



President's Corner

This fall, we experienced a very busy and exciting start to the academic year. The hard work of faculty and staff is once again evident in record numbers of students choosing to attend Ferris State University. System-wide enrollment is 13,532 students – an increase of 445 students over Fall 2007. Thank you to everyone who shows such concern and personal attention toward our students.

Our effort to ensure the University is ready to respond to emergency situations continues to be a top priority. An emergency planning and response brochure was distributed to the campus community outlining the steps we have taken to heighten campus security. A pdf-file copy of the brochure and other emergency preparedness information is available online at www.ferris.edu/president by clicking on "Emergency Preparedness Reports."

With several consecutive years of record enrollment making us the fastest-growing public university in Michigan, Ferris State University looks forward to celebrating its 125th anniversary in 2009.



David L. Eisler

On Campus Bulldogs In Action Relieve Move-In Day Stress

Ferris State University students rolled up their sleeves and flexed their muscles to help relieve some of the stress that accompanies move-in day for parents and students. Lugging everything from boxes of clothes to mini-refrigerators to futons, Bulldogs in Action helped make move-in day seamless for hundreds of students moving into one of 19 residence halls on campus.

Bulldogs In Action is sponsored by the Office of Residential Life and the Honors Program, and motivation for the student volunteers to take time from their own back-to-school routine was simple: help out and make friends.

"I wanted to know the campus a little more and to meet people," said Bulldogs In Action volunteer Andrew Bolaert, a freshman from Capac, Mich.

Parents who originally thought they would have to unload everything were pleasantly surprised when students rushed to their cars ready to lift and carry. "These students did a tremendous job, they carried the loft up to the room. When I was here, we did it ourselves but this is a wonderful idea," parent Gerald Richardson said.

Ferris Officials Report Record Fall Enrollment

Students are back in class and the campus is bustling at Ferris State University, where officials are reporting another record fall enrollment.

The fastest-growing public university in Michigan, Ferris officials report there are 13,532 students enrolled systemwide. With 445 more students attending classes in Fall 2008 over 2007, this translates into a 3.4 percent enrollment increase systemwide.

"Students are responding positively to our small class sizes and the supportive educational environment our faculty and staff help create," Ferris President David Eisler said. "The kind of career-oriented education we offer is important to students today. Our graduates leave with degrees that prepare them to succeed in an increasingly competitive global economy."

Ferris also offers students a wide array of scholarship opportunities that help defray the cost of obtaining a degree at Ferris State University, Interim Vice President for Academic Affairs Daniel Burcham said. Nearly 7,000 scholarships worth a total value of \$18.9 million were awarded to students for the 2008-09 academic year.

Stay Connected: Ferris Upgrades Emergency Planning and Response

Assuring a safe campus for students, faculty, staff and visitors has long been a priority for Ferris State University. Despite this focus, both man-made and natural disasters can happen anywhere. Because of this, the University has re-evaluated its procedures for responding to an emergency and communicating during a crisis situation.

Ferris established an Emergency Preparedness Committee, which undertook an extensive review of the University's ability to identify and prevent or mitigate potentially dangerous situations.

As a result of that review, the University implemented new systems and procedures in a number of areas, including

- **City Watch.** During Orientation sessions this summer, students were urged to sign up to receive text and/or voice messages on their cell phone during an emergency. Faculty and staff can sign up for this service as well, which builds on existing telephone rollout capabilities. To sign up for this service, go to citywatch.ferris.edu/signup/index.asp.
- **Classroom Communications.** Plans are underway to install telephones in classrooms on the Big Rapids campus. This phone system will be augmented by informational "pop-up box" emergency text messaging, which will be rolled out first to classroom computers, then extended to all University computers.
- **Campus "Blue Light" Phones/Residence Hall Card Readers.** Emergency "Blue Light" phones and electronic card readers were installed at residence halls in September. Following the installation of the phones at residence halls, additional stand-alone phones will be rolled-out throughout campus.
- **Outdoor Broadcast System.** A new outdoor broadcast system will provide the ability to broadcast emergency messages across campus. Speakers will be mounted on 40-foot metal poles, spaced to give the maximum amount of coverage. The University is working with the Big Rapids community to coordinate this emergency system.
- **Electronic Message Board.** A new electronic message board – similar to those outside of Ewgleben Sports Complex and Williams Auditorium – has been mounted at Wheeler Pavilion. The possibility of installing additional electronic signs is also being explored. In an emergency situation, the University will have the ability to display relevant information on this and other electronic message boards on campus.





Meadows Finds Niche as Director of Equal Opportunity

Director of Equal Opportunity Pam Meadows is committed to eliminating unlawful discriminatory practices and promoting compliance in all aspects of the hiring process at Ferris State University. What does this mean? The staff of *Points of Pride* want to promote awareness on how each of us plays a role in helping shape the campus community at Ferris State University.

Consider for a moment the following questions: How does your attitude (positive, negative or indifferent) translate into your daily interactions with colleagues, students and campus visitors? Have you considered that personal interaction can lead to satisfaction or dissatisfaction? Are you aware of the role you play in shaping the campus community at Ferris State University?

Have we aroused your curiosity yet? Read below and see what Meadows has to say about equal opportunity, her role and yours as members of the campus community.

(Points of Pride) What is the role of the director of Equal Opportunity?

(Meadows) Previously, this position was known as the director of Affirmative Action. As director of Equal Opportunity, I serve a dual role working primarily with employee recruiting but also investigating employee concerns regarding civil rights. In regards to employee recruiting, I review hiring packets and applications for uniformity, consistency and fairness. I also provide guidance to search committees by helping them with position vacancy announcements and identifying all resources in looking for candidates to pinpoint where the committee might have a good return with the applicant pool. It's really helpful for me to be involved with the recruiting process before the search begins to ensure there is compliance in regard to the University's mission, vision and values, and diversity statement.

I also respond to civil rights concerns in which a person feels they may have been treated differently. I become involved to sort out a discrepancy and seek a resolution. If this cannot be done, an investigation is conducted and a disposition rendered. While this avenue is available, we really want to encourage everyone to work amicably and cordially.

(Points of Pride) How do you work with the campus community to promote positive labor relations?

(Meadows) We are developing a training initiative to further educate the campus community about issues of discrimination and harassment. While it's still in the works, we hope to begin offering sessions yet this



fall, probably in October or November. I do not want this to take on the format of a seminar, but I want the program to be a precursor to helping people understand the role they play within the campus community.

Currently, new employees receive anti-harassment training during new employee orientation. The program would expand upon that to give everyone at Ferris a good, thorough knowledge of what it means to be compliant – what's the right thing to do. It's about fostering collegiality and giving people a clear position on choices and consequences.

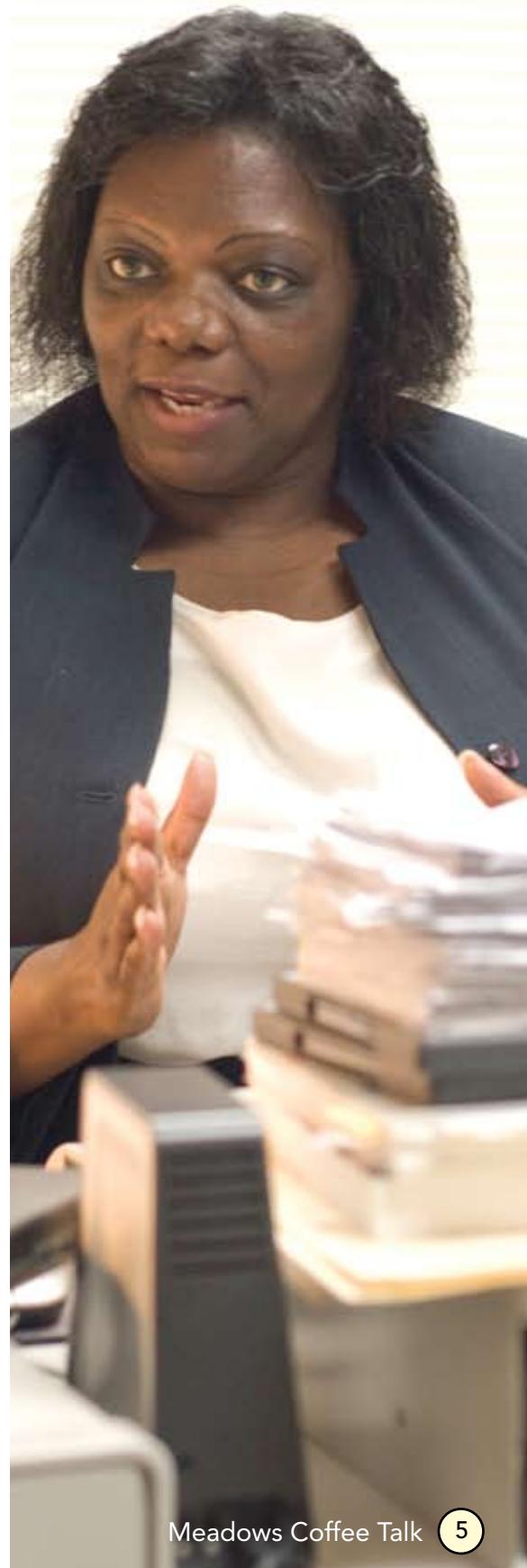
What I envision is interactive employee role playing. I am really opposed to a lecture-style format. I can see people interacting in a U-shaped format in sessions of about 30 people from different departments around campus. There may be some video illustrations but the point is to engage the audience and help people understand we all have a common purpose.

It's about putting action behind words...the sky's the limit. The goal is to give a thorough definition and understanding on how to demonstrate and apply teamwork. Discrimination and harassment does not benefit anyone and the goal is to eliminate this. If you experience, witness or hear this, do something about it. I can't do this individually; we all must take ownership.

Participants will then be asked anonymously to share their feelings about the experience so the training program can be tweaked and fine-tuned, ideally incorporating best practices that result in demonstrable and measurable outcomes.

(Points of Pride) What is your background in working with human resources and civil rights?

(Meadows) Working at Ferris is not just a job, it's the perfect marriage of my overall experiences. I've worked with government and private sectors, and have human resources and civil rights experience. The director of Equal Opportunity position allows me to do both successfully and uniquely brings together resources. I've also taken on work that is similar to a consulting responsibility by collaborating with others to establish RAID – Rally Against Individual Discrimination – a registered organization with the state of Michigan that is strictly non-profit and assists people who believe they have been treated differently. I am committed to helping in all capacities.





International Center Steps Up to Students' Needs

Would you care to take a guess as to how many countries are represented among the University's student population? Or, the number of students from Ferris studying away?

For Ferris' new International Center these questions are a snap.

Take a stroll to the fourth floor of FLITE for a visit to its new location in Room 408. You're sure to meet an international student or two, and maybe even find a study away opportunity that strikes your fancy.

The center may be in its infancy, bringing the offices of International Advising, International Recruiting and Admissions, and Study Away together in July of 2008, but a wealth of information awaits.

The Study Away program offers students options for semester-long study at 15 partner institutions, program Coordinator Tara Benzing says, adding she's in the process of coordinating 18 short-term study away options for the 2009 academic year.

While short-term study away options change year-to-year, the two-week courses taught by a wide variety of Ferris faculty also provide excellent opportunities for students to broaden their educational perspective

Ferris' campus also is a great place for international students to experience a different educational environment, Coordinator of International Student Recruiting Luzia Tartari says, noting there currently are about 160 international students enrolled at Ferris.

Those students are keeping International Student Advisor Janel Lockwood busy as she plans student mentor programs, exploration trips to Chicago and Detroit, dinners, shopping and even sessions on immigration.

But, despite all the action, the International Center is a seamless operation that will only continue to grow.

"One of the greatest aspects of each of our offices coming together to create the International Center is that we're in an easily recognizable location on campus," Benzing says. "Here, I run into students everyday and can ask them how they're doing, and if they need help; in my old office, I wouldn't run into students everyday and have the opportunity to make sure they have what they need."

Lockwood agrees. "The International Center has made campus more friendly for international students. They have an area to hang out; with summer orientation, we had a lot of positive response to offering each of our services in one location."

Tartari notes the center has been on her radar for several years, but the idea gathered steam in August of 2007. The center is part of the University's Diversity Plan, and according to a survey of international students in spring 2007, is what students wanted.

"It was awkward having our offices in different campus locations," Tartari notes. "The center gets rid of that disconnection and creates a synergy...an international feeling among students."

The International Center engages students, the trio adds. International students are meeting other international students, and American students are getting to know their foreign counterparts.

Creating such good will is key for students who are away from home and all that is familiar to them, Tartari said. Students can be our best recruiters, so it's their perceptions that can influence other students considering attending Ferris.

Or vice versa, Benzing added. American students want to know what's available at the partner institution they'll be studying at for a semester. The International Center allows each of us to be more in tune with students' needs.

"For example, if Luzia is on an Admissions trip, I may have her visit one of our partner institutions and take pictures of the bathrooms, classrooms, etc.," Benzing says, noting these are just some of the things students want to know.

And that's just the tip of the iceberg, they say. The International Center's success will continue to blossom, and hopefully increase student and faculty opportunities for a better international experience. More information about the International Center is available at www.ferris.edu/international.

Did you know that there are students from more than 35 countries currently attending Ferris State University? Or, are you aware more than 120 students, passport in tow, studied at foreign institutions during the 2007-08 academic year?





Vision of Hope

From hearing the sound of a toddler laughing, to tasting your favorite culinary delight, to seeing the faces of your loved ones, our five senses – sight, hearing, touch, taste and smell, play important roles in our daily lives. The Michigan College of Optometry at Ferris State University thinks so, too. That's why several fourth-year Optometry students and faculty members spent the day in Traverse City to provide basic eye care to the children of migrant farm workers participating in the Northwest Michigan Migrant Education Program.

Optometry students were able to provide vision screenings to young children, maximizing their ability to learn and hopefully establishing a foundation for future success.

"In about five hours we saw almost 90 children, nine of whom received eyeglasses, free of charge," said Optometry student Desiree Ratzenberger, from Washington, Mich. "It was a very rewarding experience, the kids really appreciated us, and they had fun, too. I'm really glad we could help them."

According to Dr. Robert Foote, adjunct clinical faculty member, the vision screening project began in the early 1990s under a federal grant managed by the MCO. In 1996 the grant was no longer available, so Foote, along with MCO colleague Dr. Paul Kropf, decided the experience was too valuable to just let go, so they looked for other sources to assist in covering the project's expenses.

Since 1999 the MCO and the Northwest Michigan Migrant Education Program have been fortunate to receive funding from the Michigan Foundation for Vision Awareness to conduct the vision screenings for the children of migrant farm families. The program draws children from Antrim, Benzie, Grand Traverse and Leelanau counties. MFVA has provided more than \$12,000 toward conducting the vision screenings of 11,958 migrant children ranging from 3 to 17 years of age, in addition to the transportation, lodging and meals of 46 Optometry students, and 174 pairs of eyeglasses. Kropf, Dr. Mark Swan, the late Dr. Walter Betts, Dr. Nathan Baas and Foote have all volunteered their time to assist students with this invaluable experience.

"During the vision screenings our students work in less than ideal conditions using portable equipment, and trial frames with loose lenses," says Foote. "It takes a lot of time, coordination, effort and patience, but it pays off in the end."

Thanks to dedicated faculty members like Foote and his colleagues in the MCO, students are not only gaining practical experience, they are understanding the need for social responsibility and activism in their careers as optometrists.

Celebrating 100 Years of Bulldog Football

Bob Leach, head coach of the Ferris State University team that finished the 1968 football season with an undefeated record, has been around the program for more than 40 of those 100 years of varsity competition. Leach, who still owns a home in Big Rapids, is a human encyclopedia of Ferris State University football history. That gridiron history dates back to the early 1900s – an era of leather helmets for players who often had to perform a yard-work ritual to prepare its old field.

A Lot Has Changed During the Last Century

"Ferris has really come a long way during 100 years of football ... especially from where it was in the very beginning," said Leach, who earned 17 wins in four seasons as coach of the Bulldogs. "Back then, the team used to play on a gravel field behind the current location of Masselink Hall (on the main Ferris campus in Big Rapids). Players used to have to come in and pick up stones off the field before practice. From there, the team's home turf moved to Mitchell Creek field (former home of Big Rapids High School football and the current home for some of Cross-roads Charter Academy's athletic teams) and finally Ferris moved to its current home at Top Taggart in 1957. So, we've gone from a program that was having its kids picking stones off the field to today playing on a state-of-the-art (Mondo Ecofill artificial) playing surface installed this summer ... all this and more has happened in a span of 100 years."

The birth of Bulldog football is a chapter deep in the history books. Prior to elevating to varsity status beginning in the early 1900s, Ferris routinely faced local teams from schools in Big Rapids, Traverse City, Reed City, Cadillac, Manistee, Marion and Grand Rapids. By 1911 under head coach W.C. "Top" Taggart, a 2002 Bulldog Athletic Hall of Fame inductee, Ferris had begun to play more college teams as it challenged the likes of Central Michigan, Western Michigan and the freshmen team from Michigan State. As more schools added varsity football during the next few decades, Ferris began to play more of a true college schedule beginning in the 1930s under head coach Bill McElwain, also a 2002 Bulldog Athletic Hall of Fame inductee.

The Struggles Continue For the Bulldogs

The Bulldogs struggled through tough seasons by the start of the 1960s. Ferris began with one of its best years ever at 7-1-0 under head coach Sam Ketchman in 1960. From there, the team finished 5-3 a year later, in 1961. Times grew tough for the Bulldogs as the program struggled to 3-4-1, in 1962; 4-4-0, in 1963; and then bottomed out with back-to-back winless campaigns of 0-6-2 and 0-8-0 in 1964 and 1965, respectively. In 1966, Ketchman's final year as head coach, the team finished 1-5-1.





It was at that time the University took a chance and hired Leach as head coach. The struggles continued in 1967, however, as Ferris finished winless at 0-7-1. But, fortunes changed – and changed quickly. In 1968, the Bulldogs stormed their way to a 7-0-1 record in Leach's second season to cement a place in the program's history of gridiron competition.

"At the beginning of the 1960s, we had not been very successful in terms of wins and losses, but we learned how to win, and we learned about the price you have to pay to be able to win."

Bob Leach

"At the beginning of the 1960s, we had not been very successful in terms of wins and losses, but we learned how to win, and we learned about the price you have to pay to be able to win," Leach said. "We not only developed some good football players and built some good football teams, but we developed some good young men who have gone on since football and done some great things in life. They applied what they learned in football and in the classroom to life and turned themselves into success stories."

Setting the Stage For Bigger and Better Things

Forty years later, the success of the 1968 team remains as vivid in the minds of some people as if it happened far more recently. The 1968 season was historic in many different respects. In addition to being the 100th season of varsity football, 2008 marks the 40th anniversary of the 1968 team's historic run to greatness with its undefeated season. On Oct. 18, Ferris hosted homecoming and a football alumni reunion as the Bulldogs took on Wayne State at Top Taggart Field. That same day, the University officially welcomed the return of a Victory Bell to the stadium.

The product of humble beginnings, the Ferris State University football program enjoyed its first breakthrough year in 1968 before it truly soared to more national prominence in the glory years of the 1990s as championship seasons became synonymous with Ferris State University. Ferris won or shared five straight Midwest Intercollegiate Football Conference or Great Lakes Intercollegiate Athletic Conference championships during the decade from 1992 through 1996 under the leadership of head coaches Keith Ot-

terbein, the current head football coach at Hillsdale College who was inducted into the Bulldog Athletic Hall of Fame this fall, and his successor, current FSU head coach Jeff Pierce, who played football for the Bulldogs, graduated from Ferris and paid his dues as an assistant coach. That passion for Bulldog football paid off for Pierce. He took the reins of the program from Otterbein prior to the start of the 1995 campaign that witnessed the team advance to the NCAA Division II national semifinals before falling to the eventual national champion, leading the program to a sixth title during the decade as the 1999 team won the GLIAC.

Respectful of the Past, Current Bulldogs Embrace Tradition

"Many of the people who have played football here at Ferris over the last 100 years continue to support us, and it will bring back many memories for them," said Pierce, who is in his 14th season running the program. "The 1990s really elevated the expectations of our program, but everyone who's been associated with Bulldog football over the last 100 years has dedicated themselves into achieving success, which has really created a unique identity for our school."



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Coffee aficionados across campus are rejoicing as Starbucks opened a location in the connector of Ferris' Interdisciplinary Resource Center. In fact, within the coffee house's first nine days of business, baristas served more than 4,000 customers, Director of Dining Services Lori Helmer said. "The IRC is a very inviting place where students, faculty, staff and visitors gather to relax, study and socialize," she said. "We believe the addition of Starbucks enhances this atmosphere."

Points of Pride

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Stay Connected: Ferris Upgrades
Emergency Planning and Response
page 3



International Center Steps Up
to Students' Needs
pages 6 and 7



Celebrating 100 Years of
Bulldog Football
pages 9, 10 and 11

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