

# Ferris State University

## Good News Items

### February 2019

#### Academic Affairs

##### COLLEGE OF BUSINESS

- College of Business students Keegan Brown and Lucy Reigle recently represented Ferris at the 12th annual National Sales Challenge in Wayne, New Jersey. The National Sales Challenge's mission is to encourage excellence in sales and to "promote the sales profession by providing students the opportunity to demonstrate their skills and capabilities in a series of sales challenges." Brown and Reigle placed 16 out of 38 competing teams of students from around the country and the world. Individually, Brown placed 3rd in the speed selling competition and 6th overall amid 74 competitors. Go here to view photos: <http://www.ferris.edu/business/rbi-nsc-2018/>

##### COLLEGE OF EDUCATION & HUMAN SERVICES

##### School of Digital Media (SDM)

- Television and Digital Media Production students in Professor Connie Morcom's Instructional Design course recently provided academic service learning support and produced and published online videos with the following ASL partners "Roben-Hood Airport", City of Big Rapids, "To Teach" School of Education, "#analytics4academics", Honors@ Ferris, and "The Importance of Antibiotics", College of Pharmacy.
  - Roben-Hood Airport video series informs the public about the services and economic benefits of a local airport and possible expansion of a runway to house larger aircraft. YouTube: <https://youtu.be/JsQIInMad1Q>
  - Honors Professor Peter Bradley championed a video to use social media analytics as a tool in academics to predict what courses students want to take each semester. You Tube: <https://youtu.be/y6X-DPykRFU>
  - School of Pharmacy is conducting a study to educate the public about antibiotic usage and what antibiotics do to our bodies, how they help, the difference between bacteria and virus, what happens when antibiotics are taken when they are not needed, and educate the audience on common misconceptions about antibiotics. YouTube: <https://www.youtube.com/watch?v=rLAdHdY4mV8>

##### School of Education (SOE)

- Dr. Andrea Kitomary received a \$5,000 National Education Association Student Achievement Grant. The funds will be used for the Pre-service Elementary Education teachers enrolled in Ferris State University's School of Education who will work collaboratively with Riverview Elementary teachers and administrators to implement an authentic action research agenda designed to improve literacy rates for "at risk" students scoring below grade level in literacy Grades 1-3. The project is led by Dr. Amy Kavanaugh. The goal of the project is to move Pre-service teachers beyond literacy theory to implementing effective literacy diagnostic analysis and interventions strategies while engaging them in coaching, observation, and collaborative planning.

##### School of Criminal Justice (SCJ)

- SOCJ student Jeremy Farmer was awarded with a 2018 Governor's Traffic Safety Advisory Commission Student Award for his work in proposing the Operation Golden Eagle Traffic Safety Initiative in conjunction with the Michigan State Police Lakeview Post. Jeremy worked on this collaborative project as part of his internship last summer as he noticed the traffic issues that surrounded concerts and other events at Soaring

Eagle Casino. This project was implemented at the Michigan State Police Post, who nominated Mr. Farmer for the award.

#### COLLEGE OF HEALTH PROFESSIONS

- Dr. Anuli Njoku, Assistant Professor in Public Health, published "Effect of online courses on US college students' knowledge about health disparities," in the *Health Education Journal*. The article can be found here: <https://journals.sagepub.com/doi/full/10.1177/0017896918823226>
- Dr. Michael Reger, Assistant Professor in Public Health, published (2nd author) "Vitamin K intake and prostate cancer risk in the Prostate, Lung, Colorectal, and Ovarian Cancer (PLCO) Screening Trial" in the *American Journal of Clinical Nutrition*, the top journal in nutrition and nutritional epidemiology.
- Dr. Gail Bullard, Assistant Professor for HCSA/MPH, spoke at the inaugural AUPHA/MGMA (Association of University Programs in Health Administration/ Medical Group Management Association) Academic forum at the MGMA national conference in Boston, MA, Oct 1, 2018. Addressing the forum focus 'The Consumerism of Health Care – Through the Lens of Medical Group Practice and Ambulatory Care', Dr. Bullard presented 'There is No 'I' in Change – Or is There?', a discussion of the impact patient expectations have on change in healthcare delivery models and the need for improved health literacy.

#### COLLEGE OF PHARMACY

- Amie Quist, Secretary Level 3 in the College of Pharmacy, has been accepted into the FSU Masters in Public Health program.
- Dr. Qian Ding, has been selected to present her research at the 2019 AMCP Annual Meeting. Her project involves trends in antipsychotic use in a Medicaid population, and was funded in part by a Student Research Fellowship project for student Heidi Stultz.
- Dr. Shelby Kelsh and Dr. Namita Giri have been selected to receive 2018-2019 Faculty Research Grants from the FSU Faculty Senate Research Committee. Dr. Kelsh will be conducting a research project on vaping cessation, and Dr. Giri will be conducting research on drug nanoparticle formulations.

#### EIO

- Tracy Russo, Ph.D., Senior Online Design Consultant in Extended & International Operations, has published an article entitled, "The Effect of Personal Learning Network Exposure on Pre-Service Teacher's Digital Resource Search Habits" for the September-November 2018 issue of *i-manager's Journal on School Educational Technology*.
- Ferris Grand Rapids hosted Maranda's Beautiful U for 140 middle school girls from Wyoming, Kentwood and Grand Rapids Public Schools. Maranda, Ferris, and our corporate partners worked together on this youth empowerment event to help the girls build self-confidence and an understanding of what makes them unique, the realities of social media, physical and mental health, and how to prepare for their careers.
- Ferris Grand Rapids Digital Animation & Game Design student group MEGA, with support of their advisor Nick Pattison, enjoyed Frag Fest events Art Jam and Gaming Olympics during the first week of classes.

## **Administration and Finance**

### **Information Technology**

- During December, our ITS staff completed the initiative to consolidate our students and alumni into the same email system as our faculty and staff. These groups, as well as our retirees and emeriti are now all in the same Office 365

email platform. This will enhance the ability for faculty and students, for example, to collaborate more easily and it will also create some IT system efficiencies.

- Our IT Solutions Center (formerly the TAC) staff spent considerable time during the break between semesters to make sure classroom technology was ready for the start of classes on January 14. This process includes going to individual classrooms and testing technology equipment in each room. Our staff goes through this process before the start of the fall and spring semesters and the technology equipment across all the classrooms on the Big Rapids campus is typically 95-97% ready when classes start.

### **Physical Plant**

- The Grounds Crew has been called on numerous times during January as a result of multiple days of freezing rain and ice, a significant snow storm coupled with wind and gusting winds, and frigid temperatures. During a two day period of the freezing rain and ice, the crew put down 80 tons of salt to help keep our sidewalks, roads and parking lots safe. They have come in at 1am, 3am, and 4am on different days to make sure the campus was ready for an 8am opening. Kudos to Scott Wilcox, Grounds Supervisor, and the crew for doing a great job through all of these very difficult conditions!
- While the Grounds Crew is the most visible of our Physical Plant crews during challenging weather days, many other Physical Plant employees across the departments have had many extra calls for service due to conditions caused by the snow, extra salt or sand, and the very cold temperatures. A big thank you goes out to these employees as well!

### **Athletics**

- The Ferris State University junior quarterback Jayru Campbell was honored on Jan. 10 in Little Rock, Arkansas, as this year's Harlon Hill Trophy recipient as the NCAA Division II Football Player of the Year. His selection and award was the third time an FSU QB has earned this distinction in the last five years. Jason VanderLaan earned the honor the other two times.
- Senior forward Abby Nakfoor (DeWitt) of the Ferris State University women's basketball squad has been chosen by the Women's Basketball Coaches Association (WBCA) to take part in a special three-day workshop during this year's WBCA National Convention in Tampa, Fla. Nakfoor was among a select group of student-athletes across the country selected as part of the 17th annual "So You Want To Be A Coach" program by the WBCA in partnership with WeCOACH. Each member will participate in the three-day workshop with speakers provided by WeCOACH on April 3-5 at the national convention.
- A total of 73 Ferris State University student-athletes have achieved Great Lakes Intercollegiate Athletic Conference (GLIAC) All-Academic & All-Academic Excellence Team honors for the recently-completed 2018 fall athletics campaign as announced by the league office and presented by Meijer. The 73 Bulldog student-athletes represent six varsity programs, including football, volleyball, women's soccer, women's tennis, women's cross country and men's cross country.
- After highly-successful and historic seasons by three key teams that achieved postseason success, Ferris State University Athletics closed the fall campaign listed seventh in the nation in the 2018-19 Learfield Division II Directors' Cup standings for all-sports success. The Bulldogs tallied 204 total points this fall in the points system with the

football squad, which reached the NCAA Division II National Championship game for the first time in school history, leading the way with 90 points based on its runner-up national finish. Ferris State also totaled 64 points in women's soccer based on a NCAA Division II Sweet Sixteen finish, capping off the most historic season in program history. Finally, the Bulldog volleyball squad advanced to the NCAA Division II Midwest Region Semifinals and earned 50 points in the standings.

- After leading the Ferris State University football squad to the most historic season in school history, Bulldog head coach Tony Annese has been tabbed as the Hero Sports Division II National Coach of the Year. Annese received a heavy majority of the fan vote from the popular online source covering Division II. He received more than 1,100 votes from fans across the country in claiming the honor. This season, Annese led FSU to its first-ever appearance in the NCAA Division II National Championship game as the Bulldogs finished the year with a 15-1 overall record. The 15 wins matches the all-time NCAA record for total victories in a campaign.
- For the first time in school history, the Ferris State University men's and women's basketball programs have been selected to host and compete in the NCAA Division II National TV Showcase "Game of the Week" on ESPN3 this season. The Bulldogs' Feb. 7 Great Lakes Intercollegiate Athletic Conference (GLIAC) hoops doubleheader against Ashland will be televised via ESPN3 and the ESPN app across the country from FSU's Jim Wink Arena. It will represent the first live national TV broadcast in the building's history.

## **Kendall College of Art & Design**

- Grand Rapids Magazine's January issue, "Best of GR," was packed with news from the KCAD Community, including UICA's *Warm Water* exhibition, featuring new works from Charles Edward Williams; Lions & Rabbits, the multifaceted creative space owned and operated by alumna Hannah Berry ('16, BFA Art Education); public murals created by alumni Tracy Van Duinen ('95, BFA Visual Communications) and the mural on KCAD's 17 Fountain St. NW building, named among the best in the city; alumna Erica Lang's ('14, BFA Printmaking) new business, Outside Coffee Co., named the city's best dog-friendly place open year-round; clothing retailer Lee & Birch, owned by alumna Nikki Gillette ('03, BFA Interior Design), named the city's best source for women's fashion; and more!
- Charlevoix Circle of Arts in Charlevoix, Mich. has announced *Spotlight on Innovation*, an upcoming exhibition showcasing artwork from local high school students that was first reviewed by KCAD representatives. KCAD also hosted the students for a portfolio review day, during which \$64,000 in scholarships were awarded.
- Professor and Art Education Program Chair Dr. Cindy Todd has been selected to receive the National Art Educator Award from the National Art Education Association (NAEA), one of the nation's highest honors for art educators. Dr. Todd has also been selected to receive two NAEA awards at the regional level: the Western Region Art Educator Award and the Western Region Higher Education Art Educator Award. She will be honored at the 2019 NAEA National Convention, which will take place in Boston from March 14-16.
- Professor and Metals and Jewelry Design Program Chair Phil Renato has been appointed to a one-year term as an at-large member of the SIGGRAPH conference advisory group. A subset of the Association of Computer Machining, SIGGRAPH organizes one of the largest computer graphics creation conferences in the world.

Renato and other members of the advisory group will help plan and implement the 2019 SIGGRAPH conference in Los Angeles, and will then intake feedback from attendees and other stakeholders for consideration by the SIGGRAPH board.

- Director of Continuing Studies Brenda Sipe recently gave her presentation “Creativity and Design Thinking in the Workplace” at the Hastings Rotary in Hastings, Mich.; the Grand Rapids Kiwanis; her presentation “Mentoring Youth in Art and Design” at the Grand Haven Rotary in Grand Haven, Mich.
- Painting Professor Margaret Vega was awarded a three-week Visiting Artist and Scholar position at The American Academy in Rome (Rome, Italy), during which she focused on developing a new body of work reflecting influential stereotyping, systematic branding, and marketing of bias as it relates to the color labeling of flesh.
- Drawing Assistant Professor Danielle Wyckoff completed a project-based residency at the Lawrence Art Center in Lawrence, Kan. in which she collaborated with the Center's Director of Performing Arts to capture and tell the stories of women veterans and their experiences. The resulting project, “Rethink: I Am a Veteran,” blended an original theatrical production with artwork. Wyckoff created scenic design for the theatrical production as well as an installation featuring the text of the veterans' stories screen printed on fabric. She also co-wrote two grants that helped fund the project, one from the Lawrence Cultural Arts Commission and another from the International Fine Print Dealers Association.
- Chelsea Benson ('13, BFA Graphic Design), an art director at Denver-based creative agency Integer Group, recently created and helped launch an advertising campaign for Starbuck's new Premium Select Collection product line.
- Ivan Fortushniak ('98, BFA Painting) has been promoted to the rank of Professor at Indiana University of Pennsylvania.
- Michael Gute ('13, BS Art History) was featured in an article on Pride Source exploring his participation in *Together We Can*, an exhibition at the Affirmations LGBTQ community center in Detroit that seeks to bring awareness to the struggle of addiction and recovery. Gute's piece, “Detroit Figure,” is a self-portrait that reflects the struggles he's faced on his own journey to sobriety.
- Sandra Hansen ('13, BFA Painting; '16, MFA) has been accepted into an artist residency at Wollemi National Park near Sydney, Australia. From January 9 through March 26, 2019, Hansen will be collecting fallen leaves from the park's Wollemi trees, turning them into paper pulp and, ultimately, paper with a color palate inspired by the park's ancient cave paintings. Hansen also hosted Chinese artists Hui Hui and Zheng Wenke for an artist residency at Art Farm in Fennville, Mich. through her Artists Cultural Exchange program.
- Emily Intrain ('01, BFA Industrial Design) has been elected to serve a three-year term on the board of directors of the Color Marketing Group (CMG), the international association for color design professionals. Intrain, an aesthetic attribute lead designer for BISSELL Homecare, Inc., was elected by the CMG's general membership.
- Nicolas V. Sanchez ('09, BFA Painting) recently designed and released a ballpoint pen, dubbed the NS1, made specifically for artists, complete with three different size points. Sanchez, a New York City-based artist who specializes in ballpoint pen work, partnered with The Center for Arts Education of New York on the pen's release, and is donating a portion of the proceeds from his sales to the organization.
- John Van Houten ('14, BFA Illustration) won the Best in Show award in *Small Works 2018*, a national juried exhibition held at Main Street Arts in Clifton Springs, N.Y. that featured artwork of 12 inches and smaller in size.

- Joseph Wilcox ('09, BFA Art Education) won 1<sup>st</sup> place in The BLOOOM Award, a competition sponsored by German brewery Warsteiner aimed at promoting emerging artists from around the world on a global platform. Wilcox's video piece, "In Search of Martin Klein," was selected out of over 2,800 submissions through a juried process. As a finalist for the award, Wilcox was given the opportunity to exhibit his piece at Art Düsseldorf 2018, and as the 1<sup>st</sup> place winner he will receive mentorship and support from BLOOOM Award jurors for a one-year period as well as an opportunity to attend Art Basel in Hong Kong in March of 2019.

### **Urban Institute for Contemporary Art**

- UICA Curator Juana Williams was featured in an article on Culture Type titled "Next: 28 Art Curators to Watch Who Took on New Appointments in 2018." Williams, who joined UICA in August of 2018, has thus far been focused on connecting with UICA's surrounding communities to facilitate relationship building and inspire exhibitions that not only meet community needs but open up larger conversations around contemporary culture as well. She previously worked as a Detroit-based freelance curator and an assistant to the chair of Wayne State University's Department of Art and Art History.
- UICA welcomed almost 4,000 people to the 30th Annual Holiday Artists Market on December 2, 2018. This juried arts and fine crafts show attracted over 75 vendors from all over our region. The event was supported by Steelcase, J & H Family Stores, and WYCE, and raised \$15,000 towards UICA's year-round exhibitions, films, and educational programming.
- North Carolina artist Charles Edward Williams was on hand for the opening of his solo exhibition *Warm Water* on January 11. Mr. Williams mingled with 100 guests and answered questions about his work, currently on view on UICA's first floor and lower level. *Warm Water* is a collection of re-narrated visual works based on the event that sparked the Chicago Race Riot of 1919. These works unfold the story involving five Black teens, and what reportedly caused the death of Eugene Williams in Lake Michigan on the South Side of Chicago. The works document and shed light on the marginalizing oppositions the teens faced during the fragile height of racial sociopolitical conditions nationwide. *Warm Water: New Works by Charles Edward Williams* runs through April 28, 2019.
- The Dick and Betsy DeVos Family Foundation awarded UICA \$25,000 in December for support of its 2019 education and community engagement programs.

### **Student Affairs**

- Nicholas Campau, Associate Dean of Student Life and Director of Student Conduct, recently co-lead a 6 day LeaderShape Institute at Delaware Valley University.
- University Recreation is supporting 118 participants, from tots to adults, in learning swimming skills during the Spring 2019 Swim Lessons.
- There are currently 78 participants registered for the Spring 2019 FerrisGetOutside initiative.
- The University Center Anniversary Party had approximately 700 students and community members in attendance, enjoying roller skating, virtual reality, arcade games, caricature artists, karaoke, giveaways, and many food items.
- 207 fans traveled on 4 buses to McKinney, Texas for the D2 National Football Championship Game which was coordinated by CLACS, along with a two-night hotel stay, Fan Fest attendance, pre and post-game attendance, and fan swag to cheer on our Bulldogs.

- Student Leadership and Activities Council (SLAAC) approved the reactivation of the Rubber Group Student Organization.
- 209 students attended a Five Star event hosted by Entertainment Unlimited featuring David Wheeler, a father of one of the Sandy Hook victims.
- 253 students, with many faculty, staff, and community members attended the annual Hypnotist, Tom DeLuca, which was hosted by Entertainment Unlimited.
- 112 students participated in Laser Tag as part of the Friday's at Ferris Fall semester event.
- 269 people were in attendance for the second annual Spring RSO Fair, which hosted 80 student organizations.
- CLACS hosted the 2<sup>nd</sup> annual Spring Welcome event lineup, which included many Winter Wonderland activities, including a Ferris Bulldog Ice Sculpture that could be seen in the North Campus Quad.
- The Ferris State University Student Veterans Association loaded up two pickup trucks full of necessities in December to donate to the Grand Rapids Home for Veterans for the holiday season. The donation was part of an annual series of endeavors to give back to those who need it most.
- In early January, Jessica Davison, Coordinator of Communications & Visitor Services, attended the CIVSA Student Development Institute with two of the Student Admissions Tour Guides. Remington Hess, a Senior in the HCSA program, was awarded the STAR award, the highest recognition given out at the conference. This award is given to an attendee who influences others in a positive way throughout the time together. Of nearly 300 student attendees, and 200 advisor attendees, she was one of just 5 awarded with this honor. Congratulations, Remi!
- Deb Savides, Coordinator of Out of State Recruitment, is on the Impact Advisory Board. The goal of Impact is to help local (Chicago Area) students become college-ready and to help them get into colleges of their choice – both in and out of state. There are five members on the board, three of whom are local business leaders. There are two universities represented, the University of Chicago and Ferris. Deb is the only recruiter on the board.
- Ferris was headlined in the MVAA's daily roundup of news and commentary edition of Coffee & Clips. "The Michigan Veterans Affairs Agency has again identified Ferris State University as one of more than 30 institutions of higher learning that has earned a gold-level rating for the 2018-19 academic year related to veteran-friendly programming."
- Fall 2018 Commencement was a success. 504 graduates crossed the stage this year and 112 faculty members participated which resulted in over 2,000 handshakes as graduates crossed the stage. At the 10:00 am ceremony we had College of Business and College of Health Professions. At the 1:30 pm ceremony we had a first Fall graduating DCCL Cohort participate, as well as the College of Arts & Sciences, College of Education & Human Services, and College of Engineering Technology. We scanned 2,679 tickets for both ceremonies.
- For spring 2019, we had 106 attending on-campus spring orientation and 83 who have completed online for a total of 189. This is slightly higher than last year spring 2018 with 102 on-campus and 81 online for a total of 183.

## **University Advancement and Marketing**

- The Alumni Office has released their "sneak peek" of the 2019 event line-up during the holiday break. Alumni that attended events in 2018 were the first to receive the special mailer that includes an easy tear-off calendar. New events for 2019 include the Grand

Rapids Griffins, Ferris State Day at Little Caesar's Arena with the Detroit Pistons and Michigan's Adventure. See the [complete list of upcoming events](#) for more information and to register.

- The *Now & Always* comprehensive campaign total to date is \$84,707,714 toward a \$115 million goal. Giving during the first and second quarters of fiscal year 2019 was strong, with \$13,537,070 received from July 1, 2018 through December 31, 2018. With the extraordinary Robinson estate gift included, the gift total is 151 percent higher than last fiscal year during this period. More than \$11 million of the gifts received since July have been from donors who gave more than \$50,000. All levels of the Advancement staff continue to work hard to maintain campaign momentum with our donors.
- Renovations are underway for the Hagerman Pharmacy Building. These Phase I renovations are funded in part by the recent Pharmacy Forward campaign, chaired by Jeff Rowe. Rowe is continuing his leadership in the ongoing Pharmacy fundraising efforts, and he also serves as co-chair of the *Now & Always* Campaign.

With rising construction costs, the renovation project faced some funding challenges that might have delayed construction on several components. Working closely together, Pharmacy Dean Steve Durst and Rowe identified a way for the project to move forward with all components intact. Also, Rowe and his wife Annette have stepped forward with another generous gift directed at the first phase of renovation. We extend our deep and sincere thanks to them for their exemplary leadership, vision, and generosity.

- Since July 1, 2016, the Ferris Futures Scholarship Challenge has received 288 gifts and pledges to new and existing endowments, with more than \$6.48 million of new gift commitments from Ferris State University benefactors. With the match, this creates more than \$12.9 million of new endowed funds for the support of Ferris students. There have been 123 endowment gifts by alumni, 75 by friends of the University, and 86 by faculty/staff (data through December 30, 2018)
- Steve and Phil Fredrickson recently made a significant commitment to the Construction Management Experiential Technical Learning Endowment. A vision of the Construction Management program's Industry Advisory Board (IAB) and program faculty, the endowment was established in 2018 with an initial gift from IAB member Michael Ernst of Whiting-Turner. The IAB and program faculty have a goal to raise \$1 million for the endowment that will sustain the Construction Management program's student development and enhancements.

Steve is an alum of the program and currently a member of the IAB, following in his father's footsteps as Phil previously served on the IAB. In recognition of their generosity, the administration is making a recommendation to the Board of Trustees to name a laboratory space in the Granger Center for Construction and HVACR for the Fredrickson family.

- The Asphalt Pavement Association of Michigan recently made a \$1 million commitment to the Institute for Construction Education and Training's new Hot-Mix Asphalt Laboratory project. This \$2.6 million project will create a new 4,000 square foot facility that includes an expanded laboratory and adjacent classroom, to provide Michigan Department of Transportation's required training and certification for material testing technicians. Construction planning is underway with an expected completion date of November 2019.
- John Fenn, Adel Makki and Terry Stewart have been elected to serve on The Ferris Foundation Board of Directors.

John Fenn from Sterling Heights established Fenn and Associates in 1978, specializing in land surveying and civil engineering. Fenn has supported the university in the Surveying /Engineering Technology program and created the John R. and Lynda D. Fenn Annual Scholarship in 1998. The Fenns followed that gift with the creation of the Digital Photogrammetry and GIS Laboratory that bears their name and was dedicated in April 2005. He was awarded a Ferris Honorary Doctorate of Business and Industry in 2007.

Adel Makki from Farmington Hills graduated from Ferris in 2005 with a Pharmacy degree. He is the director of Pharmacy Operations at Pharmascript which is a long-term pharmacy. He also owns pharmacies in Shelby Township and Jackson and is a franchisee of The Roasting Plant coffeehouse chain. Makki established a scholarship for College of Pharmacy students in 2015 and a year later established the Adel A. Makki Student Annual Opportunity Scholarship Endowment. He is a member of the College of Pharmacy Alumni Board.

Terry Stewart from Saugatuck, Mich., and Fountain Hills, Ariz., is a 1969 graduate of Ferris' College of Business. He is retired and formerly owned an insurance agency which developed into one of the largest of its kind in south central Michigan. He established the Terry L. and Cynthia R. Stewart Scholarship Endowment in 1992 that supports students pursuing degrees in Business Administration at Ferris. Stewart served on The Ferris Foundation Board from 2009-12.

- Mobile traffic from external users of the Ferris State University website (ferris.edu) is increasing annually and is approaching 50 percent of all user visits. The Web Content team in University Advancement and Marketing has deployed mobile-compatible templates for all of its HTML pages and the results have proven favorable in Google search results for users shopping around for colleges, academic programs and career opportunities through higher education.

The Web Content team recently received a communication from Google that the Ferris website has been included in the search giant's "mobile-first" indexing initiative. Mobile-first indexing means that the Googlebot algorithm will now use the mobile version of the Ferris website for indexing and ranking in order to help mobile users find what they are searching for. Google's crawling, indexing and ranking systems have historically used the desktop version of a site's content, which can cause issues for mobile searches when the desktop version differs from the mobile version.

Google has determined in its analysis that the mobile and desktop versions of the Ferris website are comparable. This will result in Ferris receiving favorable search rankings based on the integrity and ease-of-use of its mobile-friendly content.

- The special 135<sup>th</sup> Anniversary edition of Ferris Magazine will hit mailboxes the week of Feb. 4. Features include an overview of outreach and service activities by campus community members, coverage of Bulldog football's incredible season, a spotlight on two Grand Rapids-area partnerships to advance education and health care, and information about the extension of the university's *Now and Always* comprehensive campaign. For a preview of this edition, see the [online version of the magazine](#).
- Marketing Communications is currently offering staff training in its self-serve system for creating print materials including event posters and invitations, brochures, flyers and newsletters from pre-built, brand-compliant templates. The system is browser-based, so it requires no software installation, and Marketing Communications provides free access to it for all university faculty and staff who participate in a brief training session. Faculty

and staff who are interested in receiving training should contact Nate Clark at [nateclark@ferris.edu](mailto:nateclark@ferris.edu).

- On Founders' Day 2018, the News Services team hosted a table and collected more than 600 student surveys focused primarily on social media habits. Annually compiling this data provides the team an opportunity to evaluate and shape its social media strategy to better serve Ferris' student audience. The team further enjoyed the opportunity to engage many students and to present Ferris-branded prizes (to those who completed the survey). The compiled data is now [posted on Ferris' social media website](#).