

# FERRIS STATE UNIVERSITY

## Good News Items

September 2015

### Academic Affairs

#### OFFICE OF THE PROVOST

- Roberta Teahen received the Excellence in Distinguished Leadership Award in Higher Education July 2015 from the Grand Rapids Area Professionals for Excellence (GRAPE) organization. GRAPE honors a deserving professional who exemplifies excellence in their field. Each month, awards are given based on the month's program theme (e.g., human resources, public relations, legal services, etc.) and are chosen by the GRAPE Excellence Review Committee, a group of highly distinguished professionals within the quality assurance field.

#### COLLEGE OF ARTS & SCIENCES

- Olukemi Fadayomi, Professor in the Department of Biological Sciences, has been invited to become a member of the Peer Corps as a reviewer for the Higher Learning Commission (HLC) North Central Region. As agents of the Commission, reviewers use their knowledge, judgment, and experience to assist institutions in complying with accreditation criteria as well as providing feedback to advance mission-specific goals. Notified this last June, Fadayomi will attend training in Oak Brook Hills, Illinois on October 21-23.

#### COLLEGE OF BUSINESS

- Jeff Ek, Associate Professor in the Marketing Department, and his digital signage team have deployed eight new digital signs in the Business Building to aid wayfinding and disseminate information.

#### COLLEGE OF EDUCATION & HUMAN SERVICES

##### School of Criminal Justice (SOCJ)

- The Criminal Justice RSO, Lambda Alpha Epsilon, was recognized as a Three-Star RSO by FSU Student Leadership and Activities.
- SOCJ Off-Campus Instructor/Advisor, Brian Heffner, was presented with the Instructor of the Year Award from Northwestern Michigan College, a partner in the off-campus program.
- Another SOCJ Off-Campus Instructor, Greg Teter, was awarded the Instructor of the Year from Delta College, another partner in the program's extended education program.
- Former SOCJ student and now FSU alumni, Joshua Sparling, was recognized by the Pat Tillman Foundation as the 2015 Tillman Scholar at the University of Arizona due to his military service and college academic record. Sparling is currently pursuing law school at the University of Arizona. Sparling earned his bachelor degree in criminal justice from FSU in 2012 and is now a Tucson resident who served as a U.S. Army medical laboratory specialist and combat medic. During his military service, Sparling was critically injured in Ramadi, Iraq where the explosion led to the loss of his leg, among other injuries resulting in his medical retirement from service. Sparling has since excelled in martial arts and other sports where he climbed Mount Kilimanjaro with other veterans. This summer he served as an intern for the Arizona Attorney General.
- Two graduates of the May 2015 FSU Law Enforcement Academy, Allison Koldan and Tyler Sheppard, earned a lifesaving award from the Grand Rapids Police Department in July 2015. Both graduates were recently hired by GRPD and were participating in their new recruit training when during a meal break they observed a man not breathing in the restaurant. They performed First Aid procedures as taught at FSU and are credited with saving the man's life.

##### School of Digital Media (SDM)

- Digital Animation and Game Design student, Mathew Woock, was recognized as the 2015 Intern of the Year by 6Ft. Games, a game design company located in Houston, Texas.

- Television and Digital Media Production faculty member Joshua Pardon was a panelist on a presentation titled: Lights, Camera, Action that was part of the Michigan Association of Archivists annual conference in June 2015. Part of Pardon's contribution was discussing his yet-untitled "State Hospital Project" film that is currently in production.
- During Spring Semester 2015, TDMP students, Cassandra Rachauskas, Trevor Quist and Tyler Savides, produced a documentary about the Ypsilanti Reed Furniture Company, titled "The Factory". The documentary is twenty-one minutes long, features archival footage and interviews, and was initially screened by the Ionia County Historical Society at its "Spring Into the Past" event on May 2 and 3, 2015. The Independent Study that resulted in this project was under the direction of TDMP faculty member Joshua Pardon.

#### **School of Education (SOE)**

- Liza Ing has completed Non-Violent Crisis Intervention Instructor Certification.
- The FSU Men's Disc Golf Team won the 2015 National Collegiate Disc Golf Championship in April 2015, competing against 60 other college teams. The students will be recognized at the Rec Fest Ceremony on September 1, 2015 at the Recreation Center beginning at 6 p.m. and again at half time during the Ferris Football Game on October 13, 2015 on Top Taggart Field.

#### **COLLEGE OF ENGINEERING TECHNOLOGY**

- The College of Engineering Technology is excited to announce the opening of the "Ferris Maker Space" this fall, located in SWN 110. The goal is to give every Ferris student, regardless of program, an opportunity for hands-on experimentation and prototyping and the means to create almost anything. The equipment currently available in the "Maker Space" consists of the following: four desktop 3-D printers, one desktop wire bender, one 3-D scanner, and one desktop CNC router.
- Welding Engineering Technology students earned \$89,000 in scholarships from the American Welding Society. Also, Praxair established two new \$5,000 scholarships for Welding Engineering Technology students.
- The Construction Technology and Management introductory course enrollment numbers increased from 45 students last year to 65 students this fall semester.
- Twenty-one participants learned about roads, bridges, airplanes, and maritime at the successful National Summer Transportation Institute Camp. Lee Templin served as director of the camp with assistance from Bob Eastley and Suzanne Miller.
- Doug Zentz, HVACR Program Coordinator and Associate Professor, was awarded the American Society of Heating, Refrigeration, and Air Conditioning Engineers (ASHRAE) Distinguished Service Award.
- Design and Manufacturing Summer Academy students enjoyed a week on campus working with the CET faculty, engaging in activities associated with the engineering field.
- Madelyn Hamilton, an incoming freshman in the Auto Management program, was awarded a \$2,500 Automotive Women's Alliance Foundation scholarship. The Foundation is a professional organization dedicated to the advancement of women in the fields related to the automotive industry.
- The Automotive Center faculty office renovations were completed in May.
- The Automotive programs received the following donations:
  - Four Indy style-racing engines from General Motors.
  - Ford Motor Company donated access to their repair information and diagnostic scan tool software subscriptions for use by automotive faculty and students.
  - Ten EcoTec engines from General Motors for use by students in labs.
- Grand Traverse Diesel has sponsored the Heavy Equipment program in Daimler Trucks "Get Ahead" program. "Get Ahead" is a partnership between Daimler Trucks North America LLC (DTNA), a diesel school, and a DTNA service network location, i.e. a Freightliner<sup>®</sup> and/or Western Star<sup>®</sup> dealership or Detroit<sup>™</sup> distributor. Through this partnership, DTNA offers diesel schools access to industry level web-based training free of charge.

- Associate Professor Darren Wilson will be working with an honors student to diagnose and repair a tractor as part of his “honors contract” project.
- The Heavy Equipment program received donations from the following industry partners:
  - Engines and equipment from Grand Traverse Diesel (through the assistance of alumnus Dan Walters)
  - Ongoing donations of transmissions, lifting equipment, and storage racks from Weller Truck Parts
  - Two semi-tractors from Meijer (through the assistance of Daniel Scherer, David Herman, and alumnus Zach Nykodiem)
  - A 4300 straight truck from Zarembo Equipment, Inc.
  - An international straight truck from Hydecker Wheatlake (through the assistance of Mark Nelson)

#### COLLEGE OF PHARMACY

- Eric Nybo, PhD, Assistant Professor of Pharmaceutical Sciences, is the recipient of a 2015 NARSAD Young Investigator Grant from the Brain & Behavioral Research Foundation (<https://bbrfoundation.org/>). The prestigious 2-year, \$70,000 award will fund his research project entitled “Synthesis of terpene-based sedatives utilizing a novel metabolically engineered host”. The project will incorporate FSU student researchers and use of the Shimadzu Core Lab for Academic and Research Excellence facility. The NARSAD Young Investigator Grant provides support for the most promising young scientists conducting neurobiological research.

#### FLITE

- Dejah Rubel, Metadata Electronic Resources Librarian here at FLITE has completed Zepheira’s Practical Practioner Linked Data and BIBFRAME Essentials course offered through MCLS. The data was submitted to Sustainable Collection Services as part of the Michigan Shared Print Initiative.

#### MICHIGAN COLLEGE OF OPTOMETRY

- On August 6th through 10th, MCO hosted the Optometric Extension Program course, "[The Art & Science of Optometric Care: A Behavioral Perspective.](#)" There were 14 optometrists in attendance from across the country and Canada, and the lecturer was Dr. Bob Hohendorf from Grand Rapids, Michigan.
- The FSU Michigan College of Optometry’s local chapter of the Fellowship of Christian Optometrists co-sponsored an Eye Care Mission trip with Trinity Fellowship Evangelical Free Church and Partners in Evangelism International: Guyana. An Optometry team of 15 people traveled May 10-18, 2015 and hosted a five-day vision clinic. Dr. Julie Hanson (MCO 2003) led the mission and was assisted by Dr. Troy Mork (University of Missouri, 1988). MCO Third Year Optometry Students: Joe Mork, Casey Spooner, Taylor Oie, Dana Hawkins, and Mandi Lipps (FSU Pharmacy Fourth Year) were key student contributors. The mission was very successful with over 1,000 patients provided spiritual and eye care in Tain, Guyana.
- On May 15, scleral lens experts from the MCO contact lens team hosted a one-day course titled, "Everything You Need to Know for Building Your Scleral Lens Practice." Attendees from multiple states participated in the new hands-on workshop that included seven hours of COPE CE instruction.
- Stephanie Ramdass published an article titled "Myopia Epidemic: Should You Be Concerned?" in the May/June issue of The Michigan Optometrist.
- Craig Norman had a column published in the July issue of Contact Lens Spectrum titled “Is it the Eye or the Lens? Dry Eye Symptoms in Presbyopic Contact Lens Wearers.”
- Dr. Sarah Hinkley received two Ferris Foundation Exceptional Merit Grants, one for the Students in Need of Eyecare program and one for the interprofessional clinical partnership with the Association for the Blind and Visually Impaired.
- The pediatric faculty hosted an interprofessional discussion and tour of MCO with occupational therapists from The Lighthouse of Traverse City. Participants discussed ways we can work together for the benefit of patient care.

- June 25<sup>th</sup>, MCO was very proud to watch Sarah Gliniecki represent MCO as one of the top schools of optometry in the world at the [Varilux Optometry Student Bowl](http://varilux.com/optometry-student-bowl). Dean Damari was congratulated by deans, presidents, and faculty around the country on how well Sarah did in her second-place finish. link : <http://invisionmag.com/homepage/latest-news/1011-essilor-celebrates-24th-anniversary-of-the-varilux-optometry-student-bowl.html>

#### RETENTION & STUDENT SUCCESS

- The Honors Program was recently awarded two grants. The National Collegiate Honors Council awarded the Honors Program a \$2,000.00 grant to aid in their program review. Ferris' Honors Program has been commended on its commitment to closed-cycle assessment and evaluation in Honors education and the grant is the NCHC's way of advancing excellence in Honors education.
- The Ferris Honors Program has also received a Venture Grant from the Michigan Campus Compact. The grant totaled \$3,163.83 and will be used for the Day of Service & Learning 2015. This year's event will have 16 community partners and support over 200 volunteer opportunities!
- Retention and Student Success awarded 26 students scholarships for the 2015-16 school year totaling \$69,108. Scholarships were awarded from the Joan E. Totten Scholarship, Susan L. Greene Memorial Scholarship, Harry S. Melling Memorial Scholarship, R&SS Dean's Scholarship and the Mickey Shapiro Opportunity Endowed Scholarship.

## Administration and Finance

### Athletics

- Both the Ferris State University football and volleyball teams were picked to finish first in the 2015 GLIAC Preseason North Division Coaches Polls announced recently. Both squads are defending conference champions and received the most votes in the voting conducted by the league's head coaches.
- The Bulldog football squad is tabbed second nationally in the 2015 Sporting News Preseason Top 25 poll. Meanwhile, the volleyball team is 18th in the country in the AVCA Preseason Division II National Listing.
- Ferris State University standout quarterback and 2014 Harlon Hill Trophy recipient Jason Vander Laan (Frankfort, Ill. /Chicago Christian) was not only the nation's top football player last fall, but has also now been chosen as the country's top student-athlete regardless of sport as he was named the 2015 Division II Conference Commissioners Association (D2 CCA) "National Scholar-Athlete of the Year".
- The Ferris State volleyball program not only achieved success on the court during the 2014 championship season, but was also highly-successful in the classroom as the Bulldogs recently received American Volleyball Coaches Association (AVCA) Team Academic Award honors for the 2014-15 academic year.
- Bulldog Hockey Associate Head Coach Drew Famulak threw out the game's first pitch at Fifth Third Ballpark as the West Michigan Whitecaps hosted the Great Lakes Loons. The hockey program was also represented by three returning players who signed autographs for fans, including Simon Denis, Kyle Schempp and Sean O'Rourke.
- Seven members of the Ferris State men's and women's tennis programs combined to earn Intercollegiate Tennis Association (ITA) Scholar-Athlete honors for the 2014-15 campaign.
- For the second-straight year, Ferris State women's golfer Kelsey McKinley was named to the Women's Golf Coaches Association (WGCA) All-America Scholar Team. The announcement was recently made by the national coaches' organization.

### Auxiliary Enterprises

- Athletic Camps hosted over 50 camps this summer and welcomed a record 260 high school teams and a record 4,760 total campers to our Big Rapids campus.
- Admissions, Athletic Camps, CPS, Dining, and Housing collaborated to distribute Ferris t-shirts and printed materials to all of our campers this summer, as well as speaking about all that Ferris has to offer to many of the groups.

### Human Resources

- The Staff Center for Training & Development is celebrating its one year anniversary on Founder's Day, September 3, 2015. Stop by Alumni 121 between 10:00 am and noon that day to see how your Staff Center can support your professional development, meet the summer graduates of the Supervisor Development Program, celebrate with the participants of the Summer 2015 Steps to Learning challenge, and meet the employees participating in the 2015-16 Ferris Employee Leadership Development Program.
- The Staff Center for Training & Development will be introducing a new training management system on September 3, 2015. Access to the new system will be on the Professional Development page in MyFSU and will be replacing the current registration system. The new system will allow employees to register for workshops, keep track of participation in professional development sessions, participate in surveys, and print certificates of achievement.

### ITS:

- The Grand Rapids Pharmacy location has had its wireless network system upgraded. The previous system was removed and replaced with a newer system which should provide better performance at the Grand Rapids location. One of the changes that was made in addition to the hardware upgrade was the change of the Grand Rapids wireless SSID from FSU Pharm to FerrisWiFi. One of the benefits of this change is to allow Pharmacy faculty, staff and students to move between the Big Rapids and Grand Rapids Pharmacy locations using the same wireless SSID on their laptops.
- IT Services has rolled out a new electronic time request system, TimeOffManager, to those who had been previously using Lotus Notes for time off requests. Information and training on this new system will be offered to the rest of campus soon so departments can learn about how to work more efficiently with electronic time requests and approvals.

### **Governmental Relations and General Counsel**

- Governmental Relations and General Counsel was pleased to be a sponsor of the Whitecaps Community Foundation's first annual golf outing on August 3, 2015. Ferris received positive recognition from this sponsorship throughout West Michigan. The Whitecaps Community Foundation is "dedicated to enriching the lives of children, and by extension their families, by providing them with access to social, educational, and recreational programs that will have a positive impact on their futures."
- Miles Postema, Ken Plas, and Matt Olovson attended Title IX Investigators Training on July 27-28, 2015, which was sponsored by the Michigan Universities Self-Insurance Corporation (M.U.S.I.C.) and held at GVSU's downtown campus.
- Miles Postema was selected to serve on the Building a 21<sup>st</sup> Century Practice Committee of the State Bar of Michigan.
- Miles Postema was selected to serve on the 2016 Annual Conference Planning Committee for the National Association of College and University Attorneys (NACUA).

## Kendall College of Art & Design

- As one of four ArtPrize 2015 venues participating in the competition's new Fellowship for Emerging Curators initiative, The Fed Galleries @ KCAD selected local artist and curator Elizabeth Hertl as its inaugural Curatorial Fellow. Alumni Ethan Ross ('14, MFA Photography) and Hunter Bridwell ('10, Photography) were also selected to be Curatorial Fellows, Ross with UICA and Bridwell with GRAM.
- Open to any undergraduate student in America, Wege Prize 2015 drew participation from 80 students representing a total of 16 different colleges and universities as well as a staggering 56 different academic disciplines. The \$15,000 Grand Prize went to Western Sustainers, a team of students from various colleges within Western Michigan University. The team designed the Local Loop Farm, a closed-loop agriculture systems designed to act in symbiosis with its surrounding community.
- Art History student Aaminah Shakur penned an essay for Hyperallergic entitled "Who Are the Rightful Owners of Artifacts of Oppression" that takes a critical look at the art world's entrenched - and, Shakur argues, misguided - ideas about artifact ownership.
- Art History student Courtney Jackson worked with UICA and Universal Mind to develop Access UICA, a new mobile app inspired by the DisArt Festival that presents valuable contextual information about art exhibitions.
- In professor Ken Krayer's User-Centered Design class, students Amanda Lumley (Digital Media), Hannah Snyder (Interior Design), Jordan Eastwood (Industrial Design) and Linghom Wang (Industrial Design), took first place in a design competition held by Trendway Corporation that challenged student teams to explore the creative possibilities inherent in the company's Feek<sup>®</sup> coated foam products. The winning design was featured in Trendway's Chicago Showroom during NeoCon 2015.
- Digital Media students Alante Carpenter, Ed Kindsvater, Erica Syverson, Kate Flynn, and Nana Dong created a trailer for the Grand Rapids Film Festival with the help of professor Brad Yarhouse that won an Eclipse Award in the Local/Regional Segments and Promotional Pieces category.
- Digital Media student James Driessche had his 3D horror survival game Linger picked up by console game publishing company Grip Games, which will release the game this fall.
- MFA Drawing student Brianna Baurichter has been named the curator of Grand Rapids' iconic Blue Bridge for ArtPrize 2015 through the competition's City Parks Curator Program. Baurichter is working with fellow MFA Drawing student Nichole Riley to coordinate Riley's installation, a powerful statement on childhood sexual abuse.
- Costumes designed by students in the Fashion Studies program for the Grand Rapids Ballet were also used in the Ballet's performance at the Spring to Dance Festival in St. Louis, MO. Fashion Studies students Benjamin Armstrong, Emily Prchlik, and Krystal Peto have all been accepted to spend their senior year studying at the Fashion Institute of Technology in New York City.
- Illustration student Jennifer Bafile worked as a Pet Product Design Intern for Martha Stewart Living Omnimedia.
- Industrial Design students Allison Charnley, Christina Cardenas, Karl Hoenshall, Mackenzie Smith, and Pat Shields won the \$2,500 Runner-Up Grand Prize award at the 2015 MWest Challenge with FitFrames, a company devoted to helping people find the perfect pair of eyeglasses.

- Industrial Design students Amanda Hargraves, Ben Zuiderveen, Fernando Ramirez, and Kayla Ita won the \$6,500 Grand Prize at the 2015 MWest Challenge with RE | Fresh, a food storage container that's both compostable and specially designed to keep different foods separate and sealed.

Industrial Design student Mackenzie Smith was the KCAD recipient of the 2015 Industrial Design Society of America (IDSA) Student Merit Award. Smith also represented KCAD at the 2015 Industrial Designers of America Central Conference in Columbus, OH, where she presented her design portfolio to conference attendees.

- Interior Design student Kaitlin O'Connell was part of a team that won the People's Choice Award at the 2015 International Interior Design Association (IIDA) Student Charette.
- Master of Architecture students Anne Schnitzenbaumer, Courtney Parks, and Rachel Crane were all awarded scholarships from the Michigan Architectural Foundation, which only awards seven such scholarships each year. Additionally, Schnitzenbaumer was awarded the American Institute of Architects (AIA) Grand Rapids Student Scholarship while Parks was awarded a scholarship from the Construction Specifications Institute.
- Art History professor Karen Carter co-edited and contributed to a new book, "Foreign Artists and Communities in Modern Paris, 1870-1914: Strangers in Paradise," a collection of scholarly essays that examines Paris as a hotbed of international culture. \*Carter was also one of 25 out of 70 applicants that were accepted into "Teaching the History of Modern Design: The Canon and Beyond," an academic teaching institute organized by the National Endowment for the Humanities.
- Industrial Design professor and Design West Michigan Executive Director Ken Kraye was named to the Board of Directors of Creative Many Michigan (formerly ArtServe Michigan).
- Alum Caitlin Skelcey ('11, Metals and Jewelry Design/Painting) was awarded a creative research grant from the University of Illinois Champaign-Urbana, where she's currently enrolled in the MFA Metals program, to developing experimental materials for 3D fabrication technology. Skelcey was also awarded a Society of North American Goldsmiths Educational Endowment Scholarship and a Society of Midwest Metalsmiths Scholarship.
- Alum David VanTuyle ('12, Digital Media) was nominated for an Emmy Award for Outstanding Main Title and Graphic Design Emmy for his working creating the main title sequence for the Nickelodeon show Wallykazam!
- Alum Jon O'Neill ('01, Graphic Design) and his team at Grand Rapids design studio Conduit created the branding for ArtPrize 2015, dubbed "ArtPrize Seven." O'Neill was also named the new president of AIGA West Michigan.
- Alum Joseph Wilcox ('09, Art Education) was awarded a \$10,000 grant from non-profit organization Crusade for Art for .LDOC, a free print publication combining photography and creative writing Wilcox plans to distribute to passengers on Chicago's L train.
- Alum Mark A. Peterson ('00, Industrial Design) was recently hired as a senior product designer in HP's Retail Solutions Mobility group.
- Alum Nicolas Sanchez ('09, Painting) was featured in "Personal Structures-Crossing Borders" an exhibition organized by the European Cultural Centre that was held in Venice, Italy during the 56<sup>th</sup> Venice Biennale. Sanchez was also featured in his first European solo exhibition, held at Accesso Galleria in Pietrasanta, Italy.
- Alum Salvador Jimenez ('14, MFA Drawing) has been named to a yearlong appointment as the Artist-in-Residence in the Ceramics program at Harvard University's Office for the Arts, beginning September 1, 2015. Jimenez also completed a weeklong residency in the Saugatuck

Center for the Arts' Summer Migrant Program, where he helped provide arts programming to children of migrant farm workers.

- Alum Sam Iannamico ('14, Photography) has been hired by the Grand Rapids Griffins as the team's permanent photographer after spending the last year in an internship role.
- Alum Samantha Stutzman ('15, Medical Illustration) has been accepted into an internship position at Thieme, an industry-leading global publisher of medical illustration textbooks and journals.
- Alum Steve Heneveld ('06, Digital Media) and his DreamWorks Animation co-workers won an Emmy for Outstanding Children's Animated Program for their work on the Netflix series All Hail King Julien.
- Alum Tim Murphy ('02, Industrial Design), who currently teaches in the Industrial Design program, is leading a collaborative effort to turn an abandoned kids' camp in Ludington, MI into Camp BluSky, a multi-faceted innovation center that can serve kids, startups, small businesses, and even Fortune 500 companies.

## Student Affairs

### Enrollment Services

- The Office of Admissions recently hosted campus visits for groups of new high school advisors with the Michigan College Access Network and the College Advising Corps. These new advisors learned about Ferris State University and the programs we offer. They will take that information back to their home high schools to help better advise college bound students.
- Jessica Simon, Admissions Recruiter, presented at the training for the new MI Advising Corp that will be working with the high schools this Fall. Jessica also participated in the "To College, Through College (TCTC) initiative to increase post-secondary success for Grand Rapids students.
- The latest version of the Productivity Report has been produced and distributed and is available on the IR&T website.
- On August 1, 2015, Enrollment Services hosted 286 total guests who attended the Dawg Days of summer- 114 of which were prospective students.
- Ferris State University has achieved Gold Level status as a Veteran Friendly School with the Michigan Veteran Affairs Agency. To achieve the gold level status, schools must meet 6 or more areas of veteran-friendly criteria including a veteran's coordinator and prior military credit evaluation. <http://www.michiganveterans.com/Home/Educator-Summary/Become-a-Veteran-Friendly-Campus> provides the information and other schools bestowed the honor.
- Jeannine Martine, Chase Watts and Shari Chamberlain have all been accepted in the Ferris Employee Leadership program.
- Strategic Planning for Diverse Enrollment (SPDE) Committee: On Thursday, August 13th, Ferris and Ferris Grand Rapids, as a community building and Ferris awareness activity, participated in Grand Rapids Public School's annual Back to School Celebration at John Ball Zoo. There were over 5,000 families in attendance. We gave Kindergarten through 12th grade students spiral notebooks & pencil packets with Ferris stickers, as well as crayons and Brutus coloring page packets. We also gave out Popsicle's, which was greatly appreciated on a hot-humid night. We had games that children could play for Ferris gear and Brutus tattoos. We also provided Ferris information materials in Spanish and English. Our highlight was promotion of two backpacks full of much needed school supplies that were given to two lucky students whose names were drawn from interest cards that were completed and submitted. It

was a very, very busy night and Ferris was a big hit! We were even spotted in the local evening news!

- In addition to the Grand Rapids event above, admissions representatives from main campus attended the Holland area backpack back to school event on Friday, August 14<sup>th</sup> and the 10th anniversary celebration of the Kalamazoo Promise on Saturday, August 15<sup>th</sup>.

### **Multicultural Student Services**

- OMSS is launching the Culture 365 Signature Event Series to garner a campus-wide level of participation at events that will focus on topics relative to the intersectionality of race, culture and identity. The theme for the 2015-16 academic year will be announced soon and will include guest lecturers, presentations, film screenings, exhibits, and discussions.

### **Counseling Center/Student Life**

- *-StepUp Ferris*, a bystander intervention program will be implemented across campus this fall. This initiative will help students better understand how to assist others as needed as well as resources available to them.

## **University Advancement and Marketing**

- The Web Content team, working in tandem with its consultant, Donouge Design, has completed the final design and coding phases of the Ferris State University website redesign project. Several templates have been submitted to Ferris' content management system provider (OmniUpdate) for the creation of new webpage templates. End users in the Ferris website network will be able to author new content and migrate existing content into the templates once they are rolled out later this fall.
- External Relations and the Ferris Alumni Association sponsored the West Michigan Whitecaps game at Fifth Third Ballpark in Comstock Park, on Thursday, August 20. Highlights of the evening included:
  - Fans were greeted at the main entrance by the giant inflatable Bulldog and the first 500 fans received free Ferris t-shirts.
  - Ferris State University brand marks and messaging was displayed on electronic signage.
  - The Ferris Alumni Association hosted more than 160 alumni and friends for a pre-game picnic and special seating section at the game.
  - Current student Kaitlyn Patrick (senior/Public Relations) sang the National Anthem.
  - Drew Famulak, Associate Head Hockey Coach, threw out the first pitch and joined the game broadcast for comments about our team/Ferris.
  - Bulldog Hockey players Simon Denis, Kyle Schemppff and Sean O'Rourke attended to promote the upcoming hockey season and to sign autographs.
- Student Alumni Gold Club and its advisors (Brandi Behrenwald and Kevin Bunce), recently participated in the national Conference for Student Engagement (CASE ASAP) in Washington, D.C.
- Contributions to The Ferris Foundation and University for FY 15 totaled \$12,037,884 for a 7% increase over FY 14 ~ a new record for philanthropy at Ferris. This was highlighted by a transformational gift of \$5,000,000 from Phil and Jocelyn Hagerman for the College of Pharmacy. Without the gifts of \$500,000 and above over the past two years, we saw an increase of 8% from the thousands of other donors. The number of donors increased by 9%

over FY14 for a total of 4,122 donors. Gifts for scholarships were \$4,782,565 or 40% of all donations.

- Jeff, Class of '79 and Annette Rowe, Class of '79 have made a \$1.5 million gift to support the College of Pharmacy. The Rowes have created the Jeff and Annette Joint Pharm. D/MBA Annual Scholarship and provided support for the Hagerman Building renovation.
- Frank Crowe, faculty emeritus, created an annual scholarship in memory of Dr. W. Marlene O'Hara, former faculty in the Criminal Justice program in Grand Rapids. The focus of the scholarship will be to help students enrolled in the Criminal Justice program on the Grand Rapids campus.
- Jim Bock, College of Pharmacy '66, has established an estate gift to fund the Whitney Health Care Services Entrepreneurial Pharmacy Practice Endowment for the College of Pharmacy. The focus of the scholarship will be to assist students who have a strong focus on the pharmacy administration coursework.
- The Ferris Foundation Benefit on November 6 will feature Diana Nyad, the long distance swimmer, who after 5 attempts, completed the swim between Florida and Cuba at the age of 63. The Foundation Benefit also has received several sponsorships, including platinum sponsorships from Wolverine Power Marketing Cooperative and Barnes and Noble College Booksellers, gold sponsorships from Huntington National Bank and Coca-Cola as well as silver sponsorships from Linkfield and Cross Agency, Inc; Ron and Donna Mahoney; Fund Evaluation Group; and Fifth Third Bank. Rogers Printing is the Print Sponsor for the event.
- Ferris Professor of Education Leonard R. Johnson has established a Disc Sports Scholarship for students participating in Disc Golf or Ultimate Frisbee within Ferris' Disc Sports Club registered student organization, which Johnson advises. He is a professional disc golfer and designs disc golf courses.
- Ferris Marketing graduate John D. Leckenby, professor in the Department of Advertising of the College of Communication and Everett D. Collier Centennial Chair in Communication at The University of Texas at Austin, has made a planned gift to support scholarships for Ferris students majoring in Advertising/Integrated Marketing Communications. He established the scholarship in honor of his Ferris Marketing Professor Roland Hicks and former student and Ferris Marketing graduate Leonard Zimmerman.
- This summer, the News Services and Social Media team welcomed John Smith as its new communications specialist. John brings a strong professional background to our News Services and Social Media team. Previously, John worked for 14 years at WOOD Radio, in Grand Rapids. Prior to WOOD, John worked for WBRN Radio, in Big Rapids, as a disc jockey and eventually as news director. He previously worked in Cadillac as news director for WATT/WEVZ. Read more about John here: <http://ferrisadvance.org/john-smith-takes-role-as-communications-specialist-for-news-services-social-media/>
- **Transitions to Success** ~ The News Services and Social Media team has worked in collaboration with the Office of Multicultural Student Services to develop video and written communication in support of the annual Transitions to Success program. The release is posted on the University News website, here: <http://www.ferris.edu/HTMLS/news/archive/2015/august/transitions.htm> Additionally, the News Services and Social Media team produced a series of videos for the Transitions to Success program. The Ferris State Video YouTube playlist is here: <https://www.youtube.com/playlist?list=PLCaLIQypYZbkcE5gyiSedtNezClfNfMoM>

- **Bulldog Beginnings** ~ The News Services and Social Media team has collaborated with Bulldog Beginnings on a series of communications, including multiple press releases and videos, designed to promote this welcome week of activities.  
The main press release is here:  
<http://www.ferris.edu/HTMLS/news/archive/2015/august/beginnings.htm>  
Videos are listed below:  
Bulldog Beginnings promo: <https://youtu.be/u~tPNPqyo>  
Get Involved: <https://youtu.be/O0B7ROhJkaA>  
Bulldog Fight Song (Sing-A-Long): <https://youtu.be/Nnnlul3FOCY>  
Welcome to Bulldog Country: <https://youtu.be/ACUjyKCyPIQ>
- **Beyond Globalization** ~ To promote the Office of International Education's Beyond Globalization initiative for the 2015-16 academic year, News Services and Social Media Communications Specialist John Smith wrote a release about the project that can be found here: <http://www.ferris.edu/HTMLS/news/archive/2015/august/beyond.htm>  
In addition, News Services and Social Media Videographer Hannah Crouch was able to capture an interview with President Eisler:  
[https://www.youtube.com/watch?v=WcXH\\_wACGfw](https://www.youtube.com/watch?v=WcXH_wACGfw)
- **Welcome back to Ferris** ~ News Services and Social Media Videographer Hannah Crouch produced a video that featured President Eisler welcoming students back to campus for the Fall 2015 semester. That video can be found here:  
<https://www.youtube.com/watch?v=1jSfw1ltUhA>
- **Ferris First** ~ The Ferris First (#FERR1S) pride campaign has had a very successful late spring/summer with the video component of the series. Three noteworthy videos have been particularly successful this summer with Jordan Fries, who was a senior in the Nuclear Medicine Technology program in the spring; Mike Noble, an alumnus who is doing great work with youth in Grand Rapids; and Fayez AlSalem, who was a senior this past spring in Computer Information Technology.  
The video of Fries has more than 12,400 views, AlSalem's has more than 4,000 and Noble's has more than 3,500.  
View the videos below:  
Jordan Fries: <https://www.youtube.com/watch?v=0Znc06wBrH4>  
Fayez AlSalem: <https://www.youtube.com/watch?v=fhT0jIMH378>  
Mike Noble: <https://www.youtube.com/watch?v=FOliBxhYWEl>