

# Ferris State University

## Good News Items

### October 2018

#### Academic Affairs

##### COLLEGE OF ARTS & SCIENCES

- Dan Noren presented “La Martinique: Que scay-je? (Martinique: What do I know?)” at the annual AATF (American Association of Teachers of French) Conference in Trois Ilets, Martinique, in July.
- Garrett Stack co-authored (with Justin Mando) the article “Convincing the Public to Kill: Asian Carp and the Proximization of Invasive Species Threat” in *Environmental Communication*.
- Jon Taylor served as Technical Director for STAGE-M's production of *The Hunchback of Notre Dame*, a musical which ran in July at Big Rapids High School.
- Deirdre Fagan completed a writers' residency at The Writers' Colony at Dairy Hollow in Eureka Springs, AR, July 9-18, 2018.
- Deirdre Fagan's poem, "Outside In" was nominated for Best of the Net 2018 by Nine Muses Poetry.
- Deirdre Fagan published the following poems: "Outside In," "Knowledge," "All the Previous Deaths Were Un-Posted," "Remember this," "In Memoriam," "When you reach to flush the toilet and your hand looks exactly like your mother's," and "Secret Sauce."
- Rebecca Sammel was voted Outstanding Professor by Honors students at the end of spring 2018.
- In July 2018, Dr. Christian Peterson delivered a presentation to children ages 6-12 at the Ferris State University Early Learning Center (FELC) entitled: “Your Role in Making the Cars of Tomorrow.” Besides going over the origins and history of the car industry in Michigan, he challenged the children to question conceived wisdom and design the cars of the future. For his efforts, Christian received a certificate noting his role in helping the FELC further “FSU's core values of collaboration and opportunity.” The children also sent him an amazing “thank you” poster that contains colorful art, personalized messages, and pictures of the presentation.

##### COLLEGE OF BUSINESS

- The College of Business Committee on Inclusion presented the third annual “Conversation on Inclusion” event held September 12<sup>th</sup> at the UCB. This year's topic addressed the “glass ceiling”, with discussions revolving around women professionals in the workplace. Featured speakers included Dr. Sue Franz (Vice President, Gentex Corporation), Michelle D. McHale, CPA/CFF/CFE (Partner, Plante Moran), and Chief Karianne Thomas (Kalamazoo Department of Public Safety). Approximately 275 students, administrators, faculty, and other guests registered to hear first-hand the personal and professional experiences and concerns about being a woman in the professional work arena. The Conversation on Inclusion has become a successful annual event by the COB Committee on Inclusion to help students gain a better understanding of a diverse post-graduate world.

##### COLLEGE OF EDUCATION & HUMAN SERVICES

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

- Two School of Criminal Justice Law Enforcement Academy students provided security services for the Mecosta Area Chamber of Commerce at the Labor Day Arts in the Park event located at Hemlock Park on September 2-3, 2018. The students provided security

from 10:00 p.m.-8:00 a.m. on the night before the event. This was the fifth year that academy students have assisted the Chamber of Commerce.

- The School of Criminal Justice Law Enforcement Academy students raised and donated \$1,100 for the Michigan Special Olympics. All of the students participated in the Law Enforcement Torch Run for Special Olympics (LETRSO) on Thursday, September 13, 2018 where they ran with local police officers and Area 5 Special Olympians to provide community awareness of the financial and support needs of Michigan Special Olympics.

School of Education (SOE)

- Kappa Delta Pi inducted five new members in Spring 2018. Dr. Brady Flachs gave the keynote address.
- Dr. Amy Kavanaugh used Timme Grant funds to present "Service Learning for Pre-Service Teachers" at the International Literacy Association Conference in Austin, Texas on July 20-23, 2018. The poster presentation was a summary of the Elementary and Early Childhood Education collaborative with Riverview Elementary, part of Big Rapids Public Schools.

#### COLLEGE OF ENGINEERING TECHNOLOGY

- Ian Partak, a Heavy Equipment Service Engineering Technology student, won the TMC FutureTech National Student Technician Competition held in Orlando, Florida in September. The competition included qualifying written exams and a variety of hands-on skills challenges. Partak finished second in the competition last year. Please see more about Ian's accomplishment at the following link: <https://www.ttnews.com/articles/fedex-freights-phil-pinter-captures-tmc-supertech-grand-champion-honors>

#### COLLEGE OF PHARMACY

- The College of Pharmacy received certification that it has fulfilled the accreditation requirements set forth by the Accreditation Council for Pharmacy Education (ACPE) for the Professional Degree Program in Pharmacy, and was granted accreditation status through June 2024.
- Dr. Eric Nybo, Ph.D. recently published a book chapter in Studies of Natural Products Chemistry, Vol. 59, Chapter 4: "Recent Developments in the Quest for Novel Microbial Natural Products". He co-authored this work with Dr. Madan Kharel (University of Maryland Eastern Shore, College of Pharmacy).

#### EIO

- According to Blackboard Ally, the number of accessible documents in Blackboard has increased significantly in the past four years, from 38% in the 2015-2016 academic year to 64% in the current academic year.
- During Summer 2018, the eLearning Department supported faculty through workshops and virtual meetings resulting in 18 courses successfully meeting the new Ferris Online Course Quality Standards. Many other courses have also begun the quality development process and will be completed in the near future.
- Director of eLearning Amy Greene and Senior Online Designer Tracy Russo will be presenting their research on Gender Disparities between Online and Face-to-Face Discussions at the American Association for Teaching and Curriculum (AATC) annual conference on October 5, 2018 in Dallas, Texas.

#### FLITE

- Lingfei Xu (FLITE Day Manager) was chosen as a recipient for a travel scholarship to the 2018 Access Services Conference, November 14-16, 2018 in Atlanta, Georgia. After review of numerous applicants, Lingfei was chosen based on the work she is doing and potential for further contribution to the field.

#### MICHIGAN COLLEGE OF OPTOMETRY

- Madeleine Hacker, OD, of Brown Deer, Wisconsin has been named the top GPA earner from the Michigan College of Optometry, Ferris State University, as published by Women in Optometry reporting on the top GPA earners from each school. She will start an anterior segment disease and contact lenses residency program at Davis Duehr Dean in Madison, Wisconsin.
- Dr. Vandana Rajaram received the MOSA First Year Class Student Choice Award for Outstanding Professor for AY 2017-18.
- Dr. Rajaram's abstract "The Effect of Automobile Window Tints on Contrast Sensitivity and Color Discrimination under Photopic and Mesopic Lighting Conditions" was accepted to be presented as a Scientific Poster at the American Academy of Optometry (AAO) Meeting - 2018.
- Drs' Jenerou, Raghunandan, and Bush published an article in the *Vision & Development Rehabilitation* journal entitled: "Divided Visual Attention Performance of Ice Hockey Players with History of Concussion."

#### RETENTION & STUDENT SUCCESS

- For the second year, the TIP Emerging Scholars Program hosted early move-in events for 70 incoming TIP Scholars. Students participated in workshops, events, activities, and social events aimed to connect students to campus resources, create a sense of belonging/community, and increase college knowledge.
- Liz Burbatt and Jody Maloney attended the Institute on First Generation College Students in Columbia, South Carolina from July 27th – 29th. They gathered best practices from various institutions across the nation to increase recruitment, persistence, retention and graduation of first-generation college students from various intersecting identities.
- The Honors Program welcomed 330 new FTIAC students with the program's first convocation ceremony on August 23rd.
- The Honors Program opened their first accessible space for commuters in the lower lobby of Pickell Hall.
- Bob Griffith presented at the BUGMI (Banner Users Group of Michigan) conference.
- Kemi Fadayomi was a recipient of the Michigan American Council on Education Women's Network 2018 Distinguished Woman in Higher Education award. Learn more at: <http://miacenetnetwork.org/2018-award-recipients>.
- Two faculty publications in summer 2018 are the result, in part, from faculty members' participation in the Junior Faculty Fellows Program; both articles included acknowledgment of FCTL's support.

## Administration and Finance

### Human Resources

- The 2018-2019 cohort of the Supervisor Development Program has begun! The program is hosted by The Staff Center for Training & Development. Departments that collaborate to provide the training include Human Resources, Equal Opportunity, Labor Relations, the College of Business, and Safety, Health, Environmental & Risk Management. Participants will meet 16 times during the next nine months to improve their supervisory knowledge and skills.

### Athletics

- The Ferris State football, volleyball and women's soccer teams are all ranked among the top 20 teams in the country this week. All three of the teams are presently unbeaten in the first three weeks of September.

- Ferris State Soccer cracked the national rankings for the first time in school history this week (Sept. 18), coming in at #17 in the national poll under head coach Andy McCaslin.
- Bulldog senior golfer Seth Terpstra of the men's golf squad was the individual medalist at the 2018 GLIAC North Invitational hosted by the Bulldogs on Sept. 15-16 at Katke Golf Course. He won a one-hole playoff to earn championship honors for FSU, which finished second overall in the team race.
- Ferris State Hockey teamed up with the Grand Rapids Griffins Youth Foundation and Buffalo Wild Wings to host the first-ever Bulldog Showcase at Griff's Ice House in Grand Rapids on Sept. 23. The exciting event included a coaching clinic, Crimson vs Gold skills development game and an on-ice youth hockey clinic conducted by Bulldog players and staff.
- The Ferris State men's and women's cross country teams both had successful debuts on Sept. 8 as each squad captured the team championship in the 44th annual Ray Helsing Bulldog Invitational that took place at Katke Golf Course. The event is named in honor of former Bulldog head track and field/cross country coach Ray Helsing.
- Bulldog Athletics has teamed up again with one of Michigan's most popular sports talk shows as "Ferris State Friday's" can be heard live across the state each Friday at 5:45 p.m. (ET) on the Huge Show for the third consecutive campaign. The show is broadcast live from West Michigan sports leader 107.3 WBBL in Grand Rapids.
- Ferris Sports Update, a popular Ferris State University television program, will continue to air each week during the 2018-19 athletics season with broadcast coverage throughout most of Michigan. A half-hour interview show profiling Ferris State Athletics, the Ferris Sports Update program will air across most of Northern Michigan on Fox 32 each Wednesday night at 10:30 p.m. throughout the year with additional coverage on Comcast and other outlets each week. The show is produced by Ferris State University's Television and Digital Media Production (TDMP) students in partnership with the Bulldog Athletics Department and made possible thru support by FSU Athletics, the College of Education, Admissions and University Advancement and Marketing.
- Ferris State Football will square off against the Michigan Tech Huskies in the "Battle At The Ballpark" on Saturday, Oct. 6, at Fifth Third Ballpark in Comstock Park. The league game will take place on the home field of the West Michigan Whitecaps, with kickoff set for 2 p.m.

#### Information Technology

- New IT Cyber Security Manager, Mike Coady, started in early September.
- Implemented PIE (position independent executables) increasing our visibility 10 fold into phishing email.
- iConnect is a service provided to students to help them connect their devices such as computers, printers, mobile devices, game consoles, and entertainment systems. During iConnect for Fall Semester startup, during the weekend before classes started, close to 400 students visited the IT Solution Center located in the University Center. Over the course of the weekend and the first week of classes, 767 students received some sort of assistance in connecting devices. On average, each student brought in two devices, and a computer and a mobile phone were the most common. There were several instances where three or four devices were registered per student. One had as high as seven devices needing connectivity! Times are changing with expectations of our customers with more and more demand on technology.

## Governmental Relations

- Governmental Relations and General Counsel hosted the 12th Annual Founders' Day Community Ice Cream Social. Celebrity servers from throughout the Ferris and Big Rapids community served Jones' Homemade Ice cream to over 2,000 people.
- The GRGC office, along with the FSU Hockey program, was pleased to participate in an event with the Grand Rapids Griffins Youth Foundation on Sunday, September 23<sup>rd</sup>. The FSU hockey team held a skills development "Crimson & Gold" game before a packed audience at Griff's Ice House in Grand Rapids. After the game, the FSU hockey players and coaches held an on-ice skills session with over 80 Griffins Youth Foundation skaters. The event was a tremendous opportunity to showcase Ferris hockey to a crowd of young Bulldog fans and their families. Check out [photos](#) of the event or click [here](#) to view video on Facebook of the Bulldog Showcase.

## Kendall College of Art & Design

### *CORRECTION:*

The following KCAD Community members were mistakenly not included in the previous month's announcement regarding participation in the Festival of the Arts Regional Exhibition. We apologize for the omission:

- Sharon Bidgood, alumna ('74, Illustration)
  - Bill Chardon, alumnus ('81, Advertising Design)
  - Rosanne Coty, alumna (90, BFA Visual Communications)/Continuing Studies Instructor
  - Kathleen Ford, alumna ('90, BFA Illustration)
  - Erali Garcia, alumnus ('12, BFA Illustration)
  - Charles LaRue, alumnus ('82, BFA Illustration)
  - John Menhart, alumnus ('90, BFA Illustration)
  - Gillian Moore, current student (MFA)
  - Emily Renkert-Mohill, Assistant to the Director of Student Engagement
  - Monica Stegeman, alumna ('84, BFA Illustration)
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- The KCAD Community is all over ArtPrize 10—over 60 alumni, faculty, and students are participating in this year's event. A complete list of participants can be found at [kcad.edu/artprize/participants](http://kcad.edu/artprize/participants).
  - KCAD received a \$3,000 Venue Grant from ArtPrize to support the college's [KCAD+ArPrize 10: The Sum of Its Parts](#) exhibition.
  - Artist Jason Peters, whose ArtPrize 10 entry "The Sum Of Its Parts" is showing in the KCAD Sculpture Garden, received a \$2,000 Artist Seed Grant from ArtPrize.
  - KCAD's Industrial Design program is collaborating with Grand Valley State University and Spectrum Health Innovations on a project, focused on developing medical devices to help solve health care problems, that was recently buoyed by a \$727,000 grant from the City of Grand Rapids' Smartzone Local Development Finance Authority.
  - Associate Professor Gayle DeBruyn contributed a chapter, titled Engagement Between Knowledge Institutions and Communities: Design Process and Wicked Problems, to the publication "Academia and Communities: Engaging for Change," which was recently published by the United Nations University Institute for the Advanced Study of Sustainability. As a member of the leadership team for the Community Sustainability Partnership of Grand Rapids, DeBruyn helps drive the city's efforts as a United Nations University Regional Center of Expertise for Education for Sustainable Development.

- Master of Architecture student Jade Pyman has been awarded the American Institute of Architects Scholarship from the Michigan Architectural Foundation.
- The following students and alumni from KCAD's Furniture Design program have been nominated for Pinnacle Awards by the American Society of Furniture Designers:
  - Michelle M. De La Rosa ('14, BFA) – Casual Dining
  - Kyung Min Lee (current student) – Student Award
  - Shannon Lookabill ('95, BFA) – Youth Furniture and Formal Dining
  - Joe McCambridge ('90, BFA) – Home Entertainment
  - Andrea Otto ('10, BFA) – Youth Furniture and Formal Dining
  - Christopher Sandomenico ('01, BFA) – Stationary Upholstery and Major Collections
  - Thor Taber ('08, BFA) – Formal Dining and Major Collections
  - Mike Warren ('82, BFA) – Youth Furniture and Formal Dining
  - Taylor West ('05, BFA) – Home Office
- Rosanne Coty ('90, BFA Visual Communications) had her painting "The American Woman" selected for inclusion in the 90<sup>th</sup> Michigan Regional Juried exhibition, on display at the Muskegon Museum of Art now through November 7.
- Ryan Kilpatrick ('13, Master of Arts in Design) has been named to the Grand Rapids Business Journal's "40 Under 40" list for 2018. Kilpatrick, executive director of the cross-sector collaborative initiative Housing Next, and the other individuals on the list will be honored at a ceremony on October 17 at 20 Monroe Live in Grand Rapids.
- Erica Lang ('14, BFA Printmaking), owner of Grand Rapids printshop/retail store Woosah, was profiled in a social media video released by Merrell that explored her work at the intersection of entrepreneurship, creativity, and community.
- Laura Oakwood-Bishop ('18, BFA Collaborative Design) has been hired by Dart Container Corporation as a corporate designer. Oakwood-Bishop will be using design thinking and creative strategy to develop spaces for the company's corporate and administrative offices in Mason, Mich.

### **Urban Institute for Contemporary Arts**

- On August 17 UICA opened *Michigan Emerging Graduate Artists (MEGA)*, an annual juried exhibition of works by artists who are currently enrolled in graduate level study or are current-year graduates of an undergraduate program at one of Michigan's academic institutions. *MEGA* is organized by the KCAD graduate student association, the Masters Student Collective (MSC). The 2018 selected artists are Amber Bledsoe (KCAD alumna: '18, MFA), Andrew Somoskey, Angelica Hay (KCAD MFA student), Anna Schierbeek (KCAD MFA student), Cody Norman, Egan Franks Holzhausen (KCAD MFA student), Emily Somoskey, Huaming Wang (KCAD Master of Architecture student, alumnus: '18, MFA), Jameson B. Gower, Jordyn Fishman, Katie Toepp (KCAD MFA student), Lyndsi Schuesler, and True Harrigan. The exhibition was curated by Matthew Eaton and Shelley Stevens (KCAD alumna: '00, BFA Painting; '04, MFA). *MEGA* is on view at UICA until December 2, 2018.
- OddBall: Masked welcomed guests to UICA on September 8 for an evening celebrating the contemporary arts. Entertainment included Beyond the Giants (music), Brittney von Erck (intuitive readings), Rachel Finan (aerialist), and Molly Bouwsma-Schultz (music). The program was hosted by Jennifer Pascua from WZZM, and included remarks by KCAD President Leslie Bellavance, UICA Executive Director Miranda Krajniak, and Festival of the Arts Executive Director David Abbott, who spoke about this year's Arts Advocate Award winner, Eddie Tadlock. Krajniak presented the award, an original

artwork by Keemo, to Tadlock, who was congratulated by guests and sponsors including Kendall College of Art and Design of Ferris State University, BISSELL, SMG DeVos Place, Grand Rapids-Kent County Convention/Arena Authority, Founders Brewing Co., Kate Pew Wolters, and Sam and Janene Cummings. OddBall is an annual fundraising gala that raises funds to support year-round exhibitions and programming at UICA.

- OddBall was also the premiere of this year's *Coming Home* exhibition series at UICA. *Coming Home* is a suite of solo exhibitions, featuring works by emerging and established Michigan artists, that celebrates Michigan's role as a platform for inspiration, exploration, and creative development by highlighting a diverse selection of working artists. *Coming Home* features work from Emily Najera, Jason Quigno, Zachary Trebellas, and "National Lilypond Songs," new paintings by Pat Perry, which is co-curated by Anne-Laure Lemaitre. *Coming Home* is on view at UICA until January 25, 2019.
- UICA was awarded two grants by the Michigan Council Arts and Cultural Affairs in the FY19 round of funding. The first is a project grant supporting three exhibitions: *Coming Home*, *Warm Water*, *new work by Larry Charles*, and *Color of the Year* Presented by Pantone. The second is a minigrant from Lowell Arts supporting professional development.
- UICA hosted three community celebrations in each of the three neighborhoods hosting its ArtPrize 10 exhibition *UICA Outside*. In Creston, neighbors, supporters and artists celebrated three works by artists Colby Roanhorse (KCAD alumnus— '17, BFA Fashion Studies), Elyse Flynn and Evas've, and Nick Nortier. The event was hosted by Stonestrow, and food was provided by neighborhood restaurants Creston Brewery and Citizen. The Baxter celebration took place at Joe Taylor Park, site of the mural created by Kimberly Lavon (KCAD alumna – '08, BFA Printmaking; '08, BFA Graphic Design). Participants included representatives from the Baxter Neighborhood Association, GR Parks & Rec. Dept., and individual donors who contributed to the project's Patronicity crowdfunding campaign. The West Side celebration took place at artist Alan Campo's mural site on the banks of the Grand River at the Pearl St. Bridge. The event included a water ceremony and dance performed by members of the Anishinaabe community.

## Student Affairs

- 320 students attended the Entertainment Unlimited sponsored Headphone Disco as part of Bulldog Beginnings.
- CLACS collaborated with the Michigan Department of Transportation to bring the ThinkFast Trivia Game Show to campus. Students were asked questions involving safe driving questions mixed with popular culture and Ferris State trivia.
- 700 students attended Bulldog Bonanza where 100 RSOs were stationed outside of the UC and Chamber businesses stationed inside.
- The Student On-Campus Job Fair was a great success with 24 offices available to hire students.
- During the first two weeks of class, there were over 36 events available to students, with a cumulative total of 8000+ students attending the events.
- Nicholas Campau and Kaitlin Zies were featured in the latest issue of *Campus Legal Advisor*, providing training tools for conducting investigations and hearings on stalking.
- The University Center, in collaboration with the Wesley House Registered Student Organization, have set up a self-serve dry and canned good food pantry, including a small area for toiletries, on the First Level of the University Center. The pantry is kept stocked from the larger Wesley House food pantry that is available to all FSU students.

- The OMSS hosted a meeting/training session for 50 representatives from the 15 state institutions and from the State of Michigan's Department of Talent and Economic Development. This department oversees the grant funded King/Chavez/Parks initiative and provides funding for the MI GEAR UP, Future Faculty Fellowship, and Visiting Professor Programs at all 15 state institutions.
- The Directors of Admissions for the State University of Michigan sponsored the Promoting the Publics, Ferris Admissions presented or met with over 600 high school counselors from across the State of Michigan and a few out of state counselors.
- Shari Chamberlain, our Transfer Specialist, attended multiple welcome back events for the community colleges.
- Tyrone Collins spoke about admissions and Ferris State University to a group of teens and parents from the Rhonda Walker Foundation in Detroit. The Rhonda Walker Foundation was founded in 2003 with a mission to empower inner city teen girls toward becoming strong, confident, successful and moral future leaders. Our core program, *Girls into Women* is a five-year program for teen girls starting in their 8th grade year and continuing until they graduate from high school. Over the five years the girls come together monthly for workshops, seminars, retreats, field trips and camps every month. These events focus on career and personal development. We also have a strong mentoring program where every teen is matched with an adult mentor.
- The Office of Admissions is working collaboratively with GR Off-Campus on the recruitment of Transfer Students by working together to be present on GRCC campus every week.
- The week of September 17<sup>th</sup>, Jeff Stewart, Assistant Director of Admissions, traveled approximately 1385 miles across the Upper Peninsula attending college fairs in representation of Ferris State University and Kendall College of Art & Design. The week consisted of 7 college fairs where he had the opportunity to speak with high school juniors and seniors interested in learning more about Ferris and Kendall.

## University Advancement and Marketing

- Having a picture taken with a photo frame of Woodbridge and Helen Ferris was one of the many 2018 Founders' Day activities students and other attendees could participate in. The Annual Fund team sponsored this activity to spread the message of Founders' Day and sign up social media volunteers willing to help with future fundraising activities.
- The Ferris Foundation will host college, unit, library and athletics displays as part of the [20<sup>th</sup> Annual Ferris Foundation for Excellence Benefit](#) on Friday, Nov. 2 at DeVos Place in Grand Rapids. The displays will be sponsored at the Platinum level and will showcase one or two programs from each college. We are excited to announce that at the present time we have five sponsors and are working to have all displays sponsored. The current sponsors are:
  - Wolverine Power Marketing Cooperative
  - Barnes and Noble College
  - Pepsi
  - Dewpoint
  - Meijer
- The Alumni Association held their annual Legacy Alumni Scholarship luncheon on Saturday, Sept. 8 in the University Center. Award winners along with their families, Alumni Association Board members and University deans celebrated the 29 students who received a total of \$32,000 from the Alumni Legacy Endowment. To qualify for this scholarship, students must be the child, sibling or grandchild of an FSU alumnus, submit an application and an essay describing personal career goals and

the role a Ferris degree will play in the achievement of these goals as well as a letter from the alumnus describing the effect their educational experiences at Ferris had on their life or professional career.

2018 marks the 20<sup>th</sup> year since scholarship funds were awarded from the endowment. A total of \$398,250 has been awarded to 376 recipients since 1998.

Ferris has impacted [one of our 2018-19 award recipients, Joseph Carney and his family](#).

- Since July 1, 2016, the Ferris Futures Scholarship Challenge has received 270 gifts and pledges to new and existing endowments, with more than \$5.54 million of new gift commitments from Ferris State University benefactors. With the match, this creates more than \$11 million of new endowed funds for the support of Ferris students. There have been 116 endowment gifts by alumni, 70 by friends of the University, and 84 by faculty/staff (data through August 31, 2018).
- Major gift pledges to the Center for Athletics Performance have been made by Dr. Ralph Crew, a retired ophthalmologist in Big Rapids; Sueann Walz, a former member of The Ferris Foundation Board of Directors and University Board of Trustees; and Luke Piepkow, a former Ferris football player, who graduated in 2004 with a Bachelor of Science in Business Administration degree.
- Dominic Goyette, president of Goyette Mechanical, a long-time employer of HVACR graduates, established the Thomas and Genora Goyette Family Scholarship Endowment in honor of his parents to support students majoring in HVACR.
- The Ferris History Task Force will celebrate the 50<sup>th</sup> anniversary of the dedication of the Carillon Tower on Friday, Sept. 28 at 4 p.m., as part of the 2018 Homecoming celebration. The event will be held in the North Quad, at the base of the tower by the Music Center. Speakers at the event include President David Eisler; Fred Lutzke, the 1967 Pharmacy alumnus who chaired the Student Government fundraising committee for the project; Jim Shane, professor emeritus of Architecture, who designed the tower; Don Flickinger, who oversaw the 1998 replacement of the Carillon instrument; Bobby Gill, Student Government Association president; and Dacho Dachoff, emeritus director of Music Activities, who assisted with fundraising and oversaw the operations of the tower until he retired in 1983. The Ferris Pep Band will be performing, directed by associate professor of Music Dale Skornia; and associate professor of Music Matt Moresi will play the Carillon instrument from the keyboard. Humanities department chair and professor of Music Scott Cohen will be the Master of Ceremonies. There will be giveaways including the annual Ferris History calendar, which features collectible buttons for the 2018-19 academic year. The first two buttons will be available to attendees, along with commemorative Carillon Tower t-shirts. Ferris Catering is designing and baking special Carillon Tower cookies for the event. Students, faculty, staff, alumni, community members and friends are all cordially invited to help celebrate this iconic symbol of our campus.
- The Ferris Grand Rapids Council will host a box at the Battle at the Ballpark football game on Oct. 6 at the Fifth Third Ballpark.
- Web Content Manager Ted Halm assisted Anne Hogenson, director of Marketing, to create a website for "[Trademark Use by Registered Student Organizations and Club Sports](#)." The website is a resource for RSOs and Club Sports that wish to identify with the University by connecting them to a vendor that is licensed to reproduce Ferris trademarks. Students are instructed on how to use a trademarked graphic and the University name in the design of their respective items.

The website includes procedures for design review, product considerations and royalty waivers while providing students with key links to University policies, visual identity and brand standards, and a list of licensed vendors.

- Ted Halm, web content manager, has collaborated with Marie Yowitz, accessibility coordinator in Educational Counseling and Disabilities Services, to manage a website that houses information for [web accessibility standards, tutorials and resources](#) available to the Ferris State University community. Ferris departments and employees are encouraged to check their web pages and online course materials for accessibility, caption their videos, and ensure that additional technologies used to conduct university business or academic activities are accessible to all users.  
Web accessibility is the inclusive practice of removing barriers which prevent access to information and functionalities on websites. Ferris serves a diverse audience that relies increasingly on the Internet for many aspects of life, including education, employment opportunities, research, health care and recreation. It is essential that we provide equal access and opportunity to all our users, including those with disabilities.
- "[Ferris State Video](#)," the official YouTube channel of Ferris State University, now has more than 2,000 subscribers as of the start of the Fall 2018 semester. Digital Media Specialist Hannah Crouch is responsible for the majority of the videos that are posted to the News Services-managed channel. Regular features include [The Ferris Lowdown](#), a weekly feature that highlights campus events; the [Ferris First](#) (#FERRIS) series, a feature that highlights members of the University community who discuss why they chose Ferris; and [Bulldog for Life](#), a series that features alumni success stories.
- The main [Ferris State University Facebook page](#), managed by News Services, has more than 50,000 likes (51,288 as of Sept. 24, 2018). The channel features a diverse range of content, including breaking and general news posts, video features and photo galleries. In September 2018 (as of Sept. 24), the month's three most popular posts reached 15.4K, 13.2K and 11K people, respectively.
- The News Services and Social Media Team hosted a table at the annual Founders' Day celebration. In keeping with tradition, the team conducted a social media usage survey of students to identify patterns that can help shape the content and delivery methods students prefer. In all, several hundred surveys were filled out by students. The data will be processed and posted to [Ferris' Social Media website](#).
- This summer, Digital Media Specialist Hannah Crouch led the student Social Media Street Team on adventures on campus and in the Big Rapids community. On campus, the team covered various youth camps. In Big Rapids, the team visited multiple spots to highlight what can happen in the summer around town. Combined, from the [Ferris State University](#) and [Ferris Student Experience Facebook](#) pages, the summer videos were viewed more than 13K times.