

FERRIS STATE UNIVERSITY

Good News Items

September 2013

Academic Affairs

Center for Latino Studies

- As the Center nears its 1st anniversary, the most important accomplishment of our first year is the establishment of a home place for Latino students and established a true center for engaging students from a variety of backgrounds to connect with each other. The center has created a lively space where students danced, learned Spanish, new ideas, explored film, and enjoyed learning about culture. Most importantly, though, students who previously felt disconnected from the University and alone, now feel a sense of home and support.
- The creation of the *Promesa* summer bridge program established the Center and Ferris as a true partner with the Hispanic Center, Grand Rapids Public Schools and others at creating college readiness for student success. With the partnership of Kendall College, we transformed the Woodbridge Promise Summer Bridge Program for incoming First year students, to serve rising seniors living in the Grand Rapids Public Schools. With several fantastic teachers from GRPS, we dramatically improved the reading and math scores, and most importantly, connected culture with academics to empower these children.
- Ferris is viewed as a rare partner from Higher Education who will invest in the Latino community. We have become a resource in the Latino communities in Grand Rapids, Holland and also the migrant farmworker service community throughout the state. The Center facilitated emerging partnerships with the Colleges and Schools of Health Professions, Pharmacy, Optometry, Education and Arts and Sciences. We have established an opportunity for Ferris to do what it has traditionally done but in new communities.

College of Business

- College of Business students continue to demonstrate that their Ferris education enables them to successfully compete with anyone, including 2,500 teams from major universities across the US. All COB students, regardless of major, take a business capstone course in which they participate as teams in an 8-week business simulation. Their performance is ranked against the other 2,500 teams weekly and at the end. At the conclusion of this semester's eight week game, FSU's College of Business had teams finish 2nd, 6th, 14th, 24th, and 31st on at least one of five measures (i.e., in the top 1.2%), and five other finishes in the top 10%. Pretty impressive! It is a tribute to both our faculty and the students.
- The Sales Education Foundation (SEF) released the annual list of Top University Sales Programs, highlighting Ferris State University as one of the best locations for hiring sales professionals. Over 50% of college students in the United States enter sales careers; however, a majority of them fail due to lack of professional preparation. Universities with professional selling programs are receiving significant attention from companies for successful hiring.
- Health Communications, Inc., providers of the Training for Intervention ProcedureS (TIPS) Programs, has informed us that Ferris State University is the recipient of this year's TIPS Award of Excellence. This is an award bestowed by the Health Communications President & CEO and recipients are chosen by an internal committee based on feedback from our Master Trainers, TIPS Trainers, and course participants. Ferris State has repeatedly demonstrated

their commitment to preventing the misuse of alcohol on their campus and in their community by training their students in the TIPS program.

College of Education & Human Services

- The new COEHS freshmen reception was held on September 9, 2013. It was the most successful reception ever.
- Dean Johnston has been meeting with northern Michigan superintendents to discuss connectivity and Governor Snyder's educational goals.
- The COEHS is partnering with the Michigan Virtual University to create a MOOC to promote teacher preparation.
- After having lost to Grand Rapids Community College (GRCC) last year, Ferris State University Law Enforcement Academy (LEA) students were determined to bring "The Fish" back to Ferris. On Saturday, September 7, 2013, LEA students competed in the Kalamazoo Area Foot Chase which is an annual law enforcement fundraising event for families of fallen police officers. The Ferris State University students, who achieved their goal and won the trophy, competed against LEA students from Grand Valley State University (GVSU), GRCC, Kalamazoo Valley Community College (KVCC), other community members, and law enforcement families to win the event. Ferris also had the fastest female runner, who won the overall female category, and helped propel the team to win the event.
- The School of Criminal Justice received a donation from the Midland County Sheriff's Department in the form of two metal bunks, a metal table and a combination toilet sink from its old jail. These items will be used to build a mock jail cell for "cell extraction" training.
- The Television and Digital Media Production Program (TDMP) is finalizing the building of a new Remote Production Trailer that will serve as a lab for live television production within the program. The new lab supports student learning and improves High Definition coverage of home football and hockey games. Live video feeds also will be provided to the new score board at the football field.
- TDMP faculty member, Glen Okonoski, in collaboration with the Grand Rapids Symphony and Terry Johnston Photography will be exhibiting a video and photo piece titled "I Never Saw Another Butterfly" as an entry in the 2013 Art Prize competition.
- Television and Digital Media Production (TDMP) Program students enrolled in Associate Professor Connie Morcom's Instructional Design course, TDMP 466, shared community-based stories they produced last semester with Academic Service Learning partners. The stories included: "El Salvador a Country of Hope", "Grand Rapids Cesar Chavez March" celebrating Caesar Chavez and Latino communities in America, "Newaygo County RESA" celebrating 50 years of Special Education, and "Newaygo County Inmate Orientation". In addition, online videos to support the Ferris learning community included the Foundation Grant, "Sociological Imagination" outreach and training for "Financial Aid Awareness", "My FSU" and "Ferris Connect" featuring Brutus, the Ferris State University mascot.
- The Ferris State University Alpha Iota Chapter of Kappa Delta Pi received a Silver Project 2012-13 Chapter Achievement Award for their Literacy Alive project along with \$100.
- Dr. Christine Conley-Sowels hosted the first College Awareness & Transition Supports (CATS) for students with Asperger's Syndrome (AS) or High Function Autism (HFA) on April 19, May 17, and an overnight event July 15-16, 2013.
- The School of Education had a successful study abroad to Scotland Summer Semester 2013.
- The School of Education is sponsoring the Great Lakes Bay Region Early Childhood Business summit at Apple Mountain Resort on September 27, 2013.

- Twelve FSU ROTC cadets passed the rigorous four-week evaluation this summer at Fort Lewis, Washington.
- Three FSU ROTC cadets conducted four weeks of overseas training this summer; one accompanied Major Bron to Latvia, one went to Estonia, and one to Korea.

College of Engineering Technology

- Ferris hosted the eastern region national American Society of Mechanical Engineers' Human Powered Vehicle Challenge from Friday, April 26th to Sunday, April 28th. Nearly 300 students on 32 teams represented universities in 20 states and Canada participated in the public competition. Activities, including a safety inspection, innovative design showcase, and men and women's drag races, were scattered among the campus.
- On June 25th through the 28th, nearly 6,000 career and technical education students and state contest winners participated in the National SkillsUSA Competition held in Kansas City, Missouri. Earning gold medals were College of Engineering Technology students Brandon White, Thaddeus Wilcome, and Shane Ferris in the Automated Manufacturing Technology competition. Also representing Ferris were Matt Haan who placed seventh in his category, Andy Doane, and Rachel Reber, who took fifth place in her competition.
- Three CET students represented Ferris, the state of Michigan, and the United States at the biennial WorldSkills Competition from July 2nd through the 7th held in Leipzig, Germany. Brooke Robinson, Ronald Olkowski, and Kieron Kohlmann were part of the 20-member SkillsUSA WorldTeam. Of the three, Kieron Kohlmann received a Medallion of Excellence (scoring at least 500 out of 600 points) in the Automobile Technology competition.
- Twice now, Ferris State University has hosted the National Summer Transportation Institute (NSTI) camp for high school students, specifically women and minorities. Ferris' Institute of Construction Education and Training received a grant from the Federal Highway Administration, which allowed the camp to run during the week of August 5th free of charge for all attendees. CET assistant professor, Tom Larabel, instructed and aided the 20 high school students in their studies and practical application of transportation and infrastructure careers.
- Two Ferris and CET students from the West Michigan Chapter of the Association of Energy Engineers have been awarded AEE scholarships. Nominees, Jacob Meek and Zac Cross, will both receive \$500 based on their commitment to receiving a higher education. Both students also have the opportunity to attend the 2013 World Energy Engineering Congress full conference.
- On Tuesday, September 10th, the CET held its annual student welcome back picnic. Hundreds of CET students and their guests, faculty, and staff gathered in the Granger/Automotive Center courtyard to enjoy good food, have some fun in friendly competitions, and showcase their student organizations. Students were eligible to win prizes donated from the campus and community businesses that included three, \$500 financial vouchers sponsored by the CET Dean's office.
- Congratulations to Assistant Professor Gabor Barsai, Professor Carl Shangraw, and their team for being named the recipients of the Trends in Occupational Studies Outstanding Educator Team Award for 2013 for their work in establishing a certificate in hydrographic surveying.

College of Pharmacy

- Dr. Dakkuri has written a chapter for the Encyclopedia of Pharmaceutical Science and Technology which has just been released on July 1, 2013. The chapter is titled, " Dosage

Form Design: A Physicochemical Approach." This 6-volume encyclopedia deals with the whole spectrum of drug research and development from start to finish, and is widely considered a must-have reference guide for scientists in that area. Furthermore, according to the publisher, it brings together experts from every specialty related to pharmaceutical science and technology.

- Dr. Dakkuri has been appointed as Chair of the Rules and Regulations Committee of the American Association of Colleges of Pharmacy Council of Faculties.

Extended & International Operations

- Ferris will be sponsoring the largest family drawing lesson at ArtPrize on Friday, September 27th at 7:00 p.m. at Rosa Parks Circle. Mark Kistler (A.K.A. Commander Mark of PBS' Imagination Station) will be leading a drawing lesson that will be broadcast live on Maranda's *Where You Live*. Families are invited to come to this free event and learn to draw together.
- Three out of our five initial DMOL (Molecular Diagnostics) graduates had job offers prior to graduating and the other two are in the middle of multiple interviews right now.
- We have 404 international students this semester, which is the highest number of students that we have had at Ferris, and it is also a 25% increase from last fall. We also have 40 different countries represented on campus.

FLITE

- We've replaced some public computers in FLITE and have added more areas to the "cardless" printing system (aka PaperCut). We welcomed two new building partners in August, BRCL (through spring, 2014) and the Between Chapters Cafe.
- FLITE is pleased to announce its new SmartSearch service. Using a single Google-like searchbox, library users can find books and ebooks, journal and magazine articles, encyclopedia entries, images, FLITE-produced research guides, and materials from the Ferris Institutional Repository. SmartSearch covers most subject areas and is especially useful for interdisciplinary topics.

Michigan College of Optometry

- Congratulations to Dr. Alison Jenerou and Dr. Paula McDowell for their literature review regarding sports vision published in *Visual Performance Today*, the sister publication of *Optometry and Visual Performance*! Here is the link: <http://viewer.zmags.com/publication/a924b1bc#/a924b1bc/49>
- Dr. Raghunandan spoke on Monday, Aug. 19 at the faculty/staff kick-off event for "Welcome Back Week". Entitled "At Our Core," this event utilizes the story-telling model of StoryCorps, which is in partnership with National Public Radio.
- In May 2013, the student body at MCO voted Cynthia Brown as Student of the Year, to recognize her dedication to the MCO community as a diligent student and respected leader! She distinguished herself among the students through her work in such organizations as SVOSH and FCO where she admirably served on both executive boards. In addition to being on official e-boards, Cynthia found time to be a dynamic and positive force in the personal lives of students by generously giving of her time to tutor students and encourage the success of others. Personally, she was and continues to be, a constant source of kind words and actions. The MCO community is lucky to have Cynthia as a member and has truly benefitted from her presence. Congratulations on receiving the Student of the Year Award!
- MCO hosted the new Director of the State of Michigan's Bureau of Services for Blind Persons, Mr. Edward Rodgers, in August. Dean David Damari, Associate Dean Robert Buckingham and Chief of Vision Rehabilitation Services, Dr. Sarah Hinkley, met with

Director Rodgers about potential for collaborations in student education and patient care. He was also provided a tour of the Michigan College of Optometry building.

- In July, MCO hosted the Association of Schools and Colleges of Optometry Low Vision Educators Special Interest Group meeting. Low vision educators from across the US and Canada gathered to work on advanced level competencies for residents and other trainees in the area of low vision rehabilitation. Dr. Sarah Hinkley hosted the meeting which provided an opportunity for the educators to visit Big Rapids, dine locally and admire the beauty and friendliness of the area.
- Welcome to new MCO members Dr. Joe Pole (Optics Professor), resident Drs' Stephanie Ramdass (Contact Lenses) and RaeAnn Nordwall,(Pediatrics), Mr. Craig Norman (Vision Research Institute), and Dr. Chad Rosen (Research Fellow).
- A publication in Review of Optometry called "The Lost Arts in Optometry, Part One - A Refresher on Scleral Depression" By Amy Dinardo, OD, MBA and Philip Walling, OD. This is a 3-part series covering the "Lost Arts" in Optometry. The link is:
<http://bt.editionsbyfry.com/publication/?i=170377>
- MCO is one of the lead stories in the just-released issue of *Optometric Management*: regarding the Google Glass:
<http://www.optometricmanagement.com/articleviewer.aspx?articleID=108768>
- Dr. Jim Miller co-authored with fellow members of the American Optometric Association's Ethics and Values Committee a white paper titled *Sunshine Act... Impact on Optometry*. On February 1, 2013, the Centers for Medicare & Medicaid Services released final regulations titled "Medicare, Medicaid, Children's Health Insurance Programs: Transparency Reports and Reporting of Physician Ownership or Investment Interests." These regulations carry out a provision of the Affordable Care Act commonly referred to as the "Physician Sunshine Act." The paper clarified how the Sunshine Act regulation applied to optometrists and was greatly assisted by staff and legal experts at the St. Louis and Washington D.C. offices of the American Optometric Association. Here is a link to the paper....
http://www.aoa.org/Documents/advocacy/Sunshine_Act.pdf
- The first Michigan College of Optometry educational workshop **Practical Training for Opticians** was held on August 9-10. This day and a half event was designed by Jamie Brady and Tracy Dard and attended by 13 novice opticians from across the state. Attendees learned about optics, instrument use, frame measurements and adjustments and the fitting and verification of progressive lenses in both a lecture and hands-on format. Sponsoring companies were Harbor Optical, Inc., Optical Supply, Inc., Twin City Optical Co., Inc., and Vision Craft. Plans are being made to hold up to three more of these events to be held in 2014.
- On August 28, over twenty people attended a community presentation given by Dr. Sarah Hinkley, Chief of Vision Rehabilitation Services and Associate Professor at Ferris State University's Michigan College of Optometry. The presentation entitled, "Simple Solutions for Regaining Function After Vision Loss," provided 1 hour and 45 minutes of suggestions, discussion and question answering. This is one excellent example of how FSU's MCO reaches out to educate the community at large on vision-related issues.
- Dr. Jenerou has begun a sports vision training program with the FSU Hockey team which included base line exams on all the players (thanks to many volunteer faculty, staff and students!) and the gathering of data over numerous sessions that will ultimately lead to a

publication. Here is the link to the article and video about the program:

<http://www.ferris.edu/HTMLS/news/homepage.htm>

- Marsha McDaniels: Pat on the back award. She is always helpful, knowledgeable, friendly, and professional whenever I need her assistance in the Michigan College of Optometry. Marsha displays the qualities we should all strive for as representatives of Ferris! Congratulations Marsha!
- MCO shines again courtesy of Dr. Vandana Rajaram whose article was published in the latest addition of *Optometry and Visual Performance*. Here is the link:
<http://viewer.zmags.com/publication/b891d76e#/b891d76e/59>
- Drs. Amy Dinardo and Alison Jenerou were selected to participate in the 5th ASCO Summer Institute for Faculty Development in Saint Louis this July. This program puts younger to mid-career faculty from all the ASCO schools and colleges together in one place to learn about and discuss teaching and learning, navigating a career in academic optometry, and balancing service, scholarship, and teaching duties. Dr. Jenerou had Dr. Diane Adamczyk from SUNY College of Optometry as her mentor and Dr. Dinardo was mentored by Dr. Karla Zadnik from Ohio State.

Administration and Finance

Athletics

- Ferris State's Bulldog logo received more than 50,000 votes late this summer to win the Detroit Free Press' Best Sports Logo in Michigan contest. FSU beat the Detroit Tigers in the title round after topping the Red Wings in the semifinals. FSU notched more than 12,000 votes over a 24-hour period in the final round thanks to the efforts of the Bulldog Nation.
- Ferris State University Athletics has announced the continuation of a partnership with popular West Michigan sports leader WBBL and will continue "Ferris State Friday's" this fall, starting this week. "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.
- The Ferris State University Athletics Department announced an extensive partnership with the National Guard to be the Bulldogs' lead sponsor for the 2013-14 athletics campaign. FSU and the Michigan Army National Guard, which have partnered together for the last four years, recently signed a new contract which makes the local National Guard unit the biggest cash sponsor ever for Bulldog Athletics. In exchange, the National Guard will receive an extensive sponsorship and advertising package that includes signage, public address announcements, social media recognition, on-field and on-ice promotions, dasher boards, in-ice logos and more.
- The men's ice hockey team is being challenged to see the game through new eyes, thanks to the new Sports Vision Training program created by the Michigan College of Optometry. The program, led by Dr. Alison Jenerou, is designed to test and enhance athletes' vision systems to improve performance and give them a competitive edge. It has been incorporated into the hockey team's optional pre-season workout routine.
- The Ferris State football program opened its 2013 campaign on the road at two-time defending FCS National Champion North Dakota State with a heavy dose of West Michigan talent among the contributors. The Bulldogs' season-opening two deep lineup and list of

starters included 22 student-athletes from communities located in various parts of West Michigan such as Grand Rapids, East Grand Rapids, Big Rapids, Zeeland, Muskegon, Rockford, Greenville, Ravenna and more. Nearly 50 percent of FSU's opening-game starters were West Michigan natives.

Auxiliary Enterprises

- Housing and Residence Life hosted over 200 Bulldogs in Action volunteers to help move in students to the Residence Halls including: ROTC, Athletics, and many student organizations.
- Housing and Residence Life hosted the movie in the quad on opening weekend with over 500 students present.
- Housing and Residence Life implemented quad programs on opening weekend which had over 1,000 students in attendance.
- Occupancy in the University apartments is over 95% which is an increase over last year.
- Robin and Finch Court received new roofs and 15 apartments were renovated.
- Pickell Hall was renovated over the summer.
- Our external partner that provides laundry appliances is in the final stages of replacing washer and dryers to high efficiency machines in all the halls, which will result in energy savings for the University.
- Housing and Residence Life is continuing the Respect by Me program to encourage civility within our community.
- Housing and Residence Life is partnering with Athletics to develop a Bulldog Pride committee to encourage student attendance at athletic events.
- During the construction on campus, the Big Rapids Dial-A-Ride Transportation buses are transporting students, faculty, and staff from FLITE to the Westside Cafe, University Bookstore and back to FLITE. The ridership has been increasing ever since the first day of classes with over 1,000 riders during the first week. Week two has seen an increase of nearly 300 more riders, and we expect the numbers to keep increasing throughout the semester.
- Westside Cafe (formerly Center Ice Food Court) opened for Fall Semester with a fresh new look featuring a historical Ferris theme. Hours of operation are 7:00 am to Midnight Monday through Friday; 10:30 am to Midnight on Saturday and Sunday.
- Between Chapters Cafe, located in the 24 hour lounge in FLITE, opened for business on August 26 featuring Seattle's Best coffee/espresso beverages and variety of upscale pastries.

IT

- Telecomm completed network and wireless upgrades in Merrill, Travis, Brophy, McNerney, Miller, Ward, Taggart, Pickell, Puterbaugh, and Henderson in preparation for the students return in fall.
- Assisted 872 students during iConnect, which is the program held by Student Technology Services at the beginning of the year for students to get their computers connected to the network.
- Before the first day of fall semester, 265 classrooms were assessed against a 24 point checklist for instructional technology readiness. 98% were marked ready and fewer than 5% of these classrooms experienced a technology related problem addressed from the checklist during the first two days of classes. A classroom not deemed ready was either under renovation or had special equipment (like A/V or non-standard equipment) requiring repair or replacement.

Physical Plant

- Signed a contract with Wolverine Power to lock in some utility rates for 2016. This contract will save Ferris an estimated \$770k in calendar 2016.
- Our electrical utility bills with Wolverine Power have decreased; they are reducing our required capital deposit by \$125k. This is part of the deposit we have as a financial guarantee with them and so we will see these funds come back to us.
- Painted Pickell Hall and renovated a portion of the lobby area for the Honors Program offices.
- Painted approximately 35 apartments this summer.

Governmental Relations and General Counsel

- Following several bargaining sessions and a hearing at the Michigan Employment Relations Commission, the University and the FFA union reached tentative agreement on May 1, 2013, for a five-year contract through June 30, 2018. The new agreement was ratified by the FFA membership and by the Board of Trustees. The signed contract will be posted to the Labor Relations web site when complete.
- After nine bargaining sessions, including three with a state mediator, the University and the CTA union reached tentative agreement on August 15, 2013, for a five-year contract through June 30, 2018. The new agreement was ratified by the CTA membership and by the Executive Committee of the Board of Trustees. Finalization of the contract is progressing and the signed contract will be posted to the Labor Relations web site when complete.
- Counsel on behalf of the University was successful in obtaining an award of attorneys' fees and costs from a law firm for filing a frivolous lawsuit against the University. The award was in excess of \$280,000. The University had previously collected \$30,000 from the plaintiffs.
- The Governmental Relations and General Counsel office was pleased to once again host the Founders' Day Ice Cream Social on August 29, 2013. Our celebrity servers were busy serving up 160 gallons of Jones Homemade Ice Cream to an estimated 2,000 people. The 46" television and two ipad minis were won by a student, a staff member and a community member! Karl Depew, owner of Mr. Karl's Hairdressing summed it up best by saying he loved the event and always looks forward to the opportunity to serve ice cream. He went on to say, Ferris has the best students...every single one is so polite and they all say "thank you!"
- On September 9, 2013, Miles Postema, Kenneth Plas, and Cynthia Bauman participated in professional development through a webinar hosted by the Center for Excellence at Stetson University College of Law entitled "Internships and Higher Education".

Kendall College of Art & Design

- After over 30 years of service, Dean Max Shangle has resigned his position to become the President of Harrington Design College in Chicago on August 28. Shangle's departure will be felt across campus and around the region, but his work here has left an impression on the institution that will not be soon forgotten.
- Vic Liptak has been named Interim Dean of the College while a search for a permanent Dean is conducted. Her primary responsibility will be to help balance the KCAD ecosystem to take advantage of opportunities for sustainable growth and enhanced community involvement.
- Assistant Director of Exhibitions Michele Bosak has been promoted to Curator of Exhibitions, a new position within the College. Michele is curating KCAD's 2013 ArtPrize

exhibition, “Designed to Win,” and is also serving as a special 2013 ArtPrize curator for Grand Rapids’ prominent Blue Bridge.

- KCAD is proud to announce the recent National Association of Schools of Art and Design (NASAD) accreditation of both the Fashion Studies and Printmaking programs. The Fashion Studies program is new to the school, while the Printmaking program was previously included in the Drawing program, and is now a stand-alone BFA.
- Adjunct faculty member Katherine Silvio recently displayed her collection of black-rubber quilt block constructions, entitled “40 Weeks Unprepared. . . Little Nightmares,” at the Re:View Contemporary Fine Art Gallery in Detroit.
- Jon Hayes (KCAD Maintenance Staff) and his girlfriend Serita Crowley performed as the opening act for Smokey Robinson on August 28 at Frederik Meijer Gardens.
- Assistant Professor David Gianfredi juried the LowellArts! Michigan Drawing & Print-Making Exhibition, which runs from Sept. 10 through Oct. 20.
- Senior Amanda Klein has been awarded one of The West Michigan Sustainable Business Forum’s two annual \$2,500 scholarships.
- Kirbi Fagan (’13, Illustration) was featured in an interview by ImagineFX magazine, in which she talked about her education and her recent experience attending the Illustration Master Class (IMC) in Amherst, Massachusetts.
- Elizabeth Gaines Zoutendyk (’07, Jewelry Design) has been hired by the Gemological Institute of America to teach goldsmithing throughout the organization’s academic operations.
- Megan Bylsma (’06, Graphic Design) has been named Assistant Director of Urban Institute for Contemporary Arts.
- Gregg Palazzolo (’83 Visual Communications) has created *Roadbelly*, a new quarterly food magazine that searches out sources of fresh Michigan cuisine that haven’t been covered before.
- Brian Weaver (NG, Illustration) has been named Vice President/Creative Director of the Home Shopping Network in St. Petersburg, FL.

Student Affairs

Birkam Health Center

- The Birkam Health Center is partnering with math professor Victor Piercy to provide a service learning project for MATH 117 students. The students will be using numerical data from the Birkam Health Center to analyze most frequently used services and the cost / benefit of those services. In addition, they will compare and contrast fee for services and insurance reimbursement in the larger operating budget.
- The Birkam Health Center is collaborating with Health Care Administration. The Health Care Administration students will be doing utilization review. Great collaboration with Academic Affairs!

Center for Leadership, Activities and Career Services

- Bulldog Beginnings was a huge success with great event attendance. The largest success was our Backyard Bash which had an increase in participation from 100 to 500 attendees this year.
- The Fall 2013 Career Fair is one month away and we have 139 registered employers. This is our maximum capacity so registration is no longer available.
- A United Way student campaign committee was created with faculty and staff members from around campus. This committee is gathering to encourage multiple student organizations to collaborate in order to have more successful fundraising events. From this, some new events

will take place in Fall 2013 semester such as a Color War and Food Crawl. All proceeds will go to United Way.

Dean of Student Life and University Center

- It was another successful year for the First Impressions tents as approximately 40 Ferris community volunteers assisted over a total of 680 visitors during the opening weekend of campus.

Enrollment Services

- The Admissions Office will be rolling out Auto Admit for fall 2013. This Banner feature is expected to alleviate time in processing by handling up to 80% of the admitting workload for the incoming freshman class; thus freeing time to fostering relationship building with our prospective students and families.
- The Registrar's office is moving forward with developing a diploma from an external company. Not only will this diploma be higher quality, but it will also be shipped directly to students allowing them to receive it within about a week of their degree being posted.
- Our new Spanish speaking Admissions Recruiter attended the health festival in Muskegon, made several connections, promoted the TIP program to eligible students who thought they couldn't afford college, and was invited to a benefit dance in Holland for the Latinos Working for the Future organization.
- With the hiring of an additional Admissions recruiter, we will have 10 recruiters hitting the road for the busy fall travel season. They will be attending college day/night fairs and visiting over 300 high schools. They will also be traveling to multiple states plus Canada during the months of September through November to recruit next year's freshman class.
- Arabic language will be added to the Admissions virtual tour.
- The new Daily Visit website is up and running.
- Beginning fall 2013, the Financial Aid Office has reduced 941 students' cost of attendance (COA) for those who are enrolled less than full time. Of those 941 students, federal and private loans were reduced for 46 students saving them \$85,145 in total loan debt. This enrollment evaluation/reduction in COA will occur after the fourth class day of each fall and spring semesters in an effort to help minimize loan debt for our current students.

University Recreation

- Based on assessment and customer request University Recreation recently purchased the following new equipment for the Student Recreation Center.
 - One treadmill
 - Plyometric boxes
 - Weighted slam balls
 - A new Roman Chair for the fitness center
 - Several barbells and clips for the weight room
- During the break between the summer and fall semesters, the Weight Room in the Student Recreation Center received a face lift which includes:
 - New flooring
 - Fresh paint and trim
 - Rearranged equipment to a more user friendly environment
- Rec Fest was a hit! Although inclement weather forced us inside the entire night, participants were still given a grand display of all that UREC has to offer.
- Numbers are not accurate but it is safe to say that over 350 participants visited the rec center during Rec Fest.

- 50 students were awarded Rec Fest shirts for their participation in various games and tournaments.

University Advancement and Marketing

- Wolverine Power Cooperative will be the title sponsor for the Nov. 1 Ferris Foundation Benefit. John Quinones will be the keynote speaker for the evening.
- John and Mary Garvelink have created an endowment through a trust to support capital projects and scholarships for the HVACR program.
- Sandra Strandburg has created an endowment through a trust that will support students in the pre-veterinarian medicine program.
- Doug Dommert has made a major gift to support the Pharmacy Forward initiative.
- American Subcontractors Association of Michigan established an endowment to provide scholarships for students in the Construction Management and HVACR programs.
- Lyle Nagle and Tom and Pat Hill made major gifts to the hockey program.
- The new “Bulldog Bios” Alumni Video Series has been launched and is a team effort of the University Advancement and Marketing staff. The videos feature in-depth interviews with successful alumni who have proudly carried their Ferris educations into the workforce. Included in the videos are alumni who have been recognized with honorary doctorates and the distinguished alumni award. The initial rollout of three videos will be expanded in future weeks where more alumni success stories will be streamed on the Ferris website. The videos were directed and edited by Rich Piippo, with camera support from Bill Bitzinger. Jeremy Mishler and Ted Halm are the co-producers.
- Overall cash donations to Ferris State University and The Ferris Foundation increased by 61% to a total of \$6,631,438 for FY2013 as compared to a total of \$4,118,352 for FY2012. This total is highlighted by:
 - 23% increase in total cash donations from alumni totaling more than \$919,000
 - 15% increase in total donations from Ferris faculty/staff totaling more than \$160,000
 - 45% increase in total donations from foundations totaling more than \$806,000
 - Four extraordinary donations (defined as individual gifts of \$200,000 or greater) totaling more than \$2,163,000
- On Saturday, June 22, the Ferris Alumni Association hosted 200 alumni and guests for an outing with the Detroit Tigers at Comerica Park in Detroit.
- On Friday, July 26, the Ferris Alumni Association hosted 80 alumni and guests for an outing with the Great Lakes Loons at The Dow Diamond in Midland.
- On Thursday, Aug. 1, the Ferris Alumni Association hosted 65 alumni and guests for an outing with the Traverse City Beach Bums at Wuerfel Park in Traverse City.
- On Wednesday, Aug. 14, the Ferris and KCAD Alumni Associations hosted 50 alumni and guests for an entrepreneurial networking reception featuring a keynote discussion with Ferris honorary doctorate recipient Rick DeVos and KCAD President David Rosen. The event was held at the newly renovated Woodbridge N. Ferris building in downtown Grand Rapids.
- University Advancement and Marketing has hired Jennifer Yontz as the new director of Annual Giving. Jennifer comes to Ferris with more than 18 years of annual giving, fund management and finance experience in higher education and healthcare, including most recently serving the past 10 years as the assistant director of Annual Giving Programs at the University of Michigan. A 1983 graduate of Ferris State University in Accounting, Jennifer also holds an MBA from the University of Michigan-Dearborn.

- In collaboration with IS&T, the Advancement Services team conducted a comprehensive and successful upgrade of the University's central alumni/donor database, Millennium. This upgrade will significantly enhance the security of the database by eliminating the use of Java and employing more stringent password protections. The upgrade also will feature stronger tools for data segmentation/analysis, workflow task management with email notifications, and will afford the advancement staff the capability to securely use Millennium from mobile devices such as Ipads while on campus.
- The News Services and Social Media unit launched a new video series this semester titled, "The Ferris Lowdown." These videos are designed to encourage, in a creative and entertaining way, our students to more regularly use the University Events Calendar. The video series can be viewed by visiting the Ferris State Video YouTube channel at <http://www.youtube.com/user/FerrisStateVideo>
- For the second consecutive year, the News Services and Social Media unit has led a collaborative effort to host the SocialFest event. This month-long series of activities is designed to encourage our students to use social media in a responsible and fun way. For more information on SocialFest, visit: www.ferris.edu/social
- The News Services and Social Media student staff wrote, directed, edited and produced the official SocialFest 2013 promotional video. The video has more than 700 views. That video can be viewed here: <http://www.ferris.edu/HTMLS/news/archive/2013/august/video.htm>
- News Services' promotion of the Michigan College of Optometry's research using Google Glass has drawn worldwide media attention, landing in newspaper, radio and television reports, blogs and trade publications, from the front page of the *Detroit Free Press* to National Public Radio to *Optician*, a leading trade journal in the United Kingdom. Kleifgen, a second-year intern in the Michigan College of Optometry professional program, is among 8,000 people chosen last summer by the technology giant to try out its much-anticipated Glass wearable computer. She applied after learning MCO's new Vision Research Institute was offering students financial support for the \$1,500 device to explore implications for the eye care field. News Services wrote and distributed multiple press releases, produced a video and took photos that were shared with media.
The video is here: <http://www.ferris.edu/HTMLS/news/YouTube/2013/google-glass.htm>
The main story is here: <http://www.ferris.edu/HTMLS/news/archive/2013/june/glass.htm>
- The News Services team collaborated with the Michigan College of Optometry and the Bulldog men's ice hockey team to promote the Sports Vision Training program. The program is designed to test and enhance athletes' vision systems to improve performance and give them a competitive edge. It has been incorporated into the hockey team's optional pre-season workout routine. The story and video can be viewed here: <http://www.ferris.edu/HTMLS/news/archive/2013/september/vision.htm>
- For the second consecutive summer, News Services produced a series of profiles featuring students working at internships across the country. The internship series, featuring students from a variety of academic programs, has been well received by the academic colleges and several were featured by hometown newspapers and shared via social media. To view the series, visit: <http://www.ferris.edu/HTMLS/news/ferris-in-news/interns.htm>