

FERRIS STATE UNIVERSITY

Good News Items

September 2012

Academic Affairs

- The DCCL Program hosted a new cohort of 28 students in June 2012. Faculty included Dr. Cameron Koch, President of North Central Michigan College; Dr. Dick Shaink, President of Mott Community College; Dr. Roberta Teahen, Ferris; Dr. Noreen Thomas, former Executive Vice President of Edison College; Dr. Gary Wheeler, President of Glen Oaks College; Reports from the summer experience are very favorable for that cohort as well as Cohort Two that was on campus for their Quantitative Research class taught by Dr. Darby Hiller from Northwestern Michigan College. Cohort One met in conjunction with the Michigan Community College Association Meeting in Traverse City in July with instructors Dr. Don Burns, President Emeritus, Montcalm Community College, and Dr. Noreen Thomas. Reviews of this week where students engaged actively with presidents, board members, and many guest speakers were excellent. Special receptions for the students were hosted by Dr. Tim Nelson, President of Northwestern Michigan College, and Robbie Teahen.
- Clifton Franklund has agreed to serve as the assessment coordinator for the University. Assessment is vitally important to assuring the enhanced learning of students, and Dr. Franklund is already planning many improvements. See our assessment blog here: <http://assessmentinaction.wordpress.com/> We look forward to a productive year.
- We are pleased to welcome Maureen (Mo) McGonegal to the Office of Academic Research in Academic Affairs as our new Academic Research Specialist.

College of Education & Human Services

- Representatives of the College of Education and Human Services have been meeting school officials and business representatives in Muskegon, Oxford, Suttons Bay, and Detroit regarding outreach opportunities.
- A student from the Law Enforcement Academy (LEA) collected over \$1,300 for the Special Olympics and Torch Run. The Torch Run is a fund raising event for Special Olympics in which LEA students participate every year.
- Mischelle Stone wrote a proposal, entitled *The Patriot Express*, to accelerate time to graduation for veterans who are in the School of Criminal Justice.
- In the School of Education, Jim Powell is exploring two new opportunities for teacher candidates: English as a second language and online endorsements. Powell also met with Michigan Department of Education staff recently to discuss ways to improve School of Education programs.
- The Digital Animation and Games Design majors created an interactive simulation called Northern Bend for ArtPrize in Grand Rapids. This interactive game lets people take the helm of the 1900's era lumber ship 'Flying Bulldog' as it navigates down a Michigan river past the town of 'Northern Bend' and into Lake Michigan. It will be displayed at the GRCC Spectrum Theater during ArtPrize hours. After ArtPrize, 'Northern Bend' will be on display at the Grand Rapids Public Museum for a year in the Great Lakes Shipwreck display that will run concurrently with the Titanic Exhibit.

- Television and Digital Media Production students in Connie Morcom's Instructional Design class produced several Academic Service Learning (ASL) projects for local agencies last spring, including a training DVD for a Region 6 Alternate Care Site Full Scale Exercise based on a release of a biological agent within the State of Michigan. The videos were used for the entire Region 6 Homeland Security Planning Board partners in May to demonstrate important preparation for activating and assisting staffing for a disaster.
- For the fourth consecutive year, Television and Digital Media Production senior students will produce programming that airs on Fox 32 at 10:30 p.m. on Thursday nights. Ferris Sports Update began broadcast for the Fall semester on Thursday, September 6, 2012 and will continue through May 2013.
- The Instructional Design students in Connie Morcom's class are collaborating on a project with Dr. Bonnie Wright, Associate Professor in the Sociology Department of Social Sciences, through a Ferris Foundation Grant. Students enrolled in Dr. Wright's Qualitative Research Methods will be "sociological actors."
- Ferris ROTC cadets had a great summer with two receiving overall excellence ratings at their summer evaluation. Two cadets were selected for Cultural Understanding and Language Proficiency (CULP) trips: 1) Jewel Colon went to Cambodia for three weeks and integrated with Cambodian armed forces, and 2) Ethan Watkins spent three weeks in China. Joshua Wolletz was selected for and attended the Alaska phase of Northern Mountain Warfare.

College of Business

- Professor Lianne Briggs, Hospitality Management, earned her Doctor of Philosophy in Educational Leadership (Ph.D.) from Western Michigan University, Kalamazoo, MI in July, 2012.
- The Dietary & Food Service Management, AAS, will become the first approved program in Michigan preparing students to take the Certified Dietary Manager (CDM) exam. Hospitality Management submitted a lengthy application for accreditation review to the Association of Nutrition & Foodservice Professionals (ANFP) in August, 2012.
- Hospitality Management continues to offer courses at the Kent County Technical Center (KCTC) in Grand Rapids, MI. Courses offered are both direct credit and concurrent enrollment which articulate with both Northwestern Michigan College's Great Lakes Culinary Institute and the Grand Rapids Community College's Secchia Institute for Culinary Education. Enrollment continues to grow, doubling this fall over the previous one.

Michigan College of Optometry

- Michigan College of Optometry faculty, staff and interns donated their expertise and services to perform vision screenings and examinations on 150 migrant children in the Traverse City area. While working in conjunction with the Northwest Michigan Migrant Program, Traverse City optometry part-time faculty members Dr. Paul Kropf and Dr. Robert Foote supervised vision services provided by optometry interns in their fourth professional year. Vision screenings and exams were performed July 10 at Elk Rapids and Suttons Bay elementary schools by Dr. Shawn Andrus, Dr. Allison Jenerou, and interns: Lindsay Reder, Jessica Hartwig, Monika Dembinska, Chelsea Richards, Josh Smith-Hanen, and Julie Powel. This screening was coordinated by Dr. Mark Swan.
- Dr. Sarah Hinkley represented MCO as an appointed member of the American Optometric Association's Health Promotion Committee at Optometry's Meeting in Chicago.
- Dr. Sarah Hinkley was appointed MCO's Alumni Coordinator. She will work to build alumni communications and membership in the online community in this role.

- Dr. Sarah Hinkley accepted an invitation to become an item writer for the National Board of Examiners in Optometry Part I Basic Science examination.
- The NBEO *Certificate of Commendation* recognizes the achiever of the highest score on the March 2012 Part I ABS Examination at each optometry school or college. The recipient for this award at Michigan College of Optometry was Jesse W. Rossow.
- Dr. Mark Swan was interviewed by CMU radio in August on the topic of Computer Vision Syndrome.
- Drs. Kiersten Coon and Mark Swan were quoted in GR Press article about “Back-to-school tips for Students’ vision include daydreaming, playing outdoors.” The link is listed below: http://www.mlive.com/living/grand-rapids/index.ssf/2012/08/tips_to_help_students_vision_i.html
- At Optometry's Meeting in June, MCO was recognized as being the top school contributor to AOA-PAC (American Optometric Association) in membership and donations per student. We may be a small school, but we have proven ourselves to be leaders in the optometric community.
- The MCO in-house Cornea and Contact Lens residency and our Residency in Primary Eye Care housed at Henry Ford OptimEyes have been accredited and are in compliance with all of the ACOE standards for residencies. Congratulations to Drs. Morgan, Lotoczky, and Finlay and all who assisted in this process.
- At the Michigan Opticians Association convention for the last several years, Tracy Dard (University Eye Center/MCO staff) has taught an ABO (American Board of Opticianry) exam prep review. This course is roughly two full eight hours days of lecture/contact with candidates whom are planning on taking the ABO national competency exam. Thomas Hicks (former FSC grad) who sits on the ABO national board sent an e-mail to MCO which proudly states that Michigan had the HIGHEST PASS RATE IN THE COUNTRY!!!! Congratulations to Tracy Dard on a job well done.
- Welcome to Drs. Brian and Paula McDowell and Dr. Allison Jenerou to the MCO faculty family.
- Welcome to Dr. Josh Lotoczky to the position of Chief of Cornea and Contact Lens services.
- Welcome Dr. David Durkee to the MCO family. Dr. Durkee is the Assistant Dean of Clinical Education.
- Welcome Dr. Bruce Morgan to the position of Interim Dean of MCO. Dr. Cron retired August 23 and we wish him the best in the future.
- University Eye Center installed the Electronic Health Record (E. H. R.) system this summer. Health care communities have adopted EHR technology to provide a better system for integrating health care procedures and knowledge. The ultimate goal in using these tools is to reduce the burden of unnecessary, preventable disease and its associated costs and inefficiencies. Special thanks to Lisa Roach, Dr. Josh Lotoczky, and Dr. David Durkee for all their hard work.
- Dr. Amy Dinardo and Dr. Phil Walling were chosen to present a poster at the American Optometric Association Conference in June. It was entitled, "An Atypical Presentation of a Pyogenic Granuloma following a Dacryocystorhinostomy".

Pharmacy

- On September 11th, more than 300 Pharmacy Students as well as their preceptors participated in the Michigan Pharmacists’ Association’s annual Pharmacy Day at the Capitol in Lansing. More than half of those that participated were either Ferris pharmacy students, Ferris alumni,

or Ferris faculty. During the day-long event, more than 100 FSU Pharmacy Students and a dozen pharmacy faculty helped to safely dispose of "579 pounds of unneeded or unwanted medications with an approximate worth (not street value) of more than \$1,000,000," thus preventing the potential for hundreds of poisonings and overdoses. Additionally, the pharmacy students also were instrumental in conducting a health fair which helped screen and educate legislators and their staff about appropriate Blood Pressure, Blood Glucose, and Lipid (cholesterol) control. Screening for Hepatitis C was available while countless influenza vaccines were provided as well. This year's event was considered a tremendous success, not only in attendance and participation, but also in the true impact on improved health as well as safe medication use. MPA's Chief Executive Office Larry Wagenknecht said: "Pharmacy Day at the Capitol and the Medication Disposal Event highlight the roles that pharmacists play in both health care and patient safety." A press release for the event can be accessed at: <http://www.michiganpharmacists.org/news/article.php?x=2982>

College of Engineering Technology

- Ron Olkowski, of Romeo, MI, and Kieron Kohlmann, of Racine, WI have been selected to represent TeamUSA in the WorldSkills International competition in July 2013. The competition, which will be held in Leipzig, Germany, pits students from around the world against one another in vocational trades. Olkowski will compete in computer numerical control (CNC) turning and Kohlmann will compete in Auto Service.
- Four College of Engineering Technology students competed at the 48th National SkillsUSA contest Kansas City, MO. John Bohnett of Saline, MI took home a gold medal in Graphic Communications and Brad Edlund of Iron Mountain, MI took home a silver medal in Architectural Drafting. Marcus VanPoppelon of Bay City was just out of the medal range, earning 4th in Technical Drafting and William Burt of Lowell, MI was a strong competitor in Diesel Equipment Technology. Students were accompanied to the competition by lead advisor Dan Wanink.
- The first annual National Summer Transportation Institute was held at Ferris State University from August 5th to 11th. Seventeen high school students, ages 14-17, packed their bags and headed to the Big Rapids campus for a week of transportation fun. Those interested in applying to the National Summer Transportation Institute for the 2013 season can do so at the following website: <https://adobeformscentral.com/?f=GfaleYq-Xo2Ky7s0Ahq7Gw>
- Ferris' Automotive Management (AMGT) program recently received a \$5000 donation from the Harvey Firestone Foundation. The donation was made in support of the program for the high-quality interns and graduates it has provided over recent years. Firestone made similar donations in 2010 and 2011.
- Brent Newby, the President of Ferris Student Rubber Group, has been awarded quite a few scholarships over the last year from the LA Rubber and Michigan Rubber Groups. He has also won two significant scholarships from the Rubber Division of the American Chemical Society (ACS) -- one for his first place of postal presentation last October in Cleveland during the national technical meeting, and another for the prestigious ACS Scholar title with an award of \$5,000.
- Two students from the Rubber Program and one student from the Polymer Minor will present papers at the Rubber Division's 182nd National Technical meeting and the International Rubber Expo to be held in Cincinnati, from October 9th to 11th.

Administration and Finance

Athletics

- The Ferris State football team is off to a 2-0 start under first-year head coach Tony Annese with both victories coming on the road.
- Three Ferris State teams were ranked nationally in preseason polls. The Bulldog women's cross country team was listed seventh in the NCAA-II Preseason Coaches Poll with the men's cross country team ranked 30th. Meanwhile, the volleyball squad was 14th in the American Volleyball Coaches Association (AVCA) Preseason National Rankings.
- Bulldog Volleyball was picked to win the Great Lakes Intercollegiate Athletic Conference (GLIAC) in the league's preseason coaches poll. FSU posted a 27-4 overall record a year ago and won the program's 10th league title.
- Ferris State hosted the annual Bulldog Volleyball Invitational to open the 2012-13 athletics season over Labor Day Weekend. The event featured nine collegiate teams with 18 matches contested on two different courts over two days. The Bulldog volleyball squad posted a 3-1 mark to start the year in the tournament.
- The Ferris Sports Update television show will return this fall on broadcast television throughout Northern Michigan. The show airs each Thursday night on Fox 32 at 10:30 p.m. (ET) and is also carried at various times throughout the week on Ferris Television and the Grand Rapids Community College local cable access channel. The show is produced by the TDMP program and funded thru a joint effort between FSU Athletics, the College of Education and the admissions office.
- 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.
- Former Ferris State University student-athlete Tina Muir is among the top 30 finalists for the prestigious NCAA Woman of the Year Award, which honors the nation's top female student-athlete based on outstanding achievements in academics, athletics, community service and leadership. She was an 11-time All-American in track/cross country for the Bulldogs.
- Ferris State Athletics launched its redesigned online home in early August as FerrisStateBulldogs.com was unveiled. The new site, which is produced in conjunction with Presto Sports, offers a number of new and innovative features in addition to an interactive look. More than one million unique visits were made to the site in the past year.

Auxiliary Enterprises

Housing

- *Bulldogs In Action* had approximately 80 student volunteers participate in assisting students and their families moving into the Residence Halls on August 24, 2012.
- The number of residents in the Residence Halls is up approximately 24 students compared to this time last year.
- A total of 736 voluntary students elected to reside on campus in our Residence Halls.

Finance

- The Concur travel and expenses system is launched! We have had approximately 300 people go through training. The online training is now available through My FSU.

HR

- Over 500 employees and spouses have enrolled in Ferris State University's Wellness Program, "HealthyU" as of July 1, 2012!
- Initial enrollment numbers have significantly exceeded expectations and we anticipate many more will be participating in the upcoming enrollment opportunities between September 4th and September 20th, 2012, quarterly incentives begin October 1, 2012.
- The Health Assessment is part of the enrollment process, in addition to the Biometric Screenings. The Health Assessment is open from September 4 through September 20. Biometric Screenings are being offered at the Grand Rapids/Kendall campus on September 11 and 12, and are also being offered at the Big Rapids campus on September 18, 19, and 20th in PKK104.
- In addition to offering the Health Assessment and activity tracking through Asset Health, Biometric Screening services from Health Solutions, benefit premium reductions, and discounted membership at the recreational facilities on campus, HealthyU will also provide opportunities for Wellness Program participants to attend informational sessions, *Lunch and Learns*, and discounted or free fitness classes throughout the year.

ITS

- Assisted 1,376 students get connected to the Ferris Network during I-Connect held in IRC over move-in weekend. This is up 14% over last year.
- Combined the Telecommunications and Student Technology Services customers' service areas into the new Technology Store located in Rankin.
- Before the first day of classes, 96% of the classrooms were in check on the technology hardware such as the computer, projector, peripherals, and audio/visual components if equipped. After two full days of classes, of the support calls received related to classrooms, only 5% of those calls were a result of classroom technology hardware that should have been covered in the aforementioned readiness check.
- The transition to the new FerrisConnect Learn System is now complete. The transition consisted of bringing the system on campus, updating to the latest version of the software, training of faculty and staff, and finally integrating with our Banner system. This transition was a huge project and could not have been completed without significant collaboration between Information Technology, faculty, and the Faculty Center!

Governmental Relations and General Counsel

- On August 21, 2012, Vice President and General Counsel Miles Postema made a presentation to the Academic Senate during their summer retreat regarding the Freedom of Information Act (FOIA). Over 30 members of the Academic Senate attended the training/presentation.
- The Governmental Relations and General Counsel office once again hosted the 6th Annual Founders' Day Community Ice Cream Social on August 30th. The event benefited from beautiful weather with our "celebrity servers" serving up 155 gallons of Jones Homemade Ice Cream in less than 3 hours! Raffle prize winners included two students with one winning the iPad and the other the iPod touch along with one community member also winning an iPod touch. We thank all those volunteering their time to serve up the ice cream and welcoming our students, faculty and staff back for a new academic year.

Kendall College of Art & Design

- The restored Historic Federal Building opened for the new academic year with a ribbon cutting on Monday August 27. Present were Kendall President Dr. David Rosen; Dean Max Shangle; Vice President for Administration and Finance Sandra Davison-Wilson; Facilities Director Lee Cobb and representatives of the construction company, Christman Company.
- Kendall College of Art and Design of Ferris State University and Ferris State University are proud sponsors of ArtPrize 2012 and is an Exhibition Center. Thirteen artists will display work in the newly renovated Historic Federal Building and in the Kendall Building on Fountain Street. Kendall will offer educational opportunities for schools visiting ArtPrize and tours of the Historic Federal Building. Voter registration and ArtPrize merchandise will be available at the Kendall Building. **Kendall is in need of 3,000 volunteer hours during ArtPrize 2012**, which runs from Wednesday, September 19 to Sunday, October 7.
- Kendall will also feature the ArtPrize Speaker Series. This year's lineup includes:
 - [John Waters](#): Filmmaker, art collector, icon (September 25, Civic Theater)
 - [Theaster Gates](#): Artist (September 27, Kendall Historic Federal Building)
 - [Jerry Saltz](#): Senior Art Critic for New York Magazine (October 1, Kendall Historic Federal Building)
 - [Alison Gass](#): Curator of Contemporary Art at the Eli and Edyth Broad Art Museum at Michigan State University (October 2, Kendall Historic Federal Building)
 - [Elaine Tin Nyo](#): Artist (October 3, Kendall Historic Federal Building)
- Kendall student Evan Fay has been selected to receive a Celia Moh Scholarship for the upcoming academic year. This extensive scholarship will pay for full tuition, room, board, books, and fees. While at Kendall, Fay has been on the Dean's list for three consecutive years, took first place in a recent watercolor competition and is a member of Phi Theta Kappa honor society.
- Kendall College of Art and Design partnered with the Grand Rapids Art Museum (GRAM) for its educational program [Language Artists: Creature Connections](#). GRAM received a \$10,000 Arts Education in American Communities grant by the National Endowment for the Arts (NEA) for this program. [Language Artists: Creature Connections](#) coordinates school tours of the Grand Rapids Art Museum with teaching and learning in the third grade curriculum.
- West Michigan-based architectural and engineering firm TowerPinkster has donated \$25,000 to Kendall College of Art and Design to create a scholarship fund for low-income interior design students.

Student Affairs

Birkam Health & Counseling Centers:

- Health Center Open House on August 24 was a huge success. More than 250 students toured, learned their blood type, had pizza and received coupons for future services. Many students came with their parents / caregivers. We saw record numbers of patients the first week of school, averaging 57 appointments each day!
- We have a huge display case in FLITE~Birkam Health Center Then & Now, capturing highlights from the good old days as well as current services.
- Birkam Health Center launched its Facebook page in August providing health updates and tips.

- Between the Counseling Center and Health Center, we are proud to not only care for students, but provide them learning and job opportunities. We have 3 graduate level interns, 1 bachelors level intern and 1 medical assistant intern and we have 5 work study employees.

Enrollment Services

- On September 4, Admissions hosted the first annual meet and greet with the Athletic staff and coaches. It was a wonderful event that sent a very good message of collaboration and cooperation to everyone who attended. This helped to lay the groundwork for a good working relationship between the two groups.
- We are up over 10,000 students on main campus for the first time since 1994.
- We have daily visitors on campus twice on Friday's and it is very well received.
- The special Dawg Days of Summer, which was our first Dawg Day event held in the summer months, was a success.
- Travel is starting for the Fall for the Admissions Recruiters and we are all set to go on the road with our new print materials.
- We launched a new video introduction before our daily presentation. We also redesigned the presentation for a new look with the Prezi format.
- After the first fall pay period, Student Employment data shows 90 more students were paid than last year, which is a 41% increase over 2011. We can attribute this to the FSU Work Study not only giving us additional funding but freeing up the Federal Work Study for returning students. We expect the FSU Work Study numbers to go up since it was awarded to freshmen who were not here to work during the first pay period for the most part.
- Financial Aid Advisors have been invited to present on money management at over 20 FSU 100 classes. Topics will include understanding and maximizing financial aid, minimizing loan debt, understanding credit history, and budgeting.
- We hosted "Bring your dog to the Ballpark" at the Whitecaps game again this year. We passed out a fun dog tag to the guests with Ferris' logo on it. It was a huge hit with the crowd. Here is a comment that we received from one of the guests.
 - We really enjoyed Dog Day this year! Our pups are still obsessed with the dog toys that were given away that day! Thanks for the great family day and the lasting fun



University Advancement and Marketing

- Paul Eichenberg, '92 , Global Vice President of Corporate Development and Strategic Planning for Magna International/Magna Powertrain, has been appointed as a member of The Ferris Foundation Board of Directors.
- Linda Burnes has established an estate gift through her trust to fund women's basketball, soccer, softball and volleyball.
- Mike Eruzione will be the keynote speaker at The Ferris Foundation Benefit, which is set for Friday, Nov. 2 at the JW Marriott in downtown Grand Rapids.
- The Melling Family Foundation has provided additional funding to their already established endowment for the Retention and Student Success department.
- Dr. Robert Scharp, a Big Rapids dentist, made a major gift to the Bulldog Athletic Association.
- Great Lakes Flooring made an in-kind gift for the Football locker room.
- Athletics Advancement attended the National Association of Collegiate Directors of Athletics (NACDA) Convention in June.
- Athletics Advancement helped celebrate the 40th anniversary of the volleyball program.
- A 1941 alumna of the College of Pharmacy created a charitable gift annuity, proceeds from which will be used to create a named scholarship.
- Recently, the spouse of a former pharmacy faculty member died. Her bequest is to create a scholarship endowment benefiting pharmacy students.
- In late July, the first Pharmacy Forward Task Force meeting was held in Grand Rapids at 25 Michigan. The next meeting will be held in Big Rapids on October 12.
- Marketing and Communications helped the Admissions office revamp their package of recruitment materials for 2012-13. Please find a sample of this work at <http://www.ferris.edu/HTMLS/administration/advance/communications/index.htm>. The Marketing and Communications Creative Team also began working with the Pioneer newspaper to once again secure advertising space on the bottom of the daily newspaper's front page. Each week through the remainder of 2012, the Creative Team is creating ads to highlight the campus community and its many activities, events and people.
- The Web Team worked with Angie Hollister of the Budget Office to produce the state-mandated "Budget and Performance Transparency Reporting" website, found at <http://www.ferris.edu/president/budget-office/section245.htm> . The site brings Ferris into early compliance with state requirements as outlined in Section 245 of Public Act 201 of 2012. Information available to the state legislature and the general public includes Ferris State's annual operating budget, personnel expenditures, general fund expenditures, collective bargaining agreements, health care benefit plans, audits and financial reports, campus security policies and crime statistics, general fund positions, and a dashboard/report card. Per state requirements, the site is accessible through the Budget and Performance Transparency Reporting icon on the Ferris homepage.
- The Alumni Association hosted more than 150 alumni in three alumni events during its "Summer of Fun" in Chicago, Frankenmuth and Kalamazoo. Alumni and friends of the university were able to network and share stories while taking in the local flavor of the selected venues.
- The Alumni Association hosted its 22nd annual alumni golf outing at The Resorts of Tullymore in Canadian Lakes in May. There were 179 golfers who participated, with 14 hole sponsors.

