \$115 million and the timeframe extended through June 30, 2022.

Since the inception of the Ferris Futures Scholarship Challenge dollar-for-dollar matching gift program, in 2016, The Ferris Foundation has raised more than \$5.67 million -- \$11 million-plus with the match -- in gift commitments toward new and existing scholarship endowments. More than 130 new scholarship endowments have been created.

Contributing to the campaign's significant leap forward is a \$6.59 million bequest, the largest gift in Ferris' history, from the estate of the late Dewaine V. and Jana B. Robinson, of Flint. Dewaine was a 1955 Ferris Pharmacy alumnus.

Read more about the [Robinson's gift](#) and [ongoing and new campaign initiatives](#) that will have a profound impact on the future of Ferris.

Keynote speaker Tim Murphy, former deputy director of the FBI and Ferris Foundation Board Director, brought the evening to an inspiring close with his story about how Ferris changed his life and made him the leader in global law enforcement, intelligence and business that he is today.

President Eisler presented Murphy with Ferris' first-ever "Lead Where You Stand" award in recognition of his achievements, the example he sets for Ferris students, and for his continuing engagement and generous support of the University.

During the reception before dinner, Ferris' colleges and other major programs hosted 17 different displays to show guests what is new and prominent in the University's learning and student services environments. Students, faculty and staff played a key role in volunteering at those displays.

For nearly 30 years, a top priority of The Ferris Foundation has been to provide students with scholarships that support their educational pursuits. Twenty 2018 Foundation Opportunity Scholarship recipients were recognized during the evening. Proceeds from the benefit help fund the Opportunity Scholarship.

Watch a [video of The Ferris Foundation for Excellence Benefit](#) and view more [photos of the Benefit](#).

- Debbie Gustafson, Pharmacy class of 1979, has established the Gustafson Family Endowed Pharmacy Scholarship in loving memory of her husband, Art, Pharmacy class of 1968, and in honor of the role of Ferris State University in the lives of the Gustafson family. Debbie and Art's son, Dr. Mark Gustafson, is a 2014 graduate of the College of Pharmacy. The endowment, which was created in coordination with the Ferris Futures Scholarship Challenge, is valued at over a half million dollars.
- Bumler Mechanical recently established the Bumler Mechanical Scholarship Endowment to support students in the HVACR program in the College of Engineering Technology. Bumler Mechanical provides expertise and full service in all mechanical facets of commercial and high-end residential construction. Founded in 1946, this family-owned company is located in Sterling Heights, Mich., with locations in Detroit and Traverse City.
- Derek Crimin, 1996 Arts and Sciences alumnus and former hockey player, made a gift to the Playmaker campaign.
- Terri Montei, 1962 College of Business alumnus, made a gift to the Center for Athletics Performance.

- Shawna Stassen, 2005 Arts and Sciences alumna and former women's soccer player, made a major gift pledge to the Center for Athletics Performance.
- HNI Risk Advisors, Mercantile Bank, Grand Rapids Public Schools and Grand Rapids Community College became the first to sponsor the [2019 Growing Opportunity: A Partner Celebration](#) on May 15, 2019 in Grand Rapids.
- The Alumni Association partnered with the Detroit Red Wings to host the first Ferris State University Alumni and Friends night at Little Caesars Arena on Friday, Nov. 9. More than 600 total packages were sold, resulting in a gift of \$3,150 from fans toward the Alumni Legacy Endowment.

Alumni representatives were on hand for arena activities such as a Zamboni ride, check presentation and Bubble Ball. All those who purchased an FSU package were invited to walk the ice after the game for a group photo. In addition, representatives from Admissions were present to greet prospective students and answer questions about FSU.

Before the game, more than 100 alumni and friends gathered at Hockeytown for a pre-game reception. Alumni enjoyed an all-you-care-to-eat buffet and meeting up with other FSU fans, including Brutus!

- On Nov. 8, Alumni Relations played host to more than 250 soon-to-be graduating students in the bi-annual Graduation Fair. Co-sponsored with the Commencement team and the University Bookstore, this one-stop-shop provided all the essentials for those graduating this December. From caps and gowns to commencement tickets the event spanned from 11 a.m. to 4 p.m. and featured vendor representatives from Liberty Mutual, CLACS, Herff Jones, FotoHut, Balfour, the Copy Center, Veterans Affairs, Catering, Dining Services, Graduate Programs and many more!
- On Oct. 27, the Ferris Alumni Association and Athletics Department welcomed nearly 200 Bulldog alumni and fans to a pre-game reception at Duke University in Durham, NC. The gathering, held at Duke's Wallace Wade Football Stadium's Delta Suite, preceded the Bulldog Men's Basketball preseason exhibition game against the Blue Devils at historic Cameron Indoor Stadium.
- On Oct. 27, the 1968 Athletics Hall of Fame Undefeated Football team celebrated the 50th anniversary of their accomplishment. More than 30 members and guests of the team enjoyed reuniting and witnessing a Bulldog victory over GLIAC member Wayne State (Score: Ferris State 38 and Wayne State 28).
- Anne Hogenson, director of Marketing, and Ted Halm, web content manager, have worked with Associate Vice President Jeremy Mishler to launch a digital marketing campaign that is designed to increase student enrollment in specific academic programs.

The University Advancement and Marketing initiative targets three career-track categories – Business and Professional programs, Health and Human Services programs, and Technical programs. The project includes targeted digital advertising on the Facebook and Instagram social media platforms and spans into keyword searches on Google. The UA&M team is consulting with Peak Positions of Traverse City to increase the effectiveness of search engine optimization and search engine marketing to boost the campaign.

The [website for the campaign](#) promotes Ferris State's free admissions application, overall value, expert faculty, advanced instructional resources and supportive academic environment.