

President's Memorandum to Faculty and Staff

Office of the President
September 8, 2014

SPARC/Strategic Plan

Last year the first phase of the university's strategic planning process, Living Our Values, was completed, reviewed and approved by the Board of Trustees. Using this framework, divisions and colleges across the University are now building their strategic plans. Efforts are either underway or will begin shortly in your area to embed this approach to strategic planning and thinking throughout the university.

The Strategic Planning and Resource Council will meet this Tuesday to discuss these next steps including the implementation phase, development of the Big Rapid's campus master plan, and measurement of the strategic plan. Faculty from the campus-wide steering committee that guided the creation of this plan will help lead this session. The SPARC meeting is scheduled for 3 p.m. in the Michigan College of Optometry, room 211.

Last March, in approving and recommending the final draft of the strategic plan, SPARC mapped out a plan for implementation, which includes goal-setting at the divisional, unit/department and program levels. SPARC members developed three paradigms as strategies for successful goal-setting:

- Be collaborative and transparent. By working together, both groups and individuals can optimize university resources.
- Rely on existing university data. This will help to confirm that a goal is realistic and worthwhile.
- Set goals at the individual level. When aligned with the plan's broader goals, this "bottom-up" approach will create meaningful, measurable progress.

Please join me in thanking members of the Ferris community who have taken the responsibility of serving on SPARC for the 2014-15 year: Spence Tower (Chair), Cathy Archer, Shelly Armstrong, Mike Berghoef, Paul Blake, Adnan Dakkuri, Amy Dorey, Clifton Franklund, Kim Hancock, Dorothy Hart, Sarah Hinkley, Jackie Hughes, Michael Hughes, Amanda Jewell, Leonard Johnson, Andrew Kalinowski, Elaine Kamptner, Lucian Leone, Beth Logan, Suzanne Miller, Kristen Motz, Karen Ottobre, Victor Piercey, David Pilgrim, Miles Postema, Kristen Salomonson, John Schmidt, Jerry Scoby, Mischelle Stone, Khagendra Thapa, Dan Tuuri, Deb Tyson, John Urbanick, Michael Vasicek, Matt Wagenheim, Dan Wanink, Jeanine Ward-Roof, Helen Woodman, and Leroy Wright.

As always, SPARC meetings are open to all members of the university community. I encourage you to attend, as our university charts a course that best serves our students, provides the highest quality education and embodies our core values.

Beyond: Diversity

The Office of International Education and the Diversity and Inclusion Office are partnering to create Beyond: Diversity, a year-long-project. Events will include workshops, panel discussions, speakers, book study groups, a traveling show of educational banners and more. Participating Ferris faculty members will integrate materials into their courses. As Vice President

David Pilgrim notes, the goal of this project is to get the Ferris community to think about diversity in a much deeper way.

Beyond: Diversity kicks off this Tuesday, Sept. 9, with an event from 3-5 p.m. at the North Quad stage. Tricia Sumarijanto from the Indonesian Embassy in Washington, D.C., will teach participants how to play musical percussion instruments made of bamboo, known as angklung. She will be bringing with her 200-plus angklung instruments, which have traditionally played an important role in Indonesian culture and ritual. No previous music skills are required to take part. I encourage you to learn more about other cultures and participate in this music-making experience.

For more information about Beyond: Diversity, there is an excellent video that explains the project and its goals: <http://www.ferris.edu/HTMLS/news/YouTube/2014/beyond-diversity.htm>

Sexual Violence Task Force

Last Friday I sent an announcement to our campuses about the work of the university's Sexual Violence Task Force. This is a very important issue for our university and our students. If you did not see the previous announcement, please takes a moment to look at this material at <http://www.ferris.edu/HTMLS/administration/president/newsletters/memos/docs/2014Sept5announcement.pdf> .

In addition, as a part of our efforts to combat sexual violence there is a revised university website at <http://www.ferris.edu/title-ix/> . This brings together in one location resources for victims of sexual assault, bystander intervention, prevention, education and training. Please take time to review and become familiar with this information.

Athletics

Our football team opened its season last Thursday evening with a record-setting performance, defeating McKendree University in a nonconference road game 75-14. The Bulldogs amassed 760 yards of offense including 476 yards on the ground. Junior quarterback Jason Vander Laan threw for 274 yards and four touchdowns. Seventy-five points are the most points ever scored by a Ferris football team, and I am told every person in uniform played in the contest. Congratulations to the players and head coach Tony Annese on this excellent start and best wishes as our team next plays against Northwood in an away game at Midland on Saturday, Sept. 13, at 1 p.m.

Good News

The start of a new academic year is a time to catch up on your work and efforts during the summer months. I always enjoy reading about the achievements of our faculty, staff, students and alumni. It is my pleasure to include some notes about successes by individuals, departments, programs and colleges -

- Ferris State University is ranked in the top 25 best Cybersecurity programs in the country according to a survey conducted by the Ponemon Institute.
- Dr. Hwee-Joo Kam published an article entitled "Information Security In Higher Education: A Neo-Institutional Perspective," in the *Journal of Information Privacy and Security* and presented a paper entitled "Out-Of-Class Learning: A Pedagogical Approach of

Promoting Information Security Education,” at the Americas Conference on Information Systems.

- Dr. Greg Gogolin and Dr. Hwee-Joo Kam coauthored a paper entitled “Cyber Jihad: Terrorists as Knowledge Workers and Cyber Learners,” which Dr. Kam presented at the IFIP Dewald Roode Information Security Workshop in New Castle, England.
- Mark Wilson, PGA Golf Program Player Development Coordinator, published an article entitled, “Solid as a Rock After 15 Years,” in the July 2014 *PGA Magazine*. Mark is a member and Past Chairman of the PGA Rules Committee and a PGA Master Professional.
- The Michigan STEM Partnership awarded a Science, Technology, Engineering and Math grant to Ferris State University, the Charlevoix-Emmett ISD and its industry partners. The grant created 15 full scholarships for students from across the state of Michigan and allowed them to attend the College of Engineering Technology summer academy of their choice.
- The Corporate and Professional Development Center recently completed work with Lavelle Industries (Wisconsin), Morbark, Reed City Tooling and Yoplaist.
- CET students Matt Haan and Andy Doane earned gold and silver medals, respectively, at the Skills USA National event held in Kansas City, Mo.
- Drs. Avesh Raghunandan and Jason Andrus (Class of 2014) published a paper entitled “Binocular Capture: The role of non-linear position mechanisms,” in *Vision Research*.
- Dr. Mark Swan taped an interview for an August WZZM-13 “Healthy You” segment. The interview was on “Back to school eye exams” and “Digital eye strain.”
- Stacy Anderson, Mari Kermit-Canfield, Alison Konieczny and Kristy Motz, instruction librarians from FLITE, collaborated on a presentation called “Mix it up with Faculty: A Collection of Successful Collaboration Instruction Techniques,” at MIX - the Michigan Instruction Exchange.
- Prof. Terry Doyle, Retention and Student Success, provided the keynote address at the LOEX (Library Instruction Exchange) Conference. He spoke on “The New Science of Learning: How to Live in Harmony with Your Brain.”
- Television and Digital Media Production students, engineer Pat Tobin and faculty member, Glen Okonoski, provided live coverage (www.usrowing.org) of the 2014 US Rowing Association's National Competition.
- Julie H. VanderLaan, a School of Education alumna teacher at Byron Center High School, received the Digital Arts Film and Television Teacher of the Year Award.
- Ferris All-American quarterback Jason Vander Laan was announced as one of the national nominees for the 2014 All-State AFCA Good Works Team based on his on-field and off-field accomplishments.
- The men’s golf team was crowned as the Division II Academic National Champions for the 2013-14 season. The Bulldogs were recognized for having the nation’s highest total grade point average at the Division II level.
- Both the Bulldog men’s and women’s tennis programs earned All-Academic Team recognition for the 2013-14 campaign.
- Summer athletic camps welcomed nearly 4,200 youth from as far away as Spain, including 234 high school teams, an increase of 400 campers and 70 teams from the previous summer. More than 50 camps were offered this summer in eight different sports.

- The Big Rapids campus hosted more than 100 World War II vets and their guardians in June both before and after their Honor Flight to Washington D.C. where they visited the memorial in their honor.
- iConnect: Student Technology Services successfully helped residential students get their computers, phones, tablets, gaming systems and other networked devices connected to the Ferris Network. A record numbers of devices are connected in the Residence Halls this fall with more than 3,000 wireless and 600 wired devices utilizing the network at peak times.
- Information Technology Services has signed a new license agreement with Microsoft, offering the latest version of Office for PC and Mac at no cost for students, and at \$9.95 for employees
- Vice President Miles Postema has been selected by the American Bar Association to serve as a Site Evaluator for the association's accreditation process of law schools.
- The Fall Career Fair being held on October 23 is now at maximum employer capacity with 195 employers already registered.
- Admissions Counselor Tyrone Collins was nominated and selected as a 2014 YMCA Detroit Achiever for his efforts to improve the lives of Detroit area youth.
- Ferris State University was highlighted in a Michigan Student Financial Aid Association newsletter article about the April, Get Real! financial literacy event.
- The University Advancement and Marketing web team has completed an expanded, bilingual web site for the Center for Latin@ Studies. This includes a calendar of events, Facebook exchange and many other resources for students, parents and staff. The site address is www.ferris.edu/latino/.
- At the Ferris Hockey Alumni Golf Outing dinner on August 2, the \$1.5 million "Be a Playmaker" Hockey Endowment Campaign was announced. More than \$882,000 has been raised toward the endowment which will ensure that Ferris hockey retains its elite reputation.
- Elaine Kamptner has established the Otto Kamptner Memorial Scholarship Endowment to support students in the Criminal Justice program.
- Wolverine Power Marketing has agreed to be the presenting sponsor at The Ferris Foundation Benefit on Oct. 24.

There are many, many more notable achievements to share. The list of good news items is too lengthy to include in its entirety. I hope you will take a moment to see what your colleagues have achieved over the summer months by going to <http://www.ferris.edu/HTMLS/administration/president/goodnews/homepage.htm> to review the complete September list.

David L. Eisler, president