

President's Memorandum to Faculty and Staff

Office of the President
October 5, 2015

ArtPrize 2015 Shortlist

This is another remarkable ArtPrize for Kendall College of Art and Design and the Urban Institute for the Contemporary Arts. This past week the shortlist finalists for the juried prizes were announced in five categories. KCAD is well-represented on all of these lists. Most impressively, the college or KCAD alumni are included in all five slots on the shortlist for Best Venue. Up for Best Venue are both the Fed Galleries at KCAD and the UICA. Also on the shortlist are the Spiral Gallery owned by alumnus Steven Vinson; Processing Fiber, curated by KCAD Curatorial Fellow Liz Hertl at 250 Monroe; and SiTE:LAB, whose exhibitions coordinator is KCAD alumnus Tom Clinton. Other juried short-list entries with connections to Kendall are:

- 2-Dimensional Works: Fireside Chats by Britt Spencer at Craft House, a gallery owned by alumni Amanda Carmer, Steven Rainey and Brandon Alman
- 3-Dimensional Works: Last Supper by Julie Green at KCAD; and Relic by Tamara Kostianovsky at UICA
- Time-Based Works: That Was Then by Prince Thomas at KCAD, For the Toward by BOOMERANG at SiTE:LAB, Higher Ground by Kate Gilmore at SiTE:LAB
- Installations: The Sculptural Painting by Jovanni Luna at Spiral Gallery, Stripes for St. Joseph by Nick Kline at SiTE:LAB

Sunday afternoon ArtPrize announced the top-twenty works from public voting. Among those with Kendall connections are:

- 3-Dimensional Works: *MAYA 7624* by Seungmo Park at KCAD
- Time-Based Works: *Symphony of Gestures* by Sara Dittrich and Benjamin Buchanan at UICA

ArtPrize is an extraordinary phenomenon that does so much to highlight the role Kendall College of Art and Design plays in the art and design community in west Michigan. I want to thank everyone who is engaged in ArtPrize as exhibiting artists, volunteers, or supporters. If you have not yet attended ArtPrize, I encourage to do so before the event wraps up. Winning selections will be announced this Friday, Oct. 9, and ArtPrize's closing day is Sunday, Oct. 11.

Strategic Plan Forums

Last week I hosted two open forums on proposed assessments for our strategic plan. I want to thank everyone who took part. If you were unable to attend, the slides from my presentation are accessible here – <http://www.ferris.edu/strategic-planning2/2015-Fall-Forum-Strategic-Plan-Update.pdf>. The assessment measures are displayed through iDashboard software and are accessible at <http://161.57.5.112:6700/idashboards/?guestuser=guest>

Undated information on the continued implementation, measurement and success of our strategic plan may be accessed at <http://www.ferris.edu/strategic-planning/>.

This is still an evolving work-in-progress. While the bulk of the measures are based on data we normally collect, some are based on new or revised survey materials. However, it is already possible to observe progress on several measures. Given that our strategic plan focuses on students, it is not surprising that improvement is most reflected in measures that support or reflect their success.

There is significant improvement in fundraising - gifts to the university are up 24 percent, major gifts (\$50K or more) up 109 percent, and alumni gifts to the university up 236 percent. There is improvement in student financial aid support, student debt reduction, comparative net price of attendance, transfer student graduation rates, student experienceships, and student diversity. Areas of decline include the percent of FTIAC students graduating in 6 years, on the nationally normed Student Achievement Measure, and the number of alumni who give to the university. In considering the data in these measures it is useful to remember there is typically a one-year and sometimes two-year lag in data. This is needed for national sources to collect comparative data from other institutions.

Because this is a dynamic process, we will continue to return to our areas of focus to assess our progress and respond to new measures of our efforts. After reviewing these draft measures, if you have questions, observations, or comments, I would very much like to hear from you. Please write me at eislerd@ferris.edu Thank you for taking time to be engaged with this process.

Good News

The October list of achievements by members of the Ferris community is truly impressive. As always, I am very impressed by the many different ways our students, faculty and staff collaborate – both in terms of projects that take place on campus, as well as in the community. Also, this month there are an extraordinary number of publications, presentations and exhibitions resulting from both academic and creative work. Those items as well as others are in the full list of Good News items on the web at <http://www.ferris.edu/president/goodnews/homepage.htm>. I encourage you to take a few moments to see the full scope of the remarkable things that members of the Ferris community are accomplishing. Here is just a sample of those accomplishments:

- Dr. Lisa Eshbach was recently elected as vice president of Communications for the North American Case Research Association – a collaborative organization of researchers, case writers and teachers who support each other's research and writing efforts.
- Students in the Graphic Communications and Graphic Media Management programs are learning in the new Imaging & Media Production Lab in the Business Building. This technologically innovative new lab is believed to be the only CIP4 / JDF automated workflow lab in the country.
- David Katje, a 2014 FSU Law Enforcement Academy graduate, earned the Medal of Honor from the East Grand Rapids Department of Public Safety. Katje was recognized for his heroic actions in saving the life of an injured, trapped public works employee.

- On Sept. 15, the College of Engineering Technology held its annual student welcome back picnic. Over 875 students, faculty and staff attended this event. Three financial aid vouchers and many other donated prizes were awarded to the students.
- Dr. Anuli Njoku, Public Health, was one of 22 selected Scholars for the 2015 Health Equity Leadership Institute held June 2015 in Madison, Wis.
- Sheila MacEachron, Nuclear Medicine, Dr. Michael Reger (team leader), Public Health, and Dr. Emmanuel Jadhav, Public Health, were awarded an Improving Student Success Online grant, which will be administered through the Faculty Center for Teaching and Learning. The two-year project will focus on COHP 350, Statistics in Healthcare, which is a core course for the college's BS degree students.
- Diane Zeeuw, chair of both the Painting and M.A. in Visual and Critical Studies programs, has been named to a team developing new approaches to ethics and research integrity training. The project is funded through a \$215,000 research grant from the Australian Office of Learning and Teaching. Zeeuw is the only team member not from Australia.
- Drawing professor Deborah Rockman is currently featured in a solo retrospective exhibition - "Deborah Rockman: The Danger of Being Born (De Novo)" – at the Rebecca Randal Bryan Art Gallery at Coastal Carolina University.
- Illustration professor Patricia Constantine is currently featured in a solo exhibition at Muskegon Community College's Overbrook Art Gallery entitled "Myth and Reality: Drawings by Patricia Constantine."
- The Pharmacy Peer Mentor Program begins its fifth year with 73 second-year mentors and 91 first-year mentees. The program continues to successfully support first-year Pharmacy students as they transition from Pre-pharmacy to the Pharm. D. program.
- Israel Ledesma, Admissions Officer for EIO, received a Leadership, Excellence and Development award from the Grand Rapids Area Professionals for Excellence.
- Ferris Online was rated best in Michigan 2015-16 by Affordable College Online. Link: (<http://www.affordablecollegesonline.org/online-colleges/michigan/>).
- The Women in Optometry club had its largest gathering to date to discuss "Knowing your value and staying true to yourself in negotiations," in September. Founded by Dr. Sarah Hinkley for MCO students, the group meets to discuss issues affecting females in optometry.
- Teresa Brown, Kimberly Smith, Karen Royster James, Abby Wagner, Vicky Deur and team successfully implemented TutorTrac, a campus web application that assists students in scheduling tutoring appointments.
- Abby Wagner's article "Tutor Your Student, Not Just Your Topic," is featured in the fall 2015 *National Tutoring Association Newsletter*.
- The Students with Children Program directed by Karen GreenBay was ranked by *BestColleges.com* for their programming efforts to support parents pursuing degrees at Ferris.
- Ferris State University has been awarded the MACRAO 2015 Equity in Education Award for the Woodbridge Promise Summer Success Program. There are a number of articles related to the Summer Success Program at <http://www.ferris.edu/HTMLS/colleges/university/transfer/transfercenter/news.htm> .

- Professional Tennis Management Director Derek Ameel is working with the United States Tennis Association to promote the PTM program, which received a \$150,000 grant from the USTA for improvements at the Racquet and Fitness Center. The USTA is dedicating another \$70,000 to internet promotions and tracking of prospective PTM students.
- The iConnect program in Student Technology Services served more than 550 individuals over move-in weekend with an estimated 1,400 phones, tablets, PC's and other computing devices connected to the network
- The Office of Financial Aid and Scholarships reports that there are 127 fewer students on suspended financial aid status for fall 2015 compared to fall 2014. These are students who have not made satisfactory academic progress towards their degree.
- The Saginaw Plumbing and Steamfitting Supervisory Training Trust established the UA Local 85 Plumbers, Steamfitters and HVACR Service and Affiliated Contractors Scholarship Endowment to support students in HVACR.
- The Student Alumni Gold Club hosted their annual "Cover the Seal" event, in which students, community members and faculty/staff donate to help a worthy cause. This year's charity was the Helen DeVos Children's Hospital. In all, the event raised nearly \$2,000.

Athletics

Our student-athletes continue to do an outstanding job of representing Ferris State University this fall. On Saturday our men's football team trailed at the half 14-28, but came from behind to beat Findlay 42-39. The win was the team's 19th consecutive regular-season victory. This coming Saturday they face Tiffin University in an away game.

Women's volleyball beat Tiffin Friday evening and Ohio Dominican Saturday afternoon, both by a score of 3-0, to remain the only unbeaten team in GLIAC conference play. Saturday's win was their 19th-straight home victory. They next face Ashland University in an away game Friday, followed by another away contest against Lake Erie on Saturday.

On Sept. 29, our men's golf took team championship honors in the 2015 NCAA Midwest Fall Regional in Chicago. The Bulldogs next play on Oct. 12-13 at the NCAA Midwest Regional #2 Tourney in Eureka, Mo.

Women's soccer defeated Northwood Friday 1-0 and then Saginaw Valley 2-0 on Sunday to extend their unbeaten streak to 11. Their next two games are also on the road, Friday against Lake Erie and Sunday against Ashland.

In cross country senior Emily Haynes was chosen as the GLIAC's Female Runner of the Week, while junior Logan Hammer won the same honor for male student-athletes. Both teams are back in action this coming Saturday with a pair of meets comprised of the Lewis Crossover in Romeoville, Ill., and the Northwood Invitational in Midland.

Our men's hockey team defeated the University of Lethbridge 4-2 in an exhibition game Sunday and opens regular-season play this coming Friday, facing-off against Western Michigan University at 7 p.m. in Kalamazoo. They follow-up with their home opener Saturday, Oct. 10, against WMU at Ewingleben Ice Arena at 7:07 p.m.

David L. Eisler, president