

FERRIS STATE UNIVERSITY

Good News Items

May 5, 2010

Academic Affairs

College of Allied Health Sciences

- Dan deRegnier, assistant professor in the Clinical Laboratory Sciences programs, was awarded the Pam Agren Inspirational Award by the Michigan Society of Clinical Laboratory Sciences (MSCLS). The award is given to an individual who works tirelessly behind the scenes to assure that the society can function. In addition to the honor received by professor deRegnier, two students were honored. Carl Byington, graduating Medical Technology senior student, received the Martha Rouland award from the MSCLS. Another student, Nick Weisoner, won the state-wide poster competition conducted by the same organization.

College of Arts and Sciences

- On Thursday, April 29, 2010, students in Dan Adsmund's organic chemistry class participated in the annual "Chemistry on the Bridge." During the semester, the students worked on two research projects, and the results of their second project were presented in a group poster session. Students from other chemistry classes were invited to view the projects and talk to the presenters. All those who dropped by were invited to vote on the "outstanding poster" award.

College of Education and Human Services

- The members of the Michigan Education Deans' Council asked Michelle Johnston to be the Chair of the Council for the 2010-2011 academic year.
- On Saturday, April 17, 2010, the College of Education and Human Services hosted its 36th Annual Alumni Awards Banquet. During the Awards Banquet, the College paid homage to Helen Gillespie Ferris as well as recognizing a distinguished alumnus and excellent students in its programs. Additionally, the College awarded the Dean's Staff Recognition Award and scholarships to 26 students.
- Enrollment in the Criminal Justice program continues to grow significantly on campus and at other locations. CJ recently enrolled its first student at the new Oakland Community College location and held meetings with Muskegon Community College to take the CJ program there. Additionally, CJ increased its course offerings to extend this coming summer semester in other locations where previous enrollments did not require summer courses. Many of the course offerings at the Grand Rapids location are "busting at the seams".
- Fifty students applied for the Law Enforcement Academy to begin Fall Semester 2010. This number is up from 44 applicants who were in the program this year. The program continues to be a huge draw for CJ as evidenced by Dawg-Day attendance.
- Angela Knoertzer, Recreation, Leisure Services and Wellness, was recently hired at the Naval Station Great Lakes, north of Chicago, Illinois, where she was finishing her internship. On May 8, 2010, she will graduate with two Ferris degrees (A.A.S. in Printing and B.S. in Recreation Leadership and Management) and will continue working at the newly established Great Lakes Family Center which is a component of the Morale, Welfare and Recreation (MWR) at the Naval Station Great Lakes. As Youth Director, she will be establishing educational and recreational programming for youth groups ages 6-18.

- Amelia Johnson, a student in Recreation Leadership and Management, had her photo selected for the Great Lakes Environmental Festival and exhibited it on Sunday, April 18, 2010.
- The ROTC program will have three new cadets entering the Fall Semester 2010. These cadets will be receiving scholarships which will cover 100% of tuition and \$1,200 per fiscal year for books and miscellaneous expenses. ROTC also is making final summer training preparations for eight students to attend the Leadership Development Accessions Course (LDAC) at Ft. Lewis, WA; two students to attend the Airborne training (parachuting) at Ft. Benning, GA; one student to attend the Air Assault training also at Ft. Benning, GA; and one student who will attend a job shadow assignment at Scholfield Barracks, HA.
- Bulldog Company's accomplishments on Saturday, April 24, 2010 were significant. The Bulldog Company sponsored the ROTC Warrior Day training at the Ferris State University property located in Rogers Heights. The Warrior Day combines lessons learned throughout the school year and fun culminating in small group competitions. The students rotated through five or six stations (training events) throughout the day and received scores that were tabulated at the end of the day to determine the best overall small group (squad) and best overall intermediate size group (platoon). The participants had a catered meal at the training site and ended their day with a ceremony known as the "Change of Command" in which the seniors relinquished their leadership responsibilities to the new chain of command who will be responsible for leading the program next year. The ROTC leadership is proud to report that the Bulldog Company was victorious this year and brought the trophies back to Ferris for display until next year.
- Faculty from the Early Childhood Education program honored students Megan (Brown) Roggow (3.5 or better), Dora Vallad (3.5 or better), Ann Pries (4.0), Jeannette Skrynski (3.5 or better), and Andrea Lewis (4.0) with a pizza party to recognize their outstanding academic achievement.
- The SOE hosted its third successful Principals' Focus Group in Traverse City on April 20, 2010. Principals representing the Traverse Bay Career Tech Center, Traverse City, Kalkaska, Benzie Central, and Elk Rapids attended and spoke about teacher preparation and the quality of the SOE students.
- On April 16, 2010, under the direction of Dr. Nancy Lashaway-Bokina, the Association of Future Educators and Kappa Delta Pi with the help of other registered student organizations invited high students to the Wink Arena Rubber Room for a college exploration day. The event was very successful. Students from high schools and school districts in Mason-Lake and Mecosta-Osceola Intermediate School Districts attended and learned about college-life from the student volunteers. The College of Education and Human Services thanks the Diversity Office and Student Affairs for supporting the event.
- The Television and Digital Media Production (TDMP) faculty and students hosted the 10th Annual Ferris Video Festival on April 22-23, 2010. Several outstanding alumni presented, including:
 - Jon Rosten, a 1994 Ferris Television Production graduate, showed a feature film that he produced, wrote and directed entitled "Valley of Angels." Jon, who currently works for Warner Brothers in Hollywood, created his award winning film after winning the grand prize award in the International Screenwriting contest for the script.
 - Kevin Leeser, the 1992 TVP Graduate of the Year in Television Production, spoke on freelancing for reality shows. Kevin gave the freelance perspective as a field producer

with reality or documentary television, focusing on law enforcement sorts of shows. His work has been seen on *Detroit SWAT* and *DEA*. He featured Lilly Tomlin in one of his best documentaries.

- Rick Hert, Executive Director of the West Michigan Film Office, did an overview on the prospects for feature film production in West Michigan and provided details of the Michigan Film Incentive.

College of Engineering Technology

- The Michigan Energy Conference, held on April 7 and 8, 2010, was once again a success. Wednesday night attracted over 275 students, faculty, community members and industry guests, and Thursday pulled in over 170 attendees. The quality and value of the conference continues to be recognized, as evidenced by participation of twenty-two exhibitors and nationally recognized speakers. We also had tremendous growth in the student poster competition again this year and we opened it up to high schools. A significant number of posters were submitted, with 11 winners (5 individuals, 5 groups, and 1 high school) announced. Save the dates for next year's Michigan Energy Conference, which have been identified to be April 13 and 14, 2011!
- The Department of Energy has announced that Michigan's Retrofit Ramp-Up Initiative has been awarded a \$30 million grant, which is a large portion of the overall federal funding. Over the course of the 3-year program, many green jobs will be established to help increase the energy efficiency of a significant number of residential, commercial, public and industrial buildings across the state of Michigan. As one of many partners in this initiative, Ferris will receive approximately \$2 million in support of commercial audits as well as weatherization training.
- Once again, the Construction Honor Society's Omicron II Chapter of Sigma Lambda Chi was recognized by its international organization for its extraordinary accomplishments over the past year. This is the sixth straight year that this chapter has earned this international recognition. At the annual business meeting of Sigma Lambda Chi International, held in conjunction with the international conference of the Associated Schools of Construction in Boston, MA, on April 9, 2010, the students were recognized for their high number of volunteer hours, their work performed on the Mecosta Youth Center, and for multiple other service activities for their program, their university and the community. Present to receive the 2010 High Achievement Award was the Chapter Co-Advisor, Dr. John R. Schmidt. The chapter is also advised by Dr. Edward Brayton.
- Thomas Hollen, advisor for the Rube Goldberg Team, was contacted recently by Rube Goldberg, Inc. and informed that Purdue University, which holds both the national high school and university machine competition, no longer has the space to host both of these events. Ferris State University has been asked to host the national high school Rube Goldberg Machine competition in March of 2011. This competition will bring to Ferris State high school teams from Wisconsin, Illinois, Indiana, Ohio, Michigan and from around the United States. College of Engineering Technology held its first Michigan high school competition this year, where eighty-seven students from five high schools competed. Brandywine High School of Niles, Michigan, won the competition and earned the right to compete at the national competition at Purdue. Ferris will hold a Michigan high school regional competition in February, 2011. Students who compete in this competition are very interested in engineering and science, as they learn these skills through building these

machines. Rube Goldberg, Inc. is also looking into organizing a middle school competition, which Ferris may also review to host in the future.

- The 2009-2010 senior projects for Mechanical Engineering Technology (MECH) and Electrical/Electronics Engineering Technology/Computer Networks and Systems (EET/CNS) were on display on April 23, 2010 at the Granger Center. Several industrial advisors were present, as well as the students' family members. These projects are a year's worth of work for the students and provide hands-on experience in MECH and EET/CNS. All of the projects were able to display results of the many hours spent on them. The EET/CNS students also gave an oral presentation of their projects to faculty, fellow students, advisors, and alumni.

College of Pharmacy

- Jason Williamson, a P4 student, is the recipient of a Wal-Mart scholarship. He will be travelling to Seattle in July to attend the teachers' seminar and the annual meeting of the American Association of Colleges of Pharmacy. Dr. Adnan Dakkuri nominated Jason and will be his mentor at the meeting. Jason is also the recipient of a three-month research training scholarship from the University of Kentucky's College of Pharmacy. During the summer months he will be working on the topic of nasal delivery of drugs. Dr. Dakkuri encouraged Jason to apply so that he has the opportunity to understand the nature of a future career in academic research.

Administration and Finance

Athletics

- Ferris State University's commercial promoting our hockey season has been chosen as one of three finalists for a national award given by the National Association Collegiate Directors of Athletics (NACDA). The winner will be announced in June at the NACDA convention. Jon Coles will be representing Ferris at the event. This is a tremendous honor to be chosen as a finalist by the association that covers all of college athletics.
- Men's and women's golf have both qualified for regionals.

Dining Services

- FSU Dining Services received a Bronze Award in the NACUFS (National Association of College and University Food Services) 2010 Loyal E. Horton Dining Awards Contest for Residence Hall Dining - Single Stand Alone Concept for The Rock Cafe. This is a national award and will be recognized at the National Conference in San Jose in July.
- Received a mean response of 4.0 (five point scale) to overall satisfaction with Dining Services on the NACUFS Customer Satisfaction Benchmarking Survey in FY-10 (up from 3.5 in FY-09). The national mean was 3.84; the Midwest Region mean was 3.91.
- The number of meals served (Fall Semester and Winter Semester to date) in residence hall dining facilities has increased from 902,753 in FY09 (four locations) to 1,087,420 in FY10 (three locations), an increase of 20.5%.
- Voluntary meal plan sales have increased from \$515,120 in Fall Semester F-09 to \$653,388 in Fall Semester FY10, an increase of 26.8%.

Racquet Facility

- The Tennis on Campus Ferris Club Team will be one of the 64 co-ed teams representing colleges and universities across the country will converge in Surprise, Ariz., April 15-17, for the 2010 USTA National Campus Championship.

Residential Life

- Residence Hall staff provided over 800 educational and social programs in the halls thus far this year.
- We hosted 284 guests during the annual Sibs and Kids weekend hosted by the Residence Hall Association and Residence Life
- We hosted networking nights with the Residence Life Staff of Eastern Michigan University and Davenport University where we exchanged best practices, challenges with our students and ways to improve our service to students.

Diversity and Inclusion Office

- On April 14, Kun Shik Cho, Ex-Deputy Minister of the Unification Department South Korea and former CEO of Hyundai -Asan, was on campus and gave a presentation entitled, "Economic Cooperation and Peaceful Relationship between South and North Korea."
- On April 15th Rochona Majumdar, Professor of South Asian Languages and Cultural Studies from the University of Chicago, gave a presentation on India. She explored the "Unity in Diversity" and examined India's emergence as a world power. This event was part of the Globalization Initiative and was sponsored by a Faculty/Staff Mini-Grant from the Diversity and Inclusion Office.
- On April 21, Black Leaders Aspiring for Critical Knowledge and the Diversity Committee of Student Government presented: "United We Stand Divided We Fall." This event allowed students to learn how to overcome barriers between them and different cultures through an interactive discussion. This program offered an opportunity for people to come together, gain knowledge about other cultures and deconstruct negative stereotypes.

Governmental Relations and General Counsel

- A successful Legislative Luncheon was held in Lansing on April 27, 2010, with 147 guests including 11 legislators, 53 staffers and 84 guests and Ferris personnel. The event featured glucose and cholesterol screening by graduating seniors in the College of Pharmacy.
- The division co-sponsored training conducted by Kim Clarke of the law firm of Varnum Riddering Schmidt & Howlett on April 28, 2010. The training educated appropriate University staff regarding compliance with federal I-9 requirements (employment eligibility verification) and preparation for the University's self-audit.
- The Mecosta-Osceola Bar Association held its annual Law Day Luncheon at the Holiday Inn on April 30, 2010. Planned and organized by the Governmental Relations and General Counsel division, this event attracted 56 members of the local legal community and court systems. The event included a keynote speech by the Honorable Patrick Bowler, essay contest presentation, and Liberty Bell Awards.

Kendall College of Art & Design

- During the Spring 2010 semester, Kendall offered a 3-credit course titled "Alternative Spring Break". A group of students, lead by Elizabeth Hawkins (adjunct instructor and Kendall Admissions Officer), went to New Orleans for service work. In addition to service work, these student artists and designers will be exhibiting their work created in response to their individual experiences in New Orleans. This exhibition will run from April 5 - April 21, 2010 (opening was on April 7, 2010). Students that are featuring work are: Kyle Faulds, Blair Jeffers, Alicia Magnuson, Melissa Meiller, Michelle Moon, Kristi Pitsch, Angela Tidball.

- Kendall College of Art and Design senior Dustin Farnsworth has received a \$15,000 Windgate Fellowship. This is one of the most prestigious awards available to people pursuing work in the general area of American crafts and the decorative arts. To be eligible to receive a fellowship, a student must attend an intuition that the Windgate Foundation invites to apply. This year, the Foundation invited 60 institutions to submit two applications each. Of the 120 applicants, the Windgate Foundation selected just 10 winners from across the nation. The award allows the recipient to engage in significant studio work, which Dustin will pursue in Asheville, N.C. Two other Kendall students have in the past received this award, which attests to the academic and creative excellence the college foster.
- It is expected that very soon Governor Granholm will sign into law a bill that prohibits texting while driving. Professor Ron Riksen knows all too well that college students are attached to their cell phones. "When I asked students in my Introduction to Graphic Design class how many of them text while driving, nearly 75 percent raised their hands. I knew this was an issue that we could address in class." Riksen had his 30 students create billboards with the message, "Don't Text and Drive." The billboards caught the attention of WOODTV8, and aired in a story at 5:00 p.m., Wednesday, April 21, 2010. Freshmen Jessica Hook and Ashley Miller were two of the students who created billboards for the assignment. Jessica's message, "Don't Drive Intexticated," compares the distraction of texting to the impairment that is similar to drunk driving. Ashley's message, "TEXT UR BFF GBYE," came from her realization that no text message is as important as the possibility of losing a friend to distracted driving. Said Riksen, "This is a project I would have never dreamed of even five years ago, but it is an issue that drivers need to be aware of. Hopefully a corporation will donate some billboard space and some of this student work will actually help save a life."
- Three students from Professor Robert Sheardy's History of Illustration class presented papers at the national conference of the American Popular Culture Association (ACA) in St. Louis in April of 2010. Tara Stewart is a graduating senior in art history, Steven R. Chan a graduating senior in Illustration and Kat Vander Weele a junior in Illustration. The ACA is an association of educators, students, authors and other culture buffs who gather in regional, national and international venues for presentation of formal papers and the sharing of ideas and observations on all aspects of American society, from art, architecture and design to literature, politics, film and the entertainment industry. Papers are judged by area chair people for acceptance or rejection and very few undergraduate papers are accepted. The three students offered their papers in a session called "Picturing Stories," which was chaired by Professor Sheardy, who also presented a paper. Steve Chan compared the two most famous illustrators of the Tarzan comics, Hal Foster and Frank Frazetta. His paper also analyzed the collaboration between author Arthur Rice Borroughs and Foster that resulted in one of the most popular of all Sunday comic strips. Tara Stewart's paper focused on the somewhat irreverent spoof called *Lady Cottington's Pressed fairy Book*, with illustrations by Brian Froud; a fairy tale for adults. Kat Vander Weele wrote on an equally off-the-wall story called "Stick Figures," from *Tales From Outer Suburbia*, as written and illustrated by Shaun Tan. Though Kat was unable to present at the conference, Professor Sheardy read her paper on her behalf.
- Kendall Dual Enrollment Students' Sign Design Selected - After looking into the cost of a new professionally designed and manufactured sign for Saugatuck's Oval Beach-Saugatuck Harbor Natural area entrance, the Saugatuck City Council turned to instructor Christa Wise's Dual Enrollment class at Saugatuck High School. On March 8, 2010, the students presented their ideas to the council, which chose the design by James Broe and Haley Krause. "I'm pretty

proud of what they came up with,” said Wise of the options the youths presented. “It’s a big decision,” said Mayor Barry Johnson. “It [the sign] could be there for 50 years.” Saugatuck High School Industrial Arts Program students will build the new sign, which will be about eight feet long by six feet high, with materials purchased through a bequest from the late Sky Hempy. “It’s cool to be recognized in this manner,” said Broe, a junior who plans to continue art studies after high school. “It will be a nice thing to mention when I apply to colleges.” Adds Krause, “We’ll be able to see the sign at the beach for years and say, ‘Hey, we made that!’ It’s an honor for us.”

- The Grand Rapids Furniture Designer’s Association has selected Matthew Wilder as the 2009-2010 Grand Rapids Furniture Design Association Scholarship recipient. The award amount of this scholarship totals \$1,500.
- As part of on-going efforts to build relationships with students from China, Rick Brunson has been in China, working with 7 students from Beihai College of Art and Design. Rick and the students have been working on a 3D mural project that measures 18 feet wide x 15 feet high.
- Kendall MFA students were winners in the Student Advancement Foundation (SAF) fundraiser with Grand Rapids Public Schools. The show will be on exhibit at DeVos Place. This project was organized by Professor Margaret Vega (Painting and Fine Arts).
- David Gianfredi (Assistant Professor, Illustration) was recently profiled in an international art magazine, Poets and Artists, summer vol. 2 <http://issuu.com/didimenendez/docs/osissue2summer/1> . What makes this art publication special is that Poets and Artists Magazine seeks out artists they wish to profile, contacts the artist for an interview. Next month, David will be exhibiting 4 pieces of his work at the San Francisco Art Expo. In addition, David was recently accepted to show his work in the Art Chicago International Fine Arts Fair.
- MFA Photography graduates Stephanie Rose and Eleanor Gatewood, just had an exhibition at the Overbrook Gallery at Muskegon Community College. Titled “Painted Nails and Fairy Tales and The Adventures of Poke MaGee”, the show ran from March 15 through April 21.
- MFA graduate Eleanor Gatewood and current MFA students Bridgette Broughman and Emily Gerlach and Professor of Photography, Darlene Kaczmarczyk, completed several installation pieces now on exhibit in “Michigan - Land of Riches” at the old Grand Rapids Public Museum. This project is a collaborative art exhibition, being directed by Paul Amenta, Assistant Professor of Sculpture and Functional Art. Other partnering institutions include Aquinas College, Calvin College, Grand Valley State University, Hope College, The University of Michigan and the Urban Institute of Contemporary Arts’ ArtWorks program.
- One of our current MFA-Drawing students (Lance Moon) is being featured in the fall/winter 2010 edition of Direct Art (www.directart.org).
- Follow-up information on the second place ArtPrize winner Tracy VanDuinen (Kendall alum). Tracy has been commissioned to do a mural for the Helen DeVos Children’s hospital (Grand Rapids, MI). If you remember, Tracy’s ArtPrize entry was a mural, permanently displayed on an exterior wall of the Grand Rapids Children’s Museum.
- Adam Schuitema, Assistant Professor, Liberal Arts and Sciences, has recently published a book titled “Freshwater Boys”. His debut book is a collection of 11 skillfully crafted short stories set along the state’s Lake Michigan coastline. Kendall hosted a book-signing event on Saturday, April 17. Another reading and book signing event was held at Schuler’s Books on Thursday, April 29, 2010. For more information, please visit: www.freshwaterboys.com
- Hush Puppies seeks new design ideas and is working with Kendall College of Art and Design

students on prototypes. Hush Puppies is holding a national shoe design contest, collaborating on a shoe design project with a Kendall Industrial Design class. Hush Puppies is sending designs to China to be made into prototypes to be presented in May to top executives at Wolverine World Wide. A winner will be selected by the public after judges narrow down the entries to 5 finalists. Their ideas will be on display as part of the Runway on Monroe project on May 15 in Rosa Parks Circle (Grand Rapids, MI). The prize for the winning shoe designer is \$1,000 and free Hush Puppies for a year. The winning design will be produced and then sold online at HushPuppies.com in Spring 2011.

- Last but not least, Kendall College of Art and Design of Ferris State University will be hosting its annual Student Exhibition, Tuesday, May 4, 2010 through Saturday, May 8, 2010. Opening reception is set for Tuesday, May 4, from 4:00 – 7:00 p.m. Exhibition hours are 9:00 a.m. – 9:00 p.m (Tuesday, Wednesday, Thursday, Friday). Saturday hours: 9:00 a.m. – 2:00 p.m.

Student Affairs

Admissions

- Enrollment Services called students that were currently in classes and had not registered for next Fall. In several cases we were able to help students contact their advisor or take care of other holds that were preventing them from registering.
- April marked the end of our 2009-10 Dawg Days season with our Junior session. We had more visitors than ever before attend this signature recruitment event. It is a remarkable collaborative effort between Student Affairs and Academic Affairs.

Career Services

- Job Fair had an increase in number of participating employers to 76 ~ twelve more than last two job fairs.
- Next year job fair dates have been set: October 28th, 2010 & March 24th 2011.
- Partner with CPTS to present the first ever career preparation webinar on April 21st which is open to all current students and alumni. We will be continuing these webinars next academic year.
- InterviewStream is now up and running. This is another partnership with CPTS to make career resources easily accessible for all students. InterviewStream is an online web-cam interviewing system. Students can record an interview to critique themselves or email to professor or Career Services for a critique. These interviews eventually can be used by employers. The Career Services office has an interview room set up for students to use this software or they can use their home computer.

Financial Aid

- The latest cohort default rates were released by the Dept. of Education and the rate for Ferris students was 4.3%, which is well below the national average of 6.7% for all institutions and matches exactly the national average for public 4-year institutions.
- This summer semester will be the first semester that Ferris students will be able to take advantage of additional federal Pell Grant eligibility.
- \$150,000 in additional funding for work study was approved for the summer semester as well.

Institutional Research & Testing

- Institutional Research & Testing's Jason Cronkrite is in the process of finalizing the data collection for a survey on the needs of our Commuter Students. The last reminder went out late last week. So far we have had an over 20% response rate and will share the results in a few weeks.

Student Conduct

- YTD total incidents for 2008-2009 = approximately 1500 (1511)
YTD total incidents for 2009-2010 = approximately 1300 (1287)
- YTD alcohol incidents for 2008-2009 = 511
YTD alcohol incidents for 2009-2010 = 364

Student Leadership & Activities

The following students and staff received recognition at the Student Leadership & Activities Torchbearer Leadership Ceremony:

- Woodbridge N. Ferris Level of 125 hours of service
Faculty - Linda Telfer & Jennifer Thede
Students - Sandra Winchell, Allison Gardner, Aimee Mishler, Jaci TenEyck, Matthew Bottke, Alecia Lewis, Leanne Day, Kara Gottschall, Joel Lawwell, Hanah Fischer, Eli Sager, Rachael Keilor, Eric Roath, Kenzee Schroeder, Claire Gould, Gordon Lawcock, Carrie Brown, Liz Albright, Amy Pecott, Angela Eick, Ann Grant, Ashley Ackerman, Kellie Langschieb, Dominic Gallo, Emily Kearney, Theresa Buist
- Five Star Organizations
-Ferris Idols
-Entertainment Unlimited
-Lambda Kappa Sigma
-Crafters Anonymous
-Zeta Tau Alpha
-Student Government
-Student Alumni Gold Club
- Entertainment Unlimited held their Annual Ferris Fest on the Campus Quad on April 24. Despite the rain that we had all morning, at show time the weather changed and we had dry weather throughout the show. They had four musical acts on mainstage and second stage also had four. We averaged approximately 1,500 to 2,000 people in attendance hourly.

University Recreation

- Thanks to great lifeguards and student coaches, the FSU Swim Club had its first meet on Sunday, April 11, 2010. Thirteen of the FSU Swim Club members and 13 of the Mt Pleasant Pacers swam. We had a great time and all the participants left with medals and smiles!!

University Advancement and Marketing

- There is a 13% return on the athletic surveys that were mailed to those athletes who are recent graduates. An e-mail will be sent this week to follow-up the mailing. The goal is to get 100 responses by June.
- Developed a monthly communication piece that was e-mailed to the entire athletics department. The first e-mail was sent on Monday, April 19. Information shared included: Past Visits, Upcoming Travel/Visits, Projects, Events Attended, and Miscellaneous Items.
- Scott Seifferlein and James Lusk have re-established their Annual Scholarship for Men's Golf.
- Attended the "Good Chemistry...Green Chemistry" event in Holland to network and discuss partnering with programs out of CPTS and COET.

- The molecular diagnostics baccalaureate degree program is officially approved. Have begun to solicit to support that program.
- Discussions are taking place that outline how current and just graduated students can get involved in giving at the various CPTS sites.
- Ann Gilley's management class raised over \$2K in a class project with all the funding going into the Management Department Scholarship established in 2007. It has brought in \$10K in cash gifts and has close to \$15K in pledges.
- Patrick O'Hare of Spectrum in Grand Rapids has joined the College of Business Leadership Advisory Board.
- Maude Bigford has established and made a pledge to the *Maude Bigford Honors Program Annual Scholarship*.
- The Schuberg Agency, Chemical Bank and the Lerner, Csernai & Fath Financial Group were sponsors for the 125th Ferris State University Birthday Celebration that took place at the Holiday Inn on Thursday, April 22, 2010.
- The Michigan Foundation of Vision Awareness has made a gift to support the SVOSH room in the new MCO building.
- The Volunteer Optometric Service to Humanity has made a gift to support the SVOSH room in the new MCO building.
- A strategy is in place to develop a series of advancement dinners hosted by the Dean of Optometry to support new MCO building project.
- Ferris State has been named the sole beneficiary of Richard V. Johnson's (emeriti) estate.
- The Construction Alumni Golf Outing is on May 1 at Falcon head.
- The Alumni Association annual golf outing is sold out with more than 144 people participating at Tully more in Canadian Lakes on May 14.
- Ferris State University joined Pace and Partners at the Central Michigan Chapter of the PRSA at a special luncheon on April 28 in Lansing where they received the PINNACLE award for their Ferris' 2009 brand campaign. The PACE Awards are mid-Michigan's highest honor of public relations activities and are awarded annually to practitioners who have been judged by their peers for successfully addressing a contemporary issue with exemplary professional skill, creativity and resourcefulness.