

President's Memorandum to Faculty and Staff

Office of the President
December 1, 2014

Welcome back! I'm hopeful the Thanksgiving holiday provided you opportunity to visit with friends and family, or to rest and recharge in whatever way is best for you. This is always a most welcome break before the hectic final days of the fall semester, but it is exciting to be back for the remaining days of this fall semester.

Web and Media Accessibility

The University's Web and Media Accessibility Committee has been gathering information on how Ferris can make its electronic academic resources accessible and available to those with disabilities. With Web-based resources an increasing part of many courses, it is important we make these accessible to all. Multiple steps are underway or have already been taken, including offering various workshops to the Ferris community on how to expand accessibility to the Web and other visual and electronic media. The university has also expanded assistive technology to include online video tutorials, as well as the captioning of video materials for classroom and training use.

The Web and Media Accessibility Community has made a number of recommendations on how to further close accessibility gaps. The full list of recommendations along with in-depth background information about this issue is available at <http://www.ferris.edu/HTMLS/administration/president/planning/docs/WebandMediaAccessibilityReport2014.pdf>. I encourage you to take time to read the committee's report and consider how each of us, working together, can begin to lower these barriers to electronic information.

Please join me in thanking the members of this committee for their hard work, especially co-chairs Deb Cox and Jody Gardei, as well as Vice President Shelly Armstrong, who all were early champions of this process. The representatives and their areas are

- **Academic Affairs** - Deb Cox, Steve Cox, Kim Dickman, Jackie Hughes, Marie Yowitz, Ann Breitenwischer, Franklin Hughes, Glen Okonoski, Tom Behler
- **Administration and Finance** - Vicky Deur, Jody Gardei, Mary Holmes, Joe Strohkirch, Bob Griffith, Sharon Hopper, Dominic Henning, Terry Aldrich
- **External and International Operations** - Deb Thalner
- **General Council** - Matt Olovson
- **Kendall College of Art and Design** - Darcy Storms
- **Student Affairs** - Kristen Salomonson
- **University Marketing and Advancement** - Shelly Armstrong, Ted Halm

Good News

As we move toward the end of the semester, it is a pleasure to include another strong list of accomplishments by the Ferris community. Reviewing these items reminds us how much we should appreciate the many good things that take place at Ferris, and to pass along thanks and recognition to our students, faculty, staff and alumni. What always strikes me is the breadth of

these accomplishments – from the scholarly, to the creative, to the service to community. Thank you for taking the time to review this compilation, and for your efforts in making our university a very special place. The full listing is available at

<http://www.ferris.edu/HTMLS/administration/president/goodnews/homepage.htm> .

- Former Deputy Director of the F.B.I. and Ferris alumnus Timothy Murphy presented to School of Criminal Justice students on law enforcement and its federal relationships.
- Digital Animation and Game Design students in Grand Rapids participated in the Schoolcraft College Film Challenge. Their film, titled “The Ocelot – Dumb and Soulless,” was awarded Best of Show. It can be viewed at <https://www.youtube.com/watch?v=sYj2BWqq2vk>
- Glen Okonoski was one of twenty faculty fellows selected from across the country to participate in the National Academy of Television Arts and Sciences Foundation Faculty Seminar in Burbank, Calif.
- Vanessa Wyss presented “Getting Pre-Service Elementary Teachers to Buy into Problem Based Learning for Math and Science through Modeling,” at the School, Science and Math Association annual meeting.
- The College of Engineering Technology hosted Ms. Celeste Baine, biomedical engineer and author of more than 20 books, to support outreach events for females in STEM related careers. Ms. Baine facilitated a train-the-trainer session for five Ferris faculty/staff and several other educators, including some individuals who traveled from Missouri to participate.
- Ms. Baine also presented at the Mother Daughter TEA (Technology Engineering Aptitude) event that took place on November 8th, at the Granger Center. Approximately 80 mothers and daughters engaged in interactive presentations about careers in engineering and technology, and campus tours.
- Eleven Music Industry Management students have been selected to receive the President’s Innovation Award to attend the Winter National Association of Music Merchants Show. The award is \$600 to offset their cost to travel to the show in Anaheim, Calif, in January.
- Christopher Cospers and Paul Long presented papers at the Creating-Making Conference at the University of Oklahoma. Cospers presented, “Fort Maurepas: Five Manifestations of Power on the Mississippi Gulf Coast.” Long presented two papers, including “Working Toward a New Studio Pedagogy: The Ferris State University Small Town Studio.”
- The Kappa Epsilon Chapter at Large for Sigma Theta Tau International, the International Honor Society for Nursing, made a number of awards at their induction ceremony. Sharon Colley received the Excellence in Teaching award, Julie Coon the Excellence in Leadership award, Corrine Bradley the Outstanding MSN Student Award and Kelli Koop the Outstanding BSN Student Award.
- More than 35 Student Pharmacists, along with several faculty members, have been providing flu immunizations to a variety of groups, including patients at Birkam Health Center and sites in the Kalamazoo area.
- Jill Coveyou completed the year-long Michigan Pharmacists Association Young Practitioner Leadership Academy. YPLA participants are better equipped and motivated to lead staff, teams, organizations and the pharmacy profession in the years ahead.

- Thomas Dowling co-authored a research abstract, “Accuracy of creatinine-based estimating equations for GFR in ADPKD,” which was presented at the 2014 American Society of Nephrology meeting in Philadelphia, Penn.
- Fran Rosen and Leah Monger co-facilitated a roundtable discussion on “Moving On: Looking at the Role of Liaison Librarians in Building the Electronic Collection,” at the Charleston Conference in Charleston, S.C.
- Ferris’ Michigan College of Optometry was well represented at 2014 American Academy of Ophthalmology meeting in Denver.
 - Dr. Vandana Rajaram presented the paper, “Visual Performance of Scleral Lenses in comparison to Soft Contact Lenses and Spectacle Lenses in Young Adults.” Co-authors on this abstract are Stephanie Ramdass, Craig Norman, Lindsay LaBelle and Nicole Sparks.
 - Dr. Chad Rosen presented a poster titled “Power Analysis of Gas Permeable Multifocal Contact Lenses.” Additional author is Craig Norman, Vision Research Institute.
 - Dr. Jim Miller and Dr. Christina Hicks co-presented a scientific poster titled “Influence of Doctor Attire on the Doctor-Patient Relationship.” Dr. Tom Hubbard was a co-author.
 - Faculty and students from the MCO presented nine other posters at this meeting.
- Extended and International Operations was selected as the University Professional and Continuing Education Association 2014 Marketing Division Winner for Broadcast Advertising. UPCEA chose EIO from all the teams that earned a Gold Award. Ferris is the only university in Michigan to have received a 2014 award.
- The Faculty Center for Teaching and Learning’s Learn Lab Fellows Program, launched in May 2014, currently has 13 faculty from five colleges, Retention and Student Success, and the Division of Student Affairs. The Learn Lab Fellows include Gloria Barnett, Nick Campau, Roxanne Cullen, Clay Dedeaux, Dan deRegnier, Jerry Emerick, Luke Hedman, Liza Ing, Jennifer Johnson, Bill Koepf, Victor Piercey, Christine Conley-Sowels, and Mischelle Stone. The Learn Lab Fellows Program is centered around teaching space in FLITE 405, the “Learn Lab.” Many of the Fellows are teaching in the Learn Lab this semester, with others teaching there in Spring 2015.
- In response to new faculty members’ interest in meeting and working together following their first year at Ferris, the FCTL designed and launched the Junior Faculty Fellows Program for second- and third-year faculty members. The inaugural group of Junior Faculty Fellows includes Katie Axford, Gail Bullard, Chris Cospers, Daisy Henderson, Yamuna Kollalpitiya, Victor Piercey, Jake Pollak, Liz Post, Julia Reges, and Vanessa Wyss. The program provides Fellows with a venue for sharing their work with the University community.
- Rick Marble received the Robert A. Watkins Award, “In recognition of significant dedication to the sharing of skills and knowledge with fellow colleagues,” from the Michigan Branch of the American Association of Laboratory Animal Science.
- The EXPO Collective, a Chicago-based arts collective that includes KCAD MFA Painting student Ricardo Gonzalez, recently celebrated the opening of, “For the Brown Kids,” an exhibition inspired by another form of artistic expression: spoken word poetry.

- Karen Carter recently travelled to San Juan, Puerto Rico, to present her scholarly paper – “Poster Dénicheurs and the Cultivation of Everyday Aesthetics in Fin-de-siècle Paris” – at the 40th annual 19th Century French Studies Colloquium.
- West Michigan entertainment magazine *On the Town* has featured artwork from KCAD students Alexandra Johnson, Shannon Mack, Hannah Kennedy and Shauna Kappers on four different covers in the past six months.
- Students from the Interior Design program were a part of a recent collegiate collaboration that has helped to turn an empty lot at 867 Oakland into a new Habitat for Humanity house that will soon become a home for a family in need.
- The Ferris State men's ice hockey team recently held its first-ever Veteran’s Appreciation Game. The team donned special camouflage jerseys for the contest and proceeds went to help support a new veteran’s park and monument in Mecosta County.
- The Physical Plant is completing a total re-lamping of the Prakken building to LED light fixtures to improve lighting for users and to reduce overall life-cycle costs.
- The Physical Plant recently completed a new sidewalk on the north side of Ferris Drive west of the Pharmacy building as part of ongoing efforts to enhance pedestrian safety.
- The Alumni Relations Office, the Ferris Alumni Association, the Commencement Office, Barnes & Noble Bookstore and University Recreation welcomed more than 300 soon-to-be-graduating students to the UREC for the annual Fall Grad Fair.
- The Student Alumni Gold Club, in collaboration with the Graphic Media Management program, has created a 2015 Brutus the Bulldog calendar. The calendar is marketed to alumni and the university community with a goal of raising \$1,000 to support new equipment for the mascot program.
- In early December, faculty and staff will be asked to join their peers in increasing student financial support through scholarships so students can finish their degrees and graduate with less loan debt. Last year, faculty and staff contributed more than \$185,000 to fund scholarships, academic program improvements, facility enhancements, student projects and athletic programs.
- Dr. Robert L. Carter recently established an Annual Scholarship for MCO first-year students, as well as a planned gift to endow his scholarship.
- The Fall 2014 edition of *Ferris Magazine* commemorates the 130th anniversary of Ferris State University. Read it online at <http://www.ferris.edu/HTMLS/alumni/ferrismagazine/homepage.htm>

Athletics

Our football team’s historic season came to an end this past weekend with a hard-fought post-season home loss to Ohio Dominican. Despite this disappointment, our Bulldogs truly had a season to remember. Heading into the playoffs without a loss or a tie, the team exceeded the high expectations it set for itself, winning the GLIAC conference outright. The Ferris community should be extraordinarily proud of the way our student-athletes represented themselves and their university throughout the season. Please join me in commending Coach Tony Annese, his coaching staff, and our student-athletes in a season that established a new level of excellence for the program.

David L. Eisler, president