

FERRIS STATE UNIVERSITY

Good News Items

December 2011

Academic Affairs

College of Arts & Sciences

- Gary Rodabaugh (Biological Sciences) presented two 1 ½ hour lectures on indoor and outdoor air quality issues for the Facilities Management program, a 30 minute interview on “It’s Academic” about the Forensic Biology Program, was interviewed by a group of sociology students on the social and medical aspects of oil spills in the environment and will be providing a 3-hour lecture/tour session for senior level Elementary Education students on the use of the Card Wildlife Education Center and other natural history museums in elementary education. Additionally, Dr. Rodabaugh’s Biology 346 students rebuilt a boat dock for the person who allows this course to use his dock. This same class is creating a water quality consulting report for the Horsehead Lake Association over the next month.
- Sandra Brigance (Mathematics) has published her first article about leadership in online learning. The citation is Brigance, S. K. (2011). Leadership in online learning in higher education: Why instructional designers for online learning should lead the way. *Performance Improvement*, 50 (10), 43-48. doi:10.1002/pfi.20262
- Gary Huey and Barry Mehler (Humanities) are funded by a grant from the Federal Govt., Department of Education to teach History Master Classes to K-12 educators in Alpena. The classes are taught monthly, from September to February, covering new concepts in teaching with technology and ways to enrich historical knowledge.
- Sandy Alspach (Communication) was awarded the John Shields Award for Service to Pi Kappa Delta (forensics honor society) at the business meeting held concurrently with the National Communication Association annual convention in New Orleans. Alspach was honored for spear-heading the planning for the organization's Centennial anniversary which will be celebrated in March 2013 in St. Louis, hosted by Webster University. She served as the president of Pi Kappa Delta from 2005 to 2007 and presided over the national convention and tournament held at Central Michigan University in Mt. Pleasant in 2007. She currently serves as the secretary/treasurer of the Ferris Pi Kappa Delta Alumni chapter. Over 300 Ferris students have been awarded membership in Pi Kappa Delta for their participation in intercollegiate debate and forensics since the Michigan Iota chapter was chartered in 1960. The Ferris PKD Alumni chapter was granted its charter at the 2011 PKD convention in Portland, Oregon, celebrating the presidencies of Gary C. Horn (1985-1987) and Alspach. The current collegiate chapter advisor is TJ Lakin, Director of Forensics.
- Steve Fox, Director of the *Torch* reported that the Languages and Literature Department, primarily from the Journalism and Technical Professional Communications program, hosted a Journalism-Day event for high school students. This first-time event drew about 100 students and teachers for a series of workshops called, "Lessons in Storytelling." Also teaming up for the event was the Big Rapids Pioneer newspaper, Admissions Office, University of Advancement & Marketing, and the *Torch*. The organizing committee of assistant professor and *Torch* adviser Steven Fox, UA&M Leah Nixon and Pioneer editor Dave Clark focused on introducing the area's students to various aspects of journalism through guest speakers. The

free event targeted what was identified as an underserved area in terms of high school journalism education. It was considered an overwhelming success for this first time event.

- Katherine Harris (Languages and Literature) presented on the lives of transgender people to Robert Friar's Human Sexuality course (SSCI 114). This presentation gives an overview of gender variant people and the personal, cultural, and legal challenges transgender people face.
- Brad Isler, Biotechnology Program Coordinator, reported five students presenting research posters at the West Michigan Undergraduate Research Symposium held at the Van Andel Research Institute in Grand Rapids.

College of Business

- Barbara Ciaramitaro's recent book that she has edited for IGI Global has been released. Most importantly, this book contains chapters written by several of our ISI faculty and students including Greg Gogolin, Doug Blakemore, David Svaccha (ISI student), Vel Pavlov (ISM graduate) and Barbara Ciaramitaro. Here is the link on Amazon for your review.
http://www.amazon.com/Mobile-Technology-Consumption-Opportunities-Challenges/dp/1613501501/ref=sr_1_1?ie=UTF8&qid=1321386532&sr=8-1
- For the 4th year, Ferris COB students (430 students from our Sports, Entertainment and Hospitality Management department) worked in the vendor booths over the three days of the Grand Rapids International Wine, Beer & Food Festival. Wearing Ferris State University College of Business aprons, these students earned numerous accolades serving the 12,000 show attendees as they developed their customer service, product merchandising and sales skills, and interacted with a highly diverse public audience ranging from trade vendors to avid 'foodies'. For many, this experience was a real eye-opener that provided newfound insight and self-confidence. Furthermore, a number of our students received direct offers of internships, while other companies expressed interest in hiring our students for full-time positions. In addition to the experiential learning opportunity, the possible employment, and enhancing our institutional image, the department will net roughly \$17,000 for use to support various student learning opportunities that would not otherwise be possible.
- Senior Resort Management student Jessica Nederhoed received the Rising Star Award from the National Association of Catering Executives (Greater Midwest Detroit Chapter & International Special Events Society Detroit Chapter) EPIC Awards for 2011-2012. Resort Management student Brandi Kushuba received the Student Scholarship to attend the Professional Convention Management Association's Greater Midwest Chapter's Annual Educational Conference in January 2012. This is the third year in a row a student from Ferris has received this national honor!
- Program Coordinator / Professor Julie Doyle passed the re-certification of Trainer Exam for the industry required program TIPS with a perfect score of 100%!

College of Education & Human Services

- Dr. Mischelle Stone, School of Criminal Justice, has had a productive semester. She published an article in the MERLOT Journal of Online Learning and Teaching Vol. 7, No. 3, September 2011, entitled "The Benefits of Online Teaching for Traditional Classroom Pedagogy: A Case Study for Improving Face-to-Face Instruction." Dr. Stone also presented a poster session entitled "Building a Bullet-Proof Syllabus" at the Lilly Conference on College Teaching and Learning on September 23, 2011. She was also a key presenter at the Ferris Online Courses Fair on October 28, 2011. The title of her poster presentation was "Introduction to Criminal Justice: From Interaction to Action".

- Dr. Matt Wagenheim and Dr. Susan Hastings-Bishop (Recreation, Leisure Services & Wellness) attended the National Recreation and Parks Association Annual Congress on Nov. 24, 2011 in Atlanta, GA. During the Congress, they attended a workshop on how the new assessment standards will be implemented under the 2013 Council on Accreditation for Parks, Recreation, and Tourism.
- Dr. Susan Hastings-Bishop was a voting delegate for the Michigan Shore to Shore Girl Scout Council at the tri-annual Girl Scout of USA Convention, November 9-13, 2011, in Houston, TX.
- Phillip Higgins, Kevin Neff and Leah Tandy, Recreation Leadership and Management majors, appeared with Dean Johnston on a *Beyond the Campus* production. They were interviewed about the academic program and service learning.
- The RMLS 325 Youth Development course members spent Tuesday, November 15, 2011, in Grand Rapids visiting the YMCA, Grand Rapids Children's Museum, Boy Scouts and Girls Scouts to learn about the youth-based programs and how they are funded.
- The first annual Scotland Teachmeet was held on the evening of November 1, 2011. The students who studied in Scotland in Summer 2011 recounted and shared their experiences with School of Education faculty and prospective students for Summer 2012.
- The School of Education participated in the College of Education and Human Services Meet 'n Greet Honors Program for freshmen Honor students who are enrolled in education programs.
- Peg Schoenborn ('09) is a business education teacher at Rockford High School and received the Emerging Professional Business Educator award by the Michigan Business Education Association at the annual conference in November 2011.
- Theresa Janish, a current Business Education major, was invited to be a guest speaker at Saginaw Valley State University and Bay-Arenac Career Technical Center.
- Connie Morcom (Television & Digital Media Production) attended an Advisory Committee meeting as a member for the Digital Media Program with the Mecosta-Osceola Career Center.
- Glen Okonoski (Television & Digital Media Production) visited the Wexford-Missaukee ISD as an advisor for their Media Production Program and the St. Clair RESA as a guest speaker in two of their video production courses.
- The documentary, "Premie", produced by Nick Kuiper, aired on WGVU PBS in Grand Rapids and on other PBS stations across the country.
- On October 29, 2011, five students with at least 25 pounds on their backs competed in the 18.6 mile long Norwegian Road March where the four males finished in less than 4.5 hours and the female in less than 5.25 hours. They all earned their badge.
- More than twenty-five ROTC students participated in several training events at Camp Grayling on November 4-6, 2011. They practiced weapons marksmanship, conducted squad level battle drills, and were tested on their ability to navigate by foot with a map and compass both during the day and at night.

College of Engineering Technology

- Allison Clark, a senior in Facility Management and Construction Management, and Kurt Potgeter, a senior in Facility Management, traveled to Phoenix, Arizona, to receive International Facility Management Association (IFMA) Foundation scholarships as part of World Workplace, the annual convention of IFMA.
- Three student teams from Ferris State University participated in the Associated Schools of Construction Region 3 Competition held on October 26th - 29th in Downers Grove, Illinois,

with two teams winning their respective divisions and the third team placing fourth in their division.

- The Ferris Rube Goldberg Machine Team recently completed a machine for Blue Care Network (BCN). The 20-step process machine incorporates BCN items such as cards, Frisbees, and cups as well as interaction from employees within 12 BCN divisions. BCN is currently developing a presentation for an annual meeting to highlight successes and will feature the machine.

College of Pharmacy

- Dr. Tracey Mersfelder was recently awarded the Lorrie Ryan Award for Best Poster at the Lilly Conference on College and University Teaching held in Traverse City, MI, September 22 - 25, 2011. There are four criteria for receiving this esteemed award. 1. Contribution to new or innovative way to approach or directly impact student learning; 2. Research the theory upon which the concept is based; 3. Likelihood participants will find the information directly useful in their own teaching; and 4. Visual Presentation of the material. Dr. Mersfelder's poster is entitled, "BA₄LL: Bounce Around 4 Larger Learning: Utilization of Exercise Balls in Place of Chairs on an Internal Medicine APPE." Dr. Mersfelder is an associate professor of Clinical Pharmacy at the College of Pharmacy, practicing at Borgess Medical Center in Kalamazoo, MI.

University College

- FSUS Coordinator Shelly VandePanne created a drive-in conference for Michigan colleges that offer first-year experience programming. On Friday, October 28, more than 50 participants from 10 Michigan colleges and universities (and one institution in Indiana) gathered to share best practices for freshman retention via roundtable discussions. The intent was for those who attended to gain new ideas and practices to bring back to their university or college. Participants were invited to "bring" their ideas into the discussions and "brag" about tactics that work for student retention and success. Topics included student engagement, career planning, academic advising, residential experiences, orientation programs and preventing academic drift. Provost Fritz Erickson welcomed the attendees and they were entertained by keynote speaker Tim Cusack from Grand Rapids.
- SCHOLAR Peer Mentoring Coordinator Karen GreenBay obtained a \$64,775 grant from Endicott College (MA) and the Kellogg Foundation to initiate a Keys to Degrees program at Ferris State University. The purpose of the Keys to Degrees Grant is to create a program that will support a population of college students who are often under-served. The Single Parent Initiative (SPI) will promote educational guidance to single parents with the specific intention of increasing retention and graduation rates for that population, easing the transition to college by offering professional mentors, providing family-friendly learning activities, and many other efforts to complete their college experience while raising their child as a single parent seeking a college degree. The Ferris program will be patterned after existing efforts and Endicott College and Eastern Michigan University during the 2012-13 academic year.

Administration and Finance

Athletics

- Ferris State University currently ranks 20th nationally of more than 230 NCAA Division II institutions in the first Learfield Sports Directors' Cup standings of the fall 2011-12 campaign. The standings reflect the success of all-sports throughout the year.
- Bulldog senior women's cross country runner Tina Muir claimed All-America honors for the fourth consecutive year while junior Anna Rudd picked up her first cross country All-America

honor at the NCAA Division II National Championships in Spokane, Wash. The duo helped lead the Bulldogs to a school-record tying eighth place finish at the national championships.

- The Ferris State University women's volleyball team concluded the 2011 campaign with a 27-4 overall record and reached the NCAA Division II Midwest Regional Semifinals. FSU also captured the GLIAC North Division Championship with an 18-1 league record and finished as the conference's overall co-champions.
- Two Ferris State volleyball players received American Volleyball Coaches Association (AVCA) Division II All-America honors after the Bulldogs' outstanding season. Senior Ashley Huntey earned AVCA All-America Third Team recognition while senior Lisa Tobiczky was an honorable mention honoree.
- FSU volleyball head coach Tia Brandel-Wilhelm became the program's all-time winningest coach during the recent 2011 season, and she was also honored as the GLIAC Coach of the Year.
- The Bulldog hockey, volleyball and women's cross country teams were all ranked among the nation's top 12 programs at various times in recent weeks. Women's Cross Country was as high as third in the nation this year while the hockey team is currently sixth nationally. Volleyball's season-best 11th-place national ranking was the program's highest since 1990.
- The Bulldog men's basketball team had a special opportunity to take on three of the state's premier NCAA Division I programs early this season. FSU squared off against the Michigan State Spartans in an exhibition game in East Lansing before officially opening the 2011-12 season with road contests on back-to-back nights against the Michigan Wolverines and the Central Michigan Chippewas.

Finance

- Linda Golden will be presenting at the PCards on Campus conference in February, 2012 on using the Blackboard system in a non-academic application to do training for card users.
- Kristy Heeter and Erin Diehm will be presenting at the Sungard Summit this coming March. This is a joint presentation with Touchnet on how we have integrated cashiering, ebill, Marketplace, and the bill payment module for credit cards to save money and be more efficient.
- Completed the annual audits for the University and the Ferris Foundation. Both independent audits were completed by Plante & Moran and were clean audits with no external auditor recommendations.

Housing

- Assistant Director of Housing and Residence Life, Lisa Ortiz, has begun serving as the president of the GLACUHO organization. GLACUHO - the Great Lakes Association of College and University Housing Officers is our regional professional Housing association.

Physical Plant

- The Administration and Finance division reallocated funds to create a new position focused exclusively on energy conservation in campus facilities. This is one more effort to demonstrate the University's commitment to using our resources wisely.

Kendall College of Art & Design

- Deborah Rockman, Chair of the Drawing and Printmaking programs has completed her second edition of *Drawing Essentials: A Guide to Drawing from Observation*. According to the publisher, “the book serves as an exceptional, all-in-one resource on basic drawing, perspective, figure drawing, and color drawing, with more color and black-and-white illustrations by both students and professionals than any other drawing textbook.” Professor Rockman’s book will be published in December, 2011.
- The Continuing Studies office recently moved to an online registration system and has decreased its paper consumption at the same time. The new system went live in early October and already adult class sizes for the fall session have jumped 12% over last year. Receipts and outlines are being sent electronically to students, and instructors are logging in to view class lists rather than having them printed. The Continuing Studies office had produced three catalogs a year, but now prints fewer of them because the catalog is also online. In addition, the new system expands the Continuing Studies’ office ability to market online. The online system improves workflow, reaches more students, and helps to green Kendall.
- Kendall graduate students will present their work at the *2011 MFA Juried Exhibition* through Jan. 8 at DeVos Place, 303 Monroe Ave NW in downtown Grand Rapids. This exhibition juried by Professor Margaret Vega, showcases work from current MFA candidates and recent MFA graduates. Eighteen artists present a diverse body of work in Drawing, Painting and Printmaking. The exhibition is open 9 am to 6 pm Monday through Friday. Admission is free and open to the public. Participating artists include: Salvador Jimenez Flores, Miranda Graham, Lance Moon, Lydia Larson, Grace Scott, Steven Vinson, Alicia Wierschke, Megan Klco, Aneka Ingold, Linda Manguiat-Herzog, Heather Duffy, Beth Park, Sarah Knill, Hallie Dahlhofer, Nick Reszetar, Casey Snyder, Elizabeth Hubler and Dana Toader.
- Shelly Klein, Kendall College of Art and Design Alumnus, was featured in *The Grand Rapids Business Journal’s* “40 Under 40 Business Leaders” edition. Klein is Owner/Creative Director/Artist of the company K Studio. Her designs have included an Eames lounge chair and ottoman for Herman Miller, Inc.’s 50th anniversary and custom textiles for the Affinia Shelburne Hotel in New York. She is a member of the Curatorial Board at the Urban Institute of Contemporary Art.

Student Affairs

Career Services

- New for the Spring 2012 semester, Career Services will be offering a Career Week. The week of March 26th - 30th, 2012 is an opportunity for faculty, staff, administrators, Career Services, and all students to reflect upon, explore, and find career opportunities. In addition to workshops, lectures, newsletters, and networking opportunities there will be three career fairs instead of one. This reflects the changing trends in employer recruiting to help Ferris State Students be successful in finding jobs and internships. The Health Care Career Fair will be a traditional face-to-face career fair in the Optometry building on March 28th, the Education and Human Services Career fair will be virtually available throughout the entire week, and the Arts & Sciences, Business, and Engineering Technology fair will on March 29th.
- Career Services is rolling out a social media campaign to take full effect Spring 2012. Follow us on Twitter (@ferriscareers), Join our LinkedIn Group (career networking @ Ferris State University) Join our OrgSync Portal (CS) Like our Fan page (Ferris State University Career Services) and "check" in at our Career Service venue in FourSquare when you visit our office.

Events, new job opportunities, advice, and networking opportunities will be available through all of the above media outlets.

Enrollment Services

- The pilot version of the Online Graduation Application is up and running for Allied Health. It is completely voluntary at this point and we have received almost 40 applications thus far.
- The Productivity Report is completed and has been distributed across campus.
- The Transfer Report is completed and has been sent to all the Community Colleges in Michigan.
- The Retention and Graduation Rates Report is completed, just back from the copy center, and will be put together and sent out this week.
- The High School Report is done and has been sent to all the High Schools in Michigan.
- The Testing Office is now officially certified to administer the Ability to Benefit Compass Test.
- The Graduate Follow-up Surveys are now being distributed.
- Based on the billing the Financial Aid Office sent to the State of Michigan for our TIP students, we have billed for 57 additional students for fall 2011 compared to fall 2010, receiving an additional \$367,801 in tuition dollars. We also billed the State for 22 more TIP Phase II students compared to last year for an additional \$11,000 in tuition dollars.
- The Financial Aid Office is experiencing an increase in offered Woodbridge N. Ferris Scholarships by 9% when compared to last year at the same time. This includes the Founder's, President's, and Dean's Scholarships. Furthermore, we have offered 82 more Great Lakes Scholarships compared to last year.
- Since we have started the new Admissions misconduct process, we have been able to immediately clear 77 students which resulted in a \$770.00 savings.

Personal Counseling Center

- Active Minds, the student lead and Personal Counseling Center advised group to advocate for and support mental health issues on campus, was approved by the Student Leadership & Activities Advisory Committee (SLAAC).
- Electronic records is in phase 2 and the Personal Counseling Center plan is to be 100 percent electronic beginning with Spring semester 2012.

Student Conduct

- The Office of Student Conduct presented the "Know The Code" presentation to thirty-one FSUS classes this fall.

Student Leadership & Activities

- Several student organizations volunteered at the Big Rapids Fall Festival on Saturday, October 29. The students provided children's games and helped monitor the inflatables for the Downtown Business Association.
- Music Industry Management Association's Autumn Alive featuring Taking Back Sunday was a success on Thursday, November 3. Over 1,300 people were in attendance for the annual event.
- The First Annual Service Summit sponsored by Academic Service Learning and Student Leadership & Activities was on Tuesday, November 8. There were four informational sessions at 11am and Keynote Speaker Chad Pregracke at 7pm in Williams Auditorium. Chad spoke about his experience starting Living Lands & Waters and how students can get involved.

University Advancement and Marketing

- A College of Pharmacy alumna has named Ferris State University's College of Pharmacy in the beneficiary of his estate that will create a named scholarship endowment.
- The Mecosta County Medical Center's Auxiliary Board has pledged to donate three scholarships to students within the College of Allied Health Sciences.
- Autoform donated software licensing for the CAD program. This will be an annual gift which will provide (6) software programs at (50) seats each.
- Atwell LLC established an annual scholarship for the Surveying program.
- Walter and Barbra Smith have made a gift to fund technology that will serve the Ferris State University Carpentry and Painting Department staff with work in the AIM work order system.
- The Ryan McCandless Annual Scholarship has been enhanced to create an endowed scholarship.
- James and Wendy Samuels have established the Samuels Family Scholarship to a full-time undergrad senior majoring in Social Work who will be traveling in the study abroad program.
- Rebecca Sammel has established an annual scholarship in memory of her parents (Patricia and Edward Sammel) for the new Retention and Student Success office.
- Frances Allegretto has established an annual scholarship in memory of Professor John Ladd, who taught Math at Ferris. The scholarship will be awarded to a full time junior or senior majoring in any mathematics degree program at Ferris.
- Drs. Shaun and Yanni Phillips have donated a leadership gift to the Maude Bigford Annual Scholarship (Honors Program).
- The Scholarship Thank You Note Process has officially been implemented. It is now a requirement of all scholarships to have a thank you note sent by the scholarship recipient in order to receive the scholarship funds.
- Received an anonymous commitment to the first endowed scholarship for the returning insurance program.
- Early November the Bulldog Athletic Association hosted 33 former Track and Field/CC runners at a dinner with our current student-athlete teams the night before the CC NCAA Regional.
- The week of October 31, the Ferris Forward Fall Annual Fund Appeals were mailed to more than 65,000 graduates. This direct mail solicitation featured 21 segments with targeted messaging developed to increase participation by highlighting previous donor participation, academic major, era attended, and alumni association participation. A sub-theme of "Just Like You" was introduced with the text along with new participation incentives. The fall phonathon, which supports the direct mail solicitations, is currently underway. The solicitation will also be reinforced with end-of-the-year solicitation emails, our online giving web presences, and the Ferris Forward Facebook page.
- On Sunday, October 30, the FSU Alumni Association hosted a pre-game reception for more than 50 guests at the Kellogg Hotel and Conference Center in East Lansing, MI, prior to the FSU vs. MSU men's basketball game.
- On Thursday, November 10, the Alumni Relations Office, in conjunction with the Commencement Office and the Barnes and Noble Lundberg Bookstore introduced the fall "Oh The Places You Will Go" Graduation Fair welcomed nearly 250 graduates who will be recognized at the December Commencements 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.

- On Friday, November 11, the FSU Alumni Association hosted a pre-game reception for more than 50 guests at the Pizza House in Ann Arbor, MI, prior to the FSU vs. UofM men's basketball game. Prior to the reception, Distinguished Alumnus and reigning Homecoming Grand Marshals Bob and Judie Scranton hosted the team and coaches/staff in their home for a pre-game luncheon.
- Marketing and Communications is working with Festival of the Arts chair and Rankin Gallery director Carrie Weis to create event descriptions and other program copy for the 2012 Festival of the Arts, which will feature a variety of enriching presentations, workshops and entertainment events that bring together the Ferris and local communities.
- The Web Services division of University Advancement and Marketing held its first OmniUpdate users' group luncheon on November 11. The brown bag luncheons serve as informal training and Q & A sessions for the 100-plus users of the University's content management system that drives the ferris.edu website. Shohreh Ferdowsi will be facilitating a users' luncheon each month.
- News Services has produced and distributed its annual new faculty issue of the *Points of Pride* newsletter. In addition to several profiles featuring new faculty members, the publication features several updates from the Faculty Center for Teaching and Learning on new employees and program initiatives. To view the online version of the newsletter, visit <http://www.ferrisstatebulldogs.com/sports/wvball/2011-12/releases/201111290uzgne>.