

Points of Pride

Twenty-five scholars from a variety of disciplines have joined the ranks of full-time faculty members at Ferris State University for the 2013-14 academic year.

The fall edition of the Points of Pride newsletter introduces our new faculty, who will help prepare Ferris students for the challenges and opportunities ahead.





OUR
CAMPUS
COMMUNITY
IS EXCITED
TO SEE
FERRIS
MOVE
FORWARD
INTO THE
FUTURE.



Greetings and welcome to the start of the 2013-14 academic year at Ferris State University.

Since last January, our campus community has been engaged in thoughtful discussions about the future direction of our university. Professor Sandy Balkema and I share the honor of serving as co-chairs of our current Strategic Planning Committee. This committee has a dedicated team of co-champions leading and listening to conversations about Ferris' Core Values and how these Core Values can, should and will guide our future steps as we move forward.

As a committee, we have conducted listening sessions with more than 20 groups, both small and large, across campus. Many of our students, staff, faculty, administrators, future students, parents and community members were given the opportunity to meet with us face-to-face to discuss Ferris' future and share ideas about our Core Values. Those who were unable to join in person had the opportunity to submit their thoughts via written means, including an online forum. Our committee was delighted at the valuable feedback we were able to garner from these sessions.

One notable observation by our committee is the sense of pride we heard in our people's voices as they discussed their love for Ferris and the many great things that we offer here.

We also heard a sense of urgency communicated by our people as they shared thoughts and ideas regarding opportunities we should consider pursuing. Our campus community is excited to see Ferris move forward into the future. While we remain committed to achieving academic excellence, we will also explore ways that we can continue to be nimble and responsive to the needs of our students, employees and the employers of our graduates. We look forward to the months ahead and the continued focus on collaboration, diversity, ethical community, excellence, learning and opportunity.

Best wishes to you during this academic year.

Fritz J. Erickson, Ed.D.

Provost and Vice President for Academic Affairs

THE PHYSICAL CAMPUS

Despite the challenges of an economic environment that has endured a prolonged downturn, Ferris has constructed, renovated or expanded key facilities in support of the university's academic mission. This is an investment of more than \$150 million in the local economy and campus facilities.

MICHIGAN COLLEGE OF OPTOMETRY – At the dedication of the MCO's new facility in June 2011, Eisler said, "In many ways, this building is a symbol to the tenacity of our university and its people, who refuse to be discouraged and continue to work until dreams are transformed into reality."

The building had been a priority of the university for many years, as the MCO's previous home, Pennock Hall, originally was designed as a residence hall.

WOODBIDGE N. FERRIS BUILDING – The renovated historic Federal Building in downtown Grand Rapids, which expanded Ferris' Kendall College of Art and Design campus and was renamed in August to honor the university's founder, is the result of a unique private-public partnership. The building has been transformed into instructional, office and exhibition space for the rapidly growing KCAD campus.

EAST CAMPUS SUITES AND THE ROCK CAFÉ – These new student residences and fresh approach to campus dining, together with significant residence hall renovations, have modernized much of the student-life experience on the Big Rapids campus.

JIM CROW MUSEUM OF RACIST MEMORABILIA – Dedicated to the scholarly exploration of the causes of racism, the Jim Crow Museum's new, more public facility in the Ferris Library for Information, Technology and Education expanded access to the museum's collection of popular culture artifacts, collected by curator and founder David Pilgrim, Ferris' vice president of Diversity and Inclusion, that embody racial stereotypes.

UNIVERSITY CENTER – The university's most recent construction project is transforming the former Rankin Student Center into a modern University Center to better serve students, faculty, staff and visitors.

FERRIS GROWS ACADEMICALLY, PHYSICALLY IN DECADE UNDER EISLER'S LEADERSHIP

In July 2013, **David Eisler** became the fifth president of Ferris State University to lead the institution for a decade or more. He joined founder Woodbridge Ferris (1884-1928) and presidents Ernest Brown (1936-46), Victor Spathelf (1952-70) and Robert Ewigleben (1971-84) in this distinction.

"It is a privilege to work at Ferris, where our educational efforts make such a positive difference in the lives of our students," Eisler said. "Each of us at Ferris understands this is a very special institution with a unique mission. Our emphasis on a high-quality education that prepares graduates for career success is precisely what is needed in today's knowledge-based economy. It is a part of our institutional DNA, something we trace back to our founder, Woodbridge Ferris."

Since 2003, the university has grown in enrollment, added new buildings both in Big Rapids and Grand Rapids, and created new programs to respond to that changing job market. Here are 10 developments (and some runners-up) emblematic of Ferris' growth and accomplishment during the past decade:

Other notable developments: renovation of the Interdisciplinary Resource Center, dedication of the Granger Center for Construction and HVACR, and the Pharmacy Center for Innovational Learning and Research, which, along with the Woodbridge N. Ferris Building, has extended the university's presence in Grand Rapids.

ACADEMICS AND GROWTH

The last 10 years have been a time during which the university has balanced attracting an increased number of students, raising the graduation rate and anticipating what trends will affect the university in the next decade and beyond.

ENROLLMENT – In 2002, the year before Eisler was inaugurated, enrollment at Ferris stood at 11,074. In fall 2011 and 2012, enrollment topped 14,500 – a historic high.

GRADUATION RATE – The cohort of First Time in Any College students who entered Ferris in 2006 and graduated by 2012 increased more than 20 percent in the six-year degree completion rate compared to FTIACs in the 2005 cohort. Fifty-six percent of FTIAC students who began their academic careers at Ferris in 2006 finished their degrees within six years. This is a historically strong showing for the university.

STRATEGIC PLANNING – "Too often, traditional planning can take the plans from previous years, dust them off, update them a bit, and put them back on the shelf," Eisler said when he introduced a more collaborative, inclusive Strategic Planning process to facilitate new thinking about the university's future.

"Ferris is a nimble university committed to degree development, excellence and innovation," Eisler said.

The university's commitment to academic quality is reflected in the 10-year, full accreditation it received in 2012. The nimbleness of innovation includes many new degree programs created by faculty members in new economy areas, including Digital Animation and Game Design, Energy Systems Engineering, Molecular Diagnostics, Collaborative Design, Design and Innovation Management.

Ferris also celebrated its first graduating cohort in the Doctorate in Community College Leadership program and established the Center for Latin@ Studies.

BEYOND BIG RAPIDS

If it wasn't evident before, it is now clear that Ferris State University extends beyond its traditional Big Rapids campus.

GROWTH OF KENDALL COLLEGE OF ART AND DESIGN – During the last 10 years, from 2003 to 2012, Ferris' Kendall College of Art and Design has grown almost 60 percent, from 924 students to 1,461 students.

INTERNATIONAL PERSPECTIVE – In addition to attracting more international students, the university has made an interconnected, global perspective a part of its curriculum through its Office of International Education.

Other notable developments: Community college partnerships, including reverse-transfer agreements as well as bachelor degree offerings in 18 statewide locations; Woodbridge Ferris Early College Program at Rockford Public Schools; expanded number of Fulbright Scholars.

In one of his first addresses to campus in 2003, Eisler said, "I believe that a learning institution with a shared vision for the future can proactively create its future, rather than react to the forces around."

That belief in collaboration has resulted in the university's expansion physically and academically, as well as in a broadened sense of future possibilities, whose further expansion continues to be a priority for the future of Ferris State University.



David Eisler - 2003



Jessica Gladden

BIRTHPLACE: Anchorage, Alaska

BEFORE FERRIS: Adjunct professor at Grand Valley State University and Michigan State University; executive director at Thrive: A Refugee Support Program in Grand Rapids, Mich.

EDUCATION: Master of Social Work, GVSU, 2003; Ph.D., MSU, 2012

WHAT SHE WILL TEACH: Introduction to Social Work, Social Welfare Policy, Human Behavior and the Social Environment

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A passion for working with and empowering people."

EXPERTISE: Working with refugees and immigrants

ACADEMIC PASSION: Experiential learning

WHY SHE'S EXCITED TO BE AT FERRIS: "Small classroom sizes, interaction with students, great faculty."

ADVICE FOR STUDENTS: "Learn another language, and take study abroad classes."

OUTSIDE INTEREST: Music

SOMETHING MOST PEOPLE DON'T KNOW: "I play drums in two West African/Afro-Caribbean bands."

Konara (Yamuna) Kollalpitiya

BIRTHPLACE: Kandy, Sri Lanka

SHE IS: Assistant professor

BEFORE FERRIS: Professor of Chemistry at Warren Wilson College in Asheville, N.C.

EDUCATION: Bachelor of Science in Chemistry, University of Peradeniya, Sri Lanka, 2000; Ph.D. in Chemistry, Wichita State University, 2011

WHAT SHE WILL TEACH: Biochemistry, General Chemistry

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "Knowledge and confidence."

EXPERTISE: "Neurochemistry. I have studied metal toxicity to neuronal cells."

ACADEMIC PASSION: Read more, learn more and use my knowledge and experience to help students succeed."

ADVICE FOR STUDENTS: "Always remember your goal, and try your best. You will be amazed by what you can achieve."

OUTSIDE INTERESTS: "I love nature and capturing nature's beauty."

SOMETHING MOST PEOPLE DON'T KNOW: "I had long hair – to my knee – when I came to U.S.A. in 2005."



Chris Redker

BIRTHPLACE: Lansing, Mich.

HE IS: Assistant professor

EDUCATION: Ph.D. in Applied Experimental Psychology, Central Michigan University, 2009

WHAT HE WILL TEACH: Introduction to Psychology, Statistics for Psychological Science, Research Methods, Social Psychology

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "I want students to become excited about psychology and how it can be used to enhance their lives and the lives of others. I also want them to understand that it is a very diverse scientific field and treating individuals with mental disorders is just a small part of what the field is about. In fact, most research psychologists (including myself) are interested in healthy, 'normal' people."

EXPERTISE: "My research examines a variety of areas within the area of social cognition, including the acquisition of affective associations (e.g., evaluative conditioning), implicit attitudes and media effects."

ACADEMIC PASSION: "I am fully devoted to my instructional efforts in and out of the classroom. I look forward to interacting with my students on a daily basis, and I enjoy teaching very much. I'm passionate about the subject I teach and, therefore, I find it easy to pass this enthusiasm on to my students."

WHY HE'S EXCITED TO BE AT FERRIS: "I have come to appreciate having such great colleagues. I also value that the university's focus is on teaching but that an emphasis is also given to research activity."

ADVICE FOR STUDENTS: "Get involved in as many activities as you can while you're here."

OUTSIDE INTERESTS: Playing and listening to music, fishing, barbecuing, spending time with family

Felix Smith

BIRTHPLACE: United Kingdom

HE IS: Assistant professor

BEFORE FERRIS: Adjunct faculty at Ferris and clinical psychologist at Partners-in-Change, a private practice in Midland, Mich.

EDUCATION: BSc in Psychology with Sociology, University of Leicester, U.K., June 1999; Master of Arts in Clinical Psychology, Central Michigan University, 2006; Ph.D. in Clinical Psychology, CMU, 2013

WHAT HE WILL TEACH: Introduction to Psychology, Personality Psychology, Abnormal Psychology, Counseling Theories and Practice

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "An appreciation for the need to think critically about psychology, an area that many of us consider ourselves to already be experts in."

EXPERTISE: Forensic psychology, psychopathology, unusual sexual behavior

ACADEMIC PASSION: "Understanding criminal sexual behavior."

WHY HE'S EXCITED TO BE AT FERRIS: "The chance to make a difference at the undergraduate level."

ADVICE FOR STUDENTS: Maintain a balanced lifestyle. Your sleep debt is not a credit card; you cannot pay it off monthly."

OUTSIDE INTERESTS: Travel, museums

SOMETHING MOST PEOPLE DON'T KNOW: "I once lived in a tent in a swamp in New Hampshire for three months."



David Brown

BIRTHPLACE: Lansing, Mich.

HE IS: Assistant professor

BEFORE FERRIS: Vice President of Operations, Ebix BPO in Atlanta, Ga.

EDUCATION: Bachelor of Arts in Socioeconomics, Michigan State University, 1987; Master of Business Administration, Grand Valley State University, 1990; Doctor of Business Administration, Walden University, 2011

WHAT HE WILL TEACH: Management, insurance, risk management, entrepreneurship

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "The ability to effectively and appropriately apply academic concepts in the real world to bring about positive change."

EXPERTISE: Entrepreneurship and human resource management, particularly involving technology platforms within the insurance and risk management industry

ACADEMIC PASSION: "Engaging students in discussions that broaden their horizons and open their eyes to the possibility that permeates their world."

WHY HE'S EXCITED TO BE AT FERRIS: "I am excited for the possibility and promise that exist at Ferris. I am eager to help the Ferris Insurance and Risk Management program become one of the elite insurance-focused degree programs in the nation."

ADVICE FOR STUDENTS: "Strengthen your communication skills because the ability to clearly articulate your thoughts is universally helpful no matter what the endeavor."

OUTSIDE INTERESTS: Reading, writing, consulting, travel and "spending time with my beautiful wife and daughters."

SOMETHING MOST PEOPLE DON'T KNOW: "I enjoy classic rock music and concerts."



Emily W. Fransted

BIRTHPLACE: Port Huron, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Partner, Lobert & Fransted, PC in Big Rapids; adjunct faculty, Ferris State University

EDUCATION: Bachelor of Arts in Public Policy and Administration, Michigan State University, 2002; Juris Doctorate, Michigan State University College of Law, 2005

WHAT SHE WILL TEACH: Law in the United States, Legal Environment of Business, Employment Law

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A solid grasp of fundamental legal principles and procedure and the skills to analyze real-world situations as they encounter them."

EXPERTISE: "Having worked as a general practitioner in our relatively small community for several years, I've developed a broad base of knowledge in many areas

of civil law."

ACADEMIC PASSION: Legal research and writing. "I enjoy researching case law, analyzing and applying what I learn."

WHY SHE'S EXCITED TO BE AT FERRIS: "While working in the Big Rapids area during the last eight years, I've gained a great appreciation for what Ferris contributes to the community. I am excited to be a part of what Ferris stands for."

ADVICE FOR STUDENTS: "College offers you incredible access to academic, social and professional resources. Take advantage of the opportunities around you."

OUTSIDE INTERESTS: Community service, college sports, reading and cooking

SOMETHING MOST PEOPLE DON'T KNOW: "I worked through college as a barista at a popular (and now local) coffee house. I make a mean hazelnut latte."



Tim Powers

BIRTHPLACE: Detroit, Mich.

BEFORE FERRIS: Adjunct faculty at Ferris and Grand Valley State University; Owner of Powers Design, personal art practice

EDUCATION: Bachelor of Fine Arts, Center for Creative Studies, 1986; Master of Fine Arts, Art Institute of Boston at Lesley University, 2011

WHAT HE WILL TEACH: Marketing and Graphic Design courses: Typography, Introduction to Adobe Creative Suite 6/ non-majors, Digital Imaging, Photography

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "Gritty work ethic and fearlessness of failure."

EXPERTISE: Trade show and dimensional design

ADVICE FOR STUDENTS: "Get to know the unfamiliar."

OUTSIDE INTERESTS: "Family, object-making."

SOMETHING THAT MOST PEOPLE DON'T KNOW: "I have a raging sweet tooth."

COLLEGE OF EDUCATION AND HUMAN SERVICES



Joseph Hummel

BIRTHPLACE: Anderson, Ind.

BEFORE FERRIS: Physical education teacher at Richmond Community Schools in Richmond, Mich.

EDUCATION: Bachelor of Science in Kinesiology, Indiana University, 1997

WHAT HE WILL TEACH: Fitness and wellness, strength training, canoe touring, fitness test measurement

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "An appreciation for health and fitness, and a better knowledge of how to attain it."

EXPERTISE: Biomechanics, coaching swimming

ACADEMIC PASSION: "Studying the biomechanics behind sport-related activities."

WHY HE'S EXCITED TO BE AT FERRIS: "I am excited to be at a school that is focused on the needs of its students."

ADVICE FOR STUDENTS: "Don't be afraid to ask ... your teachers, your professors, your classmates and/or your advisers."

OUTSIDE INTERESTS: "Spending time with my wife and our four dogs. Getting to spend time with our families. Anything outdoors – biking, kayaking, hiking, fishing ... the list goes on. And there is nothing better than a good comedy."

SOMETHING MOST PEOPLE DON'T KNOW: "I was a gymnast until I was 10."

Steven Hundersmarck

BIRTHPLACE: Muskegon, Mich.

HE IS: Assistant professor

BEFORE FERRIS: Director of Criminal Science at Indiana Institute of Technology in Fort Wayne, Ind.

EDUCATION: Bachelor of Science in Criminal Justice, Madonna University, 1991; Master's Degree in Business Administration, Central Michigan University, 1996; Ph.D. in Educational Psychology, Michigan State University, 2004

WHAT HE WILL TEACH: Ethics, society

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "More questions. I also want them to critically analyze situations. I also want them to understand that they can make a difference."

EXPERTISE: Law enforcement, criminal psychology

ACADEMIC PASSION: Problem-based learning, problem-oriented policing, leadership, criminal investigation, criminal psychology

ADVICE FOR STUDENTS: "You can't hide, I will find you. Actually, it would be to enjoy your experience and put into your education what you expect to get back."

OUTSIDE INTERESTS: "Family, hockey, outdoor activities, working out and more hockey (Division I hockey!)."

SOMETHING MOST PEOPLE DON'T KNOW: "I'm a Parrothead. I have been attending Jimmy Buffett concerts since the early '80s. I now bring my wife and two boys to the concerts. I would have never guessed that would happen in 1982 (most likely through 1992)."



Joshua Pardon

BIRTHPLACE: Ann Arbor, Mich.

HE IS: Assistant professor

BEFORE FERRIS: Director of Media Services at Washtenaw Community College in Ann Arbor

EDUCATION: Bachelor of Science, Eastern Michigan University, 1996; Master of Science and Technology, EMU, 2008

WHAT HE WILL TEACH: Documentary Production, Audio Production, Television Operations, Streaming Media Production

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "An understanding of technological change in a dynamic field."

EXPERTISE: Film and video production, audio production, motion graphics, educational technology

ACADEMIC PASSION: "Helping others to create and to form new perspectives as a result of that creative process."

WHY HE'S EXCITED TO BE AT FERRIS: "To be part of an established program with other dedicated faculty and small class sizes."

ADVICE FOR STUDENTS: "Success is often the result of many failures. Keep at it!"

OUTSIDE INTEREST: Music

SOMETHING MOST PEOPLE DON'T KNOW: "My previous creative life in audio technology."

Vanessa Wyss

BIRTHPLACE: Concord, N.H.

SHE IS: Assistant professor

BEFORE FERRIS: Assistant professor, Ball State University in Muncie, Ind.

EDUCATION: Bachelor of Science, St. Michael's College; Master of Education, The University of Vermont; Ph.D., University of Virginia

WHAT SHE WILL TEACH: Science, Mathematics Education

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "Confidence in their own ability and compassion for their future students."

EXPERTISE: Science Education

ACADEMIC PASSION: "Increasing interest in STEM (Science, Technology, Engineering, Mathematics) and adolescent development."

WHY SHE'S EXCITED TO BE AT FERRIS: "I am excited to join such an enthusiastic community and work with a group of caring educators."

ADVICE FOR STUDENTS: "Don't wait until you know what you want to be when you 'grow up.' Always take positive steps forward, even if you don't know what the end goal is. By experiencing new things you may find out what your end goal is."

OUTSIDE INTERESTS: Kayaking, hiking, biking, cross-country skiing, landscaping, knitting, crocheting

SOMETHING MOST PEOPLE DON'T KNOW: "I hold a ping-pong championship title."



Chris Cospér

BIRTHPLACE: New Orleans, La.

HE IS: Assistant professor

BEFORE FERRIS: Visiting assistant professor, Mississippi State University

EDUCATION: Bachelor of Architecture, Mississippi State University, 1994; Master of Arts in English, Mississippi State University, 1996; Master of Design Studies in Critical Conservation, Harvard University Graduate School of Design, 2012

WHAT HE WILL TEACH: Architectural Graphics, Design Principles, Environmental Systems

EXPERTISE: "My area of expertise is Critical Conservation, which is a new way of looking at historic preservation, adaptive re-use and other conservation issues in the realm of the built environment."

My master's degree thesis examines Critical Conservation issues on the Mississippi Gulf Coast after Hurricane Katrina."

ACADEMIC PASSION: "I like showing students ideas and ways of thinking they have not previously encountered."

ADVICE FOR STUDENTS: "Be an active participant in your own education. Depending on your major, your degree program will dictate a series of required courses. Take the best version – not necessarily the easiest – of every required course, make smart decisions with your electives, and look for educational opportunities outside the classroom, such as internships."

OUTSIDE INTERESTS: Reading, backcountry hiking, gardening

SOMETHING MOST PEOPLE DON'T KNOW: "As part of my master's degree program, I traveled to the southern island of New Zealand to study a real estate development just outside of Queenstown. Best field trip ever, but I did not see a single Hobbit."



Mark Dunneback

BIRTHPLACE: Grand Rapids, Mich.

HE IS: Assistant professor

BEFORE FERRIS: Adjunct Faculty at Ferris Grand Rapids (Manufacturing Engineering) and Muskegon Community College (Mathematics); quality assurance manager

EDUCATION: Associate of Science in Math and Science, Aquinas College, 1994; State of Michigan Journeyman Toolmaker, Grand Rapids Community College, 1998; Bachelor of Science in Engineering (Quality), Ferris State University, 2008; Master of Science in Management Sciences, Cornerstone University, 2011

WHAT HE WILL TEACH: Manufacturing Engineering (Statistics, Metrology, Designed Experiments)

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "Learning experiences in the classroom that students can apply

practically in careers – 'useful' learning."

EXPERTISE: Quality management systems, statistics, project planning, tooling, lean manufacturing

ACADEMIC PASSION: "Being part of a student's 'ah-ha'moment, when the lecture theory and the hands-on lab work come together."

ADVICE FOR STUDENTS: "Ask *all* of your questions. The learning gained (by everyone) from challenging theory is far greater than blind acceptance."

OUTSIDE INTERESTS: Reading, hiking, family fun ("Four kids – enough said.")

SOMETHING MOST PEOPLE DON'T KNOW: "Like many Ferris students, I was a first-generation college student. The strong support of a wonderful family has gotten me where I am today."



Ali Siahpush

BIRTHPLACE: Tehran, Iran

HE IS: Associate professor

BEFORE FERRIS: Mechanical engineer/scientist at Idaho National Laboratory in Idaho Falls, Idaho

EDUCATION: Bachelor of Science (1983) and Master of Science (1986) in Mechanical/Aerospace Engineering, Utah State University; Ph.D. in Mechanical Engineering, University of Idaho, 2001

WHAT HE WILL TEACH: Heat transfer, fluid mechanics

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "A love to learn and apply what they are learning; to think out of the box and be creative."

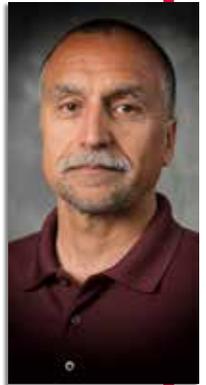
EXPERTISE: Heat transfer, fluid mechanics and dynamics, in general; thermal science and structure

ACADEMIC PASSION: "To interact with students and get them excited about learning."

WHY HE'S EXCITED TO BE AT FERRIS: "I love teaching and interacting with students. I also love the smaller size of classes and small towns."

ADVICE FOR STUDENTS: "Do not memorize – learn and understand the physical meaning of what the instructor is teaching you."

OUTSIDE INTERESTS: Outdoor activities, quietness of nature



Brent Williams

BIRTHPLACE: Reed City, Mich.

HE IS: Assistant professor

BEFORE FERRIS: Marketing manager for Miller Electric Manufacturing Co.'s TIG division

EDUCATION: Associate in Applied Science in Welding Technology, Ferris State University, 1995; Bachelor of Science in Welding Engineering Technology, Ferris, 1999

WHAT HE WILL TEACH: Welding processes, welding metallurgy

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "My goal is for students to develop an ability to apply knowledge and skills gained through a combination of theory and experiential learning so they can be successful in their careers."

EXPERTISE: Welding processes and applications, equipment, consumables, industrial gases, automation

ACADEMIC PASSION: "I'm extremely passionate about combining various fields and disciplines with technology to create new, innovative solutions that advance the art and science of welding."

ADVICE FOR STUDENTS: "Learn as much as you can about as many different topics as possible and use the available resources to be successful. Focus and apply yourself in all of your classes to build a foundation of diverse knowledge that you can take with you as you move forward. Be open to new ideas and maintain a positive attitude so you enjoy your experience at Ferris while obtaining a great education."



Sally Borrello

BIRTHPLACE: Grand Rapids, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Nursing instructor for Elsevier and Everest Institute in Grand Rapids

EDUCATION: Registered Nurse, Butterworth Hospital School of Nursing, 1979; Bachelor of Science in Nursing, Bob Jones University, 1984; Master of Science in Nursing/Nursing Education, Walden University, 2007; Doctorate in Biblical Studies, Masters International School of Divinity, 2013 (pending)

WHAT SHE WILL TEACH: Concepts of Professional Nursing; Nursing Theory, Clinical Integration

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "Being excited about becoming nurses."

EXPERTISE: Nursing education

ACADEMIC PASSION: "Helping students to be excited about growing in knowledge and wisdom."

WHY SHE'S EXCITED TO BE AT FERRIS: "It is an academic challenge for me."

ADVICE FOR STUDENTS: "Do what you love."

OUTSIDE INTEREST: Traveling

SOMETHING MOST PEOPLE DON'T KNOW: "I lived in Haiti for 13 years as a medical missionary. And I'm a huge fan of Mickey Mouse and Disney World."

Gail Bullard

BIRTHPLACE: Muskegon, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: System Director of Health Sciences, Baker College in Flint, Mich.

EDUCATION: Doctorate of Health Education, A.T. Still University (2010); Master of Science in Administration/Healthcare Administration, Central Michigan University (1999); Bachelor of Science in Community Development, Central Michigan University (1996)

WHAT SHE WILL TEACH: Health Care Administration courses

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A deep understanding and appreciation of the impact they will have as healthcare

leaders, on the health of communities today and in the future."

EXPERTISE: Healthcare administration, project management, peer-mentoring.

ACADEMIC PASSION: "I truly enjoy helping students discover new learning, guiding them to gain an understanding of how it applies to them today and in the future, and assisting them to see how they can make a difference."

ADVICE FOR STUDENTS: "Study not just to learn, but to gain an understanding."

OUTSIDE INTERESTS: Family, music, gardening and pottery

SOMETHING MOST PEOPLE DON'T KNOW: "I attended school from kindergarten through eighth grade in a one-room school house."



Florence Dood

BIRTHPLACE: Grand Rapids, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Adjunct professor in Ferris's School of Nursing since 2012; continuing practice as a school nurse consultant for Spectrum Health Zeeland Community Hospital

EDUCATION: Bachelor of Science in Nursing, Grand Valley State University, 1981; Master of Science in Nursing, Michigan State University, 2009

WHAT SHE WILL TEACH: Community Health Nursing, Health Promotion

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A passion for nursing and life-long learning."

EXPERTISE: "Most of my career has been in the area of community nursing. I am a professional school nurse as well as a nationally certified asthma educator. My expertise is in the area of school health, population health and community nursing."

ACADEMIC PASSION: "My academic passion is 'best practice' regarding the curriculum and teaching of nursing. I also have great interest in population health. I am in a doctorate program with a focus on public health leadership."

ADVICE FOR STUDENTS: "Develop a love for learning."

OUTSIDE INTERESTS: "Grandchildren! Also, camping, boating and reading."

SOMETHING MOST PEOPLE DON'T KNOW: "My parents were immigrants from The Netherlands in 1956."



Kim McVicar

BIRTHPLACE: Phoenix, Ariz.

SHE IS: Assistant professor

BEFORE FERRIS: Faculty in Clinical Lab Sciences, College of Health Professions

EDUCATION: Master of Science in Administration, Central Michigan University, 2009; pursuing Ph.D. at CMU

WHAT SHE WILL TEACH: Health Professions courses

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "Passion, inspiration, professionalism and the ability to think critically."

ACADEMIC PASSION: "Understanding what drives people to succeed. Extrinsic versus intrinsic motivation."

WHY SHE'S EXCITED TO BE AT FERRIS: As a Ferris graduate, I'm excited to return in a new capacity, to be a part of the continued greatness that are Ferris students."

ADVICE FOR STUDENTS: "Find your passion and enjoy it. Encourage others to do so as well."

OUTSIDE INTERESTS: "Reading, scrapbooking, Zumba and spending time with my kids."

Kathryn Niemeyer

BIRTHPLACE: Grand Rapids, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Nurse practitioner in private practice

EDUCATION: Bachelor of Arts, Calvin College; Registered Nurse, Mercy Central School of Nursing; Master of Science in Nursing, Grand Valley State University, 1990; Post-Graduate Certificate in Family Nurse Practitioner, GVSU, 2002; MSc in Herbal Medicine, University of East London, U.K., 2006; Ph.D. in Nursing, University of Arizona, 2013

WHAT SHE WILL TEACH: Graduate and undergraduate Nursing

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "I would like students to realize that knowledge and science are dynamic, nonlinear and emergent. What we know today and how we practice are

relative and contextual and will be different tomorrow. So, it is important to be emotionally and intellectually open and cultivate the necessary skills for self-determination, knowledge building, resourcefulness and negotiation of change. The depth and extent of what you are as a person will shape healthcare, your experiences and the experiences of those around you."

EXPERTISE: Independent nursing practice, complementary and alternative healthcare, specifically herbal medicine

ACADEMIC PASSION: Complementary and alternative healthcare (Whole Systems Integrative Nursing)

ADVICE FOR STUDENTS: "Think critically, live forward and flourish."

OUTSIDE INTERESTS: Walking, reading and plants

SOMETHING MOST PEOPLE DON'T KNOW: "If I told you, then it wouldn't be something most people don't know about me."



Cindy Seel

BIRTHPLACE: Howell, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Director of education and training for HRS Consulting

EDUCATION: Bachelor of Science in Medical Record Administration, Ferris State College, 1982; Master of Science in Administration, University of Notre Dame, 1992; Doctorate in Community College Leadership, Ferris State University, 2013

WHAT SHE WILL TEACH: Health information technology, management

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "The ability to find answers to future problems. We are preparing students for jobs that don't even exist."

EXPERTISE: Quality improvement, ICD-10-CM/PCS coding, leadership

ACADEMIC PASSION: "The desire to connect with each student and to facilitate their learning process, regardless of their past inabilities or future aspirations."

ADVICE FOR STUDENTS: "Live in, and truly enjoy, the moment."

OUTSIDE INTERESTS: Quilting, college sports ("GO IRISH!") and music (Penn Marching Kingsmen, Mishawaka, Ind.)

SOMETHING MOST PEOPLE DON'T KNOW: "My husband of almost 32 years and I met in the Ferris State Bulldog Marching Band."



Rachel Soles

BIRTHPLACE: Wayne, Mich.

SHE IS: Assistant professor

BEFORE FERRIS: Family Nurse Practitioner

EDUCATION: Master of Science in Nursing, Frontier Nursing University, 2011

WHAT SHE WILL TEACH: Nursing

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A sincere desire to be great nurses and passion for the profession."

EXPERTISE: Labor and delivery, women's health, adolescent health

ACADEMIC PASSION: "Even though I am an advanced practice nurse, I love teaching pre-licensure students and preparing them to enter the profession."

WHY SHE'S EXCITED TO BE AT FERRIS: "I am excited to be part of the academic community and help grow the next generation of nurses."

ADVICE FOR STUDENTS: "Try not to get bogged down, and get as much as you can out of your clinical experiences."

OUTSIDE INTERESTS: "Family. I spend most of my time outside the classroom hanging out with my three kids."

SOMETHING MOST PEOPLE DON'T KNOW: "I am a sports nut, especially collegiate football and basketball, and fantasy leagues."



Toni Windquist

BIRTHPLACE: Minneapolis, Minn.

SHE IS: Associate professor

BEFORE FERRIS: Health Information Management Program Director at Davenport University in Grand Rapids

EDUCATION: Bachelor of Science in Health Information Management, Ferris State University; Master of Science in Information Systems Management, Ferris State University

WHAT SHE WILL TEACH: HIM core classes: Electronic Health Records, Medical Terminology, Healthcare Statistics, Medical Record Content

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "A complete understanding of the HIM field and what the profession can do within the healthcare field."

EXPERTISE: Acute care HIM

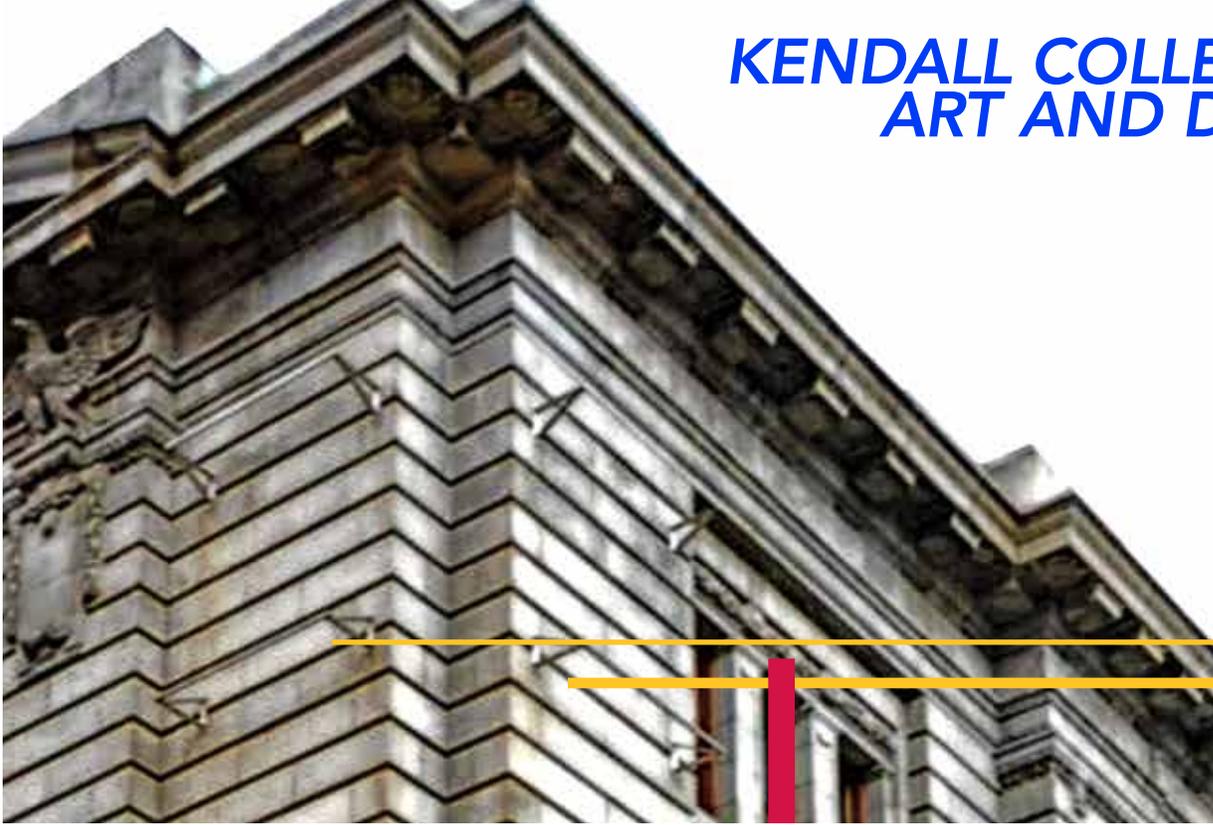
ACADEMIC PASSION: "Being able to teach subjects that I am passionate about because of my field of expertise. Seeing how students are sincerely interested in what I have to say and being able to share stories of personal experience that go along with the curriculum opens students' eyes to what their future will hold."

ADVICE FOR STUDENTS: "Study and work hard, get enough sleep and always be on time."

OUTSIDE INTERESTS: "I like to spend time on our pontoon boat, garden and ski in the winter."

SOMETHING MOST PEOPLE DON'T KNOW: "I love to work on stained glass art projects."





Taylor Cole Greenfield

BIRTHPLACE: Grand Rapids, Mich.

SHE IS: Assistant professor

BEFORE KCAD: Adjunct professor, KCAD; facility rental and volunteer manager at the Urban Institute for Contemporary Arts in Grand Rapids

EDUCATION: Bachelor of Fine Arts, Calvin College, 2007; Master of Fine Arts, KCAD, 2012

WHAT SHE WILL TEACH: Drawing I and Drawing II, Figure Drawing I

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "As a teacher, I am committed to furthering my students' understanding of relevant material both in and out of the classroom, as well as developing their own sense of professionalism."

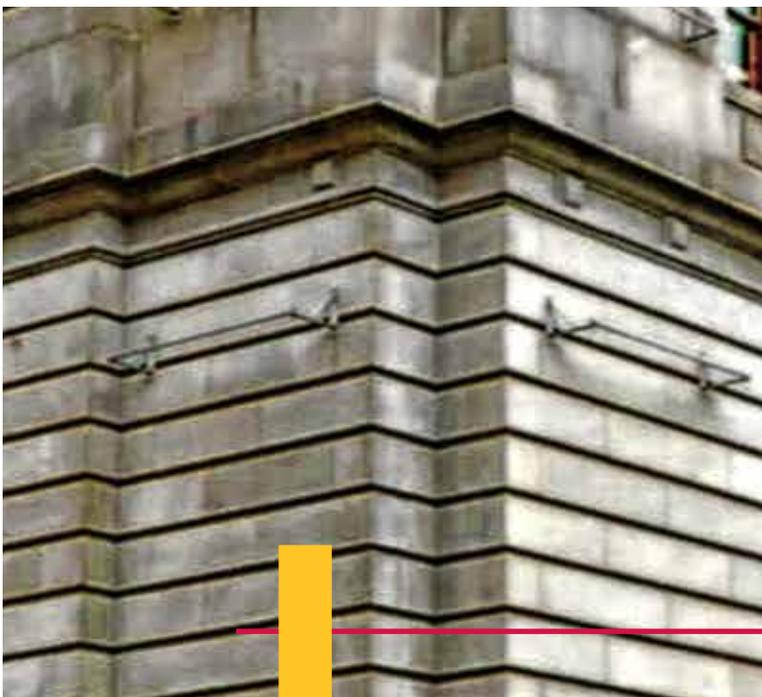
EXPERTISE: "I am a drawer through and through – I am well versed in a variety of subject matter and love to experiment with mixed media."

ACADEMIC PASSION: "My goal is to do whatever I can to enhance a student's experience by creating an environment that is vibrant, healthy and organized."

ADVICE FOR STUDENTS: "Always work general to specific."

OUTSIDE INTERESTS: "My involvement with Avenue for the Arts has left me deeply rooted in the arts community in Grand Rapids. As a creative professional and community organizer, I am passionate about helping to establish a strong arts presence in our city."

SOMETHING MOST PEOPLE DON'T KNOW: "I LOVE cartoons."



MICHIGAN COLLEGE OF OPTOMETRY

Donald Pole

BIRTHPLACE: Columbus, Ohio

HE IS: Assistant professor

BEFORE FERRIS: Assistant professor of Physics, Lincoln Memorial University in Harrogate, Tenn.

EDUCATION: Bachelor of Science in Physics, Western Michigan University, 2002; Ph.D. in Physics, University of Virginia, 2010

WHAT HE WILL TEACH: Geometrical, Physical and Visual Optics I and II, Ophthalmic Optics

WHAT HE WANTS STUDENTS TO WALK AWAY WITH: "I would like the Optometry students who take my class to walk away with the ability to solve difficult problems by reasoning through them. Because most of the material I teach is theoretical, my students will need to apply a series of cognitive and logical steps to answer the questions I assign. A similar line of thinking is needed to make a diagnosis in the clinic."

EXPERTISE: "Before coming to Ferris, I studied the resolution and noise properties of x-ray and gamma ray imaging systems for small animals."

ACADEMIC PASSION: "The optics courses I'll be teaching are heavy on theory and light on application, so many of the optometry students may not see the subject material as relevant to the clinical work they'll be doing later. My main goal is to get them to enjoy and see the importance of a subject that at first glance they may not find so interesting."

ADVICE FOR STUDENTS: "Don't be afraid to ask questions."

OUTSIDE INTERESTS: "I like to ride my bike and add to what is becoming an extensive LP record collection."

SOMETHING MOST PEOPLE DON'T KNOW: "My wife and I recently adopted a retired racing greyhound, and she has been a wonderful addition to our family."



RETENTION AND STUDENT SUCCESS



Monica Frees

BIRTHPLACE: Key West, Fla.

SHE IS: Assistant professor

BEFORE FERRIS: Adjunct faculty at Ferris and Montcalm Community College in Sidney, Mich.

EDUCATION: Master of Arts in English, Central Michigan University, 2009; Master of Education in Curriculum and Instruction/Reading Specialist Concentration, Ferris, 2013

WHAT SHE WILL TEACH: Reading

WHAT SHE WANTS STUDENTS TO WALK AWAY WITH: "Education should never stop. I want every student to become a life-long learner."

ACADEMIC PASSION: "Helping students find their niche in life."

WHY SHE'S EXCITED TO BE AT FERRIS: "Ferris provides opportunities for any student who wants to further their educational journey."

ADVICE FOR STUDENTS: "As Bill Gates said, 'If you think your teacher is tough, wait until you get a boss.'"

OUTSIDE INTERESTS: Reading, gardening

SOMETHING MOST PEOPLE DON'T KNOW: "That I am a military brat and have moved more times than most."

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F E R R I S . E D U / N E W S

