Academic Affairs

CHARTER SCHOOLS

- Funded with a grant from the U.S. Department of Education, the Charter Schools Office has been playing a prominent role in the development of national resources for Alternative Charter Schools. Now in its second year, the work group has recently published the first of several documents on alternative school accountability.

COLLEGE OF ARTS & SCIENCES

- Chris Vonder Haar and Debbie Courtright-Nash accompanied nine English Education program students as they attended the Michigan Council of Teachers of English (MCTE) Fall 2019 Conference in Lansing, Michigan, in October.
- Deirdre Fagan presented “The Diagnosis: An ALS Journey in Poetry and Prose” at a College English Association Creative Writing Panel at the South Atlantic Modern Language Association Conference in Georgia.
- Deirdre Fagan had two poems published: “Notre Amour, Comme une Pomme, Vient de la Terre” (which won honorable mention in the Muskegon Art Museum’s Art Talks Back contest) was recently published in The 3288 Review and “Everything I hate about you, I love about you, Dear” was published in Picaroon Poetry.
- Dr. Janet Vizina-Roubal presented Comparing Late Work Policies and their Impact with fellow DSW students at the Council on Social Work Education’s Annual Program Meeting in Denver.
- Professor Carrie Thompson presented “Creating Awareness of Social Justice Issues through Inter-professional Poverty Simulations” at the Council on Social Work Education's Annual Program Meeting. October, Denver CO.
- Sandy Alspach (Communication) and Ghada Mahdi (Office of International Education’s West Michigan English Language Institute) received a $500 grant from Academic Service Learning (ASL) to purchase food for a final celebration of a project pairing students in COMM 365 Intercultural Communication with international students in the Intensive English program and other international volunteers. The students met together in class several times throughout the semester to discuss cultural differences in communication patterns and educational experiences.
- Dale Skornia served as the conductor of the Central States Activities Association (CSAA) 2019 Honor Band. Hosted and organized by Scott Cohen, the event was held in Williams Auditorium, with the assistance of its professional staff – Bob Cardana, Kate McGlynn and Anja Fitzgerald – along with a crew of their student employees. Student volunteer members of the Ferris band program assisted as guides around campus. The Office of Admissions, Dining Services and Public Safety were also major partners in the endeavor, which welcomed 109 students from 14 area high schools to campus for a full
day of rehearsals, tours, meals, and a finale concert attended by their directors, administrators and families.

- Scott Cohen served as a musical adjudicator for the 2019 Calvin University Concerto Competition.

**COLLEGE OF BUSINESS**

- PGA Golf Management sent 5 students to the annual PGA Jones Cup in Port Saint Lucie, Florida on November 19-20th. Eighteen teams participate in this tournament representing PGA Golf Management University Programs nationwide. All participating Universities in the PGA Jones Cup are schools accredited by the PGA of America to offer the PGA Golf Management University Program for aspiring PGA Professionals. There are currently 1,575 students enrolled in the program nationwide.
- PGA Golf Management students Isabella Flack and Matt Reglin attended the 2019 PGA Golf Management University Program Leadership Session in conjunction with the Annual PGA meeting in Palm Beach Gardens, Florida November 6th-9th.

**COLLEGE OF EDUCATION & HUMAN SERVICES**

**School of Digital Media (SDM)**

- School of Digital Media students, Kristin Kirsch and Erika Blackbird, attended the Michigan Association of Broadcasters (MAB) Broadcast Career Builders Conference on Friday, November 8, 2019 in Lansing. Students participated in the daylong networking event and viewed presentations from Michigan broadcasters.
- Digital Animation and Game Design faculty members, Jacob Pollak and David Baker, presented on careers in game design at the Mosaic Film Experience event, held November 6-7, 2019.
- Television and Digital Media production students, Mathew Adle and Andrew O’Rourke, participated as crewmembers for the Fox Sports Detroit Television broadcast of the Ferris State vs. GVSU Football game on November 9, 2019. Many of the Fox Sports Detroit crewmembers were TDMP graduates and Ferris alums.

**School of Education (SOE)**

- The School of Education received accreditation by the Council for the Accreditation of Educator Preparation for seven years. This is the maximum number of years a program can receive accreditation.

**COLLEGE OF PHARMACY**

- Ferris State University College of Pharmacy has become the home of the 75th Student Chapter of the Industry Pharmacists Organization (IPhO).
- Dr. Kali VanLangen and Dr. Katie Axford, College of Pharmacy, along with colleagues from Mercy Health Saint Mary’s, were featured in the ICHE (Infection Control and Hospital Epidemiology) Podcast based off of their recently published article entitled *Evaluation of a multifaceted approach to antimicrobial stewardship education methods for medical residents*. The article was also selected for CME.

**EIO**

- Ferris Grand Rapids Criminal Justice graduate Edward Dillenbeck just graduated from the Police Academy at Lansing Community College and won the Report Writing Award
out of 39 recruits. He personally reached out to his former Ferris advisor/instructor Mike McCaw to thank him!

FLITE
- Assessment Librarian Stacy Anderson has been appointed by the Midwestern Higher Education Compact to represent 4-year state universities on the MI OER (Open Educational Resources) task force charged with forming a new state OER Network.
- The ACRL Health Sciences Interest Group has selected Alison (Ali) Konieczny’s published article: “Experiences as an embedded librarian in online courses” for their “Resources” guide. Prof. Konieczny is an early adopter of the embedded concept for collaboration with online course faculty.
- At the HatchEd conference, Alison (Ali) Konieczny teamed with Drs. Stephen Durst and Lincoln Gibbs on an Embedded Librarian panel discussion about her activities in a full-time capacity split between the Colleges of Health Professions and Pharmacy.
- ACRL Health Sciences Interest Group Resources - https://acrl.libguides.com/health
- HatchEd. Day 1 Session https://www.ferris.edu/HTMLS/online/hatched/agenda.htm

MICHIGAN COLLEGE OF OPTOMETRY
- The Association of Schools and Colleges of Optometry Board of Trustees has appointed David Damari, Dean at Michigan College of Optometry, to be the Chair of the Leadership Development Institute Task Force and asked him to present on the topics of College or University Governance and Strategic Planning at the pilot program in late January.
- MCO has won the Custom Stable Cup sponsored by Valley Contax, Optovue, Contamac, TelScreen, and Menicon! Background: place a scleral contact lens on an eye and use a slit lamp to check to see how far the lens sits from the eye. This is then verified using an anterior segment OCT. The school with the lowest average deviation wins two $500 scholarships and the right to display the Custom Stable Cup Trophy for the year. MCO students went head-to-head in competition with other optometry schools and came out on top by a large margin.

RETENTION & STUDENT SUCCESS
- Fall 2019 FerrisNow enrollment is 952 students. This fall’s enrollment is tied with our all-time high fall term enrollment from Fall 2018.
- Deedee Stakley served on the CollegeSource Transfer Webinar panel. Over 800 people attended.
- Ferris State University hosted the Michigan Concurrent Enrollment Partnerships (MiCEP) Conference.
- Leah Melichar presented at the MiCEP Conference, “Research for Program and Partnerships Improvement”.
- Deedee Stakley presented at the MiCEP Conference, “Steps to Creating Effective Partnerships”.
- Leah Melichar presented at the National Alliance of Concurrent Enrollment Partnerships (NACEP) Conference, “Financial Implications of Concurrent and Dual Enrollment”.
- Leah Melichar and Deedee Stakley with two colleagues from other institutions, facilitated a NACEP Conference mini-workshop, “Incorporating Concurrent and Dual Enrollment into Strategic Enrollment Management”.
• Leah Melichar has been elected to the NACEP Research Commission as the Region II representative.
• Leah Melichar and DeeDee Stakley co-presented on the Michigan College Access Network Webinar, “Access in Action”.
• The Transfer Services Center hosted their Open House.
• Karen Royster-James and tutors presented the Art of Studying at Morley-Stanwood High School College 101 night on November 5th.
• Kristin Conley presented “Beginning with the Why: Cultivating Critical and Digital Literacy” at the Michigan Developmental Education Consortium Conference, Lansing, MI, October 31-November 1, 2019.
• Monica Frees attended the Michigan Developmental Education Consortium Conference, Lansing, MI, October 31-November 1, 2019
• Kristin Conley attended the Lilly Conference in Traverse City, October 18-19, 2019.
• Kristin Conley attended the Emerging Engagement Scholars Workshop in Denver, CO October 6-9, 2019
• Kristin Conley, Eric Warner, David McCall, Elizabeth Burbatt and Monica Frees received a Diversity Grant Award for $4980 – “Expanding Horizons: Helping First Generation Students Study Abroad”.

Administration and Finance
Athletics
• The Ferris State University women’s volleyball squad captured its sixth consecutive GLIAC Championship during the regular-season this year. The Bulldogs are also ranked among the top four teams in the region and received their ninth consecutive NCAA Division II Tournament bid. The Bulldogs play Rockhurst (Mo.) in the first round of the NCAA Tournament on Thursday, Dec. 5, in Romeoville, Illinois, at Lewis University. The match is at 5 p.m. (CENTRAL) time or 6 p.m. (EASTERN) time.
• Ferris State Football capped off an unbeaten 10-0 regular-season by beating rival Grand Valley State in the Anchor-Bone Classic on Nov. 9 to win the GLIAC Championship outright for the second-straight year and fourth time in the past six seasons. The Bulldogs also received the program’s sixth-straight NCAA Division II Playoff bid and earned a first-round bye as the top seed in Super Region Three. Ferris State will host either Central Missouri or Indianapolis in round two action on Saturday, Nov. 30, with kickoff set for 1 p.m. (ET) at Top Taggart Field. The Bulldogs hold the nation’s best record over the past five years and their current NCAA playoff streak ranks as the second-longest in the country.

Human Resources
• The Administration & Finance division would like to welcome Fredericka Hayes as our new Associate Vice President of Human Resources. Fredericka has worked for the Grand Rapids Public Schools for 30 years, as well as the Professional Educational Services Group, serving in many roles that will be beneficial to the University. Fredericka has a Master of Education, Educational Leadership degree from Western Michigan University and a Bachelor of Science, Business Administration-Human Resources degree from Davenport University. Please join us in welcoming Fredericka as she joins our team.

Governmental Relations and General Counsel
Governmental Relations and General Counsel is pleased to share that contributions by the division’s employees to the Jean Day Donation Fund were distributed to four local charities: Manna Pantry, God’s Helping Hands, Project Starburst and WISE.

Kendall College of Art & Design

- KCAD has been awarded a grant from the Michigan Corporate Relations Network’s Small Company Innovation Program (SCIP) that will enable powerful real-world learning experiences for students through a collaboration with a financial literacy partner that’s developing a mobile payment and mobile-based banking services app for children ages 10-14. KCAD students and faculty in the Graphic Design and Digital Art and Design programs will work alongside students and faculty from Grand Valley State University’s aMDI Computer Science program to execute the development of the app, including the user experience, brand identity, visual interface design, native app programming, and secure server database, with the end goal being a fully-functional beta level app that can proceed to market testing.
- The Fed Galleries @ KCAD opened the exhibition Selling Sexism (on display through January 25), which presents objects on loan from Ferris State University’s Museum of Sexist Objects alongside works by contemporary artists/designers to create a powerful viewing experience that encourages discussion, debate, and dialogue concerning everyday objects that promote sexist attitudes, discriminatory practices, and gendered violence.
- A group of KCAD students were invited to the Grand Rapids Art Museum (GRAM) for a visit with one of the world's most celebrated book illustrators: three-time Caldecott Medal winner David Wiesner. These aspiring illustrators and digital storytellers got an exclusive window into Wiesner's career and creative process, as well as a VIP tour of his solo exhibition, David Wiesner & The Art of Wordless Storytelling, on display at GRAM through January 12.
- KCAD Interior Design students Felicia Burger, Kelly Clouse, Brooke Crissman, Jenn Gallaway-Bailey, Peyton Helsen, Christian Merriam, and Rachel Polet participated in the International Interior Design Association (IIDA) Michigan chapter’s annual Finish2Fashion event, which challenges designers and interior finish manufacturers to collaborate on the design of an original garment made solely from interior finish materials. The KCAD team was sponsored by local building supply company Lumbermen’s Inc., and worked with high-pressure laminate manufacturer Wilsonart to create a garment inspired by van Goh’s “Starry Night” using plastic laminate.
- KCAD faculty member Dr. Karen Carter, Professor of Art History and Visual and Critical Studies, recently presented her paper “Maximilien Luce’s La Rue Mouffetard: Paris as Spectacle and Disenchantment” at the 45th annual Nineteenth-Century French Studies Colloquium in Sarasota, Florida. In her paper, Dr. Carter posits Neo-Impressionist Painter Maximilien Luce’s “La Rue Mouffetard” as a sharp critique of the pervasive commercial publicity that dominated the working-class area of Paris in the late 19th century.
- KCAD Professors Gayle DeBruyn (Collaborative Design, Furniture Design, Master of Arts in Design, and Certificate in Design and Innovation Management Program Chair) and Dr. Cindy Todd (Art Education Program Chair) served as consultants for the recent “Outsmarting the Robots: Redesigning Education from the Classroom to the Halls of Lansing” event in Grand Rapids that united 50 educators and community stakeholders in investigative activities designed as immersive learning experiences. The goal was to
bring people from various sectors of the community together to influence education so it aligns with what is needed in the economy, society and world.

- KCAD Assistant Professor and Fashion Studies Program Chair Lori Faulkner gave a presentation at Grand Rapids Art Museum (GRAM) as part of the museum’s Storytelling Beyond Words event series on how fashion designers—including her students—tap into the power of narrative to bring their unique ideas to life.

- KCAD instructors and KCAD alumni Damian Goidich ('13, MFA) and Taylor Mazer ('12, BFA Illustration) are featured in *Incoherent Thing War: A Useless Analysis*, an exhibition at the Ferris State University Fine Art Gallery that confronts viewers with America’s insecurities about the apocalyptic Bogeyman and its visual symbols.

- KCAD Sculpture and Functional Art Assistant Professor Natalie Wetzel, who operates local creative studio The Moon alongside photographer Mark Andrus, presented The Moon: In Orbit, a documentary exploring the studio’s collaborative and transdisciplinary creative process, as part of the final weekend of events for Project 1 by ArtPrize.


- KCAD alumna Hannah Berry ('16, BFA Art Education) was named to the Grand Rapids Business Journal's 40 Under 40 list for 2019. As the Owner and Creative Director of Lions & Rabbits—a dynamic space that’s equal parts gallery, handmade boutique shop, educational workshop, full-service event center, and social hub—Berry is giving local artists a powerful platform to engage with the Grand Rapids community at-large, all while inviting that same community to explore their own creativity in ways that build shared value and understanding.

- KCAD alumnus Bryce Culverhouse ('72, Advertising Designs) is among the latest group of Indiana-based creative professionals to be honored with the state's Indiana Artisans distinction, an initiative that celebrates the incredible work of local craftspeople. Culverhouse is being honored for his typography artwork, which transforms words spoken by notable historical figures into stunningly realistic portraits.

- KCAD alumna and Urban Institute for Contemporary Arts (UICA) Executive Director Miranda Krajniak ('06, BFA Drawing) was named the 2019 recipient of the YWCA West Central Michigan Tribute Award in Arts. Since 1977, the organization's annual awards have honored over 250 women, representing a distinguished sorority of leaders and trail-blazers.

- KCAD alumna Olivia Miller ('14, BFA Art Education) was featured in an article by School News Network that explores how an assignment for her art students at Lowell High School—in which they learned how to draw facial features accurately—was also a powerful vehicle for students to engage with the topic of mental health while understanding how to use creativity as an emotional outlet.

- KCAD alumni Ramiro Rodriguez ('90, BFA) and Laurie S. Rousseau ('89, BFA) are currently featured in *Essence and Matter*, an exhibition at Bethel University’s Everest-Rohrer Chapel/Fine Arts Center that showcases Rodriguez’ award-winning work in painting and printmaking alongside Rousseau’s botanical art.
Urban Institute for Contemporary Arts

- On November 16, artist Larry Cook discussed his process and the inspiration for his exhibition, *On the Scene*, on view at UICA through January 26, 2020. Within the exhibition, Cook examines the formal, social, and cultural aspects of this photographic practice, including photographs of subjects posing in front of backdrops that focus on elements of performance, expression, and spectacle. These works are featured with archival photographs dating back to 1980, highlighting the pose, gesture, and choreography in this visual form of representation.

- Cinematographer Adam J. Minnick screened his latest movie, *Chained for Life* (2019), and participated in a Q & A session with UICA audience members in November. Minnick has worked extensively in both film and digital formats, and is best known for his work on *Buzzard* (2014), *Actor Martinez* (2016), and *Relaxer* (2018).

Student Affairs

- Students Marina Harrison and Noelle Kruas, with support from CLACS and several other departments, held the first annual Diversity and Inclusion Summit on campus, which was tailored to student organization members.

- The University Recreation Center conducted a Swim Lesson Open House where approximately 25 families learned about future swim lesson programs.

- Approximately 600 students in the Fraternity & Sorority Life community has almost completed their Greek Lead Professional Development series for Fall semester.
  - 84.7% completed the New Member Workshop – FSL Leadership/Anti-Hazing Education
  - 60.6% completed TIPS of College – Alcohol Education
  - 19.9% completed Bringing in the Bystander – Sexual Violence Prevention
  - 7.5% completed QPR: Question, Persuade Refer – Suicide Prevention/Intervention
  - 3.2% completed DignityU – Anti-Hazing Education
  - 1.7% completed SafeZone – LGBTQ+ Education

- Tyrone Collins was praised in The Cap Times by a student from Ferris. “Tyrone was an (Ferris State University) admissions counselor. He was the person in my life who really not only told me that I could go to college, but told me how to get there. Like, “You’re gonna have to do an application, you need to save your money so you can pay for your application fee, you need to do an essay, you need to take the ACT.” The statistic about having one adult in your life supporting your educational goals was literally my lived experience.”

- Monday November 11th the annual Veterans Day breakfast was attended by many students, faculty, staff and community members. Many enjoyed a delicious breakfast while celebrating with the Vibrato Vibes, the Veterans Association and SGT Douglas Szczepanski, the outstanding Veterans Day speaker.

- Fall 2019 Graduation Fair was held on Thursday, Nov 7th. Graduates were able to reserve tickets, purchase their cap and gowns and visit with their College commencement coordinators. Over 900 tickets were reserved on day one of availability. We are expecting approximately 550 graduates to participate in commencement ceremonies on Saturday, December 14th.

University Advancement and Marketing

- Since July 1, 2016, The Ferris Futures Scholarship Challenge has received 5,510 gifts and pledges to new and existing endowments, with more than $8.74 million of new gift
commitments from Ferris benefactors. With the match, this creates more than $17.48 million of new endowed funds for the support of Ferris students. There have been 1,780 endowment gifts by alumni, 2,853 by friends of the University, and 877 by faculty/staff (data through October 31, 2019).

- Celebrate #GIVINGTUESDAY this holiday season by helping to ensure that every Bulldog has the opportunity to return to college for the spring semester.

Financial and family crises happen when we least expect it—the holidays are no exception. Many families live paycheck to paycheck, and oftentimes, a financial burden of $1,000 or less, whether for tuition, housing or transportation, can get in the way of our students returning to class.

The Opportunity Fund provides immediate tuition and non-tuition scholarships for our students who are in financial crisis and have exhausted all other means of financial aid.

By making a gift to The Opportunity Fund before the end of the calendar year, you can give Ferris State University students the opportunity to continue their education, and have a chance to make a better life for themselves and their loved ones.

For payroll deduction, visit https://www.ferris.edu/giving/facultyandstaff/payroll.htm. For other giving options, visit http://igfn.us/form/fcmbdg. Together, let's make sure no Bulldog is left behind!

- Ferris State Athletics and University Advancement and Marketing (UA&M) teamed up to launch the Move Ferris Forward recognition program this fall.

The Move Ferris Forward recognition program recognizes and promotes the successes of faculty, staff and students throughout the University. All colleges, departments and Registered Student Organizations (RSOs) were invited to share a recent success or point of pride that they believed should be celebrated at a Bulldog football, volleyball, and hockey or basketball game. Those selected for recognition would receive:
  - Twenty (20) game-day credentials to attend the selected game as VIP guests
  - Special recognition on the field, court or ice with up to four (4) representatives from the selected department or RSO
  - Commemorative t-shirts and other Ferris 135th Anniversary promotional items

UA&M and Athletics received numerous submissions, and four departments or RSOs were selected and recognized at different games this fall.

At the Saturday, Oct.19 football game, the RSO You Beautiful Black Woman was highlighted for its successful and impactful 29-year history of assisting female students with family support and community connections.

The Center for Latin@ Studies – Promesa Scholars Program was honored at the Saturday, Oct. 26 football game for receiving national recognition for its collaborative work with campus and community partners to accelerate Latin@ student success at Ferris.
Our third honor was presented at the Saturday, Nov. 2 volleyball match. The RSO Diverse Sexuality and Gender Alliance was recognized for its successes in providing members of the Ferris LGBTQ+ community with a safe environment and fun, informative programming, and its efforts to help others in the community learn more about the LGBTQ+ community.

The Birkam Health and Counseling Center took home the final Move Ferris Forward award for the fall at the Saturday, Nov. 16 hockey game. The Birkam team was highlighted for their ongoing efforts to provide the highest level of physical health treatment and mental health care to our students and the recent implementation of the Stepped Care Model, addressing the growing need for services while providing clients with more options and greater autonomy in the steps of their treatment.

Ferris Athletics and UA&M plan to continue this popular new program and recognize several more departments and RSOs during the 2020 winter and spring sports seasons. Those interested in learning more or submitting a nomination should contact Jeremy Mishler, associate vice president for External Relations at mishlerj@ferris.edu or 231-591-2346.

• The Alumni Association partnered with the Detroit Red Wings to host the second Ferris State University Alumni and Friends night at Little Caesars Arena on Friday, Nov. 9. More than 500 total packages were sold, resulting in a gift of $2,740 from fans toward the Alumni Legacy Endowment.

Alumni representatives were on hand for arena activities such as a check presentation and Bubble Ball. All those who purchased a Ferris 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 Ferris.

• On Thursday, Nov. 7, Alumni Relations played host to more than 300 soon-to-be graduating students in the biannual 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. Offering everything 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, Veterans Affairs, Catering and Dining Services, as well as College representatives and many others!

• The Ferris Facebook page has enjoyed a strong semester of engagement. November’s most popular post highlighted the nationally second-ranked Ferris Football Team’s 21-16 home win over rival Grand Valley State on Saturday, Nov. 9. The post reached 139K people, had more than 9K reactions (including 1K-plus shares) and 160-plus comments. More than 7K people clicked on the post. The football team clinched the outright Great Lakes Intercollegiate Athletic Conference championship, and it retained the coveted rivalry Anchor-Bone Trophy that goes to the regular-season winner of the FSU-GVSU rivalry game.

The post also is the top-performing tweet on the Ferris Twitter page with more than 350 likes and 102 retweets. The tweet garnered more than 20K impressions.

To view the pictured Facebook post, click: https://bit.ly/3486zGv
The News Services and Social Media Team was made aware of a heroic act by a quick-thinking Dining Services employee at The Rock Café during a choking incident. The News Services team then worked collaboratively with Dining Services staff to coordinate coverage upon learning of the Big Rapids Pioneer newspaper’s interest in reporting on the story. The Pioneer reporter visited The Rock Café to interview and snap photos for a feature story that appeared in the Wednesday, Nov. 20 edition of the newspaper.

Keeping in theme with the rollout of the University’s new marketing campaign, “Ferris Forward,” the UA&M Web team of Ted Halm, Paul Hobart and Dale Hobart has been working with the digital marketing agency Beacon Technologies to fashion a new homepage for the ferris.edu website. The homepage will be recruitment-focused, highlight academic programs, and show the distinctiveness of the University. The flow of the page will encourage users to interact with the content.

The Ferris Web Team worked with Beacon to conduct research in several key areas. This research resulted in a clear understanding of how the Ferris website is currently being used while identifying key areas of opportunity. Prospective students are the primary audience for the website and new homepage, followed by current students, parents, alumni, donors and public supporters as key secondary audiences.

Imagery will be an important element to the homepage and drive the impact of the Ferris Forward brand. The use of high quality, compelling and relevant images on the homepage can significantly improve user engagement. Subject matter that showcases the campus and its students while also representing the core values of Ferris is ideal. Capturing classroom images that convey hands-on interaction and instructor involvement with students will speak directly to prospective students.

The project also involves the creation of a major landing page template to showcase areas such as Admissions, Financial Aid and the academic colleges, and an additional template for other interior web pages. The design will be responsive -- displaying optimally on various devices (desktops, laptops, tablets and phones) to provide increased user engagement. Intuitive, easy-to-navigate sites are imperative for creating a positive website experience.

The new homepage and secondary landing pages will be adaptable to current and changing technologies while providing content management capability for Ferris staff.