Academic Affairs

COLLEGE OF HEALTH PROFESSIONS

- Cathy Archer, Dental Health Assistant Professor, has received an Academic Service Learning grant from the ASL Steering Committee for her community project with the MOISD and Hope Network entitled, “MOISD & Hope Network Community Dentistry Labs”.
- Lenna Westerkamp, Nursing Lab Coordinator, received an Innovation Development Award for her project – Modular Skills Trainer -- from the FSU Innovation Center. This award will allow her to collaborate with Maker Space Lab at FSU to create a portable skills trainer to allow nursing students to practice various skills such as nasogastric tube insertion and tracheostomy care at home.

FLITE

Participation with HatchEd sessions are listed below:

- Mari Kermit-Canfield with co-presenter Paul Zube presented the session Publishing your work: Moving ideas to the world
- Anne Breitenwishcher presented a poster session – Visualizing and creating information discovery assignments – expanding student’s horizons in the global world
- Ali Konieczny with co-presenters David Damari, Thomas Dowling, Stephen Durst, Lincoln Gibbs and Michael Klepser presented the session FLITE pilot project Embedded librarian arrangement has taken off!
- Dejah Rubel and Fran Rosen who co-presented the session FLITE eResources: How scholarly content can fuel innovation
- Jason Bentley co-presented with Emmanuel Jadhav the session Identify transition among first-generation students – pilot study
- Mari Kermit-Canfield from FLITE Library and Paul Zube from the Department of Communication have published the book “Information Literacy and You: a research companion” with Kendall-Hunt Publishing Company

RETENTION AND STUDENT SUCCESS

- Julie Rowan, Allison Bernknopf, Tracy Russo and Todd Stanislav presented the session Shifting the paradigm: From pandemic constraints to agile course design at HatchEd on February 18, 2021.
- Todd Stanislav who together with Susan Jones, Brooke Moore and Maureen Wawcszyk facilitated a panel discussion focused on FSU internal grant opportunities at HatchEd on February 18, 2021.
- The First-Gen workgroup handed out 167 graduation cords at the grad fair to First-Gen students who will be graduating this May. This marks the first time that First-Gen students have been honored with their own symbolic graduation cord at commencement.

COLLEGE OF BUSINESS

- Marketing Professor Clay Dedeaux Interviews with 9 & 10 News regarding this year’s Super Bowl advertisements. https://business.ferris.edu/marketing-professor-clay-dedeaux-interviews-with-9-10-news/
- Value Colleges, an independent online guide that offers straightforward and practical resources to students, has included Ferris State University in its rankings. Ferris’s Computer Information Technology (CIT) program has been ranked 18th out of 25 “Best
• USTA to Provide $100,000 in Scholarships to Professional Tennis Management Students in 2021-22. [https://business.ferris.edu/usta-to-provide-100000-in-scholarships-to-professional-tennis-management-students-in-2021-22/](https://business.ferris.edu/usta-to-provide-100000-in-scholarships-to-professional-tennis-management-students-in-2021-22/)

• College of Business Design Professor Alison Popp presented at the Professional Association of Design (AIGA) Design Educators Community (DEC) panel. This opportunity allowed Professor Popp to explain the reality of running a faculty-advised, student-run design firm on a college campus. [https://business.ferris.edu/design-professor-alison-popps-panel-with-aiga/](https://business.ferris.edu/design-professor-alison-popps-panel-with-aiga/)

• Ferris State University’s Marketing Department and the Graphic Media Management Program have received a donation from the MindFire software company. [https://business.ferris.edu/mindfire-donates-software-to-fsu-marketing-department/](https://business.ferris.edu/mindfire-donates-software-to-fsu-marketing-department/)

• This spring, for the second time in the brief history of the renewed Risk Management and Insurance program at Ferris State, we have had a student selected as one of only 36 students worldwide to participate in the RIMS Anita Benedetti Student Involvement Program. Senior RMIN student and Gamma Iota Sigma President Hannah McGlocklin will participate in the upcoming virtual RIMS annual conference under the auspices of this prestigious program. [https://business.ferris.edu/stories/senior-hannah-mcglocklin-selected-as-an-anita-benedetti-scholar/](https://business.ferris.edu/stories/senior-hannah-mcglocklin-selected-as-an-anita-benedetti-scholar/)

MICHIGAN COLLEGE OF OPTOMETRY

• Dr. Jennifer Schad, Assistant Professor at MCO, authored a chapter titled “United States Government-Sponsored health Insurance” in Public Health Optometry 2020: Environmental Vision, Epidemiology, International Optometry.

EXTENDED AND INTERNATIONAL OPERATIONS

• Jennifer Hegenauer, Executive Director of Research Planning & Assessment in Extended and International Operations, has been accepted to the Women in Education Leadership Institute through the Harvard Graduate School of Education! The institute will take place in late April.

CENTER FOR LATIN@ STUDIES

• The Center for Latin@ Studies received a grant from Excelencia in Education to participate in the 2021 STEM-ESS Institute. The following members have committed to a year-long process to create a Latinx Recruitment, Retention, and Graduation plan for Latinx students in the College of Engineering and Technology and College of Arts and Sciences.

• Center for Latin@ Studies hosted the 2nd Cesar Chavez Campus Celebration March 29th-31st.

• Dr. Stephnaie Thomson hosted a Lunch and Learn Lecture as part of the Cesar Chavez Campus Celebration titled Unity in the Farmworker Movement focused on the collective efforts of the Black, Asian, and Latinx communities for social change

• Valeria Gonzalez, Jr. in the Nursing Program, represented Ferris at the 2021 Unity Luncheon for the Committee to Honor Cesar E. Chavez

• Barb Barney-McNamara coached 2 students, Hilary Sanchez & Omar Agustin Tomas to be the 1st Ferris students to enter the Global Bi-lingual Sales Competition.

COLLEGE OF ARTS, SCIENCES AND EDUCATION

• Lindsay Stoetzel co-published "Keeping it collaborative: Differentiating coaching practices for beginning teachers" in Kappa Delta Pi Record published in April 2021.

• Dr. Deirdre Fagan, associate professor in the Department of English, Literature, and World Languages, has had two books recently published: a collection of short stories, The Grief Eater, (Adelaide Books, 2020), and a chapbook of poetry, Have Love
(Finishing Line Press, 2019). *Have Love* is a collection of twenty poems addressing love, divorce, terminal illness, loss, and going on, even when reluctantly. *The Grief Eater* collection also addresses the subject of loss. In eight stories bookended by two poems, individual characters confront various types of trauma and grief, sometimes in unusual and quirky ways.

- Anne London, Director of Student Academic Affairs, in the College of Arts, Sciences, and Education was recently selected to serve as a Mentor in the NACADA Region V Mentoring Program. The selection process required 7+ years of experience in advising with administrative experience, as well as NACADA membership.
- Sports Communication majors Brendan Sanders and Brody Keiser presented their research project titled “Sports: Moving Out of the “Toy Department” Onto the Front Page of Local and College Newspapers” at the 2021 Summit of the International Association for Communication and Sport (IACS), hosted virtually by Clemson University March 3-7. They were mentored by Sandy Alsaph, Paul Zube, and Garrett Stack (ELWL). Paul Zube presented the project of Sports Communication graduate Kyle Clayton, who studied organizational differences between the U.S. professional soccer association and the Japan Football League. These three Ferris students were the only undergraduate students whose research was accepted through peer review for the conference. This marks the tenth year that the Sports Communication program has been represented at the IACS conference, with undergraduate student research reported at 8 of those 10 conferences.
- ASL Project Starburst Reaches the Stars COMM 340 Advocacy class worked to raise $700 for Project Starburst Big Rapids, MI via a can and bottle return drive. The project also hosted a competition among the campus’ registered student organizations (RSOs) and Greek life. Phi Sigma Kappa took first place, the Drawn to Art RSO took second, and the FSU Pre-Med took third place in this charitable competition.

**COLLEGE OF PHARMACY**

**Alumni News**

- Jeff Stull, College of Pharmacy 2007 graduate and manager of the Paw Paw Village Pharmacy, along with his staff, are making a huge impact on access to COVID vaccines in their community of Paw Paw, Michigan. The full article provides details on how the pharmacy is meeting the demand for vaccines and making a difference in their rural area.

Publications, presentations, and externally-funded grants:

- Anne Ottney and colleagues published an ACCP opinion paper entitled “Mobilizing pharmacists to address the opioid crisis: A joint opinion of the ambulatory care and adult medicine practice and research networks of the American College of Clinical Pharmacy” in the *Journal of the American College of Clinical Pharmacy*. 
• Minji Sohn and colleagues from the University of Kentucky co-authored a paper “Trends in urine drug monitoring among persons receiving long-term opioids and persons with opioid use disorder in the United States” in the journal Pain Physician.

• David Bright co-authored a paper “Retrospective evaluation of preconception care opportunities in a chain community pharmacy setting” in the Journal of the American Pharmacists Association.

• Michael Bouthillier and colleagues published a paper “Sustainability of an IPCP program within a federally qualified health center including interprofessional student team placements” in the Journal of Interprofessional Care.


• Lisa Meny, College of Pharmacy, and Mandy Seiferlein, Office of the Provost, and colleagues published a paper Administration and Evaluation of the American Association of Colleges of Pharmacy Curriculum Quality Surveys in Pharmacy Schools in the American Journal of Pharmaceutical Education (AJPE).


• Jennifer Lamberts presented “Potential of Non-Traditional and Alternate Work Arrangements in Academic Pharmacy” with three faculty from three other schools of pharmacy at Inclusion 2021, the annual interim meeting of the American Association of Colleges of Pharmacy (AACP) on February 12, 2021.

• Lisa Meny presented “Accreditation from Three Perspectives” with two faculty from other Universities for the ExamSoft Webinar series on March 25, 2021. ExamSoft is the leading provider of educational assessment technology and is utilized by the COP and MCO.

• Sonali Kurup was awarded a 2021 Kickstart Grant from the Fast Forward Medical Innovation program at the University of Michigan. The FFMI grant programs are funded in part by the Michigan Economic Development Corporation (MEDC).

Administration and Finance

Athletics

• The Ferris State University women’s soccer squad is currently off to a 4-0 start this year and leading the GLIAC standings after two weekends of action. The Bulldogs were picked to finish third in the league’s preseason poll.

• Both the Ferris State men’s and women’s tennis teams are drawing national attention and leading the GLIAC with unblemished conference records entering the month of April. The Bulldog men’s team is earning national votes and is presently 8-0 overall while the women’s team holds a 7-1 mark and is ranked 24th in the country.

• Ferris State women’s soccer head coach Greg Henson notched his 100th career college coaching victory in FSU’s 2-1 home win over Ashland on March 28 at the South Athletic Complex. Henson coached at Concordia (Neb.) before arriving at Ferris State prior to the 2019 season.

• Registration is currently underway for the Bulldogs’ 2021 summer athletics camps. FSU is slated to offer various day and overnight camps this summer in a variety of sports and
planning is underway to provide a safe environment for all campers and staff during COVID-19.

- Senior guard Walt Kelser of the Ferris State men’s basketball program was recently honored as a 2021 National Association of Basketball Coaches All-Midwest District Team honoree for the second consecutive year as one of the region’s top 10 players.
- Ferris State Volleyball senior outside hitter Katie O’Connell was chosen as the American Volleyball Coaches Association National Player of the Week early this season while freshman pitcher McKenzie Cleland of the Bulldog Softball program garnered National Fastpitch Coaches Association National Pitcher of the Week laurels.

Auxiliary Marketing

- Auxiliary Enterprises has hired two student brand ambassadors to help promote our services and increase revenue and retention. The brand ambassadors will be out and about on campus and on social media, connecting with other students to highlight efforts in Housing, Dining, Katke Golf, Printing Services, the new Campus Store, and more!

Campus Store

- After surveying the campus community and receiving hundreds of potential names for the new campus store, we narrowed the selection down to four names and again allowed the campus community to use their voice to decide by voting. The results are in and our new campus store will be called Ferris Outfitters!

Katke Golf Course

- Katke Golf Course is open for the season! And now it is even easier to have your membership with our payroll deduction option for faculty and staff. Visit this [link](#) for more information.

Kendall College of Art & Design

- KCAD has announced the selection of Graphic Design student Becca Morris as the valedictorian of the 2021 graduating class. Morris will deliver the traditional valedictorian address during KCAD’s virtual Commencement ceremony.
- KCAD has announced the members of the graduating class who have been selected to receive their program’s 2021 Excellence Award. Representing the pinnacle of undergraduate achievement at KCAD, Excellence Awards are given annually to those graduating seniors who exhibit a rare level of mastery and accomplishment in their chosen field of study.
- The 2021 Excellence Award winners are: Lynn Loubert (Art Education), Mia Kivel (Art History), Katherine Langell (Collaborative Design), Charles Beam (Digital Art and Design), Alyssa Sturges (Drawing), Isabella Lotterman (Fashion Studies), Adam Podboy (Furniture Design), Becca Morris (Graphic Design), Erica Bradshaw (Illustration), Bethany VanOeffelen (Industrial Design), Kelly Clouse (Interior Design), Kristina Smith (Medical Illustration), Mia Kivel (Pathways Academic), and Hannah Huizenga (Painting).
- KCAD Art Education student Lynn Loubert has been selected as this year’s recipient of the KCAD Institutional Service Award. This award recognizes a student who, in addition to excelling academically, exhibits an exemplary commitment to making a positive impact on the KCAD Community as a whole.
- KCAD Metals and Jewelry Design student Adam White-Parsons has launched his own design business, Adam White Jewelry.
- KCAD has announced the finalist teams in the Wege Prize 2021 international student design competition: Agritrade Hub—representing EARTH University (Costa Rica), Kwama Nkumah University of Science and Technology (Ghana), University of Energy and Natural Resources (Ghana), and the University of Ghana (Ghana)—is focusing on
transforming wood waste into nutrient-based substrates for mushroom production; Banga Na—representing the University of Ghana (Ghana), University of Professional Studies (Ghana), University of Seoul (South Korea), and Zhejiang Normal University (China)—is creating value out of waste from cashew apple crops by converting the waste fruit to wine, juice, and other fertilizers; Musana—representing Kyambogo University (Uganda), Makerere University (Uganda), and Ndejie University (Uganda)—is creating a stove that will use solar and water to fuel cooking; Sutote—representing EARTH University (Costa Rica), Hubert Kairuki Memorial University (Tanzania), Nkhoma University (Mawali), and Water Institute (Tanzania)—is developing a closed circle agricultural production system for tomatoes; and The Chilensis—representing Pontifical Catholic University of Chile (Chile) and University de Santiago de Chile (Chile)—is developing a sound isolation product for densely-populated urban environments using discarded palm leaves. The five finalist teams will present their ideas in full to the competition’s expert panel of judges and a global online audience, while also competing for over $30,000 in total cash prizes, at the 2021 Wege Prize Awards, streaming live on wegeprize.org on Friday, May 21 at 10am.

• KCAD Drawing Assistant Professor Scott Dickson and his bandmates in KJ & The Good Time Family Band celebrated the release of their second full-length album, “Dynamics,” on March 26. In addition to playing bass guitar in the group, Dickson also co-produced, recorded, engineered, and mixed the album in addition to creating all of the album artwork and promotional design materials.

• KCAD Associate Professor and Fashion Studies Program Chair Lori Faulkner was featured in a Fox17 news segment in which she and other area fashion experts weighed in on how the pandemic has changed the fashion industry. Faulkner also gave a presentation on how creative design and repair techniques can help power a transition toward sustainable fashion as part of the Herrick District Library's "Repairing is Caring—Sew for the Planet" event.

• KCAD General Education Professor Christine Haskill presented her paper "Purity and Pollution: Race, Degeneration, and Invasion in Dracula (1897) and Mexican Gothic (2020)" at the international conference "Gothic in a Time of Contagion, Populism and Racial Injustice."

• KCAD alumna Brianna Hernández Baurichter ('16, MFA Drawing) has been named the new Director of Cultural Transformation at the Milwaukee Artist Resource Network (MARN). Brianna will be working to ensure equity, accessibility, and inclusion are a central focus at MARN while they transition into their next phase of growth.

• KCAD alumna Kirbi Fagan ('13, BFA Illustration) released “Summer of the Tree Army,” an illustrated educational resource exploring the impact of the Civilian Conservation Corps on America and its natural resources.

• KCAD alumna Michi Farias ('17, BFA Illustration) was a guest on Kent District Library’s virtual Community Storytime program, where she offered advice to aspiring artists, read one of her favorite children's books, and talk about some of her recent work—including a mural paying homage to the 1945 Grand Rapids Chicks baseball team created through Downtown Grand Rapids Inc.'s "Women's Way" public art initiative.

• KCAD alumnus Salvador Jiménez-Flores ('14, MFA Drawing) is one of 60 artists nationwide chosen for the 2021 United States Art Fellowship. Each year, individual artists and collaboratives are anonymously nominated to apply by a geographically diverse and rotating group of artists, scholars, critics, producers, curators, and other arts professionals. Applications are reviewed by discipline-specific panels who select the finalists, which are then approved by the United States Artists Board of Trustees.
• KCAD alumnus Patrick Mohundro ('07, BFA Digital Media) was featured in an article on Artspiel that explored Project Art Distribution, a pop-up curation project Mohundro collaborated on with fellow artists in New York City’s Soho neighborhood that saw day-long outdoor exhibitions hosted on city sidewalks.

• KCAD alumnus Jeen Na ('17, BFA Photography) was named one of AnalogForever’s “20 CineStill Photographers You Need to Know.”

• KCAD alumnus Colin Ostergard ('08, BFA Industrial Design) helped his colleagues at Radio Flyer win the Outdoor Toy of the Year award in the 2021 Toy Association Toy of the Year Awards for a toy he designed, The Ultimate Go-Kart.

• KCAD alumnus Joey Ruiter ('00, BFA Industrial Design) had his minimalist car design, “Consumer Car,” featured by noted automotive enthusiast website Jalopnik.

• KCAD alumna Dayna Walton ('19, BFA Printmaking) published a blog post on the website Friends of Great Smoky Mountains National Park exploring her 2019 artist residency in the wondrous national park and how it opened up new possibilities for her creative practice and her business, Solstice Handmade.

• KCAD alumna Koko Watanabe ('17, BFA Graphic Design) has been hired by Twitter in the company’s Tokyo office.

Student Affairs

• Jeanine Ward-Roof, Vice President for Student Affairs, has just completed a term as the Co-Chair of the NASPA Enrollment Management Knowledge Community and one of the accomplishments of this group was to host a webinar with EAB on the topic, “A New Perspective on the Future of Enrollment.”

• On March 3rd, a team in Student Life launched the YOU @ Ferris platform for student comprehensive well-being. The tool focuses on three domains, succeed, thrive, and matter, that work to aligns student’s self-awareness, goals, and resources with current and researched-informed content throughout a student’s time in college. In just under a month of implementation, we’ve seen the following new users/registrations:
  o Week 1 (3/3 to 3/9): 22 Students; 16 Faculty/Staff
  o Week 2 (3/10-3/16): 107 Students; 29 Faculty/Staff
  o Week 3 (3/17-3/23): 143 Students; 10 Faculty/Staff
  o Week 4 (3/24-3/28)*Partial Week: 37 Students; 6 Faculty/Staff

Total: 309 Students; 61 Faculty/Staff

• Throughout the course of the Spring semester, University Recreation has been able to offer intramural sports programming for students on campus. With proper safety protocols in place, they had more than 500 students participating in intramural sports such as volleyball, broomball, 3v3 basketball, billiards, and esports. The students have done a tremendous job following the safety protocols and the overall positive energy in the building has been an encouraging site. Thank you to all the students and UREC employees for making this possible.

• The students, faculty, and staff at Ferris wasVERYinvolved in the spring break campus events! Giveaways, prizes and events occurred all week long and NOTHING was left by the end of the week! To give some perspective, things that students were able to snag were 1300 giveaway items, 3 grand prizes, and 7 food items. In fact, the Tasty Tuesday Food truck was the event with most attendance and 400+ students received free food!

• On February 25th Entertainment Unlimited hosted a Five Star event featuring speaker Gabby Rivera. It was a very successful collaboration for the Center for Latin@ Studies and the LGBTQ+ Resource Center. Gabby Rivera is an outgoing, outspoken creator
invested in fostering better dialogue, inspiring radical creativity, and improving our most vulnerable communities. The author of “Juliet Takes a Breath”, she’s also the writer of the Marvel series America—featuring the first queer, Latinx teen-girl superhero, ever.

- The Student Leadership and Activities Advisory Council (SLAAC) approved the reactivation of the Business Professional of America Registered Student Organization (RSO) on January 29th. It had been inactive since 2015.
- The new RSO of the Day program has been successful with most days being filled with groups. Each day an organization hosts a recruitment table in the University Center while CLACS showcases the group on social media. This provides an additional recruitment opportunity as well as increase awareness on what the groups actually do. There is a lot of potential to continue this program in the fall.
- Dr. Kristen Salomonson (Dean of Enrollment Services) has completed her second consecutive annual term as an Evaluator for the American Association of College Registrars and Admissions Officers’ (AACRAO’s) Strategic Enrollment Management Endorsement Program (SEM-EP). The endorsement is a unique credential in the field and provides assurance of a strong foundation and understanding of enrollment management practices in a higher education setting.
- The Office of Admissions is welcoming visitors to campus as tours are back! Tours on the Ferris Forward Golf Carts resumed March 15. The first priority are students admitted for the fall 2021 semester. Each admitted student may be accompanied by 2 guests. The symptom checker is required for all participants and masks are worn throughout the tour which are offered Monday through Friday both in the morning and afternoon.
- The Office of Scholarships & Financial Aid implemented a Verification Completion Program to encourage students to complete their FAFSAs. If a Fall 2021 admitted student is selected for the financial aid verification, those completing the process prior to May 15 will be eligible to win one of the following prizes: Air Pods, Main Campus Parking Passes, $50 Akademos bookstore gift cards, meal passes for the Rock Café, Ferris State or Kendall College of Art & Design t-shirts or Bulldog Boxes full of FSU swag!
- WNF Scholarship awards for 2021-2022 are up over 3,000 recipients from 2020-2021. The Financial Aid Office has currently awarded 7,333 students a WNF Scholarship for 2021-2022.
- The Financial Aid Office has awarded financial aid to 3,955 new students for 2021-2022. This includes freshmen, transfer, consortium, graduate, Kendall, and online students.

University Advancement and Marketing
- More than 45 campus teams are participating in this year’s giving day, One Day for Dawgs, on Wednesday, April 14. These teams are raising funds for equipment, scholarships, programming and more. For 24 hours, Bulldogs across the country and the globe can make a gift of any amount to the cause of their choice. This year, the assistance can go even further as Gary Granger, co-chair of the Now & Always comprehensive campaign, is offering an incredibly generous matching gift. The first $10,000 in alumni gifts received on the 14th will be matched by Granger. Gifts of any size can have a huge impact. To learn more and to see what teams are participating, visit the One Day for Dawgs website. For the latest on One Day for Dawgs, follow The Ferris Foundation on Facebook and Instagram. Ferris President David Eisler also sat down
with Megan Eppley in Communications with the Advancement Office, their conversation on One Day for Dawgs is available in a Ferris Forward podcast.

- The College of Business has established the Dr. Tim Brotherton Memorial Annual Scholarship to pay tribute to the late Dr. Tim Brotherton (Dr. T). Tim was a longtime faculty member of the Marketing Department where he was an advisor to the American Marketing Association (AMA) – the beneficiary of the fund’s award.

- Mr. David Figg created the David W. Figg Endowed Scholarship through The Foundation’s Ferris Futures Scholarship Challenge matching gift program. The scholarship will benefit Accountancy students, with preference given to those who provide subject matter expertise to peers utilizing the Academic Support Center. David, a 1975 College of Business graduate, is a legacy member of Ferris with many of his relatives having earned their education here.

- The First-Generation Workgroup has founded the First-Generation Student Annual Scholarship. With its focus on retention and recruitment of first-generation students, the fund will provide financial assistance to those who aspire to be the first in their families to earn a college degree.

- Mr. Paul Falcone, a strong advocate for growing existing scholarship endowments at Ferris, recently made a gift to the Stephen Falcone Memorial Endowment in honor of his late brother, Stephen, a graduate of the Television and Digital Media Production (TDMP) program and former goaltender for the hockey team. The endowment provides support to deserving TDMP students annually, with these awards made faithfully since 1985.

- Robert Murray of Mecosta recently made a planned gift to support enhancements and programming for the Jim Crow Museum.

- The Ferris Foundation 2020 Annual Report is available for review, highlighting the generous supporters who are bringing the Now & Always comprehensive campaign closer toward its $115 million goal. Also, the March Philanthropy Spotlight offers the opportunity to support Ferris’ ROTC program.

- News Services and Social Media collaborated with the College of Business and the Michigan Department of Attorney General to produce and publicize a press release about a program that will benefit Ferris’ Center for Cybersecurity and Data Science students. The Attorney General’s office issued the release on Wednesday, March 24. As of March 29, the release reached more than 16K people with 1,200-plus engagements and was shared 30 times on the main Ferris Facebook page. On the Ferris LinkedIn page, the story totaled more than 4K impressions, 87 reactions and 10 comments. On Twitter, it received more than 28K impressions and 230 engagements.

- On the Ferris State Video YouTube channel, videos have been viewed more than 103K times during the month of March. During that period, watch time hours held steady at 1.6K and the number of channel subscribers increased by 43. Top videos during that period include the 2019 Ferris television commercial, with more than 88K views, and the “Keeping Kids Safe on the Internet” video that has garnered more than 5K views.

- The News Services and Social Media team took a multimedia approach to promote, before, during and after, the Alumni Association’s Spring 2021 Grad Fair event held on four dates during two weeks in early March. More than 500 students participated either in-person or online to register for prize drawings, get their diploma covers and honor cords, learn about career services leading up to graduation, and more. The News Services and Social Media team produced four photo galleries, with more than 30 images, one from each day of the fair. In all, the galleries reached more than 31K people. Intern Kristin Kirsch, a student in the Television and Digital Media Production program, produced a short video feature highlighting the four days of the Grad Fair,
hosted in the University Center. The video has reached more than 3K people and has more than 100 engagements on Facebook.


- The Alumni Association featured alumna Meridith Lauzon ('10) and her colleagues from the Left Foot Charley winery in Traverse City for a virtual alumni social hour. Registered guests were able to buy and sample different wines and learn about vintage wine and cheese pairings, ways to taste, seasonal wines, and more from a team of Michigan experts in the craft. You can view this presentation on the Alumni Association Facebook page.

- The most recent Alumni Association social hour featured Texas-based alumni Casey Paine ('08) and Ryan Bluhm ('05) providing tips and tricks for some stellar barbeque and smoked meats. Casey and Ryan covered techniques, cooking devices, and protein choice, ranging from beginner to advanced concepts, as well as offering their advice and personal favorites from each category. If you missed the event but hope to develop your own skills and menu suggestions, this stream is available on the Alumni Association Facebook page.