

FERRIS STATE UNIVERSITY

Good News Items

October 2015

Academic Affairs

COLLEGE OF BUSINESS

- Dr. Beverly DeMarr chaired and presented “Creating Community and Early Engagement: Sharing as a Community of Educators” at the Annual Organizational Behavior Teaching Conference in June. In August, she chaired and presented "Back to the future: A TTC interactive workshop" and was a presenter in “Innovative and Experiential Approaches to Teaching HRM II” at the Annual Academy of Management meetings in Vancouver. BC.
- Dr. Cheolwoo Lee, Associate Professor of Finance, recently published two papers titled “Multiple Lead Underwriter IPOs and Firm Visibility” co-authored with Jin Q Jeon, Tareque Nasser, and Tony Via in the June 2015 issue of the *Journal of Corporate Finance* and “A New Measure for Heated Negotiation in the IPO Syndicate” co-authored with Jin Q Jeon in the July 2015 issue of the *North American Journal of Economics and Finance*. Another paper, “Competition in Multiple Lead Underwriter IPOs and Analyst Behavior” was presented at the 2015 Eastern Finance Association Annual Meetings (New Orleans, LA; April 8-11) by Lee and also at the 2015 Asian Finance Association Annual Meetings (Changsha, Hunan, China; June 29 - July 2) by his co-author.
- For the first time, students in the Graphic Comm. and Graphic Media Management Programs will be able to enjoy learning all their major courses in the new Imaging & Media Production Lab in the Business Building. The program’s reputation will be enhanced with this technologically innovative new lab, believed to be the only CIP4 / JDF automated workflow lab in the USA. The BUS 124 laboratory also houses all new equipment including ink-jet textile printing, large format ink-jet printing as well as offset printing and finishing equipment.
- The Accounting Program hosted the semester Discover Accounting Careers on Thursday, September 17. Five organizations were represented: Yoplait, Andrews Hooper Pavlik PLC (AHP), Defense Finance and Accounting Service (DFAS), Michigan Department of Treasury, and Ryan. During their presentations, DFAS and the Michigan Department of Treasury announced several internship opportunities (about 140) giving our 25-30 student participants an early start to the application process.
- Phil Kohn, Accounting Program professor, accompanied nine students to the MI Assoc. of Certified Public Accountants Career Fair in Lavonia, MI on Friday, September 18, 2015. Students had the opportunity to connect face-to-face with 30 employers from all over the state and gain advantage in their search for a great job or an internship in the accounting field.
- Dr. Lisa Eshbach was recently elected as VP of Communications for NACRA. NACRA (North American Case Research Association) is a collaborative organization of researchers, case writers and teachers, mostly in the business disciplines, who support each other’s research and writing efforts.

COLLEGE OF EDUCATION & HUMAN SERVICES

School of Criminal Justice (SOCJ)

- Students within the School of Criminal Justice FSU Law Enforcement Academy participated in the Kazoo Area Foot Chase on Saturday, September 9, 2015 in Portage, Michigan. The Kazoo Area Foot Chase is a 3.5-mile adventure run patterned after a police foot chase in pursuit of a fleeing suspect. The unconventional course includes fences, fields, business districts, school grounds, neighborhoods, and even buildings before reaching the finish line. “Witnesses” located along the route give the only clues where to go next. FSU Recruit/Student Kendall Kroll won his age division as the fastest runner. Prizes are awarded to runners who also recover “contraband” found along the way and several FSU recruits won those awards.
- Two School of Criminal Justice FSU Law Enforcement Academy students provided security services for the Mecosta Area Chamber of Commerce at the Labor Day Art in the Park event at Hemlock Park. The students provided security from 10:00 p.m.-8:00 a.m. on the night before the event. This was the second year that academy students have assisted the Chamber of Commerce.
- The School of Criminal Justice FSU Law Enforcement Academy (43 students) raised and donated \$1,250 for the Michigan Special Olympics. All of the students participated in the Law Enforcement Torch Run for Special Olympics (LETRSO) on September 17, 2015 where they ran with local police officers and Special Olympians to provide community awareness of the needs of Special Olympians. Their accomplishments were highlighted in the Pioneer Newspaper related to the three-mile torch run throughout Big Rapids.
- One graduate of the May 2014 FSU Law Enforcement Academy and FSU Alumni, David Katje earned the Medal of Honor from the East Grand Rapids Department of Public Safety. Public Safety Officer Katje was recognized at the City Commission meeting on September 21, 2015 for his heroic actions on July 14, 2015. A Public Works employee was working to repair a water main in a freshly dug 10’ deep hole and the hole collapsed on the worker. A bolt on the water main cut a large hole in his leg causing severe bleeding while the hole filled with water and mud. Katje, another officer, and other DPW workers responded and dug the worker out. The worker was pulled from the hole just prior to the hole filling up completely. The worker, who was weak and unstable due the loss of blood, was immediately transported to the hospital. Katje was awarded the Medal of Honor for his actions in saving the life of this city employee.

School of Education (SOE)

- The FSU Disc Golf Team successfully defended the Great Lakes Collegiate Open Championship defeating WMU, MSU, and CMU on September 19 & 20, 2015 in Kalamazoo, MI.
- The FSU Disc Golf Team also conducted a tournament at the Northend Riverside Park on September 12, 2015 and raised \$350 for Our Brothers Keeper.

COLLEGE OF ENGINEERING TECHNOLOGY

- On Tuesday, September 15th, the College of Engineering Technology held its annual student welcome back picnic. Over 875 students, faculty, and staff attended this event. Three financial aid vouchers were awarded and many other donated prizes were given out to the students.
- On Tuesday, September 23rd, Architecture and Sustainability Seniors from Assistant Professor Paul Long’s Small Town Studio (Arch 421) Architectural Design course, held a design

workshop for middle school students from the Mecosta County Youth and Family Center. This workshop introduced area youth to the architectural design process, and how they can be agents of change in their local communities, as they developed design solutions for a new community park. Through the mentorship of Ferris students, it also introduced participants to the future educational opportunities available to them at Ferris State.

- The Construction Technology and Management program showed an enrollment increase of 27 students for the fall, 2015, semester.
- The College of Engineering Technology's annual Chili Cook-Off was once again a popular event during Homecoming festivities. Lou Nemastil's "Meat Grinder" chili was the official winner, earning first place honors with the judges while Dan Wanink's "CAD-o-strophic" chili earned the People's Choice award. All monies collected for the People's Choice award funds a College of Engineering Technology student scholarship.

COLLEGE OF HEALTH PROFESSIONS

- Dr. Anuli Njoku, Public Health, was one of 22 selected Scholars for the 2015 Health Equity Leadership Institute, with the University of Wisconsin-Madison School of Medicine and Public Health & University of Maryland School of Public Health, held June 2015 in Madison, WI.
- Dr. Emmanuel Jadhav, Public Health, was co-author for an article submitted to *Frontiers in Public Health*, 2015, entitled "Openness to change: experiential and demographic components of change in local health department workers".
<http://journal.frontiersin.org/article/10.3389/fpubh.2015.00209/full>
- Dr. Jadhav was also co-author for an article submitted to the *Journal of Public Health Management and Practice* (2015) entitled "Should they stay or should they go? Leader duration and financial performance in local health departments."
http://journals.lww.com/jphmp/Abstract/2015/03000/Should_They_Stay_or_Should_They_Go_Leader.6.aspx)
- Dr. David Petillo, Molecular Diagnostics, was co-author for *Kidney International* (2015): "Disruption of tubular Flcn expression as mouse model for renal tumor induction." *Kidney Int.* 2015 Jun 17. doi: 10.1038/ki.2015.177.
- Dr. Jacqueline Peacock, Molecular Diagnostics, was a co-author for an article in the *American Journal of Medical Genetics* (2015) entitled "Oculoectodermal syndrome is a mosaic RASopathy associated with KRAS alterations" doi: 10.1002/ajmg.a37048.
- Dr. Mike Reger, Public Health, has a first-author publication in the *European Journal of Nutrition* (2015) titled "Urinary phytoestrogens and cancer, cardiovascular, and all-cause mortality in the continuous National Health and Nutrition Examination Survey."
- Dr. Anuli Njoku, Public Health, is co-author on an article in *Research and Practice* (2015) titled "Development and Preliminary Testing of PROGRESS: a Web-based education program for prostate cancer survivors transitioning from active treatment in the Journal of Cancer Survivorship" published Online 20 February 2015. DOI 10.1007/s11764-015-0431-5
- Dr. Margaret Wan, Public Health, presented "Environmental Issues on Tribal Land: How Might They Affect Your Environmental Program?" at the American Industrial Hygiene Conference & Exposition 2015, June 3, 2015, in Salt Lake City, UT. She also presented "Successful Use of Mobile Apps in m-Learning & Risk Communication" at the 27th Annual Chicagoland Safety, Health & Environmental Conference on September 23, 2015, in Naperville, IL.

- Dr. Lisa Singleterry, Nursing, and Kathleen Harlan, Dental Hygiene, presented at the Midwest Inter-Professional Education Regional Council (MIPERC) conference in Grand Rapids in September on the topic of “IPE, a Time to Assess.” This presentation is related to the collaborative development of the new COHP 450 course as well as its implementation and evaluation.
- Dr. Kim Beistle, Dental Hygiene, presented a poster/paper at the 92nd Annual American Dental Hygiene Association’s Annual Session, June 18th, 2015, in Nashville, Tennessee titled: “Exploration of Critical Thinking in Dental Hygiene Education.”
- Dr. Emmanuel Jadhav, Public Health, presented a refereed poster entitled “Characteristics of Change: Leader Openness to Change and Local Health Department Accreditation Status” on April 2015 at Public Health Systems and Services Research. He also presented at the National Association of City and County Health Officials the poster titled “Change Leadership: LDH Accreditation Status and Openness to Change” June 2015.
- Gail Bullard, Health Care Systems Administration, presented the topic “Planes, Trains, Automobiles – and Healthcare” at the Association of Nutrition and Food Service Personnel (ANFP) State Conference in September.
- Dr. Gail Bullard, Health Care Systems Administration, is conducting an inter-professional project through the Junior Faculty Fellows Program at FSU titled: “Understanding Healthcare Reform: Beyond the Politics.”
- Kim McVicar, Health Care Systems Administration, completed an IRB-approved education research project entitled, “Intercultural Communication Apprehension in Ferris State University Students” this summer.
- Sheila MacEachron, Nuclear Medicine, Dr. Michael Reger (team leader), Public Health, and Dr. Emmanuel Jadhav, Public Health, were awarded an Improving Student Success Online grant, which will be administered through the Faculty Center for Teaching and Learning. The goal of this grant is to provide the team with an opportunity to “conceive of and pursue innovative projects that have the potential to improve retention and graduation rates at the University.” The project is for two years and will focus on COHP 350, Statistics in Healthcare, which is a core course for the college’s BS degree students.

COLLEGE OF PHARMACY

- The Pharmacy Peer Mentor Program begins its fifth year with 73 second-year mentors and 91 first-year mentees. Mentor pairs were matched in June 2015 so had contact throughout the summer; they then met face-to-face on Monday, August 31st, at a welcome event in the University Center. As one P1 stated, “I wouldn’t be at Ferris if I didn’t have my mentor this summer.” The program continues to successfully support first-year pharmacy students as they transition from pre-pharmacy to the Phar.D. program.

EIO

- Israel Ledesma, Admissions Officer for EIO, received a Leadership, Excellence and Development (LEAD) award from the Grand Rapids Area Professionals for Excellence (GRAPE) in the area Young Leadership in Workplace Diversity. According to John Potter, Executive Director of GRAPE, prestigious members of the American Society of Quality selected the award winners.
- Ferris Online was rated best in Michigan 2015-2016 by Affordable College Online (AC Online). Deb Thalner, Executive Director of Online Education, and her staff in Extended and International Operations deserve congratulations for their hard work and dedication for Ferris Online achieving this distinction. In making the ranking, AC Online analyzed data

from every postsecondary institution in Michigan and looked at academic rigor, student support, and affordability for online learning. Ferris Online was recognized above its peers for its excellence in online education. Link: (<http://www.affordablecollegesonline.org/online-colleges/michigan/>).

MICHIGAN COLLEGE OF OPTOMETRY

- Dr. Chad Rosen lectured for seven hours on various contact lens topics at the Minnesota Contact Lens Society conference September 11-12 in Bloomington, MN.
- The Women in Optometry club had its largest gathering to date to discuss "Knowing your value and staying true to yourself in negotiations" in September. Founded by Dr. Sarah Hinkley for MCO students, the group meets to discuss issues affecting females in optometry and work-life balance.
- Dr. Sarah Hinkley presented to the Fremont Lions Club, superintendent of Fremont schools, and guests about the Students in Need of Eyecare program, which will hold its first event September 29th.

RETENTION & STUDENT SUCCESS

- Karen Royster-James, Abby Wagner, and Kimberly Smith were presenters for a three-day SLA training at Broward College, an institution with over 67,000 students. Broward is implementing the SLA program at their institution.
- Teresa Brown, Kimberly Smith, Karen Royster James, Abby Wagner, Vicky Deur, and team successfully implemented TutorTrac with expert assistance from RedRock Software Corporation. TutorTrac is our new campus online web application that provides a convenient way for students to schedule appointments or review the ASC tutoring schedules online. TutorTrac will automatically send students and tutors an e-mail reminder of the date and time of appointments they have scheduled.
- Abby Wagner's article "*Tutor Your Student, Not Just Your Topic*" is featured in the fall 2015 *National Tutoring Association Newsletter*.
- The Students with Children Program (SWC) directed by Karen GreenBay was ranked by *BestColleges.com* for their programming efforts to support parents pursuing degrees at Ferris State University. The SWC program was established Fall 2009 to help student parent participants address basic needs such as childcare, housing, community resources, and family involvement. The program collaborates with multiple on-campus and off-campus departments to help support student needs.
- Ferris State University has been awarded the MACRAO 2015 Equity in Education Award for the Woodbridge Promise Summer Success Program. Transfer Services Center Director, Deedee Stakley, will be accepting the award at the MACRAO Annual Conference in November. There are a number of articles related to the Summer Success Program at the following link:
<http://www.ferris.edu/HTMLS/colleges/university/transfer/transfercenter/news.htm> .

Administration and Finance

Athletics

- The Ferris State University football team is among the top five teams in the nation as the Bulldogs are off to a 2-0 start following an impressive 61-24 road win over archrival Grand Valley State in the Anchor-Bone Classic. The Bulldogs have beaten the Lakers four-straight years and the 61 points was the most ever scored by a FSU team against GVSU.

- Senior quarterback Jason Vander Laan of the Bulldog football squad was recently named the 2014-15 NCAA Division II National Scholar-Athlete of the Year as the top male student-athlete in the nation in any sport. He's the third FSU football player since 2007 to be tabbed the nation's top male student-athlete regardless of sport, joining past winners Mike Klobucher & Jake Visser.
- A crowd of nearly 6,000 fans were on hand for Ferris State Football's home-opening 40-3 win over Northwood on Sept. 12 at Top Taggart Field. It marked the largest crowd at the stadium in more than 11 years since the 2004 season opener.
- The Bulldog volleyball squad is also ranked in the top five nationally following a season-opening
- 10-0 start. Ferris State claimed the prestigious Colorado Premier Challenge Championship in early September, beating two Division II powers and top-five ranked foes in Concordia-St. Paul & Southwest Minnesota State.
- Both the Ferris State football and volleyball programs have each won 17-straight regular season contests dating back to the 2013 and 2014 campaigns, respectively.
- Senior outside hitter Megan Vander Meer of the Bulldog volleyball team became only the second player in school history to be named the American Volleyball Coaches Association (AVCA) National Player of the Week following her play in the Colorado Premier Challenge. It marked the first time since 1996 a FSU player had received the distinction.
- The women's soccer team is also off to a strong start with a 5-2 overall record. The Bulldogs have presently won their last five outings to date this year and posted four shutouts in the stretch.
- Ferris State Athletics partnered with Riverview Elementary and the City of Big Rapids for a special school-day soccer contest at River Street Park on Sept. 15. Students from Riverview welcomed the Bulldogs players for a pregame assembly and were in attendance for the contest versus Aquinas.
- Ferris State recently partnered with a company called Advanced Online for a new online fan store. Bulldog fans can buy official apparel and merchandise thru the agreement at FerrisStateGear.com.

Auxiliary Enterprises

- Professional Tennis Management Director, Derek Ameel, is working with the United States Tennis Association to promote the Ferris PTM program. The Ferris PTM program received a \$150,000 grant from the USTA for improvements at the Ferris Racquet and Fitness Center. A portion of the grant was used this summer to resurface five existing hard tennis courts and create a "Family Zone" of 5 courts for 10 and under players. The USTA is dedicating another \$70,000 to internet promotions and tracking of prospective PTM students.

ITS

- The classroom readiness efforts by the Technology Assistance Center in resulted in 99% ready for the start for the semester.
- The iConnect program in Student Technology Services served over 550 individuals over move-in weekend with an estimated 1,400 phones, tablets, PC's and other computing devices connected to the network

Governmental Relations and General Counsel

- On August 27, 2015, the University reached a Tentative Agreement with the Ferris Nontenure Faculty Organization (FNTFO) on a successor collective bargaining agreement. The FNTFO ratified the Tentative Agreement on September 8, and the Board of Trustees' Executive Committee gave interim approval of ratification on September 15, 2015. The successor agreement is in effect until June 30, 2020, and the parties expect to finalize and sign the written agreement in the near future.
- Governmental Relations and General Counsel hosted the 9th Annual, Founders' Day Community Ice Cream Social. Although the weather moved this typically outdoor event into the new University Center, the ice cream was still in high demand. Celebrity Servers from throughout the Ferris and Big Rapids community served Jones Homemade Ice Cream to over 2,000 people.
- The Governmental Relations and General Counsel's office was pleased to offer campus wide training on Employment Discrimination presented by Ms. Lolita Davis, Outreach Coordinator for the Equal Employment Opportunity Commission's (EEOC) regional office. On September 9, 2015, over 120 faculty, staff and students took advantage of this training opportunity.
- Matt Olovson and Susan Cook attended a one-day training session for Equal Opportunity Officers on September 16, 2015, which was hosted by the Michigan Works! Association and held in Okemos, Michigan.

Kendall College of Art & Design

- "Sightlines," The Fed Galleries @ KCAD's ArtPrize 2015 exhibition, features eight critically acclaimed contemporary artists who are all participating in ArtPrize for the first time. Coming from Poland, Korea, Scotland, and the U.S., these artists will bring a fresh perspective and a world-class level of talent to ArtPrize audiences, having already made considerable waves in major art markets like New York, Chicago, Italy, and Paris. The work on view for ArtPrize has been discussed extensively throughout the art world, both on and off-line, in such notable places as the New York Times, Hyperallergic, and the BBC.
- Professor Diane Zeeuw, chair of both the Painting and M.A. in Visual and Critical Studies (MA:VCS) programs, has been named to a team of education professionals working on an extensive research project focused on developing new approaches to ethics and research integrity training. The project is being funded through a \$215,000 research grant from the Australian Office of Learning and Teaching. Zeeuw is the only member who is not from Australia.
- Drawing professor Deborah Rockman is currently featured in a solo retrospective exhibition - "Deborah Rockman: The Danger of Being Born (De Novo)" - at the Rebecca Randal Bryan Art Gallery at Coastal Carolina University in Conway, SC. The exhibition features drawings, photomontages, and mixed media and digital media pieces that Rockman has produced over the last 25 years.
- Illustration professor Patricia Constantine is currently featured in a solo exhibition at Muskegon Community College's Overbrook Art Gallery entitled "Myth and Reality: Drawings by Patricia Constantine."
- MFA Painting student Ricardo Gonzalez was recently featured in an interview on the highly trafficked Instagram blog. Gonzalez was also featured in an article on Remezcla, a popular national media site that focuses on Latino culture.

- Painting student Jason Betzing has been awarded a Kuhnel Scholarship from the Mensa Foundation. For 2015, more than 9,200 students competed for 188 scholarships awarded by the Mensa Foundation at the local, regional, national, and international level.
- The recently unveiled third phase of the “Art in the Airport” exhibition at Gerald R Ford International Airport features alumni Kathleen Zeck ('15, Painting) and Natalyia Matveev ('09, Interior Design). Zeck’s serene paintings of beaches, water, and radiantly colored rocks have been printed on banners that now hang in the GFIA’s Grand Hall, while Matveev will be displaying both large and small-format photographs throughout the airport’s concourse and security areas.
- Alum Justin Kellner ('10, MFA Painting) is among the 123 artists from around the world that are included in the 40th annual “Birds in Art” exhibition at Leigh Yawkey Woodson Art Museum in Wausau, WI. For the past four decades, the internationally acclaimed exhibition has showcased the most accomplished works of art that deal with avian life.
- Alum Cory Peeke ('91, Fine Art) is currently featured in a solo exhibition at the Pittsburg State University Museum of Art entitled “A Higher Education.”
- Alum Salvador Jiménez ('14, MFA Drawing) and current MFA Painting student Ricardo Gonzalez are both featured in “La Muerte Niña: Day of the Dead,” an exhibition at the National Museum of Mexican Art in Chicago.

Student Affairs

Center for Leadership, Activities and Career Services

- Nick Smith and Michele Albright completed the Supervisors training.
- Matthew Jones, Nick Smith, and Joy Powell are now certified TIPs trainers.
- Bulldog Values were evident throughout Bulldog Beginnings events as a way to build character in our students.
- Sorority recruitment went well with 54 women receiving a bid.
- A new events with alcohol policy has been implemented for our Greek organizations who are eligible.

Enrollment Services

- On Friday, September 18, 2015 in East Lansing, 5 members of our admissions staff attended the 13th annual Promoting the Publics. This event was the largest to date with over 668 high school counselors and advising corp. members from across the state. The counselors were able to attend two of the 60 minute presentations Ferris hosted. In the presentation we were able to inform all of the changes and updates over the past year about our campus. Some areas that were highlighted included our current work with first generation, the new UC and programs that would benefit their students. The event was a great success for Ferris and many counselors received the valuable information to support their students’ future success.
- Kristen Salomonson, Dean of Enrollment Services, presented a session entitled “From Uncomfortable to Constructive: Handling Difficult Conversations with Skill” at the Association of Nutrition and Food Service Professionals on September 24 at the University Center.
- Jeff Kallay, co-founder and CEO for Render Experience was on campus yesterday, to present *It Takes A Campus* for approximately 90 Ferris faculty, administrators, and staff. The presentation included an update about improvements already made to our current visit experience, and revealed research about the all-important campus visit, understanding the millennial and their parent mindset, and the critical role that our campus community plays in

- the visitor experience.
- The Upper Peninsula swing for MACRAO (Michigan Association of College Registrars and Admissions Officers) College Day/Night fairs was 9/13-17 and the Ferris State booth was one of the busiest at all of the fairs with especially high interest in Ferris State at the fairs in Escanaba, Iron Mountain, Houghton and Marquette.
- Enrollment Services has rolled out a new campus map complete with sidewalks and parking lots. This will enable our many visitors to be able to follow an independent walking route if they choose. It is also printed on the back of our new Admissions folders.
- As of September 25, 2015 we have 2,028 student employees who have been hired to work on campus this fall!
- Office of Financial Aid and Scholarships reports that overall we had 127 fewer students who are in a suspended financial aid status (unable to receive financial aid) fall 2015 when compared to fall 2014. These are students who have not made financial aid academic progress towards their degree.
- The Office of Financial Aid and Scholarships is working in conjunction with Television and Digital Media Productions to develop and create engaging financial literacy videos. The videos will allow students in the TDMP class to gain valuable work experience while helping provide financial literacy to our overall student population.

University Advancement and Marketing

- The Pharmacy Forward \$9.4 million campaign kickoff took place on Sept. 10. The day was filled with several events including a panel discussion in the Hagerman Pharmacy building with Mr. Jeff Rowe, campaign chair, where students had the opportunity to hear his story and how the College of Pharmacy at Ferris State University was the catalyst to his successful career. In addition, a faculty reception followed, which was a wonderful opportunity for Jeff to interact with faculty in the College of Pharmacy. President Eisler and his wife, Patsy, hosted Jeff, his wife, Annette, and their children to honor them for their recent \$1.5 million gift to the College of Pharmacy. A campaign kickoff dinner took place in the University Center, which was attended by more than 100 College of Pharmacy faculty, staff, alumni and friends as well as several members of the University Advancement and Marketing team. More information about the campaign is available at:
<http://www.ferris.edu/HTMLS/news/archive/2015/september/pharmacy.htm>
- Cascade Hills Country Club held a dinner on Thursday, Sept. 24 to honor its former head golf professional, John Celestino, for his 50 years with the club. As part of the evening, they launched a campaign to raise more funding for the John Celestino Scholarship at Ferris to provide more scholarships for PGM students. President Eisler, Ferris Board Trustees Chairman Paul Boyer, College of Business Dean David Nicol and several Ferris faculty and staff were in attendance.
- The dedication of the Shimadzu Core Laboratory for Academic Research and Excellence was held on Sept. 23. Their donation of equipment, valued at more than \$500,000, was matched and enhanced through the support of academic colleges throughout the University. Check out the coverage below:
7&4 news:
<http://upnorthlive.com/news/local/ferris-state-university-launches-new-research-lab>
TV 9&10:
<http://www.9and10news.com/story/30101341/new-science-research-lab-opens-at-ferris-state>

- The Saginaw Plumbing and Steamfitting Supervisory Training Trust established the UA Local 85 Plumbers, Steamfitters and HVACR Service and Affiliated Contractors Scholarship Endowment to support students in HVACR.
- The Ferris Foundation Benefit has received several sponsorships including Platinum from Meijer, Gold from J.K. Elder and Associates, Peak Positions LLC, RoMan Manufacturing, and Christman Company, and Silver from John Hare and Diplomat.
- The Web Content staff has been working behind the scenes with its partners in Information Technology to clean up outdated applications that have resided for several years on the primary web server for ferris.edu. The two teams from UA&M and IT are also migrating applications that interact with databases and are still in use to a secure server environment.
- Communications Specialist John Smith and Videographer Hannah Crouch visited with 2015 homecoming grand marshals Rex and Tyler Schuberg, of Big Rapids to develop a story and video package. The interviews took place at the Schuberg Insurance Agency, in Big Rapids. The story and video were well received.

Read a blog about the interviews, here:

<http://ferrisadvance.org/crouch-smith-interview-the-2015-homecoming-grand-marshals/>

Hannah's video interview, with Tyler, can be viewed, here:

<https://www.youtube.com/watch?v=MVJd2c-CNes>

John's story, featuring Rex and Tyler, can be read, here:

<http://www.ferris.edu/HTMLS/news/archive/2015/september/schubergs.htm> News Services

and Social Media hosted a table at the Founders' Day celebration on Thursday, Sept. 3 in the University Center. The goal was to recruit students to be featured in the Ferris First (#FERRIS) pride-building campaign. The Founders' Day event was an overwhelming success with more than 160 students filling out and submitting the form to be featured. Most participating students received a #FERRIS T-shirt to help demonstrate Ferris pride. Manager Sandy Gholston, Communications Specialist John Smith and Videographer Hannah Crouch were joined by two of their student staffers: Natalie Bycraft and Jordan House, seniors in the Public Relations program.

Click on the #FERRIS website to see some of those featured (near the bottom of the page):

<http://www.ferris.edu/ferris/>

- News Services and Social Media student employee Kaitlyn "KP" Patrick, a Public Relations major, sang the national anthem as part of the Alumni Association's August event with the West Michigan Whitecaps minor league baseball team in Comstock Park. Read more about the event, and check out the photo, here: <http://ferrisadvance.org/alumni-associations-whitecaps-event-a-huge-success/>
- Communication Specialist John Smith's press release about the University Center receiving LEED Gold status received strong local, regional and national coverage that included business journals, newspapers, architectural/construction websites and more. John's story featured comments from Mike Hughes, associate vice president for Physical Plant. The story also detailed the University's continuing efforts toward greater sustainability and information about the master plan.

Read John's story, here:

<http://www.ferris.edu/HTMLS/news/archive/2015/september/leed.htm>

- News Services and Social Media Manager Sandy Gholston is collaborating with Megan Biller, the Doctorate in Community College Leadership program's communications specialist, to host a series of social media management tutorials through the Staff Center for Training and Development. Sandy and Megan initially hosted the series during the summer. Sessions ranged from beginner friendly tips to advanced strategies as the series progressed. Due to requests, the decision was made to host a series of sessions during the Fall 2015 semester at the SCTD office. Visit the Staff Center for Training and Development website for events and the registration system.

Learn more about the events, registration and more, here:

<http://www.ferris.edu/HTMLS/administration/adminandfinance/human/Training/Registration.htm>

- The News Services and Social Media team distributed more than 1,000 Yowies at the Saturday, Sept. 26 Homecoming football game between the Ferris State University Bulldogs and the Saginaw Valley State University Cardinals. A Yowie is a multi-functional rally towel that can be used as a bandana, face scarf, head wrap and more. The Ferris chapter of the Public Relations Student Society of America assisted, as volunteers, with distribution in this collaborative effort with the Athletics Department.

Read more, here:

<http://ferrisadvance.org/ferris-yowies-prove-a-huge-hit/>

- The Marketing office has completed the launch of its recruitment-focused annual campaign, with support from Michael Walters Advertising of Chicago. New collateral integrates the hashtag from the News Services and Social Media campaign #FERRIS and features images of current students who participated in photography sessions July 30- Aug. 5. The campaign includes
 - a 30-second TV spot
 - multiple digital and in-app ads
 - a 30-second radio spot
 - billboard advertising
 - print advertising
 - on-campus materials such as posters and giveaways to drive student social media engagement, including
 - State Street banners
 - social media graphics
 - posters for move-in day
 - desktop wallpaper design for implementation on FLITE student computers
 - t-shirts
 - Yowie wraps
 - sunglasses
 - bracelets
- Marketing supplied supportive materials for the launch of the Pharmacy Forward fundraising campaign. Collateral included brochures, event invitations, launch event signage, launch event script, promotional video, name badges and launch event A/V services. The team also created collateral for the Alumni Association's Fall Reunion including event invitations, signage, event program booklet, event script, name badges and event slideshow. They also completed a number of campaign-integrated and brand ads for use by clients including the

President's Office, Ferris Statewide and the Latino Business and Economic Development Center.

- On Friday, Sept. 25, the Alumni Association held the 59th Annual Fall Reunion to recognize the Class of 1965 into the Society of Golden Eagles, Distinguished Alumni, Pacesetter and Above and Beyond award recipients. More than 150 guests were in attendance as we celebrated these individuals for their wonderful accomplishments for the first time in the new University Center.

1965 Society of Golden Eagles

- David Alexander, College of Business, Marketing
- Ronald Bolden, College of Business, Marketing
- James Dodge, College of Pharmacy
- Milton Dzodin, College of Technology, Graphic Reproduction
- Henry Fisher, College of Technology, Technical Illustration
- Peggy Frazier, Pharmacy (Honorary Doctorate in '96)
- Jim Griner, College of Technology, Graphic Reproduction
- Harold Heikkinen, College of Technology, Graphic Reproduction
- Howard Holmes, College of Business, Accountancy
- Daniel Kirkwood, College of Technology, Graphic Reproduction
- Robert Pellegrom, College of Engineering Technology, Technical Illustration
- Albert Shoumer, Pharmacy
- Joseph Siemiantkowski, Pharmacy
- Margaret Siemiantkowski, College of Arts & Science, Pre-Teaching Secondary
- Martha Sweedyk, College of Business, Executive Secretary
- Robert Tasker, Pharmacy
- James Warner, College of Technology, Graphic Reproduction
- James Wittenbach, College of Business, Accountancy
- JoAnn Wittenbach, College of Business, Executive Secretary
- Thomas Wood, Pharmacy

Pacesetters

- Dr. Emily Coles, 2008 Doctor of Optometry
- Mr. Kristian Schroeder, 2002 Bachelor of Science, International Business

Distinguished Alumni

- Mrs. Denise Beachy, 1985 Bachelor of Science, Applied Biology
- Dr. David Friar, 1988 Bachelor of Science, Applied Biology
- Dr. Kenneth Friar, 1986 Associate in Science, Pre-Med and 1986 Bachelor of Science, Applied Biology
- Mrs. Carolyn Germain, 1980 Bachelor of Science, Pharmacy
- Mrs. Amy Proos, 1987 Associate in Science, Pre-Vet and Business - Operations Management

Above and Beyond Graduates

- Kelsey Bunce, College of Education and Human Services, Secondary Social Studies Education
- Jacob Pinal, College of Business, Graphic Design
- Alumni Tyler ('04) and Rex Schuberg ('78) served as grand marshals during the Homecoming Parade through downtown Big Rapids at noon on Saturday, September 26.

- The Alumni Association hosted a record number of alumni, family and friends in their Alumni Welcome tent from 11 a.m. to 2 p.m. on Saturday before the Homecoming game. Guests could enjoy a make-it-yourself hot “dawg” bar, snacks and refreshments while mingling with other alumni and guests. Activities included Brutus themed arts and crafts for the children and an official Homecoming 2015 “Flip Book.” Alumni could also pick-up their souvenir brick from Helen Ferris Hall, receive a complimentary drink from Monster or receive information from Collegiate Insurance Resources and FSU Annual Giving.
- The Student Alumni Gold Club gathered to celebrate the new academic year with a celebratory “Welcome Back BBQ.” With nearly every member in attendance, advisors Brandi Behrenwald and Kevin Bunce, helped captain the meeting which was led by President Garrett Pashak. To kick off the semester/year, the members participated in a corn hole tournament.
- Student Alumni Gold Club hosted their annual philanthropic event, “Cover the Seal,” where students, community members and faculty/staff donate loose change/money to help a rightful cause. This year’s charity of choice was Helen Devos Children’s Hospital. Participants filled up the seal, located in the North Quad, with hundreds of dollars in loose change donations. T-shirts also were given for any donation totaling more than \$3.00. In all, the event raised nearly \$2,000 for the cause, making it one of the highest grossing years in event history.