

President's Message to Campus

Office of the President
November 17, 2017

Now & Always Campaign Celebrations

Last week we publicly announced our first-ever comprehensive fundraising campaign, Now & Always. Our campaign kick-off inside the University Center on Thursday was well attended, and the celebration that followed was wonderful. There was much good feeling all around.

Friday evening's Ferris Foundation for Excellence Gala was our largest in history and a fabulous evening. Our campaign co-chairs, Gary Granger and Jeff Rowe, did a wonderful job sharing details about the campaign, and it was great to have the Pep Band in attendance. Several major news outlets and publications covered the launch of Now & Always, including [WZZM 13](#), [WOOD TV](#), [MLive](#) and [MiBiz](#). Special videos that evening highlighted the University's success on the [Ferris Futures Scholarship Challenge](#), the [Ferris Foundation scholarship and merit grant award recipients](#), and a [Now & Always video](#) showcasing the impact of the campaign. Through this, we have the opportunity to generate and sustain new funding sources for the campaign's three goals –

1. Investing in Students
2. Program Expansion and Innovation
3. Building Partnerships in West Michigan

Between these two campaign announcements there was much activity and interaction with the many volunteers supporting our campaign. This included our annual Ferris Foundation Board meeting; a historic luncheon of our Board of Trustees, Foundation Board, Alumni Board and Campaign Cabinet; and a Campaign Cabinet meeting.

Special thanks go to Vice President Shelly Percy and her colleagues in University Advancement and Marketing for planning and executing these events so beautifully. Thank you to everyone who attended and celebrated this milestone for Ferris State University.

Strategic Planning

Our strategic planning facilitator, Dr. Patricia Cormier, spent considerable time Monday and Tuesday meeting with a number of groups of faculty, staff and students to discuss the University's next strategic plan. To encourage each group to think about Ferris from a big picture perspective, she solicited responses to the following questions:

- What should Ferris State University look like in five years?
- How do we position and/or recommend Ferris to others?
- Do we encourage students to come here? If so, why? What do you wish we could offer students that we currently can't?
- What traditions do we have at Ferris?
- What forces or issues are going to occur, locally or globally, that will impact Ferris in the next 20 years?

Thank you to everyone who participated and shared their thoughts with Dr. Cormier. If you did not have the opportunity to attend one of the open forums or scheduled sessions, you are welcomed and encouraged to share your thoughts directly with Dr. Cormier at (434) 390-3465 or cormierpp@longwood.edu.

Good News

This month we have much to celebrate. The Good News items below are only a small sampling of the very good work of our faculty, staff and students. Please take a few moments to review the entire [Good News list](#). Thank you for taking the time to send us your achievements. We have much to be proud of, and I am delighted to share what you, your colleagues and students are accomplishing:

- The Psychology program will host the 2018 Michigan Undergraduate Psychology Research Conference in April.
- Lilia Caserta presented and published "American Proverbs are Illustrations of Stereotypes of Behavior," "Preservation and Development of Native Languages in Conditions Multinational State: Problems and Prospects," and "'Incremental' Theory of Intelligence" at three conferences in Russia.
- Sandra Balkema presented "Activities for a Flipped Classroom" at the Schoolteachers Festival at the Elabuga Institute in Russia.
- Ana Davila-Howard co-presented a paper with student Ebony Morrissette titled "How to Develop Writing Skills at All Spanish Levels" at the Michigan World Language Association Conference.
- Ferris' chapter of Gamma Iota Sigma, the International Risk Management, Insurance, and Actuarial Science fraternity, won three awards at their international conference in Dallas, including the "Black & Gold" award for their "Michigan Insurance Employers Survey" project.
- Greg Vanderkooi, Cecil Queen and Steven Hundersmarck successfully completed the Simulations Use of Force Reality Based Scenario Instructor and Safety Certification Course.
- Mike Mendenhall and Nancy Hogan co-authored "Career Stage and Job Satisfaction Among Southern Correctional Officers," published in *Criminal Justice Studies*.
- Digital Media alumni Shianne Schrum and Brandon Young's "Belle's Village" was exhibited at ArtPrize. This virtual reality experience creates a Disneyland-like experience for hospitalized children.
- Television and Digital Media Production students in Connie Morcom's Instructional Design course produced a video for Mecosta Country's Manufacturing Day that informed and promoted manufacturing training and employment opportunities.
- Heavy Equipment Service Engineering Technology student Ian Partak placed second in the country at the American Trucking Association's Maintenance Councils' Future Tech competition.
- Distinguished alumnus Amy Proos, president and CEO of Proos Manufacturing, visited campus and presented her career experiences with an emphasis on finding success in male-dominated fields.
- Lori Faulkner was featured in an article by Rapid Growth Media exploring the use of technology in the fashion industry.
- Olivia Timmons was featured in the 2017 Louisiana International Printmaking Exhibition at Louisiana Tech University; *ImPressive* at Midtowne Gallery in Calgary, Alberta, Canada; and *Art Now: Printmaking* at 117 Gallery in Ann Arbor.
- Tricia Erickson ('10, Master of Art Education) was profiled by the School News Network for being named Secondary Art Educator of the Year and Art Educator of the Year by the Michigan Art Education Association.
- Allison Jenkins ('17, BFA Fashion Studies) had her original garment design featured on the website Vogue Italia. The photograph of the garment was taken by photography student Michael Kramer.

- Eric Nybo received an ADVANCE Grant from the Proof-of-Concept fund sponsored by the Michigan State University Innovation Center and the Michigan Economic Development Corporation.
- Dejah Rubel received one of six scholarships from the Library and Information Technology Association to attend their annual conference. She also received Honorable Mention for Against the Grain's new Up and Comer Award for early career library professionals.
- Amy Dinardo was selected as editor-in-chief of the *Journal for Dry Eye Disease*.
- Twenty Michigan College of Optometry faculty members attended and presented at poster and lecture sessions at the annual American Academy of Optometry meeting in Chicago.
- At the Association of Schools and College of Optometry meetings in Boston, Dave Damari, president of ASCO, and Michigan College of Optometry faculty participated and represented the college in a variety of professional meetings.
- Emily Aslakson, Joseph Pole and Jennifer Schad were granted Fellowship in the American Academy of Optometry.
- Anuli Njoku, Fathima Wakeel, Michael Reger, Emmanuel Jadhav and Julie Rowan published "Developing a Learner-Centered Curriculum for a Rural Public Health Program" in the *International Journal of Teaching and Learning in Higher Education*.
- The awarding of associate degrees to TIP students is up – 121 associate degrees were awarded in spring 2017, compared to 39 the previous year.
- Structured Learning Assistance has a record-breaking 41 sections for fall 2017.
- Student Jaden Shirkey, SLA facilitator, presented his summer research project "An Investigation of PHLPP1 Phosphorylation" at the UC San Diego Pharmacology Department Conference.
- IT has developed a plan to replace Verismic, our power management system, with a system already available at no extra cost from Microsoft. This is expected to be completed in November.
- Congratulations to 52 students who completed the Promesa Summer Success Program in Grand Rapids, Holland and Oceana County. Five of these students are now attending Ferris.
- Barry Hall assisted the Center for Latin@ Studies pre-college program, Promesa Avancemos, with obtaining a grant to help middle school students explore careers in Health Sciences and Engineering.
- DeeDee Stakley was selected to participate in this year's cohort of the Senior-Level Leadership Shadow Program established by the Michigan ACE Women's Network.
- David Pilgrim's book, *Watermelons, Nooses and Straight Razors: Stories from the Jim Crow Museum*, is being published by PM Press in November.
- Shana Beisiegel, Brooke Heyduk, Justine Upham, Brooke Bewak and Monica Corcoran presented educational sessions, "A New Look at Customer Service" and "How to Keep Em: Student Employee Training and Retention," at the Association College Unions International Regional Conference.
- More than 1,100 students and alumni attended the fall Career & Internship Fair.
- The Student Leadership and Activities Advisory Council has approved the following new RSOs: Super Smash Bros. Club, Model Arab League, Drawn to Art, and Makers of Engaging Games and Animation.

Athletics

The last week has been one of the most successful in the history of Ferris athletics. On Saturday, our football team won its final regular season game 49-7 against Michigan Tech and clinched its fourth consecutive NCAA Division II Playoff appearance. As the number four seed, they host a first-round playoff game tomorrow against fifth-seeded Ouachita Baptist (Ark.). Kickoff is at 12 p.m.

Our volleyball team won the GLIAC conference regular season championship for the 4th season in a row with a victory on the road on Saturday over Michigan Tech. On Wednesday, the team swept the Ashland Eagles in the GLIAC tournament quarterfinals. As a result, we host the semifinals and finals in Big Rapids this weekend. On Saturday, the women play Wayne State at 3 p.m., and the winner plays the winner of the second semifinal between Northern Michigan and Michigan Tech Sunday at 3 p.m.

Men's basketball defeated Quincy University and the University of Missouri St. Louis in hosting the GLIAC\GLVC crossover tournament on Saturday. Last evening they defeated Hillsdale to remain undefeated during the regular season. They next play Ohio Valley Sunday at home at 1 p.m.

Women's basketball defeated Ursuline College and Elkins College in last weekend's Midwest Regional Crossover, scoring 107 points in the second game. On Wednesday, the team celebrated a 103-49 victory over Olivet College at their home-opener. It was a special day inside Jim Wink Arena as Big Rapids elementary and middle school students were there to watch the game – for many it was their first time ever attending a game at Ferris State. The women are also undefeated on the regular season. They play again at home on Sunday at 5 p.m. against Hillsdale.

Finally, our hockey team swept Alaska Fairbanks at home 3-1 and 5-3. The team will face-off against Michigan State tonight and return home for Saturday's 7:07 p.m. game at Ewigleben Ice Arena.

Congratulations to our student athletes, coaches, Athletic Director Perk Weisenburger and Vice President Jerry Scoby on this remarkable success.

Closing Thoughts

Next week marks the Thanksgiving holiday. With two weeks of classes, end of the semester activities and holiday celebrations, this will be a period of intense activity on campus. Thank you for all of your hard work and efforts to help our students finish the semester well as we move toward commencement. During the Thanksgiving break, whether you are enjoying time with family and friends, watching football and parades, or quietly reflecting on the many things for which we can give thanks, please travel safely, wherever you may be.

David L. Eisler, president