

FERRIS STATE UNIVERSITY

Good News Items

October 2011

Academic Affairs

Provost's Office

- FerrisConnect Blackboard Learn 9.1 Training Coordinator Gloria Lukusa-Barnett and her team, including Randy Vance, Bea Griffith-Cooper, Jackie Hughes, Elaine McCullough and Sheila MacEachron, have developed an online training course in two phases to support faculty transition to the new course management system. Faculty and staff who use FerrisConnect may participate in a face-to-face session followed by participation in an online mentoring community, or they may go through the materials on their own to acquire the skills needed for effective online teaching. This online training option is designed to meet the varying schedule needs of faculty and to enable a self-paced option.

College of Allied Health

- Mary Alkire, Nursing faculty, wrote a grant that was funded by the State for \$102,000 to support development of the new high fidelity simulation program for integration into the nursing curriculum.
Cathy Harlan, Dental Hygiene faculty, and Nancy Baar, Clinical Dental Hygienist, will be presenting at the 13th annual Dental Hygiene Clinical Teaching Workshop: Creating Significant Learning Experiences. The title of their presentation is: "Consistency and Accuracy in Clinical Teaching and Learning: Assessing and Self-Assessing Basic Instrumentation Skills".

College of Business

- Derek Ameel, PTM Director, was featured on the HAAT (Hispanic, African American, Asian, Tennis) internet radio show, "Diversity and College Tennis," on September 13, 2011. HAAT is the voice for the under-represented population in sports and tennis today. This radio broadcast focused on Ferris State University's unique Professional Tennis Management program. The Link to the radio broadcast is <http://www.blogtalkradio.com/haattennis/2011/09/13/diversity-in-college-tennis>
- David Steenstra, Management Department Head, has been appointed Vice Chair of the Board of the Michigan Certified Development Corporation. MCDC is Michigan's premier Small Business Administration lender credited with helping to create around 10,000 jobs in Michigan. The board consists of economic development executives, bankers, and members of the Michigan Economic Development Commission.
- Jim Woolen, AFIS Department Head and a member of the Board of Examiners for the Malcolm Baldrige National Quality Award, has been selected to participate on a visitation team that will conduct interviews and compile information on one of six applicants (from a pool of over 90) chosen for site visit by the Board of Governors.

College of Education & Human Services

- The College of Education and Human Services has two new scholarships: Alphonso and Mary Aguirre Memorial Scholarship Endowment in memory of two alumni and the Ryan McCandless Memorial Scholarship honoring a fallen police officer who was an alumnus.

- Dr. Michelle Stone co-wrote an article entitled, “The Benefits of Online Teaching for Traditional Classroom Pedagogy: A Case Study for Improving Face-to-Face Instruction” which was published in the *MERLOT Journal of Online Learning and Teaching* in September 2011.
- Starting in Fall 2011, under the leadership of Dr. Matthew Wagenheim, Associate Professor of Recreation Leadership and Management and Chair of the Academic Program Review (APRC) Committee, the APRC process has been digitized and committee members were trained to use IPADs.
- Christina Muir, a senior in the Recreation Leadership and Management program, was highlighted in the September 7, 2011, issue of the Torch because she achieved national recognition for her competitive running accomplishments.
- This past summer's Scotland Study Abroad was highly successful for School of Education students who experienced teaching and observing in the Glasgow, Scotland, city schools. On October 25, 2011, from 6-8 p.m., the students who participated in the trip will hold a Teachmeet to share their experiences with faculty and prospective students for the Summer 2013 Program.
- TDMP is pleased to announce its new broadcast show produced by senior students entitled *Ferris Sports Update*. The show is being produced in collaboration with Athletics and with financial support for broadcast from Admissions, University Advancement and Marketing, and the College of Education and Human Services.
- ROTC has a new sophomore instructor who just returned from a one-year deployment in Kuwait with the Army National Guard. First Lieutenant Carey Jackson will be able to interject real-world experiences into the classroom instruction.

College of Engineering Technology

- On September 20, 2011, Surveying Engineering students enrolled in CENG 220 were the guests of the Grand Haven office of the Detroit District of the US Army Corps of Engineers. The purpose of this visit was to acquaint the students with the Corps' hydrographic surveying operations in the Great Lakes region. The SURE program is currently collaborating with Northwest Michigan College to jointly provide hydrographic surveying offerings, and last summer, faculty and students of the program spent two weeks in Traverse City assisting with the survey of the Manitou passage.
- The Associated Construction Students (ACS) registered student organization recently received a 6x12 covered trailer generously donated by Pioneer Construction of Grand Rapids. The tool trailer will now be outfitted with various hand tools to be used by ACS members on community service projects. These projects are perfect academic service learning examples as the students need to estimate the project materials, develop a project specific safety plan, and provide the proper manpower to the project.
- Wolverine Building Group has donated \$2,000 to the student organization Associated Construction Students for the purchase of hand tools to outfit their newly donated tool trailer. In making the donation, Wolverine Building Group has issued a challenge to other construction firms to match their investment in the future of the construction industry. This donation was pursued by Patrick Kelly, a senior CM student at Ferris State.
- Illinois Tool Works of Chicago, Illinois, made a tool donation worth approximately \$1,800 to the student organization Associated Construction Students. This donation was the first in a series of several planned donations to assist the student organization in performing community service projects and was precipitated by the work of Jacob Aranki, a junior CM student at Ferris State.

College of Optometry

- The Michigan College of Optometry was pleased to host the September meeting of the Michigan Optometric Association Executive Board, along with a special guest and newly elected President of the American Optometric Association, Dr. Dori Carlson. The MOA sponsored a very well-attended Student Night at the Holiday Inn on September 13 and the annual Faculty Breakfast the following morning. The Board had lunch at The Rock, and rave reviews were received from all attendees.
- USA Today ran a story on September 12 about Low Vision Rehabilitation in which Dr. Sarah Hinkley, Associate Professor and Chief of Low Vision Services in the Michigan College of Optometry, was quoted. "The core issue for low-vision rehabilitation is maintaining quality of life," Dr. Hinkley told USA Today. The online story also featured a direct link to the FSU website.

College of Professional and Technological Studies

- Brian Bouwman has accepted our offer to be our new Director over the 'southeast/metro Detroit area' locations. This includes our programs at SC4 (Port Huron), Macomb (Warren, Clinton Township), Oakland CC (Auburn Hills), Schoolcraft (Garden City) and the new WCCCD programs at Harper Woods. Brian will start with us on October 3rd. He will be responsible for new program launches, as well as finding new program opportunities, and of course, working with our current programs to expand enrollments. Brian comes to us from Macomb Community College, where he served as Coordinator of Admissions and Transfer Credit. Prior to that, he held positions as Assistant Director of Undergraduate Admissions and Admissions Advisor at Oakland University.
- The Flint office has scheduled an adjunct professional development program for Saturday, October 15. There are currently 15 attendees scheduled to attend. This is open to faculty teaching for Ferris at our Southeast regions.
- Our latest recruitment program enhancement, implementing the use of iPads to collect inquiring student information in the field, has been a great success. Using a simple \$1.99 application installed on each iPad, we are using free Google form technology to capture the information regardless of whether Wi-Fi service is available. Once the unit returns to a Wi-Fi zone, the staff simply clicks a link and all information collected loads to the system. What formerly took months of data entry work is now accomplished instantly, and we can begin the conversation with these potential students immediately. Since launch, we have collected more than 1,100 names.
- This fall, we launched a new online advising appointment scheduling system. The goal of the project was to allow students the opportunity to schedule their appointments when convenient for them instead of having to call one of our offices during business hours. So far, nearly 300 students have taken advantage of the system and we expect this number to climb quickly as the date for spring registration nears.
- The Western Michigan Chapter of ISACA has partnered with Ferris State University to deliver a CISA examination preparation course in downtown Grand Rapids this November. The CISA credential is recognized as the certification of choice for those engaged in IT Systems Auditing activities. This course will present all of the modules in the ISACA CISA training program. The course will provide 18 hours of education.

FLITE

- Stacy Anderson, Ann Breitenwischer, Mari Kermit-Canfield, Emily Mitchell, and Kristen Motz were presenters at the Lilly- Traverse City Conference, September 22-25.

Administration and Finance

Athletics

- Ferris State University inducted its 11th Bulldog Athletics Hall of Fame Class on Sept. 30 at the Holiday Inn Hotel and Conference Center. The 2011 class consisted of individuals representing six different sports and spans four decades. Included among the group was President Emeritus Dr. Robert L. Ewigleben.
- The Ferris State women's cross country team vaulted past rival Grand Valley State to third in the nation in the United States Track and Field/Cross Country Coaches Association Division II National Rankings. They are also the top-ranked team in the region and will host the NCAA-II Midwest Regional Championships on Nov. 5 at Katke Golf Course.
- The Bulldog volleyball team is off to an outstanding start as the Bulldogs are currently ranked 17th in the country with an 11-1 overall record. Ferris State also holds a perfect (10-0) home mark inside the Ewigleben Sports Arena and is 7-1 in the GLIAC.
- Ferris State Athletics teamed up with the Paint Big Rapids Pink effort to promote breast health awareness month. The month-long initiative began with a "pink" volleyball match on Oct. 1 and included the Guinness Book of World Record attempt for most flying discs in the air at the Bulldog football contest against Lake Erie the same evening. Donations were accepted and given to the Susan P. Wheatlake Foundation.

Finance

- The Finance Office hosted a group from the Eastern Michigan University budget office to show them how we use the position control module of Banner. They were looking for our assistance on solving some issues that we had already worked through.
- We are continuing our efforts to improve customer service efforts by sending five individuals from the Business Office, Purchasing and Financial Services to Ann Arbor for two days of training at Zingtrain. We had done this before a number of years ago.

Racquet Facility

- Derek Ameel, PTM Director was featured on the HAAT (Hispanic, African American, Asian, Tennis) internet radio show, "Diversity and College Tennis," on September 13, 2011. HAAT is the voice for the underrepresented population in sports and tennis today. This radio broadcast focused on the Ferris State University's unique Professional Tennis Management Program. The Link to the radio broadcast is <http://www.blogtalkradio.com/haattennis/2011/09/13/diversity-in-college-tennis>
- Dave Bone, PTM graduate and Executive Director of the United States Racquet Stringing Association (USRSA), the education body for stringing in the U.S. has completed the PTM Stringing and Racquet Customization workshop for the PTMG #172 course of the PTM Program on September 24 & 25, 2011.

Kendall College of Art & Design

- Design expert Ralph Caplan was the first speaker in the "Kendall International Design Colloquium," September 8 at the JW Marriott in Grand Rapids. The title of his lecture "Coming Unstuck: Thinking about Design in a Stalled Economy," drew designers, business and education leaders from across the region. Caplan, known as a visionary in the design industry and recipient of the 2010 National Design Award for the Design Mind Category, says that design alone cannot revive a stalled economy. "But design can help make the economy moveable by making things that are better and more appealing. In a stalled economy, it's particularly important because probably the worst situation that we can imagine as human

beings is being stuck,” he said. The new lecture series is a collaboration between Kendall College of Art and Design and Design West Michigan, a local group that explores design as an economic building block for the region.

- A graphite pencil drawing, “Squirt” by Kendall freshman Isaac D. Smith has won the 2011 graduate of Bowling Green High School two scholarships: The 2011 Krylon® Clear Choice Scholarship, and a scholarship from the National Art Materials Trade Association Foundation. Smith is pursuing a degree in Fine Arts/Art Education and aspires to become a high school or university art teacher. "I want to teach other students art so they can feel that sense of satisfaction, achievement, and confidence that putting your thoughts, feelings and ideas on paper, canvas, or into clay can bring. I feel that art broadens and deepens the education experience."
- Kendall College of Art and Design of Ferris State University is sponsoring this year’s ArtPrize Speaker Series Sept. 26 – Oct. 5. Featured speakers include art experts, curators, art historians and an art therapist. The series kicked off Sept. 26 with Reed Kroloff, Director of Cranbrook Academy of Art and Art Museum. Anne Ellegood, Senior Curator of the Hammer Museum in Los Angeles spoke Sept 28. Others in the series include Nuit Banai, Ph.D., art historian and critic from Tufts University; Glenn Harper, Editor-in-Chief, *Sculpture Magazine*, Cathy Malchiodi, art therapist, psychologist, artist and writer; and Sara Friedlander, Associate Vice-President and head of First Open at Christie’s of New York. “Art Prize is an extraordinary event that offers a unique opportunity to view and to talk about a wonderful diversity and richness of artistic work,” said Oliver Evans, president and vice-chancellor of Kendall College of Art and Design.

Student Affairs

Birkam Health Center

- The Birkam Health Center conducted two employee flu clinics in September. Flu vaccine continues to be available for employees and students.
- Birkam Health Center successfully participated in Bulldog Bonanza distributing 1000 backpacks along with other giveaways. We also participated in several other outreach activities throughout the month.

Career Services

- The Fall Career Fair is full with 125 registered employers attending. We continue to receive requests to attend and are offering these companies to place materials at a resume drop table as an alternative option.
- We have seven total "Partners in Success" with two more companies exploring the idea. This is a of \$13,600 revenue for the office which we use to support our recruiting system and student programming. The program is successful in gaining awareness for the partner organizations and increasing student interest in their opportunities. The employer partners are also coming to campus to assist students with other career preparation activities outside of recruiting students for specific jobs.
- The College of Education and Human Services has agreed to partner with Career Services to implement a Career Fair for their specific degree offerings. This will be held in February 2012.

Personal Counseling Center

- Outreach
Personal Counselors and the interns have been getting around campus! Tables were hosted or presentations given at Founders Day – Quad, Get Acquainted Day – Dome Room, Bulldog Bonanza Table – Wink Arena, Good Choices Presentation – Granger Bldg, Stress and Mental Health Presentation – Pharmacy Bldg, Disabilities Awareness Movie Night – A collaboration with Disabilities Services- IRC 120, Reduce Mental Health Stigma Movie Night – A collaboration with Community Mental Health. There are 16 FSUS class presentations scheduled yet this semester, in addition to other programs and co-sponsored events.
- Online Presentation Request Form
We have designed, with the help of Dale Hobart, an online presentation request form that will be housed on our website. This will hopefully make the process clear, easier and streamlined for those requesting the personal counselors for outreach, programs and presentations. Roll out is expected within the next few days.

Student Leadership & Activities

- Bulldog Bonanza was Wednesday, September 14 from 4-7pm in the Wink Arena. We had 73 Registered Student Organizations, 10 FSU Departments/Offices, and 37 businesses with tables passing out information to the students. We passed out 1,500 Bingo Sheets to students so our estimated attendance is over 1,500 students.
- Panhellenic Sorority Recruitment was Thursday, September 15 through Saturday, September 17. Thirty-five ladies were extended a bid to membership on Saturday, which is an increase from last year's number. The winner of the Spirit Competition was Alpha Sigma Tau for the third year in a row.
- Entertainment Unlimited sponsored Movie in the Quad featuring Anchorman on Tuesday, September 20. There was also free carnival food and over 600 funnel cakes were given out.

University Recreation

- The pool at the Student Recreation Center was closed for several months this summer in order to make major electrical and mechanical repairs. The pool re-opened on September 12, 2011 and is being fully utilized by students, faculty/staff, and community members in classes (water aerobics), swimming lessons, open swim and special events.
- There are already more than 600 students participating in Intramural Sports for the Fall 2011 semester (Softball, Volleyball, Flag Football, Billiards, and even Texas Hold 'em) and this number continues to increase as the semester progresses.

ENROLLMENT SERVICES

Admissions

- Our recruiters are out on the road with a new tool to help us connect with and gather information from prospective students. Our recruiters are travelling with iPads that have a mobile app designed by Enrollment Services technical staff that allows prospects to enter their contact information instantly. The information is then placed into our CRM system so that we can begin to communicate immediately.
- We have made a scheduling modification to our Dawg Days program to better meet the needs of our students and guests. Our Dawg Day participants are now eating at the Rock one hour earlier to alleviate some of the congestion as our current students arrive for lunch.
- Beginning on our October 8 Dawg Day we will use iPads to assist the check-in process. This change will provide faster service for our guests as well as create a link to our CRM system so that we can more efficiently track our visitors.

- The first newly revamped “Apply Now” Messaging went out on Friday September 23 and by the following Monday morning we had 245 applicants.
- We are focused on building a great recruiting relationship with the Kent Area Career Center. One of our recruiting staff will be visiting the facility on a monthly basis to facilitate collaboration and increase student interest in attending Ferris.
- Charlotte Tetsworth, Assistant Director of Admissions, organized a full-day retreat for the Clerical Staff of Enrollment Services held on September 14. The sessions included team-building skills, customer service scenarios, and guest appearances by talented Ferris Staff. In an effort to use internal talent, Kristin Norton from the Office of Student Conduct and Troy Tissue and Kathy Lake from Enrollment Services came to present.

Institutional Research & Testing

- The National Survey of Student Engagement will be administered to Ferris students in the early spring of 2012. Institutional Research in conjunction with Academic Affairs has developed the invitations and reminders for the survey and set the timeline. 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.

Registrar’s Office

- The FACT team approved Program Changes to be the next WorkFlow project. This will automate the process for students to change their academic programs in a more timely fashion by eliminating the need to secure multiple signatures from various places across campus. This project is especially germane to on-line students and those that study at our statewide campuses.

University Advancement and Marketing

- The Student Alumni Gold Club raised \$887.12 with their annual Cover the Seal event last week. All money raised will go to St. Jude's Children's Hospital.
- The University and Marketing website has been successfully migrated into the OmniUpdate content management system. The upgraded website includes sections for Alumni and Giving, Communications, the Ferris Foundation, News Services, Photo Services, Planning Giving and Web Content. The site also includes information on the University's graphic standards, trademarks and licensing, integrated marketing plan and the Ferris Magazine.