Academic Affairs

MICHIGAN COLLEGE OF OPTOMETRY
• Dr. Vandana Rajaram, Professor, Michigan College of Optometry, coauthored on a book chapter in Biostatistics with Dr. Stanley Hatch which was published in Public Health Optometry 2020: Environmental Vision, Epidemiology, International Optometry. Open source ebook. 2020
• Dr. Lillian Kalaczinski, Assistant Professor, Michigan College of Optometry received the MOA (Michigan Optometric Association) Educator of the Year.
• On January 30th, Dr. Paula McDowell, Associate Professor and Emily Aslakson, Assistant Professor at the Michigan College of Optometry gave a presentation to the Michigan Vision Therapy Study Group called “The Great Balancing Act: The Academic Approach to Teaching Vision Therapy”.
• On February 3rd, Emily Aslakson, Assistant Professor, Michigan College of Optometry gave a presentation to Pacific College of Optometry entitled “Evidence Based Teaching Practices for Optometric Educators”.
• Michigan College of Optometry had 30 students who have completed their Student Academy Fellowship. The program is geared to guide students to develop their skills as an optometric professional.

COLLEGE OF ARTS, SCIENCES AND EDUCATION
• Garrett Stack’s short story, The Lake House, was recently published in the Winter 2020 issue of Cheat River Review.
• Dan Noren co-presented “De Versailles à la Nouvelle France (From Versailles to New France/Canada): A Journey of Heritage” at the Virtual Michigan World Language Association conference with Stephanie Potier and Genot Picor.
• Deirdre Fagan was a featured reader at The Writers’ Colony at Dairy Hollows January 2021 Poetluck, “About Time.” She read an excerpt from her short story collection, The Grief Eater.
• Deirdre Fagan had two poems collected in the anthology, As the World Burns: Writers and Artists Reflect on a World Gone Mad.
• Deirdre Fagan presented at the 2020 South Atlantic Modern Language Association virtual conference: “Selections from Have Love.”

RETENTION AND STUDENT SUCCESS
• Emmanuel Jadhav and Jason Bentley presented Identify Transition Among First-Generation Students – Pilot Study at HatchEd on February 18, 2021.
Dr. Kasey Thompson’s article, “I'm a college professor who’s teaching virtually during the pandemic. Here are 7 things my most successful students do on Zoom.”, was recently published in Business Insider. [https://www.businessinsider.com/tips-for-zoom-success-as-remote-student-professor-advice-2021-2?fbclid=IwAR3pKsyNclAEjAD6yV8z6vA8nOriGuL6Xi-wyOdn9Yw1yRzWCw1UxLnn-A](https://www.businessinsider.com/tips-for-zoom-success-as-remote-student-professor-advice-2021-2?fbclid=IwAR3pKsyNclAEjAD6yV8z6vA8nOriGuL6Xi-wyOdn9Yw1yRzWCw1UxLnn-A)


Senior Solomon Korringa was named PTM Student of the Month for January 2021.

Lenna Westerkamp was awarded an innovation grant for a project she, along with Pam Smyth and Shannon Love are going to use Makerspace and 3D printing to create a modular skills trainer that healthcare students can use at home to practice their skills.


Michael Klepser presented "Community-Based SARS-CoV-2 Testing Strategies," at the 2021 Molecular Med Tri-Con Virtual Conference, hosted by Cambridge Healthtech Institute, on February 18, 2021.


HatchEd Presentations
- Shaping the Culture of Innovation. Presenters: Thomas Dowling, Denise Graves
- Can You Hear Me? Transitioning In-Person Skills-Based Assessment to a Virtual Environment. Presenters: Kali VanLangen, Lisa Meny
- Lunch & Learn Roundtable - Can You Hear Me? Understanding Cultural Competence and Deaf Culture in the Health Professions. Presenter: David Bright
- Tracking Antibiotic Use in the ambulatory Setting. Presenter: Minji Sohn
- Shifting the Paradigm: From Pandemic Constraints to Agile Course Design. Presenters: Julie Rowan, Allison Bernknopf, Tracy Russo, Todd Stanislav
- Fall Re-Entry and Testing (Panel Discussion): Education Meets Service During the Pandemic. Presenters: Danh Nguyen, Steve Durst, Michael Klepser
- Project ECHO: Perceptions of Health Professions Students on the Use of Tele-Mentoring. Presenters: Jill Coveyou, Matt Mitchell
- Suppressing Tumor Growth to Prevent Lung Cancer Metastasis. Presenter: Felix Amissah
- Pharmacist Integration into a Mental Health Collaborative Care Team. Presenter: Anne Ottney
• FLITE Pilot Project: Embedded Librarian Arrangement has Taken Off! Presenters: Ali Konieczny, David Damari, Thomas Dowling, Stephen Durst, Lincoln Gibbs, Michael Klepser

• Explainer Videos for Remote Instruction. Presenter: Jennifer Lamberts

• I Know it's in There Somewhere: A Data Driven Approach to Evaluation in a Virtual Learning Environment. Presenters: Lisa Meny, David Bright, Jennifer Lamberts, Kali VanLangen

Poster Sessions
• Teaching Drug Discovery in the Context of COVID 19, Presenter: Sonali Kurup

Administration and Finance

Athletics
• The university's Board of Trustees recently approved the renovation and construction project, which will include a new and expanded strength and conditioning space, a new multipurpose arena and competition space for the volleyball program and practice area for other sports, additional and renovated locker room facilities along with team meeting spaces. Further, the project features a new connector and entrance to athletic facilities and renovations to offices and the sports medicine area.

• FSU topped the nation's charts in the social media organization's online fan poll that recently concluded early in 2021 and was conducted via both the Twitter and Instagram platforms. Ferris State landed the distinction of having the nation's top uniforms in D2 football and went on to claim the honor as the best in all of college football outside of the NCAA Division 1 FBS level.

Auxiliary
• Housing & Residence Life and CLACS have partnered on a Take it Tuesday program. The Take It Tuesday program will occur every Tuesday until the end of the semester where students will be provided the supplies to create something. Students will learn how to make friendship bracelets, how to use chopsticks, and other fun projects.

Diversity and Inclusion
• Students and faculty of Kendall College of Art and Design of Ferris State University (KCAD) partnered with the Jim Crow Museum staff to create five short animations. This initiative, part of The EPIC Project (www.epicsite.org), focused on African American achievers.
  o Shirley Chisholm
    https://www.youtube.com/watch?v=uiSmyQyrHNo

  o Leontyne Price
    https://www.youtube.com/watch?v=P7fm2ToInII

  o Rube Foster
    https://www.youtube.com/watch?v=i6HVtGs5_Jg

  o Harlem Hellfighters
    https://www.youtube.com/watch?v=yQPFXkNlrGw

  o Garrett Morgan
    https://www.youtube.com/watch?v=b6kdVu69LMM
Kendall College of Art & Design

- KCAD is proud to celebrate our region’s next generation of creative talent in announcing the winners from the West Central Michigan Region of the 2021 Scholastic Art & Writing Awards. An online exhibition of exceptional award-winning works from middle school and high school students is currently on display at kcad-sawa.org.
- KCAD President Tara McCrackin and alumna Hannah Berry (‘16, BFA Art Education) participated in Mentoring Monday 2021, a virtual all-female networking event organized by MLive Media Group that paired female leaders in our area with women seeking professional insight.
- KCAD Art Education Professor Dr. Cindy Todd served as the juror for the Kalamazoo Institute of Art’s 2021 High School Area Show, which gives area students in grades 9-12 the opportunity to showcase their creative work in a museum exhibition and compete for college scholarships.
- Reproductive Media, an organization co-founded by KCAD Drawing Associate Professor Danielle Wyckoff is one of 15 worldwide selected to participate in the Steelcase Social Innovation Fellowship, which offers participants capital, tools, and a two-month program designed to boost their organization’s culture of innovation. Reproductive Media focuses on developing family friendly practices for arts and educational institutions. Over the course of the fellowship, Wyckoff and co-founder Cayla Skillin-Brauchle will focus on developing the Reproductive Media Equity Incubator, which aims to serve academic administrators who believe in equity and want to help women and primary caregivers thrive by providing workshops and resources to identify and remedy sexist institutional structures.
- Students and faculty from the KCAD Digital Art and Design program collaborated with the Jim Crow Museum of Racist Memorabilia at Ferris State University on “Achieving Despite Resistance,” an animation series that tells stories of African Americans—including politician Shirley Chisolm, opera singer Leontyne Price, inventor Garrett Morgan, baseball player/manager/owner Rube Foster, and World War 1 infantry regiment The Harlem Hellfighters—who fought through the barriers of racism and discrimination to accomplish the extraordinary and change the world for the better. Created through the program’s EPIC Project, which unites KCAD students and community collaborators in the development of educational media, the animations are informed by extensive research and designed to engage viewers in a multisensory learning experience.
- KCAD Interior Design student Amanda Wyman is being recognized by Metropolis Magazine as one of the top 100 students graduating from architecture and interior design programs in North America in 2021. The magazine’s Future 100 list will officially be announced in its April issue.
- KCAD Master of Art Education student and alumna Lynette Robinson (‘15, BFA Art Education) currently has her piece “Rock Paper Scissors”—a sculpture that presents a stark view of gun violence in American schools from the perspective of students and teachers who are desperate for meaningful solutions—featured Dab Art Co.’s global project and virtual exhibition Art in the Time of Corona.
- KCAD alumna NeYane Daniel (‘16, Industrial Design) was a featured presenter at ADPList’s virtual “Celebrating Blacks Who Design” event, which spotlighted Black design professionals and sparked conversation about the need for diversity in tech industries. In addition to serving as an ADPList mentor, Daniel works as a Lead Product Designer for vintage music gear marketplace company Reverb.
- KCAD alumnus Christopher Eitel (‘13, BFA Furniture Design) was featured in the “Art Mover” video series from Höl Parts in a piece exploring creative growth, continuous
adaptation, and carrying the legacy of legendary furniture designer Vladimir Kagan into uncharted territory. Following an internship with Kagan in 2013, Eitel transitioned to a permanent position at Vladimir Kagan Design Group and then, after Kagan’s passing in 2016, assumed the role of Director of Design and Production for the company.

• KCAD alumna Megan Leong ('09, MFA Painting) is currently featured in *This is the Day*, a solo exhibition at MidAmerica Nazarene University. In conjunction with the exhibition, Leong delivered a virtual artist talk on February 18 exploring her desire to communicate feelings of joy and hope through her paintings.

• KCAD alumnus Matthew VanSweden ('17, BFA Collaborative Design), Director of Consulting at Catalyst Partners, has been selected by the American Institute of Architects to be a technical reviewer for the organization’s 2021 Committee on the Environment (COTE) Top 10 Awards, which recognize innovative projects that integrate design excellence with environmental performance.

**UICA**

• UICA has announced plans for a soft reopening on July 15, 2021 in the organization’s new home inside KCAD’s historical Woodbridge N. Ferris building. The reopening, which will coincide with UICA’s 44th anniversary, will embrace the storied arts organization’s latest transformation with a total of seven opening exhibitions that will activate spaces within and around the building. UICA will host a constricted celebration, following the COVID-19 safety guidelines and social distancing protocols required at that time.

**Student Affairs**

• Nicholas Campau, Associate Dean of Student Life/Director of Student Conduct, presented a session on “Understanding the Drug Free Schools and Community Act” during the national Association of Student Conduct Administrators conference on February 12, 2020.

• A total of 1,364 Big Rapids and fully on-line FTIAC (first time in any college) students who are part of the first Peer Success Coach program have returned to Ferris this Spring semester. This is a 93% retention rate.

• 31 students are participating in the Center for Leadership, Activities and Career Services (CLACS) Leadership book club this spring semester, where Dr. Patrick Bishop’s new book, "Wisdom of the Animals: A Nature-led Journey into the Heart of Transformation Leadership," will be the point of discussion during this 6-week activity.

• SLAAC (Student Leadership and Activities Advisory Council) approved one new RSO (registered student organization), "Business Professional of America," on January 29th.

• The Student Recreation Center is seeing an increase in daily participants, averaging around 300 students daily, which is up over 100 students from the fall 2020 semester.

• All intramural leagues at the Student Recreation Center have filled up and are at max capacity.

• Crimson and Gold virtual offerings began February 15th and have received good feedback from prospective students. One review – “Hi I just wanted to say that the student that I got to talk to today about Ferris was very insightful and friendly, Moriya K! Thank you for offering this to incoming freshmen!”

• One-on-one campus visits for admitted freshmen are now live on the website for March and April. Recruiters will start with golf cart tours in March and our Student Admissions representatives will take over for April.

• The Office of Financial Aid is excited to announce the new Ferris Launch Program. Students who meet the criteria are eligible for free tuition and required fees. **Student must: be an undergraduate student at the Big Rapids campus; attending college for the first time, seeking their first associate or bachelor's degree; file a FAFSA and have an**
expected family contribution (EFC) of zero; enroll full-time (minimum of 12 credit hours per semester); and have a minimum cumulative 3.0 high school GPA. Learn more about all of the criteria for the Ferris Launch Program at
https://www.ferris.edu/admissions/financialaid/FerrisLaunch.htm

- Financial Aid has loaded approximately 16,000 FAFSA’s into the system.
- Financial Aid has offered 6,100 WNF Scholarships for Fall 2021.

University Advancement and Marketing

- There is increased urgency and drive to reach the Now & Always comprehensive campaign goal of $115 million this year, so that Ferris can provide more financial aid for its students, provide state-of-the-art facilities for teaching and learning and extend its educational outreach through multifaceted partnerships across Michigan and beyond. To date, the Now & Always campaign has reached 90 percent ($103,883,261) of its $115 million goal. Among the more than 21,000 total campaign donors, more than 850 are faculty and staff donors; nearly 300 alumni; and more than 9,150 friends. More than $10 million has been matched from the $18 million Ferris Futures Scholarship Challenge matching gift program, promoting the establishment of new scholarship endowments.

The comprehensive campaign is a university-wide effort and the work done by our faculty, staff, administrators, students, and volunteers has built a level of confidence among our donors, alumni and community, which is critical to our campaign success.

- The News Services and Social Media Department collaborated with the School of the Digital Media to arrange an interview with 9&10 News to showcase the recently-announced Center for Virtual Learning building project. Check out the coverage from 9&10 News. The feature includes an interview with Glen Okonoski from the School of Digital Media.

The official announcement of the future $29.5 million Center for Virtual Learning building project posted to Facebook enjoyed strong engagement. As of Feb. 23, the story reached more than 22K people and had 573 reactions. Additionally, the story has been highlighted by media outlets including Mlive in Grand Rapids, the Pioneer newspaper of Big Rapids and television stations including 9&10 News and Up North Live.

The State will fund more than $22 million for the $29.5 million project with the remaining cost supported through fundraising. Advancement staff have already started meeting to identify and set meetings with important donor prospects to raise the $7.3 million match needed from Ferris.

- The News Services team promoted the new Bachelor of Science in Social Justice degree to media outlets, following the new program’s approval by the Board of Trustees. Stories about the program have been highlighted on the Associated Press wire, making it more readily available to media outlets across the country. The story has been featured by The Detroit News, 9&10 News, MLive and WILX in Lansing, among others.

- The News Services team also collaborated with the Office of Multicultural Student Services to promote their Black History Month schedule. OMSS Assistant Director Darnell Lewis was interviewed on FOX 17 Morning News Thursday, Feb. 17.

- The News Services and Social Media Team, in collaboration with the University’s Pride Committee, awarded three prizes to winners in the annual Ferris Pride Home for the Holidays Photo Contest. The annual photo contest takes place during winter break and many popular holidays. Check out our 2020-21 Home for the Holidays Photo Contest winners.
- The official Ferris State Video YouTube channel now has more than 3K subscribers (3,100) and its videos have been viewed more than 4.7 million times since it was started in June 2007. The Ferris State Video channel is managed by the News Services and Social Media Team.

- Various UA&M departments have supported the promotion of the Launch assistance program, including the Web Content staff’s placement of a landing page link on the university’s homepage, News Services’ outreach to regional media, including WZZM13.com, the Pioneer newspaper and expected coverage from Bridge Magazine and radio reports on the Michigan News Network, a service of WWJ Radio in Detroit.