Academic Affairs

MICHIGAN COLLEGE OF OPTOMETRY

• Dr. Daniel Wrubel, Professor at Michigan College of Optometry received the Registered Student Organization Advisor of the Year Award for his work with SVOSH (Student Volunteer Optometric Services to Humanity).
• 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.
• Dr. Lillian Kalaczinski, Associate Professor, Michigan College of Optometry received the American Optometric Association Educator of the Year award at the AOA conference in June.
• Drs. Paula McDowell and Lilian Kalaczinski gave a continuing education lecture sponsored by SUNY College of Optometry: “Optometric Care of the Transgender Patient,” the first of a three part series on “Building an Inclusive Practice.”
• Drs. Sarah Hinkley and Ariel Pscheidl published “The Legal and Ethical Care of Patients Who are Deaf and Hard of Hearing with an Emphasis on Communication Methods,” in Vision Development and Rehabilitation.
• Dr. Sarah Hinkley’s expert commentary on the American Journal of Optometry article “Impact of COVID-19 on Patients With Sensory Impairment” was published in Practice Update. Thanks, Dr. Hinkley, for sharing your expertise with the healthcare community!
• Dr. Phillip Walling was named as one of the Best Optometrists in America by Newsweek, in their recent “America’s Best Eye Doctors 2021” report. The report is based on surveys of ophthalmologists, optometrists, clinic managers, and other health care professionals, and rates optometrists based on quality of care provided, continuity of care, and quality of technology used in practice. Dr. Walling ranked at number 46 on this list, and was one of only two optometrists from Michigan named.

COLLEGE OF ARTS, SCIENCES AND EDUCATION

• Dr. Rita Walters was accepted into the African-Centered Academy of the National Association of Black Social Workers, which includes a comprehensive 15-week training that applies an African-centered approach to discuss the complexity of historical trauma for African Americans, as well as provide best practices for addressing social issues with African Americans and working within African American communities.
• Dr. Michael Berghoef recently presented “Investigating the attack on the “Guapinol Water Defenders”: Documenting Human Rights Abuses in Tocoa, Honduras” at the Baccalaureate Social Work Program Directors conference.
• Dr. Michael Berghoef was recently appointed to the Antiracism Action Plan Task Force of the National Association of Deans and Directors of Social Work Education.

COLLEGE OF BUSINESS
• Television and Digital Media Production Students Produce Award Winning Video. Two Ferris State University students, Vernard Norris and Lacie Stevens, received first place at the National Academy of Television Arts & Sciences (NATAS) 2021 Michigan Chapter. https://www.ferris.edu/business/news/2021/20210608-tdmp-award-winning-video.htm

• Human Resource Management Program Ranked Nationally by University Headquarters. University Headquarters is an online resource for students to access when preparing for college. https://www.ferris.edu/business/news/2021/20210729-01-hr-top-100-ranking.htm

• Students take on experimental project with Katke. The teams worked on improving the small group reservation scheduling and the Promesa Summer Success application processes using Training Within Industry and Lean Principles. https://www.ferris.edu/business/news/2021/20210819-01-mgmt2021-katke.htm

EXTENDED & INTERNATIONAL OPERATIONS
• As part of Ferris’ partnership with Harrison Park Elementary and the Challenge Scholars program, Ferris Grand Rapids provided 100 4th graders their school start-up bags. Bags included their Friday folders, pencils, water bottles, frisbees and lanyards. We also provided snacks for their Fall testing dates. When you walk down the 4th grade wing of Harrison Park Elementary and see the decorated hallway you feel the Bulldog pride! A big thank you to the Criminal Justice program for providing the bags.

RETENTION AND STUDENT SUCCESS
• Dr. David McCall was elected to the Michigan Career Development Association Executive Board.
• Dr. David McCall presented on the topic of supporting FirstGen Students at Ferris as part of New Faculty Orientation during training for Peer Success Coaches, and during Kick-off week.
• The first-Gen workgroup developed a formal Mission Statement: “Building a community of support for the success of First-Generation students at Ferris”.
• SLA Facilitator, Caitlin Ewald, completed her summer internship in the Quality Control Laboratory at Perrigo’s Allegan, Michigan plant as a laboratory technician.
• Eleven new SLA facilitators were trained to facilitate ACCT, BIOL, CHEM, EEET, MATH, PHARM and RADI.
• Karen Royster-James, Katie Wendlowsky and Christian Maurer presented ALC services to 150 Ferris football players and staff.
• Karen Royster-James, Alyssa Rosebrugh and Christian Maurer presented ALC services to 80 Resident Assistants in Housing.
• Kirk Weller, Heather Pavletic, Lauren Cavner Williams and Kristin Conley will have an article titled “From Intention to Action: Cultivating a Sense of Accountability for Success in Underprepared Students” published in the Fall, 2021 issue of the journal Research and Teaching in Developmental Education.

COLLEGE OF HEALTH PROFESSIONS
• Paula Hagstrom, Toni Windquist and Sheila MacEachron have been appointed to the MHIMA RHIT Review as Subject Matter Experts. This task force was developed from a grant obtained by Davenport University to create an online Registered Health Information Technology Exam Review educational program. Each lesson created will be branded by the participating college which assists in promoting that program.
New Publications:

- Kyle Schmidt, along with co-authors from Mercy Health St. Mary’s, published a practice-based research project entitled “Impact of Opioid Administration in the Intensive Care Unit and Subsequent Use in Opioid-Naïve Patients” in the journal Annals of Pharmacotherapy. (May 17, 2021).
- David Bright co-authored a clinical practice review paper entitled “Pharmacogenomics in the community pharmacy: the clopidogrel-CYP2C19 example” in the journal Pharmacogenomics and Personalized Medicine (May 18, 2021).
- Thomas Dowling, with student Matthew Swanson and colleagues from the MSU College of Human Medicine, published a research paper “Probenecid increases renal retention and antitumor activity of DFMO in neuroblastoma” in the journal Cancer Chemotherapy and Pharmacology (June 15, 2021).
- Ben Pontefract, along with co-authors from Idaho State University and the University of Utah, published a practice-based research project entitled “Comparative Effectiveness and Safety of Amoxicillin versus Amoxicillin-Clavulanate for Acute Sinusitis in Emergency Department and Urgent Care Settings” in the Journal of the American College of Emergency Physicians Open (June 16, 2021).
- Lisa Meny and Mandy Seiferlein co-authored a research paper entitled “Faculty Perceptions of a Town Hall Model for Engagement in Data-Driven Decision Making” in the journal Currents in Pharmacy Teaching and Learning (June 18, 2021).
- Qian Ding, along with pharmacy student Hinal Patel, co-authored a review article “Comparison of Drug Withdrawal Processes in the U.S. and Other Nations” in the journal INNOVATIONS in Pharmacy (July 1, 2021).
- Lisa Meny co-authored a commentary “Pharmacists Are Not Mid-Level Providers” in the American Journal of Pharmaceutical Education (July 1, 2021).
- Minji Sohn, Mike Klepser and students Casey Kepczynski and Jaelin Genigeski, co-authored a research paper entitled “Performance of the BD Veritor system SARS-CoV-2 antigen test among asymptomatic collegiate athletes: A diagnostic accuracy study” in the journal Exploratory Research in Clinical and Social Pharmacy (July 8, 2021).
- Eric Nybo and colleagues from the University of Maryland co-authored a paper entitled “Renewed interests in the discovery of bioactive actinomycetes metabolites driven by emerging technologies” in the Journal of Applied Microbiology (July 15, 2022).

New Presentations:

- Curtis Smith presented “Infectious Diseases 1 and 2” and “Pharmacokinetics: A Refresher” at the 2021 ACCP Updates in Therapeutics Conference (April 28, 2021).
• Anne Ottney and colleagues presented "Evaluation of a Peer-to-Peer Intervention in Opioid Prescribing Practice Within a U.S. Family Medicine Residency Program," at the 2021 Society of Teachers of Family Medicine Annual Spring Conference (May 3, 2021).
• Tracey Mersfelder presented "I GOUT my Pain CE" at the 52nd Annual Spring Seminar of the Western Michigan Society of Health-Systems Pharmacists (May 11, 2021).
• Qian Ding and Dane Shiltz presented “The TOTAL Medical Expenditure and out-of-Pocket Expenditure of Biologic Disease-Modifying Antirheumatic Drugs in Rheumatoid Arthritis Patients in the United States," at the 2021 International Society for Pharmacoeconomics and Outcomes (ISPOR) Annual Meeting (May 17, 2021).
• David Bright presented ""Cultivating leadership growth in pharmacy” at the Christian Pharmacists Fellowship International Annual Conference (June 5, 2021).
• Sonali Kurup presented “Dual-targeted EGFR/AURK inhibitors for multi-resistant lung cancer” at the 2021 Great Lakes Regional Meeting of the American Chemical Society (June 7, 2021).
• Lisa Meny presented "Burnout to Breakdown to Breakthrough" at the 2021 AACP Pharmacy Education Annual Meeting (July 20, 2021).
• Kali VanLangen presented "Navigating the Bermuda Triangle of Continuous Quality Improvement in Skills Assessment” at the 2021 AACP Pharmacy Education Annual Meeting (July 20, 2021).
• Michelle Sahr, Kyle Schmidt, Kali VanLangen, and Lisa Meny presented “Survey Says.....Mixed Feels about Transition to Virtual Learning” at the 2021 AACP Pharmacy Education Annual Meeting (July 21, 2021).
• Michelle Sahr and colleagues presented “Recruiting & Supporting Students in Community Pharmacy Research During the COVID-19 Pandemic,” at the 2021 AACP Pharmacy Education Annual Meeting (July 21, 2021).
• Thomas Dowling presented a roundtable topic “Payment for Direct Patient Care - Are We (Still) Giving Away Services for Free” at the 2021 AACP Pharmacy Education Annual Meeting, (July 22, 2021).

Administration and Finance

Athletics
• The Ferris State University football squad returned to the gridiron for the first time in nearly two years and rolled to a decisive 54-14 win over the Findlay Oilers in the 2021 home opener on Sept. 2 at Top Taggart Field. A crowd of more than 5,000 fans watched newcomer Jared Bernhardt account for seven touchdowns in the Bulldog victory. Senior cornerback Sidney McCloud also had two interceptions and both garnered GLIAC Player of the Week honors for the preseason number three team in the country.
• Ferris State Volleyball's Katie O'Connell was the GLIAC Volleyball Player of the Week after leading her FSU team to a 3-1 overall record in the school's annual home invitational held Sept. 2-4 at the Ewigleben Sports Complex. A total of nine teams took
part in the event and both O’Connell along with senior libero Nina Gorgijevska garnered all-tournament team honors.

- Ferris State University men's basketball head coach Andy Bronkema announced that honorary team member Mitchell Peterson has been elevated to “Volunteer Assistant Coach” on the Bulldog staff. Peterson, who is the brother of Bulldog alum Michael Peterson, has been with the program for the past four years and is a Rockford native who regularly attends FSU contests. The announcement comes prior to the 23rd annual Mitchell’s Run Thru Rockford, a 5K Run/Walk and Kids Fun Run, that takes place in downtown Rockford to raise support and donations for Parent Project Muscular Dystrophy in Mitchell’s name.

- An All-NEW FerrisStateBulldogs.com was launched in early August as Ferris State University Athletics officially unveiled its re-designed and modernized website. Designed and powered by its website provider, PrestoSports, the department's new site includes a sleek new appearance with an improved navigation platform, increased social media content, and additional news and video homepage content along with a responsive design as part of its new look. The new design was created to help the Bulldogs continue to deliver the latest updates by offering fans engaging ways to interact with all Ferris State athletics programs and increased access to what fans want most on the homepage, including video, social media, audio, score updates and more.

- Four Ferris State University football alums have made National Football League (NFL) opening day rosters as the Bulldog quartet of Tavierre Thomas (Houston Texans), Zach Sieler (Miami Dolphins), Justin Zimmer (Buffalo Bills) and Malik Taylor (Green Bay Packers) were among the 53-man roster selections announced by their respective franchises. Overall, a total of seven Bulldog alums were in NFL Preseason Training Camps this summer, which was the most of any NCAA Division II school in the country.

Racquet & Fitness Center
- The Racquet & Fitness Center is open again! The Racquet & Fitness Center is inviting faculty and staff to participate in a FREE Pickleball night on Sept 29 or Oct 6 to learn the basic Pickleball strokes, scores, and rules. Please use this link to register. The Racquet & Fitness Center is also looking for volunteers to help the event set up, take down, or assist teaching in the events. Contact 231-591-2212 for more information.

MyBulldog Service Center
- Several popular services have been consolidated into one location at MyBulldog Service Center located in the lower level of the Ferris Outfitters campus store at the University Center. Parking, ID Carding, Dining Administration, and Textbook Pickup can all be handled in a single location with expanded hours of service for our students, faculty, and staff.

Ferris Outfitters
- The new Ferris Outfitters campus store has opened in the University Center after a summer of remodeling. The store carries Ferris spirit items, school supplies, an expanded line of Pepsi drinks, new clothing lines, and convenience items like snacks and sundries. New product is arriving regularly, so check back often! Ferris Outfitters looks forward to serving you. Stay tuned for information about the grand opening celebration and our online marketplace.

Housing & Residence Life
• Housing & Residence Life had a busy Move In 2021 with approximately 3000 students tested for COVID prior to moving into their on-campus residences. The number of COVID positive cases during the mandatory testing was extremely low.
• Operation Move-In went well for fall 2021 with a number of Bulldogs in Action faculty and staff volunteers assisting students and families on golf carts and student BIA volunteers welcoming everyone on campus with signs, cheers, noisemakers, and excitement! Please consider helping out with this important event next year; it is a lot of fun and making connections with students and families is so rewarding and helpful to the students.
• Thanks to the work of several staff members, Ferris was able to retain some students who were overwhelmed and having a hard time adjusting during the first few days on campus. One student was filling out an application to move to a school closer to home and another student wanted to return home and attend school online. After many hours of discussion, encouragement, and assistance, both students are doing much better and have remained on campus.

IT
• The Network Infrastructure team have completed the network and WiFi upgrade in Puterbaugh Hall. This was done before students moved in on Wednesday, August 25.
• IT officially posted an open position for the EAlS Director position. We are currently accepting applications and are excited about our prospects.

Diversity, Inclusion and Strategic Initiatives
• The Jim Crow Museum received a $50,000 grant from the Institute for Museum and Library Sciences (IMLS) Inspire to implement a new collections management software and eMuseum.
• The Jim Crow Museum received a $15,000 grant from National Endowment for the Humanities to help improve their ability to preserve and care for their significant humanities collections.

Kendall College of Art & Design
• The 2021 iteration of KCAD's annual Wege Prize international student design competition drew participation from a record-setting initial field of 35 teams representing 29 countries, 88 academic institutions, and 114 unique academic disciplines. Emerging as winners in the 2021 competition were AgriTrade Hub, which united a student from Costa Rica’s EARTH University with three universities in Ghana to not only find uses for the problematic wood and sawdust waste created by the Ghanaian logging industry, but also to turn those waste materials into agricultural and economic value. Among the nutrient-giving byproducts of the proposed solution is a mushroom compost ideal for fertilizing newly planted forests and valuable ornamental trees.
• The inaugural iteration of KCAD's Wege Prize High School Collaborative Studio initiative brought together a diverse group of 15 West Michigan High School students and immersed them in the solving of complex “wicked” problems through the lens of whole systems design thinking, sustainability, and the circular economy. Based on the framework of KCAD's Wege Prize design competition, the two-week workshop provided participants with an active learning experience in which they worked in facilitated collaborative groups—led by highly-qualified instructors—to research and concept solutions to wicked regional problems through the design process and presented their work to community leaders.
• KCAD finished 2nd in the Diversion category for the Small Campus division of the 2021 Campus Race to Zero Waste competition with a recycling rate of 76.3%. The 8-week long competition between colleges across the U.S. and Canada is aimed at inspiring innovative ways to reduce waste and engage campus communities in waste minimization efforts.

• Students in the KCAD Master of Architecture program have been involved in some amazing community projects of late. Locally, students collaborated with local nonprofit Our Kitchen Table to design and build raised garden beds at Martin Luther King Jr. Leadership Academy, giving students there an opportunity to grow their own fresh food. Further north, students collaborated with the Idlewild African American Chamber of Commerce and the Idlewild Michigan Community Development Corporation to install a student-designed and built pavilion in the heart of downtown Idlewild that will serve as a community gathering place as well as a communication hub that blends stories of the city’s unique history with current news and events.

• KCAD Students Casey Blake (Master of Architecture – graduated 2021), Laurel Dugan (Master of Fine Arts Painting), AJ Johnson (BFA Photography, graduated 2021), Rayne Karfonta (Master of Fine Arts Painting), Hannah Mabie (Master of Fine Arts Painting), Sam Taylor (BFA Painting – graduated 2021), Jacob Wiseheart (Master of Fine Arts Painting) and Jackson Wrede (Master of Fine Arts Painting – graduated 2021) were featured in the 2021 Michigan Emerging Graduate Artists (MEGA) exhibition.

• KCAD Graphic Design student and 2021 graduate Kelsey Cunningham won a Gold ADDY Award at the National Level of the 2021 American Advertising Awards for a mock billboard ad she designed for Windex. Cunningham became the 13th KCAD student in the past 15 years to win top honors at the national level of the prestigious competition.

• KCAD Master of Architecture student and 2020 Interior Design graduate Sean Guirey has emerged from a highly competitive juried process as one of only nine recipients of a 2021 Michigan Architectural Foundation Scholarship.

• KCAD Photography student Zachary Kennedy is one of three incoming college art students selected to receive a Greater Than Gatsby Annual Scholarship for 2021. The scholarship—open to any recently accepted high-school student, undergraduate or graduate student from an accredited college/university in the United States majoring in any type of art, communications, english, film, fine arts, journalism, multimedia, photography and visual arts—recognizes students who display excellence in photographic composition, technique, and concept.

• KCAD Fashion Studies student Emma Ryan earned an Honorable Mention Award in the American Association of Textile Chemists and Colorists and Runway of Dreams Foundation Fashion For All Student Design Competition with the "Libby Belt Bag," a game-changer for Type 1 diabetes patients that enables them to carry a Dexcom insulin pump in a slim, stylish, and discrete accessory.

• KCAD President Tara McCrackin gave a presentation at Ramsdell Regional Center for the Arts as part of the center’s speaker series, where she shared how connecting KCAD students’ creativity to industry and community opens up unforgettable real-world learning opportunities.

• KCAD Professor Donna St. John earned the People’s Choice Award for the Big Rapids stop of the Smithsonian Institution Traveling Exhibition Service’s Voices and Votes: Democracy in America exhibition with her oil portrait of the late U.S. Supreme Court Justice Ruth Bader Ginsburg. At each stop of the exhibition, historical photos and memorabilia, educational and archival video, and interactive media chronicling the evolution of American democracy were showcased alongside artwork and stories of democracy from local artists and writers.
• KCAD Professor Emeritus Jay Constantine, Professor Emeritus Boyd Quinn, Professor Diane Zeeuw, and alumni Bux Dhyne ('21, Master of Fine Arts Painting), Taylor Mazer ('12, BFA Illustration), Kyle Sharkey ('14, BFA Painting) were featured in the 40th Annual Michigan Fine Arts Competition and Exhibition at Birmingham Bloomfield Art Center. Additionally, Mazer (Blick Art Materials Award), Quinn (BBAC President’s Award), and Constantine (MFAC Award) won awards in the juried exhibition.

• KCAD alumna Lisa Alberts ('05, BFA Photography) held the solo exhibition Ritual as Antidote at KickstART Gallery and Shop in Farmington Hills, Mich.

• KCAD alumna Sydney Beach ('19, BFA Industrial Design) had her wildly original shoe, accessories, and earring designs—produced under the brand Sydmade—featured in British Vogue’s designer profile series.

• KCAD alumni Hannah Berry ('16, BFA Art Education) and Hwa-Jeen Na ('17, BFA Photography) each received an ArtPrize grant for 2021. Berry received a curatorial grant for her multi-faceted community arts organization Lions & Rabbits, which will be hosting a number of ArtPrize entries in the Creston neighborhood, while Na received a curatorial grant and an equity grant for “Project Unity” an ambitious convergence of sculpture, projected media, dance, and music in Ah-Nab-Awen in an artistic exploration of both unity and separation.

• KCAD alumna Kathy Buist ('81, BFA) was featured in the exhibition One Sky at Boston's Galerie d'Orsay. The exhibition showcased the sublime plein air paintings that have earned Buist—a former advertising guru-turned fine artist—a reputation as one of "today's masters," with works featured in galleries, museums, and private collections around the globe. Buist was also featured in a profile by Hamptons Magazine.

• KCAD alumna Jennifer Cantley ('16, Master of Fine Arts Drawing) was hired by the Toledo Museum of Art as its new Studio Programs Coordinator.

• KCAD alumnus Michael Clark ('06, BFA Painting) participated in 2021 Paint Grand Traverse, an en plein air painting festival held in Traverse City, Mich that celebrates the artistry and the beauty of the Grand Traverse area, with opportunities for artists, spectators, collectors, and families.

• KCAD alumna Raime Cronkhite ('20, BFA Illustration) earned a full-ride scholarship to the New York Academy of Art’s 2021 Summer Residency Program, where she developed a bold new body of work culminating in a virtual exhibition.

• KCAD alumnus Robert Andy Coombs ('13, BFA Photography) is currently featured in the first solo museum exhibition of his career, titled Robert Andy Coombs: Notions of Care, at the Patricia & Phillip Frost Art Museum on the campus of Florida International University. Coombs was also featured in an online Q&A piece for the art blog Strange Fire.

• KCAD alumna Rebecca DeGroot ('14, BFA Sculpture and Functional Art; '14, BFA Art Education) gave a demonstration on how she creates her unique “walking bowls” at the April 2021 Keystone Woodturners member meeting.

• KCAD alumni Bux Dhyne ('21, Master of Fine Arts Painting), has opened Joule’s Molly House, Grand Rapids’ first LGBTQ dry bar and nightclub. The business is intended to be a sober space where queer youth, the LGBTQ community and those in recovery can partake in nightlife, dancing, performances, game nights and open mic nights, all sans alcohol. Dhyne was also selected as the juror for the 2021 MI Arts Juried Regional All-Media Art Competition.

• KCAD alumnus Chris Eitel ('13, BFA Furniture Design), in his work as Director of Design and Production for Vladimir Kagan Design Group, collaborated with furniture company Holly Hunt Design on a new reissue collection of seminal pieces from furniture design legend Vladimir Kagan that’s generated considerable buzz across the industry. The
collection holds a special significance for Eitel, who evolved into Kagan’s protégé after landing a dream internship with the late designer in 2013.

- KCAD alumna Laura Gajewski (‘03, BFA Drawing) held the solo exhibition Abandonings at Ludington Area Center for the Arts in Ludington, Mich.

- KCAD alumnus Alex Gilford (‘11, BFA Illustration; ‘11, BS Art History) was named the Anton Art Center’s 2021 featured artist for Art Mile Detroit, a city-wide digital art exhibition that champions Detroit’s vibrant and diverse arts community by promoting public programs and online acquisitions.

- KCAD alumna Jade Heiler (‘19, Master of Architecture) was named the 2021 Associate Member of the Year for the Grand Rapids chapter of the American Institute of Architects (AIA). On top of her work as a designer at Chicago-based firm NORR, Heiler is also on the front lines of industry efforts to embrace a changing world and reimagine how architecture can help shape society for the better as the At-Large Director of the AIA National Associates Committee and the Associates Director for AIA Grand Rapids.

- KCAD alumnus Jason Heuser (’09, BFA Illustration–Digital Media) partnered with Ethernity to officially license his iconic Welcome to the Internet brand exclusively on the EthernityChain NFT platform, a leading model for how the fast-emerging NFT space can empower creators and help protect their intellectual property.

- KCAD alumna Egan Franks Holzhausen (‘19, Master of Fine Arts Painting) held the solo exhibition Never Thought Twice at Crooked Tree Arts Center in Petoskey, Mich.

- KCAD alumna Chakila Hoskins (‘12, BFA Drawing; ‘16, Master of Fine Arts Painting) participated on a discussion panel alongside nationally-known artist Deborah Shedrick and other local artists held in conjunction with the NIA Centre of Grand Rapids’ Virtual Connect Event.

- KCAD alumna Aneka Ingold (‘14, Master of Fine Arts Painting) held her first solo exhibition, Transfiguration, at the Muskegon Art Museum. Following Ingold’s receipt of the inaugural $50K Bennett Prize in 2019, the exhibition placed the rising artist’s stunningly layered figurative paintings squarely in the spotlight.

- KCAD alumnus Rob Jackson (‘89, BFA Illustration) and his colleagues at leading Midwest ad agency Extra Credit Projects took home five 2021 OBIE awards for creative excellence in out-of-home advertising design, including one of only five Gold awards for their billboard tribute to the late US Supreme Court Justice Ruth Bader Ginsburg Tribute.

- KCAD alumnus Bryan Kosciulek (‘18, BFA Illustration) had his fresh take on the cover of George Orwell's classic novel 1984 nominated for a 2021 World Illustration Award by The Association of Illustrators.

- KCAD alumnus Mike Lavigne (’93, BFA Visual Communication), cofounder of the app Clue and cofounder and investor in Pakistan-based healthcare startup Doctory, was a featured presenter for Grand Rapids-based Little Space Studio’s Freelancer Fuel Series.

- KCAD alumna Kat Mattise (‘16, BFA Collaborative Design) received the Wisconsin Governor’s Service Award for her work with TwoBirds Tutoring, a Milwaukee-based nonprofit she started to provide intentional, community-oriented jobs for teens and free, high-quality tutoring for elementary students.

- KCAD alumna Shawn Merkel (‘11, BFA Interior Design) was profiled by Carolina Home and Garden in a piece exploring how she’s grown her firm Align Design LLC and its reputation for helping clients solve design challenges and find balance in their home living spaces.

- KCAD alumnus Jubenal Rodriguez (‘14, BFA Illustration) was profile by MLive for the incredible large-scale murals he’s been creating on the Lake Michigan shoreline. Rodriguez has four public murals in the area to his credit, with his latest piece—an old
shipping container transformed into a fitting homage to his hometown of Muskegon, complete with a vibrant sunset-inspired backdrop—residing in Pere Marquette Park.

- KCAD alumnus Zack Rueger ('17, BFA Graphic Design) had his proposed design solution to rebrand for the former Washington Redskins franchise as the Washington Scouts featured by NBC Sports Washington in a piece examining several independent design solutions to move the team away from its problematic moniker.

- KCAD alumnus Bailey Sell ('20, BFA Printmaking) was featured by International Print Center New York in a social media spotlight of Transfigure Print Co., an LGBTQIA+ inclusive print studio Sell founded while still a KCAD student. Since then, Sell has grown the business from a side gig into an extraordinary blend of creative enterprise and human connection, creating unique and empowering artwork and apparel while fueling inclusive culture and an open, accessible support system for the LGBTQIA+ community.

- KCAD alumnus Joshua Solas ('18, BFA Illustration) and Jose Garza ('20, BFA Digital Art and Design) are involved in the incredible work happening through The 49507 Project, an artist and youth-led community initiative that has commissioned seven Black and Brown artists from around West Michigan for the creation of large-scale murals on prominent buildings in majority Black and Brown neighborhoods. The initiative will also feature arts programming for young people and community listening sessions throughout the summer. Solas is leading the creation of a mural at 1221 Madison Ave. SE., while Garza built the project's extensive website.

- KCAD alumna Katherine Throne ('13, BFA Painting) held the solo exhibition In the Garden at Sanderson Contemporary Art in Auckland, New Zealand.

- KCAD alumna Nancy Tobin ('81, Illustration) has opened a new gallery space, ArtRat Gallery, in Grand Rapids' Heartside neighborhood. The new gallery officially opens on September 10, and will feature a workspace owned by Dwelling Place of Grand Rapids that will enable Tobin to host events and educational opportunities in addition to exhibitions.

- KCAD alumnus Donald VanAuken ('97, BFA Illustration) has been named Visual Arts Talent Program Director for Olivet College.

**UICA**

- UICA celebrated its soft reopening to the public on July 15 with the debut of three new exhibitions: The Way Forward presents work that explores the question, as creatives negotiate time during our new normal, how do institutions and organizations best champion their energies and efforts—by providing support and platforms to amplify their voices?; Whereabouts: The Influence of Place and Space includes three site-specific installations that invite artists to re-contextualize the space in Woodbridge N. Ferris Building’s lobby, main floor corridor, and main floor display cases; and Other World seeks to reframe what's possible for those who are too often pushed to the fringe by re-centering those margins through stories of alternate futures and worlds created on their own terms.

- UICA led the launch of the KCAD Design Academy, which provides Grand Rapids Public Schools (GRPS) students with vital opportunities to explore the world of design through active learning experiences. Utilizing the Southwest Middle/High School classrooms, Design Academy offers after-school enrichment classes for middle-school students as well as dual-enrollment classes for high school students that can be taken for college credit. Each class features hands-on projects, field trips, and expert instruction from KCAD faculty members.

**President's Office**
Maggie Walcott’s poem “Heart Press” was featured in the Spring 2021 Issue of Last Leaves Magazine.

Maggie Walcott presented her talk “Activism 101” for the Big Rapids Artworks, Voices and Votes Brown Bag Series. (23 April 2021)

Maggie Walcott’s flash fiction piece “Wood Smoke and Frost” was accepted for publication by Every Day Fiction in July 2021.

Maggie Walcott’s flash nonfiction piece “Shut Against the Light” was accepted for publication by The Dillydoun Review in August 2021.

Student Affairs

Career and Professional Success (CAPS) opened its doors in the University Center, Suite 120, on Monday, August 23rd. The department will be working with a variety of people to assist students in connecting their Ferris experiences, education, and life goals to career success after college.

Angela Roman, Director of Career and Professional Success, was recognized by the Michigan Career Educator and Employer Alliance (MCEEA) in their “Faces on Campus” series.

Bulldog Beginnings will engage/re-engage students to campus with over 40 events on the Big Rapids campus. This programming initiative has a new brand that will be visible around campus.

Nicholas Campau, Associate Dean of Student Life, presented on “Infusing Restorative Practices in Student Conduct,” to Albion College’s Student Development Leadership Team on June 23, 2021.

In collaboration with Institutional Research and Testing, the Registrar’s Office has merged 4462 major updates, 710 minor updates, and 275 concentrations over from AS college code to AE college code to reflect the College of Arts, Sciences, and Education name change. This concludes the transition process for this college within banner.

In collaboration with Institutional Research and Testing, the Registrar’s Office has pushed updates necessary for schedule and meeting type fields across all course sections to ensure they match with new formatting requirements.

High School and Career Center instructors and counselors want to bring their students to visit Ferris State! The Office of Admissions already has more than 20 group visits scheduled for fall semester with additional inquiries coming every day.

Dr. Kristen Salomonson, Dean of Enrollment Services, completed a certificate in Applying & Leading Assessment in Student Affairs from National Louis University in April 2021.

Charlotte Tetsworth, Associate Director of Admissions was presented with the Employer Support of the Guard & Reserve (ESGR) Patriot Award. This award is a way to recognize a supervisor or employer for their support to the Army National Guard or Reservists. A representative from the ESGR came to campus on July 20th and personally presented Charlotte with the award.

The Admissions Office hosted Welcome Wednesdays on August 11th, 18th and 25th to assist students through the next steps in the process. In a collaborative effort with Admissions, Financial Aid, Birkam Health Center, Student Life, Campus Auxiliary Enterprises, Housing and Academic Affairs, we were able to assist 45 students complete the enrollment process in helping them prepare for a successful start this fall semester.

On July 31st, we hosted the New Student Welcome Celebration to help welcome some of our incoming class. We welcomed 330 students (779 total people including guests) onto campus to acclimate them to life at Ferris State University. With representation from
many departments across campus, students were able to ask questions, go on a self-guided tour, meet other incoming students, and enjoy a very sunny afternoon at Ferris State University! It was so awesome to see campus full of activity again!

**University Advancement and Marketing**

- Dan and Connie Hicks gave a gift to name the Football Coaches’ office in the Center for Athletics Performance.
- Steve and Colette Andersen established the Stephen and Colette Andersen Endowed Scholarship to support students in the Heating, Ventilation, Air Conditioning and Refrigeration program.
- Elaine Gordon established the Elaine W. Gordon Endowed Scholarship to support students in the Information Security and Intelligence program.
- Dan and Carma Burcham established the Gary Waters Endowed Scholarship to support student athletes on the Men’s Basketball team.
- Steve and Abigail Hart established the Steven and Abigail Hart Endowed Scholarship to support students in the Welding Engineering Technology program.
- Debra Jacks recently established the Morley Stanwood Schools Debra Jacks Endowed Scholarship, through a planned gift, to support Morley Stanwood graduates enrolled at Ferris in any program.
- The KGSSR (Kreling Graduate School Springboard Recognition) Endowed Scholarship was recently established by 1978 Pharmacy alumnus David Kreling, to recognize the formative Ferris educational experiences that prompted him to pursue a graduate degree and a professorial academic career. In addition, the scholarship seeks to pay homage to Kenneth W. Kirk for his role in mentoring Kreling and many other Ferris alumni. Kirk counseled these graduate students, leveraging both their pharmacy underpinnings and advanced studies to springboard their careers. David hopes to prompt other Ferris students to consider a graduate level degree through his scholarship.
- The Melinda Bendall Hospital Pharmacist Endowed Scholarship was established this year by Melinda Bendall, a 1965 Ferris Pharmacy aluma. Melinda utilized her learning to become a pharmacist in hospital settings, and so created this scholarship to provide financial assistance to students in the College of Pharmacy who demonstrate financial need and a desire to work as a pharmacist in a hospital. Bendall has also committed to a planned gift in support of her endowed scholarship.
- The Dr. Robert Arfstrom Endowed Scholarship was established by Arfstrom, a 1968 Pharmacy alumnus. Dr. Arfstrom retired in 2005, attributing his success to learning gained during the Ferris State College era. This endowment was started with $15,000, and an additional $15,000 will be added in January to create a $60,000 total, thanks to Ferris Futures matching funds.
- The Susan Creager Endowed Scholarship was established by Susan Creager, who graduated decades ago with an associate degree in Nursing. Susan was a single mother when she attended Ferris, and because of that experience, her scholarship is designed to provide financial assistance to students in the Nursing Program with financial need. The scholarship will be funded with $25,000 in January of 2022 and 2023, for a total endowment of $100,000 with the Ferris Futures matching. Creager is also leaving a planned gift to add to this endowment.
- The Alumni Association kicked-off their virtual Alumni Social Hour series on Friday, Aug. 26 with Ferris Forward: An Interview with David L. Eisler. Ferris alumnus, Luke Edington (T ’14) sat down with the President to discuss his final year at Ferris and his favorite Bulldog memories. More than 100 alumni and friends registered for the webinar, which was also streamed via Facebook Live.
• You can catch the next Alumni Social Hour, Bulldog Football; A Homecoming Tradition on Thursday, Sept. 16 at 7 pm EST. For more information or to register, please visit www.Ferris.edu/alumni.

• Bulldog for Life is a signature series highlighting successful alumni who maintain a close connection to Ferris after graduating. The video series is in its 7th year and features these prominent alumni each month as content in the electronic newsletter Bulldog Bytes. The following features were released over the summer months:

  May: Paul Hoelzle, 2009 College of Arts, Sciences & Education
  https://www.youtube.com/watch?v=gqYfOuBK1-o
  June: Carman O’ Brien, 2015 College of Business
  https://www.youtube.com/watch?v=MURL0-4nt28
  July: CJ Van Wieren, 2008 Arts, Sciences & Education
  https://www.youtube.com/watch?v=0lcLvBifxPY
  August: Christina Carson, 1999 College of Allied Health
  https://www.youtube.com/watch?v=C-RFsQwuDYI

• The summer months were filled with opportunities to engage with alumni, family and friends as Alumni Office staff once again resumed travel within Michigan to bring university news and great event promotions to our alumni.

  The Alumni Association hosted its annual golf outing at Boulder Creek Golf Course in Belmont on Friday, May 14. There were more than 150 participating golfers, sponsors for each of the 18 holes and 12 specialty event sponsors. Proceeds from the golf outing support the Alumni Legacy Scholarship Endowment.

  The Bulldogs at the Ballpark summer series had successful stops in Lansing, Detroit and Comstock Park. Thanks to sold out events in both Lansing and Comstock Park, more than 250 alumni came together to enjoy the national pastime, food and beverage, and Bulldog camaraderie.

  For a list of upcoming alumni events visit www.ferris.edu/alumni.

• The Alumni Association welcomed four new Alumni Ambassadors to the Bulldog Ambassador Program this summer. Ferris’ Alumni Ambassadors serve as liaisons between the University, their employer and communities. An Alumni Ambassador supports, motivates and encourages other Bulldog alumni in their community by offering personal testimony about their Ferris experience and assists the University with alumni events and networking opportunities.

  o Paul Leek graduated in December 2019 with a Master of Science in Educational Leadership and works at Bay Area Legal Services as a development campaign specialist in Tampa, Fla. Paul joins the Florida Suncoast Alumni group and is preparing to host his first alumni event this coming January.

  o Austin Fesler resides in Jackson, Tenn., and graduated in May 2020 with a degree in Welding Engineering Technology. He currently works for Adient as a welding engineer.
Linda Meeuwenberg is a 1968 and 1978 graduate in Dental Hygiene Education and lives in Cape Canaveral, Fla. She is the president and CEO of Professional Development Association and is currently working to develop the Florida Space Coast Alumni group.

Kevin Bunce graduated in December 2014 with a degree in both Ornamental Horticulture Technology and Business Administration. After working for Ferris in University and Marketing for more than five years, Kevin has assumed a new position with the Michigan Department of Natural Resources and will be representing the Lansing area Bulldogs.

- Over the summer, more than 35 Bulldog Ambassadors sent personal notecards to more than 1,200 students who completed their first year at Ferris. Notecards were separated into two different messages – one message for students enrolled in classes for this fall and another for students not yet enrolled in classes. Ambassadors personalized the note cards with words of encouragement and pride.
- As part of the 2019-24 Ferris Forward Strategic Plan, the university goal for actively engaging 25,000 alumni was surpassed in Fiscal Year 2021. A total of 36,346 alumni were recorded as actively engaged in one of four categories; donors, event attendees, volunteers and alumni communication. A new target goal of 40,000 actively engaged alumni has now been established with hopes to achieve this result by 2024.
- More than 70% of Ferris.edu has now been converted to the Ferris Forward web template. The project remains on schedule for completion by December of this year.
- We will be launching a brand new campus calendar by the end of September.
- The Web Marketing team has begun experimenting with personalizing web content for individual users. We are now personalizing the homepage based on how many times users have visited the page. Our plan is to begin creating more sophisticated personalized content later this year.
- Our focus on creating more engaging web content has had a significant impact. Compared to August 2020, users spent an average 3.3% more time on the site and our bounce rate (the number of users leaving the site after viewing only one page) has decreased 16.9%.
- Our re-vamped 90-minute training for website editors has been well-received by the campus community. We have trained 73 users since March 2021 and more than 40 users have joined us as new web contributors.

- Over the last 30 days, the Web Marketing team has tracked more than 9,000 high-value conversions on Ferris.edu including:
  - 1,293 users submitting applications for admission
  - 2,463 clicks to the Admissions homepage
  - 3,449 clicks to the application
  - 268 requests for more information
  - 726 clicks to schedule a one-on-one appointment via Calendly
  - 2.99% of all visits to the website resulted in one of the above conversions over the last 30 days.

- In Summer 2021, the News Services and Social Media Team highlighted 18 submissions to its annual “Meet the Interns” feature, which started in 2012. This summer’s internship highlights included students in programs such as Hospitality
Management, Marketing, Social Work, Sports Communication, Television and Digital Media Production, and Welding Engineering Technology. To read up on the internships that took place all over the country, visit the [Meet the Interns website](#).

- The News Services and Social Media Team notes that posts from the main Ferris State University Facebook page that highlighted the Office of Housing and Residence Life’s move-in days (using #FerrisMoveIn throughout social media) reached more than 50K people and garnered more than 1K combined comments, reactions and shares (Aug. 25-27). A [highlight video](#) from #FerrisMoveIn reached more than 4.8K people with more than 100 combined comments, likes and shares. The [video](#) is also available via the [Ferris State Video YouTube channel](#). All numbers are as of Monday, Aug. 30.