

FERRIS STATE UNIVERSITY

Good News Items

November 2012

Academic Affairs

College of Business

- The Printing and Graphics Scholarship Foundation (PGSF) recently awarded 11 Ferris Graphic Media Management students over \$24,800 in scholarship money. Ferris consistently ranks amongst the top 5 schools for total dollars given and the number of students receiving scholarships from PGSF. These students competed nationally for over \$125,000 given away annually to students across the USA: Aubree Berg, Lynette DeGeorge, Melissa DiVietri, John Ensink, Jacob Hamlin, Dusti Manning, Rachel Reber, Ariel Star, Karlie Slabaugh, Sarah Spradlin, and Angela Vanderwall all received money for the 2012-2013 academic year.
- The Ann Arbor Graphic Arts Memorial Foundation (A2GAMF) recently awarded 18 Ferris Graphic Media Management students over \$45,000 in scholarship money. Ferris is consistently the top school for total dollars given and the number of students receiving scholarships from A2GAMF. These students competed statewide for over \$100,000 given away annually to students primarily in Michigan: Jennifer Blaesingame, John Bohnett, Lynette DeGeorge, Mary-Kateri Eisenhut, John Ensink, Jessica Frank, Jacob Hamlin, Dirk Matthyse, Lindsey Meachum, Karlie Slabaugh, Whitney Smith, Sarah Spradlin, Ariel Star, Matthew VandenHeuvel, Angela VanerWall, Dontrell Williams, Tina Yahr, Zachary Youmans, all received \$2,500 for the 2012-2013 academic year.
- Marketing Week: The Marketing Department Day of Discovery October 17 Recruiting Event had nearly 100 secondary students visit campus to learn about marketing programs from over 30 Michigan schools. Program faculty and majors engaged our guests with interactive presentations on the AIMC, BDA, GMAN, GRDE, MKTG, and PREL programs.
- Dr. Matt Wagenheim from the Hospitality program was invited by the Faculty Center for Teaching and Learning to give a presentation for the Assessment in Action series titled, "Learning Outcomes as a Continuous Improvement Tool: A Program Review Perspective."
- The Ferris Club Tennis Team received the sportsmanship award tied with the University of Charleston at the USTA Tennis on Campus Fall Invitational at Hilton Head, SC. The award was voted on by the other teams in the competition.
- An article titled "Bad Times Let the Good Times Roll: How to Negotiate Advancement in a Troubled Economic Environment" written by Dr. Suzanne C. de Janasz and Dr. Beverly J. DeMarr, initially published in June by the International Institute for Management Development (IMD) in Lausanne, Switzerland, has been reprinted by NA24 in Norway, The Straights Times in Singapore, and on the website of Businessworld magazine in India.

College of Education & Human Services

- The College of Education & Human Services is collaborating with the College of Engineering Technology on the possible restoration of the Little River Schoolhouse in Mecosta County.
- Criminal Justice, in conjunction with EIO Northern Region, held an Open House at Northwestern Michigan College (NMC) in Traverse City, Michigan, on October 17, 2012, to kick off the offering of their program at NMC. The Open House was well attended by future students and current faculty. The Criminal Justice program will offer the first course at NMC

in January 2013. Offering this program in Traverse City expands the Criminal Justice program to eleven different satellite locations.

- Mischelle Stone presented on "Studentship" at the Lilly North Conference in Traverse City on September 19-22, 2012.
- Dr. Hikaru Murata attended the National Association for Sports & Physical Education Conference in Las Vegas, Nevada, on October 2-5, 2012.
- Dr. Leonard Johnson was honored at the Student Affairs Faculty and Staff Appreciation Luncheon.
- Dr. Christine Conley-Sowels attended the Lilly North Conference in Traverse City on September 19-22, 2012.
- Dr. Mike Ennis provided a free in-service for CTE Instructors at the Clair-Gladwin CTE Professional Day Development Program.
- The School of Education received notification from the State of Michigan that the Autism Spectrum Disorder program received conditional endorsement.
- The Art Education Program at Kendall worked closely with the Grand Rapids Art Museum (GRAM) and the Grand Rapids Public Schools on a third grade art and literacy program called Language Artists: Creature Connections. The program received a second \$10,000 award from the National Endowment of the Arts grant and matching funds from local donors to continue and expand programming at the fourth grade level.
- Junior students in the School of Digital Media, under the direction of DAGD Instructor Marty Lier, are working on a new game engine for a company with its corporate office in Spain. Students are building a game from scratch, including the programming work that will be delivered when the new game engine ships in January.
- The students enrolled in the Remote Production class had their broadcasts of sporting events picked up by a variety of distribution outlets, including internet streaming through the athletics site and Ferris Cable.
- This year, the games are also being televised across Michigan by Comcast Cable Channel 900. Ferris Hockey games vs. Fairbanks were uplinked by satellite live to Alaska.
- Three more students officially contracted with FSU ROTC bringing us to 24 contracted cadets that are collecting the monthly stipend.
- Two FSU cadets met the rigorous physical challenges to be selected and compete alongside CMU cadets in the regional "Ranger" challenge at Fort Knox, Kentucky.

College of Engineering Technology

- Matt Rousch, from WWJ Newsradio 950, returned to Ferris for his annual Great Lakes Innovation and Technology Report (GLITR) Tour on October 16th. He enjoyed a tour of the welding and plastics labs, an interview with Dean J.K. Yates, an update on Ferris's progress in mechatronics, and the opportunity to meet with students on the Human Powered Vehicle team. Matt's article on the experience can be found here: <http://detroit.cbslocal.com/2012/10/16/tech-tour-day-six-ferris-tech-fantastic/>
- On October 25th, nearly 200 people celebrated the induction of six new members to the Michigan Construction Hall of Fame: Lawrence D. Clark, Richard J. Cramer Sr., Brothers Arthur J., James O., and Ralph J. Fisher, and Karl O. Schelling. Selection of the members is based on nominees' technical, managerial, and leadership achievements within construction and related industries, as well as service to the profession and community. Inductees are selected by a committee of professionals representing Associated Builders and Contractors, Associated General Contractors of Michigan, the Construction Association of Michigan, the

Michigan Association of Home Builders, the Michigan Infrastructure and Transportation Association, and Ferris State University's Construction Technology and Management programs.

- Congratulations to Dan Wanink, the winner this year's CET Chili Cook Off, with his "CAD-O-Strophic" chili. He was awarded with tastiest chili honors by the judging panel of Shelly Armstrong, Carol Betts, Jim Crank, Kevin Defever, Tim Haist, Todd Purcell, and Scott Roman. Dan also took top honors in the People's Choice category.
- Mechanical Engineering Technology and Energy Systems Engineering students earned a first place finish in the Homecoming parade float contest with their "Dawg Party Convention" float.
- Four teams of Construction Technology and Management students traveled to Downers Grove, Illinois, to attend the Associated Schools of Construction Regional 3 Conference and Student Competition, held October 17th - 20th. The teams did well in the competition with one team recording a third place finish. Students were accompanied by faculty members Suzanne Miller, Dan Pratt, John Schmidt, and Lee Templin.
- Construction Technology and Management Faculty John Schmidt represented Ferris State University at the West Michigan Design & Construction Expo 2012, held on October 25th, at the DeltaPlex Arena in Grand Rapids. The Expo is sponsored by the Builders Exchange of Michigan and the Grand Rapids Chapter of the Construction Specification Institute.

FLITE

- FLITE is part of group of 9 public university libraries in Michigan investigating how to practice shared stewardship of low-use print books across the state. Dean Scott Garrison is among a group of co-presenters sharing information about this groundbreaking project at the 32nd Annual Charleston Conference on Issues in Book and Serial Acquisition.

Michigan College of Optometry

- 4th year MCO student Danielle Smith received the Essilor Private Practice Student Travel Fellowship for the American Academy of Optometry meeting that was held in October. This grant partially funded her expenses to attend the well-recognized national meeting.
- On October 2nd the MCO 3rd year class participated in the first portion of the STAPLE program. This is a national program sponsored by Alcon, B+L, and Vistakon. In the workshop each group of students was able to fit 3-4 pairs of toric contact lenses on real patients. The program organizer informed MCO that it is always one of the easiest sites in the country because it is well organized (thanks Rhonda Atteberry and Dr. Andrea Sewell), and students are better prepared having already had experience with the lenses in the University Eye Center clinic. Additionally, each of the sponsors had sales reps on hand to help out, with Alcon also sending their Director of Professional Relations in charge of academic development and B+L sending their Academic Relations Director. MCO was able to show off how clinically strong it is to these executives. Thanks to the doctors who helped out, Drs. Paula McDowell, Allison Jenerou, Amy Dinardo, Andrea Sewell, Shawn Andrus and Josh Lotoczky.
- University Eye Center wanted to share the GREAT NEWS that the UEC total production of revenue hit a new milestone for September with over \$100K worth of services and glasses provided to our patients! It's the first time to EVER be in the 6 digit range for a month. Frame sales were also phenomenal. Thanks to each and every one of the fine staff, doctors, and students on a tremendous job.

- Dr. David Durkee, Assistant Dean of Clinical Education and University Eye Center staff members Rhonda Atteberry and Tracy Dard attended the Project Connect Health Fair at the Mecosta Osceola Intermediate School District (MOISD) on October 3. There were networking opportunities with several district health departments, one nursing home, the pharmacy program, and several preschool entities. Approximately 200 people attended and were informed about the vision programs at MCO. Most of the attendees were under-served residents of the area, and time was spent on educating them about proper eye care and vision screenings were given. Dr. Durkee made the front page of the Pioneer for this event.
- The MCO Alumni and Friends Reception at the Lansing Center was a big success. There was a record turnout at around 90 attendees who seemed very engaged and happy to reconnect with MCO and former classmates and friends. Thanks to Marsha McDaniels for helping to organize the event, Dr. Bruce Morgan for his speech and positive presence for MCO, and Jeremy Mishler for driving down to represent FSU and helping out. There were also multiple donations for student scholarships collected at the event.
- *A Vision Realized* is the history of Ferris' Michigan College of Optometry, a story of the college's founding, growing pains and the professional innovations it blazed during a journey from its "temporary" home to its new state-of-the-art facilities. Emeriti Dr. Jim Saladin and Dr. Bob Carter penned this history of MCO. For more information, please click on the link: <http://www.ferris.edu/HTMLS/colleges/michopt/mcobook/>
- University Eye Center and the Ice Mountain Water Plant in Stanwood collaborated to offer their employees the opportunity for new safety glasses. Thanks to the Ice Mountain Water Plant Safety Manager Steve LaBarge and University Eye Center's Tracy Dard and Lisa Roach for putting this collaboration together.
- Dr. Jim Miller presented 2 hours of continuing education to optometrists at the annual Michigan Optometric Association Fall Educational in Lansing on October 10. The first hour was titled *Optometric Ethics Review and Update* and the second hour was *Emotional Pain Management...Tempering Our Temperaments*.
- Dr. Dean Luplow was the guest lecturer at the Diabetes Support Group on Thursday, October 4. The Diabetes Support Group meets at the Mecosta County Medical Center.
- Dr. Bob Buckingham, MCO Associate Dean, and Dr. Sara Bush, Adjunct Assistant Professor, presented a poster titled "Predictors of Success in Optometry School" on October 23, 2012 at the American Academy of Optometry in Phoenix, AZ. The poster reviewed the ability of Optometry Centralized Application Service (OptomCAS) variables to predict graduation and cumulative GPA of students in the Michigan College of Optometry. In addition, the poster revealed the importance of the Optometry Admissions Test (OAT).
- Dr. David Durkee and Elizabeth Spedoske attended the Royal View Health Fair in Canadian Lakes on October 18. Local residents were able to receive free vision screenings.
- The University Eye Center staff participated in the Benefit/Health Expo at FSU on Thursday, October 25th. Information was handed out to attendees about the vision programs offered at UEC.
- Drs. Sarah Hinkley and Paula McDowell presented a poster titled "Evidence of a Familial Link in Vision Processing Disorders" at the College of Optometrists in Vision Development Annual Meeting (COVD) on October 18, 2012, in Fort Worth, Texas.

- Dr. Jenerou also presented posters titled "Ocular Motor Dysfunction Revealed to be a Result of a Timing Disconnect" and "Pediatric and Binocular Vision Residency at the Michigan College of Optometry" at the COVD annual meeting in Fort Worth, TX .
- Students at the Michigan College of Optometry celebrated World Sight Day on October 18th. This is an annual day of awareness to focus global attention on blindness, visual impairment and rehabilitation of the visually impaired. There was over \$1,000 raised for charity through a bake sale and raffle.
- Dr. Sarah Hinkley hosted members of the Pre Optometry Club from FSU for an introduction to MCO and a building tour on October 23, 2012.
- Dr. Josh Lotoczky, Dr. Paula McDowell, and Dr. Vandana Rajaram received Fellowships of the American Academy of Optometry. The letters "FAAO" (Fellow of the American Academy of Optometry) after a qualified person's name signifies to colleagues and patients that rigorous qualifications for Fellowship have been met.
- Dr. Vandana Rajaram presented a poster titled "Repeatability and Learning Effects of the Developmental Eye Movement (DEM) Test in Young Adults" at the American Academy of Optometry (AAO) meeting in Phoenix, AZ, in October 2012.
- Dr. Jim Miller and alumni optometrists Jill Leisner and Brandon Larson co-authored and presented a poster titled *Academic Integrity in Optometry Students* at the American Academy of Optometry annual meeting in Phoenix, AZ. Dr. Miller co-authored and presented a second poster with alumni optometrists Keri Baker and Laura Schindler titled *Awareness of Optometric Expert Witness Responsibilities in Michigan* at the same meeting.
- Drs. Paula McDowell and Jim Miller co-presented on the topic *Academic Integrity in Colleges of Optometry* at the Association of Schools and Colleges of Optometry Ethics Educators Special Interest Group annual meeting held in conjunction with the American Academy of Optometry meeting in Phoenix, AZ.

Administration and Finance

Athletics

- Ferris State Athletics hosted the popular WBBL radio show "Bakita & Bentley" for a live airing the day prior to the homecoming contest against Hillsdale on Oct. 12 at The Rock on campus. It marked the show's second visit to FSU in the last three years.
- The first two "Mic'd Up Monday's" with the Dawgs are scheduled for Oct. 29 and Nov. 12 at Crankers and Buffalo Wild Wings, respectively. The events will feature a live coaches radio show along with a chance to meet and interact with Bulldogs coaches and staff.
- The Ferris State Hockey team hoisted three new banners commemorating last year's historic season prior to the home opener on Oct. 19 at the Ewingleben Ice Arena. In addition, players were awarded their championship rings in a special ceremony on the ice following the game.
- The Bulldog football team has defeated three nationally-ranked opponents in the nation's top 30 over the last four weeks and owns a current 6-3 overall record. FSU is within a game of the GLIAC North Division lead with two games left in the regular-season despite facing the nation's toughest schedule according to the computerized rankings.
- Both the Ferris State men's golf and women's cross country teams earned runner-up honors in their respective conference postseason championships.
- The Ferris State women's soccer team has qualified for the GLIAC Tournament for the third consecutive season, which marks the first time the Bulldogs have done so in school history.

- The Bulldog men's and women's cross country, volleyball and hockey teams are all ranked nationally. In addition, the women's basketball squad is listed 17th in at least one Division II national preseason poll.
- The Ferris Sports Update television show now has increased distribution via Xfinity Channel 900 on Comcast, which is available to subscribers in many parts of Michigan including the metro Detroit and Grand Rapids markets. The show airs across Northern Michigan on Fox 32 in addition to also being offered by Ferris Television and other social and multimedia avenues.

Housing

- The Office of Housing and Residence Life donated 54 beds w/springs; 20 dressers; 48 mattresses; and 4 wardrobes out of Masselink Hall to the LakotGa Indian Reservation in South Dakota. Many of these beds will go to kids that currently don't have a bed. The Pioneer was on hand to cover this story. Special thanks to Gary Wendlowsky, Coach Annese, Coach Corpe and his football players in assisting with loading the truck.

HR

- As of the fall enrollment, there are 859 employees/spouses that participated in at least one of the requirements of the Wellness Program to receive the incentives (i.e. the Health Assessment and Biometric Screenings). 686 participants completed both the required Health Assessment and Biometric Screenings.

IT

- IT Services has updated the wireless equipment in FLITE to latest campus standard.

Diversity and Inclusion

- On November 15, 2012, Harvard scholar Henry Louis Gates, Jr. will come to the Jim Crow Museum to host a segment of the PBS show, *The African Americans: Many Rivers to Cross*.

Governmental Relations and General Counsel

- After ten negotiation sessions and diligent efforts by both parties, the University and the POLC I and POLC II unions reached tentative agreement on October 9, 2012, for a five-year contract through June 30, 2017. The new agreement was ratified by the unions on October 11, 2012, and by the University's Board of Trustees on October 15, 2012.
- Staff Attorney Kenneth Plas and Director of Equal Opportunity Matthew Olovson attended the Workshop - Minors on Campus hosted by the Michigan University Self-Insurance Corporation on October 17, 2012.
- On October 23, 2012, Vice President and General Counsel Miles Postema made a presentation to the College of Allied Health Professionals regarding the Freedom of Information Act (FOIA). Approximately 60 faculty and staff attended the college meeting.
- On October 25 and 26, 2012, Director of Equal Opportunity Matthew Olovson attended a policy conference hosted by the University of Michigan regarding Campus Sexual Assault: Problems and Progress. This conference was well attended by public university personnel.
- On October 27, 2012, Vice President and General Counsel Miles Postema made a presentation to students in the Doctorate in Community College Leadership program. This presentation was made to approximately 30 students in the Leveraging Human Resources class held in Grand Rapids.

Kendall College of Art & Design

- David Rosen, president of Kendall College of Art and Design of Ferris State University, announced the college has made a significant, long-term commitment to ArtPrize, including exclusive sponsorship of the ArtPrize Juried Grand Prize for the next five years.
- Additionally, the college will commit to being an ArtPrize Exhibition Center and Premier Leadership Sponsor through 2017. Rosen made the announcement during the 2012 ArtPrize Awards ceremony, just prior to presenting the Juried Grand Prize.
- Kendall College of Art and Design of Ferris State University Furniture Design graduates brought both pride and recognition to the college and their industry at the American Society of Furniture Designers (ASFD) 17th annual Pinnacle Awards, presented Friday, October 19, in High Point, NC.
- Seven alumni, representing both industry veterans and recent graduates, were nominated in six of 16 categories, and five pieces won awards.
- Taylor West ('05) captured the Youth Furniture category with his Abby Collection for Hooker Furniture. Denis Kissane, ASFD, ('00) was a member of Stanley Furniture's winning design teams in three categories. David Vanderbloemen, who also attended Kendall, won in the Leather Upholstery category. Four other Kendall alumni were nominated for Pinnacle Awards: Derek Taylor ('08), Troy Hollis ('02), Thomas McDaniel ('91), and D. Scott Coley ('92).
- Kendall senior Illustration major Kirbi Fagan landed the cover of "Creative Outlook Magazine" with her painting, "Air Boss." Each year, the nationally circulated publication features the art of top high school and college students from across the country.
- Recent Graphic Design grad [Yana Carstens](#) has two projects published in CMYK magazine's "#53 Top New Creatives" issue. Her work can be found in the article, "100 New Creatives to Watch" and the pieces shown include business cards and Web design for technology provider RogueRed.
- Senior and Furniture Design major Liz Moore is the recipient of the WithIt 2012 Jena & Stephen Hall Scholarship for students in home furnishings fields. This is the second year that Moore has received a scholarship from the association. Her award was \$2,500 to defray the cost of tuition.
- Diane Zeeuw, Professor of Painting and Graduate Art Theory as well as Chair of the Painting program, participated in a conference that was part of the Mediations Biennale hosted in Poznan, Poland, September 14-16. She presented her paper "*Meta-pictures of Mental Illness: An Aporia of Visualization.*" Zeeuw's paper was also accepted for publication in the *International Journal Of The Image*.

Student Affairs

Birkam Health Center

- On November 19, the health records will be totally electronic.
- Will be implementing an interpreter program to assist in addressing health care disparities- writing a diversity mini grant and the Office of Multicultural Student Services agreed to help fund.

Enrollment Services

- Our *Group Visits* in Admissions have continued to be popular. Since July 1st, we have brought in 46 groups with a total of 2,354 prospective students. The brisk pace continues until the end of the year as we have 20 groups scheduled up to the end of December for an additional

- 1,100 prospective students visiting the University.
- The November 10 *Dawg Days* is full with over 350 participants signed up to attend.
- We are in the process of scripting and preparing a Virtual Tour to further enhance the experience for prospective students and their parents who may not be able to come to our campus physically or for those who want to see what we have to offer before their scheduled visit. We are partnering with a company called YouVisit.
- We have processed 3746 electronic transcripts since July 1, 2012 compared to 2257 last year in the same time frame.
- The Office of Institutional Research recently searched and hired a new Coordinator of Enrollment Technical Services and are excited to announce that Jerome Forbes will be joining us. Jerome will be starting the office on November 20, 2012.
- The Office of Institutional Research the reporting requirements for the Fall portion of the IPEDS (Federal Reporting) reports and the Fall reporting requirements for MCCNet (State Community College) Reporting are now complete.
- All colleges are implementing the online graduation application into their processes for future terms. This includes the DCCL program that will be graduating their first cohort in Spring 2013 and Kendall College of Art and Design.
- Changes implemented to make priority registration work more effectively were successful for its first University-wide use starting with Spring 2013 registration.
- Financial Aid Office has added a link to their website entitled Public Service Loan Forgiveness. Students and current Ferris employees who have borrowed federal student loans may be eligible to have some of their loan debt forgiven. Congress created the Public Service Loan Forgiveness Program to encourage individuals to enter and continue to work in public service jobs. More information can be found at <http://www.ferris.edu/admissions/financialaid/PublicServiceLoanForgiveness.htm>

Student Leadership & Activities/Career Services

- A successful Professional Career and Leadership Conference was held on 10/27/12 in Rankin Student Center. Students learned how to network, benefits of engaging in small talk, financial management, Co-curricular transcripts and more! Rachel (Ramsey) Cruze was the 5 Star keynote speaker bringing her father's (Dave Ramsey) money management concepts to college-age students.
- October brought a very successful Career Week with 140 employers on campus and over 1,000 students taking part in a variety of ways.
- October also brought a very successful Homecoming week. Our student homecoming committee did a fabulous job getting students involved in showing their school spirit. Revived this year was more community involvement by offering spirit sponsorships to local businesses that decorated their windows for homecoming.

Student Life

Ferris Youth Initiative

- We are excited to welcome Janette Ward as our Coordinator of Independent Living. Janette will be working full time with FYI participants and mentors to help retain our foster youth students and work with them to develop the skills necessary to be a successful community member.
- Ferris will be the host location for the regional Fostering Success Michigan meeting on Thursday, November 8th.

University Advancement and Marketing

- Rich Piippo, multimedia coordinator, produced the video presentations for the annual Michigan Construction Hall of Fame banquet held Oct. 25 at the Granger Center for Construction and HVACR. Six new members were inducted in the MCHOF and each was profiled in a video feature.
- Dr. Gary Rodabaugh made in-kind gifts to the Biology department that included a soil sampling kit and a high-flow vacuum pump for student laboratory use and field work.
- The Student Alumni Gold Club had more than 200 students participate in its 4th annual Rake n' Run on Sunday, Oct. 21. During this random act of kindness, the students raked 112 houses and one school within city limits.
- Stephanie Leonardos, president and CEO of Amerikam, Inc.; Karl Linebaugh, north region president for Chemical Bank; and Michael Bigford, president and CEO of Utility Supply and Construction Company (USC), have been appointed as directors of The Ferris Foundation Board.
- The Friends of the Michigan State Fair established an endowment to provide scholarships for students at Kendall College of Art and Design.
- Jon Taylor made an estate gift to the football program.
- Several naming opportunities for locker room projects have been purchased for men's basketball, football and volleyball.
- Great Lakes Flooring made an in-kind gift to install new carpet in the football locker room.
- This year's statewide marketing campaign (October through June) focuses on the core message of preparing in-demand professionals with on-demand capabilities who can hit the ground running and make an immediate impact on Michigan's economy. Billboard and print ads feature varying messages, including "Knowledge is Power. Know-how is Powerful" ; "Supplying the in-Demand Since 1884"; "Tell Your Employee of the Year Their Alma Mater Says Hi"; "Where Some of the Most Influential Were Influenced"; You're Ahead of the Person Behind You. Stay There"; "Brain Power for Michigan's Economic Engine"; and "A Degree Should Do More Than Look Good on Paper." The campaign reinforces the University's mission of preparing students for successful careers through a career-oriented, broad-based education that uniquely meshes theory with practice. The campaign is targeted to key business leaders, policy makers, opinion leaders and other influencers, with the intended outcomes of communicating Ferris' value to the state and its citizens; shaping positive public opinion about the University by focusing on its differentiating characteristics; and encouraging public engagement and private gift development. The ads are an evolution of previous years' campaigns and have a bold, yet simplistic design emphasizing Ferris' official colors. In addition to billboards in Grand Rapids, Muskegon, Lansing and Traverse City, the campaign features two :15 second commercials that will air on cable and commercial stations in major Michigan markets; targeted print ads in *Grand Rapids Magazine*, *Grand Rapids Business Journal*, *Solace Magazine*, *Grand Rapids Chamber News*, *LaVox Magazine*, *Grand Rapids Times* and *Crain's Detroit Business*; and behavioral targeted Internet advertising. Other tactics include floor graphics at the Grand Rapids' VanAndel arena and billboard bikes that appeared during two weekends during ArtPrize in Grand Rapids.
- The Ferris Alumni Association and the FSU Gridiron Club hosted alumni, students and Gridiron Club supporters at the "Sink The Lakers" tailgater on Saturday, Oct. 6 at Grand Valley State University.

- Homecoming 2012 was a great success highlighted by:
 - More than 100 community businesses, community members, University departments, individual faculty and staff, alumni groups and student organizations supported the Homecoming committee during activities held throughout the week. Everyone involved will be publicly thanked in an upcoming edition of *The Torch*.
 - There was exceptional student participation throughout the weekly events, including more than 900 students attending the Lip Sync Contest; nearly 200 students participating in the Kickball Tournament; more than 500 students, alumni and community members attending the Bonfire; and more than 1,000 students attending the Comedy Central College Tour show at Williams Auditorium.
 - Ferris Criminal Justice Professor Terry Nerbonne and his wife, Mrs. Andrea Nerbonne ('85), were recognized as Homecoming Grand Marshals.
 - There were more than 60 entries in the parade.
 - The Ferris Alumni Association post-game reception was a success, hosting more than 200 alumni and their families for one last meal at Rankin Center Westview Dining.
 - The Sigma Phi Epsilon fraternity held its 50th Anniversary reunion and welcomed more than 200 alumni back to Ferris.
 - The Delta Tau Epsilon/Lambda Chi Alpha "Old Dudes" held a reunion with 80 alumni returning to Ferris.
 - The TDMP class that produced the Ferris In Focus video series did a great job producing a video re-cap of Homecoming that was featured on the University and Alumni Association homepages and social media outlets.