

Points of Pride



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FERRIS STATE UNIVERSITY
Imagine More WINTER 2010



President's Corner

As this issue of *Points of Pride* makes clear, our university's tradition of finding opportunity in the face of great challenge is just as strong today as it was at our founding 125 years ago.

Just as in 1884 when Woodbridge Ferris saw the need for worker retraining, today we are partnering with the No Worker Left Behind program to help people gain new skills to compete in the global economy. In the 19th century, the end of the logging boom provided opportunities for manufacturing, agriculture and small businesses. Today's concern over the sustainable use of resources is resulting in such innovations as our new Architecture and Sustainability degree and biodiesel initiative.

The extent to which our faculty, students and staff are embracing new possibilities that come with new realities is a testament to the vision upon which our university was founded. It's a pleasure to introduce here a few of the transformative ventures that will impact our world for years to come.

David L. Eisler

On Campus McIntyre Settles in as Energy Center Coordinator

The College of Engineering Technology expanded its energy initiatives in fall 2009 by adding Energy Center Coordinator Arn McIntyre of McIntyre Builders in Rockford.

The addition of McIntyre to the college allows the university to consolidate its energy initiatives through the college into one Energy Center, CET Dean Tom Oldfield says, adding initiatives in the field of energy are one of the directions the college is focusing its attention.

"With Arn's expertise, the college can continue to grow its efforts in becoming the region's foremost energy authority," Oldfield says.

After a semester settling into his role, McIntyre says he's moving forward with initiatives to further advance Ferris as a "go-to authority" in the energy arena.

"Ferris has an advantage over its peers through the quality educational offerings it provides students," McIntyre says. "The classroom experience at Ferris blends real-life scenarios with practical, hands-on learning which allows students to build a strong skill base that prepares them to begin working immediately upon graduation."

McIntyre's experience in the field of energy and green built environment has been recognized locally and nationally. He currently is the board president for Green Built Michigan and an approved national instructor of Green Building for Building Professionals. He received the 2009 Energy Value Housing Gold Award from the National Association of Home Builders and United States Department of Energy, and in 2006 and 2007, he received the Advocate of the Year award from the Home Building Association of Greater Grand Rapids for his continued education in the industry of green building. He also was one of three builders in the country to be selected by the American National Standards Institute to establish the National Green Build Standard.

He earned a Bachelor of Science in engineering from Michigan State University and a Master of Science from Western Michigan University. His career has included being a project engineer, engineering manager, and more recently, advanced engineering manager for Electrolux.



University Gains Military-Friendly Status

Former Navyman Troy Tissue appreciates Ferris State University's tradition of aiding veterans in their pursuit of a college degree. As associate director of Admissions and Records, he salutes the university's hard work in being selected by GI Jobs as a 2010 Military Friendly School. This places Ferris among the top 15 percent of schools nationwide.

"Ferris is simply a great place for our service members to realize their college experience and be pursuant toward a college degree," Tissue said.

The university also was recently honored for becoming a Supportive Education for the Returning Veteran college, the only such university or college in Michigan with this designation. Also designated a Servicemembers Opportunity College, Ferris offers an Army ROTC curriculum and an on-campus military veteran student organization to help veterans transition to student life.

Other initiatives supporting veterans at Ferris include the Military Veteran Scholarship Program, worth \$1,000 annually and renewable for three years, and United States Department of Veterans Affairs Workstudy positions in Enrollment Services, which support outreach programming for prospective and veteran students.



Information, Security and Intelligence Earns Creative Programming Award

Expanding to its fourth location in January of 2010, the Information, Security and Intelligence degree program can also add another feather to its cap.

The curriculum was recently recognized with a Creative Program Award by the University Continuing Education Association. An honor for outstanding new credit program, the award was bestowed upon the ISI program for its innovative course curricula.

Established in 2007 at the university's Grand Rapids campus, the program has expanded to Big Rapids, Traverse City and now Delta College in Saginaw. The multidisciplinary degree targets both corporate needs, as well as those of law enforcement, defense and intelligence organizations.



Michigan Center for Career and Technical Education Flourishes at Ferris

Kitty Manley, a professor in the College of Education and Human Services, believes the university has made a strong name for itself in career and technical education around Michigan.

One such initiative helping strengthen Ferris' reputation in this realm is a Michigan Department of Education Office of Career and Technical Education grant, which allows the School of Education to host and operate the Michigan Center for Career and Technical Education in the university's Bishop Hall on its Big Rapids campus.



The mission of the MCCTE is to serve educators and trainers by setting the standard for the highest quality of workforce development and establishing a foundation for lifelong learning. The center is a resource for educators to help them stay on the cutting edge with the latest curriculum, to provide them with an understanding of industry standards and to augment their professional skills to integrate traditional classroom education with more practical learning.

Manley, who has overseen the grant since 2006, assists MCCTE staff and provides consultation to help them remain in compliance with new Perkins IV legislation. The new legislation requires all states identify and/or develop common technical standards with valid and reliable assessments for all CTE programs.

"This is very significant because Ferris is the leader in career and technical education in the state of Michigan," said Manley, who has traveled across the United States and abroad to share and strengthen her knowledge of the subject. "Hosting the Michigan Center for Career and Technical Education on our campus is one of the many ways Ferris State University shows people inside and outside of Michigan how it is on the cutting edge of career and technical education."

Michelle Johnston, COEHS dean, is pleased Ferris is able to host the MCCTE in Bishop Hall. Johnston believes this speaks to the hard work of many people in COEHS.

"This is terrific for Ferris and a tremendous feather in our cap," Johnston said. "It brings a lot of positive attention to the university."

The initial three-year grant, received in 2006 and extended in 2009, helped pave the way for the school to design, develop and launch a secure, state-of-the-art, Internet-based data collection system. The system identifies the common standards for all Michigan CTE programs.

"This grant has helped make Ferris an electronic hub for career and technical education," Johnston said. "Kitty has been particularly instrumental in these efforts to make the hard work of many people come to fruition."

Blend of Programming Enhances New Degree Offering

Beginning in fall 2010, students may enroll in a new degree program offered through the College of Engineering Technology. The Bachelor of Science in Architecture and Sustainability will include a blend of programming with an emphasis on sustainable design and practice, CET Dean Tom Oldfield said.

The program will include nine new courses in addition to utilizing existing coursework from the Associate in Applied Science in Architectural Technology, Bachelor of Science in Facilities Management and Community Studies minor offered through the College of Arts and Sciences.



"This program will educate students on real-world issues of green building and provide them educational experiences that embrace sustainable building technology practices," Oldfield said. "Momentum toward sustainable design is growing, and this degree provides students the educational background to provide meaningful solutions to altering the built environment."

Ferris was founded upon two main principles: opportunity and industry, Vice President for Academic Affairs and Provost Fritz Erickson said. As the university celebrates its 125th anniversary, these principles continue to ring true through the creation of programming such as the Bachelor of Science in Architecture and Sustainability.

"This alliance enhances the educational opportunities offered to our students and meets the more focused demands of our global culture," Erickson said.

National Weather Service Recognizes Ferris as StormReady

When a storm hits, are you ready? Ferris students, faculty and staff will be. The National Weather Service has recognized Ferris as a StormReady University – one of only four universities in Michigan to receive this special acknowledgment.



The designation is the culmination of a study conducted in spring 2009 by students in Dr. Tom Behler's Sociology of Emergencies and Disasters class, in which students Megan Bolter, Matt Smith, Tyler Frederick and Monica Dean initiated the StormReady application process.

Ferris met a set of rigorous warning criteria to earn the distinction, including use of emergency text alerts, an outdoor broadcast system, emergency phone alerts, a computer alert messaging system, electronic signs, phone fan out and Ferris Web site alerts.

Ferris also uses several methods of monitoring and receiving severe weather information, including an on-campus weather and radar system, National Oceanic and Atmospheric Administration weather radio, Big Rapids Emergency Dispatch Center and Amateur Radio.

"Ferris has done a great job of implementing emergency notification systems, as well as putting emphasis on emergency preparedness in general," said Tricia Walding-Smith, assistant director of Emergency Management in the department of Public Safety at Ferris.



Yes Wii Can

This is Not Your Grandparents' Video Game – or Maybe it is

On a recent afternoon at the Metron skilled nursing facility in Big Rapids, several residents sitting in wheelchairs or leaning on walkers were playing video bowling using a Wii console. Ferris students supervised, letting the players roll their virtual bowling balls down the cyber-lanes while helping with technical issues only when needed.

The activity stems from a Ferris Foundation Exceptional Merit Grant, "Promoting Healthy Aging through Interactive Technologies," awarded to Social Work professor Michael Berghoef. The grant is designed to help promote both physical and cognitive health among the elderly. Judging by a collective groan when a bowler rolls a split, it's working.

"The idea was clever, but I didn't imagine it would work this well and have pretty much all the intended effects right away," says Berghoef of the project informally dubbed by students "Wii Can Help!" "These are people who would otherwise have been in their rooms or maybe passively watching television – and they were pretty rowdy. It kind of had the camaraderie of an actual bowling alley."

The use of such interactive technology is in line with a shift of focus in care for the aging toward active, community-based services. With an anticipated one in six Americans being elderly by the year 2020, the need for social workers versed in the newest trends in gerontology is great. While this is a huge societal challenge, it also offers new career possibilities for students who recognize the need and have the skills to meet the challenge.

"There's a huge need for adequately trained workers in the field of gerontology," says Berghoef. "The need far exceeds the number of workers who will be ready for a graying America. The default position for many students is that they want to work with kids. It's not that they don't want to work with older adults – they just haven't thought of it. This grant puts that option out there early on."

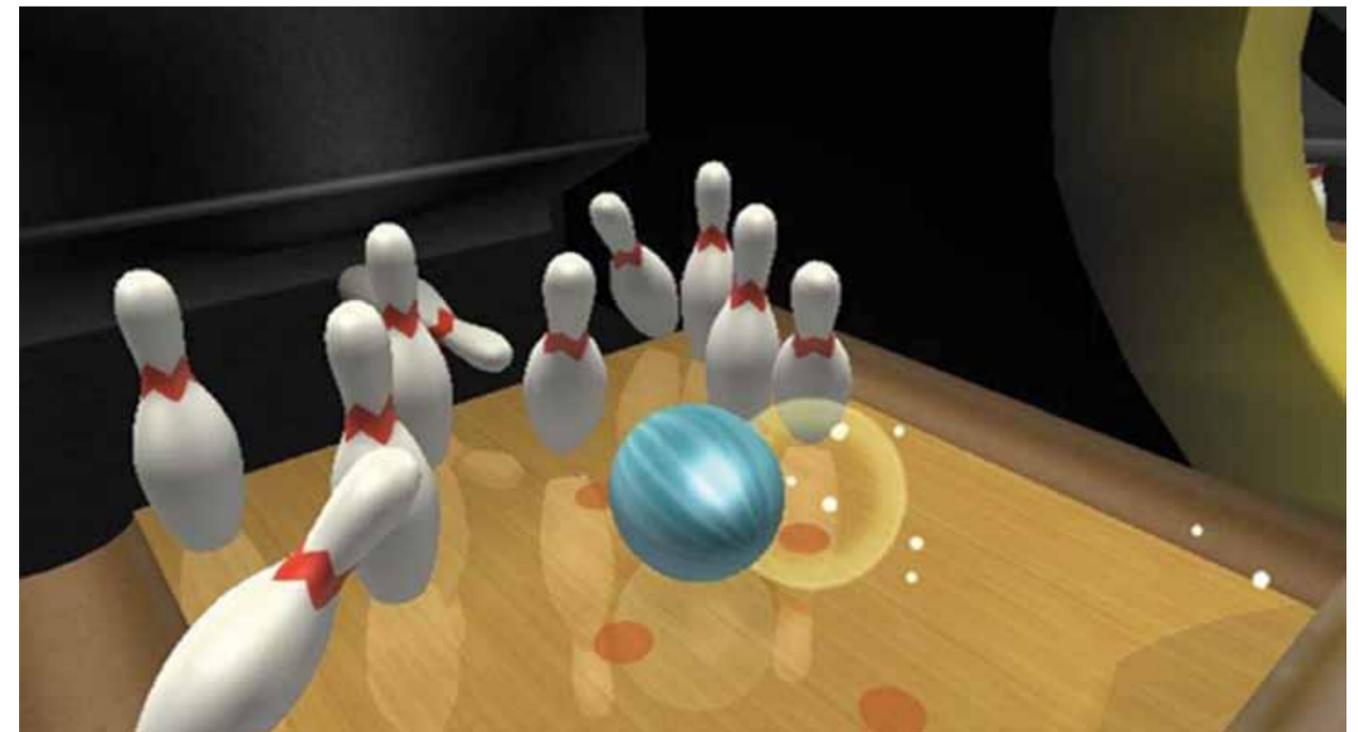
Berghoef also notes that the experience of working with an aging population is important preparation even for those who may work with a younger clientele. "A lot of kids have a grandparent as their primary caregiver. Aging is an issue that is going to present itself, so students need to be prepared."

Ferris students are involved in the very hands-on grant just as it was Ferris students in gerontology field placements who brought the idea of trying to find funding for the project forward to the Phi Alpha Social Work Honor Society, and ultimately to Berghoef, who suggested submitting an Exceptional Merit Grant proposal. With Berghoef helping to coordinate the effort, students wrote the grant collaboratively online using Google Documents, each student taking responsibility for an area of the grant to research and write. The academic rigor that was exercised also extends to quantifying the benefits of an activity that so far has had glowing, but mostly anecdotal, reviews.

"This is a great research opportunity, which we are exploring. There hasn't been a lot of formal research done – so we're building on informal research. We want to do something that students think is valid. I've been asking them what aspect of this they think would be compelling," Berghoef says. "Such research will help to establish the efficacy of making other assistive technology – especially online information technology – more accessible to older adults."

In addition to the electronic activities, the grant provides for purchase a variety of more traditional, low-tech games such as cribbage, Scrabble and Yahtzee that involve counting and strategy which promote cognitive thinking and social development. However, judging from the response of the Metron residents using the Wii's controller to knock down virtual pins, the world of gaming as experienced through one of its most user-friendly interfaces is going to be the biggest crowd-pleaser in the grant's array of fun and engaging pastimes.

"I wish I could have bottled that experience," Berghoef says of the Wii's Metron debut. "It was really heartwarming."



Cooking Oil Not Just Found in Kitchens at Ferris

Russ Leonard jokes with his students as he creates a test batch of biodiesel fuel. “Just like the Food Network, I have a finished batch in the wings,” he quips.

All eyes are on him as he uses a variety of beakers and syringes to demonstrate the process for Automotive Engineering Technology students in his Fuels and Lubricants class, Auto 450.

But, just what is biodiesel fuel? Well, add a little of this, a little of that, some isopropyl alcohol and used cooking oil and voila. Maybe it’s not quite that easy, but once produced, biodiesel is a clean-burning alternative fuel using domestic, renewable resources.

This is where the cooking oil comes in. Leonard and his students recycle canola oil from The Rock Café and Westview to round out their recipe.

Of course, before the fun begins, Leonard reminds his students they are working with caustic chemicals that will burn. “They’ll creep up on you like the jalapeño you got dared into eating,” he laughs.



One thing is certain – Leonard enjoys teaching and his students enjoy learning.

However, Leonard’s students are not simply learning how to make biodiesel. The process also includes extensive research into temperatures at which biodiesel freezes. “Being that we’re in Michigan, this is a good thing to know because biodiesel can solidify and your car’s not going anywhere,” he notes.

“Creating a biodiesel lab on campus provides students with the opportunity to learn about emerging sustainability technologies.”

The main problem is that biodiesel solidifies sooner than diesel. Leonard explains laboratory research includes finding what mix of oil and at which point the biodiesel will solidify. From there, it needs to be determined what additives need to be used, and at what levels.

“We’re really looking at perfecting the making and mixing of biodiesel so it can be used during the winter months,” he adds.

With the production of biodiesel a cottage industry right now, Leonard sees technological advances dictating the need for this alternative fuel. Such things as how car filters and fuel pumps handle biodiesel are all facets of the production process.

Goals Leonard has set to further biodiesel research at Ferris include expanding the concept into other Automotive classes, such as the Emissions course, he says. He also would like to produce biodiesel that could be used in university vehicles.

“I also want to continue to teach students about biodiesel,” he says, noting students really enjoy the hands-on learning component of this process.

“Creating a biodiesel lab on campus provides students with the opportunity to learn about emerging sustainability technologies,” Leonard says. “By providing an environment where students can develop, test and evaluate biodiesel fuels, they will be putting theory into practice, which will position Ferris to be in the forefront of biodiesel technology in Michigan and the United States.”

Not only does Leonard hope to continue his endeavors in the classroom, but he would like to take his passion to the community through lectures and public programs.

“I feel like it’s my responsibility to champion biodiesel research.”



Class Project Opens Students' Eyes to Helping Others

The answer was simple for Christine Bailey when she saw the needs of veterans receiving care at Walter Reed Army Medical Center in Washington, D.C. – a class project.

But, this wasn't just any class project. Students in Bailey's Political Science 121 courses would transcend traditional classroom boundaries and take learning into extended communities. This was precisely Bailey's goal.

"I wanted students to think bigger, to realize that need goes beyond our community borders," she said.

Infusing the service learning project to raise money and collect personal use items for veterans at Walter Reed into her Political Science 121 class also was a good primer for students progressing into Political Science 122 in which Bailey has students engaged in a World War II project.

"This is an intro to the concept of military service that students experience as part of the World War II project," Bailey added. "There are people making sacrifices; this is a way to ease students into the idea of service."

And, the feedback has been nothing short of positive.



Sophomore Josh Ackerman of White Cloud said it's really easy to turn a blind eye to the plight of servicemen and women when they return home from war.

"Seeing and hearing the stories of veterans returning home from war really hits home and makes me realize how much I have and how little I've had to sacrifice," he said.

The answer also is simple for freshman Heather Carpenter of Hersey. "If everyone just pitched in a little, it helps."

Sophomore Terry Baldwin of Cadillac, a 20-year Navy veteran, said he never really left the realm of community service upon retiring from the military, but sees opportunities such as this as a means to get others involved.

"I hope this project continues and that we're able to forge a road making it easier for future students," he said.

Ferris One of Three Recognized for Maritime Academy Partnership

The Michigan Association of Collegiate Registrars and Admissions Officers awarded the 2009 Outstanding Transfer Program Award to the Maritime Academy Partnership during the group's Annual Conference.

This is an annual award sponsored by the MACRAO Articulation Committee, and it recognizes Michigan's most outstanding transfer program based upon the program's demonstrated success in meeting the needs of transfer students by promoting seamless transfer from one institution to another. The Maritime Academy Partnership includes the Great Lakes Maritime Academy, Northwestern Michigan College and Ferris State University.

"This partnership demonstrates how we can best serve the students of Michigan and beyond by bringing together partners, each of whom contributes a unique degree element based on existing capabilities, rather than one or more engaging in unnecessary and costly programmatic duplication," said David Nicol, dean of Ferris' College of Business.

This year's award was presented by MACRAO President Karen Hutsler and the award was received by David Steenstra, Nancy Reddy and Lynnae Selberg from Ferris State University; Anne Monroe from Northwestern Michigan College; and John Berck from the Great Lakes Maritime Academy.

The Maritime Academy Partnership was established in October 2007 at Ferris State University and involves the collaboration of these three institutions and their staff in providing educational planning, advising, coursework and programs that lead to a bachelor's degree in Business Administration from Ferris and maritime credentials from the Great Lakes Maritime Academy.

Six maritime academies exist in the United States, and Traverse City is the home of one of them. The Great Lakes Maritime Academy provides a professional learning environment based on pride and tradition in preparing the future's merchant marine officers/business professionals for the challenge of operating ships of unlimited tonnage.

The training ship, State of Michigan, is located at the shores of Traverse City and is utilized daily as a floating classroom and hands-on training platform. The ship sets sail at various times throughout the academic year to reinforce the skills taught shore side. As cadets progress through the academy, they gain knowledge of the industry first hand by completing essential sea time aboard commercial ships of the Great Lakes and oceans.

"The academy enjoys a unique relationship with Ferris and Northwestern Michigan College," Ferris Provost and Vice President for Academic Affairs Fritz Erickson said. "The combination of cadets simultaneously earning maritime credentials and credits toward a bachelor's degree in Business Administration enables graduates to better compete for management level positions in any area of employment."

In addition, the academy offers a core maritime curriculum for those who enter the school with a bachelor's degree. Upon completion of all requirements, cadets are prepared to write the U.S. Coast Guard Examination for licensing as Third Mate, Unlimited Tonnage and First Class Great Lakes Pilot (deck program), or Third Assistant Engineer, Steam or Motor Vessels of any Horsepower (engine program).



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Want to know what faculty, staff and students are up to at Ferris State University? Tune in to Ferris State Live on Fox 32 at 10:30 p.m. on Thursdays with hosts Sandy Gholston (right), Leah Nixon (left) and Scott Roman (center). From news and sports to special guest appearances by Ferris President David Eisler or Bulldog Hockey coach Bob Daniels, Ferris State Live helps you put your finger on the pulse of the university. For more information, or to view past episodes of the show, visit ferrisstate.tv. Ferris State Live is produced by students in the Television and Digital Media Production program.

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