

# FERRIS STATE UNIVERSITY

## Good News Items

September 2011

### Academic Affairs

#### Provost's Office

- Mindy Baumgartner joined the Provost's Office on September 12, 2011 as the Academic Communications and Events Specialist. Mindy replaces Gretchen Spedowske, who accepted a position for the Charlevoix-Emmet Intermediate School District in August. Mindy's previous experience in professional writing, event planning and higher education will provide her with insights that will greatly assist her in her new role in the Provost's Office.
- The Doctorate in Community College Leadership (DCCL) program enrolled a cohort of 16 in the summer of 2011, with representatives from 13 different institutions representing four states (including MI). Included in the cohort is Matt Chaney from Ferris, who serves as Director of Multicultural Student Services. Many new MI institutions are represented in Cohort Two, including Alpena, Henry Ford, Jackson, Kalamazoo, Macomb, and Washtenaw. Out-of-state systems represented are Lincoln Land in IL, St. Louis Community College District in St. Louis, MO; and Ivy Tech Community College System in IN. Recruitment efforts for Cohort Three are underway with four visits having been completed in MI in the past week and about 20 more either scheduled or ready to be scheduled. The program will also have exhibits at StemTech in Indianapolis and at the National Council for Workforce Education in St. Louis in October. Early signs are very positive for enrolling a strong Cohort Three, with the first admission having already been completed. Learn more about the recruitment schedule at <http://www.ferris.edu/ccleadership>
- The Ferris DCCL program has also recruited additional faculty for its program, including Dr. Gary Wheeler, President of Glen Oaks College; Dr. Dan Phelan, President of Jackson Community College; and Charles Dassance, who until 2011 served as President of the College of Central Florida. Teaching in the fall semester 2011 in Cohorts One and Two are Dr. Noreen Thomas, formerly Chief Operating Officer of Edison College in FL; Dr. Dave Nicol, Dean of Ferris' College of Business; Dr. Diane Chaddock, Chief Operating Officer of Southwestern Michigan College; Dr. Kathleen Guy, most recently Vice President for Advancement at Northwestern Michigan College; and Dr. Dassance.
- At the Michigan Community College Student Success Summit on September 8-9, 2011, the Ferris DCCL program was prominent. Many of our DCCL faculty were present, including Dr. Gunder Myran who served as the Master of Ceremonies. Introducing himself as a Ferris person, along with his assistant to the Chancellor at Wayne County role, Dr. Myran asked doctoral students in the audience to stand up . . . school by school. MSU had one in attendance; Western had one; most had none; Ferris had 10. The surprise in the audience of more than 200 when the Ferris group stood up was audible and noted by many throughout the conference! Staff members Robbie Teahen, Andie Wirgau, and Trish Konovalov were in attendance.
- The transition to Blackboard 9.1 is progressing smoothly, with Mary Holmes serving as the overall Project Manager and Gloria Lukusa-Barnett serving as the training coordinator. Additional members of the core team include Robbie Teahen, Todd Stanislav, and Jackie Hughes. For the fall semester, 93 faculty are using the new course management system and more than 200 courses are being run. The plan is that these numbers will double for spring semester, as multiple training sessions and options are offered (including fully online and self-paced). Ferris faculty and staff are developing a high-quality, model online training course to support the faculty training initiative, utilizing the Quality Matters design framework. Individuals may sign up for these options at [www.ferris.edu/ferrisconnect](http://www.ferris.edu/ferrisconnect). Faculty who use the new platform will not be required to complete training before receiving a course shell, as was the case with the FerrisConnect transition, but their abilities to effectively utilize the system for online and blended

learning will be certified by the trainers. Many new trainers have been qualified to provide the Blackboard 9.1 training. To become trainers, individuals completed both the summer Blackboard 9.1 training and the Quality Matters Design Framework offered through the Faculty Center for Teaching and Learning by Bea Griffith-Cooper. Many are also developers of components of the training course. The new training team includes representatives from 11 different entities at Ferris. Individuals who will be training are Sheila MacEachron, AHS; Clifton Franklund, CAS; Lisa Eshbach, COB; James Bender, COEHS; Mark DeKoster, Patrick English, and John Schmidt, CET; Randy Vance, MCO; Kim Hancock, Pharmacy; Eunice Beck and Gloria Lukusa-Barnett, Retention and Student Success (formerly University College); Peter Raphael, COB and Traverse City; Bea Griffith-Cooper, FCTL; and Tara McCrackin, Kendall.

- The following DCCL faculty became certified in online teaching this summer through the Maryland Online training program that focuses on online pedagogy, including creating instructor presence, crafting conducive learning environments, and promoting student engagement and motivation. Completers were Cameron Brunet-Koch, President of North Central College; Don Burns, President Emeritus, Montcalm Community College; Laurie Chesley, Dean of Arts and Sciences at Grand Rapids Community College; Diane Chaddock, Darnell Cole, most recently president of Milwaukee Area Technical College; Darby Hiller, Director of Office of Research and Effectiveness at Northwestern Michigan College; Robbie Teahen, Noreen Thomas, and Gary Wheeler (see affiliations for some above). See a complete list of the Ferris DCCL faculty at <http://www.ferris.edu/htmls/colleges/cpts/ccleadership/talent/faculty.htm>

College of Arts and Sciences

#### Biological Sciences-

- Scott Herron and undergraduate Josh Byers were invited to co-present an oral presentation at the Ecological Society of America's annual international conference of 3000+ ecologists in Austin, TX. The presentation on Wild Rice camps and laboratory research at Ferris was co-delivered in front of a diverse professional audience.
- Jim Hoerter received NIH funding (\$58,000) to support a minority post-baccalaureate fellow (Alexandria Casillas) in his lab this year. The purpose of this fellowship is to provide research experience and career mentoring to a member of a minority group to encourage a research career in environmental health sciences.
- Anne Spain had two first-author manuscripts published in July in a Special Issue of the Geomicrobiology Journal. Both publications (titled "Nitrate-Reducing Bacteria at the Nitrate and Radionuclide Contaminated Oak Ridge Integrated Field Research Challenge Site: A Review" and "Effects of Microbial Community Structure, Terminal Electron Accepting Conditions, and Molybdate on the Extent of U(VI) Reduction in Landfill Aquifer Sediments") currently (this September) appear on Geomicrobiology Journal's "Most Read Articles" list.
- Richard Marble, Manager of the Animal Care Facility, shares that Dr. Jack Buss, Biology Dept. Emeritus, agreed to donate \$1,000 in January 2012 towards rat caging in the Animal Care Facility. The donation will replace aging equipment and will enhance research and teaching projects conducted at Ferris.
- Brad Isler, Coordinator, reported that the Biotechnology program was featured in the MichBio Spring 2011 BioMatters magazine in the article "A Strong Pipeline that Feeds Michigan's wealth of Bio Talent". MichBio is an organization of biotechnology-related entities (industry and academia) focused on promoting biotechnology in the state of Michigan.

#### Mathematics-

- In May of 2011, Bakhodirzhon Siddikov received the Ferris Faculty Research Grant (\$3,150.00) to carry out a research project titled "Natural Cubic Interpolating Spline for the Heat Capacity of Gadolinium" in the field of Applied Mathematics. The project is expected to be completed by August 2012. Dr. Siddikov plans to present the results of the research project at the international conference of Applied and Industrial Mathematics in 2012.

- Hengli Jiao was invited to serve on a panel that will convene September 22-23, 2011, to review proposals submitted to the National Science Foundation's Scholarships in Science, Technology, Engineering, and Mathematics (S-STEM) program.
- Jim Nystrom presented a talk at the TOWARD A SCIENCE OF CONSCIOUSNESS 2011 - STOCKHOLM Conference on May 4th 2011. The title of the talk was "On some theoretical problems with brain emulation." Interestingly (for Jim at least!), was that the talk was delivered on the main stage of the Aula Magna Hall at Stockholm University, where the Nobel Prize Award Ceremonies for the Nobel Prizes in Physics, Chemistry, Physiology or Medicine, Literature and the Sveriges Riksbank Prize in Economic Sciences are held.
- Jim Nystrom has been invited to participate in a panel discussion at the Third Biennial Design Science Symposium hosted by the Rhode Island School of Design in Providence, Rhode Island. The panel discussion is titled "Exploring the Science of the IVM/VE/Close Packing in Nature's Design," and Nystrom is tasked with discussing his work in computational cosmography, his omni-directional curl operator (used in computational electromagnetic solvers), and other items related to the scientific use of the Synergetic geometry of Buckminster Fuller.
- Jim Nystrom was a Co-Chair of CA-CSC'11: 3rd Cellular Automata, Theory and Applications Workshop held as part of the WorldComp'11 in Las Vegas, NV July 18-21, 2011. During the conference, Dr. Nystrom was awarded an Achievement Award "In Recognition and Appreciation of Service and Research Contributions to the Field of Computer Science."

#### Social Sciences-

- Chris Redker recently co-authored a research article "The role of faith in intuition, need for cognition and method of attitude formation in implicit-explicit brand attitude relationship strength" in the Journal of Consumer Psychology (volume 21, 290-30). The paper examines the moderating roles of method of attitude formation and two individual differences variables on the concordance between implicit and explicit brand attitudes.
- Jeffrey Nagelbush was awarded a Diversity mini grant to bring Dr. Alan D. Poling, a psychologist from Western Michigan University, to give a lecture at Ferris last Spring. Dr. Poling discussed his use of psychological learning technology to train African pouched rats (who are bigger than many squirrels) to detect land mines and, potentially, tuberculosis bacteria.

#### Physical Sciences-

- Fred Heck presented with Mike Cairns and Kristen Salomonson from Student Affairs at the Association of American Colleges and Universities Conference on General Education and Assessment titled "Assessing Student Affairs' Contributions to General Education Learning Outcomes".
- Pasquale Di Raddo, , faculty advisor for the American Chemical Society RSO, just received word our Ferris chapter received an Outstanding Award from the ACS. Only 15% of 1000 such student chapters from throughout the US receive this recognition.

#### Languages and Literature-

- Caroline Stern was sponsored in May 2011 by Hamk University in Hämeenlinna, Finland to teach a class in Advanced Business Communication and another in the Bible as Literature for Hamk's 2011 Summer Institute. During her two week teaching assignment, she was able to network with the Finnish faculty to promote exchange programs for students and faculty between Ferris State University and Hamk University.
- Betty Stolarek published a novel, One Amber Bead, under the pen name Rebecca Thaddeus. She also continues her work on an ENGL 150 textbook, Why Write?: Exploring the Aims of Writing, with colleagues Christine VonderHaar and Lynn Chrenka, for Pearson Publishing. Betty has also accepted a position as Faculty-in-Residence at the Faculty Center for Teaching and Learning.
- Steve Fox attended a journalism workshop at Adrian College with Torch Production Manager Annie Benson. Well-known newspaper design expert Tim Harrower and award-winning writer Jim Sheeler spoke about topics ranging from attracting more readers to improving graphics and writing long-form articles. It

was a fantastic opportunity to travel within the state, and take a student, to learn more about current trends in journalism.

- Eric Warner successfully defended his doctoral dissertation "BORDERLANDS AND IDENTITY - MIGRATION AND REPRESENTATION" for program in Hispanic Cultural Studies from the Department of Romance and Classical Studies at Michigan State University. He was awarded a Summer Fellowship from the College of Arts and Sciences at Michigan State University for completing the project.
- Lynn Chrenka, Director of the Crossroads Writing Project and Ferris State University's site of the National Writing Project (CWP), welcomed 12 new Fellows who completed the site's four-week Invitational Summer Institute held June 20 - July 14, 2011. New Fellows examined their teaching practices, worked on developing their own writing, and started action research projects to be presented in October. Teachers from pre-K through college may apply for CWP's Invitational Summer Institute.
- Dr. Karin Wetman, the chair of Kansas State University English Department contacted Dan Ding last July and asked him to serve as an external reviewer for one of her faculty members' tenure/promotion application. Dan was asked to review the faculty's research accomplishments and publication, because her department has seen his extensive publications in the field as the tenure/promotion applicant.

### Humanities-

- At the 39th Annual International Association for the Philosophy of Sport Meeting, John Scott Gray presented "Fairways or unfair ways: The negative impact of golf on our environmental consciousness." In his paper Dr. Gray argues that golf, often far from being a game of serene natural isolation, is a sport that works within a constructed social and ethical code that not only often has run contrary to a concern for environmental ethics but also has established a basis for racism, sexism, and classism on the course.
- The Rankin Art Gallery hosted "Student Graffiti Art on the Quad" during welcome week. In three days, over 75 pieces of graffiti art were created and will be displayed during the month of October in the Rankin Art Gallery. The exhibit will be supplemented by art created by students taking Art 101 courses from Lynette Vought and Carrie Weis.

### College of Business

- Bev DeMarr was recently honored with and accepted an invitation to join the Teaching Theme Committee of the Academy of Management (AOM). "The Academy of Management is a leading professional association for scholars dedicated to creating and disseminating knowledge about management and organizations. Members are scholars at colleges, universities, and research institutions, as well as practitioners with scholarly interests from business, government, and not-for-profit organizations. Founded in 1936, the Academy of Management is the oldest and largest scholarly management association in the world" (AOM Website).
- The Journal of Annual Advances in Business Cases recently awarded Timothy Brotherton and Carol Rewers the 2010-2011 Best Case Study Award for their case study entitled, "PlanetHospital.com". The case dealt with an online medical tourism company's strategic decision whether to expand its operations into the "corporate" market at the expense of their "retail" customers.
- Marketing Professor Susan K. Jones has published two new books this fall for use in her Ferris State University classes. Creative Strategy in Direct and Interactive Marketing ~Fourth Edition is a text for MKTG 383 ~ Direct Marketing, and The IMC Handbook: Readings and Cases in Integrated Marketing Communications~Second Edition (co-edited with Dr. J. Steven Kelly of DePaul University) is the text for AIMC 486 ~ Advertising/IMC Management. Both books are published by Racom Communications (www.racombooks.com) in Chicago. These volumes were produced during Professor Jones' Fall 2011 sabbatical.
- Due to the initiative and diligence of our ISI faculty, we have been awarded a grant by the NSF, effective 9/1/11-8/31/13, in the amount of \$330,860 for a project entitled Digital Laser Microscopy Analysis of Active, Altered, and Damaged Media for Security and Digital Forensic Recovery. The grant principals are Dr.s Gogolin, Ciaramitaro, and Jones. The primary application of the funds will be to purchase a Digital Laser Microscope and High Speed (slow motion) video camera, which will be installed in a newly created lab space. This equipment will be utilized primarily by our Information Security and Intelligence program.

#### College of Education and Human Services

- Dr. Michelle Johnston starts her first term as the President of the Michigan Association of Colleges for Teacher Education (MACTE) which represents thirty-one public and private universities and colleges with teacher preparation programs in Michigan.

#### Criminal Justice (CJ)

- Several of the Law Enforcement Academy students participated in the Kalamazoo Foot Chase on September 10, 2011. The benefit run is for survivors of police victims entitled Michigan Concerns of Police Survivors (MI-COPS). It is a 3.5-mile run involving the capture of suspects and the collection of evidence. For the second year in a row, the team from Ferris won the event.

#### Recreation, Leisure Services & Wellness (RLSW)

- The Recreation Leadership and Management Program has transitioned to the updated curriculum with fall semester. Students will find some new course offering in the Concentrations: Community Parks and Recreation, Fitness and Wellness, Outdoor Leadership and Sport Management.
- Dr. Susan Hastings-Bishop completed her spring semester sabbatical that focused on Youth Development with visits to academic programs at Texas A& M University and Clemson University.

#### School of Education (SOE)

- The School of Education is exploring a partnership opportunity with a college in Finland.

#### Television & Digital Media Production (TDMP)

- Television and Digital Media Production has completed the install and upgrade to a High Definition television studio lab for instruction. As the content created in this lab by students is used broadly across the University and beyond via web and broadcast distribution, the look of Ferris that is presented will be vastly technically improved. The installation was completed primarily by engineer Pat Tobin over the course of the summer.

#### ROTC

- ROTC has another semester of record enrollment with 76 students in different programs taking Military Science courses.

#### College of Engineering Technology

- The CET hosted a very successful student welcome back picnic on September 13, 2011, with over 850 students, faculty, and staff attending.
- The Ferris State University Michigan Energy Center and the HVACR program began its first research task with the US Department of Energy of developing a field test method to test for installed efficiency of residential heating and air conditioning equipment. Ferris, working as part of a DOE Building America research team alongside Michigan State University, DOW and Habitat for Humanity, is developing this test method to be used nationally to establish installed efficiency on an aggregate level. Participating in the research are Brian Holton, Clare Cook, Arn McIntyre and students Jason Mauric and Peter Diep.
- The 2011 Motorcycle Safety Classes had a record enrollment with 718 attending classes at our four locations, Big Rapids, Muskegon, Scottville and Fife Lake, of which 83% received a passing score. Registration for 2012 classes will open in early March.
- Welding Program faculty Jeff Carney, Jeff Hardesty, Ken Kuk and Dave Murray recently accompanied 40 Welding Technology and Welding Engineering Technology students on a facility tour and technical/scholarship dinner meeting at the Tank Automotive Research, Development and Engineering Center (TARDEC) in Warren, MI. The Ferris State students witnessed firsthand the research and development that is behind the welding and fabrication of the US Army ground vehicle fleet. After the TARDEC tour the Detroit Section of the American Welding Society (AWS) hosted its annual Student Scholarship Night event with all 40 students attending the event receiving AWS scholarships. Since 1986 the AWS has provided more than \$1,000,000.00 in scholarship awards to Ferris State University welding students.
- On Tuesday, September 6th, American Welding Society President John Mendoza and AWS District Director-At-Large Don DeCorte along with their spouses, Nora Mendoza and Patty DeCorte, visited the welding programs. President Mendoza presented a talk on Welding Certification to approximately 125

Ferris welding students. This is the third time that a president of the AWS, current 68,000 members strong world-wide, visited Ferris State.

- Summer orientation/registration numbers were up 13.6% over 2010.
- The Automotive Management program received a \$5,000 donation from Firestone for general program support.
- Five College of Engineering Technology students competed at the 47th National SkillsUSA contest this past June in Kansas City, MO. John Bohnett took home a bronze medal in Graphic Communications and Ron Olkowski also took home a bronze medal in CNC Turning Technology.
- Thanks to sponsors solicited by Wixom's 501(c)(3) Community Foundation, five Walled Lake Western High School students were granted the opportunity to attend the design and manufacturing academic camp at Ferris State University this summer.
- The Ferris BAJA team completed its 2010-11 season with a 9th place finish in the rock crawl and a 20th place finish in the endurance race amongst a total of 115 competing teams.
- The faculty advisers for Ferris State University's Michigan Epsilon chapter of Tau Alpha Pi, the national honor society for engineering technology students, have announced their 2011 inductees. Inductees from Automotive Engineering Technology are Brandon Glossop, of Novi; Patrick LaMontagne, of Clinton Township; and Daniel Polanic, of Hudsonville. Inducted from Electrical/Electronics Engineering Technology is Curtis Lizotte, of Lake Leelanau. The inductees from Mechanical Engineering Technology are Peter Diep, of Holland, and Loren Lord, of Hesperia. Earning induction from Manufacturing Engineering Technology is Logan Stuckey, of Archbold, Ohio, and from Welding Engineering Technology is Michael Thompson, of Palos Park, Ill. Eligibility for induction is limited to the top 4 percent of all full-time students who have completed at least three-fourths of their studies in an eligible engineering technology program.
- Students studying in the manufacturing technology program will continue to amass a solid foundation of manufacturing process and application skills thanks to the recent collaboration between Hurco of Indianapolis, ITW Drawform of Zeeland, Trans-Matic of Holland, Sandvik Coromant USA of Fairlawn, N.J., and Norchuk Tool Supply of Muskegon to make available to Ferris State a Hurco TM8 CNC slant-bed turning center. The TM8 allows for short-run versatility in a slant-bed lathe and will be utilized by all manufacturing students in a hands-on applications lab.

#### Extended and International Operations

- Two Southwestern Michigan College (SMC) students enrolled in the Ferris State University @ SMC bachelor's degree program were recognized for their success in an international competition for business students. Of 821 international teams entered, only 215 teams advanced to the semi-finals. Judy Kieffer-Phillips and Laura Kroboth were in one of only two Ferris teams statewide to make the semi-finals. "We had the opportunity to combine all the accounting and business classes we had taken and put them to work," Kieffer-Phillips explained. "We were given a (simulated) business to run for eight years. This included control of operations, HR and marketing and sales, to name a few. It was a great chance to see just a small part of what goes into running a large corporation. We had a blast with it." Kieffer-Phillips served in the U.S. Army before coming to SMC. "I deployed to Iraq in 2006," she said. "While overseas, I decided that when I came home I would go to school. Southwestern Michigan College was my first choice due to location and cost. I then went on to Ferris because I liked the fact that it was on SMC's campus and they offered small classes." Currently, she is employed with the Michigan National Guard as a platoon sergeant with the 46th Military Police out of Dowagiac. Kieffer-Phillips' leadership skills served her well both in military and civilian life. "She is a true leader in and out of the classroom," said Stacy Horner, chair of SMC's School of Business. Laura Kroboth, a 2005 Dowagiac Union High School graduate, said, "I enjoyed the one-on-one experience that SMC and Ferris @ SMC provided. I decided to do the Ferris @ SMC program because they offered the program I wanted and I could save money." Kieffer-Phillips and Kroboth joined 24 other Ferris State University at Southwestern Michigan College students Saturday, May 7 during the commencement ceremony on SMC's Dowagiac campus when they received their Bachelor of Science in accountancy degree through Ferris at SMC.

- The partnership between Ferris State University and the Kent Career Technical Center that has been in development for the past two years is a success. As quoted from one of their articles, “the Hospitality Department offers direct credit with Ferris State University, classes are taught on site for those who qualify and articulation agreements have been put in place with several colleges. Karrie Wilk & Jessica Roselnick both took three dual enrollment courses (offered at KCTC), the direct credit course and classes at GRCC.”

## **Administration and Finance**

### **Athletics**

- Ferris State University officially accepted an invitation to join the Western Collegiate Hockey Association, effective with the 2013-14 season. The Bulldogs were among five CCHA schools to be offered an invitation to join the WCHA following a summer in which the landscape of college hockey continued to change.
- Ferris State will induct its 11<sup>th</sup> Hall of Fame Class on Sept. 30 at the Holiday Inn Hotel and Conference Center in Big Rapids. The Class of 2011 includes six individual inductees representing six different sports along with a special service award winner.
- Bulldog Athletics will partner with the Paint Big Rapids Pink Committee to attempt to break a Guinness World Record for most flying discs in the air at one time on Oct. 1 in conjunction with FSU’s home football contest against Lake Erie. All discs will be pink in support of Breast Health Awareness month.
- Ferris State senior quarterback Tom Schneider is among the nominees for the 2011 American Football Coaches Association (AFCA) Good Works Team for his efforts both on and off the field. Schneider is a two-time team captain and four-year starter for the Bulldogs.
- The Ferris State men’s basketball team will have an opportunity to play three of the state’s top Division I programs early this season as the Bulldogs will play an exhibition game at Michigan State in addition to regular-season contests at both Michigan and Central Michigan.
- FSU Athletics held “Social Media Week” from Sept. 5-11 in an effort to entice fans to follow the Bulldogs’ various social networking platforms such as facebook, twitter and foursquare along with email and text alerts. The week was a huge success with nearly 1,000 additional facebook followers signing up in addition to those who joined the other services.
- A total of 42 Ferris State University student-athletes were recently announced as recipients of the Division II Athletic Directors Association Achievement Awards for the 2010-11 campaign. The program recognizes the academic accomplishments of the top student-athletes in Division II. All honorees had at least a 3.5 cumulative GPA or higher.
- The Bulldog Athletic Association, which is the fundraising arm of Ferris State Athletics, continues to grow. The BAA currently has more than 800 members overall contributing in some form with over 200 giving at a minimum level of at least \$250 annually.

### **Athletic Camps**

- This past summer, Athletic Camps welcomed to campus over 4,000 kids between the ages of 7-17. This was our largest turnout in many years.
- We also hosted First Contact Hockey Camp for the first time which is a hockey camp that rotates 400+ prospects among four universities - Ferris, Western Michigan, Adrian College, and Michigan State. This camp has already reserved their dates to return next year!

### **Dining Services**

- Experienced a very successful fall opening with a record high one day patron count of 6,202 at The Rock Cafe.
- Introduced the warm breakfast/sandwich program to the menu mix at Starbucks, which has been very well received.

- Revenue generated at Starbucks during the second week of Fall Semester increased from \$8,944 in FY11 to \$10,459 in FY12, an increase of 16.9%. Patron counts increase from 2,481 in FY11 to 2,714 in FY12, an increase of 9.3%.

### Housing

- On-campus Housing (residence halls, east campus suites and university apartments) 7th day counts are at 93% of system capacity which is up 5% from fall 2010. The residence halls opened with all beds assigned and one student assigned to temporary/overflow housing. This student was assigned to a permanent bed the following day. After accounting for no-shows and attrition we are at 94% residence hall capacity which is up 6% from fall 2010.

### ITS

- The iConnect service is designed to provide help for new and existing students with connecting their personal computing devices (computers, game consoles, iPads, etc) to the Ferris network. The iConnect services were held in the IRC building as it provided a central location to residence halls and with good parking and access for students to bring in their personal devices. The offering was held Friday, Saturday and Sunday from 8:00am - 9:00pm. The staff and student workers did a masterful job of connecting an eclectic assortment of devices to the Ferris network. This year was very successful with 1,184 students served in getting 1,344 devices setup to connect to the Ferris network.

### Physical Plant

- SRC pool mechanical renovation was successfully completed one week ahead of schedule and on budget.
- All pedestrian safety task force projects are now complete.
- Pennock Hall demolition and new parking was completed on schedule and under budget.
- BR - GR shuttle bus successfully launched.

### Public Safety

- Cadet Justin Kandt has been selected for an appointment as police officer following a rigorous process. Justin Kandt graduated in May from our police academy and with a degree in criminal justice. He was an outstanding student and an exemplary police recruit. Justin was made a police cadet in a competitive process two years ago to serve as a public safety professional in training.
- With the addition of the on-line permit sales to our parking system, we were able to process the parking permits in a more timely fashion. This considerably reduced the wait time in line at the beginning of school even with the increased numbers and in the year that faculty/staff permits renew. In years past, the line of people waiting to register regularly extended through our lobby, out the front door and around the end of the building. The wait time previously could take up to an hour. This year our line went no further than the front lobby and the wait time was approximately 15-20 minutes. Our normal long lines of students lasting all week were reduced to only two days. Although we are still calculating the number of students who have registered their vehicle, with the number of residential lots that have sold out I believe there has been an increase in the number of vehicles registered.

### Tot's Place

- Tot's Place Child Development Center fall 2011 enrollment up 19% over fall 2010 enrollment

## **Governmental Relations and General Counsel**

- In June of 2011, the University successfully settled a dispute with a vendor regarding a purchase order for furniture. After transmittal of the settlement check, it was returned uncashed by the vendor. The reasons for return of the check cited by the vendor: the vendor considered the University's conduct during negotiations to be both ethical and moral, the University's agreement to resolve the issue reinforced the vendor's high regard of the University and its professionals, and the vendor wished to continue a positive ongoing relationship with the University.
- Less than one week before a scheduled arbitration, the University and the FFA Union settled a grievance. The FFA Union paid all fees resulting from the cancellation of the arbitration hearing.
- The 5<sup>th</sup> Annual Community Ice Cream Social held on September 1, 2011, was a huge success. The weather was perfect for serving 140 gallons of ice cream to an estimated 2,350 people (calculated on the

scientific method of bowls left at the close of the event.) The celebrity servers included: FSU Trustee members Ronald Snead, Art Tebo, and Sueann Walz; Big Rapids City Manager Steve Sobers, Mayor Mark Warba, Commissioner Bill Routley; County Administrator Paul Bullock; Director of Public Safety Frank West; Sheriff Todd Purcell; FSU administrators and employees Daniel Burcham, Donald Green, David Pilgrim, Jerry Scoby, John Willey, Fritz Erickson, Perk Weisenburger, Marty Bledsoe; FSU Student Government President Danielle Balmer; community members Karl Depew, Tom Hogenson, and Bob and Dolores Horan; Mecosta/Osceola District Judge Susan Grant, Circuit Judge Scott Hill-Kennedy; Michigan State Representative Phil Potvin. Community member Colin McIntyre was the winner of a 42" Sanyo Plasma TV; FSU student Candice Garnes was the winner of an iPod Touch 8G and FSU student Shannon Fick was the winner of an iPod Nano 8G.

## Kendall College of Art & Design

- **The 2011 Excellence Award Winners:** Angela D. Hauch - Digital Media, Jessie K. Fleury - Drawing, Myra A. Maness - Fine Arts in Printmaking, Joseph A. Sadony - Furniture Design, James L. Morrissey - Graphic Design, Lisa B. Ambrose - Illustration, Bryce C. Porter - Industrial Design, Arthur J. Johnson - Interior Design, Kathryn L. Verrill - Metals/Jewelry Design, Nichole R. Kazmar - Painting, Brittanie L. Bondie - Photography, Kari M. Thurman - Sculpture/Functional Art, Christopher A. Bruce - Art Education, Trista L. Parmann - Art History, Erika L. DeVries - 2011 Valedictorian
- Junior Jacob Blok has been selected from Kendall College of Art and Design to receive a Celia Moh Scholarship for the upcoming academic year. This extensive scholarship will pay for full tuition, room, board, books, and fees for this exemplary student. Blok was awarded along with eight other students around the country attending universities with home furnishings programs. Blok is majoring in furniture design.
- "Language Artists: Creature Connections," created in partnership with Kendall, the Grand Rapids Art Museum (GRAM), and the Grand Rapids Public Schools (GRPS) was launched as a pilot program designed for third grade educators and students combining literacy and the visual arts. The project was conceived as a unit of study where third grade students explore the Art Museum while building essential skills such as cause/effect, compare/contrast, and elements of narrative. Kendall and GRAM worked with GRPS curriculum specialists, literary coaches, teachers, and support staff to develop a specialized program that includes a teacher packet. In support of the program, GRAM received an award for an Arts Education in American Communities grant by the National Endowment for the Arts (NEA) in the amount of \$10,000. A special event took place at the GRAM on May 17 to celebrate the program and featured a display of 53 artworks and writing samples from GRPS student participants. Over 300 parents, teachers, students and literacy coaches attended. Kendall College of Art and Design's Program Chair of Art Education, Dr. Cindy Todd, was the keynote speaker.
- Kendall College of Art and Design students Amanda Bender, Lauren Hughes, Kristi Ortman, Holli McPherson and Liz Lory were named as semi-finalists for the 2011 Nurture's Collegiate Healthcare Design Competition sponsored by The Nurture line of furniture by Steelcase, the Center for Health Design, and Healthcare Design Magazine. The students submitted the project "Michigan Avenue Oncology Center." All students were given the theme "waiting" as the central idea for their health care design project.
- Ferris State University's Board of Trustees approved two new bachelor degree programs for Kendall College of Art and Design: a Bachelor of Fine Arts in Collaborative Design and a Bachelor of Fine Arts in Medical Illustration. Both programs can enroll students beginning with the Fall 2012 semester. The BFA in Collaborative Design will be the first of its kind nationally for undergraduate students. The BFA in Medical Illustration will develop capabilities for generating and communicating anatomical, biological and medical concepts using both traditional and digital methods. The program will collaborate with Ferris State University and Michigan State University's College of Human Medicine.

## Student Affairs

### Birkam Health Center

- Now accepting Priority Health for direct insurance billing for our patients.
- Reduced deficit by 80% from last year to this year.
- Cut Malpractice Insurance Premium by nearly half from FY 2010 to 2011.
- Purchasing new medical management software including Electronic Medical Records and Student Portal components.
- Holding employee free flu vaccine clinic on September 20 in the morning and September 21 in the afternoon.
- We have provided tuberculin skin test for 175 (and counting) Allied Health students this fall.

### Career Services

- We have received 4 new Employer Partners in Success. This makes 7 total employer partners. Employer partners donate money to the Career Services office so we can provide special programming to students like the Conflict Resolution Certificate and Customer Service Certificate happening this fall semester.
- The Student Employee Initiative (SEI) website and OrgSync SEI portal are up and running. The website is filled with resources and gives an overview of the concept of the SEI program. The OrgSync SEI portal is used to communicate with student employees who request to join about upcoming events related to workplace skills.
- The Career Services office under the Ferris State University umbrella became a Mecosta County Chamber member. We anticipate this being a great way to build community business relationships to help fill local internship and career positions and to help our students connect with career mentors.

### Counseling Center

- Internships and Work Study Appointments ~ We are pleased that we have 2 Master's level MSW interns, (one is a graduate from Ferris's BSW program and one from MSU), 2 Bachelor's level interns (one from Ferris's BSW program and one from the Psych department) and two work study students, a senior in the BSW program and a non-trad freshman in Allied Health.
- Streamlined Printing ~ As a means to save money in supplies and expenses AND move toward electronic record keeping, the PCC staff will no longer have individual printers in their offices. Instead, all computers have been networked to our main Xerox machine.

### Enrollment Services

- Enrollment for Fall 2011 was up 179 students over last year to 14,560. Two areas that demonstrated the largest gains were main campus first-time freshmen and students enrolled in on-line programs. The enrollment at Kendall and our other locations were almost consistent with last Fall's level. In addition, the average ACT composite score for incoming freshmen was 21.9 - the highest level in Ferris' history.
- The Fall 2012 recruitment cycle has begun in earnest. We have added an additional recruiter to handle the territory of the upper peninsula and Wisconsin. This has freed up other recruiters to focus on travel in the states bordering Michigan particularly in the metropolitan Chicago area.
- Enrollment Services is pleased to be releasing a pilot version of the Online Graduation Application recently developed. In conjunction with stakeholders in Student Affairs and Academic Affairs, a common Graduation Application was developed. This graduation application will replace paper applications individual colleges are currently utilizing, and will assist in creating a more effective and efficient graduation process for students and staff. Enrollment Services is currently working with the College of Allied Health Sciences as a pilot college for the for the Fall (December) 2011 graduation, and hopes that its successful completion will result in University-wide use for Spring (May) 2012 graduation.
- The recently "revised and refreshed" electronic communication stream from Admissions to prospective student for Spring, Summer, and Fall 2012 has launched and is currently engaging prospective students. These improved methods of communications include updated verbiage and photos, mobile content, quick reaction (QR) codes, video content, and much more. The central marketing theme tied to this years' recruitment messaging is that of the University's *Core Values*.

- The U.S. Military Veteran student population at Ferris State University remains robust. At present, the University serves nearly 500 (self identified) students of Veteran status, and certifies over 260 students with G.I. Bill educational benefits.
- Enrollment Services is happy to announce the following appointments:  
Jennifer Steven, Student Service Rep. 3  
Kasey Stevens, Admissions Recruiter  
Eric Simone, Admissions Recruiter, Temporary  
Heather Cosgrove, Financial Aid Assistant, Temporary  
Shelli Garland, Enrollment Services Office Specialist.

### **University Recreation**

- On July 20, 2011, the University Recreation (URec) Intramural Department hosted a tournament for the Ferris State orientation leaders. This tournament was free of charge. We decided to offer this to them as a reward for all the hard work they did with orientation. The tournament was well received and appreciated. Winners of the event received intramural champion shirts.
- For Bulldog Beginnings (welcome week), URec in collaboration with the Athletics department hosted the first annual Rec Fest. It was a huge success. Over three-hundred students participated in basketball, flag football, volleyball, soccer, and various other events. Student athletes and our general students were given the opportunity to compete along side each other during these events. It was a great way to build relationships with our students and our athletic and recreation departments. Students also enjoyed all the novelties that were available like inflatable basketball, football and baseball attractions as well as free ice cream! Again, it was a huge success and we are looking forward to more collaborations with the athletic department on future events.
- URec checks the G.P.A. for student staff members to be sure that they are not falling behind academically. When last checked (end of Summer semester 2011) we found that approximately 50% of our returning staff carry a cumulative G.P.A. of 3.0 or higher.
- In order to better serve the University community and to better manage fiscal resources URec now has the ability to process FUPLOADs ; this means that we have the ability to upload charges from FSU departments rather than asking them to transfer the funds to our accounts. This process allows us to provide better and more expedient service to our constituents.

### **University Advancement and Marketing**

- The Walman Optical Company has made a gift to name an exam lane in the new optometry building.
- Michigan Office Solutions (MOS) has established the Michigan Office Solutions annual scholarship for the colleges of Arts and Sciences, Business and Engineering and Technology.
- Jim and Katy Moore, FSU physical plant and secretary employees respectively, established two annual scholarships benefiting Heavy Equipment and Surveying students. An advancement story is currently being created for release to share with the FSU Community.
- Funding approved and received from the John Deere Foundation for scholarships in the Manufacturing, Welding, and Electrical Electronics programs.
- The Michigan Construction Hall of Fame has nominated and approved four new Distinguished Constructors:  
William Verrette, Iron Mountain  
John Clark, Charles Clark, Clark Construction  
Edgar Boettcher, Bay City, MI  
Larry Brinker, Detroit, MI
- Richard and Dawn Antonini established an endowment for accountancy students within the College of Business.
- Dale and Lona Carson established a football scholarship.
- Dick Redmond made a gift to the hockey strengthening and conditioning program.
- Dr. Paul Hodge and Dr. Robert Reed, Jr. have made gifts to support the Michigan College of Optometry building.

- The Ryan McCandless Memorial Scholarship has been established for the Criminal Justice Program within the College of Education and Human Services.
- On Tuesday, March 29, the annual spring "Oh The Places You Will Go" Graduation Fair welcomed hundreds of graduates who will be recognized in May to the Rankin Center Dome Room to pick up their caps/gowns/regalia, commencement tickets, information on the FSU Alumni Association, take free pictures and video, and learn more about our graduate programs, purchasing class rings and other graduation-related services.. The continued exceptional turnout and the growing commencement numbers for winter, has led our committee to conclude that we will introduce a fall graduation fair in November.
- The FSU Alumni Association provided support for numerous alumni/graduation activities in March/April including Hospitality Mgmt, PTM, HVACR, Welding, OMSS 25th Anniversary, the Alpha Phi Alpha 45th Anniversary, Lambda Chi Alpha, and the College of Education and Human Services.
- Alumni Relations & Advancement Services launched the new Ferris Forward Facebook site on March 29. Ferris Forward is the movement of annual support that alumni and other friends generously provide for continuing opportunity at Ferris State University. The Ferris Forward Facebook page is designed to keep all interested alumni and friends, but especially our most recent graduates, engaged with the Ferris Forward support movement in a modern, savvy, and fun social media environment that rewards our alumni and friends who use the site for their continued, active support. For example, one a weekly basis, we have a random drawing for a hoodie sweatshirt, we post interactive comments and challenges to give with instant rewards for the first to respond. In the coming months, we will be featuring a new video series, "Messin' with Brutus" in an effort to push new and fun content that keep people engaged and ultimately interested in doing more for Ferris. This is a new Facebook approach that more closely resembles the FB presence enacted by popular retail sites often "liked" or used frequently by alumni fitting the 22-35 age-range demographic. Our goal is to have 2,000 alumni "like" the page in the first year. We have had more than 400 alumni "like" the page and use it repeatedly in the first month (April).
- The Ferris State University Alumni Association recently launched a redesigned online community website! The new look more closely reflects University branding and CMS template. Frequently visited links are conveniently located at the top left of the site, including a link to the alumni job board. In addition, links to job openings and resources offered by Career Services is prominently located, as well as a number of other networking opportunities. The site also features cost saving alumni benefits, upcoming events and other important news for our alumni.
- On Thursday, May 5, the FSU Alumni Association hosted it 55th annual Spring Reunion and Awards Banquet. The event welcomed back 15 alumni and guests from the Ferris Institute Class of 1961, inducting them into the Association's Society of Golden Eagles. In addition, the Association also recognized three graduating Student Alumni Gold Club members (Matt Mossner, Daniel Wiegand, and Matt Bottke) with the John and Sue Bradac Above and Beyond Award, three recently graduated alumni with the Pacesetter Award (Jason Mitchell B '97, Ryan Pohl T '00 and EHS '04 & '09, and Corey Wiggins '02) , and three graduates were honored with the Distinguished Alumni Award (Richard Antonini II B'86, Curt McAllister B '89, and Dr. John Matlock B '71). Total attendance for the evening included more than 150 alumni, friends, and special guests.
- On Friday, May 13, the FSU Alumni Association hosted its 21st Annual Golf Outing at the Resorts of Tullymore and St. Ives in Stanwood, Michigan. The event welcomed more than 190 golfers, and featured sponsorship support from more than 35 alumni or friend owned business, other University partners and campus departments.
- On Wednesday, June 8, University Advancement and Marketing and the Michigan College of Optometry held the grand opening ceremony and reception for the new MCO Building. The event welcomed more than 500 alumni, optometrists, donors, and community friends to celebrate. Among the noted dignitaries were Ferris Board of Trustees members, Ferris President David L. Eisler, American Optometric Association President Dr. Joe Ellis, and Michigan Optometric Association and Ferris Alumna Dr. Lillian Kalaczinski, and numerous FSU MCO graduates and optometrists from across the state of Michigan.

- Ferris State University engaged local and state-wide alumni and friends with its annual entry into the 2011 DTE Cherry Royale Parade on Saturday, July 9. The entry featured our Brutus the Bulldog mascot, our pep band and several vehicles from our Automotive and Heavy Equipment Department along with several alumni/staff volunteers who walked/rode.
- On Saturday, July 16, the FSU Alumni Association hosted an outing with the Detroit Tigers. A total of 247 Ferris alumni attending the event which included a pre-game picnic reception at Comerica Ballpark followed by the Tigers taking on the Chicago White Sox.
- On Sunday, August 7, the FSU Alumni Association hosted an outing with the West Michigan Whitecaps. Nearly 100 alumni attended the event which included a pre-game picnic at the Fifth Third Ballpark and the Whitecaps taking on the Great Lakes Loons. This event was held in conjunction with FSU Enrollment Services sponsorship of "Bring Your Dog To The Ballpark Day" at the stadium.
- The web content team has migrated the University News website into the OmniUpdate content management system (CMS), including six years of archived stories. The News website features robust multi-media content and stories/videos that can be shared with other parties through Facebook, Twitter, email, blogger and RSS.
- The CMS that drives the Ferris website now features new photo gallery software that give users across the site the ability to create slideshows showcasing current and past events. The CMS is also mobile-friendly and pages are rendered in a condensed format for specific devices and smart phones.
- The Admissions, Financial Aid and Records Office websites have also been migrated into the CMS and have been upgraded with fresh content.
- News Services staff has shot and edited a number of video features around campus since the beginning of the fall semester that are posted on the Ferris State University YouTube website. Video features include New Faculty Orientation, the Meijer Madness back-to-school event, Founders' Day activities, and the Woodbridge and Helen Ferris Mausoleum Open House.
- There have been 1,597 visits to the Ferris State University Blog since the start of the semester on Aug. 29 (through Sept. 15).
- The blog (<http://ferrisstatebulldogs.blogspot.com/>) features a variety of posts about campus activities and video clips that show the vibrancy of student, faculty and staff engagement at Ferris.
- Marketing has completed a redesign of the Pharmacy alumni newsletter, transitioning it into an attractive, 12-page magazine that has a more sophisticated look than the newsletter and places a greater emphasis on the use of high-quality images to attract readers and to complement a series of more compelling stories found throughout the magazine. The spring/summer issue can be viewed at [http://www.ferris.edu/htmls/colleges/pharmacy/media/pharmacy\\_magazine\\_springsummer2011/HTML/index.html#/1/](http://www.ferris.edu/htmls/colleges/pharmacy/media/pharmacy_magazine_springsummer2011/HTML/index.html#/1/).
- The ArtPrize Speakers Series, sponsored by Ferris/Kendall College of Art and Design, will be streamed live via the web, so those not able to attend the presentations in Grand Rapids can engage with distinguished art experts, artists and designers. The Speaker Series, held at The Hub at 41 Sheldon SE, Grand Rapids, kicks off Sept. 26 and runs through Oct. 5. The speaker line-up can be found at <http://www.artprize.org/event-info/lunchbox-series>.
- Marketing collaborated with Admissions to add QR codes to all of this year's recruitment materials. Students in Admissions helped build the codes and web landing pages. The QR codes are intended to provide prospective students with quick and easy access to admissions information such as applying, visiting campus and exploring student life at Ferris.