Ferris State University
Good News Items
February 2022

Academic Affairs

COLLEGE OF BUSINESS

• US News & World Reports ranks the FSU Information Security & Intelligence program the #19 online master's in Information Technology program in the United States. This is a list to the rankings: https://www.usnews.com/education/online-education/computer-information-technology/rankings

• Nick Kuiper’s documentary “A New Normal” was picked up for nationwide distribution to PBS stations across the nation through NETA and will begin airing in February. https://www.ferris.edu/HTMLS/news/archive/2022/january/normal.htm?fbclid=IwAR3GMOn1cWNGIAQz-WcEUFsNHX8RrLHINlaSE-avujPuNbc3_EGaPBq1U_zw

• Nick Kuiper visited the Digital Arts program at Montcalm Career Tech Center where he shared samples of his work and provided tips on working with Adobe Premiere. He also shared information about the School of Digital Media.

• Lakeview veterans monument moves forward, with help from Ferris State students. Three seniors from the “Lean Service Enterprise and Leadership” class at Ferris State University took on promoting the veterans monument as their class project. Elise Gorby, Zach Lisman and Kristina Rousseau created a website, lakeviewareaveteransmonument.com. https://www.thedailynews.cc/articles/lakeview-veterans-monument-moves-forward-with-help-from-ferris-state-students/

• Nick Kuiper’s documentary “A New Normal” was selected to screen at the Lake Michigan Film Festival and the Central Michigan International Film Festival.

• Nick Kuiper served as judge of the Mixed/Pedagogical Teacher Student Co-Productions category for the Broadcast Education Association’s Faculty Video Competition.

COLLEGE OF ARTS, SCIENCES & EDUCATION

• Deirdre Fagan’s poem, “Stepping Up,” received a Pushcart and a Best of the Net nomination from Rat’s Ass Review, where the poem was published in summer 2021.

• Deirdre Fagan presented, “Universal and Individual Grief: How Unshared Experiences Unite Through Fiction” at the Midwest Modern Language Association conference held in Milwaukee, WI, November 4-6.

• Deirdre Fagan’s poem, “it must be strange to be a house,” was published in Trouvaille Review in November.

• Deirdre Fagan’s, “Between Us,” was published in Red Eft Review in January 2022.

• Deirdre Fagan had her poem, “Gardening is an Honor System,” included in the recently released Nothing Divine Dies: Poetry of Nature anthology.

• Deirdre Fagan completed a writing residency at the Writers’ Colony at Dairy Hollow in October, 2021.

EXTENDED & INTERNATIONAL OPERATIONS

• Andrew Peterson and Luke Hedman received an Innovation Development Grant for their project titled “Maker Streaming Station”.

RETENTION AND STUDENT SUCCESS

- Updated MyDegree to version 5.0.5.1.
- The auto-gradation process continues to run smoothly and processed 640 of 979 applications for Fall 2021.
- Dean Joy Pulsifer and Karen Royster James administered 396 Learning and Study Strategies Assessments (LASSI) in support of student academic success.
- SLA facilitator Miss Caitlin Ewald was accepted to her three preferred universities to pursue a PhD in Analytical Chemistry.
- Karen Royster-James received the Dr. Martin Luther King, Jr. Social Justice Award.

CENTER FOR LATIN@ STUDIES

- In Fall 2021 the Center for Latin@ Studies launched a successful, new collaboration with the Social Work Department to provide near-peer, wrap-around support to Hispanic/Latino students. As a result of the collaboration, 150 students engaged through coaching meetings and more than 500 students received outreach meant to encourage a positive experience at Ferris. Activities were coordinate by Paige Williams, Spanish for the Professions Intern, 23 BSW and MSW students, and Social Work faculty (Nicole Ball and Erin Johnson).

MICHIGAN COLLEGE OF OPTOMETRY

- Michigan College of Optometry held its annual White Coat Ceremony and celebrated 33 students receiving privileging for clinical care in the University Eye Center. Family and Friends were in attendance to celebrate this milestone occasion.
- Faculty member Dr. Paula McDowell and MCO alum Dr. Matt Roberts have just had their article: “How to offer inclusive care for LGBTQ+ patients” published in the most recent edition of Review of Optometry. The article can be accessed here.

COLLEGE OF HEALTH PROFESSIONS

- Cathy Archer was recently awarded the Michigan Dental Association’s Allied Professional Educator Award. The requirements were local university/community philanthropic activities and global humanitarian aspects, which she is involved with heavily via community dentistry and her annual volunteerism for the Guyana dental mission trip.

COLLEGE OF PHARMACY

- Amber Duche, 4th year pharmacy student, has been selected for a 2022 US Regulatory Strategy Fellowship, sponsored by Amgen in partnership with the Rutgers Pharmaceutical Industry Fellowship Program.
- The College of Pharmacy’s student chapter of the National Community Pharmacists Association (NCPA) made 18 beautiful blankets for the WISE women’s shelter in Big Rapids. Michelle Sahr is the advisor for the student group.
- The faculty, staff, and students in the College of Pharmacy supplied 25 children in the local community with Christmas gifts through the Angel Tree-Salvation Army.

Presentations

- Eric Nybo presented "Combinatorial biosynthesis of new tetracenomycins" at the Department of Pharmaceutical Sciences seminar series, University of Maryland Eastern Shore (virtual).
- Jill Covyeou presented "Project ECHO: Risk Reduction: Overdose Prevention and Management of Prescribed Opioids" at Saginaw Valley State University.
Peg de Voest, with former student Nicolas Furlich and colleagues from Spectrum Health, presented "Impact of Dexmedetomidine Versus Propofol Sedation on Development of Delirium in Critically Ill Adults" at the 2021 ASHP Midyear Clinical Meeting.

Tom Dowling presented “Medical Research and Pharmacokinetics”, Alpena Community College, Oscoda Campus, as part of the 2021 ACC Talks series.

Publications:

- Felix Amissah, along with faculty from Rosalind Franklin University, published the research paper “Evaluating the Effect of Cationic Peptide K16ApoE Against Staphylococcus epidermidis Biofilms” in the Journal of Pharmaceutical Investigation.
- Lisa Salvati, with former pharmacy student Jessica Goldsworthy and colleagues from Mercy Health St. Mary’s, published a research paper on "Impact of a pharmacist-led pneumococcal vaccination outreach program in a primary care setting“ in the Journal of the American College of Clinical Pharmacy.
- Kali VanLangen, along with faculty from UNC, University of Tennessee, High Point University, Marshall Ketchum University, and Palm Beach Atlantic University, published the paper “COVID-19: The Catalyst for Change in Teaching and Assessing Virtual Laboratory Skills” in the journal Currents in Pharmacy Teaching and Learning.
- Kali VanLangen, with colleagues from Mercy Health St. Mary’s and the MSU College of Human Medicine, published a research paper entitled “Antipseudomonal vs narrow-spectrum agents for the treatment of community-onset intra-abdominal infections” in the journal Open Forum Infectious Diseases.

Administration and Finance

Athletics

- Ferris State University football head coach Tony Annese was recognized as the D2Football.com National Coach of the Year after leading the Bulldogs to their first national championship in school history and a perfect 14-0 mark this past fall.
- Bulldog Football Assistant Coach and defensive coordinator Ryan Hodges was honored as the Football Scoop Division II National Coordinator of the Year after helping the Bulldogs claim the national championship. The award goes to the top Division II offensive or defensive coordinator each year based on their efforts and team accomplishments.
- Ferris State University men’s basketball senior standout Walt Kelser has been chosen to the 2022 Bevo Francis Award Top 100 Watch List. The award goes each year to the top small college basketball player in the country and will be presented in April.
- Both the Ferris State men’s and women’s basketball squads head into late January with 13 victories apiece already this year. The Bulldog men’s team is atop the GLIAC standings with an unblemished conference record while the women’s team remains within a game of the conference lead.
- The Bulldog women’s soccer program had three standouts named to the United Soccer Coaches Scholar All-America list recently. The trio of seniors Bri Rogers, Abigail Gilmore and Pia Nagel were honored for their work both on the field and in the classroom this past fall.
- Ferris State University hockey alum Pat Nagle, who is currently midst his 11th season of professional hockey, has been named to the 2022 United States Olympic Team and will
represent his country in the upcoming Winter Olympics as part of Team USA in Beijing this February.

Auxiliary
- Ferris Printing Services welcomes Ken Lenahan. Ken hails from Howard City, Michigan. He has worked in the printing industry for many years is now starting a new adventure with us. When you see Ken, please welcome him to Ferris.
- Ferris Outfitters would like to welcome Aaliyah Richards as our new Part-time E-Commerce Associate.
- The Early Learning Center received a Child Care Sustainability Grant through the Michigan Department of Education in the amount of $101,058.75 to support program operations through July 2023.
- Housing and Residence Life hosted a PJ skating party with Dining and Athletics at Wink Arena. There was over 200 students in attendance.
- Erbert & Gerberts opened on January 10, 2022.

Human Resources
- The HR Center for Staff Development implemented the new Microsoft Bookings app so employees can schedule appointments for one-on-one training and consultations.
- The HR Center for Staff Development has added an event calendar on the Ferris website for employees to view and register for upcoming events from the HR Staff Center website.
- Ferris State University & the Office of Human Resources received a Certificate of Recognition from the Association for Talent Development for the successful implementation of Workforce Development for Employee Learning Week which was held December 6-10, 2021.

Facilities
- The resident life custodial staff did a great job the week of 12/19/21 and 1/2/22 in turning around rooms for housing and completing work orders for winter break!

Finance
- 2021 W2’s were published electronically as of 1/4/2022!
- Finance welcomes two new accounting staff members to their department. Staff Accountant Francis Kiio and Accounting Assistant Jesse Fuller.

Public Safety
- Public safety welcomes two new officers! Ally Reidzans & Izalia Amaya. If you see them around campus, please give them a warm welcome!

Kendall College of Art & Design
- KCAD Drawing student Emily Beeman had her piece “tuesday night” selected for inclusion in the Creative Quarterly 65 Online Gallery. The piece was also recently featured in the international juried exhibition Momento Mori at AIR Gallery in Altrincham, England.
- KCAD Associate Professor and Fashion Studies Program Chair Lori Faulkner has been recognized as a Michigan Distinguished Professor of the Year Award Nominee for 2021. The Michigan Distinguished Professor of the Year award recognizes the outstanding contributions and dedication exhibited by the faculty from Michigan’s 15 public universities to the education of undergraduate students. Each university was invited to nominate one faculty member who has had a significant impact on undergraduate student learning through various activities, particularly classroom instruction, applied research, experiential learning, innovation, and mentoring.
• KCAD Professor and Art Education Program Chair Dr. Cindy Todd co-authored an article in collaboration with her higher education colleagues across the state of Michigan titled “Zooming Support: Stories of How a Pandemic and SAMR Improved Preservice Art Education.” The article was published in the most recent issue of the national peer-reviewed journal Art Education Magazine.

• KCAD alumna Cynthia Awrey ('75, Illustration) was one of three artists selected to receive the Best of Show Award in the recent Grand Valley Artists juried member show.

• KCAD alumnus Joe Dunaske ('20, BFA Collaborative Design), now an associate furniture designer with Stickley, created the recently-released Collector Edition Meadowflower Cabinet as one of his first original designs for the company. Made of white oak and taking a fresh approach to the Mission style, the cabinet features elegant inlays that are equal parts classic and modern.

• KCAD alumna Lee Ann Frame ('06, MFA Printmaking) won the 2022 Ray and Nancy Loeschner Art Competition with her piece “Spring.” As winner of the international juried competition hosted by Frederik Meijer Gardens & Sculpture Park, Frame had her winning piece acquired for the Park’s permanent collection.

• KCAD alumnus Peter Jacob ('04, BFA Furniture Design) shared stories from his creative career leading the design firm Peter Jacob Kind Creative and co-founding local business Michigan House and The Cakabakery as part of the Grand Rapids Art Museum’s Visionnaire Series.

• KCAD alumnus Jake Kapusta ('14, BFA Sculpture and Functional Art) has joined leading 3D printer manufacturing company NEXA3D as Global Head of Services for Desktop 3D Printing. Kapusta, who previously served as Print Operations Manager for Formlabs, another leading company in the 3D printing industry.

• KCAD alumnus Michael Nashef (06’, BFA Metals and Jewelry Design) had his piece “Anbara” acquired for the permanent collection of the Museum of Arts and Design in New York City. The unique piece has previously been featured in a number of juried exhibitions around the world as well as two books.

• KCAD alumna Rachel Nelson ('09, BFA Interior Design) and her team at interior design firm RL Concetti were featured in the December issue of Detroit Design Magazine for their stunning transformation of a historic Tudor-style home in Royal Oak, Mich.

• KCAD alumnus Eric Schroeder ('17, BFA Furniture Design) shared the story of how he first fell in love with the craft of furniture during frequent childhood trips to the Grand Rapids Public Museum in a new video series from the Museum. Schroeder, now a senior product designer at Bold Furniture, recently had the modular storage and seating collection he created for Bold, "Ready//Able," inducted into the Museum's permanent collection, where it will help inspire the next generation of designers and creatives.

• KCAD alumnus Joshua Solas ('18, BFA Illustration) designed the cover art for Jamaican dancehall singer Sean Paul’s Grammy-nominated album “Live N Livin” through his creative production company, SolasInk.

• KCAD alumnus Kevin Wolfrom ('19, BFA Illustration) was featured in an interview with Voyage Michigan about what led him to KCAD, how art school helped bring focus to his passion for drawing while enlarging his network in the process, and how he’s growing his learning experiences into a thriving professional creative practice. Wolfrom most recently created a mural entitled “Dreamchaser” on the exterior of the 800 Ottawa Ave. building in downtown Grand Rapids.

Urban Institute for Contemporary Arts
On January 13, UICA opened two new exhibitions, *The Way Forward* and *Manufactured Narratives: Chronicles of Textile Artists*. The public and featured artists came together for a successful, safe, and bustling reception with more than 70 visitors during opening night. Both exhibitions are on view thru May 7.

shopUICA is proving successful as KCAD’s on campus retail store. shopUICA welcomed KCAD Drawing alumna Mikayla Portee ('21, BFA Drawing) as their new Retail Coordinator, a promotion from her position as a student assistant. shopUICA is the online pickup location for Ferris GR and KCAD’s campus along with a selection of available art supplies, snacks, and gifts from local and regional artists.

**President’s Office**
- Maggie Walcott’s poem “Pareidolia” was published in *Silver Apples Magazine* in December 2021.
- Maggie Walcott’s poem “When you turn into your mother” was published in *Third Wednesday* in December 2021.
- Maggie Walcott’s short fiction piece “Against the Grain” will be published in the Volume 25, No. 2 print issue of *Dunes Review*, to be issued in summer of 2022.

**Student Affairs**
- The Office of Multicultural Student Services (OMSS) hosted over 200 participants during the annual MLK Celebration.
- The first SISTAH Circle session which was focused on self-love and self-care had 12 participants. Upcoming sessions scheduled will be focused on dating violence and love languages; women's empowerment; and grad school preparation.
- SISTAH Circle held a clothing swap where participants brought in clothing to swap with others, and all remaining clothing items were donated to WISE.
- The Student Recreation Center teamed up with Versiti Blood Center to host a blood drive where 78 students were registered to give blood where they collected 75 pints of blood, which equals a total of 225 lives saved.
- Approximately 450 students enjoyed visiting two reindeer who were on the Robinson Quad during the *Reindeer Games* event hosted by the Center for Student Involvement.
- FLITE and the Center for Student Involvement collaborated for a *Plan for the Exam* study break program that provided 150 students with free hot dogs purchased from Fatty C’s Hot Dogs.
- The Center for Student Involvement organized and sold out three fan buses for students and community members wishing to travel to watch our Ferris Football Team compete in the NCAA Football Championship game.
- Entertainment Unlimited hosted comedian, Jonathon Burns.
- University Recreation is offering You@Ferris which is a personalized wellbeing web application available 24/7 for 365 days a year, This program provides personal content which focuses on the student’s well-being as well as academic success.
- Commencement is a true milestone and one of Ferris State University’s signature events. It is a truly special occasion - a time when graduates, family, and friends celebrate their student’s accomplishments and look toward the future with confidence. Ferris State University returned to in-person commencement ceremonies on December 18, 2021. The goal was to make the day a truly memorable one for participants. A total of 350 graduates and 42 faculty members attended one of three ceremonies at the Big Rapids Campus.
• 2,262 new freshman/transfer students have been offered a financial aid package for the 2022-23 academic year
• 420 students have already qualified for the “Bulldog Bonus” award. To qualify new students must be admitted to Ferris, complete their FAFSA for 22-23 and attend a financial aid information session. Over 200 more students are on pace to qualify for the award based on their event registration on Feb 16th.
• 109 new students have been awarded the “Bulldog Housing Bonus” for earning their admissions to Ferris this coming fall, attending a housing information session, and signing a housing contract early.
• More than 7,600 students have been awarded a Ferris “WNF” Scholarship.
• Online Orientation opened on January 14, 2022, and more than 100 students have completed orientation as of January 25. Prospective students are receiving SMS, email and phone communication to encourage them to complete online orientation, in addition to receiving a mailed checklist to help guide them through the process.
• Currently, the Office of Admissions has more than 25 group visits from high schools and community colleges scheduled to visit campus this semester, with more being scheduled weekly.

University Advancement and Marketing
  o In December 2021, the main Ferris Facebook and Instagram pages enjoyed substantial engagement numbers, with more than 1.1 million people reached on Facebook and more than 40K reached on Instagram. The Bulldog football team winning the 2021 NCAA Division II National Championship and returning to in-person commencement were the top December stories. The highest performing Facebook post was the football national championship graphic, which reached more than 742K people, and had more than 33K reactions, 4.2K-plus shares and nearly three thousand comments. Check the Facebook page for popular Bulldog football photo galleries that featured images from alumni Kevin T. McDermott and Luke Wyckoff from the national championship game.
  o The News Services team and the Pride Committee conducted its annual Ferris Pride Home for the Holidays Photo Contest. This year, our submitted post entries reached more than 89K people on the main University Facebook and Instagram accounts during the holiday break. The team selected three winners for the 2021-22 social media-based contest, which offers faculty, staff and students the opportunity to showcase Ferris pride, while home for the holidays or on travel during the break. By popular demand, the team plans to open this contest to alumni in future years. Photos are available on the Ferris Facebook page.
  o The News Services team produced stories, photos and video to showcase the annual campus Martin Luther King Jr. Celebration. A photo gallery from Digital Media Specialist Hannah Crouch and student photographer Paige Williams, when posted to the main Ferris Facebook page, reached more than 15K people with 1,396 engagements. Other posts, including a quote graphic and a highlight video, shot by student intern Sadie Stevens, combined to reach more than 10K people on Facebook. A photo gallery posted to Instagram reached more than 6.7K accounts and had more than 8K impressions.
  o The News Services team identified and worked to promote students from the Hospitality Management program participating in the X Games in Colorado, in January 2022. TV 9&10 News picked up a press release written and distributed by communications specialist John Smith, The Big Rapids Pioneer and The Grand Rapids Business Journal, among other outlets. TV 9&10 News visited campus to produce a feature on the journey of students and faculty to Colorado.
The Ferris State University Alumni Association hosted a virtual social hour event on Thursday, Dec. 9, and again on Thursday, Jan. 13. The Dec. 9 webinar featured fan-favorite alumni duo, Amy and Steve Dorey, who presented some of their best holiday dessert creations with tips and tricks for following along at home. In January, the Alumni Association was in partnership with Jim Crow Museum multi-media specialist and co-author of “Haste to Rise: A Remarkable Experience of Black Education during Jim Crow,” Franklin Hughes, who shared stories and information about the history of diversity at Ferris State University.

The Alumni Association visited the Sunshine State during the last weekend in January, for three separate events. On Thursday, Jan. 27, the PGM Alumni Association hosted its annual reception during the PGA Merchandise Show in Orange County, Fla. On Friday, Jan. 28, the Alumni Association and Bulldog Ambassador Paul Leek brought the “Bulldogs and Brews Tour” to Cigar City Brewing in Tampa, the first such event to take place in Florida. Then, on Saturday, Jan. 29, President David L. Eisler and Bulldog Ambassador Liz Cotner hosted Florida alumni and friends at the TPC Prestancia in Sarasota for the 2022 Sarasota Alumni and Emeriti Luncheon.

On Thursday, Jan. 20, the Ferris State Alumni Association hosted a “Bulldogs and Brews” Tour event at Bell’s Eccentric Café in Kalamazoo, Mich. This event featured updates on campus and presentations by the experts with Bell’s Brewery, as well as a special surprise display of the 2021 football national championship trophy.

The alumni e-newsletter, Bulldog Bytes, featured stories from two incredible Bulldogs as part of the ongoing Bulldog for Life video series highlighting alumni who have stayed connected to their alma mater. In December’s newsletter, 1974 Data Processing alumnus Jimmy Green shared his experiences with Ferris State Wrestling and Sigma Phi Epsilon. January featured 1992 Criminal Justice alumna, Maureen Burke, who shared her amazing journey from Ferris student to helping found the University of Michigan’s special victims unit. All Bulldog for Life videos can be viewed on the FerrisStateVideo Youtube account at https://www.youtube.com/c/FerrisStateVideo/featured.

On Saturday, Dec. 4, and Sunday, Dec. 5, more than 300 alumni took advantage of special ticket packages offered through the Alumni Association to attend Detroit Red Wings and Detroit Lions games. As a portion of the proceeds goes to support the Alumni Association Legacy Scholarship, partnering with these professional sports organizations throughout the state helps support current Ferris students in their educational journey. Through these two events, the Legacy Endowment grew by more than $1,600 and both teams secured a victory for the visiting Bulldog fans.

The Alumni Association hosted more than 400 spirited Bulldog Alumni, family and friends prior to the NCAA Division II National Championship on Saturday, Dec. 18. Bulldog Ambassadors Casey Paine, Ryan Bluhm, and Bob and Kate Miller assisted with the event and greeted the many guests in attendance. The event, which took place at the Marriott Hotel and Event Center just 10 minutes from the McKinney ISD Stadium hosting the National Championship, included a Nacho bar, performances by the Pep Band, routines from the Cheer and Dance Teams, and Ferris spirit giveaways for fans in attendance.

Michael Warren has established the Michael N. Warren Endowed Scholarship to support students in the College of Business and the College of Arts, Sciences and Education with preference given to students from Antrim, Hillsdale or Kalkaska Counties. Warren is a 1967 graduate of the College of Business who also was captain of Ferris’ Football Team. Michael was a member of the Ferris chapter of Sigma Phi Epsilon, where he has maintained life-long friendships with his fellow alumni brothers. Warren’s message to students is: “Be yourself. Be a better person today than you were yesterday and be a
better person tomorrow than you were today. The world is in front of you, take advantage of the opportunity you have in getting a good education. Be involved at school, the community and social organizations as they will provide you support when you need it. Your academics and your participation will award you with a well-rounded education and life-long friends.”

- The Lenora L. Boyer Endowed Scholarship is a tangible tribute, as a 1971 College of Business graduate sought to honor her aunt, who passed in November 2021. The scholarship will support students in the Nursing program, with a preference given to students from Mecosta and Osceola Counties. Lenora spent much of her life in the Osceola and Mecosta County area, and as a single mother, built a successful real estate business. Lenora eventually returned to college where she earned her nursing degree and spent the remainder of her career as a nurse sharing her compassion and care for others. When reflecting on her aunt's life, the donor believes her Aunt Lenora would have the following message for students: "The people you touch in your work may not remember your name, but they will remember how you made them feel.”

- An anonymous gift will provide base funding for the development of a Peer Educator Program within the Personal Counseling Center to support students’ mental health and well-being and suicide prevention.

- The Ferris.edu homepage is one of the university’s most powerful marketing tools. Averaging more than 40,000 views per week, the homepage has the power to influence huge numbers of prospective students to choose Ferris and become a Bulldog. To amplify the impact of this critical platform, the web team has developed a detailed editorial calendar for the homepage. Planned at least one quarter ahead, the editorial calendar helps the university’s marketing leaders make better decisions about which resources prospects are being directed toward. Similar planning efforts will be developed for other crucial prospect-focused web resources in 2022.

- In collaboration with Student Life, the UAM web team built and launched a new site for the Center for Student Involvement. This prospective student-focused site provides future Bulldogs with new opportunities to get to know our campus and our culture, including traditions, events, and organizations before they ever set foot in Big Rapids.

- The web team also helped Career and Professional Success rebuild their web presence after the launch of CSI’s new site.

- The web team is helping the university tell the story of the construction of the Center for Virtual Learning and the impact it will have on our students, our community, and the world. Ferris.edu/CVL provides the opportunity for community members to see the construction process, learn more about the programs and departments that will call the CVL home, request more information from our Advancement team, and read all of the coverage of this exciting new development on our campus. In addition to the digital content, the web team collaborated with the marketing team to produce a comprehensive packet and offer it for print directly on the site.

- The web team has launched a new initiative to produce editorial, blog-style content that will attract prospective students browsing colleges. This effort has specific targeting for prospects that are not currently aware of Ferris and its offerings. Using improved digital analytics, the web team is working to identify academic programs and resources offered by the university with the potential to engage prospects who are actively browsing other institutions. Starting with the production of at least one piece per academic college, the web team will analyze results and begin to expand the project over the next year. Head to 10 Reasons to Major in Dental Hygiene to see an example of this content in action.

- The web team has begun the process of building customized Request for Information forms for each academic college to be used by prospective students. Using the College
of Business as a pilot, the web team created an RFI form that is specific to the COB’s offerings. When a student submits the form a representative from the prospect's chosen program receives immediate notification, streamlining the first-contact interaction for future Bulldogs. The prospect's data is also stored in Salesforce, allowing Admissions to continue the conversation via their high-engagement communication plans. The web team will launch a custom RFI form for every academic college by the end of the year. Explore the COB’s customized form.

- To provide visitors to our website with more choices regarding their online privacy, and to help the university comply with new regulations, the web team implemented a tool that allows visitors to control which cookies (small files utilized by your web browser) our website uses when they browse it. The tool, called OneTrust, was deployed on the main Ferris website. The web team will work with the administrators of all content on the Ferris web domain to implement this tool. Discover this new tool by clicking "Cookie Settings" in the footer of the Ferris website.

- The web team has now completed the migration of 97% of Ferris.edu to the new Ferris Forward web template. The new web template aligns the website with the visual language of the Ferris Forward platform and provides a significantly improved user experience.

- Web Marketing Manager Eric Hazen appeared on the Enrollment Growth University podcast to talk about the future of higher ed websites and how Ferris is utilizing highly personalized content to move prospects through the enrollment funnel. You can check it out at https://enrollmentgrowthuniversity.sounder.fm/

- In collaboration with News Services, the web team launched a new home for news at Ferris. This refreshed look and user experience will help highlight all of the epic stories from our inspiring Ferris community members.