

FERRIS STATE UNIVERSITY

Good News Items

March 4, 2010

Academic Affairs

College of Allied Health Sciences

- Sandra Burns, Dental Hygiene Faculty, has developed a new partnership with Metron of Big Rapids. CAHS is donating a dental chair for on-site dental care to be provided by Dental Hygiene students, who will also work with the staff to promote oral hygiene for the residents.

College of Education & Human Services (COEHS)

- Michelle Johnston, partnering with Louis Gallien, Dean, School of Education, Oakland University, found opportunities for Detroit area students from COEHS to tutor reading to Detroit or Hamtramck elementary students during Summer Semester 2011.
- Dr. Mischelle Stone was recently invited to represent Ferris at the Introduction to Criminal Justice Symposium in Pasadena, California, where she was a panel organizer and presenter on "Adapting to the New Digital Reality."
- With the proposed restoration of the Little River Schoolhouse at Mecosta County Veteran's Park at School Section Lake, the Recreation, Leisure Services, and Wellness students will have new, local internship opportunities.
- Dr. Susan Hastings-Bishop visited Clemson University and the University of Georgia to discuss youth development. She also attended the U.S. Play Coalition Conference and presented at the Society for Parks and Recreation Educators.
- Dr. Matt Wagenheim was honored by the Student Athletic Advisory Committee as a faculty member who had a positive impact on the academic career of a student athlete.
- The program reviewers for the Michigan Department of Education just approved the elementary revised program aligning the Ferris program to new standards.
- Pat Tobin, TV Production Electronics Technician, has been recertified for five years as a Broadcast Networking Technician by the Society of Broadcast Engineers.
- Ferris ROTC cadets attended the Military Ball held in Mt. Pleasant. It was a joint event between Ferris State University and Central Michigan University.

College of Engineering Technology

- The Building America Research Team, consisting of Dow Chemical/Ferris State University, Michigan State University and Habitat for Humanity, has been chosen to lead the development of the strategic plan for research implementation. This is the result of the Energy Center being selected by the Department of Energy as a research partner. Also, the Ferris Energy Center and HVACR group have been chosen to conduct additional research to determine the current efficiencies of installed systems in the market to date.
- Over 70 middle-schoolers and their coaches congregated at the Rankin Center for some fun with math at the annual Woodbridge N. Ferris MATHCOUNTS. The schools represented included Big Rapids Middle, Crossroads Charter, McBain Middle, Morley-Stanwood Middle, St. Peters Lutheran, and Vestaburg Middle School. Besides the challenging math, highlights included making footballs in the NEC and lunch at Westview. CET personnel involved included Brian Brady, Clare Cook, Debbie Dawson, Sandy Kerridge, Chuck Drake, Rich Goosen, Sayed Hashimi, Tom Hollen, Ron Mehringer, Randy Stein, Murry Stocking, Lee

Templin, Ron McKean, Larry Schult, and Paul Kwant along with CET students Tom Larsen, Bethany Patterson, Logan Praay, Luke Stephens, Peter Diep, Luke Edington, Robert Fox, and Joshua Barba.

- The 2nd Michigan Regional High School Rube Goldberg Machine Competition was held at Wink Arena. Students from four Michigan high schools (Rockford, Columbia-Brooklyn, East Jordan, and Lakeview-St. Clair Shores) competed. Rockford High School emerged the winner and will return to Ferris for the National High School competition.
- In conjunction with the Festival of the Arts, 25 Big Rapids elementary school students and 20 students from the Architecture and Facility Management programs assembled at City Hall to reinvent Big Rapids. This event, known as Box City, was an incarnation of a national educational program to increase student awareness about architecture and city planning. The event was coordinated by Jim Shane, former head of the Construction Department, Dane Johnson and Paul Long, Assistant Professors in the Architecture and Facility Management program and were aided by city staff including City Manager Steve Sobers and Mark Gifford, Director of Public Works.

College of Professional and Technological Studies

- The College of Professional and Technological Studies won a Bronze 26th Annual Educational Advertising Award in the Search Piece category from Higher Education Marketing Report national competition for our statewide viewbooks.
- Digital Animation and Game Design Grads Andrew Smith and Keith Shaffer, along with DAGD Intern Randy Nolta are working at the University of Southern California in the Virtual Patient simulation laboratory. They are creating video game like simulations to help Army Veterans cope with the stress of their wartime experiences. This project is investigating how computer simulations can assist not only patients, but help train psychologists in their treatment of patients. The DAGD artists are building virtual characters and environments that simulate real time experiences in the battle zone and in the psychologist's office.

Administration and Finance

Athletics:

- Men's basketball is ranked 3rd in the NCAA Division II Midwest Regional rankings and 21st in the National Association of Basketball Coaches (NABC) Division II Top 25.
- Justin Keenan became the lone record holder on Sat., Feb. 26 as the GLIAC's all-time career scoring leader.
- The Bulldog men's basketball squad has made 13 national tournament appearances and now claimed 12 GLIAC Championships in the program's storied history. FSU is one of only a handful of GLIAC men's or women's basketball teams to notch 1,000 wins. The program's 1,000 victory came in a 70-68 league win over Saginaw Valley State on Feb. 5.

Auxiliary Enterprises:

- Katke Golf Course: Mecosta County People's Choice Awards: third straight year: Favorite Golf Course 2010, 2009, 2008; Favorite Driving Range 2010, 2009, 2008
- Tot's Place recently received the People's Choice Award for favorite day care center in Mecosta County. This is the first time they have received this award.
- Physical Plant negotiated a new two-year electric contract extension with Wolverine Power which should show savings of approximately \$600,000 over two years to the University.

- Physical Plant received a \$65,000 check from Consumers Energy due to Dan Sovinski's efforts to have FSU participate in their Business Solutions Program to reduce energy use due to the 2010-11 Arts and Sciences Mechanical System project.

Public Safety:

- Student Government contacted Director Bledsoe to request a date to have another inter-active session to learn what FSU DPS does and how they go about it. They have a group who learned of the success and mutual appreciation that resulted from the last event and wish to have it repeated. The orientation (mini Citizens' Police Academy like) is being scheduled for four hours on Friday, March 25th.

Governmental Relations and General Counsel

- In association with the Faculty Center for Teaching & Learning, University Advancement and Marketing, the division co-sponsored a webinar entitled "Social Media: Campus Policies and Protocols." Approximately 50 faculty and staff attended this webinar.
- The division hosted a virtual seminar entitled "Distressed and Dangerous Students: Institutional Policies and Procedures." Seventeen staff members attended the seminar.
- The Friends of Ferris held a successful dinner/auction. Approximately 250 community members, University employees, elected officials, and Board of Trustees members attended the fund raiser, which raised over \$20,000.

Kendall College of Art & Design

- Two Kendall students were nominated for 2011 Windgate Fellowships - Amy Bailey, an undergraduate senior majoring in Drawing and minoring in Printmaking, and Caitlin Skelcey, a Metals/Jewelry Design student. Past Kendall recipients include Dustin Farnsworth ('10, Sculpture, Woodworking and Functional Art). Timothy Maddox ('07 Woodworking & Metals) and Chulyeon Park ('07 Furniture Design).
- Quoc Quach, Interior Design major and December graduate, captured first place in the 2010 ASID Student Design Award Competition. Entrants were challenged to explore the issue of wellness as it pertains to a particular sector of the interior design industry. Quach's design was created in Assistant Professor Lee Davis' studio class on healthcare design.
- The New York International Gift Fair (NYIGF) has honored Shelly Klein (Fine Arts, '94), designer and founder of k studio of Grand Rapids with its Winter 2011 Accent on Design "Best Product Collection" award. Klein's work consisting of studio pillows, handbags, pouches, stretched canvas wall art, and other products are carried in more than 100 stores worldwide from Amsterdam to Sydney and New York to San Francisco, and several national U.S. retailers including Garnet Hill, Design Public, and 2Modern.
- Kendall student Tristan Sisbach of Epworth, Iowa, was recognized for her winning submission to the Festival of the Arts in Big Rapids, which relates to her love of the Great Lakes. "Coming from Iowa, I fell in love with the Great Lakes. Sisbach, a senior in Kendall's Sculpture and Functional Art program, said she was inspired by the colors, textures and movement of Lake Michigan. "I want people to be inspired by the elements and movement of the sculpture. It's about the idea of motion and color. I wanted to showcase how beautiful Michigan and the Great Lakes are," said Sisbach. Her sculpture will be installed in Big Rapids' Swede Hill Park, off of Baldwin Street.
- The American Advertising Federation (ADDY Awards) of West Michigan announced their 2011 awards: at the Professional entry level, Kendall took home three (3) Silver Awards for

the following pieces: The Master of Fine Arts (MFA) brochure, a series of Enrollment Management brochures including the MFA, the MBA and the Kendall Mini Viewbook, and for the media campaign of the Kendall Career Link launch. In addition Kendall students were recognized for their outstanding entries – the 2011 student award winners are:

Ryan Lockwood - Best of Show – Mixed Media Campaign; Silver Award – Collateral Material Poster; Silver Award – Non Traditional Advertising; Gold Award – Mixed Media Campaign
Lydia VanHoven - Silver Award – Sales Promotion Point of Purchase; Silver Award – Mixed Media Campaign
Sarah Vanderson - Silver Award – Out of Home; Silver Award – Consumer or Trade Publication Campaign
Katie Brandt - Silver Award – Non Traditional Advertising; Silver Award – Consumer or Trade Publication Campaign; Silver Award – Sales Promotion Packaging
Scott Schermer - Silver Award – Consumer or Trade Publication Single; Silver Award – Mixed Media Campaign
Jessica Worden – Gold Award– Sales Promotion Packaging
Yana Carstens – Silver Award – Sales Promotion Packaging
Alex Meiser – Silver Award – Sales Promotion Point of Purchase
Margaret Schiefer – Silver Award – Sales Promotion Point of Purchase
Angi Zamarripa – Silver Award – Sales Promotion Point of Purchase
Brian Bourque – Gold Award – Out of Home
Zachary Hill – Silver Award – Non Traditional Advertising
Coryne Hillman – Silver Award – Consumer or Trade Publication Campaign
Yasmin Ladha – Silver Award – Interactive Media Website
Michelle Kozak – Silver Award – Editorial Design Cover
Jimmy Morrissey – Silver Award – Mixed Media Campaign
Shannon Averill – Silver Award – Mixed Media Campaign
Amber Kaminski – Silver Award – Elements of Advertising Animation
James Veinbergs – Silver Award – Elements of Advertising Animation

Student Affairs

Birkam Health Center

- The Health Center has started a newsletter called Health Shots which is sent to students once a month thru their email account. This newsletter features health tips and information pertinent to student living.

Career Services

- Currently 91 employers have registered for the Career Fair on 3/24/11.
- Received a new Partner in Success - Goodman Manufacturing from Houston, Texas.
- New collaboration effort with Alumni Services. Career Services will have an ongoing feature space on Bulldog Bytes, alumni eNewsletter. Employers will be sponsoring this feature space.

Enrollment Services

Financial Aid

- The Financial Aid Office will begin the process of updating our current consortium agreements. In order to better serve our students, we will be modifying the language to allow payment of financial aid to students for their pre-requisite courses that they need to earn their bachelor degrees.

- The Financial Aid Office is off to a successful start of the 2011-2012 award year. Not only did we meet our target date of getting all the January 2011 Free Application for Federal Student Aid loaded into Banner, but even exceeded it and with an increase of financial aid applications received compared to last year. This team approach is just one example of the exemplary staff we have in the Financial Aid Office working to serve our students.

Institutional Research & Testing

- **The National College Health Assessment** Survey closed on Friday, February 25. We have received 1,377 responses. The national survey measures general physical and mental health behavior as well as drug/alcohol usage and sexual activity. We conduct the survey every other year during the Spring Semester. Preliminary data will be available in approximately six weeks, with the national comparison report arriving in the Fall.

Admissions

- Our newly revised Campus Map is completed and will be included in the materials for students at Orientation.
- All 2011 New Student Receptions are now complete. We closed the year with a gathering in Grand Rapids on Thursday, February 24 at the Gerald R. Ford Museum. Over 150 accepted students and their families attended the session that was rescheduled due to inclement weather earlier in February.

Enrollment Services-Wide

- Fifteen (15) staff members from Enrollment Services and Student Affairs participated as volunteer exam proctors for the 2011 Honors Invitational. During the event prospective Honors students are asked to complete a timed-essay with our staff supervising this process. In addition, a Financial Aid Representative and the Dean of Enrollment Services made presentations to parents on scholarships and CLEP testing.

University Recreation

Student Recreation Center Equipment

- The Student Recreation Center is very excited to report that **three** new recumbent bikes and **two** upright bikes grace the SRC fitness center! We are also pleased to report that new dumbbells were added last week to the weight room collection!

Intramurals

- Basketball season came to a great conclusion. The students had a great time and made numerous comments on how they enjoyed the structure and direction Intramurals was heading.
- Hockey and Broomball continue to please students as they begin to wrap up regular season play and Volleyball began on Monday February 21.
- The variety of sports offered this semester has energized the FSU intramural participants and thus energized the department to continue its quest for excellence.
- The Ferris State Dawgz (an FSU intramural basketball team) traveled to Western Michigan University and competed in the NIRSA (National Intramural-Recreational Sports Association) Regional Basketball Tournament on February 11-13 and won the Men's Division! Students Delriko Curtis and Michael Maupin were named to the All-Tournament team and Courtney Blackmore was crowned Tournament MVP. The team has the chance to compete for the NIRSA National Championship in Austin, TX in April, 2011.

University Advancement and Marketing

- The FSU Alumni Association hosted its 3rd Annual Tailgate on Ice at the Ewigleben Sports Complex prior to hockey game vs. Notre Dame. The event was the largest Tailgate on Ice ever with an overall attendance near 300 alumni, friends and family participating.
- CPTS Advancement Officer will speak at the Board Meeting during the American Association of Community Colleges conference in New Orleans.
- Research is being done to discover corporations and foundations that have funding priorities that fit the Digital Animation and Game Design, Digital Media Software Engineering, Information Security & Intelligence, and Nuclear Medicine programs.
- Michigan College of Optometry building gifts:
 - Lee and Dr. Carol Laethem Starling - name an exam lane
 - Dr. Louis E. Boggs - fund an exam lane
 - Nancy Peterson-Klein and Matthew Klein - fund a seminar room
- In-depth foundation research has been completed for the University's new Ed.D program and continues for several other key areas and programs of Ferris' multiple campus locations.
- Geographic research of prospects has been successful for increasing the number of visits an Advancement Officer acquires and completes while on travel.
- Heavy Equipment program donations:
 - Waste Management is donating a '98 Mack Roll-off
 - RTA Fleet Management has donated a complete set of training videos for software
 - CNH North America donated various hydraulic equipment
- Restored and renewed two scholarship gifts for the football program from Timoleon Nicholaou and John Baylis.
- Held a hockey reunion for alumni from the first decade of Division 1 Hockey.
- Working with our coaches to develop an individual sport fund-raising plan per the Athletic Director's recommendation that each coach every month will "Do 1 thing" for the betterment of the program.
- A College of Pharmacy alumnus created an endowment with a multi-year pledge to honor his father, also a COP alumnus. Additionally, two College of Pharmacy Alumni families created annual scholarships, committing to five years. A fourth alumnus committed to making annual leadership level gifts over each of the next five years, and a fifth alumnus created a charitable gift annuity.
- The web content team in UA&M has worked with Dr. Sandy Alspach, Institutional Research and Testing and the Political Engagement Project to fashion a week-long "Presidents' Week Trivia Contest." The contest is for all Ferris students and is featured on the Ferris homepage. Two daily questions are posted and students then have the opportunity to submit their answers and win prizes for correct responses.
- Web content has worked with the College of Engineering Technology to create the 2011 Michigan Energy Conference website, www.ferris.edu/mec, a one-stop source for information about the conference's agenda, registration, sponsorships, exhibitors and partners.
- A comprehensive website has also been built in partnership with the College of Engineering Technology for the Rube Goldberg Machine Contest. This website, www.ferris.edu/rube, has taken special importance since Ferris is now a national host site for both high school and collegiate Rube Goldberg competitions.
- TV9and10/Fox32 filmed a segment on the Step Afrika event and interviewed Michael Wade, assistant director of Multicultural Student Services, as part of Ferris' Black History Month.

- The February 2011 edition of the *Business Update* publication of West Michigan (www.businessupdate.com/) featured a number of Ferris good news items, including spring enrollment; Ron Snead's election as chair of the Board of Trustees and selection as a GIANTS award recipient from the Woodruff Diversity Learning Center (also featured in the *Grand Rapids Press* and *Grand Rapids Business Journal*); and new Board of Trustees appointees Gary Granger and Paul Boyer.
- The *Higher Education Marketing Report* has recognized Marketing and Communications' Spring 2010 *Ferris Magazine* entry with a gold award in its 26th annual educational advertising awards competition. Their 125th Anniversary Report submission received a merit award. The College of Professional and Technological Studies marketing team's entry for Off-Campus Statewide Viewbooks garnered a bronze award.
- Marketing and Communications has collaborated with the Office of Housing and Residential Life to develop an engaging e-mail campaign to on-campus sophomores and juniors to reinforce the benefits of residing on-campus, including a Junior-Senior Incentive, which allows them to upgrade to a traditional private room at a double room rate. A letter and accompanying four-color promotional piece also is being sent to the students' parents to further encourage a family discussion about the added value of the on-campus living experience. Additional housing marketing materials will be developed for prospective and transfer students in an attempt to increase housing occupancy and retention rates.
- The Graphic Standards website www.ferris.edu/htmls/administration/advance/standards/homepage.html has been updated to include a new "box flame" logo ~ an extension of the branding and positioning that were an important part of the 125th anniversary marketing initiatives. The box flame is now being used in conjunction with the Ferris State University signature line and has been incorporated into Ferris' redesigned website, in advertising targeted to Michigan and regional audiences, and in print and electronic marketing and promotional materials. The traditional flame is still being used on University stationery (letterhead, envelopes and business cards), pre-existing signage and other applications where it is already embedded as a key component of the University's identity system.
- Shelly Armstrong, Christa Bull and Leah Nixon will be attending the University and College Designers Association Design Summit, with a special program emphasis on branding and how institutions can connect with their audiences in the most effective ways using both traditional and digital media.
- Marketing and Communications' breadth of work to advance public engagement with Ferris has ranged from producing the Bulldog Athletic Association Donor Guide to the Card Wildlife Education Center brochure to advertisements for the College of Engineering Technology, Music Center and Festival of the Arts.