

President's Memorandum to Faculty and Staff

Office of the President
November 16, 2015

With the start of this last full instructional week in November, less than four weeks of class remain in the fall semester. After the Thanksgiving break the pace will accelerate as we prepare for the end of the semester, enjoy holiday celebrations, and recognize our graduating students at commencement. Before Thanksgiving is a time when I like to look ahead and prepare for our December calendar of events.

Fall commencement ceremonies are Saturday, Dec. 19. Graduates from the Colleges of Arts and Sciences, Education and Human Services, and Engineering Technology will be recognized at 10 a.m. The ceremony for graduates from the Colleges of Business and Health Professions is at 1:30 p.m. At each commencement I will be sharing stories of our graduates. If you know of a special story regarding one of our graduates please contact Elaine Kamptner in our office so we can connect with this student.

I also want to invite you to one of our holiday celebrations during the exam period. In Big Rapids this will be on Tuesday, Dec. 15 from 4-7 p.m. in the University Center. The next evening, Wednesday, Dec. 16, we will be in Grand Rapids from 4-7 p.m. in the W.N. Ferris Building. I am hopeful you can take a few moments to connect with friends and colleagues as we celebrate together.

Good News

With much of the semester behind us, there are many honors and accomplishments our students, faculty and staff have achieved during this time. November's Good News list is substantial. What follows is only a sampling of the many remarkable things taking place at our university. A full list of November Good News items, along with an archive of past lists, is available at <http://www.ferris.edu/president/goodnews/homepage.htm> . When you learn about the success of a colleague or student you know, I hope that you will congratulate them on their good work.

- Christian Peterson and Tracy Busch received a National Endowment for the Humanities Grant of \$176,000 to hold an institute at Ferris entitled "War, Revolution, and Empire: U.S.-Russian/Soviet relations since 1776."
- David Marquard led a workshop titled "Sustaining Literacy: A Workshop in Service-Learning, Partnership, and Reciprocity" at the inaugural Conference on Community Writing: Building Engaged Infrastructure in Boulder, Colo.
- William Burmeister, Mari Kermit-Canfield, and Gary Maixner presented a session entitled "Working Together!! Technology + Collaboration + Social Awareness= Student v2.0" at the fall session of the Lilly North Conference in Traverse City.
- Roxanne Cullen and Victor Piercey presented their "Linked Courses for Integrative Learning" presentation for Lilly North.

- Melissa Smith presented a paper at the Children’s Literature Conference in Richmond, Va., titled “I Can Feel it in My Bones: The Corporeal Nature of Horror Literature for Children.”
- Deidre Fagan published two poems: “Times Square, 1977” in *Poetry Quarterly*, and “Most of the Days of the Week” in *Melancholy Hyperbole* and reprinted in *Words for the Year*. She also has had two short stories accepted at conferences: “Trespassing” Creative Writing (Fiction) Panel, Popular Culture/American Culture Association, and “Grief Eater” Great Writing: The International Creative Writing Conference, London, UK.
- Anne Spain recently published a co-authored paper, “Metatranscriptomic analysis of a high-sulfide aquatic spring reveals insights into sulfur cycling and unexpected aerobic metabolism,” in the new open access journal, *Peer J*.
- Changqi Zhu presented a research poster at the Gordon Research Conference on Aging at Sunday River in Newry, Maine. This research was conducted with his students, Shaughna Langerak and Hannah Lamberg.
- Charles Bacon was a presenter at the Professional Issues in Higher Education Conference in East Lansing. The session was titled “Title IX: Implications for Higher Education.” He also participated on the panel for the roundtable session, “The Best and Worst of Your Contract, Where Are We Making Strides and Where Are We Losing Ground?”
- Angela Guy-Lee and Rita Walters received a \$19,519 award from the Focus on Student Success Grants Program Review Committee in FCTL for the project “Black Faculty-Student Mentoring Program.”
- The Design Project Center launched a new brand identity for the Racquet and Fitness Facility. Visit <http://ferrisracquetandfitness.com>. Another student team helped the Grand Rapids Student Advancement Foundation raise \$320,000 at their annual fundraiser.
- Henry Ho co-authored the article, “Factors of Purchasing Japanese Used Vehicles: A Case Study in New Zealand,” which was presented at the Northern State University International Business Conference in Rapid City, S.D.
- Hwee-Joo Kam presented at the 2015 European Conference of Information Systems held in Munster, Germany.
- Steven Hundersmarck was appointed as the editor of the journal *Applied Psychology in Criminal Justice* for the November 2015 issue. He along with Michael Vasicek, Gregory Vander Kooi, and Nancy Hogan all had articles approved for publication in the journal.
- Television and Digital Media Production students Dallas Munger and Evan Dulac were selected to work with the American Sports Network during the national television broadcast of our football team.
- David Baker together with students Mike Sepanik and Sammi Kunz presented to the Michigan Film Board about the Digital Animation and Game Design program.
- Chuck Drake was recognized by the Accreditation Board for Engineering and Technology for his work as a commissioner.
- Ron McKean has been appointed to the Accreditation Board for Engineering and Technology Academic Advisory Council.
- A team of Construction Management students and Architecture students took second place at the Associated Schools of Construction Region 3 design-build in Downers Grove,

III. The team, including students Layna Beer, Nate Demerly, Maycee Robinson, Jason Souvak, Mark Mirandola and Meghann Zmuda, was coached by Suzanne Miller, Chris Coper and Joe Pacella.

- At the same competition, our student team of Brad Bohle, Adam Novak, Ben Stachnik, Adam Reincke, Kevin Campbell, and Aaron Luurtsema, took second place in the heavy/civil cost estimating, scheduling, and project management competition. They were coached by Tom Larabel.
- Eight students attended the World Workplace annual convention of the International Facility Management Association in Denver. Diane Nagelkirk and Joe Samson accompanied the group.
- Mike Feutz was honored with the Mechanical Service Contractors of America's D.S. O'Brien Award of Excellence.
- The Dental Hygiene program hosted the annual statewide Students of the American Dental Hygiene Association Conference. Over 425 dental hygiene students and dental hygiene faculty attended.
- The College of Pharmacy recently held its third annual Scholarship Dessert Reception. Over \$650,000 was awarded to 293 pharmacy students based on both academic excellence and professional engagement. The College's first Hagerman Scholars were included among the group of honorees and were individually awarded a \$10,000 annual scholarship for each of the four-professional years of the program.
- Craig Norman published a column in *Contact Lens Spectrum* titled "A New Measurement Tool to Improve Presbyopic Lens Fitting."
- At the American Academy of Optometry Meeting in New Orleans, MCO faculty were prominently featured in presentations: "EHR's & Optometric Procedures," James Miller with co-author Brian McDowell; "Corneal Reshaping – It's Not Just for Myopia Control," Bruce Morgan and Craig Norman; "Come Out of the Cloud with Toric Periphery Scleral Contact Lenses," Jamie Kuzinar and Josh Lotoczky; "Five Tips for Achieving Success with Your Scleral Lens Patients," Chad Rosen and Craig Norman; "Applications of Tinted Contact Lenses in Clinical Practice and Research," Stephanie Ramdass and Chad Rosen; "The Use of Yoked Prism in Neuro-optometric Rehabilitation: A Case Series" (poster), Emily Aslakson; and "Determining When to Fit a Contact Lens on a Patient Status Post Keratoplasty: A Case Report," Nicholas Gidosh and Josh Lotoczky.
- Brooke Moore presented *Reach Out & I'll Be There: The Intricate Balance of Supporting Students*, which featured the peer educator pilot program, at the Michigan Center for Student Success Summit in Lansing.
- The Staff Center for Training and Development hosted 40 training opportunities this fall.
- Matthew Olovson and Andy Karafa presented "Understanding and Circumventing Barriers to Equity in Personnel Processes" at the Michigan Works! Annual Conference.
- Brian Craig was honored with a Lifetime Achievement Award from the Grand Rapids chapter of the American Institute of Architects.
- Brad Yarhouse presented, "Comic Media in New Mediums: Dancing on the Head of Closure," at the "Comic Electric: A Digital Comics Symposium" in the United Kingdom.
- Deborah Rockman is featured in "Perpetual Now," a group exhibition at Adrian College.
- Susanna Engbers presented "From Bed-Covering to Banner: Women's Ways of Making Suffrage Arguments through Quilting," at the Biennial Feminisms and Rhetorics

Conference at Arizona State University. She will also present “Constructing Identity in Rhetoric and Design” at Loughborough University in London

- The Student United Way campaign raised \$1,230 throughout the Homecoming week.
- October’s Veterans’ Summit included Adam Forbes, Jake Schrot, guest speaker Michael Lehnert, and a panel of current student veterans. Ferris has been selected as a Top School in the Military Advanced Education and Transition Guide.
- The Financial Aid Office is sending out increased numbers of Woodbridge N. Ferris Scholarship Letters for fall 2016 admits. The office has offered 1,497 scholarships; 193 offers more than at the same time last year.
- The Student Alumni Gold Club coordinated the fifth annual Rake-N-Run as a way to give back to the Big Rapids community. 323 students from 31 RSOs raked the lawns of 130 houses and an elementary school.
- Since its launch in September, the University’s digital marketing campaign ads have generated more than 13 million impressions with our target audience. This helped contribute to a 112% increase of traffic on the admissions website (26,806 visits).
- One Hour Heating and Air Conditioning established an annual HVACR scholarship.
- Lack’s Enterprises established an annual scholarship for dependents of their employees to support Manufacturing and Plastics Engineering Technology students.
- Praxair, Inc. established an annual scholarship for Welding students.
- Dick and Lynn Andresen established the Dale and Tia Wilhelm Volleyball Scholarship Endowment. Dick is a 1964 graduate of the College of Business.

New Web Page Design

Last week the university rolled out a newly redesigned www.ferris.edu homepage. The new home page is focused on engaging prospective students and has been developed as a result of considerable research with students and prospective students. Enrollment studies have shown that 60% of students surveyed cited the web presence as an important factor in choosing and assessing the quality of a college. The new approach is also designed to enhance access and accessibility on a range of devices, including mobile devices. The initial rollout includes the launch of the new homepage, Admissions and Financial Aid pages and other student-recruitment pages.

It has been some time since there was a redesign of the Ferris webpages and it does impact the ways we access Ferris web resources. To help users adjust, the designers have kept the former home page active at www.ferris.edu/archive/. Much work remains on this project as there are many pages throughout the site to update to this new format. I appreciate very much your patience and understanding as this project continues. Updating our website is a massive undertaking. Please join me in thanking the team of Ted Halm, Dale Hobart, Paul Hobart and Jeremy Mishler that has worked very hard to make this possible.

Athletics

Four of our soccer student-athletes were recently recognized with all-conference honors – Erica Bartlett, Ashley Bradstreet, Maddie Haustein and Casey Shauman. Additionally, Maddie Haustien was named the GLIAC Goalkeeper of the Year. Also with the team’s record year, head coach Andy McCaslin is this year’s GLIAC Coach of the Year. The Bulldogs set a school record with 13 regular-season wins and were a runner-up in league regular play – also the best in

school history. Congratulations to our all-conference players, Coach McCaslin and the entire team!

Our women's volleyball team won last Friday evening 3-1 against Wayne State, clinching the GLIAC conference championship. They followed this up with a 3-2 victory over Saginaw Valley. The team will host a quarterfinal GLIAC tournament game this coming Wednesday, Nov. 18 against Michigan Tech, in a game starting at 7 p.m. With a win in the quarterfinal, the team should host the conference tournament on Saturday and Sunday. For the past five years the women's volleyball team is 129-29 with an 81-8 record in GLIAC conference play. Congratulations to Coach Tia Brandel-Wilhelm, assistant Christa Jung, and the volleyball team on winning the conference title and compiling a 28-2 record this season.

Over the weekend our men's hockey team split an away series with the University of Alaska Anchorage. On Friday the team prevailed over the Seawolves 3-2 on the strength of an overtime goal. The team is on the ice at home this coming weekend, Nov. 20-21, facing off against the University of Alaska Fairbanks. Both games start at 7:07 p.m.

The men's basketball team began its regular season in convincing fashion, playing in the GLIAC/GLVC Challenge, and defeating Missouri-St. Louis 80-55 on Saturday, and Quincy 91-68 on Sunday. Their next home game will be Saturday evening at 6 p.m. against St. Joseph's of Indiana.

Men's football closed out a second consecutive unbeaten regular season with a 38-7 home victory over Walsh University on Saturday. It was the team's 25th consecutive regular-season win and clinched their second consecutive GLIAC championship. After the NCAA Selection Show for post-season play, the Bulldogs learned that they open the NCAA tournament in a first round game this Saturday, taking on Texas A&M Commerce on Nov. 21 at noon. This has been a historic two seasons for our Bulldogs and the seventeen seniors on the squad have a combined four-year record of 36-8. Congratulations to head coach Tony Annese, his coaching staff and the football team for a perfect 10-0 season together with the conference championship.

These are truly memorable seasons for both our volleyball and football teams. I encourage you to support all our student-athletes as they enter post-season play.

David L. Eisler, president