

Ferris State University

Good News Items

January 2017

Academic Affairs

COLLEGE OF ARTS & SCIENCES

- Dr. Scott Herron, Department of Biological Sciences, collaborated on a grant proposal that was funded through the University of Michigan Graham Sustainability Institute. The project, Heritage Seeds for Sustainable Lifeways, includes collaborators from the University of Michigan, the US Department of Agriculture, and several Native American tribal organizations. The goal of the project is to identify key issues and develop protocols to enable sharing of heritage seeds and associated archival information.
- Dr. Deirdre Fagan in the English Literature and World Languages department in the College of Arts and Sciences had a poem, "And then you can't breathe," accepted for publication in the winter issue of *Corvus Review*.
- Faculty members of the Social and Behavioral Science and Social Work Departments to include Bonnie Wright, Penney Nichols-Whitehead, Renato Cerdana, Chris Redker and Dawn Fox are working on a grant assessing access to healthcare in Mecosta County.
- Dr. Chris Richmond and Dr. Jim Van Treese of the Social and Behavioral Sciences Department are working with students on three new research projects. They are going to take students to Michigan Undergraduate Psychology research conference in April 2017. This conference will be hosted at FSU in 2018.
- Kristi Haik, Dean of the College of Arts and Sciences, has a cover article publication with colleagues, Frank, K., Haik, K.L., Jones, K.K. (2017). A team-based approach to development. *The Department Chair*, 27, 3.

COLLEGE OF BUSINESS

- A team of Ferris State Information Security and Intelligence students organized by ISI professor Gerald Emerick participated in the Fall National Cyberleague competition (<http://www.nationalcyberleague.org>) the week of November 28th, 2016 and placed in the top 10%!! This is an outstanding achievement, especially since this is the first year Ferris participated in the event. The members of the team from both Big Rapids and Grand Rapids campuses started preparing for the competition outside of the classroom last October demonstrating a strong commitment and passion to cyber defense. The team event requires students to work together to solve real cyber security problems with real deadlines. Approximately 150 teams from across the nation competed in the event. The competition was focused on objectives from the Security+ and Certified Ethical Hacker (C|EH) exams.
- Graphic Design Ferris Student, Brittaney Headings ('15), won a 2016 Gold Addy award for her project, Modern Craft: An Integrated Brand Identity Campaign student project.
- Patrick Klarecki, Professor, Graphic Media Management, Marketing, in the College of Business presented two courses to 60 Chinese students at the Shanghai Publishing and Printing College (SPPC). SPPC students spent two weeks learning; Substrates, Inks and Coatings and Process Management on their campus in Shanghai China. Ferris State University and the SPPC have an international transfer agreement for their students to come to the FSU Big Rapids Campus to earn a Bachelor Degree in Graphic Media Management.

- Professors John Conati and Patrick Klarecki recently completed 18 hours of training on the use of PANTONELive and the Exact spectrodensitomer from XRite. XRite corporation, the world's largest supplier of color inspection instruments and systems with world headquarters in Grand Rapids Michigan recently donated four EXact instruments, IcProfile instruments and licensing to PANTONELive and professional training. The donation, valued at nearly \$30,000, will allow students to work with the latest instruments available and learn how the cloud based color management system is used to bring print providers located around the globe to produce printed material to a consistent brand color standard.
- Over the recent holiday break, two Information Security & Intelligence professors advanced the cyber certification offerings for ISI students. Jim Furstenberg became a Certified Network Defender, and Gerald Emerick became the first educator in the nation to be a Certified Security Analyst (ECSA). Both earned certifications through the International Council of Electronic-Commerce Consultants (EC-Council). FSU is one of the few universities in the nation that is an EC-Council Accredited Training Center; offering cutting-edge cyber security training and testing for students to obtain internationally recognized cyber security certifications.
- Racheal McDonald, a senior in Hospitality Management and President of the Student Chapter of the Professional Convention Management Association received one of the PCMA Education Foundation's premier awards. The Chairmen's Scholarship, supported by NYC & Company provides the recipient with a \$2500 tuition-based award. In addition, they receive complimentary registration, housing and airfare to attend the PCMA's annual professional convention, Convening Leaders, held this year in Austin, TX with over 4000 industry professionals. Racheal was one of only two students from across the country to receive this prestigious scholarship.

COLLEGE OF EDUCATION & HUMAN SERVICES

School of Criminal Justice (SCJ)

- Internship Coordinator Kristen Poleski announced that the School of Criminal Justice has received 387 applications for internships for this summer. Last year SOCJ completed 390 internships. More applications are expected. The department anticipates well over 400 internships this summer in Michigan and across the United States.
- Approximately 80-90 high school students from the Lansing area that are interested in a Criminal Justice career will be brought on campus on January 31, 2017. Off-campus Regional Director Mike Wiltse arranged for the campus visit.
- The Lambda Alpha Epsilon Criminal Justice Career Fair was held on January 19, 2017. Over 30 Criminal Justice employers attended the fair held in the University Center. Agencies representing law enforcement, corrections, probation and human services were on hand. The agencies were taking applications for job applicants and interns. The employment opportunities for Ferris Criminal Justice students looks very good in the near future with more agencies looking for quality applicants that graduate from the SOCJ.
- Faculty members Steven Hundersmarck, Mike Vasicek and Greg Vanderkooi had an article published in the Police Forum in December 2016. The article is entitled, "Police Use of Force: Transitioning Policy into Practice."

School of Education (SOE)

- Dr. Virginia Hines conducted a professional development session for the Morley Stanwood Community School on Fetal Alcohol Spectrum Disorders (FASD) on December 16, 2016.

- Brooke-Lynn Ferris, a School of Education student, was awarded a Disney College Scholarship for Spring 2017 semester. She will spend her spring semester at Disneyworld in Orlando working at the park while earning college credits toward her degree.
- Sarah DeShone, a physical education student, took her first MTTC test and passed it. She was happy to report to the School of Education that she is now certified in her minor.
- The following four off campus fall students of Ferris State University have been hired full-time as teachers: Natalie Deppe – Muskegon, Taylor Whaley – Hastings, Spencer Caverly – Grand Rapids, Chad Huizinga – Grand Rapids

COLLEGE OF ENGINEERING TECHNOLOGY

- The Plastics and Rubber programs once again held a high school career day on November 4, 2016. Three high schools attended with 85 students. Gladwin and Lowell Public Schools were return visitors. This year a new school, Bridgman Public Schools, brought students and all were very excited to hear about and have hands on experience with these growing program areas.
- The Associated Construction Students received a donation from Ronca Boyd for work they did at her home building a trellis for her bird feeders. There is going to be an article in the Pioneer regarding the work they did. She had called our office in late May regarding our students being able to help her. She had fallen, hurt her shoulder and was not able to work or use her arm lifting. Although at the time our students had left for summer break, we told her that they would be back in September. The students took a weekend Saturday to go to her place and build the trellis for her. They did not ask for any monetary support, and she called and wanted to donate to their organization for wherever there was a need.
- Mark Dyke was hired as a faculty member in the Construction Technology & Management program.
- This fall the College of Engineering Technology facilitated numerous Technology Engineering Aptitude (TEA) events both on and off campus that focused on middle school aged students and their parents. Nearly 200 participants engaged in the events to learn more about careers in engineering and complete hands-on activities

COLLEGE OF HEALTH PROFESSIONS

- Gail Bullard, Assistant Professor, passed the Six Sigma Lean Black Belt in Healthcare certification exam through Management and Strategy Institute in December 2016.
- Public Health faculty member, Dr. Anuli Njoku, co-presented a workshop on “*Context vs. Content: Understanding the Root Causes of Social Justice Issues*” on November 5, 2016 at the Intersect Diversity & Leadership Conference in Elon, NC.
http://www.elon.edu/e-web/students/multicultural_resources/conference/schedule.xhtml
- The Nursing and Clinical Laboratory Science (CLS) programs are working on an IPE project to perform lead testing for children at local Head Start locations. Nursing students will be visiting multiple Head Start locations to perform sample collection, and then transport those samples back to campus. Once received, CLS students will perform the lead testing and report the results.

COLLEGE OF PHARMACY

- Dr. Jennifer Lamberts PhD, Assistant Professor College of Pharmacy, submitted her proposal, Neuronal Injury and Parkinson’s Disease: Role of Purinergic Signaling for the 2016-2017 AACP New Investigator Award (NIA) which was peer-reviewed and approved for funding.
- Dr. Susan Devuyst-Miller, COP Assistant Professor, along with Farah Jalloul and Ryan Stankey, both 4th year pharmacy students, have authored a book entitled: “Prescription

Opioid Overdose and Naloxone Education (PrO2NE)". The book will be going to print on February 2, 2017. The copyright has been transferred to the Michigan Pharmacists Association in exchange for a donation for each book purchased to be given to the Red Project of Grand Rapids. Dr. Devuyst-Miller's reflection: "I am proud of the work that we completed – the students have worked hard and also learned a lot. With the current opioid epidemic, it was necessary to move quickly; it was quite the endeavor but I am confident that we will have an impact on the patients we serve!"

EIO

- Thomas Dowling, Assistant Dean for the College of Pharmacy, and Jennifer Hegenauer, Director of Marketing Research and Communication for Extended and International Operations, completed Digital Measures' Activity Insight Administrator Certification in the Fall of 2016.
- Paula Koning, Instructor and Advisor for Health Management Programs, took and passed the National Cancer Registrar's Association certification exam to become a Certified Tumor Registrar.
- Ferris Grand Rapids and the Financial Aid staff collaborated to take GetReal! an event designed to teach students about costs associated with life after college to students at the Kent Intermediate School District. This event attracted over 300 high school students.
- Ferris State University online bachelor's degree programs rank among the nation's top 100 and fourth best in the state, according to U.S. News and World Report's Top Online Education ranking. Nationally, Ferris ranked 76th with more than 300 schools considered in that category.

FLITE

- FLITE librarians, Dave Scott, Mari Kermit-Canfield, and Gary Maixner have had a poster accepted to present at the Association of College and Research Libraries (ACRL) 2017 Conference in Baltimore. The poster is titled, "*Throw your patrons a bone: Moving beyond therapy dogs with a menu of alternative relaxation programming,*" and based on their experiences creating end-of-semester programming for Ferris students.

MICHIGAN COLLEGE OF OPTOMETRY

- The American Optometric Foundation announced that the 2016 VSP Global Scholarship Recipients for the Michigan College of Optometry are Gabrielle Smiley and Hannah Rillema.
- Congratulations to Chad Rosen, OD, MBA, FAAO, who just earned his Master of Business Administration as well as an advanced studies certificate in Management Tools and Concepts.
- MCO 3rd year student, Alyssa Drew, is the second-place winner of the AOA Foundation, InfantSEE Scholarship! Watch the video she submitted here:
<https://www.youtube.com/watch?v=eR9h-4ITQ54>
- Craig W. Norman, FCLSA submitted Prescribing for Presbyopia column in Contact Lens Spectrum "The Latest Challenges to Presbyopic Contact Lenses."

Administration and Finance

Auxiliary Enterprises

- Gheretta Harris, Associate Vice President for Auxiliary Enterprises, recently received the National Auxiliary Association Central Regional Mentor Award.
- Dining Services will be participating with the College of Business and the College of Health Professions as their students conduct a study on consumer behavior.

- Derek Ameal, Professional Tennis Management Director and Ferris Racquet and Fitness Center Manager, has been named Professional Tennis Registry's "Member of the Year for the State of Michigan." This award is presented to the PTR member who has shown dedication and diligence in promoting and supporting tennis and the PTR.
- The Ferris Professional Tennis Management program received a \$17,000 grant from the United States Tennis Association on December 22, 2016. The goal of this grant is to bring innovative ways to introduce tennis to new players, progress youth through the play pathway, and increase tennis participation and awareness.

Human Resources

- Congratulations to Mandi Sterly for achieving certification from the HR Certification Institute® (HRCI®). An HRCI certification is a highly recognized certificate and identifies the individual as a master in the HR field.
- Congratulations to Jennifer Kailing Wallace for achieving a scholarship to attend the Midwest Regional CUPA conference. She will bring back new HR information to share with the HR team.

Information Technology

- IT Services web pages have a new look consistent with University standards that brings our web pages current in design and functionality. Please visit the new ITS home page to request technical assistance, find answers, and learn about available services.
- Out of 249 classrooms prepared for spring semester, there was only one classroom with an issue that impacted instruction on the first day of the semester. IT Services is pleased to report Big Rapids classroom readiness at 99.6%.

Athletics

- Former Ferris State University football standout and two-time Harlon Hill Trophy winner Jason VanderLaan (Frankfort, Ill./Chicago Christian) was honored with one of his most prestigious national awards yet as he was presented the 2017 NCAA Today's Top 10 Award in Nashville at the NCAA Awards Banquet. The honor was awarded by the NCAA and VanderLaan is the first-ever Ferris State student-athlete to be recognized as one of the award recipients.
- Ferris State Athletics concluded the fall season with an overall department cumulative grade point average of 3.17 for the Bulldogs' 17 varsity athletic programs. The figure includes more than 400 FSU student-athletes from the 17 programs.
- The Ferris State men's basketball squad is currently riding a ten game winning streak and holds sole possession of first place in the GLIAC standings. The Bulldogs are 15-3 overall and 9-2 in league action this season under head coach Andy Bronkema.
- The Ferris State women's soccer program has received distinguished praise for the way in which the Bulldogs competed this past fall under head coach Andy McCaslin. The Bulldogs were recently one of only three Great Lakes Intercollegiate Athletic Conference (GLIAC) programs to be named to the 2016 National Soccer Coaches Association of American (NSCAA) Team Ethics and Sportsmanship Award recipients list. FSU earned a "Silver" designation for the second year in a row.
- Following a season in which they advanced to the NCAA Division II National Semifinals, the Ferris State University football squad claimed two major awards and had five student-athletes chosen to the 2016 Don Hansen's Football Gazette All-Super Region Four Team. For the second year in a row, Ferris State head coach Tony Annese garnered Football Gazette Super Region Four Coach of the Year honors while standout

sophomore defensive end Zach Sieler (Pinckney) received the region's Defensive Player of the Year Award.

- The Ferris State football squad had three first-team All-Region choices as noted by Don Hansen's Football Gazette. Sophomore defensive end Zach Sieler (Pinckney) along with senior linebacker Anthony Darkangelo (Brighton/Detroit Catholic Central) and junior cornerback Tavierre Thomas (Detroit/Allen) were first-team recipients. Junior center Jake Daugherty (Big Rapids) and sophomore offensive tackle Devon Johnson (Aurora, Ill.) both garnered second-team regional laurels on the offensive side.
- Sophomore standout Zach Hankins (Charlevoix) of the Ferris State University men's basketball squad, has been named to the 2017 Bevo Francis Award Watch List as one of the top players in the country. This year's watch list was announced by Small College Basketball (SCB).
- For the eighth consecutive year, a member of the Ferris State University men's ice hockey team is among the leading candidates for the Senior CLASS Award, which is presented annually to a single deserving student-athlete who excels both on and off the ice. Bulldog senior forward Chad McDonald (Battle Creek) is one of 15 national candidates for the 2017 Senior CLASS Award in collegiate hockey. To be eligible for the award, a student-athlete must be classified as an NCAA Division I senior and have notable achievements in four areas of excellence – community, classroom, character and competition.
- Ferris State University Athletics concluded the fall season as one of the top 30 schools in the country in Learfield Sports Directors Cup standings for all-around excellence. The Bulldog football team reached the national semifinals while Bulldog Volleyball advanced to the NCAA Sweet Sixteen.

Government Relations and General Counsel

- The Governmental Relations and General Counsel office was pleased to once again host 92 students and parents from the Grand Rapids Griffins Youth Foundation on campus Friday, Jan 13, 2017. Students participated in a program themed, “if you plan for college, it could really happen” and also attended the Ferris Hockey game. Wendy Foy of the Griffins Youth Foundation said, “This trip is the best thing that happens for our players when it comes to the Education Program.” Special thanks to Jason Daday who heads up the program from Admissions.

Kendall College of Art & Design

- Interior Design students Elise Boersma, Elizabeth Heinz, Molly Kalep, Amanda Klauer, Betsy Kort, Ashley Newton, and Anastasia Wilder collaborated with Grand Rapids, Mich. nonprofit Dwelling Place to redesign a communal meeting space in the organization's Ferguson Apartments.
- Photography student Steven Miner was featured by Ain't-Bad, an independent online publisher of new photographic art.
- Associate Professor and Chair of the Collaborative and Furniture Design programs Gayle DeBruyn traveled to Yogyakarta, Indonesia to take part in the 10th Global United Nations Regional Centres of Expertise on Education for Sustainable Development Conference.
- Professor and Art History Program Chair Suzanne Eberle was recently a featured speaker at the Costume Society of America's Midwest Region Annual Symposium, where she gave a presentation titled "Contemporary Artists and the Power of Fashion

and Sartorial Symbols;" at the School of Visual Arts' 30th Annual National Conference on Liberal Arts and the Education of Artists in New York City, where she presented a paper titled "Studying Art History: Articulating Humanity;" and at the Grand Rapids Art Museum, where she gave a lecture on Dutch fashion designer Iris van Herpen titled "Iris van Herpen: Inspired by History, Borrowing from the Past."

- Associate Professor and Drawing Program Chair Stephen Halko had his large charcoal drawing "Impact" featured in *Dream or Nightmare*, a national juried exhibition at Michigan State University's (SCENE) Metrospace gallery.
- Faculty member and Design West Michigan Executive Director Ken Kraymer gave a lecture at the Grand Rapids Art Museum titled "Dutch Design: Culture in Context" as part of the Iris van Herpen lecture series, held in conjunction with the *Iris van Herpen: Transforming Fashion* exhibition that featured the work of Dutch fashion designer Iris van Herpen.
- Professor and Printmaking Program Chair Mariel Versluis was invited to take part in the University of Wyoming's Inky Paper Residency Program, where she completed three new pieces of work, gave an artist talk, and held a solo exhibition titled *If*.
- Alumna Kelly Allen ('08, MFA), alumna and Curator of Exhibitions Michele Bosak ('04, BFA Sculpture and Functional Art), alumna Shelley Klein ('94, BFA Painting), adjunct instructor Maureen Nollette, Drawing Professor Deborah Rockman, and Sculpture and Functional Art Assistant Professor Natalie Wetzel were all featured on a list of the top artists in Grand Rapids that was published by cultured.GR.
- Christopher Bruce ('10, BFA Art Education), has been named director of the Grand Rapids Art Museum's new Learning and Creativity department, a reimagining of the former Learning and Audience Engagement department focused on evolving museum's approach to interfacing with visitors and the community at-large.
- Daniel Finks ('08, BFA Furniture Design) designed two new high-end bath vanity collections for James Martin Furniture that debuted at the Kitchen and Bath Industry Show in Orlando, Fla.
- Hannah Grohman ('16, BFA Art Education) opened Lions & Rabbits, a new retail and gallery space in Grand Rapids, Mich.
- Sandra Hansen ('13, BFA Painting; '16, MFA) was appointed to an artist residency at the Forest Hills Fine Arts Center in Forest Hills, Mich.
- Kimberly Lavon ('08, BFA Printmaking) had her artwork featured on the cover of City Pulse, a weekly arts and entertainment guide focused on Lansing, Mich. A profile of Lavon and her gallery/workspace, Kimberly Lavon INK, was also featured in the issue.
- Alumnus and adjunct instructor Taylor Mazer ('12, BFA Illustration) has been selected to appear in the 46th issue of the international art and design journal Creative Quarterly.
- Verlie Murphy ('93, BFA Printmaking) was named the Artist of the Month at Tyron Arts and Crafts School in Tyron, N.C.
- Matthew Provoast ('16, BFA Photography) and Erika Townsley ('16, BFA Photography) opened a new gallery space, The Light Gallery & Studio, on the Avenue for the Arts in downtown Grand Rapids, Mich.

Urban Institute for Contemporary Arts (UICA):

- Urban Institute for Contemporary Arts (UICA) was awarded gifts and grants from Ferris State University, the National Endowment for the Arts, the Dick and Betsy DeVos Family Foundation, and ITC to support its 2017 slate of exhibitions and programs that are focused on artist and audience equity, including *US IS THEM: Art from the Pizzuti Collection* and *Here + Now*, which open on January 27, 2017.

- UICA welcomed over 6,400 visitors to the season's *Coming Home* exhibitions, which featured five solo exhibitions including the work of KCAD Professors Diane Zeeuw and Bob Marsh. Coming Home was on view from November 11 – January 8.
- Over 3,800 guests shopped UICA's festive Holiday Artists' Market at Steelcase Town Hall on December 2nd and 3rd. Over 60 local vendors sold fine arts and crafts, and holiday music was provided by WYCE Programmers and the City High/Middle School Chorale.

Student Affairs

Birkam Health Center

- Birkam is partnering with the School of Nursing by becoming a Clinical Site for the School of Nursing-- Public Health Rotation. The first nursing student is to begin January 25, 2017.

Center for Leadership, Activities and Career Services

- CLACS lobby events, an effort to get students in the door and provide unique educational opportunities, celebrated pie day and offered a make your own clipboard event. An average of 55 students attended these events.
- The Ferris State University Penny Pincher Machine was unveiled at the UCB 2nd anniversary event. This offers the campus and Big Rapids community a unique opportunity to obtain a Ferris pride item. The machine was free on this evening but will cost 51 cents in the future. This was a collaboration between the Pride Committee, University Center, and CLACS.
- The event card swipe system connected to OrgSync was utilized at all Five Star events during the Fall 2016 semester. For Spring 2017, the card swipe system is being utilized by Office of Multicultural Student Services and Residence Hall Directors. This process will allow new analysis of people who are attending events. The card swipe system is available for any faculty/staff member to reserve and use at their event.
- Panhellenic Council has been fundraising for Circle of Sisters, a Philanthropy that supports education for women in impoverished locations around the world. \$175 was raised Fall 2016. This would pay for two woman to go to school for 1 full year with all supplies and lunch and also supports one bike to travel to school.
- Zeta Tau Alpha's active member and new member average GPA was above the All Women's GPA for Fall 2016.
- Casino night was held Friday January 13th. This was a Friday late night opportunity for students to gather in the University Center. Staff from around campus worked as celebrity dealers to meet students in a fun and entertaining way. 152 students attended. This event was showcased on the front page of the Torch and students want to have this event again in the near future.
- The bi-annual community town hall meeting was held on campus January 13th. 17 agencies and 3 community boards were represented. This meeting gives the CLACS volunteer center information about community needs to help Ferris students find ways to make a high impact in our community. Two needs at this time are helping with the planning and implementation of the Mecosta County trail initiative and assisting food banks with unloading the high amount of food received on a monthly basis.

Enrollment Services

- The Admissions Recruiters have made phone calls to 2,220 new students who have received a financial aid award notice. They left many messages but were able to speak to over 25% of the students and help answer questions that they had.

- The early FAFSA has been implemented with the 2017 – 2018 award year. The 17-18 FAFSA became available in October 2016. FSU has already awarded 2962 new freshmen for fall 2017 at this time.
- On December 14th, FSU Financial Aid and Admissions staff joined forces with FSU statewide staff to take the Get Real! financial literacy event to several hundred Kent County Technical High School (KCTC) students. The event was very well received by the students and staff of KCTC.
- The Registrar's Office processed, in conjunction with the academic colleges, and delivered over half of the Fall graduates graduation/diplomas between December 20 – December 22. This means that over 600 graduates received their diplomas during our break just a week after final grades were posted. In addition, during the break we were able to deliver 120 official transcripts while we were closed due to the pdf option we have implemented.
- Orientation registration for fall 2017 opened on January 13th. This is the earliest it has ever started by roughly one month. With the early FAFSA this year, it seems to be a big hit. We have 189 students registered and counting as of January 23, 2017.

Office of Multicultural Student Services (OMSS)

- During the 2015-16 academic year, the OMSS' Michigan GEAR UP provided intense SAT boot camp sessions for the Junior and Senior classes at Baldwin high school. Four monthly, day-long sessions were held between the months of February and May. Content covered included a walk-through of each section of the SAT, study skills, test preparation techniques, and practice tests. Services were provided by Exam Experts, an expert test preparation consulting company. The Big Rapids Pioneer reported that Baldwin students excelled in the SAT composite scores for 2016, exceeding the state average. GEAR UP is excited to see our students excel in their SAT scores this year.

Personal Counseling Center

- Ferris has been chosen to participate in the JED Campus Program to improve student mental health. The program will consist of a multi-year strategic partnership with JED that will promote the emotional wellbeing of our students. The program will be co-sponsored by the Personal Counseling Center and Educational Counseling and Disability Services.

University Recreation

- Fall 2016 Swim Lessons at the Student Recreation Center served 62 children and 2 adults
- As of December 3, 2016, climbers at the Student Recreation Center climbing wall have climbed 77,584' or 14.69 miles. This is the equivalent of climbing Kilimanjaro (19,341') to the peak and back twice.

University Advancement and Marketing

- Since July 1, 2016, the Ferris Futures Scholarship Challenge saw 111 gifts and pledges to new and existing endowments, with more than \$2.2 million of new gift commitments from Ferris State University benefactors. With the match, this creates \$4.4 million of new endowed funds for the support of Ferris students.
- The Ferris Foundation is excited to announce that Aly Raisman will be the speaker for the 2017 Foundation for Excellence Benefit. Aly was a member and captain of both the 2012 "Fierce Five" and 2016 "Final Five" U.S. Women's Olympic gymnastics Teams. Raisman was the most decorated American gymnast at the 2012 games.
- Tim Wendt (COB' 86) made a gift to the Center for Athletics Performance.

- The Whalen Family of Lansing established two new endowments in honor of the late John Whalen and Carl Rex.
- The Web Content team in University Advancement and Marketing collaborated with personnel from Academic Affairs to create the “Women’s Advocacy Forum” website. The Women’s Advocacy Forum promotes the annual Helen Gillespie Ferris Distinguished Women Leader Award. The recipient of this new annual award will also be the Ferris nominee for the Michigan Distinguished Woman Leader in Higher Education Award, presented each year by the Michigan ACE Women’s Network. Associate Provost Roberta Teahen was a 2015 recipient of this award. The Women’s Advocacy Forum website can be accessed at <http://www.ferris.edu/womens-advocacy-forum/>
- The News Services and Social Media Team was heavily involved with public relations efforts for Ferris’ 2017 Dr. Martin Luther King Jr. Celebration. The team, in collaboration with the Office of Multicultural Student Services and the event’s planning committee, developed multiple press releases, including: a general overview and a communication regarding the keynote speaker, Bakari Sellers, a well-known frequent contributor to the CNN and MSNBC networks. The team also developed multiple videos, including a pre-event feature as well as a feature highlighting the annual Freedom March and Student Tribute. The team also arranged several interviews and helped facilitate other coverage for local TV stations and newspapers and helped lead a strong social media presence for the events. See Ferris’ coverage, below.

Preview news release:

<http://www.ferris.edu/HTMLS/news/archive/2016/december/king.htm>

Bakari Sellers news release:

<http://www.ferris.edu/HTMLS/news/archive/2017/january/sellers.htm>

Preview video: <https://www.youtube.com/watch?v=Fa6eudKqeDY>

Freedom March and Student Tribute video:

<https://www.youtube.com/watch?v=zBXx86bBUQg>

- During fall semester, two of the News Services and Social Media Team’s Ferris First video features were viewed by more than 11,000 people. A Ferris First feature on student Claire Wolfe has garnered a shade more than 11,000 videos while a feature on student Jimmiaya Dixon, December 2016 graduate, has been viewed more than 13,000 times. The two videos can be viewed using the links below.

Jimmiaya Dixon: <https://www.youtube.com/watch?v=qfvmvxIOc94&t=3s>

Claire Wolfe: <https://www.youtube.com/watch?v=LPAFJ2V7zn0>