

President's Memorandum to Faculty and Staff

Office of the President
April 21, 2010

Share Your Success

It is a wonderful opportunity to meet with our colleges and divisions to hear about the great work happening every day at Ferris. Below is a small sampling of what I have heard from visits with the College of Arts and Sciences, the College of Professional and Technological Studies, Administration & Finance, and University Advancement & Marketing. There are many, many worthy accomplishments and successes that are not listed here.

College of Arts and Sciences

- Piram Prakasam, Rebecca Sammel, Dan Noren, Tracey Busch, and Meral Topcu shared examples of the vitality and success of the Globalization Initiative.
- Joe Lipar talked about a coffee table book that has been created for the Card Wildlife Education Center and will be available very soon.
- Bakhodirzhon Siddikov has been working on a research project related to magnetic refrigeration. The approach employs a magnetocaloric effect of the rare earth element Gadolinium, which eliminates the need for a compressor. His research paper, "Stability Comparison of Five Difference Techniques on a Singular Perturbation Problem" has been accepted for publication by the *International Journal of Applied Science and Computations*.
- Andy Kantar described an increase in participation at the Writing Center since 2003 with students referred up 62%, the number of courses involved up 35%, and email tutoring up 455%.
- TJ Lakin praised forensics students who attended the debate tournament at Ball State, took 4th place, and at the largest tournament in the nation, in St. Louis, where they advanced as #1 seed and took 3rd place.
- Jim Hoerter spoke to the value of students to conducting research and the value of that experience for student learning. He also announced a grant of \$348,000 for his research on stem cells from National Institute of Health, which was impressed with the support from the University and the initial funding from the Ferris Foundation for the project.
- Steve Fox reported on the success of student efforts at the *Torch*, winning 12 awards in the fall. They are now working closely with the *Pioneer*.
- Stephanie Thompson noted the wonderful response in bringing Delores Huerta to campus. Ms. Huerta was co-sponsored by Arts & Lectures, four RSOs and the Diversity and Inclusion Office.
- Michael Dekker and Kent Sun are attempting to answer the question "What can we do with a math degree?" with speakers and alums. Enrollment has increased 50% in a year and half.
- Pasquella diRaddo reported that RSOs are very involved with the Pre-Optometry RSO participating in National Vision Week, while the American Chemical Society RSO was of significant assistance at the recent Science Fair.
- Chris Vonderhaar talked about the visiting Fulbright lecturer, the activities of the Fulbright Association, and Rick Griffin's Fulbright to Hungary next January.
- Rick Griffin said the Political Engagement Project is continuing to cut across disciplines to encourage the University community to be very collaborative. Academic service-learning is becoming an important component of the American Democracy Project.

- Joe Tripp pointed out that several members of the Math Department have been meeting to discuss literature regarding math education reform to challenge teaching and learning theories. They are working toward a transformation of the way students experience the learning of mathematics.
- Gary Huey noted that three current Ferris History /History Education students and one former student presented papers at the Michigan Academy of Science, Arts and Letters Conference.
- Robert Barnum is collaborating with Dave Murray from Welding to develop a “bridge class” to focus on using a creative agenda to produce design solutions to engineering problems.
- Neil Patten and Brooke Moore collaborated with the College of Pharmacy to present a program identifying how generational and gender factors can impact their relationship with interns and patients.

College of Professional and Technological Studies

- Jennifer Amlotte shared a new comprehensive admissions off-campus packet created to replace previous “piecemeal” material.
- Jennifer Hegenauer reported that the new EMAS program for tracking students through the entire application and admissions process has brought Ferris and Kendall into the same database.
- Deborah Thalner noted the marketing team’s “blitzes” during the first week of school. At each partner college/community college, staff members handed Ferris information and t-shirts customized to the campus they visited.
- Tracy Powers said that CPTS has hosted a counselor breakfast or lunch at each site to “touch base” and make sure they are aware of any updates that we may have.
- Nancy Reddy praised Academic Affairs for allowing the sites throughout the state to host their own Academic Excellence Receptions, helping students feel a part of Ferris. In the past they were invited to campus, but nothing was held off campus.
- Cheryl Cluchey and Tracy Powers talked about scholarships for off campus students, some of which are funded by proceeds from Digital Animation and Game Design and Digital Media Software Engineering summer camps. Cheryl also reported that there are 689 fully on-line students between degree programs and certificates.
- David Baker showed a student-created demo reel for Digital Animation Game Design is being used as a recruiting tool. Last year there were 79 DAGD applications for the entire year; this year there are 160 as of April 9.
- Marty Lier shared that students developed animation for public service announcement for the Secretary of State offices.
- Andy Purvis likes to give his students experience in what they will do in the “real world.” Fourteen projects saved Michigan firms \$14 million.
- Amy Kavanaugh said that the partnership with GRCC has flourished in the past year with 35 student teachers for Fall Semester.
- Bob Ewingleben discussed the Information Security Intelligence Distinguished Speaker Series, which was commemorated in honor of Cliff Larsen this past fall. There have been two speakers: NCIS’ Thomas Beatro and Congressman Pete Hoekstra.
- Donna Ewingleben took part in college “roadshows” to 17 high schools in Muskegon and is working on a Gear Up grant to help fund some of the activities.
- Janel Lockwood helped establish a mentor program for international students to connect them with American students. Last year there were 18 mentors.

- Tara Benzing reported that numbers are the highest ever for Study Away programs. There are about 150 students studying abroad currently.
- Luzia Tartari talked to more than 1,000 students on her last international recruiting trip. Ferris has applications from 71 different countries with more than 300 international applications total for fall.
- Mike Cooper spoke about the Ed.D. in Community College Leadership, the first non-clinical doctorate at Ferris. There are dozens of people across campuses who have been involved in collaboration. Launch of the first cohort is scheduled for late June.
- Lorie Callcut said she has started taking Ed.D. information with her wherever she goes because word is getting out and people are asking about it.

Administration & Finance

- Charlotte Bongard is working on a carry-over account for every area for ease in reviewing and managing the budget.
- Kelly Norman highlighted Ferris employees' attention to service by noting the efforts of an employee who reviewed the income for a student reported through FAFSA and found a mistake, which helped the student receive more aid and attend Ferris.
- Jeff Pierce is proud of our student-athletes, noting that in two of the past three years the top athlete-scholar in the nation has been a Ferris football player.
- Jon Coles noted that 24 of 26 student-athletes on the hockey team had GPAs over 3.0.
- Theresa Beeckman took note of Athletics collaboration across campus and gave examples of IT helping with video and network storage needs, and UA&M developing stories and online content.
- Bob Daniels complimented Accounting and Catering on the many times they always come through to help Athletics on short notice.
- Lori Helmer said that The Rock Café so far this year had served 1,021,248 meals with only 35 production employees.
- Jody Gardei said that IT/AV services is working with Physical Plant on classroom upgrades to technology, and is also working on Lotus Notes upgrades.
- Mike Mignano noted that last year both golf teams finished in top ten for the first time in school history.
- Jon Coles highlighted coaches' efforts to partner with the community with more than 49 events that teams have participated in.
- Bill Sall noted that attendance for basketball is up 25 % this year.
- Dan Sovinski talked about the many old infrastructure systems that were replaced during last summer's construction projects.
- Dave Wininger discussed his assistance with equipment upgrades for the Digital Animation and Game Design program in Grand Rapids.

University Advancement & Marketing

- Mary Kay MacIver noted the things done for the 125th celebration, including brochures, events and coffee table book. There were more 5,000 visitors on Founders' Day alone.
- Ted Halm has worked to make the Ferris Web site a destination. In March there were 1.3 million total views; 870,000 visits to homepage.
- Shelly Armstrong is proud of the Ferris State Live television show that Leah Nixon and Sandy Gholston have successfully developed and hosted.
- Christa Walker shared her efforts on redesigning *Ferris Magazine*.

- Pam Harvey has collaborated with IS&T to upgrade the Millenium donor database.
- Al Williams reports that Ferris won three awards for publications: Gold for our search piece; silver for combined pieces; and merit for the lifestyles brochure, which was done by our students.
- Ruth Ridderman has developed an online/e-mail system to share the names of students earning honors with media.
- Sherry Erbes has been busy processing gifts to the University- nearly \$3 million in cash and \$700,000 in in-kind donations.
- Brandi Berhenwald reported on the success of Alumni events, including the Hockey Tailgate on Ice and Detroit Zoo events.
- Michelle Herron noted the success of segmented annual fund letters. Gridiron Club materials increased giving by 27 percent.
- Sue Starkey reported on cutting-edge use of technology, such as inserting a bar code in recruitment direct mail that a student scans with their smart phone and uses to direct them to a Web site.
- Sandy Ghoulson discussed blogging as a tool to increase traffic online; mlive.com, for example, picks up many Ferris stories.
- Shoreh Ferdowsi talked about planning for a new Content Management System to meet the Web design needs of faculty and staff.
- Bill Bitzinger highlighted the Animoto program, which allows Photo Services to create dynamic slideshow with music. Photo Services has added 14 terrabytes of storage for the online photo library.
- Jeremy Mishler is pleased with the response to the annual fund - including a 40 percent increase in online giving.
- Karen Lerew noted that more than 100 scholarships went to CET students this spring.

This week concludes this year's "Share Your Success" meetings. I look forward to sharing some of the items from the final session next week. Additionally, the latest collection of Good News from the materials shared by divisions at President's Council is accessible at <http://www.ferris.edu/htmls/administration/president/GoodNews.htm>

Sincerely,

David L. Eisler, President