

Ferris State University

Good News Items

February 2017

Academic Affairs

COLLEGE OF ARTS & SCIENCES

- Social Work professors Janet Vizina-Roubal and Michael Berghoef presented a session entitled “Perceptions of Technology Enhanced Practice: Strategies for Social Work Interviewing Classes” at the Association of Baccalaureate Social Work Program Directors (BPD) annual conference in New Orleans, LA on March 2, 2017. Berghoef also presented “Technology and BSW Education: What's New, What's Inspiring, and What's Coming!” as a member of BPD’s technology committee and “Applying a Rights-Based Approach to Short-Term Study Abroad and Service Learning Trips” as the chair of BPD’s International Committee.
- Janice Weaver, Professor of Psychology, and Jennifer Johnson, Professor of Geography, were recognized by the Student Athlete Advisory Committee on Faculty Appreciation Night. They were recognized as faculty who support student athletes.
- Dr. John Cullen, Dr. David Marquard, and Dr. Robert VonderOsten of the English, Literature and World Languages department along with Dr. Susan Morris from the Humanities department, and Dr. Mark Thompson from the Physical Science department in the College of Arts and Sciences, read poetry at the “Creative Writing Tasting Event: A Sampling of Poetry and Prose” in Big Rapids on February 22 as part of a Literature in Person event sponsored by the Department of English, Literature, and World Languages in conjunction with the Festival of Arts 2017.
- Dr. Sandy Balkema and Dr. Lilia Caserta of the English, Literature and World Languages department in the College of Arts and Sciences accompanied 12 students from Ferris State University’s Doctorate in Community College Leadership program visiting six community colleges in Russia with side trips to Kazan and Moscow, hosted by Arsk Pedagogical College for one week in February.
- The Torch student newspaper was named 2016’s best weekly college newspaper in the Michigan Press Association’s “Better Newspaper Contest.” The Torch won 28 individual awards in the contest’s 17 categories out of 625 entries from 13 college newspapers across Michigan in the annual MPA competition. Congratulations to Keith Salowich, Torch Editor-in-Chief, and to Steve Fox, Torch advisor, and English, Literature and World Languages department in the College of Arts and Sciences faculty member

COLLEGE OF BUSINESS

- The Music Industry Management Program sent 21 students to the 2017 NAMM trade show which brings over 100,000 industry professionals to one event in Anaheim, California. Students were able to represent Ferris State University by working with alumni and learned more about the industry through the GenNext program that NAMM has to offer. Many walked away with internship and job offers, sponsorships, and industry relationships that will propel them into their future careers.

COLLEGE OF EDUCATION & HUMAN SERVICES

School of Criminal Justice (SCJ)

- Faculty member Mike Mendenhall volunteered to recruit in high schools in the area. He arranged for a visit to Big Rapids high school on February 16, 2017 with more to follow. As part of a focused recruiting campaign of in-state and out-of-state students, Sara

Rasmussen designed postcards to be mailed to prospective students. The recruiting targets were students interested in Criminal Justice with an emphasis on minority students in the Midwest.

- The Law Enforcement Academy cadets worked with Alpha Phi Sigma (APS) to raise money for the Osceola County Sheriff's Department K-9 Unit on February 24, 2017 in the SRC named Volley for Pups (volleyball event tournament).
- The Law Enforcement Academy cadets participated in the Michigan Special Olympics (MSO) Polar Plunge at Chippewa Lake on February 25, 2017 raising money for MSO once again.

School of Digital Media (SDM)

- Beginning on January 27, 2017, eleven students from Television and Digital Media Production, Digital Animation and Game Design, and Music Industry Management participated in the 36 Hour Film Challenge through the Grand Rapids Film Festival. Over the full 36 hours, students completed a nearly five-and-a-half-minute short film called "Periphery." The film went on to win "Best Editing" and "Best Sound" during the competition screening in Grand Rapids on February 3, 2017. The group was facilitated by TDMP Assistant Professor Nick Kuiper and included the following students: John Barber IV, Mariah Iltis, Cody Shlämpp, Morgan Radners, Lauren Stefl, Damon Whitman, Ray Heinlen, Josh Monroe, Abby Sample, Jono Eaton, and Ashton Gillett.

School of Education (SOE)

- Brady Flachs and Liza Ing attended The Train-the-Trainer Institute: Reducing Disruptive Behaviors to Increase Learning in Anaheim, CA from January 23-26, 2017. These two faculty are now approved to work with local school districts to train their staff.
- The Association of Future Educators (AFE) & Kappa Delta Pi (KDP) held a Professional Development Event on Data-Driven Decision Making for Educator with guest speaker Julie Huan-Frank on February 6, 2017 in the Ferris Library for Information, Technology, and Education (FLITE). Approximately fifteen education students attended.
- The School of Education, with funding from the Faculty Center for Teaching and Learning (FCTL), showed "Night School" which is a film from the Tribeca Film Festival directed by Andrew Cohen on February 9, 2017. Seven students attended.
- The Student Michigan Education Association (SMEA) sponsored a First-Year Teacher Panel on February 15, 2017 from 6-7:30 p.m. in Bishop Hall with approximately 25-30 education students in attendance.
- The School of Education held its undergraduate students, faculty, and staff mixer on February 15, 2017 from 4-6 p.m. in Bishop Hall. Approximately 46 students, faculty, staff, and administrators attended.
- Amy Kavanaugh and Kristin Conley collaborated with the Charter Schools Office (CSO) to present Literary for the Middle Grades to approximately thirteen area teachers on February 16, 2017 in the Ferris Library for Information, Technology, and Education (FLITE).

COLLEGE OF ENGINEERING TECHNOLOGY

- The American Society of Heating, Refrigeration, and Air Conditioning Engineers (ASHRAE) has announced a 3rd place win to Ferris State University HVACR students in the International HVAC System Selection Competition. - This year's student "dream team" received awards at the 2017 ASHRAE Winter Conference in Las Vegas in January: Remus Roman (Queens, NY), Anis Andrawes (Lansing, MI), Yoginder Rana, (San Diego, CA), Zachary Wirth (Flint, MI), Trevor Boyle (North Attleboro, MA), and Martial Tsoungui (Big Rapids, MI.) The purpose of the competition is to recognize outstanding student design projects, encourage undergraduate students to become

involved in the profession, and apply their knowledge of practical design and to promote teamwork and collaboration.

- On Friday, February 3, five WIT (Women In Technology) members traveled to AIS Construction Equipment Corp. in Lansing to tour the facilities and to meet the company owner, Michelle Behrenwald. Michelle offered advice on leadership roles and internship experiences. Their faculty advisor, Mary Brayton, accompanied them.
- During the first week of February, the Formula and Baja vehicles were in a student area. Many kids took photos with the vehicles.

EIO

- The Latino Entrepreneurship Initiative received a grant from the City of Grand Rapids for **\$20,000** to launch an entrepreneurship program, in Spanish, in collaboration with Spring GR. The 12-week program focuses on framing the business idea using elements of User Centered Design, it will be facilitated by Ferris' Carlos Sanchez, Director of the Latino Business and Economic Development Center, and hosted at the Hispanic Center of Western Michigan. The program also received a **\$10,000** sponsorship from Chemical Bank to support two Pitch Competitions in Grand Rapids as well as the work of the Latino Business and Economic Development Center.

FLITE

- On January 27, 2017, FLITE opened room 115 as a new music listening and media creation space in memory of Dr. Scott Atwell. This space allows students, faculty, and staff to listen to LP records and other music, as well as create audio and video. The technology tools necessary to do so are available at the FLITE Checkout Desk.

MICHIGAN COLLEGE OF OPTOMETRY

- Sara Bush, Sarah Hinkley and Alison Jenerou will be presenting on "Developing your model of vision" to the Michigan Vision Therapy Study Group on January 27, 2017. Sara Bush, Sarah Hinkley and Alison Jenerou will be presenting on "Developing your model of vision" to the Michigan Vision Therapy Study Group Jan 27th
- Dr. Amy Dinardo was promoted to Regional Chair for the American Academy of Optometry's Admissions Committee. She oversees 40-50 applicants for Fellowship into the AAO.
- Anthony Swanholm won a travel grant from the Scleral Lens Education Society to attend The Global Specialty Lens Symposium in Las Vegas at the end of January for his scleral contact lens research poster.
- Dr. Lillian Kalaczinski was the recipient of the 2017 Michigan Optometric Association Educator of the Year Award, which was voted on by the Third Year Class of the Michigan College of Optometry.
- Dr. Sarah Hinkley had her article, "Incorporating Low Vision Rehabilitation into Primary Care Practice" published in *Optometry Today* (2016 Dec;42(4):7-9) as the first in a three-part series. The journal is an international publication that seeks to advance optometry around the world.
- Dr. Chad Rosen presented 4 hours of continuing education material over various contact lens topics at the Opticians Association of Ohio meeting in Cleveland on February 5th.

PHARMACY

- Renee Koski and Mike Klepser, both Professors in the Pharmacy Practice Department, co-authored a review article entitled "A Systematic Review of Rapid Diagnostic Tests for Influenza: Considerations for the Community Pharmacist" in the *Journal of the American Pharmacists Association* on Jan. 3, 2017
- Curtis Smith, Professor of Pharmacy Practice Department, authored a book chapter entitled "Antimicrobial prophylaxis for surgery" in *Pharmacotherapy Casebook: A Patient-Focused Approach* (New York: McGraw-Hill) in January 2017.

- Felix Amissah, Assistant Professor of Pharmaceutical Sciences, co-authored a research manuscript entitled “Disruption of actin filaments and suppression of pancreatic cancer cell viability and migration following treatment with polyisoprenylated cysteinyl amides” in the *American Journal of Cancer Research*, on November 1, 2016
- Dr. Michael Bouthillier was elected to Professional Membership of the Pharmacy Academy of the National Academies of Practice, January 17, 2017. A Professional Member within NAP is an honor that acknowledges achievements as a leader in the profession. Outstanding healthcare leaders and practitioners of NAP, work together as an interdisciplinary force to influence national health policy, legislation, and promote quality healthcare through cooperative advocacy, practice, education and research. Dr Bouthillier and other newly elected Professional Members will be recognized at the Gala Banquet during the NAP Annual Meeting & Forum March 17-18 at the Westin Philadelphia in Philadelphia, PA.

RETENTION & STUDENT SUCCESS

- Jody Maloney and Brooke Moore presented at the First-Year Experience Conference in Atlanta, Georgia. Their presentation was titled *Examining the Impact of Peer Educators in an FYE Course*. They also presented a poster session titled *Go Big or Go Home: Marketing an FYE Program*.

Administration and Finance

Public Safety

- On the weekend of January 28 and 29, the Ferris department of public safety provided a RAD (Rape Aggression Defense) class to 12 female FSU students. This class is taught by two Ferris police officers who are certified in RAD instruction. This is a very dynamic class which allows the students to practice aggressively with the instructors, who are wearing full body protection. This class begins with training on awareness, prevention, risk reduction and avoidance, and then progresses to the basics of hands-on defensive training.

Information Technology

- ITS, working with partners from Student Affairs, HR, Finance, and others implemented the major upgrade for WebFocus. WebFocus is the institution’s report writing tool that provides information from many of the University’s applications, such as; Banner, Millennium and AiM. The upgrade will allow for easy access to this data through dashboards as well as complex report writing.

Athletics

- The Ferris State men's basketball squad captured its 14th GLIAC Championship this season as the Bulldogs won the outright North Division crown. FSU has also posted its third-straight season with 20 or more wins for only the second time in school history. Presently, the Bulldogs are third in the initial NCAA Division II Midwest Regional Rankings and in line for a potential third-straight national tournament berth.
- Standout sophomore center Zach Hankins has established a new Great Lakes Intercollegiate Athletic Conference (GLIAC) single-season record with more than 100 blocked shots this season. Hankins currently leads the nation in blocks and his efforts have helped the Bulldogs rank number one nationally in blocked shots to date again this year for the second-straight season.
- FSU sophomore center Zach Hankins has been chosen to the 2017 Bevo Francis Award Watch List as one of the top 50 small college players in the country. Named for the famed Rio Grande College legend who became one of the most popular players in the

world, the Clarence "Bevo" Francis Award is presented annually to the player who has had the finest overall season within small college basketball. Hankins is among only 100 players competing in affiliations of NCAA Division II, NCAA Division III, NAIA Division I, NAIA Division II, USCAA and the NCCAA who were selected as part of the initial watch list for the Bevo Francis Award.

- Ferris State Hockey senior forward Gerald Mayhew is currently among the top five players nationally in fan voting for the 2017 Hobey Baker Award which is presented to college hockey's most outstanding player. In addition to the fan vote, a committee will evaluate and help determine the winner of the prestigious award at the end of the season.
- Bulldog Hockey senior forward Chad McDonald (Battle Creek) is one of 15 national candidates for the 2017 Senior CLASS Award in collegiate hockey. To be eligible for the award, a student-athlete must be classified as an NCAA Division I senior and have notable achievements in four areas of excellence – community, classroom, character and competition. This year marks the eighth consecutive year in which FSU has had a candidate for the prestigious honor.
- A total of 11 Ferris State Hockey players have been chosen as 2016-17 WCHA Scholar-Athletes by the league office for their performance in the classroom. The Bulldogs again ranked among the league leaders with the overall representation.
- Two members of this past fall's Ferris State Football coaching staff will lead fellow Great Lakes Intercollegiate Athletic Conference (GLIAC) football programs in 2017 as Bulldog assistant Kyle Nystrom was tabbed as the new head coach at Northern Michigan and FSU alum/assistant coach Sparky McEwen was hired to lead Davenport, which will join the league this coming fall.

Kendall College of Art & Design

- The Fed Galleries @ KCAD opened three new exhibitions featuring powerful work from nationally and internationally acclaimed artists: *Left Behind | Work by Jennifer Loeber* is a still life and archival photo series touching on memory, love, loss, and grief. *The Shape of Self | Work by Riva Lehrer* – the cornerstone exhibition of DisArt's 2017 Symposium, Disability Arts Now! – features artist Riva Lehrer's portrayals of the socially challenged body, which reveal assumptions about beauty, worth, and visual pleasure. *Sentimental Ornamentation* explores the Victorian Era's impact on the social context of mourning and fashion by showcasing pieces that reflect the continuing influence of concepts and aesthetics of love after death on the work of contemporary artists and designers. All three exhibitions are on display through April 8, 2017.
- The team Digital Media students Ashley Kalin, Kelsey Kamrowski, Wade Leppien, Matthew McDaniel, and Tys Yoder won the Best Director award in the 2017 Grand Rapid Film Festival 36 Hour Challenge, a competition challenging teams of high school students, college students, and aspiring professionals to script, shoot, edit, and submit a film in 36 hours.
- Assistant Professor and Interior Design Program Chair Tara McCrackin was featured in a Q&A on the blog of West Michigan-based interior design firm Custer that focused on her role as President-Elect of the International Interior Design Association (IIDA) Michigan Chapter.
- Professor and Illustration Program Chair Jon McDonald held a solo exhibition titled "People, Places, and Things" at The Reception Gallery inside the Frauenthal Center in Muskegon, Mich.

- Professor and Allesee Metals and Jewelry Design Program Chair Phil Renato is one of 90 artists selected for inclusion in *IMAGINE PEACE NOW*, an international juried exhibition grappling with gun violence in the United States on display at the Boston Society for Arts and Crafts through June 10, 2017.
- Professor and Allesee Metals and Jewelry Design Program Chair Phil Renato and Metals and Jewelry Design students Lauren Gravelyn and Ainslie MacMaster were featured in an article in Jewelry Artist magazine profiling distinguished jewelry design programs in higher education.
- Art Education Associate Professor Donna St. John and Art History Associate Professor Anne Norcross collaborated to facilitate an opportunity for St. John to share her expertise on brain function and cognitive development with students in the Advanced Placement psychology course at Eaton Rapids High School in Eaton Rapids, Mich.
- Nathan Heuer ('06, BFA Illustration; '08, MFA) has been named Chair of the Art department at Indiana University of Pennsylvania, where he has been a faculty member since 2013.
- Michele Gort ('00, BFA Interior Design) had her piece "Playful Time" chosen as the poster for the 2017 Tulip Time Festival in Holland, Mich.
- Jake Kupusta ('14, Sculpture and Functional Art) was hired by Formlabs, a Sommerville, Massachusetts-based company that designs and manufactures desktop 3D printers.
- Alyssa (Parsons) Menold ('13, BFA Illustration) was profiled by ImagineFX magazine for work she's currently doing on the tabletop and PC/console role-playing game Shadowrun.

UICA GOOD NEWS

- The Urban Institute for Contemporary Arts (UICA) opened two major exhibitions, *US IS THEM: Art from the Pizzuti Collection* and *Here + Now*, on January 27. More than 400 guests, including a number of artists and the Curator of Abandoned Margins: Policing the Black Female Body, Janice Bond, heard remarks from UICA's Advisory Committee member Latesha Lipscomb, Exhibitions Curator Heather Duffy, and Executive Director Miranda Krajniak. One of the original Curators of *US IS THEM*, Greer Pagano joined the group, as did Ron Pizzuti, who traveled from Columbus, Ohio for the event.
- UICA's educational programming for *US IS THEM* and *Here + Now* kicked off in January with a Family Day in the Studio featuring hands-on activities inspired by the work of Kehinde Wiley, and a Teen Night spoken word poetry workshop, both supported by ITC Transco.
- The 17th presentation of UICA's Open Projector Night, a program of short films, movies, and digital media with a Michigan connection, screened on February 15. The brand-new panel of six community volunteers and UICA's Film Coordinator Nick Hartman screened over 70 submissions to determine the 13 that the audience voted on to win prizes and a spot running in front of UICA's feature films.

Student Affairs

Center for Leadership, Activities and Career Services

- The CLACS Greek Life Office sponsored four students, representing the Black Greek Council, Interfraternity Council, Panhellenic Council, and Professional Greek Council to the Association for Leadership and Values (AFLV) Central conference this February. These students attended 36 unique sessions about relevant topics currently affecting our community, and were able to attend nine breakout small group sessions about different topics that affect Greek letter organizations.

Office of Multicultural Student Services

- The Office of Multicultural Student Services in collaboration with the Office of Academic Affairs and the Big Rapids branch of the American Association of University Women of Michigan (AAUW of MI) hosted a screening for the award-winning film, *Equal Means Equal*, on February 7, 2017, where over 200 members of our campus community were in attendance. After the film screening, a post-film discussion took place with the film's director, Kamala Lopez joined in via conference call.
- A total of 106 students from Baldwin, Morley, Big Rapids, Muskegon and Muskegon Heights School Districts attended the GEAR UP Reality Remixed conference on Friday, February 10, 2017. Motivational speaker, A'ric Jackson awarded one GEAR UP student with an all-expense paid scholarship to his summer leadership institute entitled *Count Me In* that will be held in Toronto, Canada this summer, and awarded five partial scholarships (students will cover cost of their travel) to the institute as well.
- Ten students from MI GEAR UP have been admitted and will be attending Ferris State University in fall 2017. Over the past six years of the FSU MI GEAR UP grant, middle and high school students have attended three FSU summer camp programs, in addition to various college visits and events, such as *Reality Remixed* and *Image Awards*.

University Recreation

- There have been 850 unique climbers this school year compared with 836 unique climbers at this time in 2015-2016 school year: **75%** of climbing attempts are completed by all who have attempted, and climbers have climbed 25 miles since the beginning of the school year. This is equivalent to Mt. Everest, K2, Denali, Mt. Kilimanjaro, Matterhorn, Mt. Hood, and The Fortress stacked on top of each other.
- On February 10 2017, Justin Harden, UREC Assistant Director, and two other employees, had the pleasure of presenting at the Board of Trustees meeting, where they spoke about the importance of Intramural and Club Sports on campus and how many students participate in these activities.
- Spring 2017 swim lessons have 85 children in attendance, which is approximately 25 more students than in the past.

University Center

- The Step Up Wall, which is a way of engaging our students in pledging to be Active Bystanders, will be returning to the UC at the end of this month, running through the end of the semester. This project was designed by students in our Design program, and has earned them a prestigious Addy award for their work!
- The University Center currently has 1,619 reservations for Spring 2017, inclusive of 789 reservations made by faculty/staff, 762 made by registered student organizations, and 68 by off-campus groups.

Enrollment Services

- The Fact Book is done and has been distributed, it is also available on the IR&T website.
- There is a new link on the IR&T Website for SAM (Student Achievement Measure) reports for Ferris.
- On February 2, Candace Henry-Schroder, Assistant Director of Financial Aid, covered a financial literacy event in Evart, "Show Me The Money." Approximately 200 people from the community attended.
- The Office of Admissions hosted visits for prospective students who come from difficult family environments or have been in foster care with three separate visits, one from Eagle Village and two with the Michigan Department of Health & Human Services. All of these visits feature collaboration with the Ferris Youth Initiative.
- The first Admitted Student Open House was held on Saturday, February 18th. We hosted 389 guests, which 147 were students. This was an 88% attendance rate which was an all-time high for a Saturday event program.

- On February 15, Jessica Davison attended the West Michigan Counselor's Association's mini-conference. We were their largest sponsor and the only 4-year university in attendance, and one of only two post-secondary institutions. We were able to further develop high school counselor relationships, and provide middle school counselors with Ferris materials to promote a college-going atmosphere at a younger age.
- Part of the MCAN – Michigan College Access Network group, met recently with local high school counselors and indicated how great our visit experience was compared to other institutions. They indicated that we do an outstanding job from start to finish on our campus visit experience.

University Advancement and Marketing

- Since July 1, 2016, the Ferris Futures Scholarship Challenge has seen 119 gifts and pledges to new and existing endowments, with more than \$2.35 million in new gift commitments from Ferris State University benefactors. With the match, this creates \$4.7 million of new endowed funds for the support of Ferris students. There have been 54 endowment gifts by alumni, 35 by friends of the University and 30 by faculty/staff.
- The Herbert H. and Grace A. Dow Foundation awarded Ferris State University a grant to support the renovation of the Swan Building Annex.
- Jack and Susan Batdorff have recently gifted the University with a collection of more than 100 contemporary Face Jugs. The Jack and Susan Batdorff Collection represents one of the largest collections of contemporary Face Jugs obtained by an educational or cultural institution within the United States. Pieces from the collection will be showcased next to the Ferris Fine Art Gallery, in the FLITE library, and on other locations throughout campus.
- The Web Content and Marketing Communications area of University Advancement and Marketing has collaborated with the Admissions office to create two new websites aimed at student recruitment.
- The "Ferris Application Week" website (ferris.edu/appweek) encourages prospective students to apply to Ferris between February 20 and 24 to gain a chance to win great prizes, including Ferris apparel, Bulldog gift baskets, main campus parking permit vouchers, orientation deposit vouchers, \$500 textbook vouchers and a \$2,000 Ferris scholarship. An Admissions representative will welcome high school seniors for a "Ferris Application Workshop" on February 22 in the University Center.
- Another new website, geared toward the recruitment of local high school students (ferris.edu/local), informs area students of how they can get a first-rate education close to home. The website promotes Ferris State's small class sizes, learning spaces, top notch faculty, and a welcoming, walkable, safe campus.
- The News Services and Social Media Team collaborated with numerous campus offices, including Information Technology Services, Public Safety, and Housing and Residence Life, to promote the importance of signing up for Ferris' Emergency Text Alerts. The team developed a press release and a brief video, assisted by DPS Director Bruce Borkovich, to help spread the word about the value of the system as well as the contest to promote signing up. The emergency text alerts help ensure the university community is quickly informed in the event of emergencies or severe weather situations.
The story is here: <http://www.ferris.edu/HTMLS/news/archive/2017/february/alerts.htm>
The video is here: <https://youtu.be/oaFLyYm4kUM>
- The News Services and Social Media Team collaborated with the Center for Leadership, Activities and Career Services to help promote Spring Career Week 2017 activities.

Communications Specialist John Smith wrote two press releases while Digital Media Specialist Hannah Crouch shot and produced a special edition of The Ferris Lowdown, to promote Career Week.

The main story is here:

<http://www.ferris.edu/HTMLS/news/archive/2017/february/career.htm>

The story promoting the five-star speaker is here:

<http://ferris.edu/HTMLS/news/archive/2017/february/wyckoff.htm>

The video is here: <https://www.youtube.com/watch?v=fccFK9ndOTw>

- News Services and Social Media Communications Specialist John Smith helped arrange an expert Ferris State University interview for a TV 9&10 News reporter. The station was seeking a faculty member to speak about the attempted travel ban that targeted several countries. John helped arrange for Dan Underwood, an associate professor of Political Science in the College of Arts and Sciences, to be interviewed by TV 9&10.

The story can be found here: <http://www.9and10news.com/story/34479688/ferris-state-university-professor-reacts-to-travel-ban-attempt>

- News Services and Social Media Manager Sandy Gholston collaborated with Megan Biller, communications specialist for the Doctorate in Community College Leadership program, to host a social media learning workshop for faculty, staff and students through the Staff Center for Training and Development. The attendees included social media managers from different academic colleges and the Athletics Department. The session focused on the exploration of ideas for effective social media posts. It further included a review of samples of good and bad posts to sharpen best practices for managers.
- The News Services and Social Media Team was involved in generating coverage of the 2017 Ferris State University Dr. Martin Luther King Jr. Celebration. Among other outlets, the University received coverage from two television stations: TV 7&4 (Up North Live) and 9&10 News. Additionally, online and print media covered the MLK Celebration activities, including the Big Rapids Pioneer, Big Rapids Daily News and the Torch.

TV 9&10: <http://www.9and10news.com/story/34271242/ferris-state-university-celebrates-mlk-day>

Up North Live: <http://upnorthlive.com/news/local/dnr-ice-shanty-removal-dates-approaching>

Big Rapids Pioneer: <http://news.pioneergroup.com/bigrapidsnews/2017/01/16/celebrating-civil-rights/>

- Marketing and Web Services partnered with Admissions to provide promotional support for Application Week:
 - a. Pioneer ad (placement and artwork)
 - b. Digital advertising (placements and artwork--Pandora, YouTube, mobile targeting)
 - c. Content development for custom Application Week landing page within ferris.edu (see related Web Services entry)
- Marketing partnered with Admissions to provide material for its subscription service program for prospective students:
 - a. Postcards
 - b. Branded rally towel giveaways
 - c. Delivery envelopes
- Marketing partnered with the Alumni Association to provide a number of assets to promote Grad Fair:
 - a. Posters and flyers
 - b. Display banners and signage

- Marketing partnered with News Services to provide material promoting student use of #FERR1S on social media:
 - a. Two poster versions for all campus posting locations
 - b. Digital signage display
- Marketing provided artwork and other collateral for Ferris' annual Whitecaps/Fifth-Third Park promotional placements:
 - a. Pocket schedule print ad
 - b. Game program print ad
 - c. Outfield billboard
 - d. Concourse (digital screen) display ad
 - e. :30 radio spot
- The Alumni Association traveled to Florida in January to host three separate events which included the Professional Management Alumni Reception, Orlando Alumni and Friends Social, and the Sarasota Alumni and Emeriti Luncheon. More than two hundred attendees were greeted by University staff at these events to receive campus updates and enjoy Bulldog networking.
- In February, the Alumni Association traveled to Arizona, holding alumni and emeriti events in Tucson and Phoenix. More than 70 friends of the university were greeted by university staff and locally hosted by Barb and Newell Johnson in Tucson.
- Four Student Alumni Gold Club members traveled to Cleveland State University to participate in the CASE ASAP District 5 "State Day" on Saturday, Feb. 4. While at the conference, students from SAGC were able to network and share ideas on best practices, philanthropy and community engagement with peers from other Ohio and Michigan universities.
- On Feb. 10, the Alumni Association held an Alumni Association Board Meeting at the University Center with 25 active board members present. Special guests presenting university updates were President Eisler, Shelly Percy, VP of University Advancement and Marketing, and Robert Murray, Associate VP for Advancement. Previous to the Board Meeting, Alumni Board members had a special luncheon with members of the Student Alumni Gold Club.