

# FERRIS STATE UNIVERSITY

## Good News Items

November 2011

### Academic Affairs

#### Provost's Office

- In the Blackboard transition project, to date, 247 individuals have been trained, and an additional 47 individuals are signed up for fall sessions, resulting in an expected approximately 300 individuals who will have completed the training by the end of Fall 2011. Additional training opportunities exist. Furthermore, trainers have certified that participants have met the minimum performance expectations in effective use of the new course management platform.  
The National Advisory Board for the Doctorate in Community College Leadership conducted its meeting in Grand Rapids on Friday, October 28. University photographer Bill Bitzinger and an external videographer were on hand all day to capture messages from these community college leaders from across the nation. Board members also presented a panel discussion to Cohort Two, following a reception that included faculty, board members, students in cohorts one and two, along with top administrators from Grand Rapids Community College. Recruitment for Cohort Two is well underway with more than 20 visits and trade show exhibits, and prospects look very positive for enrolling a high-quality group. Two have already been admitted, and the first deadline for applications is not until late January 2012.

#### College of Allied Health

- Susan Owens, faculty in Nursing, was recently named a Jonas Scholar, a prestigious honor supporting doctoral research in higher education, by the National League for Nursing. The press release can be found at [http://www.nln.org/newsreleases/jonas\\_scholars\\_101311.htm](http://www.nln.org/newsreleases/jonas_scholars_101311.htm).

#### College of Arts & Sciences

- Tracy Busch was selected to be on the editorial board of *Transfers: Interdisciplinary Journal of Mobility Studies*. It is based out of Eindhoven University of Technology and published by Berghahn Books. She also had an article published this summer in *The Russian Review* (one of the top journals in the field of Russian and Eurasian history).
- Gustavo Rodriguez-Moran presented a paper: "From Transylvania Vampires to Mexican Macho Men: Gender Issues in Mexican Comic Books" at the 64th Annual Kentucky Foreign Language Conference.
- Ferris State University's debate and forensics squad traveled to Butler University from Sept. 9 - Sept 10; Alexandra Neinaber and Danielle Leisner went undefeated and were chosen for the exhibition debate.
- Students from Cindy Fitzwilliams-Heck's BIOL 116 Nature Study planted 23 maple trees (all of which were approximately 10 feet tall) along Milton Avenue in Big Rapids. The trees help reduce storm water runoff in the area, and also beautify the street. This class also picked up approximately 600 pounds of litter along the Muskegon River at the 'Ferris Flats' and up the nearby ravine. They itemized and tallied all of the trash collected, and the data is recorded and analyzed by The Alliance for the Great Lakes.
- Steve Fox, Director of the *Torch*, received notice that the *Torch* received 23 awards from the annual Michigan Press Association's Better Newspaper Contest. This is the highest total for any school in the state, and the highest total the *Torch* has ever received. Some of the major awards included: 2<sup>nd</sup> place in General Excellence (overall newspaper); a sweep of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places in Multimedia Reporting; 1<sup>st</sup> place in Investigative Reporting; 1<sup>st</sup> and 2<sup>nd</sup> place in Feature Story Writing; four awards in photography, including 1<sup>st</sup> place in News Photo and Sports Photo; 2<sup>nd</sup> and 3<sup>rd</sup> places in Original Cartoon by our nationally recognized cartoonist; 2<sup>nd</sup> place in Spots Page and Feature Page Design; a

sweep of 1<sup>st</sup> places in all four Advertising categories, including all three positions in the Color Ad category. This total number of awards is more than double from past years.

- David Schrock has been selected by the Honors Students as Outstanding Professor.
- On sabbatical (next semester) Andy Kantar will complete *GAME FACE*, a humorous young-adult novel about a losing basketball team that's set in a small town in northern Minnesota where hockey rules. Andy will also try to secure representation from a literary agent.
- Rebecca Sammel will be presenting a paper entitled "St Jerome vs. Bernard Silvestris: Discipline, Anxiety, and Medieval Negotiations of Natura," at Western Michigan University's International Congress on Medieval Studies in mid-May. The paper examines how medieval writers redefined the pagan goddess Natura to fit within the structures of Christian doctrine and cosmology.
- Douglas Haneline was elected President-Elect of the American Medical Writers Association at AMWA's Annual Conference in Jacksonville, FL.
- Mary Bacon attended the 2011 Midwestern Association of Forensic Scientists Annual Meeting in Lombard, Illinois. She participated in three workshops on Basic Photography (Crime Scenes), Designer Drugs, Analogs, and Controlled Substances Analogs, and Forensic Document Board Certification.
- At the fall Midland American Chemical Society meeting in Alma, Pasquale Di Raddo and Gary Hiel gave presentations on topics in chemical education. Accompanying them for the poster session was Andrew Laseck, a sophomore biotechnology student.
- Pasquale Di Raddo presented a seminar at Saginaw Valley State University on the hybrid relationship of chemistry and poetry.
- Matthew Nikkari participated in several Civil War military re-enactments and demonstrations for the National Park Service, including Gettysburg National Military Park, Gettysburg, PA, in May of 2011 and Antietam National Battlefield Park, Sharpsburg, MD, in October of 2011. He also gave a demonstration of the principles of Phrenology at the Old Jail for the Big Rapids Historic Preservation Commission in October, 2011.
- Anne Spain had a primary research article, titled "Cooperation of Three Genera of Denitrifying Bacteria in Nitrate and Nitrite Removal of Acidic Nitrate- and Uranium-Contaminated Groundwater" accepted for publication in the journal *Geomicrobiology*.
- Christian Peterson had a (2011) book published: "Globalizing Human Rights: Private Citizens, the Soviet Union, and the West (Routledge Studies on History and Globalization)." This work explores the complexities of the role human rights played in U.S.-Soviet relations during the 1970s and 1980s. It shows how private citizens exploited the larger effects of contemporary globalization and the language of the Final Act to enlist the U.S. government in a global campaign against Soviet/Eastern European human rights violations.

### College of Business

- Jung Choi, Assistant Professor, Computer Information Systems has published two articles in professional journals:  
    ["Effects of Foreign Ownership on Payout Policy: Evidence from the Korean Market"](#) (with Jin Q Jeon and Clay M. Moffet) *Journal of Financial Markets* Vol. 14, No. 2 (May 2011), pp.344-375, and  
    ["Reciprocity in Syndicate Participation and Issuer's Welfare: Evidence from Initial Public Offerings"](#) (with Jin Q Jeon and Bum J. Kim) *Asia-Pacific Journal of Financial Studies* Vol. 40 No. 1 (February 2011), pp.138-198.
- Four Public Relations students collaborated with Music Industry Management students to create a new Registered Student Organization called Student Fashion Alliance – purposed to engage with the fashion industry. Two of the PREL students and one of the MIM students had interned this past summer (2011) in the New York City fashion industry. The Student Fashion Alliance has about 100 members on their roster and is one of the fastest growing RSOs on campus.

- On October 7 & 8, Dr. Patrick Bishop designed and delivered a training workshop for West Michigan public relations professionals on the Ferris Grand Rapids campus. The workshop focused on individual preparation for gaining national Accreditation in Public Relations (APR). Bishop is a board member of West Michigan PRSA and APR committee chair.
- The American Marketing Association (AMA) collegiate chapter hosted their first regional conference "Creating Your Digital Footprint" on October 7-8. Over 80 students from 5 schools in Michigan and Wisconsin competed in a business simulation and networked with marketing professionals. Presentations from companies including Meijer and Lamar Advertising, and George Zimmerman, vice president of Travel Michigan, spoke to students about the award winning Pure Michigan travel campaign. The AMA students planned and implemented all aspects of the regional conference including securing speakers and handling arrangements.

### College of Education & Human Services

- Michelle Johnston, President of the Michigan Association of Colleges for Teacher Education (MACTE), hosted the MACTE Fall Conference during which Joyce King, the keynote speaker, presented on "dysconscious racism."
- In Criminal Justice, Nancy Hogan (Ferris) and Eric Lambert (Wayne State University) are working with Kevin Minor and Jim Wells (Eastern Kentucky University) on an international research project.
- On September 22 & 23, 2011, the graduate assistants and students from CRIM 475 presented training on mental health and suicide prevention to the Manistee County Sheriff's Department and Benzie County Sheriff's Department.
- Tina Muir, a student in the Recreation, Leadership and Management Program, represented Ferris State at the biannual Student Athlete Advisory Meeting in Midland on October 9 and 10, 2011.
- The Professional Recreation Association (PRA) sponsored *Climb for the Cure*. The activity involved students and staff who completed a number of climbs on the SRC climbing wall. The number of climbs was tied to money pledges. The group also sold shirts that had pink bulldogs on the front with the PRA logo on the back. Funds raised were donated to the Susan P. Wheatlake Cancer and Wellness Center in Big Rapids.
- The Michigan Department of Education approved the revisions in the History Education major and minor.
- During the Fall 2011 Lilly North Conference in Traverse City, Dr. Christine Conley-Sowels (School of Education) presented two workshops with Dr. Helen Woodman (Developmental Programs) and Kristy Motz (FLITE, Reference and Instructional Services). They were "Civility in the Classroom: Creating a Climate of Respect" and "Winning the Battle Against Student Academic Dishonesty".
- TVPR students Josh Eisengruber, Hannah Crouch, Kyle Berner, Jared Crockett, Brett Carbery, Michael King and Toni Lambiris, designed posters for WISE's "Domestic Violence Awareness Month." Their posters were chosen to go up around Big Rapids, Reed City and other towns to support WISE's efforts to increase awareness of domestic abuse. Using Academic Service Learning (ASL) funds, they printed around 100 posters and all of the students have offered to help distribute them throughout the community.
- Glen Okonoski will be representing the TDMP program as an advisory board member for the Digital Media Production department at the Wexford-Missaukee Career Tech Center.
- Nick Kuiper, a one-year temporary adjunct in TDMP, wrote, directed and produced a documentary which won five awards at the 2011 Philo T. Farnsworth Video Competition in Kentucky. Additionally, the TDMP students swept the awards ceremony receiving all of the awards including 1st Place Professional Documentary, Best of Show, Excellence in Documentary, Excellence in Editing and Excellence in Sound Design.
- Two of the senior level ROTC cadets wanted to be selected for active duty. They were both in the top 20% across the nation and just found out that they were selected.

- Captain Schwinck, a regional Army Nurse representative from Fort Knox, came to Ferris to meet all of the nursing cadets and SoN staff during the first week of October. Captain Schwinck was very impressed with the quality of the seven ROTC nursing/pre-nursing students and Ferris' nursing program as a whole.

### College of Engineering Technology

- WWJ Newsradio 950's Matt Rousch made a stop at Ferris State during his recent Great Lakes IT Report (GLITR) Tour. His tour, featuring the technology world from a Michigan perspective, provided an outstanding opportunity to showcase the surveying engineering program, automotive engineering program, and the new Baccalaureate degree in architecture and sustainability along with the Michigan Energy Conference and Ferris State's involvement with the Department of Energy's Building America project.
- The Michigan Construction Hall of Fame at Ferris State University welcomed five new inductees during the October 20<sup>th</sup> ceremony in the Granger Center for Construction and HVACR. This year's inductees included Larry S. Brinker Sr. of Detroit, Charles J. Clark of Lansing, John M. Clark of Lansing, William C. Verrette of Iron Mountain and the late Edgar P. Boettcher Jr.
- This year's Homecoming celebration included the return of the CET Chili Cook-Off. Congratulations to Bob Eastley as his "Bob's Bacon Burger Bonanza" chili was declared a winner by judges Diana Byrne, Pete Jaklevic, Patt Leggett, Brian Miller, Mike Mohnke, Ron Pincumbe, and Sueann Walz. The CET also had a great presence during the Homecoming parade with the students from the Mechanical Engineering Technology program creating a float which earned a first-place award.

### FLITE

- Kristen Motz, FLITE Instruction Coordinator, will be presenting *On Beyond Google: Using the Power of Search to Engage Your Users and Impress Your Public* at the annual conference of the Michigan Library Association on Friday, October 28.
- Randall Schroeder, Head of Public Services, and Matthew Chaney and Michael Wade, Director and Assistant Director of Multicultural Student Services, respectively, are co-authors of "The Phoenix of Cooperation: How a collaborative team can rise from the ashes of a campus political disaster," which will appear in the book *Environments for Student Growth and Development: Libraries and Student Affairs in Collaboration* to be published later this year by the Association of College & Research Libraries.

### College of Professional & Technical Studies

- Under the auspices of the Director for International Development, Ferris is partnering with Pittsburg State University and University of Wisconsin-Stout to support the King Abdullah Scholarship Program for Technical Trainers (KASPTT). Under the program KASPTT will be sending 68 Saudi Arabian students that have completed a technical diploma to the three institutions to complete a bachelor degree in their technical field and a short teaching qualification program in order to become trainers at Saudi Arabian technical colleges. In January 2012, twenty-three KASPTT students will arrive at Ferris to begin one-year of intensive English before entering a Ferris Bachelor program. Technical and vocational training is an extremely important component of the Saudi education and training system as they work to develop a more highly trained labor force.
- Marty Lier, faculty in the Digital Animation and Game Design Program, traveled to Enschede, Netherlands, in mid-October. He was accompanied by Greg Gogolin, faculty in the College of Business. The trip was very worthwhile for Ferris State University. Marty was given the opportunity to visit the Saxion University in Enschede and help develop a relationship between the Universities. He spent time with administrators, faculty, and students. There is a strong interest in both student and faculty exchanges, especially in the area of Game Design. Their Game Design program is similar to our DAGD program but in its first year. The highlight of the trip was to participate in several classes and be able to put a Ferris spin to the lectures. If Ferris students attend Saxion for a semester, it would be a

great cultural and learning experience. The current agreement in place between Ferris State University and Saxion University ended in late September. Marty and Greg traveled to Saxion to make improvements to the contract and renew it as quickly as possible.

## **Administration and Finance**

### **Athletics**

- The Ferris State Hockey team is off to its best start (6-0) since the 1979-80 campaign, which was FSU's first season in the Central Collegiate Hockey Association and second year of Division I hockey.
- Three Bulldog teams are ranked among the top 11 nationally this week as the FSU hockey and women's cross country teams are both sixth and the volleyball team 11th in the country.
- The men's basketball team will have a special opportunity as the Bulldogs square off against Division I power Michigan State in an exhibition contest on Sunday (Oct. 30) at the Breslin Center in East Lansing.
- FSU Hockey earned the College Hockey News "Team of the Week" honor following a sweep of nationally 10th-ranked Miami (Ohio) to open CCHA play at the Ewigleben Ice Arena in Big Rapids.
- Ferris State will host the NCAA Division II Midwest Regional Cross Country Championships on Nov. 5 at FSU's Katke Golf Course with both men's and women's teams competing for the regional crown.
- The Bulldog women's cross country team earned runner-up honors at the 2011 GLIAC Championships held in Ashland, Ohio. Senior Tina Muir was the women's individual champion and earned GLIAC Runner of the Year honors.

### **Finance**

- Purchasing negotiated a new university wide perpetual agreement for Autodesk software saving \$16,500 in year one and \$70,000 each year thereafter. Also, we have an agreement with Batteries Plus that offers batteries at a 70% savings.

### **ITS**

- Information Technology Services launched the next generation of Learning Management System for Ferris State University at the start of fall semester 2011. The new system "FerrisConnect Learn" will replace the current system by the fall of 2012. A very high level of collaboration between IT, the Faculty Center, and faculty has made the launch very successful. The fall semester launched with over 90 faculty, over 4,000 students and more than 200 courses. The University has trained over 200 faculty on the new system. A website has been created to help manage information and promote faculty training as the University transitions to the new system. You can learn more information by visiting the website at; <http://www.ferris.edu/ferrisconnect/>.

### **Public Safety**

- Two exceptional students have been elevated this week to the position of Police Cadet with the Department of Public Safety. Dejujuan Nelson and Samuel Bradley, both student service officers and members of VIPS (Volunteers in Police Service, a volunteer force designed for the Citizen Corps program of the U.S. Department of Homeland Security), are developing young law enforcement professionals who are ready for the additional challenges and opportunities. Words to include when describing these two men are focused, passionate, and caring young leaders.
- The FSU DPS Cadet program has been a great success for a number of reasons. High on the list are: identifying our students who show early on that they will be standouts in our profession and developing a relationship that results in an increased opportunity for them to join our ranks as university police officers.

### **Vice President's Office**

- Coordinated the creation of functional service directories for each of the major units in Administration and Finance. These are available on the web site for each major unit.

## **Governmental Relations and General Counsel**

- The Office of Governmental Relations and General Counsel hosted Representative Jon Bumstead (R-100) and Representative Peter MacGregor (R-73) recently at the Ferris vs. Miami of Ohio home hockey game. The Bulldogs provided a spirited game with plenty of excitement before sealing the win. The informal atmosphere of the game allowed for friendly conversations and an opportunity to become better acquainted.
- To support the Student United Way Campaign, staff of the Governmental Relations and General Counsel division personally contributed to an entertainment basket that was auctioned at the Homecoming football game.

## **Kendall College of Art & Design**

- Furniture Design student Jacob Court won the Hickory Chair Design Challenge (student category) at the High Point Market in High Point, North Carolina. He created the Centennial Chest for Hickory Chair's Centennial Anniversary. The chest has a graceful bowed front, tapered legs and drawers that have no hardware because they open with a push of a finger on a gentle slide, touch-latch drawer glide. Kendall Furniture Design students Lane Risdon and Christopher Eitel were also finalists.
- 21,000 guests visited Kendall College of Art and Design during ArtPrize.
- Deb Bailey, Director of Corporate Relations from Steelcase Inc., presented a discussion on networking to Kendall Interior Design Students at their Career Day.
- Photography Professor Darlene Kaczmarczyk has been awarded two artists' residencies in October. She will be at the Hambidge Center for Creative Arts and Sciences in Rabun Gap, GA, where her studio work will be showcased in their annual Fall Festival. The last two weeks of October Kaczmarczyk will be at the Virginia Center for Creative Arts in Amherst, VA, an international working retreat for visual artists, writers, and composers situated in the rolling foothills of Virginia's Blue Ridge Mountains. The work created at these residencies will be exhibited in a two-person show at Aquinas College in January 2012 and in a solo show at Ferris State University in Big Rapids in March 2012.

## **Student Affairs**

### **Admissions**

- The fall 2011 enrollment numbers for the fifteen public universities were reported last week. Ferris State University increased FTIAC enrollment by 8.5%. Eight other universities also demonstrated an increase averaging 5.6%. Five universities reported decreases in FTIAC enrollment averaging 7%.
- We are up 400 admitted students for the fall 2012 recruitment cycle when compared to this point last year. Our staff has been working hard to efficiently process all of the application materials promptly to optimize our service to prospective students.

### **Institutional Research & Testing**

- The fall 2006 - spring 2011 Productivity Report was completed and sent out to the Campus Community this past week. In addition, Mitzi Day presented to the Deans Council on the results from this and other IR data resources and reports on October 25.
- The fall 2011 submission for IPEDS Federal Reporting is complete. Thank you to all the offices across the University who are involved with assisting the IR Staff completing these mandated reports.
- The Testing Office is pleased to announce that a new computerized version of the Miller Analogies Test is available for students.

### **Financial Aid**

- In order to promote health and wellness in the office, financial aid has created a Financial Aid Stairs Team who twice a day, at scheduled times, walk the three flight of stairs at the Timme Center. Get up and exercise!
- After meetings with Technology Assistance Center and Data Security, John Randle, Manager of Student Employment, worked with Rob Wagner, Financial Aid Technical Programmer, to identify

students who are no longer working but still in many of campus computer systems. An interactive report will be sent to employing areas of students who need to be reviewed to see if they are still employed. By a simple response to a drop down choice, many departments will be simultaneously notified if a student is no longer employed so appropriate action can be taken.

#### **Personal Counseling Center**

- Electronic Records - The personal counselors have taken the next big step in moving toward electronic record keeping. The only paper document they are using is the Informed Consent that they discuss and sign with the client, but even after that, it is scanned and shredded. When time permits, the secretary and work study are scanning documents from closed/old files and shredding paper files. Getting greener every day!
- The interns (Master's level) are actively seeing clients. The BSW intern is doing classroom presentations in several FSU classes regarding mental health and overall Counseling Center information.

#### **Student Conduct**

- The Office of Student Conduct is using our new database to survey our students about their experience in the conduct process. The first batch of surveys have been distributed and we are beginning to receive some back now.
- Hearing officers have had the opportunity to present Know The Code presentations to +25 FSUS courses to help first year students better understand their rights and responsibilities, consequences to violating the Code of Student Community Standards, and their role in creating a positive campus community.

#### **Student Leadership & Activities**

- Professional Career & Leadership Career was Wednesday, September 28 and was a great success this year. We had over 135 student attended the concurrent sessions, and over 500 students attend the Keynote Speaker: Michael Poll who presented "Straight A's Won't Get You the Job." Career Services and Student Leadership & Activities are assessing the conference on the best day for next year.
- Homecoming was Monday, October 9 through Saturday, October 15. At the Lip Sync Competition, United Way raised over \$500 through the People's Choice Award. The Comedy Show on Thursday brought in over 1,100 people into the Williams Auditorium. On Saturday, United Way raised over \$500 in their Basket Auction at the football game.
- The Paint Big Rapids Pink Stiletto Sprint on Monday, October 17 had great Ferris representation. The winner of the female race was a FSU student, Lindsey Orkisz. Other student organizations that had participants in the race were YBBW, Alpha Sigma Tau, Zeta Tau Alpha, and Women's Rugby.

#### **University Recreation**

- Two intramural teams (one Men's and one Women's) are traveling to the NIRSA Regional Flag Football Tournament at the University of Iowa Oct 28-30.
- There were officially 618 participants in our 6v6 Volleyball and Softball Intramural programs. 178 females and 440 males.
- We are offering Soccer as an Intramural Sport again and we have 20 teams participating.
- We offered student staff the opportunity to purchase their own staff clothing (long sleeve B-dry shirt, fleece jacket, hooded sweatshirt and sweatpants) in addition to the staff shirts already provided. We had 20 students participate, ordering a total of 33 items. This gives the students warmer options for the upcoming colder weather and to show their pride in University Recreation both inside and outside of the work environment.
- Aquatics/Learn to Swim Program - There were more than 50 individuals in the first 6 week session of Fall 2011 swim lessons and the second session also has approximately the same number. All of these swim lessons are developed, implemented and evaluated by FSU students under the direction of fellow student Allen Williamson. We are proud to offer these services and we are proud of our students for their efforts in developing fun and safe swimming and water safety habits.

## University Advancement and Marketing

- On October 20, the Michigan Construction Hall of Fame inducted five Distinguished Constructors: Edgar Boettcher, Jr. (posthumous); Larry S. Brinker, Sr.; John & Chuck Clark; and William Verrette. This event was sponsored in part by Boettcher Masonry, LS Brinker, Clark Construction, Champion Family of Companies and Builders Exchange of Michigan.
- Atwell LLC has established an annual scholarship in support of surveying students.
- Toyota has provided funding for three (3) annual scholarships in the Automotive programs.
- Emeritus Francis Allegretto has established the John Ladd Memorial Annual Scholarship. This annual scholarship will support all math bachelor degree programs in the College of Arts and Sciences.
- Jack and Sharyn Hanover donated over 50 mounted animals to Card Wildlife Museum. The animals will be displayed in the museum to be used for educational purposes.
- Jim and Chris Jacobs created a charitable gift annuity. Proceeds are directed to the *James and Christine Jacobs Scholarship for Non-Traditional Students*.
- The College of Pharmacy Greater Flint Area Reunion is being held on November 3, 2011 at Diplomat Specialty Pharmacy's Corporate Office. The hosts are alumni, owners Phil Hagerman '75 and Jeff Rowe '79.
- Dean Durst and advancement staff are working with the American Arab Pharmacy Association, based out of Dearborn, in creating a student organization at Ferris, and the establishment of an Arab American Pharmacy Association Scholarship Endowment.
- Ted Kuzma has established an annual football scholarship with his employer making a matching gift.
- At homecoming 35 former players from the 99 GLIAC Championship Football Team came back to be recognized for their accomplishments. This group has shown interest in developing a scholarship in the name of their championship.
- The FSU Alumni Association awarded 17 Legacy Scholarships totaling \$19,000 this fall. The student recipients were recognized by the FSU Alumni Association Board members and President Eisler at a special luncheon on campus on September 17, 2011.
- Homecoming 2011, (October 9-15) was very successful. The Student Homecoming Committee, in supporting partnership with numerous student organizations and campus departments, selected a theme of "Toon In To Homecoming 2011" and hosted ten campus-wide events for students throughout the week, in addition to fifteen other alumni-related functions that were also held throughout the week by the FSU Alumni Association and other campus-departments or colleges. Additionally, distinguished alumnus Robert Scranton and his wife Judie, were recognized as Grand Marshals for the festivities. Estimated student, alumni, faculty/staff and community participation for all events throughout the week exceeded 10,000.
- On Saturday, October 22, the FSU Alumni Association in conjunction with the FSU Gridiron Club hosted several hundred alumni and fans at the "Sink The Laker" tailgater at Grand Valley State University prior to the football game between FSU and GVSU.
- On Sunday, October 23, SAGC had their third annual Rake n' Run. This year they doubled participants with over 150 FSU students which came from 19 RSOs. They raked yards within the city limits from 10 am until 2 pm.
- In early October, Matt Roush from WWJ News Radio 950 in Detroit visited Ferris State University as part of his annual Tech Tour through the state of Michigan. During his visit, Roush was exposed to presentations from College of Engineering Technology faculty, staff and students on a variety of topics. To view notes from Roush's visit to Ferris, visit: <http://detroit.cbslocal.com/2011/10/03/tech-tour-day-five-too-ferris-state-spectacular/>
- The annual Tombstone Project, a part of National Domestic Violence Awareness Month, received notable media coverage from TV9and10 News, the *Big Rapids Pioneer* and CMU Public Radio. The TV9and10 segment can be viewed at: <http://www.9and10news.com/Category/Story/?id=306029&cID=1>

- The University's 2011-2012 brand campaign will roll out Nov. 21, featuring varied and strategic advertising with a strong emphasis on billboard, television and internet placements in key markets. Select print advertising and a Grand Rapids bus wrapped with Ferris advertising round out the high impact advertising campaign targeted to key business leaders, policy makers, opinion leaders and other influencers. The campaign is intended to shape positive public opinion about the University by communicating its differentiating characteristics. Core messages focus on Ferris' unique ability to transform students into career-ready professionals who have benefitted from an integrative education, and the University's powerful economic impact on Michigan, growing statewide presence and variety and exclusivity of degree programs. This year's campaign will reflect the look and tone of last year's materials, but with a fresh visual direction that clearly signals to our audiences that our design and messaging is new.
- Nathan Clarke of Big Rapids has been hired as a graphic designer/copywriter for UA&M. He is a Ferris State University graduate with degrees in New Media Printing and Publishing, Printing and Digital Graphic Image Technology and Graphic Design.