

FERRIS STATE UNIVERSITY

Good News Items

October 2013

Academic Affairs

College of Arts & Sciences

- Dr. Francis Burns is serving as a reviewer for the ARO Journal, a new scientific publication from Koya University in Kurdistan (Iraq). Dr. Burns previously served as a professor at Koya University during the 2011–2012 academic year.
- As a result of its numerous professional and volunteer activities, the Ferris State student affiliate chapter of the American Chemical Society received the Commendable Recognition Award as well as Green Chemistry chapter recognition from the national ACS (the world's largest scientific organization). Our affiliate is one of a small number of student chapters to be so recognized as a dual award recipient. The annual report was well-received, as noted from the referees' feedback. Many accolades to last year's student members for making this happen.

College of Business

- The Print and Graphics Scholarship Foundation Board of Directors, provided a check totaling **\$33,950.00** for scholarship recipients Angela Vanderwall, Lauren Bearinger, Aubree Berg, JohnBohnett, Tyler Christofferson, Lynette DeGeorge, Melissa DiVietri, John Ensink, Jacob Hamlin, KatiInman, Dusti Manning, Rachel Reber, Ariel Star, Caraline Visui and Heather Wauldron for the 2013-2014 academic years. These bright students were among 200 recipients chosen from over 1,000 applicants and representing 79 schools throughout the United States.
- WorldSkills International (WSI,) a 60 year old organization founded to challenge the best young trades people and skilled workers around the world, decided they would challenge each of the competition areas' organizers to do the best each area could do for the environment. At the conclusion of the 2013 competition in Leipzig Germany, WSI awarded the first ever sustainability award to Ferris State University Professor and Chief Technical Expert of Print Media Technology, Patrick Klarecki.
- Susan K. Jones, Professor of Marketing, spent a month teaching this summer at Ferris State partner school Dankook University, in South Korea. Professor Jones is the fourth Ferris professor to teach at Dankook, with three of the four coming from the College of Business. Professor Jones taught an Advertising and Media class and a class in Services Marketing to undergraduate students from all over the world.
- Dr. Cheolwoo Lee, Associate Professor, published a singly-authored paper titled "Analyst Firm Parent-Subsidiary Relationship and Conflict of Interest: Evidence from IPO Recommendations" in the September issue of the journal " Accounting and Finance" (2013, Volume. 53, No. 3).
- In July 2013, Professor Lianne Briggs completed Train the Trainer Certification in Hotel Industry Analytics (CHIA) offered through the SHARE Center by the American Hotel & Lodging Educational Institute (AH&EI) in partnership with Smith Travel Research (STR). This hotel related certification for university students recognizes evidence of a thorough knowledge of the foundational metrics and definitions that are used by the hotel industry. Student recipients will have demonstrated an ability to analyze various types of hotel industry

data and confirms a comprehensive understanding of bench marking and performance reports.

- Professor Lianne Briggs was chosen to serve on the National Occupational Competency Testing Institute's (NOCTI) test revision team as a Subject Matter Expert for the Commercial Foods exam during summer 2013. Team members were tasked with the review and revision of over 200 written test questions along with performance assessments and competencies.
- During summer 2013, FLITE Library received a donation of over 600 cookbooks from Brian Funston, Club Manager at the Country Club of Jackson, MI. Mr. Funston has been a strong supporter of the Club Management program and student branch of the Club Managers Association of America (CMAA).
- Professor Lianne Briggs was selected to receive the Rich Media Textbook Initiative from the Faculty Center for Teaching & Learning (FCTL) at Ferris. The initiative is a collaborative effort among faculty, FLITE, Media Production and FCTL to develop free-to-students alternatives to the traditional textbooks in an effort to address the rising cost of attending college.
- Ferris Graphic Design students Haley Hawes, Ashley Kasul, Brandon Knap, and Alex Papin took second place in the national Brand X Experience Design Student Competition. They beat out more than 60 other teams from universities across the country and impressed a panel of 40 judges drawn from some of the world's top global brand marketing teams and design industry associations. Created by the number one ranked experience marketing agency, George P. Johnson and industry publications, students were invited to design a mock experiential marketing campaign for Under Armour.

College of Education & Human Services

- Michelle Johnston will be attending the Teacher Education Council of State Colleges and Universities (TECSCU) Fall Conference where she will represent other Michigan Education deans and study about forming partnerships.
- The School of Criminal Justice will celebrate its 40th year as a program during Homecoming by having a float for the parade and a tent during the football game. The celebration will culminate with a banquet at the Holiday Inn where the School will honor its founding fathers and present the inaugural Criminal Justice Alumni Leadership Award.
- In response to a request by the Michigan Sheriffs' Association Training Council, the School of Criminal Justice is in the final stages of designing a local Correction's Officers Training Academy. This proposed academy, which should begin in 2014, is for correction's officers who want to work in county jails.
- The Television and Digital Media Production program provided its first athletics broadcast in High Definition on Saturday, September 14, 2013. Over the summer, the program finalized the purchase and install of a new remote production trailer that updated the former standard definition truck to the current broadcast standard. The new trailer provides an improved lab and equipment, enhancing the learning experience for TDMP students, while benefitting the entire Bulldog nation with the upgraded signal.
- The Digital Animation and Game Design program recently placed two interns with Steelcase Corporation. The students excelled in their roles resulting in this feedback from their Supervisor, Stephen Goetzinger: "You have provided us with two of the best interns we could imagine. They blew the IT staff away with what they have accomplished in the short time they were here."

- TDMP faculty member Glen Okonoski will present as part of the Artist Lecture Series that DeVos place is sponsoring for ArtPrize Artists. Okonoski's entry, "I Never Saw Another Butterfly", was filmed in Prague this summer. Youth Choral Symphony Director Sean Ivory and still photographer Terry Johnston will co-present with Okonoski about the music, the experience, and the ArtPrize submission. The lecture will occur on Friday evening, September 27, 2013 at 5:05 p.m. in DeVos Place Grand Gallery A.
- TDMP students Carissa Hutchinson and Colby Whittman shot and edited the video that played at the start of the Grand Rapids Symphony concerts in DeVos Hall for the opening weekend of the Symphony's 2013-2014 season on September 20 and 21, 2013. TDMP students will partner with the Symphony on the creation of several promotional, educational, and marketing videos over the course of the year.
- Dr. Leonard Johnson is one of twelve educators from around the country helping to initiate one of the first K-12 Massive Online Open Courses (MOOC) in the United States. Leonard will be helping to facilitate discussion about what it means to be a teacher in the 21st Century among Grade 9-12 students, who are interested in becoming teachers, pre-service teachers, and in-service teachers in the K-12 system. The first student in the Early Childhood Child Life Specialist Concentration has been accepted for a practicum in the Child Life Department at Sparrow Hospital in Lansing for the Spring Semester 2014.
- After a successful pilot last summer, the College Awareness and Transition Support for Students with Aspergers program, SOE faculty and Student Success and Retention are planning for an expanded offering for summer 2014. Christine Conley-Sowels will once again manage and direct the program.
- This summer four teacher candidates provided science workshops to three separate groups of high schools students from Baldwin, Morley-Stanwood & Big Rapids who were on campus for the GEAR UP program. An additional two teacher candidates assisted with Big Rapids Summer School, providing content review and tutoring assistance from June 25-August 1, 2013. They volunteered over 60 hours of time, and participating teenagers had a fun time with the teacher candidates who gained some great experience.
- During the 2013-14 academic year, the SOE through the KCP/MHED Grant is collaborating with Kia Hunter to provide volunteer tutors to the three local schools in the GEAR UP program. Twenty-two potential volunteers are waiting for the required CPV (College Positive Volunteer) training so they can begin tutoring by late September or early October at Baldwin, Morley-Stanwood & Big Rapids High School.
- ROTC commissioned five officers between the Spring and Summer graduations.

Michigan College of Optometry

- A Brown Bag Lunch and Learn about Army Optometry and the scholarships available to optometry students was held in MCO on September 12. SSG Kevin J. Ressler, US Army Healthcare Recruiter was here to present information and answer questions.
- Dr. Raghanundan was named to the List of Top 25 STEM professors in Michigan.
- Dr. Rajaram's article titled: "A note on Image Degradation, Disability Glare and Binocular Vision" was published in the Journal of Modern Optics.
- CMU public radio interviewed MCO Associate Professor, Dr. Sarah Hinkley, about the innovative "Students In Need of Eyecare" (SINE) Program that took place September 17. The program was a partnership between Mesick Consolidated Public Schools and MCO where 48 children were identified as in need of eyecare services or glasses and were transported by bus to the University Eye Center for comprehensive examinations and glasses. Many of the

students will be receiving new glasses as a result of the program. The program was subsidized by a Ferris State University Academic Service Learning grant and the Mesick Lions Club. An article about the SINE program was also in the Pioneer newspaper.

- VOSH-held its annual Fall Meeting on Saturday, September 14th at MCO. The Meeting was led by Dr. Bob Foote the President of Volunteer Optometric Services to Humanity and the discussion included the purposed Missions/MCO Interns for 2014.
- On September 21st, MCO participated in the Mecosta County Relay for Life. Third year student Samantha Fordyce was the chair of the event this year, and through her hard work and the efforts of students, faculty, and staff, we were able to raise almost \$1,000 for the American Cancer Society.
- "Dr. Sarah Hinkley presented two lectures at the Envision Conference in Minneapolis, MN. The conference is multi-disciplinary, bringing medical doctors, doctors of optometry, occupational therapists, vision rehabilitation teachers, driving instructors and teachers of the visually impaired together to discuss the interdisciplinary approach to serving patients with vision impairment or blindness."
- MCO and the Vision Research Institute were recognized in "USA Today" with one of the students. Elyse Kleifgen was featured with Dr. Bruce Morgan and Craig Norman for using the Google Glass in Optometry. The article discussed how advances in technology such as this have vast potential for future applications.
- Dr. Phil Walling and Dr. Amy Dinardo published an article the September edition of Review of Optometry entitled, "Put the 'Fun" back in Fundoscopy".
- Dr. Amy Dinardo was invited to present a free paper at the Global Contact Lens Symposium in January 2014. The free paper features her summer research with student Trevor Fosso regarding the "Common Factors of Success in Multifocal Contact Lens Wearers". The research project was made possible by a grant from FSU's Summer Research Fellowship Program.
- On Saturday, September 14, 2013, Dr. Bob Buckingham and Dr. Jim Miller from the Michigan College of Optometry hosted officials from the National Optometric Association (NOA) regarding "Advancing the Visual Health of Minority Populations". Dr. Stephanie Johnson-Brown (NOA President -Elect) from Chicago, IL and Dr. Joyce A. Ramsue-Thompson (NOA Region II Trustee) from Cleveland, OH toured the Michigan College of Optometry as well as discussed how to improve MCO's diversity and minority applicants.

College of Health Professions

- Ferris' dental hygiene program has been awarded a grant for \$332,648 over three years to help the State of Michigan address dental workforce needs in two dental health professional shortage areas (HPSA) - Mecosta and Genesee counties.

Administration and Finance

Athletics

- The Ferris State football, volleyball, women's soccer and tennis teams combined to post an impressive 7-1 overall record the weekend of Sept. 20-22. In addition, the women's golf team won the 18-team University of Indianapolis Fall Invitational the same weekend.
- A pair of Ferris State football players earned National Player of the Week recognition in back-to-back weeks as quarterback Jason Vander Laan was recognized following FSU's home win over Lake Erie (Sept. 14) and defensive end Justin Zimmer claimed the distinction after a road triumph at defending GLIAC Champion Ashland (Sept. 21).

- Ferris State fans traveling near Top Taggart Field on the FSU campus likely are starting to notice a major change as ongoing preparations continue to be made for the installation of the Bulldogs' new Daktronics scoreboard and sound system at the stadium. The new scoreboard, which includes a LED video board, was approved by the Ferris State Board of Trustees in early July and is expected to be in place for the Bulldogs' homecoming matchup against Saginaw Valley State on Oct. 5 at Top Taggart Field.
- Ferris State University will welcome back one of its own as FSU alum and the current head coach of the American Hockey League's (AHL) defending Calder Cup Champions, Jeff Blashill, will return for a special speaking engagement on Wednesday, Oct. 9. Blashill, who directed the Grand Rapids Griffins to the 2013 AHL Championship in his first season at the helm, will be back in Big Rapids for a special presentation organized as part of the Sports Speakers Series by the Sports Leadership Institute at Ferris State.
- Ferris Sports Update, a half-hour television program produced in conjunction between FSU Athletics and the Television & Digital Media Production (TDMP) program, is back on the air for another season. The weekly program is available via broadcast TV on Fox 32, Comcast Xfinity and the Grand Rapids Community College access channel. It is also streamed online and shared via social media.
- Ferris State Athletics announced the continuation of a partnership with popular West Michigan sports leader WBBL and will continue "Ferris State Friday's" this fall. "Ferris State Friday's" will air at approximately 7:30 a.m. (ET) every Friday morning as part of "The Rundown with Doctor & Bentley" morning show on the Grand Rapids based station. The short weekly segment will feature a live interview with a Bulldog guest and the partnership also includes potential ticket giveaways, commercial air time and more.
- Ferris State Athletics will hold a unique "Women In Sports Day" on Oct. 4, which will help encourage youth to be involved in sports. Students and parents have been invited to participate in a variety of fun activities to help foster healthy lifestyles, positive role model and life-long sports. They will have an opportunity to watch the Bulldog softball, soccer and volleyball teams in action as part of the event.
- Recently, the athletics department has served in several partnerships with non-profit organizations including Eagle Village, the Salvation Army, Women's Information Service, Inc. (WISE), and the Big Rapids Public Schools, to help kick off the 2013-14 athletics year.

Auxiliary Enterprises

- Bryan Marquardt, formerly the Associate Director of Dining Services, accepted the position of Director of Housing and Residence Life. He started this new position on September 30. Most people know Bryan from his 27 years at Ferris and from his notably successful work in our food service operations. Lori Helmer is grieving this move, but is glad to have new connections in Housing. Bryan is excited about the position and will hit the ground running.

Human Resources

- Each quarter Asset Health will hold a free onsite wellness seminar that will count towards one healthy activity. On Thursday, September 26 a seminar was held on healthy eating while dining out and fruits and vegetables on the go that 39 faculty and staff attended.

IT

- A couple of weeks ago, Banner was migrated to new hardware and an updated operating system. This has been a two year project with lots of planning in the background, and the migration went well.

Physical Plant

- Energy Conservation:
 - Pickell Hall, Puterbaugh Hall, Henderson Hall, West Commons, and Power Plant received lighting upgrades throughout the buildings. These lighting upgrades include the installation of energy efficient light fixtures, and an improved physical appearance of all lights. These upgrades are estimated to save over \$30,000 in energy cost in the next year.
 - Heavy Equipment Center is currently receiving lighting upgrades throughout the building. The upgrades include the installation of energy efficient T8 fixtures and LED fixtures. The LED fixtures throughout the labs and service bay areas are the first to be installed on campus. These upgrades are estimated to save over \$20,000 in energy cost in the next year, and improve the lighting quality throughout the building.
 - Variable Frequency Drives (VFDs) are being installed on the Air Handling Units at the VFS-Allied Health Building to improve the operational efficiency of these units. The installation of the four VFDs is estimated to save over \$5,000 in energy cost in the next year.
- Water Conservation:
 - Pickell Hall and Henderson Hall received upgrades that will reduce the water usage in these halls. Upgrades included new toilets, showerheads, and aerators for faucets throughout the buildings. The upgrades are estimated to save over \$30,000 in water and sewer costs in the next year.
- Steam/Natural Gas Conservation:
 - A steam trap audit was completed of all high pressure steam lines throughout the utility tunnels on campus. The audit identified 11 failed steam traps. The traps are currently being repaired and are estimated to save over \$35,000 in energy cost in the next year.

Kendall College of Art & Design

- KCAD President David Rosen was a featured presenter at TEDx Macatawa, an independently organized TED event held on September 12.
- From September 13-18, KCAD hosted Resonant 13, a summit that investigated how creative practitioners view, engage, participate and respond to our urban environments and each other with a goal of animating and activating neighborhoods and sites while addressing community issues, assets and opportunities.
- Since the beginning of ArtPrize 2013, the [re]vision Project, a pop-up park designed by a collaborative effort between KCAD faculty, students and a number of area businesses and organizations, has temporarily transformed the section of Pearl St. between the 17 Fountain building and the Woodbridge N. Ferris building into a dynamic green space that facilitates an organic exchange of ideas about sustainability, design thinking, and the relationship between educational institutions and their surrounding communities.
- ArtPrize 2013
 - Craft House, a project run by current KCAD MFA Photography student Amanda Carmer and BFA Photography graduate Hunter Birdwell, was named as one of the top five venues.
 - “Consumed: The American Way” by Lauren Schneider,” by 2013 KCAD graduate Lauren Schneider, “Through the Skies for You” by Kevin Cooley and Phillip Andrew Lewis,

- located at KCAD, and “The Spaces of Sound (Thank You Mr. Cage)” by Megan Heeres, located at UICA, were all named by the Detroit Free Press as standout works.
- “Through the Skies for You” by Kevin Cooley and Phillip Andrew Lewis, located at KCAD, has been named to the juror’s 3D short list.
 - “Trash Mirror” by Daniel Rozin, located at KCAD, is in the top 50.
 - “Natural Phenomena/Synthetic Wonder” by Jessica Joy London, hosted at UICA, is in the top 50.
 - “Will You Still Need Me, Will You Still Feed Me” by Michael Peoples, hosted at UICA, is in the top 100.
 - “Transformation” by Jan Dean, hosted at UICA, is in the top 100.
 - “Lilith” by Bruce Riley, hosted at UICA, is in the top 100.
 - “Rainbow Gathering” by Mark Reigelman, hosted at KCAD, is in the top 100.
 - “Woolhouse” by Annie Bell, hosted at the UICA, is in the top 100.
 - KCAD James Morrissey (Graphic Design, ’11) has been selected to intern at Droga5, an advertising agency in New York City that was named Adweek’s US Agency of the Year in 2012.
 - KCAD Painting student Joshua Risner had his work featured at the Manifest Masterpiece 7 in Cincinnati, and in the Manifest Masterpiece digital catalog, as well as the prominent art website, artsyaday.com.
 - Ron Pleune (Illustration, ’09) opened a fine arts gallery, ARTengage!, in Rockford, MI on October 1. The gallery will feature work by local artists in addition to hosting studio painting classes.

Student Affairs

Birkam Health Center

- The Birkam Health Center collaborated with the College of Pharmacy to provide more than 300 flu shots to faculty and staff on September 24 and September 25. Pharmacy students certified to give injections, under the direct supervision of College of Pharmacy faculty, assisted the Birkam Health Center nurses by administering the flu shots.

Center for Leadership, Activities and Career Services (CLACS)

- Our Student Leadership and Activities Advisory Council has increased to include faculty and staff besides student members. The group held its first meeting this past week and approved one new RSO - Women’s Club Volleyball. This council will also be approving 5 Star events and advising the CLACS office on leadership and activities topics.
- Panhellenic Sorority recruitment was a huge success this year. Our sororities brought in 59 new members which is the most new members since 2002.
- This year we have 10 Premier (donation of \$2500) and 7 Plus (donation of \$1200) employer Partner’s in Success. This is 4 more than last year. This brings to the CLACS office \$33,400 to help support Bulldog CareerLink, workshops with guest presenters, Career Week activities, and more.

Enrollment Services

- The Fall portion of the required IPEDS reports have been submitted and locked . . . early and ahead of the due date.
- The Financial Aid Office has hired two new students as Financial Aid Student Team Mentors (FAST Mentors). FAST mentors will help with the office’s financial awareness outreach to

promote student financial literacy. Students begin their new position on Friday, September 27.

- We are expecting record numbers at the “Promoting the Publics” event that is held every year hosted by the 15 public universities for the High School Counselors. This event is held at the Kellogg Center in East Lansing and over 650 high school counselors have signed up. Ferris will be giving two presentations showcasing what’s new and exciting at Ferris.
- Admissions can soon once again provide lunch, dependent on time & availability, to our group visits.

Office of Multicultural Student Services (OMSS)

- The Office of Multicultural Student Services sponsored a successful “Transitions to Success” event on, Wednesday, September 18, in IRC 120. Important information was shared to a standing room only audience regarding important campus resources and how to transition to becoming a successful college student. Renowned motivational speaker, Eric Thomas was the keynote speaker.
- On Thursday, September 12, OMSS sponsored a successful Mix-It-Up at lunch discussion at Westside Cafe. Mix-It-Up at lunch is part of the national initiative that is designed to encourage students from diverse backgrounds to engage in cross-cultural discussions over lunch. We had over 30 students participate in this nationally sponsored initiative.
- As part of National GEAR UP Week, OMSS sponsored an event Tuesday, September 24, to recognize any and all students that were part of the Gaining Early Awareness and Readiness for Undergraduate Programs (GEAR UP) Initiative, which is a federal and state funded partnership grant designed to create a college going culture for students from low income school districts. We are happy to know that there are currently 86 GEAR UP students enrolled at Ferris as of Fall 2013. This is evidence that GEAR UP does create a college going culture among the students that the program is designed to serve.
- Over 30 students attended OMSS' Teaching Others What Establishes Real Success (T.O.W.E.R.S.) Leadership Development Program kick off event held on Tuesday, September 24. Students were engaged in activities designed to increase student learning and development.

University Recreation - Intramural Sports

- Currently, we have 374 participants on 35 teams signed up to play Intramural Softball during the fall 2013 semester compared to 343 total participants and 28 teams in Fall 2012. Teams still can add participants for another three weeks.
- 428 participants on 49 teams have currently signed up to play Intramural Flag Football during the fall 2013 semester compared to 420 participants and 39 teams for all of Fall 2012. Participants can still be added for another three weeks.

University Advancement and Marketing

- University Advancement is in the process of hiring students to staff the new phone center which will be located on the second floor of Timme Center for Student Services. The student caller will act as a positive and professional fund-raiser and ambassador for Ferris, helping Ferris meet its philanthropic goals and objectives. The phone center is scheduled to begin operations on Oct. 7, 2013.
- With the tremendous help from Ashley Kasul, our Graphic Design intern from the College of Business, we have redesigned and launched our new Graphic Communication Standards web page. Here is the link:

http://ferris.edu/HTMLS/administration/advance/standards/graphic_communications.htm
The new Graphic Standards page makes available the Ferris wordmarks, box flame and Bulldog files. It also helps people understand when and where to use each graphic, as well as when and where it is inappropriate to use them. The page has a section for Ferris Colors, Typography, Written Standards, Stationary, Templates and plenty of helpful links to related partners across campus. In the future we plan to implement an educational program to help our university staff and faculty better understand the importance of using official Ferris imagery and colors to help strengthen our brand, give them the tools to do so and to let them know that we are here to help.

- Billboards for Ferris' brand campaign debuted in early September to coincide with the start of the school year. Primary markets for the billboards include Grand Rapids, Muskegon, Lansing and Traverse City. The messaging focuses on some of Ferris' core strengths, including providing graduates with hands-on skills that allow them to be productive employees from the first day of employment; offering students access to a variety of educational opportunities; driving innovation by developing academic programs for future in-demand careers; delivering effective education by combining theory with practice; and creating a diverse environment for teaching and learning. In addition to billboards, a new Ferris television spot will begin airing in October. Billboard campaign messages can be found at <http://www.ferris.edu/htmls/administration/advance/integrated/Ferris-Billboards.pdf>
Faculty and staff may feel free to incorporate the key campaign messages within their own communications. Other available resources on marketing messages and written and graphic communication standards can be found at <http://www.ferris.edu/HTMLS/administration/advance/communications/index.htm>