

FERRIS STATE UNIVERSITY

Good News Items

March 2013

Academic Affairs

Academic Affairs

- Two Ferris graduate students from Criminal Justice, Mollie Delano, and Business Administration, Amanda Knuth, along with faculty member Anita Fagerman, Associate Provost Roberta Teahen, and new Graduate Office assistant Jessica Lyons, attended the Michigan universities' annual graduate education day in Lansing on Tuesday, February 19. Students and staff met with students and personnel from other Michigan universities and with our Michigan legislative representatives to emphasize the importance of high-quality graduate education to the economic and social prosperity of Michigan. Congressmen Booher and Potvin both spent time with the Ferris group.

College of Education & Human Services

- Michelle Johnston and Jim Powell will be attending the American Association of Colleges for Teacher Education (AACTE) Conference to meet with representatives of the University of Glasgow about a partnership.
- Michelle Johnston also will represent Michigan at the state leaders meetings and reception at AACTE Conference.
- The School of Criminal Justice just passed the first step in offering a Local Corrections Officer Training Certification through the Michigan Sheriff's Association. This training is required of all corrections officers working in county jails for any sheriff's department in Michigan.
- The CJ program also was approved to run a four-week 160-hour training academy for outside agencies. The final step of approval will be through the Sheriff's Associations Training Council when the council meets in March.
- On Friday, February 15, 2013 Maranda of WOODTV (WOTV) Channel 8 featured the gaming industry, including a 10-minute segment on the Digital Animation and Game Design program and the Northern Bend project, which is currently active at the Grand Rapids Public Museum as part of the Shipwreck exhibit.
- Digital Media Software Engineering student, Sam Nutkins, recently started his internship as a Software Engineer with a local tech company, less than two miles from the ATC. His coworkers report that they are very impressed with Sam's work.
- Television and Digital Media Production (TDMP) students produced two Harlem Shake videos that both went viral on the internet. As of Thursday, February 21, 2013 one video had reached 23,764 views while the other was at 17,183. Additionally, TDMP students are producing a new segment this semester titled *Ferris Trolls*. Views of the first two editions of that have topped 5,000 views.
- Mike Ennis and Jim Powell presented on the use of technology in Career and Technical Education classrooms to a packed room at the Michigan Career and Technical Education Conference.

- This year is the fourth consecutive year that SOE students will be visiting the University of Strathclyde, Glasgow, Scotland. The students, who will be working in Glasgow schools, represent the largest group who participated in the partnership to date.
- On Saturday, February 23, 2013 the Alpha Alpha Iota Chapter of Kappa Delta Pi (Education Honor Society) hosted "Around the World" with books at the Big Rapids Community Library. The activities included reading and crafts for all the preschool and elementary students who attended.
- ROTC students and an instructor worked with the FSU Football team, teaching them military-style close combat techniques to improve performance at the line of scrimmage.
- Among the FSU and CMU ROTC cadets, the FSU students will be receiving awards in Detroit because the Junior and Senior level cadets had the highest CGPA.

College of Business

- The Ferris State University CFA (Chartered Financial Analysts) Institute Research challenge team won second place in the 2012-2013 CFA Institute Research Challenge competition sponsored by the CFA Western Michigan Society of Grand Rapids with Len Harrison, CFA, as contact person. The competition was held last Saturday, February 9, 2013 in Western Michigan University. The Ferris team was second after Michigan Tech and University of Toledo placed third. Congratulations to the following team members - **Brian Devries, Corbin Hammond, Jonathan Lampen, Elizabeth Schroeder, Linzy Yerke** (team leader). The team members are students in the Finance program. **Vivian Nazar**, D.B.A., Professor of Finance was the faculty advisor and **Chad Dutcher**, CFA, Portfolio Manager of Norris, Perné and French, LLP from Grand Rapids, served as the CFA industry mentor. The competition provides students the unique experience of investment research evaluating an existing company, forming a recommendation based on research and presenting the information to the public. It also gives them the opportunity to meet the experts in the industry.

Michigan College of Optometry

- Dr. Michael P. Keating, optics professor at the Michigan College of Optometry (MCO) at Ferris State University, has received the Michigan Optometric Association's (MOA) *Jack W. Bennett Optometric Educator of the Year* award and Alana Herron, MCO 4th year optometry student, has received the MOA *Student of the Year* award. The two were presented their awards during the MOA's Winter Seminar at the Kellogg Hotel & Conference Center in East Lansing on Feb. 6.
- Dr. Sarah Hinkley was chosen as a "Champion" in the FSU Strategic Planning efforts led by Provost/VPAA Erickson and Dr. Sandy Balkema. She will be engaged as an active member of the planning team over the next year or so.
- Dr. Sarah Hinkley was selected as an invited reviewer for the American Optometric Association Academic Poster Review Committee for Optometry's Meeting in June 2013.
- MCO is in the process of building an Alumni Advisory Board whose members will serve the college in global planning and as fundraising advocates.
- The University Eye Center hosted another successful frame show on February 21, in which representatives of Nike, BeBe, Nine West, Lacoste, Nautica, Diane von Furstenberg and Calvin Klein brought hundreds of additional frames for the public to choose from, in addition to hundreds of frames already displayed on a regular basis. A special thank you to Tracy Dard and Liz Spedoske for coordinating and to the entire UEC Staff for their dedication during this very exciting event.

- The American Optometric Foundation (AOF) is delighted to announce the Fredric Rosemore Low Vision Educational \$2,000 Grant to Dr. Sarah Hinkley and the Vision Rehabilitation program for its interprofessional collaborative efforts with the Association for the Blind and Visually Impaired in student education and patient care. The Rosemore Low Vision Educational Grants are intended to increase interest and reward excellence in the field of low vision at North American schools and colleges of optometry.
- Jamie Brady was notified by the New Jersey Attorney Generals' office that he has been awarded the contract to author/deliver the licensing examinations for Opticians in the state of New Jersey, which marks five consecutive years. Congratulations.
- Dr. Josh Lotoczky submitted a grant to the Faculty Research Grant Program Committee of Ferris State University. Dr. Lotoczky was notified that he received the grant for \$4,973 for "The Use of Soft Multifocal Contact Lenses to Slow Myopic Progression in Children". Drs P. McDowell, Dinardo, Sewell and Andrus are also involved with the grant.

College of Engineering Technology

- In conjunction with the Festival of the Arts celebration, Dave Murray from CET's department of Welding Technology once again instructed a three week introductory welding workshop for artists. Participants learned proper techniques on how to use processes such as oxyacetylene, gas metal arc and resistance welding, as well as plasma arc cutting. Participants also had the opportunity to make their own simple metal sculptures. Photographs and video of the workshop were taken by Amy Kusmierz as part of documenting FOTA events for her digital art and technology class.
- Nearly 85 sixth through eighth grade "mathletes" participated in the Woodbridge Ferris MATHCOUNTS Competition on Thursday, February 21st. The event was sponsored by the Big Rapids chapter of the Michigan Society of Professional Engineers and Ferris' College of Engineering Technology with support from Admissions. The math-enriched competition was held with the volunteer assistance of 12 CET faculty and staff, 18 CET honor students, Tau Alpha Pi Engineering Technology Honorary members, and students from team projects such as Rube Goldberg, ASME Human Powered Vehicle, and Formula SAE. Moving on to compete at the state event on March 9th in Warren will be the team from McBain Middle School as well as the top individual winner from the morning session, Ryan Draves from Morley-Stanwood Middle School, and the Countdown winner, Eli Nelson from McBain.

Office of Academic Research

- Competition for the Faculty Research Grant was high this year, with the total amount requested far exceeding the yearly allocation. We greatly appreciate the time the [Faculty Research Committee](#) (David M Bennett, Paul Klatt Nicholas Kuiper, Russell Leonard -**Chair**, Christopher J Richmond, and Jerome C Trouba) spent reviewing applications and wrestling with the budget. Please join us in congratulating the 2013 grant recipients:

Tracy Nichols Busch, Ph.D.

Department of Humanities

College of Arts and Sciences

Awarded \$4000 for the project: **Stalin's Roads: Building Socialism in the Soviet Interwar Period.**

Jim Hoerter, Ph.D.

Department of Biological Sciences

College of Arts and Sciences
Awarded \$2,325 for the project: **Planarians as a Model System for Studying the Role of Adult Stem Cells in Cancer.**

Josh T. Lotoczky, O.D., F.A.A.O.
Michigan College of Optometry
Awarded \$4,973 for the project: **The Use of Soft Multifocal Contact Lenses to Slow Myopic Progression in Children.**

Arinze Nkemdirim Okere, Pharm. D.
Department of Pharmacy Practice
College of Pharmacy
Awarded \$10,000 for the project: **The use of alpha lipoic acid for the treatment and prevention of diabetic retinopathy.**

Anne M. Spain, Ph.D.
Department of Biological Sciences
College of Arts and Sciences
Awarded \$7,270 for the project: **Prevalence and Characterization of Tetrathionate-Reducing Bacteria Isolated from Anaerobic Sediments.**

Craig Straley, Pharm. D. and Michael E. Klepser, Pharm. D
Department of Pharmacy Practice
College of Pharmacy
Awarded \$1,659 for the project: **Assessment of general public knowledge and attitudes regarding prevalence, diagnosis, treatment, and prevention of hepatitis A, B, and C.**

M. Beth Zimmer, PhD
Department of Biological Sciences
College of Arts and Sciences
Awarded \$7,500 for the project: **The effect of spinal cord injury on learning and memory: enhancement with exercise.**

Administration and Finance

Athletics

- The Bulldog men's ice hockey team defeated Bowling Green on Feb. 16 in the last-ever CCHA regular-season home contest at the Ewingleben Ice Arena in Big Rapids. The victory came before a sellout crowd of 2,565 fans, which represented the Bulldogs' sixth capacity crowd of the season.
- The final hockey regular-season home game against Bowling Green was played before a live nationwide television broadcast by Fox Sports Detroit. The Bulldogs have won their last three nationally-televised games over Michigan State, Notre Dame and Bowling Green heading into the final regular-season series at Michigan on March 1-2. Both games against the Wolverines will be televised live with one each by CBS Sports Network and Fox Sports Detroit.

- The Ferris State University men's ice hockey team has officially clinched a first-round bye for the upcoming CCHA Postseason Tournament for the fourth-straight year. Over the past four seasons, Ferris State and Miami are the only two CCHA members to receive a first-round playoff bye in each of the four campaigns.
- Ferris State University senior wing Kyle Bonis (Lindsay, Ontario) has been chosen as one of the top 10 finalists for the 2012-13 Senior CLASS Award in collegiate hockey. The award honors men's ice hockey student-athletes who excel both on and off the ice. To be eligible for the award, a student-athlete must be classified as an NCAA Division I senior and have notable achievements in four areas of excellence – community, classroom, character and competition. He is also a nominee for the prestigious Hobey Baker Award which is presented to college hockey's top player each year.
- Both the Bulldog men's and women's basketball teams have also officially clinched berths in the 2013 Great Lakes Intercollegiate Athletic Conference (GLIAC) Tournaments, which begin on March 6 at campus locations.
- Junior Anna Rudd led the Bulldog indoor track and field teams as she claimed two individual event titles at the 2013 GLIAC Indoor Championships in Allendale en route to being tabbed as both the Women's Track Athlete of the Meet along with the regional track athlete of the year. Rudd set two national provisional qualifying marks and broke the meet records in both races.
- The Ferris State men's tennis team is off to a 6-1 start under first-year head coach Chad Berryhill after winning four matches in a five-day span at home. The Bulldogs also claimed wins in their first three conference home contests.
- The Ferris State softball team was chosen to finish fourth overall of 14 schools in the 2013 Great Lakes Intercollegiate Athletic Conference (GLIAC) Preseason Coaches' Poll, which was announced by the league office. Ferris State returns 13 letter winners and plenty of experience from last season's squad that posted a 31-24 overall record during the 2012 campaign and narrowly missed the NCAA Tournament. First-year head coach Marie Foster and the Bulldogs start the season over spring break in Florida.
- The 2013 Ferris State football recruiting class has been recognized as perhaps one of Division II's top recruiting classes in the country. Head coach Tony Annese and his staff has officially announced the addition of 36 players who will join the program in the fall of 2013.
- Ferris State recently appointed Andy McCaslin as its next women's soccer head coach. McCaslin, who served as a volunteer assistant coach for Ferris State during the fall 2012 season, brings a wealth of previous coaching experience to the position and takes over for former head coach Matt Kellogg, who recently accepted the head coaching position at NCAA Division I North Dakota after three years at the helm.

Auxiliary Enterprises

Residential Life

- Many of the Residence Halls organized various fundraising efforts for the local Red Cross to assist our community residents who may have been affected by the recent Mecosta County flood. The fundraising efforts included a Penny Push program and a Pie Your RA program. So far a little over \$200 has been raised. The Bond Hall community has also been collecting basic items (e.g. shampoo, tooth pastes, deodorant, floss, tooth brushes, etc.) for the same cause. Donations will continue to be collected through the end of February.
- Oak View Suites of the East Campus Suites received a recent and much anticipated addition. A front desk is now available and operational which will serve as a central location where all

of East Campus Suites residents can receive USPS, UPS, and FedEx packages, utilize a community printer, and assist in every day interactions or questions that arise.

- Within the past month, Housing and Residence Life and Dining Services held an Early Bird Contracting process in efforts to retain students on campus with the residency requirement changes. The process ran from January 22 - February 1 and yielded approximately 730 contracts from residence halls, apartments and east campus suites. Incentives for signing their Early Bird Contract included a free room and board award, a free gold meal plan and \$500 to the University Bookstore. To culminate the Early Bird process, HRL and Dining Services held "Resident Appreciation Night" in conjunction with Athletics and the Men's Basketball Game vs. Northwood on February 14 in the Wink Arena. We gave away T-shirts to the first 300 on-campus residents and 500 rally towels to anyone who came through the door. Each item was branded with HRL's new "Move On. Live On. Stay On." campaign. Thanks to everyone involved in this process, with special thanks to Jon Coles and Athletics, Angela Palmer, Lisa Ortiz, Diane Johnson, Gary Wendlowsky, Janice Duddles, Lori Helmer and Jim Hessler.

Finance:

- We now accept VISA for online payment of student accounts. Previously VISA did not allow for a convenience fee to be attached to transactions paid with their card, but now they do.
- The Ferris Foundation placed in the top 25% of returns for the past 10 years of all colleges and universities reporting their 10 year results in the 2012 NACUBO-Commonfund Study of Endowments. This is a significant milestone in the management of endowment funds on behalf of Ferris State University. The average 10 year return for the endowment pool was 7.2% which beat the average S&P 500 index return of 5.3%. Contributing to these results are two years where the Ferris Foundation was ranked number 8 in the nation and in the top 2% in the nation.

ITS

- MAP Works project is complete (MAP Works enables faculty and staff to positively impact student success and retention by identifying at-risk students early in the term)
- Completed the Academic Wireless upgrade for Pharmacy and IRC
- The open Applications Database Analyst position was filled. John Burdick started 2/25.

Governmental Relations and General Counsel

- On February 15th, GRGC provided FSU hockey tickets to approximately 90 parents and students from the Grand Rapids Griffin Youth Foundation to attend the FSU hockey game. The participants came to campus on the FSU bus, were given a tour of campus, a financial aid presentation, ate at the Rock and then enjoyed the hockey game! Thank you to Jason Daday and his staff for hosting the group!
- The 24th Annual Friends of Ferris Dinner/auction was held on February 22nd. The event was well attended with many walking away with some awesome auction items!

Kendall College of Art & Design

- Ferris State University's Board of Trustees approved a new Bachelor of Fine Arts in Printmaking for Kendall College of Art and Design on Friday, Feb. 22. David Rosen, president of Kendall, noted the increased popularity of printmaking as an academic program.
- Top 25 ArtPrize artist and Kendall College of Art & Design student Robert Andy Coombs has been invited to participate in the Bodies of Work Festival of Disability Art and Culture in

Chicago, IL by the Reva and David Logan Center for the Arts at the University of Chicago. Robert Coombs ArtPrize entry, *Disabilities and Sexuality* is a series of evocative, black-and-white nude photographs of young men with varying degrees of physical disability.

- The unique advantages of Kendall's Collaborative Design program was recognized by west Michigan business leaders in a February 17, 2013 article in MBiz. Jeff Reuschel, global design director at Haworth Inc., spoke with MiBiz about Kendall's Collaborative Design program.
- Art Education Professor Cindy Todd has won a Prestigious Art Education Award from the National Association of Art Education. She will travel to Ft. Worth, Texas, in March to receive the award during the NAEA national convention. One of Todd's students, Sheri Heffron, nominated her. The award is given annually to recognize outstanding achievement, contributions, and service to the field of art education. All nominees are evaluated for their ability to promote community service activities, cross-curricular activities, member participation in professional development, fundraising for their local chapter, and student presentations at conferences.
- Art Education instructor Kristen Morrison has been tapped to shape State art proficiency standards. The Michigan Department of Education is making plans to improve students' proficiency in the arts. To help create the new standards, the MDE has tapped Kendall College of Art and Design instructor Kristen Morrison. Morrison will be part of the Michigan Arts Education Instruction and Assessment committee. She will help create assessment specifications and prototypes to guide future development of student assessments in the arts.

Student Affairs

Career Services

- The new faculty portal to Bulldog CareerLink was implemented. This allows faculty to monitor their own students, see job postings, and make referrals. Semester goal was to target College of Business faculty by having 30 faculty registered in the new system; 50% of this goal has been completed.
- Career Week, February 4-8th, brought a new record of employers to campus with 175 employers attending at least 1 of 3 career fairs held during the week. In addition, an enhanced partnership with the College of Engineering Technology, with Dan Wanink at the lead, provided a new event for Career Week. Employers were able to ride the Ferris bus to a variety of CET locations and each employer received a tour of the facility and was able to connect with faculty along the way. We had 24 participants and all had positive comments about the opportunity to connect to our University in a more personal way.
- The "Suit Up Challenge" held in February was a huge success with 34 students taking part. Student were required to dress in their best professional attire for an interview, get their picture taken, and create a tagline stating why they should be hired for the job. We had 3 winners that were able to get complete makeovers.

Enrollment Services

- The Fall 2012 Fact Book is now available and can be accessed on the web at <http://www.ferris.edu/HTMLS/Admision/testing/factbook/FactBook2012.pdf>
- Thanks to multiple offices and many folks in them - all of the IPEDS (Integrated Postsecondary Education Data System) Spring Reporting Requirements have been submitted and locked with NCES (National Center for Education Statistics) for reporting year 2012-2013. Previous years data for Ferris and all universities can be accessed on the web through NCES College Navigator at <http://nces.ed.gov/collegenavigator/>

- The Virtual Tour is up and running on the Admissions homepage and has had 815 visitors to date.
- The Honors Invitational had a great turnout and went very well.
- A mid-year review from the Student Affairs Advisors of our cross campus collaboration was very positive.
- Because the Financial Aid Office received institutional work study for the 2012-13 academic year, we have had a 46% increase in the number of students using work study funds. This helps students and the University!
- There is a 16% increase, or 233 students, in the number of TIP Phase I students that the Financial Aid Office has billed for currently compared to last year. There is also a 23% increase, or 66 students, in the number of TIP Phase II students compared to last year.

Student Conduct

- The Office of Student Conduct has partnered with Residence Life and provided \$2,000 for substance free programming on St. Patrick's Day.

Student Leadership & Activities

- The Greek Presidents Council has been implemented with their first meeting being held March 19th. This council will be a work in progress allowing the leaders of each Greek organization to come together to talk about Greek life at Ferris and to create and accomplish goals that will unify and strengthen the Greek life experience at Ferris State University.
- Implemented a new advertising campaign for each 5 Star event taking place in Spring 2013 and beyond. This is a reward to RSO's or academic departments that applied for, and were awarded, 5 Star recognition for their event. The campaign involves providing buttons to wear, yard signs, Facebook ads, and 5 Star logo to use on publications. Our hope is that this will increase participation in 5 Star events.
- Two professional staff members and 1 student Professional Trainee became certified TIPS trainers in February. Student training sessions will be available very soon.

University Advancement and Marketing

- On Friday, February 1, the Ferris Alumni Association welcomed more than 200 alumni and fans for the 5th annual "Tailgate on Ice" prior to the Bulldog hockey game vs. Western Michigan.
- On Thursday, February 28, the Student Alumni Gold Club participated with the national Student Engagement and Philanthropy Day event. This event was coordinated by the Council for the Advancement and Support of Education ASAP (Affiliated Student Advancement Programs). More than 100 universities signed up to help promote student philanthropy awareness. Our students received financial donations from the Ferris Alumni Association, Student Affairs, Student Government and Advancement to sponsor "gift bags." The gift bags consisted of various items such as an FSU blanket, tote bag, caramel apple, stuffed bulldog, caramel corn and more. The students also wrote "thank you" letters to accompany the gift and made deliveries to 43 businesses and individual supporters of Ferris.
- A special annual fund initiative, Ferris Leap Forward, was conducted Feb. 11-28, raising more than \$5,000 in gifts/pledges from alumni. This initiative, targeted approximately 700 alumni who had made an annual fund gift sometime in the past three years, but had not done so this year. Through a special mailing, emails, social media blasts and a two-night phonathon campaign, we encouraged renewal of their previous pledges to Ferris.
- Randy and Nancy Phelps of Ada have made a major gift to support the hockey program.

- President Dave and Patsy Eisler hosted a dinner for hockey prospects in Ann Arbor prior to the Ferris vs. University of Michigan game on March 2.
- The Trevor Slot Scholarship Endowment has been created to provide scholarships for Criminal Justice students.
- An anonymous donor has made a gift to the insurance program endowment in the College of Business.
- Jon and Marge Taylor of Rochester included Ferris State football in their estate plans.
- The General Motors Services Operations Scholarship for Automotive students has been renewed.
- The American Subcontractors Association of Michigan has established a new scholarship for Construction and HVACR students.
- The Web Content team of Ted Halm, Dale Hobart and student assistant Melissa Divietri have collaborated with the Admissions staff to publish a new Admissions website. The new, streamlined site includes quick access to areas where prospective students can visit campus, apply online, chat live with an Admissions representative, learn about financial aid opportunities, and explore the majors and degrees offered at Ferris. The new website also features a virtual tour of the main Ferris campus, a real-time listing of where students can meet a Ferris Admissions representative who is visiting their hometown, and a student life section highlighting campus housing, student organizations, campus safety, entertainment, and campus dining.
- The News Services team published the Winter 2013 edition of the Points of Pride newsletter. This edition's theme focused on Registered Student Organizations on campus, detailing the working relationship between the RSO presidents and their faculty/staff advisors who are committed to helping students be successful in their endeavors outside of the classroom. To view the online version of the newsletter, visit <http://www.ferris.edu/htmls/news/pride/winter13.pdf>
- The News Services/Social Media Team reports that the University's official Facebook page has now reached more than 24,000 likes. Facebook has become an even more critical platform for us to communicate with key constituents such as alumni, faculty, fans, staff, students and others with an affinity for the University. We frequently answer many of the questions posted from prospective and current students and share videos, news and real-time updates of emergency and non-emergency events for our various communities that make up our 24,000-plus fans. The Ferris Facebook page can be viewed here <https://www.facebook.com/FerrisState>
- Ferris' 2012-13 brand campaign and student recruitment materials garnered two gold, one bronze and two merit awards among 3,000 entries in the 28th Annual Educational Advertising Awards competition. Our "total ad campaign," developed in partnership with Kantorwassink advertising agency in Grand Rapids, earned a gold award as did the "outdoor" component of the campaign. A bronze award was given for the trike poster advertising that debuted during ArtPrize last fall and a merit award for campaign print advertisement. Another merit award was presented for all the newly designed major student recruitment materials that were created in-house by Marketing and Communications staff, in partnership with Admissions. Ferris' "word search" print ad, designed by Kantorwassink, also received a silver award in the recent American Advertising Federation (AAF) - West Michigan Addy awards competition.