

Ferris State University

Good News Items

March 2017

Academic Affairs

COLLEGE OF ARTS & SCIENCES

- Dr. Zac Wendler, of the College of Arts and Sciences' English, Literature, and World Languages department, presented "Student Engagement from the Syllabus Up" at the Conference on College Composition and Communication (CCCC) in Portland Oregon that was held March 15-17, 2017.
- Deirdre Fagan, of the College of Arts and Sciences' English Literature, and World Languages department had two poems published recently: "And then you can't breathe," published in Issue 7W, of Corvus Review and "Spring," published in Issue 5, the spring issue of Halcyon Days.
- Deirdre Fagan's Creative Writing students wrote poems in response to the current exhibit, Kate T. Parker's "Strong is the New Pretty," on display at the Ferris Art Gallery, and the winning pieces and several others were displayed alongside the pieces for at the March 23 gallery reception for the artist.
- Another College of Arts and Sciences' English, Literature, and World Languages department professor, Dr. David Russel, who continues to serve as co-editor of *The Lion and the Unicorn*, is completing the manuscript for the 9th edition of his textbook, *Literature for Children* (Pearson Publishing), which will appear early next year.

COLLEGE OF BUSINESS

- Four Ferris State students, Paula Downs, Lisa Raney, Justin Austin, and Adam Widrig presented papers representing their economics research at the Austrian Students Scholars Conference (ASSC) at Grove City College on February 24-25. One other student, Jonathan Prins, and two economics faculty members, Alex Cartwright and Mark Brandy, also attended the conference
- Mark Brandy chaired a Public Policy panel at the Austrian Economics Research Conference in Auburn, AL, March 11, 2017. As part of the panel, he presented a paper titled *Horizontal Drilling, Hydraulic Fracturing, and Our Ground Water*. Also, on Friday, March 10, one our Economics Minor students, Justin Austin, presented a paper, *The Cuban Health Care Paradox: A Case of Ignored Costs and Implications*, at this same conference.
- Paul Kwant, Barbara Barney McNamara, and Blair Entenmann facilitated a tour, shadow and strategy session at MLive Media Group/Advance Digital in Grand Rapids, Michigan on March 17.
- Participating AIMC students were exposed to modern workplace settings and technology, developed client strategy, and received personalized career skill mentoring from senior executives.
- Paul Kwant was nominated, and selected as "President-Elect" for the National Society for Experiential Education on February 25, 2017.
- Graphic Design program students were honored with several Addy Awards at the 2017 West Michigan American Advertising Federation Awards show. In addition to winning a Silver Addy for the design, students in the Graphic Design Program Design Project Center were a part of the Grand Rapids Student Advancement Foundation 2016 gala where they raised over \$320,000.

COLLEGE OF EDUCATION & HUMAN SERVICES

School of Criminal Justice (SCJ)

- Joshua Sparling graduated cum laude from Ferris with a Bachelor of Science in Criminal Justice in 2012. He recently took part in the Ragnar del Sol race which is a 200-mile relay with each member of the team running 33 miles. The Sparling team ran the race to raise money for the Pat Tillman Foundation. The Foundation invests in military veterans and their spouses through academic scholarships with Sparling being a past recipient. Sparling ran the race despite being a single amputee who lost his leg while serving his country in Iraq in 2005.
- Briana Pierson, an honors student who will graduate in May 2017 with a degree in Criminal Justice, has been hired as a police officer by the Grand Rapids Police Department. Pierson is a Grand Rapids area resident and becoming a police officer fulfills her goal to serve others in the community. She will enter the police academy in May.
- The SOCJ Law Enforcement Academy students raised \$1,680 for the Michigan Special Olympics Polar Plunge at Chippewa Lake on Saturday, February 25, 2017 (<https://www.firstgiving.com/team/342970>). They dove into the frigid waters and walked out. The students were awarded the designation of Most Funds Raised by Any Group and were given a trophy for their efforts. Previously, they donated \$1,100 making their total donation \$2,780.
- Over 50% of our Law Enforcement Academy students currently have conditional job offers with law enforcement agencies at this time with 25% more nearing that plateau. Three-quarters of our graduating academy class will be on the job in law enforcement within weeks after commencement.

School of Education (SOE)

- The students in EDCD 210, *Infant and Toddler Curriculum and Environments*, which is taught by Colleen Myers, provided quality childcare during meetings for the RSO, *Student Parents*.

COLLEGE OF ENGINEERING TECHNOLOGY

- On Friday, March 17, 2017, 14 faculty/staff and K-12 educators participated in a TEA (Technology Engineering Aptitude) Train-the-Trainer workshop facilitated by engineer, author, and director of the Engineering Education Service Center, Celeste Baine. The knowledge gained from the workshop can be applied to a community outreach event intended to encourage middle school students to consider STEM careers.
- On Saturday, March 18, 2017, over 50 people participated in the STEM workshop, which included middle school males and females with a parent or a mentor. They designed hydraulic puppies, prosthetic hands, heard from admissions, engaged in a Lego communication challenge, completed a career carousel exercise, and met with a student panel.

COLLEGE OF HEALTH PROFESSIONS

- The Diagnostic Medical Sonography program received continued accreditation until the year 2022 from the Commission on Accreditation of Allied Health Education Programs (CAAHEP).
- The Respiratory Care program received approval to start the bachelor's degree program from their accrediting agency, Commission on Accreditation for Respiratory Care (CoARC).

COLLEGE OF PHARMACY

- Michael Klepser, College of Pharmacy professor, has stepped up to help with the Flint water crisis. It all started with a presentation that he delivered at the American Pharmacists Association (APhA) Annual Meeting about point-of-care testing in

pharmacies, which has now been incorporated in the testing of citizens in the Flint area for determining lead levels and the education of the findings.

FLITE

- Dejah Rubel, FLITE Faculty Librarian, won a “First-Timer” Award from the NASIG (North American Serials Interest Group) to attend the NSAIG Annual Conference in Indianapolis on June 8-11th. Tammy Finch, Library Specialist, also won the Paraprofessional Specialist Award to attend this conference in June. Both honors were announced March, 2017. (The NASIG is an independent organization that promotes communication, information, and continuing education about serials, electronic resources, and the broader issues of scholarly communication).

MICHIGAN COLLEGE OF OPTOMETRY

- Alison Jenerou and alumnae Addie Bauer and Kim Reich had their article “Stereopsis’ Play on Baseball” published in the peer-reviewed journal, *Optometry and Visual Performance*. Jenerou A, Bauer A, Reich K. Stereopsis’ play on baseball. *Optom Vis Perf* 2017; 5 (1): 11-14.
- Tracy Dard presented an 8-hour ABO Review course at the Optician’s Association of Michigan’s Spring Conference on March 4th and 5th. At the conference, Tracy was also elected to the OAM’s board of directors.
- Dr. Chad Rosen gave three hours of CE lecture at the New Orleans Contact Lens Society meeting in New Orleans, LA on March 25.

PROVOST OFFICE

- Roberta Teahen has been reappointed to the Institutional Action Council of the Higher Learning Commission (HLC) for another four-year term. The HLC appoints members for this important council from the Peer Review Corps, of which she is also a member. Teahen began serving in 2004 and has been reappointed every year since then.

RETENTION & STUDENT SUCCESS

- Andrew Peterson (Faculty Center for Teaching and Learning) gave several presentations about computer coding professions to more than 120 2nd – 6th graders at Ludington Library.
- The Review Committee for the Faculty Center for Teaching and Learning’s Timme Travel Grants Program awarded funding this academic year to 53 faculty, with awards totally \$59,850.
- The Political Engagement Project and the Faculty Center for Teaching and Learning hosted a surprise event for Rick Griffin (Political Science) and his family, friends, and colleagues to celebrate Rick’s contributions to political engagement at FSU and in the community. The evening also included the announcement of the Richard W. Griffin Political Engagement Award, a new Academic Affairs award with nominations beginning in the 2017-2018 academic year.
- Peter Bradley has been accepted as one of 12 participants in the National Collegiate Honors Council’s Professional Development Workshop, May 1-2, 2017. They are developing a strategy for professional development opportunities in Honors at the national level.

Administration and Finance

Auxiliary Enterprises

- Ferris students have saved \$1,000,000 this year by using Bookstore services such as Price Match, new, used, rental, digital books, and flexible pricing on old editions.

Information Technology

- Phase one of the EIT Accessibility Audit & Planning project is complete. This phase was to identify potential accessibility issues with our website and web applications.

- The Technology Assistance Center's First and Second Level Support Coordinators accompanied the Director for a day-long visit to the Meijer corporate headquarters in Walker, MI. The objective of the visit was to observe a corporate operation's IT service desk and look for practical applications of their methodologies here at the university. The trip was considered quite valuable in the insights gained, and the ideas observed have been shared with the CTO for future consideration.

Human Resources

- As a continuation of the enhancements to our Retirement Plan that began with the Retirement Task Force in 2015, we recently kicked off **Retirement@Work**, a site that brings together all investment providers sponsored by Ferris either currently or historically. Everything is summarized in one spot to provide a complete picture of your retirement savings. Whether you have invested in TIAA or Fidelity, or any of the legacy providers prior to 7/2016, you can view all your employer and employee contributions in one place.

Athletics

- Ferris State University men's ice hockey senior forward Chad McDonald was chosen as the 2017 WCHA Student-Athlete of the Year for his accomplishments on the ice and in the classroom. McDonald becomes the first-ever Bulldog skater to be recognized as the WCHA's Student-Athlete of the Year. The honor is voted upon by the Faculty Athletics Representatives of the league's 10 member institutions.
- The Ferris State men's tennis team has vaulted into the top 15 of the latest Division II National Rankings. The Bulldogs are ranked 15th in the current Oracle/ITA Division II Men's Rankings, which are administered by the Intercollegiate Tennis Association. FSU climbed five spots in the poll after being ranked 20th in the previous rankings. The Bulldogs are 9-2 overall this season.
- Sophomore center Zach Hankins (Charlevoix) of the Ferris State men's basketball squad earned All-America recognition as he was chosen to the 2017 National Association of Basketball Coaches (NABC) Division II All-America First Team. The NABC All-America team is selected and voted on by member coaches of the NABC in Division II. The student-athletes chosen represent the finest basketball players across America. Hankins was the only sophomore in the country named to the team.
- Ferris State men's basketball coach Andy Bronkema was chosen as the 2017 NABC Division II Midwest Region Coach of the Year after leading the Bulldogs to a historic campaign. FSU posted a school-record 28 wins and claimed both the GLIAC's regular-season and tournament titles while reaching the NCAA Tournament for the third consecutive year.
- Six former standout student-athletes along with a highly-successful coach and administrator join one of the school's most historic teams ever as honorees in the Ferris State University Bulldog Athletics Hall of Fame Class of 2017, which will be enshrined this fall as the prestigious event returns. Overall, the group of honorees spans five decades and includes representation from nine different varsity athletics programs as they become the university's first class of inductees in six years. The event will return in 2017 with the induction banquet taking place on Friday, September 15, at the FSU University Center.
- Junior Jon Cok (Grand Rapids/Christian) of the Ferris State University men's track and field squad earned All-America honors in the high jump at the NCAA Division II National Indoor Championships as he placed sixth overall in the event with a top performance of

6-9 1/2 at the meet. By earning All-America recognition at the national championships, Cok became the first male student-athlete at FSU to earn All-America accolades in track and field since 2010 when Greg Burns finished sixth in the pole vault at the national indoor meet.

- Three members of the Ferris State University men's ice hockey team received all-conference recognition as the WCHA unveiled its 2016-17 all-league honorees. Senior forward and Hobey Baker Award candidate Gerald Mayhew was one of six selections on the All-WCHA First Team and was also recognized as the league's Scoring Champion for his performance this year. Meanwhile, sophomore forward Corey Mackin garnered All-WCHA Second Team recognition with freshman goaltender Justin Kapelmaster named to the All-WCHA Third Team.
- The Ferris State men's ice hockey team had 16 players earn WCHA All-Academic Team recognition for the 2016-17 season with at least a 3.00 overall grade points average for the previous two semesters. A total of 11 individuals were recognized as WCHA Scholar-Athletes by compiling at least a 3.50 cumulative GPA with at least a year of residency at the institution.
- A trio of Ferris State University hockey seniors inked contracts to begin their professional careers following the completion of the collegiate campaign. Senior forward Gerald Mayhew signed with the American Hockey League's Iowa Wild while Captain Jared VanWormer and defenseman Ryan Lowney began their pro careers in the East Coast Hockey League with the Missouri Mavericks and the Fort Wayne Komets, respectively. This year's senior class led FSU to two league titles and NCAA Final Eight appearances in their careers.

Diversity and Inclusion

- *Expect Diversity*, a campus television show hosted by David Pilgrim, received a Michigan Student Broadcast Award: First Place in the Talk Show/Scripted Show category. Last year the show earned a first place award from the Broadcast Education Association in the "Television News Magazine" category. *Expect Diversity* is produced by faculty and students in Ferris's Television and Digital Media Production program under the direction of College of Education and Human Services faculty member Glen Okonoski.

Governmental Relations and General Counsel

- On March 7, 2017, Director of Labor Relations Steve Stratton conducted training for the Supervisor Development Program regarding the Grievance Procedure.

Kendall College of Art & Design

- KCAD welcomed a total of 410 guests to campus for the college's annual All College Open House, including 82 students from Illinois, Indiana, Michigan, North Carolina, Pennsylvania, Texas, and Vietnam who competed in the annual Art Day Competition. 16 scholarships were awarded through the competition, and all but two of the recipients have already been accepted to KCAD for the fall 2017 semester.
- The Fed Galleries @ KCAD hosted two workshops in collaboration with KCAD Continuing Studies in which artist Renee Zettle-Sterling, featured in the *Sentimental Ornamentation* exhibition, guided participants in creating their own mourning jewelry.

The Fed Galleries also hosted Zettle-Sterling for an artist talk that included a performance by artist Yuni Kim Lang, also featured in *Sentimental Ornamentation*.

- KCAD collaborated with The Bonnie Wesorick Center for Health Care Transformation at Grand Valley State University to organize *Art & Healing*, an exhibition of work from nationally-recognized artist and patient advocate Ted Meyer. Pieces from Meyer's 16-year project "Scarred for Life: Mono-prints of Human Scars" were showcased alongside similarly themed work from KCAD students Beibei Chen, Leilei Chen, Taylor Graham, and Loni Platte.
- KCAD's student fashion alliance Bodies of Art held their 13th annual fashion show, titled "Remnant," at the Grand Rapids Art Museum (GRAM). 15 students from various majors showcased over 70 original garments designs based on different fashion eras, including Baroque, Rococo, the 1920s, and the 1970s. A portion of the proceeds from this year's show were donated to GRAM to help fund the museum's summer art camp scholarships.
- KCAD collaborated with the Gerald R. Ford International Airport to create a mural depicting an artistic interpretation of the world map on a temporary wall inside the airport. The mural was designed by students Samantha Hamilton (Digital Media), Josh Solas (Illustration), and Anna Vanderloon (Fashion Studies), and support for painting, design, construction, and installation of the mural was provided by students Gustavo Bastidas (Graphic Design), Leilei Chen (MFA), Jackie Karevich (Graphic Design), Annie Smith (Photography), and Huaming Wang (Drawing), as well as alumna Kaitlyn Spillane ('16, BFA Graphic Design) and the following faculty/staff: Dean of Student Success Sandy Britton, Professor and Photography Program Chair Adam DeKraker, Director of Student Engagement Nicole DeKraker, Photography Assistant Professor Leah Gose, Supervisor of Shops Mark Mulder, Joe Gust of KCAD Facilities, Financial Aid Specialist Kara Peltier, Graduate Recruitment Specialist Tom Post, and Assistant Preparator and alumnus Steven Vinson ('11, MFA).
- Students in the Graphic Design program dominated the student categories in the 2017 American Advertising Federation of West Michigan ADDY Awards, winning 53 out of a possible 62 awards. Madison Bracken took home the Student Best in Show award, while Colleen Bruce and Laura Meekhof each took home a Judges' Choice award. Other winners included: Breanne Buckbee, Ricky Choulramountry, Hannah Dowell, Michaela Elderkin, Kacie Forbes, Jonaca Lynn Hudson, Brad Kautz, Samantha Kniat, Jackie Karevich, Nhat Truong Lam, Jessica Leng, Hayley Lerg, Mary Nowels, Sydney Olenik, Olivia Mizner, Delena Perez, Veronica Peterson, Rebecca Rapin, Amy Schafer, Jenna Simmons, Alexandra Smith, Brad Stone, Zac Sturgeon, Sakino Tomiura, Jessica Waite, Koko Watanabe, Miao Zhang, and Alyssa Zick.
- Furniture Design students Hong Hu, Matthew Johnson, and Eric Schroeder were named finalists in the 2017 Bienenstock Furniture Library Design Competition.
- Digital Media Assistant Professor Susan Bonner led Digital Media students Jerry Butler, Tarah Condell, Danielle Daniels, Alana Fletcher, Lauren Haacke, Joseph Jinn, Arthur Muzzin, Nicole Slater, Micki Taylor, Jill Theillest, and Austin Whitbeck on a collaboration with Grand Rapids, Mich.-based game company Underbite Games that resulted in the development and commercial release of the game Super Dungeon Tactics. Digital Media alumni Jacob Becker ('16) and Gabrielle Schwall ('16) also contributed to the project as employees of Underbite Games.
- Digital Media student Tammy Tran helped organize an exhibition of work from entrants in the Laughfest 2017 Student Art Competition at the Grand Rapids Downtown Market.
- Illustration student Dayna Walton was named the recipient of the 2016 Gordon Art Fellowship from the Pine Cedar Creek Institute for Environmental Education in Hastings, Mich

- Master of Architecture (MArch) Director Brian Craig gave a talk titled “Design Opportunities – Exploring Wood” at the Michigan Forest Bioeconomy Conference in Grand Rapids.
- Professor and Art History Program Chair Dr. Suzanne Eberle gave a presentation titled “Silence and Absence in Contemporary Art” at the Annual Humanities Symposium at Vanier College in Montreal, Quebec. Dr. Eberle also gave a talk titled “Shocking, Surprising, and Subtle: You Call That Art?” at Frederik Meijer Gardens & Sculpture Park in Grand Rapids, Mich., and gave a lecture titled “The Fashion of Public Greif: Victorian Mourning Clothes and Practices” in The Fed Galleries @ KCAD in conjunction with the *Sentimental Ornamentation* exhibition.
- General Education Professor Dr. Susanna Engbers presented her paper “Quilts, Quilt-making, and the Cultivation of Voice in the Women’s Christian Temperance Union” at the 2017 Conference on College Composition and Communication Annual Convention in Portland, Ore.
- Illustration Assistant Professor Nancy Hart and Medical Illustration professor Matthew Schenk, along with students Morgan Dennison, Stephanie DeVournsey, Irah Dhasleer, Michelle Facer, Sonia Griffin, Jackie Karevich, Rayne Karfonta, Rachel Kline, Bryan Kosciolk, Olivia McKay, Ali Minatel, Annie Murphy, Ella Newman, Paige Precour, and Dayna Walton were featured in an exhibition of natural science illustrations at the Pierce Cedar Creek Institute for Environmental Education in Hastings, Mich.
- Design West Michigan Director Ken Kraye was featured in *Cranbrook Time Machine: Twentieth-Century Period Rooms*, an exhibition examining key moments in the history of the Cranbrook Academy of Art in Bloomfield Hills, Mich. Kraye earned his MFA from Cranbrook in 1988.
- Adjunct instructor Ryan Lafferty gave a talk titled “Living In The And: How Business and Design Can Work Together To Create Magic” at a TEDx event held at Grand Valley State University in Allendale, Mich.
- Art History Professor Anne Norcross served as a Discipline Peer Reviewer on the Art History Committee of the Fulbright Scholar Program; served as a juror for the College Art Association (CAA) 2017 Professional Development Fellowships program; and was awarded a \$1200 Timme Travel Grant from Ferris State University to attend the 2017 CAA Annual Conference in New York City, where she presented her paper “Teaching the Art History survey to Art & Design students.”
- Drawing Professor Deborah Rockman won the Helen Sheridan Memorial Grand Prize in the Kalamazoo Institute of Arts 2017 West Michigan Area Show with piece “Companions 8.”
- Professor and General Education Program Chair Dr. Adam Schuitema released his short story collection “The Things We Do That Make No Sense” through Switchgrass books.
- Furniture Design Program Chair Monty Simpson and program alumni John Black (NG), Steve Hodges ('75), Tim O'Hare ('84), Rick Schroeder ('75), and Mark Tucker ('00) were named to a 10-person American Society of Furniture Designers volunteer mentor team using technology to link students and industry newcomers to industry veterans.
- Art Education Assistant Professor Donna St. John and Master of Fine Arts student Chakila Hoskins won first and second place, respectively, in the annual Celebration of the Arts Exhibition organized by First United Methodist Church in Grand Rapids, Mich.
- Sculpture and Functional Art Assistant Professor Natalie Wetzel released the trailer for “ORB WOMB,” the latest film project to emerge from The Moon, the Grand Rapids, Mich.-based multidisciplinary creative space she operates alongside creative partner/photographer/producer Mark Andrus. The trailer was released on the website of Tribe Magazine, a UK-based publication for which Wetzel acts as a U.S. correspondent.

- Eana Agopian ('16, MFA) won the Ninth Wave Studio Award for Ingenuity in Mixed Media or Intermedia in the Kalamazoo Institute of Arts 2017 West Michigan Area Show with her piece "Meiosis."
- Yvette Cummings ('00, BFA Painting) was announced as the winner of the 2016 701 CCA Prize by the 701 Center for Contemporary Art (701 CCA) in Columbia, S.C. The third annual competition seeks to recognize emerging artists in South Carolina who are creating exemplary original work under the age of 40.
- Cindi Ford ('06, MFA), who also teaches as an adjunct instructor in the Printmaking program, won Third Place in the Kalamazoo Institute of Arts 2017 West Michigan Area Show with her piece "Vulnerable VII."
- Ivan Fortushniak ('98, BFA Painting) served as the juror for the 2017 Spring Juried Exhibition of Allied Artists of Johnstown in Johnstown, Pa.
- Rob Jackson ('89, BFA Illustration), principal and creative director of Grand Rapids, Mich.-based ad agency Extra Credit Projects, and his colleagues took home the most awards in the professional category of the 2017 American Advertising Federation of West Michigan ADDY Awards with nine.
- Deborah Mattson ('16, MFA) won the Southwest Michigan Printmakers Excellence in Printmaking Award in the Kalamazoo Institute of Arts 2017 West Michigan Area Show with her piece "Shingebiss: an Ojibwe Folktale."
- Taylor Mazer ('12, BFA Illustration), who also teaches as an adjunct instructor in the Illustration program, was one of two entrants to receive the Ward H. and Cora E. Nay Director's Purchase Prize in the Kalamazoo Institute of Arts 2017 West Michigan Area Show.
- Tammy Myers ('07, BFA Graphic Design) won a Judges' Choice Award in the Professional category and two Gold ADDYs in the 2017 American Advertising Federation of West Michigan ADDY Awards for "Forgotten Fighters," an ad campaign she developed independently that promotes breast cancer awareness via advanced screening for younger women.
- Amy Shepard ('87, BFA Graphic Design) has been hired by Xibitz, a Grand Rapids, Mich.-based fabricator of custom experiential spaces, as director of creative services.

UICA GOOD NEWS

- KCAD's Urban Institute for Contemporary Arts (UICA) hosted several art and artist-focused events in March 2017 to enhance visitors' experience and understanding of the work currently on view in the galleries.
- UICA partnered with Partners for a Racism-Free Community for the panel talk "Abandoned Margins: Policing the Black Female Body" on March 17. The panel recognized ways that traditional representations of black women aids in systemic racism and marginalization, and considered methods for using visual language to challenge stereotypes instead of perpetuate them. Panelists included Janice Bond, Curator, Artist, and Communications Strategist; Regis M. Fox, Ph. D, Assistant Professor, Grand Valley State University; Jessica Marie Johnson, Ph.D., Curator of African Diaspora, Ph.D., and Assistant Professor, Johns Hopkins University, and was moderated by Breannah Alexander, Director of Strategic Programs, Partners for a Racism-Free Community.
- On March 24, UICA released the catalog for artist Nakeya Brown's *More Than A Woman* exhibition and hosted a discussion of her work with the artist and panel. Guests met and mingled with the artist and panelists Martina Dodd, a Washington, D.C.-based art historian and curator, and Andy Johnson, an art historian, curator, and currently director of Gallery 102 in Washington, D.C., before their discussion.

- UICA's education team has welcomed over 200 students in the galleries for docent-led tours, film screenings, and spoken word poetry workshops since the current exhibitions opened on January 27.

Student Affairs

Student Life

- On Thursday March 23, 2017 Ferris State University's OMSS' MI GEAR UP Program hosted its 1st *Shadow a College Student Day*. 17 students from Morley Stanwood, Muskegon, Muskegon Heights, and Big Rapids High Schools were on campus for the day shadowing College Positive Volunteers (CPVs).
- The University Center, University Recreation, and Ferris Catering were honored at the Make-A-Wish Michigan 2017 appreciation event, with a Shining Star award for their longstanding commitment of the Wish-A-Mile 300 Bike Tour, and always going above and beyond for the participants.
- The Student Leadership and Activities Advisory Council approved the reactivation of Bulldog Radio and a new Registered Student Organization (RSO) Men in Healthcare.
- Entertainment Unlimited sponsored "Music Takes Action" annual concert held on 3/24/17 with well over 1500 in attendance exceeding the attendance of the prior two years and raised over \$650 for the Animal Rescue Coalition.
- CLACS has been holding weekly lobby events in an effort to raise awareness of the services offered, increase student engagement with the office, educate students on hot topics, and to advertise upcoming events. Activities include St. Patrick's Day clover planting, Harry Potter "make your house scarf" activity, and coming in April a distracted driver simulation.
- Friday, March 31st, seven students from Ferris State will travel to Cleveland, to take part in the Great Lakes Regional Collegiate Leadership Competition at John Carroll University with eight other Universities. This is Ferris State's first year in the competition.
- University Recreation has executed a social media strategy and campaign to engage with more students. Over one weekend, in February 2017, UREC's Instagram followers increased from 320 to 781!

Enrollment Services

- Ferris State University hosted the Parent/Counselor Breakfast at Renaissance High School in Detroit. Tyrone Collins was in attendance along with 20 adults. Jimere Reed, a Ferris and Detroit high school graduate, spoke on how Ferris State University was a wonderful, helpful, caring university for her. She was well received by the parents and counselor.
- Candace Henry-Schroder presented several small group financial aid presentations to Juniors and Seniors at the Ewart High School "Career Day" where approximately 150 students learned about ways to fund their college education.
- Omar Gonzalez had a great visit with ITW- David Speer Academy. This is a newer school (est. 2014) in the Chicago area and they specialize in STEM careers. This school is so new, they don't even have seniors yet! They have many Juniors. This school is looking to send their students to schools that have STEM programs.
- On March 15th, the Financial Aid office, along with many volunteers from the Student Affairs division and across campus, joined forces with community businesses to host the seventh Get Real! event hosted on campus since February 2014.
- On March 22nd, the Admissions Office hosted the MOISD College Fair in the University Center. We bussed in over 500 juniors within the MOISD (Ewart, Morley Stanwood,

Chippewa Hills, Crossroads, Reed City, and Big Rapids) to visit with 37 college/military representatives. This was an opportunity for these students to begin the college exploration and selection process and often times is the only opportunity that they have to visit and explore their options. It was a very exciting event and the students asked a lot of questions which resulted in a lot of satisfied students, educators, representatives, and hopefully- FUTURE BULLDOGS!

- Admissions hosted an Admitted Student Open House on Saturday, March 25th. 495 of the registered 619 attended for an 80% yield. There were 197 students that attended of which 105 were already signed up for Orientation and 57 more signed up that day.

University Advancement and Marketing

- Since July 1, 2016, the Ferris Futures Scholarship Challenge has seen 135 gifts and pledges to new and existing endowments, with more than \$2.53 million of new gift commitments from Ferris State University benefactors. With the match, this creates more than \$5 million of new endowed funds for the support of Ferris students. There have been 58 endowment gifts by alumni, 36 by friends of the University, and 41 by faculty/staff (data through March 29, 2017).
- The new Ferris State University Student Foundation has been quite active during the spring semester. Board members have been assigned, and they are planning ways to expand their membership in the coming year. Members of the student foundation have been producing a video to be used in future fundraising efforts and are exploring ways to integrate themselves in regular events across campus to share their mission and to attract new student members. Their enthusiasm for engaging students across campus in fundraising activities is evident, and they are looking forward to increasing their membership with like-minded students across the university.
- The Telephone Outreach program has been successful in connecting with Ferris alumni this spring. While there were some technical difficulties with the calling software during the first three weeks of the spring semester, the students were able to overcome this obstacle and contacted more than 2,400 alumni between January 15 and March 27. Of the total number of pledges made over the phone this semester, a total of 34% gave their gift by credit card before the phone call ended. This is the highest credit card percentage the call center has produced since it began in Fall 2013, and far exceeds the 5% credit card rate received for the calling campaign in 2015-2016. As of March 27, a total of \$43,269.89 from 586 donors has been raised this fiscal year. This exceeds FY2016 to-date by 52% in dollars and 44% in donors.
- The Alumni Association hosted 160 alumni and friends at the Palace of Auburn Hills on Friday, March 17. Alumni gathered for a pre-game reception in the Club 300 Suite where they enjoyed food and beverages while watching and cheering on the Detroit Pistons. The event was held in collaboration with the Saginaw Valley State University Alumni Association.
- The Web Content office has worked with Admissions and UA&M's Marketing Communications staff to create a customized [Orientation and Registration website](#) for students who have signed up for orientation activities. Students who are getting ready for their orientation session at Ferris are sent an email link to the site, which welcomes new students to campus and provides them an avenue to learn more about the wide range of Ferris' academic offerings, student support services, housing, what to bring to orientation, the orientation agenda and what will happen after orientation. The comprehensive website also includes a message from Dean of Student Life Joy Pufhal

and information on the bookstore, parking, student organizations, student activities, CLEP testing and student employment.

- Marketing conducted a major media planning and strategy session for the 2017-18 campaign cycle on Wednesday, March 1, with partners from the Office of Admissions, Ferris Statewide, Michael Walters Advertising Agency and Peak Positions LLC. Marketing also assisted Admissions in the production of signage and display materials for the March 28 NACAC college recruiting fair.
- Marketing assisted The Ferris Foundation in the development and production of its 2016 annual report; assisted General Counsel in development of an invitation and other materials in support of the 2017 Legislative Luncheon; and assisted the Office of Stewardship and Donor Relations in the production of an invitation for the annual Societies of Distinction donor recognition dinner.
- Marketing assisted Athletics in the development and placement of digital billboards to promote the Men's Basketball Team's tournament participation; assisted Blueline Club banquet coordinators and Athletic Advancement in the design and production of their event invitation; assisted the Office of the President in the development of a sponsorship ad for the West Michigan Asian American Association's 2017 Gala; and assisted Admissions and the Office of the President in the creation of a postcard to accompany the second subscription service mailing for admitted students.
- Marketing and News Services assisted the Faculty Center for Teaching and Learning in the development and distribution of a press release promoting speaker Debbie Irving's presentation and workshop.