

# Ferris State University

## Good News Items

### October 2016

#### Academic Affairs

##### COLLEGE OF BUSINESS

- Paul Kwant and Sharon George have completed the Facilitator Certificate & Instructor Certificate in Strengths-Based Education, and will complete their Strengths Coaching certification in 2017. The Clifton StrengthsFinder is an assessment tool from the Gallup Strengths Center based on more than four decades of the study of talents, strengths, and overall success.
- The Graphic Media Management program filled Thornapple Pointe Golf Club in Grand Rapids with program alumni and printing industry supporters to raise over \$5,000 in scholarship money for FSU Graphic Media Management and Graphic Communications students. A record 130 players turned out to this annual event.
- The College of Business, the Office of Diversity and Inclusion, and the Faculty Center for Teaching and Learning sponsored the first “Conversations on Inclusion” event held September 14 in the UC that focused on equality in the workplace. Guest speakers included Matthew T. Chappelle (Christman Company), Carlos Estrada (AIGA), Kimberly Lindsey-Feagin (Bosch), and Ana L. Ramirez-Saenz (La Fuente Consulting LLC). Over 250 students, administrators, faculty, and other guests heard first-hand how equality issues have evolved from the past to the present.
- The College of Business hosted a very successful Internship Awareness Day. Paul Kwant, Internship Director, coordinated the event for employer & internship providers to meet students and faculty directly within the College of Business. With over 20 employers in attendance, students were able to learn about available internship opportunities. Organizations like Meijer will offer over 100 internships in summer 2017.
- Dr. Lisa Eshbach, an Associate Professor for the College of Business, has recently accepted a position with the editorial board for the [Case Research Journal \(CRJ\)](#). *CRJ* consists of four issues published by the North American Case Research Association (NACRA) each year. It has now been considered the leading academic journal for cases in business and related disciplines in North America.
- Hospitality Management Program Faculty member Karyn Kiiio took nine College of Business students to work the Summer X Games in Austin, Texas, in June. Students worked in the event festival area, assisting in putting on this premier, nationally televised ESPN extreme sports and entertainment event.

##### COLLEGE OF EDUCATION & HUMAN SERVICES

###### School of Criminal Justice (SCJ)

- Two School of Criminal Justice FSU Law Enforcement Academy students, Ryan Kowalski and Nicholas Sawicki, provided security services for the Mecosta Area Chamber of Commerce at the Labor Day Arts 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 third year that academy students have assisted the Chamber of Commerce.
- The School of Criminal Justice FSU Law Enforcement Academy (41 students) raised and donated \$1,100 for the Michigan Special Olympics. All of the students participated in the Law Enforcement Torch Run for Special Olympics (LETRSO) on September 15,

2016 where they ran with local police officers and Special Olympians to provide community awareness of the financial and support needs of Special Olympians.

- School of Criminal Justice Professor Cecil Queen assisted the Big Rapids Department of Public Safety with their inaugural Citizens Police Academy by providing a presentation on the dynamics related to police use of force on August 18, 2016. The community members were introduced to the FSU video-shooting simulator as a demonstration of the various issues.
- Two FSU School of Criminal Justice Alumni, both graduates of the 2015 FSU Law Enforcement Academy, were awarded for their bravery and outstanding service by the Flint Police Department. Flint Police Officers Michael Henige and Cody Johnson responded to assist a person in crisis with psychological problems. The man ran from the officers and jumped into the Flint River. After repeated attempts to convince the man to swim ashore, the officers proceeded into shoulder deep water and rescued the man. They provided immediate treatment and transportation to a hospital for further evaluation. The FSU academy provides water safety and survival training for its students.
- Nancy Hogan, Eric Lambert, Shannon Barton, James Wells and Kevin Minor presented a paper on the “Organizational Trust and Fear of Victimization Among Prison Staff” at the Midwestern Criminal Justice Association meeting held in Chicago, Illinois in September 2016.
- Alpha Phi Sigma, the Honors Society, has taken on a new responsibility and community volunteer project. Each Thursday, members of the society will be volunteering at a local Community Meal, setting up, serving and cleaning up dinner service to approximately 500 Mecosta County residents. This endeavor will provide each student with volunteer time, but more importantly it helps people in the community get to see young faces doing positive things and giving back to the people of Big Rapids.
- The School of Criminal Justice has begun the process of renovating space in Bishop Hall to be converted into a mentoring center. Faculty have agreed to supply textbooks and other material to students who need assistance. Members of Alpha Phi Sigma and Lambda Alpha Epsilon have agreed to act as mentors to students in Criminal Justice who are in need or request assistance with their studies. Amie Calhoun, Academic Advisor for the School of Criminal Justice will develop and implement the mentorship program.

#### School of Digital Media (SDM)

- Alyssa Trank-Zelewicz, a senior in the Digital Animation and Game Design program, is volunteering during Artprize by demonstrating the Tilt Brush, a virtual reality tool, in the S.T.E.A.M. village. She was also on the Miranda show introducing the Microsoft HoloLens, an Augmented Reality device, to the TV audience.  
<http://wotv4women.com/2016/09/27/super-science-with-s-t-e-a-m/>
- Television and Digital Media Production Professor Connie Morcom was granted an Academic Service Learning (ASL) grant allowing her students to capture stories while working with several community partners through ASL.

#### School of Education (SOE)

- Jenette Schanick, a 2016 graduate of the Master of Science, Career and Technical Education – Post Secondary Administration option, received a Making a Difference award at the University of Michigan’s School of Dentistry. She currently works as a Dental Assistant – Senior in the Oral and Maxillofacial Surgery Department within the School of Dentistry at the University of Michigan. Jenette also volunteered twenty-eight hours in two days to support the services offered by the Mission of Mercy on June 10-12, 2016.

## COLLEGE OF ENGINEERING TECHNOLOGY

- John Schmidt has been elected to the Board of Trustees of the American Council for Construction Education (ACCE), the accrediting agency of Construction Management programs.
- The College held its annual student welcome picnic on September 13<sup>th</sup> with over 750 students, faculty, and staff in attendance.
- On September 8, the College of Engineering Technology hosted its third annual and largest Welcome Event for incoming female freshmen and transfer students. Over 50 people attended to network with each other, learn more about campus resources, and hear from a panel of current students. The Torch featured the story, which is accessible online at: <http://fsutorch.com/2016/09/14/networking-dinner-hosted-women-stem/>.
- On September 22, 2016, the FSU Heavy Equipment Technology program was, Re-Accredited, by The AED (Association of Equipment Distributors). This certification is good for a period of 5 years. Part of their conclusions were that The Heavy Equipment Program at FSU has a solid relationship with the community and those business partners who serve on their Advisory Board and hire program graduates.
- Mitchell Vasicek, Heavy Equipment student, took 14<sup>th</sup> in the United States, at the 2016 TMC Super Tech National Competition in North Carolina. Over 170 technicians competed, and participants came from the United States, Mexico and Canada.
- Sehi Computer Products donated 40 HP 8200 computers and flat screen monitors to the HEC Computer Labs.
- MacAllister Rentals, Burnips and Michigan CAT collaborated with Heavy Equipment this semester by allowing us the use of their equipment in our labs on a consignment basis. This partnership will give our students hands on exposure to current equipment available in our industry.

## COLLEGE OF HEALTH PROFESSIONS

- The following faculty received doctorate degrees: Wendy Lenon, MSN, DNP, Doctorate Nursing Practice, Chamberlain College of Nursing and Stephanie Gustman, MSN, DNP, Doctorate Nursing Practice, Vanderbilt University

## MICHIGAN COLLEGE OF OPTOMETRY

- Congratulations to Sara Bush, O.D., for the article written about her in the Aug. 31, issue of *The American Optometric Association*. The link is here: <http://www.aoa.org/students/eyes-on-the-future/meet-sara-bush-od?sso=y>
- MCO's Craig Norman was named one of the "30 Most Influential in Contact Lenses" in this month's issue of *Contact Lens Spectrum*. The article (referenced below), states, "by helping develop several "global" meetings, he was also fortunate to play a role in the education of specialty contact lens eyecare practitioners from around the world." <http://www.clspectrum.com/articleviewer.aspx?articleID=114659>
- Sara Bush, O.D. was chosen to be the American Optometric Association's Eyes on the Future optometric educator for the month of September.
- Dr. Philip Walling presented two hours of continuing education hosted by the Fraser Eye Care Conference in Troy, MI on Sunday, September 18, 2016. One hour was on Pain Management and the other was on Secondary Glaucoma.
- Dr. Sarah Hinkley's article on how being a patient affected her attitudes as a doctor was featured in *New Grad Optometry*. Here's the link: <http://www.newgradoptometry.com/power-empathy-doctor-becomes-patient/>

## RETENTION & STUDENT SUCCESS

- Retention and Student Success awarded 20 students scholarships for the 2016-17 school year totaling \$94,852. 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.

- A new scholarship is now available to Honors Students at Ferris State University. The Robert and Ellen Thompson Working Families Scholarship is available to 10 first year Honors Students and is designed to assist students from working families who may struggle with the cost of higher education. The minimum award is \$1,000 annually and is renewable for a maximum of eight semesters.
- The Academic Support Center at Ferris State University is celebrating National Tutoring Week October 3–7, 2016. Come and visit the "Window of Thanks" in ASC 1017 and leave a note of appreciation for our tutors who maintain high standards of tutoring for our students.

## **Administration and Finance**

### Information Technology

- Vel Pavlov, Coordinator of IT Security, was invited by the West Michigan branch of the International Information System Security Certification Consortium to present on cybersecurity incident response lessons learned "Incident Response Safari: An expedition to build your own First Responder Toolkit". The presentation was attended by over 40 West Michigan cyber security professionals and showcased the University's commitment to continuously improving IT security.
- The Network Infrastructure team completed the wireless upgrade in IRC and the IRC/Business Connector to the new Aerohive Access Points.
- Classroom readiness for fall semester checked a total of 256 classrooms on the main campus and in Grand Rapids at the ATC, and at the Grand Rapids Pharmacy location. After our quality check analyzing work tickets for these locations, the resulting score was 98% readiness with 251 classrooms problem free for the start of classes.

### Athletics

- Ferris State University football alum Jason Vander Laan was recently chosen as the nation's top scholar-athlete at the NCAA Division II level in all sports for the second consecutive year. It represents the fourth time in the past decade in which a Bulldog football player has attained the country's highest student-athlete distinction.
- Ferris State football drew nearly 6,000 fans for each of the Bulldogs' first two home contests of the 2016 campaign versus Ohio Dominican (Sept. 1) and Ashland (Sept. 24).
- Ferris State University junior kicker Wyatt Ford (Montague) has been recognized for his efforts by being named to The Fred Mitchell Award list of excellence for the month of September. Ford was one of only five Division II kickers to be honored during September on the list of 16 top placekickers across college football announced by The Fred Mitchell Award organization for excellence on and off the football field.
- The Ferris State men's golf team, under first-year head coach Kyle Wittenbach, won its first two tournaments of the 2016 fall season. In addition, the Bulldog women's golf team also claimed first-place in its own Bulldog Invitational held at FSU's Katke Golf Course.
- The FSU men's and women's cross country teams, in cooperation with Katke Golf Course, will host the 2016 GLIAC Cross Country Championships on Oct. 22 in Big Rapids. It comes on the heels of last spring in which the Bulldogs also hosted the 2016 GLIAC Outdoor Track and Field Championships at Top Taggart Field.
- New signage adorns Top Taggart Field as the Bulldogs have added a refreshed bleacher wrap on the west side of the facility at the main entrance. In addition, a new

banner display can be found running the length of the visitor bleachers facing the home stands on the east side of the stadium.

- The nation's first regular-season puck drop in college hockey took place on Oct. 1 as the Bulldogs hosted the Alabama-Huntsville Chargers in opening weekend action. FSU was ranked 20th in the preseason United States College Hockey Online Division I rankings.
- Ferris State Women's Basketball will host its inaugural Tip-Off Dinner on Friday, Oct. 21, on campus. The first-ever event will benefit the Bulldog hoops program as proceeds from the fundraising evening will go toward women's basketball.
- Ferris State Athletics began a new Bulldog "Female Athlete of the Week" promotion this fall for the first time thanks to a partnership with sponsor Silvernail Realty. Each week, FSU announces a female student-athlete of the week based on recent performances at FerrisStateBulldogs.com with additional promotion on social media.

#### Auxiliary Enterprises

- The campus shuttle service was updated for the fall semester, with some changes in stops in an effort to better serve students and others.
- Housing and Residence Life is very pleased to welcome the residents of the two new West Campus Apartment buildings.
- Dining Services is enjoying serving a growing number of students choosing to buy voluntary meal plans.

#### Physical Plant

- The Swan Annex project approvals are now in hand from State administrative offices and the project is out for bid.
- The intramural fields improvement project has been completed and is back in use for intramurals.

#### Finance

- On October 5 the University refinanced approximately \$32 million of outstanding bonds to take advantage of lower interest rates. This refinancing will save the University operating budgets \$244,000 per year over the remaining life of those bonds in 2039.
- As part of the same bond sale above on October 5, the University issued another \$33.2 million of new debt to finance the new north residence hall at \$28 million, plus other miscellaneous projects. This new debt was issued with the same attractive (low) interest rates.

### **Government Relations and General Counsel**

- Governmental Relations and General Counsel hosted the 10th Annual Founders' Day Community Ice Cream Social. Celebrity servers from throughout the Ferris and Big Rapids community served Jones' Homemade Ice cream to over 2,000 people.
- On September 15, 2016, Director of Labor Relations Steve Stratton made a presentation to 80 attendees at the annual meeting of the Michigan Public Employer Labor Relations Association (MPELRA), entitled "Understanding PERA and Obligations of the Parties."
- Attorney Kenneth Plas and Legal Intern Brett Schuelke attended a webinar regarding the legal and compliance issues of flying drones at/near universities. The September 21, 2016, webinar was entitled "Drones on Campus: Navigating the FAA's New Small UAS Rule."
- Governmental Relations Assistant Jody Greco attended the Michigan Society of Association Executives' (MSAE) Government Affairs Academy on September 22, 2016. The Academy is designed to support government affairs professionals with educational programs, resources, and advocacy.

- Governmental Relations Assistant Jody Greco attended the West Michigan Policy Forum on September 26, 2016. The Forum's objective is to create jobs and opportunities in Michigan and to move legislative policy in a direction to ensure Michigan's long-term prosperity.
- Director of Labor Relations Steve Stratton facilitated a three-hour training session on "The Disciplinary Process and the CTA Contract" on Wednesday, October 5, 2016, at the Staff Center for Training and Development.

## Kendall College of Art & Design

- The Grand Rapids Public Museum School won one of ten \$10 million grants awarded through the XQ Super School Project, a nationwide contest that challenged teams of educators, students, parents, and other community members to present their vision for evolving the American high school educational experience. Of the 696 applications that were submitted, roughly half made it through the contest's first round of eliminations in April. The field was further thinned to just 50 finalists after the second round of eliminations in July. KCAD contributed broad expertise in design thinking to the development of the Museum School's curriculum in collaboration with Grand Rapids Public Schools, the Grand Rapids Public Museum, and Grand Valley State University.
- Congratulations to all of the KCAD faculty, staff, students, and alumni who participated in ArtPrize Eight! Winners in the eighth annual competition included: alumnus Ricardo Gonzalez ('16, MFA) and current students Piper Fields (Digital Media) and David Frison IV (Graphic Design), who were part of the artist collective 912 COLLABORATIVE that won the \$12,500 Installation juried award and a split of the \$12,500 Outstanding Venue Award in a tie with SITE:LAB; Lina Puerta's "Traces," featured in the *RE•* exhibition in The Fed Galleries @ KCAD, which won the \$5,000 Sustainable Art Award created through a partnership between KCAD and Cascade Engineering; Juan Obando's "Museum Mixtape: Dirty South Edition," also featured in *RE•*, which won the \$1,000 second place Paul Collins Art Award. Many other KCAD community members were named to the jurors' shortlist for ArtPrize Eight: Alumni Brianna Baurichter ('16, MFA), Elizabeth Hubler-Torrey ('14, MFA), and Madison May ('16, BFA Printmaking); alumna/current MFA student Chakila Hoskins ('12, BFA Painting); and faculty members Darlene Kaczmarczyk (Photography) and Danielle Wyckoff (Drawing). Other pieces in *RE•* and *CITY FLUX: Art, Architecture & Grand Rapids*, the exhibition curated by KCAD's 2016 ArtPrize Curatorial Fellow Julia Victor, also landed on the jurors' short list. *RE•* earned The Fed Galleries @ KCAD a place on the jurors' short list for the Outstanding Venue Award for the fourth straight year.
- On September 24, KCAD welcomed over 200 alumni, community partners, and donors to campus for an inside look at the ArtPrize Eight exhibition *RE•* inside The Fed Galleries @ KCAD. The thematic framework of the exhibition, which features both local and global artists who consider the timely and critical issues of environmental and social responsibility within their work, was inspired in part by KCAD's partnership with Goodwill Industries of Greater Grand Rapids for ArtPrize Eight.
- Director of Student Engagement Nicole DeKraker has been named the recipient of the 2016 Distinguished Service Award from the Michigan Art Education Association. Outside of collaborating with students, staff, faculty, alumni, and community organizations to nurture the educational, professional, and personal growth of KCAD students, DeKraker has been a key player in KCAD's longstanding relationship with the Scholastic Art & Writing Awards, a national competition showcasing the nation's brightest young talents and for which KCAD serves as a regional host.

- Illustration Professor Patricia Constantine exhibited her work in the Grand Rapids Festival of the Arts, where she won the 2D award, the Muskegon Museum of Art Regional Exhibition, the Kalamazoo Institute of Art's 2016 West Michigan Area Show, and the Lowell Center for the Arts' exhibition *Circus Show*, and is currently featured in the Muskegon Museum of Art's Studio Brew Invitational exhibition, which runs through October 30, 2016.
- Drawing Professor Deborah Rockman is currently featured in a solo exhibition, *Us and Them: Works by Deborah Rockman*, at the Muskegon Community College Overbrook Art Gallery. The exhibition runs through October 28, 2016.
- Professor Diane Zeeuw, Chair of the Painting and Master of Arts in Visual and Critical Studies programs, was invited to South Africa to present her paper "The Haunted Archive: Picturing the Abandoned Psychiatric Hospital as a Place of Radical Otherness" at the Third International Interdisciplinary Biennial Conference hosted by the English Department of the University of South Africa.
- Art Education student Maggie Livengood was selected to receive the 2016 Michigan Art Education Association Memorial Scholarship in Memory of Michael Phillips.
- Amber Anderson ('07, BFA Interior Design) was hired by West Michigan architecture and design firm TowerPinkster as an interior designer.
- James Arendt ('01, BFA Painting) is currently featured in a solo exhibition titled *Cut, Pierced, and Stitched* at the ACANSA Arts Festival in Little Rock, AR. The exhibition is on display through October 23, 2016.
- Candace Camling ('07, BFA Illustration) was named Artist of the Month for September 2016 by The Sanford Museum in Cherokee, IA. Camling has a selection of her work on display in the museum through the end of the month.
- Rob Jackson ('89, BFA Illustration), owner of Grand Rapids-based advertising firm Extra Credit Projects, and his colleagues were awarded a Silver Telly Award for a three-part video campaign the firm produced for the Will Rogers Motion Picture Association.
- Zac Lownds ('08, BFA Industrial Design), a senior industrial designer with Whirlpool, and his colleagues on the company's KitchenAid small appliance team earned a Best of the Best award in the 2016 Red Dot Design Awards, a prestigious international competition recognizing excellence in product design, communication design, and design concepts through a rigorous jurying process conducted by a panel of industry experts.
- Jessica Montgomery ('12, BFA Drawing/BFA Painting) was recently featured in *Soil(ed)*, an exhibition held at Van Wouw House in Pretoria, South Africa.
- Taylor Overbey ('12, BFA Digital Media; '15, MFA) won a 2<sup>nd</sup> place award in the Colorado Independent Publishers Association's annual EVVY Awards with his children's book, "The I-Wants and the Gimmies." Overbey also recently accepted a teaching position at South Louisiana Community College in Lafayette, LA, where he serves as coordinator for the digital media program.
- Isaac Smith ('15, BFA Drawing) was named Best of Show at the 2016 Black Swamp Arts Festival in Bowling Green, OH.

#### **Urban Institute for Contemporary Arts (UICA)**

- UICA welcomed over 160 guests to its sixth annual OddBall fundraising gala on September 10, during which it presented the inaugural Arts Advocate award to former Chair of the UICA Board of Directors Kathryn Chaplow. The event debuted UICA's ArtPrize Eight exhibition *FUTURE TALK*, and guests were able to meet and mingle with the show's artists, as well as members of UICA's 2017 exhibitions' Community Advisory Committee.
- UICA welcomed tens of thousands of visitors to its *FUTURE TALK* exhibition during ArtPrize Eight. UICA is an official Neighborhood Hub venue, and is also a participant in

the ArtPrize Curatorial Fellows program, and an Education Days participant. *FUTURE TALK* is a survey of recent digital and new media works. *FUTURE TALK* presents 15 works by 16 emerging, mid-career, and established American artists whose media, materials, and content are reflective of and responsive to their time. Three of the *FUTURE TALK* artists are ArtPrize Seed Grant recipients: Tracey Snelling, Eric Souther, and Collin Bradford. *FUTURE TALK* is on display through October 17, 2016.

- Eric Souther's "Search Engine Vision 'ISIS,'" featured in the *FUTURE TALK* exhibition, won the \$12,500 juried award in the Time-Based category for ArtPrize Eight. Other pieces in the exhibition were named to the jurors' short list, as was "Untitled," the mural created by artist Louise Chen through UICA's Exit Space Project.
- UICA was awarded a \$10,000 grant from the Grand Rapids Community Foundation's Fund for Community Good for Diversity and Inclusion Outreach for its 2017 exhibitions.
- UICA was awarded a \$27,000 Project grant from the Michigan Council for Arts and Economic Affairs and the National Endowment for the Arts in support of its upcoming *Coming Home*, *US IS THEM*, *Here + Now*, and Seitu Jones foodways exhibitions and programs.

## **Student Affairs**

### **Student Life**

- Kevin Carmody, Associate Dean of Students & Title IX Coordinator, has been selected to serve as a facilitator for the Association of Student Conduct Administrators Sexual Misconduct Institute in Kansas City November 6-9<sup>th</sup>! At the Institute Associate Dean Carmody will join a distinguished group of Title IX experts in leading the three days of presentations aimed at increasing the capacity of practitioners to improve their campus' responses to sexual misconduct. This is on the heels of Mr. Carmody's recent presentation on grant best practices at First Lady Sue Snyder's Ending Campus Sexual Assault Summit in Ann Arbor on September 30<sup>th</sup>.

### **Center for Leadership, Activities and Career Services**

- Angela Roman, Director, Center for Leadership, Activities, and Career Services (CLACS), has been appointed to the Crossroads Charter Academy Board of Directors and elected to serve as the Board's secretary and family liaison for 2016-2017 academic year!
- Panhellenic Council had a successful new member recruitment event during the weekend of September 16-18<sup>th</sup>. The sororities welcomed 66 new women into the community. This increased the total number of women each chapter can have to 46 the highest in the last 5 years.
- The CLACS Career Center launched a self-paced, Soft Skills Training Certification Program on September 25<sup>th</sup> and over 110 students have registered; with many having already completed Modules 1, 2, and 3.
- From August 18, 2016 – October 7, 2016 the CLACS Career Center has critiqued 142 resumes and cover letters, assisted 97 students with simulated interviews, conducted 7 classroom presentations, and hosted 27 employers on campus
- Family and Friends Weekend registration has closed and we are excited to see that our numbers are bigger than we expected. We have 291 family registrations and over 1300 people coming. Family and Friends Weekend is October 14, 15, and 16.

### **Enrollment Services**

- September 28 Jacob Schrot and Charlotte Tetsworth presented, in collaboration with Deedee Stakely, at the Consortium of Michigan Veteran Educators 4<sup>th</sup> Annual Conference. The topic focused on cross campus collaboration with regard to veteran

transfer credit and proposed general education considerations.

- This Fall at college fairs, we are beginning to phase out the interest cards for students and replacing them with scanning technology. Students are now able to register ahead of time and when they attend the fair, recruiters simply scan the student's badge and their contact information is immediately loaded into our system. The number of students that preregister has increased at each fair.
- Financial Aid FAST student Mary Kate is featured in the Media Production Series "Invest in Success" with top tips for filing the FAFSA to help make students aware of the new October 1<sup>st</sup> FAFSA filing date. Here is the link to the first video:  
[https://www.youtube.com/watch?v=KolcJnlq7FA&list=PLTfa49SgYS5UZp8f3PqxMS0FJNR\\_EOBG](https://www.youtube.com/watch?v=KolcJnlq7FA&list=PLTfa49SgYS5UZp8f3PqxMS0FJNR_EOBG)
- This past orientation season saw several changes to benefit the student experience. The most notable was the inclusion of a student break-out session. To break out the process-driven day between check-in, presentations, and college registration, students this year participated in several activities in the quad geared toward connecting students to campus and meeting friends within their incoming class of Bulldogs. This was a huge hit and will be continued in the future. In addition to benefitting the students, parents enjoyed seeing the activities take place with other groups while having a meal at the quad café and talking to their student about the experience. Thank you to all of those who helped the orientation process campus-wide.

## University Advancement and Marketing

- On Friday, Sept. 23, the Alumni Association held the 60<sup>th</sup> Annual Fall Reunion to recognize the Class of 1966 into the Society of Golden Eagles, Distinguished Alumni, Pacesetter and Above and Beyond award recipients. More than 180 guests were in attendance as we celebrated these individuals for their wonderful accomplishments in the University Center.

### 1966 Society of Golden Eagles

- Virgil Asplund, College of Business, Accountancy
- Albert Balch, College of Pharmacy
- Joe Barney, College of Technology, Automotive Service
- Robert Bartshe, College of Technology, Business Administration
- James Bock, College of Pharmacy
- Thomas Brandel, Jr., College of Business, Marketing
- Nic Burns, College of Business, Accountancy
- Harold Clegg, Education in Human Services, Science Education
- Charles Cwieka, College of Business, Advertising
- Doug Dommert, College of Pharmacy
- Kaye Flickinger, College of Engineering Technology, Cosmetology
- Terry Lint, College of Pharmacy
- Sharon Lull, Health Professions, Dental Assisting
- Daniel McNamara, College of Pharmacy
- James Plaisier, Jr., College of Business, Business Administration
- David Ridout, College of Pharmacy
- Richard Rought, College Engineering Technology, Surveying Engineering
- Joseph Wuis, College of Pharmacy

### Pacesetters

- Jonathan Barrera Mikulich, Bachelor of Science ('93), Master of Business

#### Administration ('13)

- Michael Noble, Bachelor of Science ('08)

#### Distinguished Alumni

- Kevin Cross, Bachelor of Science in Business Insurance ('86)
- Mary Garvelink, Bachelor of Science in Science Education ('72)
- Matt Nawrocki, Bachelor of Science in Surveying Engineering ('95)
- Jeff Rowe, Bachelor of Science in Pharmacy ('79)
- Jon Sprague, Bachelor of Science in Pharmacy ('89)

#### Above and Beyond Graduates

- Brent Oberlin, College of Education and Human Services
- Zachary Peters, College of Arts and Sciences

- The Alumni Association hosted a record number of alumni, family and friends in the Alumni Welcome tent from 11:30 a.m. to 3:30 p.m. on Saturday, Sept. 24, before the Homecoming game. Alumni guests registered were from all across Michigan, Alabama, Colorado, Illinois, Florida and Virginia. Guests could enjoy a “walking taco” from the taco bar, snacks and refreshments while mingling with other alumni and guests. Activities included carnival-themed stations such as a popcorn machine, cotton candy, pixie sticks and a caricature artist. Alumni could also pick-up a complimentary FSU 125<sup>th</sup> Anniversary book provided by the History Task Force as well as receive information from Collegiate Insurance Resources and Michigan State Credit Union. Professor Robert Friar served as the grand marshal during the Homecoming Parade through downtown Big Rapids at noon.
- On Sept. 28, Student Alumni Gold Club held their annual “Cover the Seal” event in the North Quad. In an attempt to raise money for the Helen Devos Childrens Hospital, students converged at the seal to donate loose change/money in effort to ‘cover” the university seal. T-shirts were sold throughout the day as students stopped by to donate money/time for a greater cause. By the end of the day, the group raised more than \$1,500 in donations, selling nearly 500 shirts.
- Marketing has completed creative collateral for its 2016 external marketing campaign (which includes digital, print, radio, TV and billboard advertising). Digital ads are set to appear on popular apps and sites including Pandora, YouTube and 8tracks, as well as in mobile targeting and behavioral ad placements. The university’s TV commercial will air on Wood TV 8, The CW, MTV, BET, Comedy Central, The Family Channel, Country Music Television and vh1. Learn more at <http://ferrisadvance.org/launch-of-integrated-marketing-campaign/>.
- On Sept. 24, several former student athletes attended the Homecoming game to honor their coach Nick Coso who passed away last September. A memorial plaque was dedicated for Nick’s service to Ferris State University and a replica was presented to his wife Angela. The athletes raised more than \$5,000 which helped fund the purchase of the plaque.