

FERRIS STATE UNIVERSITY

Good News Items

February 2012

Academic Affairs

- Dr. Paul Blake was appointed as Associate Provost of Academic Operations beginning this Spring 2012 semester. We welcome Paul to Academic Affairs!
- The 2012 Academic Affairs Awards to celebrate the outstanding contributions of Ferris faculty and staff are now available on the Academic Affairs webpage at <http://www.ferris.edu/HTMLS/administration/academicaffairs/vpoffice/awards/>. Additionally, an email account has been created at AcademicAffairsAwards@ferris.edu so that nominations can be easily and electronically submitted.

College of Business

- On January 4, 2012, the College of Business hosted approximately 525 high school students and 30 judges/chaperones from 15 West Michigan high schools and Career/Tech Centers for the DECA District II Conference. The College of Business has been hosting this event for ten years. The students, mostly juniors and seniors, participated in 29 marketing and business-related competency and occupational events in an attempt to qualify for the state competition in March. These students and advisors were joined by 65 event judges made up of teachers, business people and faculty. There were 12 Ferris students (5 from COB) involved as volunteers throughout the event providing directions, helping with registration, monitoring computer labs, collecting surveys and distributing hand-outs. Eight College of Business faculty volunteered as judges and six served as presenters. During the closing ceremony, there were drawings for two \$500 Ferris scholarships and 12 additional “prizes” consisting of Ferris shirts, water bottles, etc. Of the 46 judges’ surveys returned, 43 responded with excellent and three with good for the “overall impression of the event” question. The majority of the student survey results are favorable.
- Over ten representatives from both the Senate and the House met January 27 at the Kent Career Technical Center to see firsthand the FSU Hospitality Programs dual enrollment and direct credit model that has been in place for two years. This partnership allows high school students to earn up to 27 college credits. This allowed legislatures to see a new side of public education as it transitions from secondary to post-second.

College of Education and Human Services

- The Spring Semester 2012 enrollment for returning freshmen in the Criminal Justice Program is 60 more students than in 2011.
- Currently, 303 Criminal Justice program students signed up for summer internships. This number is a record for so early in the semester.
- Dr. Matt Wagenheim has been named Chair of the Department of Recreation, Leisure Services and Wellness.
- Dr. Susan Hastings-Bishop is retiring in June after 24 years at Ferris State University and continues her work with the Girl Scouts of America as an adult leader trainer.
- Dr. James Powell has accepted the position of Director of the School of Education. He hopes to be on campus by mid-March of this semester.

- The work in IRC 156 has been completed and the new TDMP computer lab, equipped with 16 iMac computers, is up and running for students enrolled in six TDMP courses.
- Discussions to establish the School of Digital Media and to merge with the FSU-GR digital programs are progressing.
- The ROTC has 58 students registered for classes for Spring Semester 2012.
- Two Ferris ROTC students were selected to attend Cultural Understand and Language Proficiency trips this coming summer with one in the Philippines and the other in Cambodia.

College of Engineering Technology

- A group of Associated Construction students shared the spirit of giving during the holidays and spent over 30 hours making repairs on the home of an elderly Big Rapids resident. Members of the RSO met Doris Noe during the 2011 Big Event and noted that her home needed more work that they could accomplish in just one day. The students sought out donations of money and materials and were able to make repairs to her roof, redo walls damaged by the leaking roof, provide additional insulation, install basement windows, and put up shelves.
- The Ferris Rube Goldberg 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. Richard Hult was recently awarded the Third Year Class Student Choice Award for Outstanding Professor by the Michigan Optometric Student Association for the 2011-2012 academic year. This award recognizes the significant contributions that Dr. Hult has made to optometric student education through classroom and/or laboratory instruction in the Michigan College of Optometry. Dr. Hult is a Professor of Pharmacology in the College of Pharmacy Department of Pharmaceutical Sciences.

Extended and International Operations

- The KnowHow2GO Academy, a collaborative effort of the Grand Rapids Community Foundation (GRCF), The Hispanic Center of Western Michigan (HCWM) and Ferris State University, was recently launched. Grand Rapids high school students in the YES Scholars Program (GRCF) and Supporting Our Leaders (SOL) members attend monthly Saturday meetings to learn about college, college access and the skills needed to be successful in college. AmeriCorps members Jatnna Abreu (FSU) and Hilda Gutierrez (GRCF) built the module-based curriculum which will be shared with all STOP Summer Learning Loss programs taking part in the Grand Rapids Initiative "Believe TO Become." The parent engagement meetings held in English and Spanish, a component of the Ferris/HCWM partnership, are so successful that they are moving to a larger location.
- On Monday, November 7, 2011, Grand Rapids Community College hosted a Manufacturing Career Day at the Applied Technology Center in Grand Rapids. The career day emphasized the idea that Manufacturing continues to be a viable career option in today's professional world. Ferris was represented by David Borck, Mark Rusco and Joe Wist, faculty in the Manufacturing Department. They talked to many prospective students about the Ferris Manufacturing and Manufacturing-related programs and also about future jobs. Students and other attendees were able to get a true sense of the types of jobs available and the type of training and education necessary to get one of those jobs.

- In advance of the spring semester, an online form was created to allow students to put themselves on the online course wait list. In the past, the only option for students wanting to be added to a wait list was to call the EIO/CPTS office and speak with a member of the staff. The project was successful in that it freed the phone lines for off-campus students who could be registered for online courses during early registration, more complete information was collected from students using the form, and the resulting wait list more accurately showed demand for online courses. The total number of requests received was 1,858.

FLITE

- Fran Rosen was the recipient of the 2012 MLK Social Justice Award. She received this important recognition at the Martin Luther King Faculty-Staff In-service program on Monday, January 16.
- The ACRL Information Literacy Professional Development Committee has declared Randall Schroeder an ACRL Literacy Consultant on Informational Literacy. Currently, 15 consultants around the world were deemed worthy for inclusion including individuals from Pakistan and Canada. The two individuals in Michigan, Carolyn Sterns and Randall Schroeder, are both from Ferris. This is a huge honor for Randall, and, in Randall's words, it makes "Ferris the hotbed of information literacy in Michigan!"
The Directory is linked from <http://www.ala.org/acrl/issues/infolit/professactivity> and available at <http://www.ala.org/acrl/sites/ala.org.acrl/files/content/issues/infolit/professactivity/peerconsultants.pdf>

University College

- Professor Terry Doyle's book *Learner-Centered Teaching: Putting the Research on Learning Into Practice* was featured in the December 16, 2011, issue of The Chronicle of Higher Education's "Selected New Books on Higher Education" section (p. A23). Professor Doyle's book is described as "A research-based defense of a pedagogical approach that offers an alternative to the teacher-centered lecture model of instruction."

Administration and Finance

Athletics

- Ferris State Athletics hired Tony Annese in late December as the school's 13th head football coach. He had a highly-successful run of more than 20 years as a head coach at the prep level and three outstanding seasons in directing the Grand Rapids Community College program. His hiring garnered widespread media coverage in West Michigan and around the state.
- Both the Ferris State University men's and women's basketball squads are currently in first place in the GLIAC North Division standings. FSU is the defending champion on the men's side and the Bulldog women's team has opened league play by winning nine of their first 10 games.
- The Bulldog women's basketball squad snapped Michigan Tech's 37-game home court winning streak with a memorable 68-65 win on Jan. 19 in Houghton. FSU topped the defending national runner-up to take a two-game lead over the 19th-ranked Huskies in the divisional standings.
- Senior defenseman Chad Billins and senior goalie Taylor Nelson of the Bulldog Hockey program are among 77 nominees for the 2012 Hobey Baker Memorial Award, which is annually presented to college hockey's most outstanding player. Fans can vote for both candidates online until early March during phase I of the balloting process.

- The FSU Athletics Department paid tribute to military members and those who serve during a memorable "Military Appreciation Night" hockey contest versus ninth-ranked Colgate on Jan. 7 at the Ewigleben Ice Arena. The tribute honored and recognized local individuals from the armed forces and received noteworthy recognition from those in attendance.
- The Ferris State Hockey team is currently ranked among the nation's top 10 teams and unbeaten in its last six games this season. The Bulldogs were listed among the nation's 10 biggest surprises at the mid-point of the season by NHL.com.
- Former Ferris State Hockey All-American Zach Redmond was chosen to play in the American Hockey League (AHL) All-Star Game while another former Bulldog skater, Greg Rallo, recently made his National Hockey League (NHL) debut with the Florida Panthers.
- Ferris State Athletics collected more than 1,300 items during the inaugural Ferris State Food Fight in December. The items were collected by FSU's Student-Athlete Advisory Committee (SAAC) and donated to Angels of Action to help feed local children in need.
- Ferris' Assistant Hockey Coach, Drew Famulak was selected for the Terry Flanagan Award on behalf of the American Hockey Coaches Association.

Auxiliary Enterprises

- Ian Ziska, FSU alumnus, is the new Manager/Head Golf Professional at Katke Golf Course.
- Year-to-date (end of fall semester) voluntary meal plan sales have increased from \$534,797 in FY11 to \$868,112 in FY 12, representing an increase of 62.32%.

ITS

- Efficiency, Collaboration and Enrollment
Information Technology Services implemented a new database server for 27 departmental applications to improve daily response times and integration processes with Banner and other systems. In particular, the new server has provided efficiencies for the Enrollment Services department by decreasing the amount of time it takes to process Admissions applications from the on-line process "EMAS" into Banner ~ by three and a half hours daily. The new process now only takes 15 minutes.
- Ferris State University has just launched its first mobile application for iPhone and iPad through the Apple store. Check out the Ferris app by downloading it for free!
The Ferris State Mobile app, includes:
 - A Google map for the Big Rapids campus
 - A student class schedule viewer
 - Ferris News

Users are invited to test the app and email tac@ferris.edu with their thoughts and suggestions, and stay tuned for updates as additional app features become available.

Physical Plant

- The Grand Rapids Pharmacy project is substantially complete, on schedule, and on budget.
- Filled the Custodial Manager position that has been vacant for two years. The new manager is Rafael Dominguez.
- Filled Energy Conservation Manager position, and the new manager is Kara Olson.
- Motor Pool fuel pump upgrades are complete.
- Purchased and placed into service a fully reconditioned 55 passenger motor coach to replace the old 1977 bus.
- Negotiated and locked in electrical rates through Wolverine Power for 2014 that are 12.9% below the rates already locked in for 2013. Further, these new lower rates are also locked in for 2015. The new rates for 2014 and 2015 represent an estimated cost for the University

that will be approximately \$1,000,000 per year lower than the current Consumers Energy rates.

Public Safety

- The Department of Public Safety is issuing the new Emergency Operations Plan on February 10th. This plan has been in various stages of redevelopment for about two years. It is the work of many people in areas across campus reworking their respective emergency plans that have been in place since 2004 when the last big revision was made. The members of the FSU Emergency Response Team will be acquainted with the newly completed document at the next upcoming meeting and at that point the new plan will guide emergency operations going forward.

Governmental Relations and General Counsel

- The Governmental Relations and General Counsel Office was pleased to host the 2011-12 Leadership Mecosta's Education Day on campus. Activities included lunch at the Rock and the participation of Ferris leaders during a panel discussion. GRGC greatly appreciates the participation of Shelly Armstrong, Dan Burcham, Jeremy Mishler, David Pilgrim and Jerry Scoby in the panel discussion. The Leadership Mecosta class is comprised of Mecosta County area leaders seeking to enhance their leadership skills.
- The Governmental Relations and General Counsel staff was pleased to support Project Starburst, Manna Pantry and God's Helping Hands pantry this holiday season with staff donations totaling \$450.
- Jody Greco, Governmental Relations Assistant, participated in the annual conference for Higher Education Government Relations: Navigating the Changing Compact between State and Public Higher Education in early December. The conference was attended by over 200 participants from community colleges, public colleges and universities, and public land grant universities throughout the country. The focus of the conference was to explore complex policy and political issues facing American higher education leaders and to provide an array of strategies aimed at elevating public higher education as a top state priority.
- Governmental Relations and General Counsel was pleased to host United States Senator Debbie Stabenow to campus on January 10th. Senator Stabenow visited with Vice Presidents Miles Postema and Dan Burcham, Governmental Relations Assistant Jody Greco, and Student Government President Danielle Balmer. She was pleased to learn about the growth taking place on both the Big Rapids and Grand Rapids campuses. Senator Stabenow then addressed students at the Student Government meeting. She mentioned her advocacy for the Pell Grants and her role in promoting growth within the agricultural segment of Michigan's economy as Chair of the Agricultural Committee.
- **Training:**
 - Barron Henley, an attorney with expertise in legal information technology, was on campus on January 5 and 6, 2012, to conduct specialized training for the Governmental Relations and General Counsel staff on Word and Adobe Acrobat. The training was of great benefit to all and established a foundation for the creation of efficiencies in performance of the division's work. Mr. Henley also led a session regarding paperless document management which will serve as a starting point for implementation of such a process in the division.

- The division hosted a two-part training session entitled "Recruiting and Retaining Diverse Faculty" on January 24 and 31, 2012. This training was sponsored by Academic Impressions and approximately 17 campus staff attended.
- On January 20, 2012, the division hosted a virtual seminar sponsored by the National Association of College and University Attorneys (NACUA) entitled "Protecting Minors on Campus: Obligations, Policies, Procedures, and Best Practices". Approximately 20 staff from the Big Rapids, Grand Rapids, and KCAD campuses attended the training. It was reported to be very beneficial and timely in light of current events and issues in higher education.
- Governmental Relations and General Counsel was pleased to sponsor the transportation of Mecosta County's Leadership Mecosta class trip to Lansing on January 19th. The class met with legislators, staffers and lobbyists learning about the various roles of each group. The class also took a tour of the State Capitol; surprisingly many members had never previously been to the Capitol.

Kendall College of Art & Design

- Jacob Court, a senior at Kendall College of Art and Design, took first place in the American Society of Furniture Designers Design Challenge. His entry, "Driftwood Writing Desk," impressed the judges with the creative use of materials. The Design Challenge was open to junior, senior and graduate level students enrolled in an accredited college design program. Stanley Furniture, a sponsor of the contest, will manufacture a prototype of the desk and showcase the piece in the Stanley Furniture showroom during the April 2012 High Point Furniture Market. Court also won a cash prize of \$1,000.
- Kendall welcomes the traveling exhibition from the New York-based Society of Illustrators in Kendall's main Gallery January 9 - February 4, 2012. This is a marvelous opportunity to examine the work of the best in the field. Society members original paintings, drawings, prints, and collages will be displayed. This extraordinary collection will be enhanced by an appearance from visiting artist Wendell Minor, a member of the Society. Minor will speak to his audience on January 19 at 11:30 a.m. in the Kendall Gallery on the first floor. All presentations from visiting artists are open to the public and free of charge.
- Kendall MFA drawing student Lance Moon took first place in Manifest Gallery's 6th International Drawing Annual. Manifest, located in Cincinnati and part of the Manifest Drawing Center, received 1308 submissions from 490 artists. Lance's work will be featured in an award-winning, full color catalog that is produced in conjunction with each year's competition. The goal of the International Drawing Annual is to support the recognition, documentation, and publication of excellent, current, and relevant works of drawing from around the world. It will include 115 works by 78 artists from 24 states and 9 countries including Bahamas, Belgium, Canada, England, Germany, Israel, Mexico, Spain, and the United States.
- A panel of top-notch professionals in the furniture industry gathered before Thanksgiving to share their expertise with students at Kendall College of Art and Design. The speakers included: John Kiryanoff, Director of Corporate Finishing, Baker Furniture; Cathy Mitchell, Marketing Consultant, Parker Consulting; Dudley Moore - Principal and Designer, Otto & Moore, Inc.; Bob Groters, Furniture Retail, Consultant

They discussed interview techniques, portfolio preparation and the nitty gritty of getting a job in an uncertain world. They also talked about trends in the industry.

- Mariel Versluis, Associate Professor of Printmaking and Drawing, gave a lecture titled, "Warrington Colecott and the History of Printmaking," at the Grand Rapids Art Museum, January 7 at 2 p.m. as part of GRAM's Warrington Colecott exhibition.

Student Affairs

Career Services

- Applied and awarded full funding for a Federal Employment Speaker through the Partnership for Public Service organization. A representative from the Department of Energy will be on campus all day February 21st to talk in a variety of classrooms and to a public audience about why public service is important and how to find and apply for federal internship and employment opportunities.
- "View the World" Newsletter has been published and is being distributed. In an effort to gain more awareness in outside of the classroom activities; Career Services, Student Leadership & Activities, and the Office of Multi-Cultural Student Services has created a bi-monthly newsletter showcasing events on campus where students can learn about leadership, careers, and diversity. The newsletter is available at a variety of locations throughout campus.

Enrollment Services

- The Financial Aid Office completed a consortium agreement with Wayne County Community College District (WCCCD), and will begin providing financial aid to students for spring 2012. These students are attaining a Ferris Bachelor's degree while taking WCCCD courses.
- The orientation attendance increased from 298 in Spring 2011 to 326 for Spring 2012:

	Spring 2012	Spring 2011
On-Campus	164	150
On-Line	100	118
International	62	30
- The Admissions recruiting staff completed a day session of Yield Bootcamp, This was training to better understand how to yield students who have inquired about Ferris and students who have already been admitted. It focused on how to get the students and families to say yes to Ferris.
- Montcalm Community College invited Shari Chamberlain to come back this year to assist them with College Preparation presentations for students that attend the Montcalm Area Career Center (MACC). The presentations took place at Montcalm Community College. She visited MCC on three separate occasions in October. On each date, there were two presentations with about 85 students in attendance at each session (170 students total on each date).
- Krista Hansen attended a session at a recent Indiana ACAC conference and learned many best practices with admissions for LGBTQ students. Many good items were presented that we can easily and quickly implement in cross-divisional areas.
- Several staff members from Enrollment Services (Sara Dew, Charlotte Tetsworth, John Randle) taped a segment of "Where You Live" with Maranda discussing current issues of Admissions and Financial Aid.
- We are excited in Institutional Research and Testing to announce that Carrie Franklund has accepted the position of SSR3 in the Testing Office and will be starting on January 23rd.

Health & Counseling Centers

- Melissa Sprague and Angela McCane participated in their first ever Dawg Days on the 14th of January. In the future, the PCC and the HC will be teaming up to participate in each Dawg Days event.
- The HC administered five student employee assessments and we are currently looking at those results to determine future objectives. At first glance, the students are reporting positive and relevant work experience and leadership development.
- The HC interviewed potential candidates to fill Dr. Newell's position and David Adams has accepted the position as the new Physician Assistant (PA).
- The HC & PCC had their first "integrated" staff meeting. This is a first for the staffs of both the Counseling Center and Health Center.

University Recreation

- For spring 2012, University Recreation Assistant Director Cindy Vander Sloot initiated a program called E-Fitness (Employee Fitness). This program is designed to enable FSU staff to attend a fitness class from 12:15 PM - 12:45 PM free of charge. She has designed this class to accommodate people during their lunch hour. The class is held on Tuesday and Thursday and there have been 15 participants (all staff of Ferris) in each class during its first week.

University Advancement and Marketing

- The Advancement Officer in the College of Allied Health Sciences will be attending a CASE Development for Deans and Academic Leaders conference with Department Head Greg Zimmerman at the end of February. In addition to the conference, they will arrange visits to solicit corporations for support of the molecular diagnostics laboratory.
- The Periodontal Study Club for Dental Hygienists, INC., of West Bloomfield, Mich. has made a donation (an increase from past years) for program improvements or student scholarships.
- Terry Stewart, Ferris Foundation Board Director, and Carla Miller, Associate Vice President for Advancement, attended the Associated Governing Boards (AGB) Foundation Forum in California.
- LeBlond Foundation of Makino established an annual scholarship for the Manufacturing Tooling program.
- Geodetic Designs established an annual scholarship for the Surveying program.
- The FSU Alumni Association has begun advertising for applications for the Legacy Scholarship. Each year, the Association awards 15-20 scholarships valued at \$1,000-\$2,000. Applications are available online, at the Alumni Relations and Financial Aid Offices and will be accepted through May 2.
- The Student Alumni Gold Club will be interviewing new member candidates with the anticipation of welcoming up to 20 new students into the organization this semester.
- Alumni Relations and Advancement Operations staff assisted the Office of the President with hosting their annual Holiday Party on Thursday, December 8. The annual gathering was attended by 128 alumni, donors and community leaders.
- The OmniUpdate content management system (CMS) that drives the Ferris website now includes 129 users across campus and at statewide locations. The users, organized into 92 groups of webpage editors, are managed by the web content team in University Advancement and Marketing. Each month, the UAM web team offers "Lunch and Learn" training and Q & A sessions open to all users of the CMS.

- The 2012 Festival of the Arts website was published by UAM staff and includes a day-by-day listing of events and links for the month-long celebration of the arts. The Festival website has more than 70 daily listings highlighting the featured artists. The site can be accessed at <http://www.ferris.edu/festival>. The creation of a Facebook page for Festival of the Arts serves as an additional channel of communications for FOTA participants and contributors. Event attendees can share reviews and images from events, and coordinators and contributors generate interest in their events and provide additional content. The page can be viewed at www.facebook.com/brfota.
- The web content team is collaborating with the College of Allied Health Sciences to create an on-line advising website that will be used by almost 900 pre-students every semester.
- UAM Social Media team members have developed new Facebook landing pages for Ferris through the Omni Update content management system, which will allow for quick and easy updating from any location that has an Internet connection. Go to <http://www.facebook.com/#!/FerrisState> and click on “Welcome” in the left-hand column to see the current page, which is intended to get more first-time visitors to the Ferris Facebook page to “like” it. The landing pages will feature general information about Ferris and showcase major events taking place on campus.
- The Marketing team is creating compelling ads for the Big Rapids *Pioneer* that are being featured prominently on the bottom of the front page through the end of March. The ads are intended to establish the University's brand campaign within the local community and to share relevant messages with our community partners.
- Ferris State University continues to focus and strengthen its brand identity statewide and online with high impact advertising intended to create awareness of the differentiating and impactful quality of the University among important audiences, who play a pivotal role in shaping positive public opinion and support for the University. A new Ferris television spot is airing through the end of March on television stations in the Grand Rapids, Traverse City-Cadillac and Lansing markets during the morning and evening news and prime time, and on Comcast and Charter cable on the History, Discovery, ESPN, ESPN2, Fox News and TBS channels. Ferris ads also are featured online on Yahoo, Google, ReachMarketing, WSJ.com, Barrons.com and Marketwatch.com. Other marketing initiatives include billboards placed throughout Grand Rapids, Lansing, Traverse City and Midland, a wrapped bus that is on The Rapids' downtown Grand Rapids route and select print advertising in business and minority publications in Grand Rapids. The brand campaign, targeted to adult business leaders and key influencers, complements the collaborative work between University Advancement and Marketing, Admissions and other departments to create print, multi-media and online marketing materials intended for prospective students and their parents.