

President's Memorandum to Faculty and Staff

Office of the President
October 14, 2013

Good News

Already this academic year we are seeing many, many reports of the achievements of faculty, staff and students. It seems to me that these past few weeks have produced a record number of Good News items.

Several things strike me in this most recent group. First, we truly have a faculty with a global perspective and international standing. The emphasis we place on this in the curriculum is reinforced by faculty members who teach abroad and have an understanding and appreciation of our globally interconnected world.

Also, note how much the Ferris community does to enhance health and well-being through the area. We are an important resource for those who sometimes struggle to have access to health-care resources.

Finally, Kendall College of Art and Design has become an integral part of ArtPrize. Even more than in past years, Kendall's profile as a venue for art and an institution that produces gifted artists and designers is at the forefront.

I encourage you to take time to read the entire list of Good News items posted at <http://www.ferris.edu/HTMLS/administration/president/goodnews/GN2013Oct.pdf>.

- Dr. Francis Burns is serving as a reviewer for the *ARO Journal*, a new scientific publication from Koya University in the Kurdistan region of Iraq. Dr. Burns served as a professor at Koya University during the 2011-12 academic year.
- The Ferris State student affiliate chapter of the American Chemical Society received the Commendable Recognition Award as well as Green Chemistry chapter recognition from the national ACS.
- At the conclusion of the 2013 competition in Leipzig, Germany, WorldSkills International awarded the first-ever sustainability award to Professor Patrick Klarecki.
- Susan K. Jones spent a month this summer teaching in South Korea at Ferris partner school Dankook University. Professor Jones is the fourth Ferris professor to teach at Dankook.
- Ferris Graphic Design students took second place in the national Brand X Experience Design Student Competition. They competed against more than 60 other teams from universities across the country and impressed a panel of 40 judges from some of the world's top global brand marketing teams and design industry associations.
- Dr. Cheolwoo Lee published a paper entitled "Analyst Firm Parent-Subsidiary Relationship and Conflict of Interest: Evidence from IPO Recommendations" in the September issue of *Accounting and Finance*.
- Professor Lianne Briggs was chosen to serve on the National Occupational Competency Testing Institute's test revision team as a Subject Matter Expert for the Commercial Foods exam this past summer.

- In response to a request by the Michigan Sheriffs' Association Training Council, the School of Criminal Justice is designing a local Corrections Officers Training Academy. This proposed academy, which should begin in 2014, is for corrections officers who want to work in county jails.
- The Television and Digital Media Production program provided its first athletics broadcast in High Definition on Sept. 14. Over the summer the program finalized the purchase and installation of a new remote production trailer for high definition broadcasts.
- Faculty member Glen Okonoski was part of the ArtPrize Artist Lecture Series on Sept. 27 at DeVos Place. He and others presented on their ArtPrize entry "I Never Saw Another Butterfly."
- Dr. Leonard Johnson is helping to initiate one of the first K-12 Massive Online Open Courses in the United States. Leonard will be helping to facilitate discussion about what it means to be a teacher in the 21st Century among Grade 9-12 students, who are interested in becoming teachers, pre-service teachers, and in-service teachers in the K-12 system.
- This summer four teacher candidates provided science workshops to three separate groups of high schools students from Baldwin, Morley-Stanwood and Big Rapids who were on campus for the GEAR UP program.
- Dr. Vandara Rajaram's article titled: "A note on Image Degradation, Disability Glare and Binocular Vision" was published in the *Journal of Modern Optics*.
- CMU public radio interviewed Michigan College of Optometry Associate Professor, Dr. Sarah Hinkley, about the innovative "Students In Need of Eyecare" Program, a partnership between the Mesick Consolidated Public Schools and MCO. 48 children were identified as needing eyecare services or glasses. Many of the students will be receiving new glasses as a result of the program, which was funded by a Ferris Academic Service Learning grant and the Mesick Lions Club.
- Dr. Phil Walling and Dr. Amy Dinardo published an article in the September edition of *Review of Optometry* entitled, "Put the 'Fun' back in Fundoscopy."
- On Saturday, Sept. 14, Dr. Bob Buckingham and Dr. Jim Miller from the MCO hosted officials from the National Optometric Association regarding "Advancing the Visual Health of Minority Populations." NOA President -Elect Dr. Stephanie Johnson-Brown from Chicago, and Region II Trustee Dr. Joyce A. Ramsue-Thompson from Cleveland toured the facility and discussed how to increase MCO's diversity and number of minority applicants.
- Ferris' Dental Hygiene program has been awarded a grant for \$332,648 over three years to help the State of Michigan address dental workforce needs in two dental health professional shortage areas - Mecosta and Genesee counties.
- KCAD President David Rosen was a featured presenter at TEDx Macatawa, an independently organized TED event held on Sept. 12.
- From Sept. 13-18, KCAD hosted Resonant 13, a summit that investigated how creative practitioners view, engage, participate and respond to our urban environments.
- The Birkam Health Center collaborated with the College of Pharmacy to provide more than 300 flu shots to faculty and staff on Sept. 24 and 25. Pharmacy students certified to give injections, under the direct supervision of COP faculty, assisted the Birkam Health Center nurses.

- The Career Center has 10 Premier and seven Plus employer Partners in Success, at donor levels of \$2,500 and \$1,200, respectively. This supports the Center for Leadership, Activities and Career Services Bulldog CareerLink, Career Week activities and more.
- The Financial Aid Office has hired two new students as Financial Aid Student Team Mentors. FAST mentors will help with the office's financial awareness outreach to promote student financial literacy.
- On Sept. 12, Office of Multicultural Student Services sponsored a Mix-It-Up at lunch discussion at Westside Cafe. Mix-It-Up is part of a national initiative designed to encourage students to engage in cross-cultural discussions over lunch. More than 30 students participated.
- The OMSS sponsored a successful "Transitions to Success" event on Sept. 18. Motivational speaker Eric Thomas gave the keynote address.
- With the assistance of Graphic Design intern Ashley Kasul from the College of Business, University Advancement and Marketing has redesigned and launched a new Graphic Communication Standards web page.
http://ferris.edu/HTMLS/administration/advance/standards/graphic_communications.htm.
- On Oct. 7 UAM begun a fall fundraising phonathon in support of university philanthropic goals with the assistance of Ferris students and using the phone center in the Timme Center.
- The Physical Plant continues upgrades for energy efficiency and water conservation. Lighting upgrades to Pickell, Puterbaugh, Henderson, West Commons, the Power Plant, and Heavy Equipment are estimated to save \$50,000 annually. Plumbing upgrades to Pickell and Henderson Halls are estimated to save \$30,000 in water and sewer costs annually. Repairs to steam traps across campus are estimated to save \$35,000 in annual energy costs.

Budget Forums

This week I will host two budget forums. These annual sessions are designed to share budget information and provide insight into university financials. Given the shortfall in revenue from student credit hour declines in Big Rapids' undergraduate and graduate education and on-line learning, I will also be sharing and discussing enrollment data. These budget forums are an opportunity for the Ferris community to get the most up-to-date information about the university's finances, and to discuss what we can do going forward to meet the challenge posed to us by a decline in the number of high school graduates, among other factors.

The forums will take place tomorrow, Tuesday, Oct. 15, starting at 11 a.m. in the Michigan College of Optometry building room 210, and also in MCO 210 on Wednesday, Oct. 15, starting at 1 p.m.

Over the past several years we have worked together to prevail in the face of budget cutbacks from the state, the extended economic downturn, performance funding requirements and a host of other issues that come with a rapidly changing higher education environment. Being an informed community has helped greatly in meeting these many challenges. I encourage you to make time to join me for one of these two sessions. As an educational institution, we know the power of knowledge. Our awareness of these issues is the best tool we have not only to respond to

current trends, but to anticipate future developments. I very much look forward to your questions and input during these sessions.

Festival of Nations

Ferris' inaugural Festival of Nations will take place Oct. 18-Nov. 8. When our University mission statement was revised and approved in 2007, we added these words, "...Ferris serves our rapidly changing global economy and society." Since that time we have seen how increasingly important it is for our university to have a global perspective. Our world is increasingly interconnected and it is gratifying to see our community embrace this through a celebration that encompasses both "town and gown."

Festival events include everything from art, to genealogy, to film, to music, and more. A full listing of events is available online at <http://ferris.edu/festivalofnations> . While many people have contributed to this, particular thanks is due to Tara Braun in our Office of International Education for taking the lead in launching this festival by applying for and receiving a Ferris Foundation Exceptional Merit Grant.

Please check out the many opportunities the Festival of Nations offers, and take advantage of the cultural offerings that have been brought together in recognition of our rich and diverse global heritage.

Athletics

We are in the middle of a very busy season for our student-athletes. On Saturday our football team won the annual "Anchor-Bone" contest for the second year in a row with an exciting victory over Grand Valley State 54-44. With the win the team is in second place in the GLIAC North Division with a conference record of 4-1.

After a 3-0 away game win against Lake Erie State on Saturday, our nationally ranked volleyball team is tied for first place in the GLIAC North with a conference record of 8-1. The GLIAC is very, very competitive in several sports - perhaps none more than volleyball.

Our ice hockey home opener will take place this Friday, Oct. 18, 7:07 p.m. at Ewigleben Ice Arena when the team faces off for a non-conference game against St. Lawrence. The series finale against St. Lawrence on Oct. 19 will be a "Pink in the Rink" game to benefit cancer research. This year our hockey team is playing in a new conference, the Western Collegiate Hockey Association. The team opens conference play on the road Alabama-Huntsville on Friday, Nov. 1. On Friday, Nov. 8, 7:07 p.m. the team begins three consecutive conference weekends at home with a contest against Bemidji State.

United Way Update

With a series of events our students have exceeded their goal for the United Way campaign and are currently setting a new goal as part of their volunteer service. Thank you for your support of the United Way.

Sincerely,

David L. Eisler, president