

FERRIS STATE UNIVERSITY

Good News Items

October 2012

Academic Affairs

- Four members of Cohort One of the Doctorate in Community College Leadership were nominated by faculty members and administrators in the program for the K. Patricia Cross Future Leaders award offered through the Association of Colleges and Universities (AAC&U). This award recognizes current doctoral students who show promise as leaders for the future. Nominated were Naomi DeWinter, North Central Michigan College; Jan Karazim, Kellogg Community College; Kim Klein, Delta College; and Joe Vitanza, Southwestern Michigan College. Eight national awards are made, and we will know in December whether any of the Ferris nominees will be selected.

College of Education & Human Services

- Dean Michelle Johnston and Donald Green, Vice President of Extended and International Operations, visited Central Collegiate High School, which is a member institution of the Educational Achievement Authority (Detroit), where they met Ferris alumni and discussed partnerships.
- Garett Bloodworth, who interned with the Jackson County Sheriff's Department, has been nominated to receive an award for his heroism. He and the deputy with whom he was working pulled a man out of a burning car after responding to a traffic crash.
- Dr. Virginia Hines was elected to serve on the Michigan Education Association's Instruction and Professional Development Commission for two consecutive three-year terms during the Spring 2012 Representative Assembly. The Commission acts as an advisory and action board to ensure that the students' education and the members working environment are of the highest quality.
- Teams of Television & Digital Media Production (TDMP) students, who are enrolled in Connie Morcom's Instructional Design course, developed video content for several Academic Service Learning (ASL) partners, including the Mecosta-Osceola Intermediate School District (MOISD), the Card Wildlife Museum, Early Childhood Education, and Rhythmic Sky Studios.
- Digital Media Software Engineering students, Joshua Sorensen and Mark Schueler received the "Off-Campus Adult Learner Life Changing Scholarship".
- This semester Television and Digital Media Production students are partnering with the Grand Rapids Symphony (GRS) on the production of six informational and promotional videos. The GRS is distributing these videos through email blasts to the members and donors and via their website.
- Twenty-five ROTC cadets enjoyed a Blackhawk helicopter ride on September 25, 2012 to Fort Custer where they participated in leadership, land navigation, and paintball challenges.
- On September 20, 2012, twenty-one students were officially contracted as FSU ROTC cadets who are eligible to collect the monthly stipends.

Michigan College of Optometry

- On September 22, Dr. Dan Wrubel and MCO hosted the annual Volunteer Optometric Services to Humanity (VOSH) Fall meeting. All SVOSH students were invited and there were

over 40 people in attendance. Discussed and sanctioned were the following Eye Care VOSH Missions for 2013: Peru I with Leader Dr. Heidi Schefferly in January of 2013, Dominica with Leader Dr. Dan Wrubel (MCO) in January of 2013, Mexico with Leader Jill Cole in March of 2013, Honduras with Leader Dr. Bob Foote (MCO) in March/April of 2013, Peru II with Leader Dr. Mark Cook in June of 2013. MCO has 14 Optometry II and Optometry IV Interns going on these Missions.

- University Eye Center/MCO staff participated in three across campus “Welcome Back” activities for students, Founders Day, (August 30), Bulldog Bonanza, (Sept. 12) and the 4 Square scavenger hunt at the University Eye Center (Sept. 13)
- The Optometry Student Government, Captained by third year student Matt Tholl, organized the MCO team for the Mecosta County Relay for Life. The event took place on Sept. 15th and 16th at Hemlock Park in Big Rapids. The team of students and faculty and raised over \$1,000 through fundraising; all proceeds go to the American Cancer Society.
- The Michigan College of Optometry partnered with Art Optical, one of the leading contact lens manufacturers in the country, to host a specialty contact lens workshop for the optometry students. This event allowed the students to experience patients with a variety of conditions and to learn how specialty contact lenses are employed to provide these patients with the best possible vision.
- Dr. Jim Miller gave a collaborative team building presentation to the FSU Softball team on Tuesday, September 25. The content taught was part of MCO curriculum relating to the Doctor-Patient Relationship.
- On September 13, Dr. Shawn Andrus and Trisha Baker from the University Eye Center attended the Baldwin Public Schools open house in Baldwin, MI to promote the eye center’s SPEC program, a school based vision program. Under the direction of Dr. Alison Jenerou, and in conjunction with Baldwin Family Health Care, Dr. Andrus will be providing comprehensive eye examinations this school year to students at Baldwin and White Cloud public schools. The open house was a great success where parents and students were informed of the importance of the program and the effect good vision can have on school performance.
- Michigan College of Optometry was the site for the Michigan Optometric Association Board meeting on Sept. 12th. The MOA board hosted MCO students in a question and answer period after dinner at the Holiday Inn. Special guest speaker, Hillary Hawthorne, from the American Optometric Association, informed the guests what this organization was currently involved in.
- UEC Vision Rehabilitation Service was featured in a very nice article in the Pioneer on Wednesday, Sept. 12th in the Seniors Section. This is great exposure since seniors tend to like reading the local paper (even if they have trouble seeing it)!
- Dr. Sarah Hinkley presented an educational lecture "Low Vision Rehabilitation through the Lens of Primary Care." At the Envision Conference, a national multi-disciplinary conference on low vision rehabilitation in St. Louis, MO, on Sept. 14. This lecture was on starting a low vision rehabilitation practice.
- MCO’s Dr. James Miller and Second Year Optometry Student Anna Baumgartner hosted prospective students and their guests who were interested in the Michigan College of Optometry as part of their Ferris State University Dawg Day visit on Saturday, September 22.

College of Engineering Technology

- Ferris State's Human Powered Vehicle Competition team will host the National-East Competition on campus in April, 2013. Over 30 universities, including internationals, are

expected for the three day event. The event is under the direction of the American Society of Mechanical Engineers. Associate Professor Brian Brady, advisor for the FSU team, is coordinating the event.

- Avid cyclist and Mechanical Engineering Technology senior Alex Vantias from Leroy, Michigan, has accepted an offer to turn pro with the Bissell-Advantage Benefits Group (ABG) Nuvo team from Grand Rapids.
- The Ferris State Formula SAE student-designed and built race car team participated in the Michigan competition this past May. One hundred and twenty universities were represented nationally as well as internationally. The FSU team was held back with engine control problems for the dynamic events; however, the team did its best ever in the static events and has set goals to move up in the standings with a simpler vehicle for 2013.
- Joe Joyce was recently awarded a Society of Petroleum Engineers (SPE) Star Fellowship for the Eastern North American Region of the United States. The SPE Star Fellowship program provides assistance for graduate students pursuing Ph.D.'s in oil, gas, and other petroleum-related fields. He will be honored during the 2012 SPE Annual Technical Conference and Exhibition (ATCE) in San Antonio, Texas.

Extended and International Operations

- Jonathan Coble, Ferris State University Digital Animation student has an entry in Art Prize. Gripping the steering wheel of “Northern Bend,” an interactive simulation created by Ferris State University students that’s on display at ArtPrize, Jonathan Coble explained why video games are every bit as creative as a painting or sculpture. “Art really is in the eye of the beholder,” said Coble, a Ferris student who helped design the game, which simulates a river boat ride through a fictitious Michigan logging town in the early 1900s. “It’s really about immersing someone, separating them from their day-to-day life,” he said. By that definition, “Northern Bend” was a success for Mary Hendon, of Muskegon. The game is on display at Spectrum Theater at Grand Rapids Community College.
Please follow the link below for more information:
http://www.mlive.com/artprize/index.ssf/2012/09/do_video_games_belong_in_artprize_ferris_state_university_students_say_yes.html#comments
- Deborah Thalner and Spencer Tower presented at the Lilly North Conference in Traverse City, earlier this month (September). The presentation topic was Resistance to Teaching Online.
- Starting October 1, Ferris will be hosting twelve faculty from the Changsha Social Work College in China for a 12-week professional development and exchange program. Changsha Social Work College prepares students for a variety of careers in government organizations and institutions. The program is an outgrowth of Extended and International Operations efforts to expand collaboration and partnerships with foreign institutions. During the 12-week program, the faculty will spend their mornings in the classroom, engaged in faculty- or staff-led presentations and discussions focused on specific topics. During the afternoons, the participants will engage in independent research assisted by Ferris faculty. A number of faculty and staff members have already signed up to lead the morning sessions and/or serve as research mentors.

FLITE

- Fran Rosen and Kristy Motz will be co-presenters of a poster at the Michigan Library Association Annual Conference in November. The title of the poster is *Libraries, General Education and the Information Literacy Essential Learning Outcome: Sharing experiences and ideas.*

- Stacy Anderson and Emily Mitchell recently had an article published. Anderson, S. A., & Mitchell, E. R. (2012). Life after TILT: Building an Interactive Information Literacy Tutorial. *Journal of Library & Information Services in Distance Learning*, 6(3-4), 147-158. doi:10.1080/1533290X.2012.705106

Administration and Finance

Athletics

- The Ferris State football team recorded an exciting 20-14 league home win over conference newcomer Walsh on Sept. 22 at Top Taggart Field to improve to 3-1 overall and 2-1 in GLIAC action. Senior linebacker Tayo Moss set a school-record with an 82-yard fumble recovery return in the game to earn GLIAC Defensive Player of the Week recognition.
- The Bulldog volleyball and football teams helped kickoff "Paint Big Rapids Pink" in support of breast cancer awareness during their home contests on Sept. 22.
- Three Ferris State teams are currently ranked among the nation's top 25 teams. The Bulldog women's cross country team was listed eighth in the NCAA-II National Rankings with the men's cross country team ranked 15th. Meanwhile, the volleyball squad is 24th in the current American Volleyball Coaches Association (AVCA) Division II National Rankings.
- Ferris State Athletics has partnered with popular West Michigan sports radio station WBBL 107.3 FM in Grand Rapids for "Ferris State Friday's". The segment airs each Friday morning at 7:30 a.m. (ET) and features a live interview with a Bulldog coach, ticket giveaway and more.
- FSU Athletics and local flagship station Sunny 97.3 FM have expanded the "Bulldog Sports Update". A new segment airs each morning at 7:30 a.m. (ET) on the station and features different content daily, including recorded pieces and live studio guests. It offers coverage of all 15 varsity athletics programs at various times.

Auxiliary Enterprises

Housing

- "Respect by Me", a new community program in the residence halls launched this semester, encourages students to live amongst each other with civility.
- Total fall housing occupancy on September 24, 2012 was at 97% of programmed capacity.

Dining

- 89% of our voluntary housing residents that are not required to have a meal plan did select a meal plan.

Finance

- The University audit is completed, has been presented to the Board Finance Committee, and has been posted on the web.
- Purchasing, Accounting and Investments have worked over the last few months to introduce more vendors to receiving purchase orders electronically and being paid electronically. We now have 50% of our vendors being paid electronically.
- Chris Weber, Manager of Risk Management and Insurance is presenting along with Rich Perry from Marsh Risk Management at the URMIA (University Risk Management and Insurance Assn.) annual conference, a session on academic lab safety.

HR

- The Wellness Committee has been working on activities to offer educational wellness information. On Monday, September 24th, HealthyU presented Page Love, MS, RD, CSSD, LD, and CSCS. Ms. Love is a leading nutrition expert and discussed nutritional topics during various times throughout the day.

- The annual Benefits and Health Expo will be held at the Rankin Center on Thursday, October 25, 2012 and will include a variety of wellness related offerings. Please continue to watch for future announcements for additional HealthyU activities being offered throughout the year.

ITS

- Computer technicians have been redeployed in or near academic buildings throughout the main campus. IT help is not very far away no matter where you work on campus.
- IT Security Analyst, Jim Furstenberg, successfully completed his CISSP exam (Certified Information Systems Security Professional). This is a very difficult exam that took months of preparation.
- IT Services held their 7th annual Back to School BBQ Bash, which is a special event for new and returning IT student employees to meet other student workers and staff in IT.

Physical Plant

- With the help of IT, launched a new web page for the University Center renovation project. It can be found at: <http://www.ferris.edu/UCRenovation/>

Public Safety

- The Ferris Department of Public Safety hosted the fall MACLEA (Michigan Association of Campus Law Enforcement Administrators) meeting on Friday, September 14, 2012. Thirty agency heads from various Michigan colleges and universities assembled to discuss matters of mutual concern and to review each others' best practices in several topical areas including open carry of firearms on campuses, distracted driving and walking, and active shooter response and campus community education.

Governmental Relations and General Counsel

- In collaboration with FCTL and the Diversity and Inclusion Office, the division co-sponsored a webinar entitled Academic Freedom and Free Speech: What You Need to Know. The webinar discussed the current state of the law and legal definitions and limitations regarding academic freedom and free speech. Kenneth Plas was available to answer questions following the webinar.
- The division is pleased to announce the successful completion of the search for the Director of Equal Opportunity/Staff Attorney. Matthew J. Olovson began his employment on October 1, 2012.
- After 12 negotiation sessions and diligent efforts by both parties, the University and the AFSCME union reached tentative agreement on September 25, 2012, for a five-year contract through June 30, 2017. The new agreement must still be ratified by the AFSCME membership and approved by the University's Board of Trustees.

Kendall College of Art & Design

- "Disabilities and Sexuality" by Kendall Photography major, Robert Coombs made it on the ArtPrize Juror's Short List. It is among five ArtPrize entries vying for Best Two-Dimensional Work. This is the second recognition for Coombs, who won the \$1,000 Social Action Award for his series of digital photographs displayed at Fountain Street Church.
- Three artists from the Kendall ArtPrize exhibit have been chosen in the top picks among jurors and the public. "Mr. Weekend" by Mike Simi was chosen in two categories: Best Three-Dimensional Work and Best Time-Based and Performance Work.

- “Whole” by Hillerbrand + Magsamen of Houston, Tex., was chosen for the category Time-Based and Performance Work.
- Gabriel Dawe’s “Plexus 18” was ranked among the Top 25 pieces named by the public.
- “Mr. Weekend,” “Whole,” and “Plexus 18” are among the 13 pieces exhibited in Kendall College of Art and Design’s Historic Federal Building Gallery.
- Congratulations to Kendall students who participated in the National Kitchen and Bath Association of West Michigan’s Student Design Competition. Taking first place was Mallarie Hiaeshutter, and Laura Fussman received third place. The People’s Choice award was given to Elizabeth Wesley.
- Furniture Design major Jacob Blok is a finalist in Atlanta, GA’s annual International Woodworking Fair’s 2012 *Design Emphasis Award* competition.
- In 2011, his junior year, Blok was a recipient of the Celia Moh Scholarship, which is presented to outstanding Furniture Design students for the remaining years of their college experience. In addition, the American Society of Furniture Designers named Blok the third place winner of the *Student Design Challenge 2011*.
- Adjunct Professor Susan Mulder will be presenting at the regional Self Employment in the Arts (SEA) conference, to be held this November in Chicago. Mulder will participate in panels addressing getting started as a self-employed artist and alternative employment options for creatives.
- All four Kendall student pieces submitted to the “Student Art in the Legislature” initiative were accepted into the show. Congratulations to Alyssa Parsons, Liu Liu Xu, Devon Daugherty and Josmarie Ojeda.
- The program, managed by the Presidents Council State Universities of Michigan, involves Michigan’s fifteen public universities. Student pieces are framed and hung in the Anderson House Office Building in Lansing, MI.
- The MJSA (Manufacturing Jewelers & Silversmiths of America) Education Foundation recently awarded a scholarship to Senior Alexander Walker of Reed City, Michigan, who is completing a BFA in metals and jewelry design.
- Digital Media major Tyler Wayner’s design for his Med Mile MINI was selected to be the MINI Cooper “art car” entered into Grand Rapids’ ArtPrize competition. Wayner’s design was also displayed at the Michigan International Auto Show where it was the people’s choice winner.

Student Affairs

Enrollment Services

- We hosted our first Dawg Day of the season on Saturday, September 22nd. We rolled out a new format consisting of a conference style format. Students were able to build their own schedule for the day, choosing four options, consisting of meeting with the colleges, admissions presentation, financial aid presentation, student panel, lunch and tour. The new format was well received by families and the colleges.
- Promoting the Publics was held on Friday, September 21st at Michigan State. There were over 500 High School counselors in attendance. There was much interest in Ferris and what we are doing and our presentation was well attended.
- We welcomed Lindsey Cuddeback as the new Coordinator of Communication and Social Media. She brings with her many years of Social Media experience having worked for large companies in New York and Boston.

- On September 26th, Ferris signed a Reverse Transfer agreement with Montcalm Community College. Kristen Salomonson, Mitzi Day, and DeeDee Stakley will be presenting at the MIAIR Conference. They will be discussing the Reverse Transfer Process.

University Recreation

Intramural Sports

- We currently have 49 Flag Football teams and 40 Softball teams competing in our intramural leagues.
- We had 8 (2 person) teams compete in our first Intramural Golf Scramble on Sunday September 23, 2012.
- We had 5 teams play in the Pre-season Flag Football Tournament.
- The total intramural participation for the Fall 2012 semester (as of 9/28/12): 102 teams and 957 total participants (744 males and 213 females).
- Intramural Sports introduced an online registration system this fall and it has been received with rave reviews!
- Intramural Sports created a "Bunker" point system for the Sororities at Ferris State and we are proud to say that we have 3 sorority flag football teams competing this fall. We are sure their participation numbers will rise as the semester progresses.
- Intramural Sports also has a competitive women's flag football team that plays in a men's league. They played their first game against their male opponents and narrowly lost 20-13. Their male opponents complimented the females on their level of play and knowledge of the sport. These females are eager to test their talents at upcoming extramural tournaments in Iowa and Illinois in the month of November.

Aquatics

- University Recreation welcomes new Aquatics Coordinator Andrew Defever.
- The Learn-to-Swim program currently has 43 students enrolled in swim lessons. The lessons are taught by Ferris students from a variety of majors.

Fitness & Wellness

- The Power Lunch fitness class, offered to faculty and staff at no charge, has grown from 16 to 20 participants.
- The Student Recreation Center is open 7 days per week for the Fall 2012 semester.

University Advancement and Marketing

- Since the beginning of the fall semester, Photographic Services has shot 193 gigabytes of pictures, representing more than 20,000 images at 82 events.
- Rich Piippo, Multi-Media Specialist in University Advancement and Marketing, is in the process of completing three major projects for upcoming banquets and the Ferris website.
- The Michigan Construction Hall of Fame's multi-media presentation is in production and will include personal photos received from the inductees. A voiceover describing the accomplishments and backgrounds of the six new inductees has been recorded and is being edited. The McHoF banquet, celebrating its 10th year, will be held Oct. 25, 2012.
- The 14th annual Ferris Foundation for Excellence Benefit will be hosted by the JW Marriot in Grand Rapids on Nov. 2, 2012. The videos for the benefit are currently in production. UAM is working with Steve Cox of Media Production to produce a studio recording of the speakers in a controlled setting as well as location shoots of background footage for each of the videos. To date, sponsors for the annual Ferris Foundation for Excellence Benefit include Wolverine Power, Barnes and Noble, Dell, Coca-Cola, Charter Business, Jean K. Elder and Associates,

Dr. Robert Ewigleben, Mary and John Garvelink, Warner, Norcross & Judd, Christman Company, Linkfield and Cross Agency Inc., and Mercantile Bank.

- In a new initiative, Rich Piippo is working with UAM colleagues Jeremy Mishler and Ted Halm to produce a series of Alumni Success Story videos. These "Bulldog Bio" stories are currently in the editing stage and will feature personal interviews and photos for each of the subjects. The alumni "Bulldog Bios" will be featured later this semester on the Ferris website.
- The Planned Giving program has launched the first in a yearly series of email messages focusing on various estate and gift planning techniques and motivations. The first message is being sent Thursday, Sept. 27, 2012 to 3,678 alumni and friends of Ferris. The recipients are alumni who graduated in 1975 or earlier, and alumni and friends, including Emeriti born in 1952 or earlier. Additionally, the Planned Giving website has been enhanced and is much more user friendly.
- The College of Pharmacy Task Force has grown to 20 members and will meet for the second time during Homecoming weekend, Oct. 12. Primary focus for this meeting is building the committee's passion, and identifying and developing strategies around leadership gift candidates and potential partners.
- The steering committee for the Hockey campaign "Bulldog Hockey: Be a Playmaker" meeting is scheduled for Oct. 19, during the Hockey alumni weekend. Committee members are Chris Bowers, Gary Cousino, Rick Duffett, Dr. Bob Ewigleben, Chris Kunitz, Dick Redmond, Zach Redmond and Sueann Walz. The committee will discuss prospects and strategies that align with the mission to raise funds to maintain a nationally-ranked coaching staff and team, allowing for additional operational support as the team prepares to move to the Western Collegiate Hockey Association, resulting in increased travel and other expenses.
- The Student Alumni Gold Club, with support from the Ferris Alumni Association, raised more than \$1,500 with their annual "Cover the Seal" fundraiser on Thursday, Sept. 13. Club members asked for donations of change from students, faculty and staff who walked through the Campus Quad. For a minimum donation of \$2, the first 500 patrons received limited edition "Bulldog Nation" t-shirts, courtesy of the Alumni Association. All proceeds were donated to the Helen DeVos Children's Hospital in Grand Rapids, in honor of the several club members who have been diagnosed with life-changing illnesses and were impacted by the hospital's work and research.
- The Ferris Alumni Association Board hosted a luncheon to honor the 2012 Legacy Scholarship recipients and their families on Saturday, Sept. 15. More than 80 people attended the luncheon, including 19 of the 23 scholarship recipients. President Eisler assisted association president Mark Alley in presenting recognition certificates to the students. Several of the students and their Ferris alumni parents or grandparents were interviewed for upcoming features in *Ferris Magazine*.
- Curt McAllister, a member of the Ferris Alumni Association Board and Midwest public relations manager for Toyota announced at the association board meeting on Saturday, Sept. 15, that Toyota will make a \$5,000 donation annually to help bolster the Alumni Association Legacy Scholarship Endowment, on behalf of all of the Ferris alumni working for Toyota.
- Since its launch at the end of May 2012, more than 700 alumni and friends have downloaded the Ferris Alumni Association "Crib Sheet" Application for their mobile devices or computers. Alumni and friends are able to stay engaged with university and Alumni Association news, find out about and register for events and activities, connect with our social media sites and connect to our online donation site. Staff will begin to use other features of the application,

such as push notifications and other connecting services, to further engage users with Ferris-specific interests.

- Dr. Terry and Mrs. Andrea Nerbonne have accepted the honor of being the 2012 Homecoming Grand Marshals. Terry is a veteran Criminal Justice faculty member and serves as an athletic advisory member for Ferris Athletics. Andrea, a Ferris alumna, recently retired as Michigan State Police lieutenant and post-commander and is now serving as director of Public Safety for the City of Big Rapids. The Nerbonnes' leadership in public service and their generous support of Ferris and the Big Rapids community complement our "Brutus for President" Homecoming theme in an exceptionally positive way.
- The Marketing and Communications Creative Team worked with Kantor Wassink to coordinate university message boards to be displayed in downtown Grand Rapids during ArtPrize. The message boards, similar to giant sandwich boards, were attached to bicycles which people rode around the downtown area near Kendall College of Art and Design, the Federal Building and the Grand Rapids Art Museum, among other sites. The boards featured the most recent installment of the university's brand campaign, which faculty, staff and students will soon see on highway billboards, in journal and publication ads, and on TV commercial spots.
- The Marketing and Communications Team is working to brand an upcoming fundraising campaign to support Bulldog Hockey. The team created a tagline for the campaign – Bulldog Hockey: Be a Playmaker – and also is designing a graphic element that will be used as supporting art in print materials.
- The Social Media team has added four new members. Joining the team are Greg Wellman (College of Pharmacy), Paul Willard (Administration and Finance) and Lindsey Cuddeback (Admissions). Our new student representative is Samantha Bankey, a senior majoring in Public Relations. Other members of the Social Media Team include Sandy Gholston, Mary Kay MacIver, Betsy Musolf and Shelly Armstrong (University Advancement and Marketing); Michelle Balliet (Human Resources); Rob Bentley (Athletics); Amber Balmer (Student Leadership and Activities); Jennifer Hegenauer (Extended and International Operations); and Todd Stanislav (Faculty Center for Teaching and Learning).
- In collaboration with representatives from Admissions, Alumni Relations, Athletics, Career Services, Extended and International Operations, and Student Leadership and Activities, News Services hosted Ferris' first social media festival from Sept. 10-15. SocialFest 2012 was designed to encourage positive and responsible use of social media platforms and to expose students to people and services available to them at Ferris.
 - On Tuesday, September 11, alumnus Luke Wyckoff was featured as the keynote speaker and kickoff event for Ferris Social Fest 2012. More than 350 students, faculty, staff and community members attended Williams Auditorium for Wyckoff's presentation, which was entitled, "Social Media - Doggone Important for Your Future" and featured a discussion on the pros and cons of social media for individuals, campus and the business community. The 5-Star event was part of the university's Social Fest 2012, which began Sept. 10 with five days of free activities designed to engage new and continuing students through social media. The festival, organized by Ferris' Social Media Team, featured a YouTube Film Festival, Foursquare Scavenger Hunt, Facebook caption contest, and other opportunities for participation and prizes.

- In addition to those standalone events, SocialFest collaborated with Student Leadership and Activities and held events in conjunction with the annual Bulldog Bonanza event and the home opener for the Bulldog football team.
- A News Services press release was used as the basis for an MLive.com story on ArtPrize. Students, faculty and alumni of the Digital Animation and Game Design program collaborated on a multi-screen simulation of a 1900s Lake Michigan steamer. “Northern Bend,” was on display at Grand Rapids Community College’s Spectrum Theater during the fall international art exhibition and competition. This is one of several higher education stories that MLive.com and the Grand Rapids Press have picked up from News Services press releases this month.

The original press release can be found here:

<http://www.ferris.edu/HTMLS/news/archive/2012/september/dagd.htm>

The MLive.com story can be found here:

http://www.mlive.com/artprize/index.ssf/2012/09/do_video_games_belong_in_artprize_ferris_state_university_students_say_yes.html.