Ferris State University
Good News Items
March 2020

Academic Affairs

COLLEGE OF ARTS & SCIENCES

• English Education and Education students, Emily Francart, Brandon Newman, and Taylor Moore (with assistance from Debbie Courright-Nash of ELWL and Amy Kavanaugh of the School of Ed) completed SLD Read training in the Orton-Gillingham kinesthetic and phonics-based technique for improving students' learning and are beginning to tutor elementary students in the Big Rapids area.
• Deirdre Fagan’s chapbook of poetry, “Have Love,” was published by Finishing Line Press in December 2019.
• Deirdre Fagan was selected to participate in the Donna Kaz Creative Nonfiction Workshop in Southampton, NY. January 8-12, 2020.

COLLEGE OF BUSINESS

• Marketing research students assisted Ferris State ROTC by creating and administering a survey. During the fall 2019 semester, the FSU marketing research (MKTG 425) class students assisted FSU’s Reserve Officer’s Training Corps (ROTC) by launching a university wide survey researching the attitudes and perceptions from students about ROTC. The marketing students were able to present their research findings to ROTC, including a full report of the collected data. https://business.ferris.edu/marketing-research-students-assist-ferris-state-rotc-by-creating-and-administering-survey/
• The AMA-Ferris Case Competition Team places in the semi-finals of the AMA Collegiate Case Competition. The AMA Collegiate Case Competition is a year-long event that brings together top marketing students to work on a business challenge submitted by a sponsoring organization. The case sponsor provides a detailed marketing problem and is looking to gain the perspective of AMA students. They develop a marketing strategy in this nationally recognized competition.

COLLEGE OF ENGINEERING TECHNOLOGY

• Mark Prosser, Assistant Professor in Welding Engineering Technology, recently completed his second major revision of his co-authored book “Gas Tungsten Arc Welding handbook.” The book was originally written by William Minnick and published by Goodheart-Wilcox Publishing in 1985. Mark Prosser was commissioned to take over the book after Mr. Minnick’s passing. The GTAW handbook has been a top selling publication to welding programs and industry training programs nationally and internationally for over 35 years. Professor Prosser has also authored four other books including two self-published books, a blueprint reading book and a maintenance welding book.
• Mechanical Engineering Technology (MET) hosted 15 eager, local middle-schooler students in a hands-on, no computer activity on Saturday, February 22, 2020, in the Swan Building. This is part of the Super STEM Saturday activities spearheaded by Laura Forbes in College of Arts and Sciences and supported by Chuck Drake in the College of Engineering Technology. Six MET junior volunteers were involved in set-up and running the event along with Forbes and Drake. Students designed, built, and tested their models on a 16-foot permanent magnet mag lev track. It was fun and a little challenging...
for some. The MET students were Jacob Rowe, Tanner Poppema, Ana Philips, Jacob Kremlow, Zach Greenfield, and Kyle Hiller.

EIO

- FSU-GR hosted Maranda’s eleventh annual Beautiful U for 150 middle school girls from Wyoming, Kentwood and Grand Rapids Public Schools. Maranda, Ferris and our corporate partners worked together on this youth empowerment event to help the girls build self-confidence and an understanding of what makes them unique, the realities of social media, physical and mental health, and how to prepare for their careers. Paola Mendivil, a Ferris alumna and GR Council member, shared her story as a minority female business owner, demonstrating the girls can do anything they set their minds to do.

MICHIGAN COLLEGE OF OPTOMETRY

- MCO is pleased to announce a contract has been made with the biopharmaceutical company, Eyenovia. The contact lens team and VRI have partnered with Eyenovia for a 4-year multi-site study on different dosages of atropine for slowing the progression of myopia. It is going to allow MCO faculty and residents to be part of the rapidly growing area of research on myopia control, with potential for multiple publications. This project will involve members of the Contact Lens and Pediatric faculty, as well as both in-house residents.

RETENTION & STUDENT SUCCESS

- Julie Alexander has accepted the position of Director of the Accessibility and Disability Services office. Her start date is April 6, 2020.
- Alumni Advisory Board finished the endowment of the Bigford Fund through an end-of-the-year push.
- David McCall attended the National Career Development Summit, January 8, 2020 in Washington, D.C. which focused on promoting and increasing career development throughout all forms of education.
- Deedee Stakley presented at the Michigan Career Education Conference on FerrisNow Courses to Compliment CTE Programs, Creating Successful College Credit Opportunities and Incorporating College Pathways into Your CTE Programs, January 26-28, 2020 in Grand Rapids, Michigan.
- Ferris submitted a $1.13 million-dollar TRIO Student Support Services grant application through the U.S. Department of Education.

Administration and Finance

Athletics

- Both the Ferris State University men’s and women’s basketball teams won the GLIAC North Division Championship in regular-season play this year. The Bulldog men’s squad claimed the divisional crown for the third time in four years along with the 16th time in school history. Meanwhile, the women’s team claimed its first divisional title since 2012 and only the third in program history. Both teams have also won 20 games or more and locked up spots for the conference tournament with both scheduled to play at home on March 3. Both also remain in contention for potential spots in the NCAA Tournament.
- Five Ferris State University student-athletes from four different sports have been chosen as Great Lakes Intercollegiate Athletic Conference (GLIAC) Commissioner’s Award recipients for the fall season. The Bulldogs’ five honorees were the most of any school in
the conference as only 12 student-athletes, six male and six females, were chosen for the 2019 fall campaign. The Bulldogs' honorees included Travis Russell (football), Sam Heyboer (football), Allyson Cappel (volleyball), Katie Etelamaki (cross country) and Bri Rogers (soccer).

- A total of 84 Ferris State University student-athletes have achieved Great Lakes Intercollegiate Athletic Conference (GLIAC) All-Academic & All-Academic Excellence Team honors for the recently-completed 2019 fall athletics campaign as announced by the league office and presented by Meijer. The 84 Bulldog student-athletes represent six varsity programs, including football, volleyball, women's soccer, women's tennis, women's cross country and men's cross country. Ferris State had 32 student-athletes tabbed to the GLIAC All-Academic Team and another 52 who received GLIAC All-Academic Excellence Team recognition.

Governmental Relations and General Counsel

- The annual Lansing Legislative Luncheon took place on February 11, 2020. We had a record turn-out of legislators and a grand total of 167 people attend. Programs spotlighted included those housed in the new Virtual Learning Center, including Digital Animation & Game Design and ISI. Also spotlighted was one of our Associate Degree programs, Dental Hygiene and the TIP program. GRGC wants to thank everyone that participated and helped us showcase the important role Ferris plays in preparing students to meet the talent needs of Michigan.

- On January 28, 2020, the University reached a Tentative Agreement with the Ferris Nontenure-Track Faculty Organization (FNTFO) to extend the current collective bargaining agreement. The agreement was ratified by the FNTFO on February 4, 2020 and the Board of Trustees ratified the extension on February 10, 2020. The successor agreement is in effect until June 30, 2024 with the possibility of a 5th year extension. The parties expect to finalize and sign the written agreement in the near future.

Kendall College of Art & Design

- KCAD was proud to collaborate with the Grand Rapids Art Museum (GRAM) on the exhibition *A New State of Matter: Contemporary Glass*, on display now through April 26. KCAD Ceramics Technician and alumna Jovannah Nicholson ('09, BFA Sculpture and Functional Art) worked with GRAM staff to create a “touch station” that gives visitors to the exhibition tactile and informational insight into the process kiln firing glass art.

- The Fed Galleries @ KCAD showcased winning work from the regional level of the 2020 Scholastic Art & Writing Awards, a storied national competition that celebrates the vision, ingenuity, and creative talent of students in grades 7-12. Those students who receive Gold Key awards at the regional level of the competition will advance to the national level, where such luminaries as artist Andy Warhol, writer Sylvia Plath, actress Lena Dunham, and filmmaker Richard Linklater were once honored as emerging young creatives.

- KCAD Collaborative Design students have taken up residence in the KCAD Spark Lab to host an open design charrette exploring the question: “how might we link social enterprise with sustainable development, while connecting critical watershed infrastructure to neighborhood development through interactive educational product development solutions?”

- KCAD Graphic Design student Sadie Boxer has earned her third consecutive Burger King McLamore Scholarship, given to applicants who demonstrate academic excellence
as well as an active leadership role in community service, athletics, and/or similar co-curricular activity.

- KCAD Interior Design student Sean Guirey finished as a semifinalist in the 2019 Steelcase NEXT Student Design Competition, which received over 1,000 student entries from around the country. Entrants were challenged to design a 10,600 sq. ft. learning space to support the changing behaviors and expectations of today’s, and tomorrow’s, college students, who come to campus tech-savvy, connected, and aware of the global economy.

- KCAD Illustration student Anastasia Schutte has been named the Meijer State Games Of Michigan Adult Female Athlete of the Year after dominating the archery events during the 2019 games—and that’s just the latest in an impressive string of athletic achievements. Schutte also won the Women’s Traditional Class Title at the 2019 State Games of America, where she broke several national records in her division in the process.

- KCAD Photography Assistant Professor Leah Gose gave a presentation at Grand Rapids Brewing Company on how food entrepreneurs can leverage photography to fuel their marketing efforts. The presentation was part of the ongoing Culinary Conversations Happy Hour lecture series, sponsored by the Grand Rapids Downtown Market.

- KCAD Art Education Professor Donna St. John was selected for inclusion in the 47th annual Celebration of the Arts juried exhibition, one of the largest juried sacred art shows in the country. Furthermore, St. John’s sculptural piece “Visual Prayer, Stitch In Time” was honored as the recipient of the exhibition’s Social Justice Award. Submitted works were evaluated by Rehema C. Barber, chief curator of the Kalamazoo Institute of Arts.

- KCAD Printmaking Professor Mariel Versluis is currently featured in one fine day, and exhibition in The Fed Galleries @ KCAD that presents new work created during Versluis’s recent faculty sabbatical. In it, Versluis explores over-population the resulting political turmoil and societal tragedies, while also connecting these significant issues to her own deeply personal stories. one fine day is on display through March 21.

- KCAD Painting, Master of Fine Arts, and Master of Arts in Visual and Critical Studies Professor Diane Zeeuw recently presented her paper, “Sharing Suffering: the Photograph of Jakelin Caal Maquin as an Unstable Personal, Political, and Ethical Witness,” at Precarious Lives, Uncertain Futures, an international conference held at the University of Rome Tor Vergata in Italy.

- Zeeuw’s paper analyzes multiple iterations of a widely-disseminated photograph of Jakelin Caal Maquin, the 7-year-old girl from Guatemala who died while in U.S. Border Patrol custody as filtered through philosopher Kelly Oliver’s notion of the “witness.”

- KCAD alumna Brandi Bowman (BFA) was a featured guest critic during a recent TEENFORUM Open Crit session at the South Bend Museum of Art in South Bend, Ind. Bowman, an associate curator at the museum who’s also an active practicing artist, and James Jursinic, an artist and creative director at Pathfinders Advertising Agency, provided feedback and constructive criticism to local teens looking to take their creative work to the next level.

- KCAD alumnus Robert Andy Coombs (’13, BFA Photography) and his provocative and powerful imagery exploring the intersection of sexuality and disability have again captured the attention of New York Magazine Senior Art Critic Jerry Saltz, who this time lauded Coombs’s work in a new piece for Vulture. Coombs is currently featured in Touching History: Stonewall 50, an exhibition at the Palm Springs Art Museum in Palm Springs, Fla. that commemorates the 50th anniversary of New York’s Stonewall riots.
KCAD alumnus Cameron Jenkins (’19, BFA Drawing) has been named the Sterling Heights Arts Commission’s Featured Artist for the months of February and March. During that time, Jenkins will have his artwork displayed in the Sterling Heights City Hall building, where he hopes to reach new audiences.

KCAD alumna Lydia Larson (’11, MFA) is currently featured in The Art of Firing Circuit Studios, and exhibition at the Wilton Library in Westport, Conn.

KCAD alumna Lauren Mitus (’10, BFA Interior Design) helped guide Peter Marino Architect’s newest project in Manhattan, The Getty Residencies, which Interior Design recently named its 2019 Best of the Year Winner for Kitchen and Bath.

KCAD alumnus Tim O’Hare (’84, BFA Furniture Design) has been named Senior Vice President of Merchandising and Design at Hooker Furniture Company. O’Hare comes to his new role from Caracole, where he was senior vice president of creative merchandising for the past three years.

KCAD alumnus Joey Ruiter (’00, BFA Industrial Design), fresh off opening an exhibition at the Peterson Automotive Museum in Los Angeles, recently sat down with Cult of Velocity to talk cars, design, and his never-ending quest to break new creative ground in a video posted to the media outlet’s social media.

KCAD alumna Anna Schierbeek (’19, MFA) is currently featured in the juried exhibition Fear at Drury University in Springfield, Mo.

Urban Institute for Contemporary Arts

Urban Institute for Contemporary Arts (UICA) has partnered with KCAD Art Education and Artists Creating Together (ACT) to create a program for Art Education for Special or Diverse Populations. This course is designed to provide pre-service art educators an introduction to teaching strategies and other aspects of exceptional and diverse learners in K-12. Content will include a brief historical perspective of the field of special education including legislation and litigation, causes of disabilities, academic, creative and social characteristics, basic assessment and intervention procedures and teaching strategies for the art classroom. Through this partnership, KCAD Art Education Students will gain practical hands-on instructional experience while providing ACT students with art-based activities in The Studio at UICA. All activities are inspired by themes derived from UICA’s exhibitions and will empower participants to express their own unique identity with a variety of media. KCAD Students will receive guidance from ACT and UICA staff regarding best practices for instruction and content development inspired by objects on view in The Galleries. The partnership will culminate in a group exhibition which will be on display in UICA’s Learning Galleries from March 26 – April 17, 2020. An artist reception, which will be open to the public, is scheduled to be held on Tuesday, April 14.

With support from the National Endowment for the Arts (NEA), UICA will be hosting many FREE First Friday Studio Nights and FREE Family Days at UICA.

Student Affairs

A new governing council, the United Greek Council, was established to improve resources to multicultural Greek fraternities and sororities as they operate, recruit and function differently from other Greek lettered organizations.

95% (211 of 223) of Registered Student Organizations completed the newly implemented Transitions/Renewal process on time in Bulldog Connect.

There are 130 children signed up for swim lessons for the second session at the Student Rec Center.
Over 50 students participated in the “Love Your Body Week,” where many different fitness classes were offered at the Student Rec Center.

Over 170 student surveys were collected in the Student Red Center that will assist us in serving our students’ better.

The Anti-Violence Alliance has been awarded two Michigan State Police grants totaling $99,200 through the state-wide Let’s End Sexual Assault program. The grant’s objectives include hiring a one-year, fixed length Violence Prevention Coordinator to continue the foundation we have built with our thirty-four member team of faculty, staff, and students to increase the campus-wide capacity in anti-violence work, utilizing peer education, training the campus in bystander intervention, as well as installing security and surveillance cameras in many of our residence halls.

Elizabeth Tomaro, Assistant Director of Student Conduct, presented at the national Association of Student Conduct Administrators annual conference on her experience at the Gehring Academy for Student Conduct Administration.

The Admitted Student Open House on Saturday, February 15th had 161 students with 423 total guests in attendance. Students at the event connected with their colleges and a variety of departments on campus. Additionally, 108 of these students have signed up for orientation, of which 46 signed up during the event. The next Admitted Student Open House will take place Saturday, March 21st.

All of the Enrollment Services staff participated in a workshop led by Jody Gardei of the Staff Center on “How to work effectively with people who act, think and work so differently from you”.

Institutional Research & Testing has the 2019-2020 edition of the Fact Book available on their website.

University Advancement and Marketing

The most recent Alumni Association Bulldog for Life video features 1995 Surveying Engineering graduate and Ferris Foundation Board Director Matt Nawrocki. Matt owns and operates Vector Incorporated, a land surveying equipment company he founded in 1999.

He remembers finding his niche, studying GPS, in the Surveying Engineering program during his time at Ferris. He is especially proud of the Nawrocki Gratitude Endowed Scholarship fund, which is given each year to outstanding Surveying Engineering juniors who demonstrate a high level of enthusiasm, leadership, and involvement on campus and in the community.

The Alumni Association hosted two events in Arizona, on Feb. 6 and 8 – both with the help of Bulldog Ambassadors. Ambassador Barb Johnson (B ’86) hosted the alumni, emeriti and friends luncheon, attracting more than 25 proud Ferris supporters at the local-favorite Golden Corral in Tucson, Ariz.

Ambassador Brenda Maynard (AS ’81) helped the Alumni Association start the 2020 Bulldogs and Brews Tour with a bang with nearly 50 people attending the stop at Fate Brewing Company in Scottsdale, Ariz.

The Alumni Association hosted nearly 50 dedicated Ferris and the Detroit Pistons supporters for a home basketball game on Saturday, Feb. 8 at Little Caesar’s Arena in Detroit. Included in the price of admission for each attendee was a $5 donation to The Ferris Foundation for the Ferris Alumni Legacy Endowment.
Alumni Ambassador Casey Paine (ET '08) continued his Ferris Pride streak as he assisted the Alumni Association in hosting the second stop on their Bulldogs and Brews Tour at Panther Island Brewing in Fort Worth, Texas, on Saturday, Feb. 22. Casey hosted more than 30 Texas-based alumni and friends of the University in his second strong turnout for the Lonestar Bulldogs.

Jacqueline Holman has joined the Advancement team as Stewardship and Donor Relations coordinator. Jacqueline is a graduate of Western Michigan University and comes to Ferris with more than five years of experience in Stewardship and Donor Relations, most recently at Eckerd College in St. Petersburg, Fla. Jacqueline is responsible for coordinating donor communications, scholarship activity, the Societies of Distinction and donor events.

The Web Team in University Advancement and Marketing is seeking input from a wide constituency of users who rely on the internal search function of the ferris.edu website to find what they are looking for when visiting the University’s website.

A new feature has been added for users who may be unsuccessful in locating the exact webpage when executing a search query. A link has been added to the main search results page -- “Didn’t find what you were looking for?” – which will direct users to a form where they may submit the search terms that were entered and what was the desired expectation of the search result.

The Web Team of Ted Halm, Paul Hobart and Dale Hobart can create custom search listings for any keyword or set of keyword phrases and match the listings with the desired landing spot. For instance, when searching for the term “Scholarships,” search results are quickly delivered for the top four sections of the Ferris website with pertinent information on scholarship opportunities.

The internal search function of the Ferris website is used more than 1,000 times on an average day. There are certain days during the academic year where the query volume surpasses the 1,000 mark, bringing the total to approximately 500,000 search attempts annually.

The user input form will allow the Web Team to better serve its diverse community of users and all suggestions will be considered.

The News Services team is eager to launch three of its popular social media contests during the final months of the spring semester and the 2020-21 academic year. Among the primary goals of all social media contests is to promote Ferris pride and positive social media engagement.

The first contest of the Spring 2020 semester is the oldest: The Ferris Pride Spring Break Photo Contest. This year marks the seventh edition of this contest, which typically features images from across the United States and from various international locations. Winners are selected from categories that include the most creative, most daring, cold-weather location, warm weather location and editor’s choice. Winners receive Ferris-branded apparel items.

Next up, in April, is the BIG Event Photo Challenge. Participants join in with fellow students in this large-scale student-led local community service project. Categories
include the best group photo, best individual photo, most creative, most challenging task, best use of tools, most engaging with community members and the most fun.

Wrapping up social media contest engagement for the academic year is the Commencement Cap Challenge. This year’s cap challenge kicks off at the Grad Fair on March 24. This challenge runs through Tuesday, April 28.