Ferris State University
Good News Items
September 2020

Academic Affairs
COLLEGE OF ARTS & SCIENCES
- Dan Ding’s article, “A Study of the Websites of the 42 Double First-class Chinese Universities: How Does Confucianism Influence the Content on Chinese University Websites?” was published in the 2020 May issue of Technical Communication, the official publication of the Society for Technical Communication.
- Melissa Smith had a book chapter, “Theorized Storytelling: A Tool for Practicing Reader-Response Criticism,” published in the MLA’s Teaching Young Adult Literature, edited by Cadden, Coats, and Trites.
- Garrett Stack’s poetry collection, Yeoman’s Work, was published by Bottom Dog Press as part of their Working Lives series in August.
- Deirdre Fagan participated in several online poetry readings with TGI Cast and Wednesday Night Poetry.
- Rick Amidon’s self-published the second edition of his textbook, Propose to Me.
- Carrie Weis has had one of her paintings selected as the cover for an art & literature anthology entitled “As the World Burns,” published by Indie Blu(e) Publishing. Her painting is titled “Uriel Collects the Gift of Wisdom.” The anthology will be published shortly.
- In collaboration with Artworks, the Ferris State University Fine Art Gallery, and several downtown businesses, this past Spring Lynette Vought’s ARTS 101 students created works illustrating the life of Harriet Tubman, in celebration of the anniversary of the passage of the 19th Amendment giving women the right to vote. Nineteen of the Ferris students’ pieces of artwork are currently displayed in store windows throughout downtown Big Rapids. The title of the exhibit is The Journey of Harriet Tubman.

COLLEGE OF BUSINESS
- Ferris State University Project Management team competed in the Western Michigan Project Management Institute’s (WMPMI) annual collegiate project management competition. Each member of the team was awarded $250 in prize money. https://business.ferris.edu/ferris-student-project-management-team/
COLLEGE OF PHARMACY

- Dr. Michelle Sahr, Assistant Professor, Pharmacy Practice, will serve as one of the five Faculty Scholars chosen by the National Association of Chain Drug Stores (NACDS) Foundation. She will be engaged in an 18-month research mentorship program and will receive a starter grant to engage in community pharmacy-based, patient-centered research. The Faculty Scholars program allows for the development of research ideas focused on improvement of public health from concept to publication.

- Dr. David Bright, Associate Professor, Pharmaceutical Sciences, has been elected a 2020 Fellow of the American College of Clinical Pharmacy (ACCP). Fellowship in ACCP recognizes the highest levels of excellence in the practice and science of Clinical Pharmacy. Dr. Bright’s sustained level of excellence has been demonstrated in the College of Pharmacy through both his cutting-edge research and commitment to academic excellence.

- In the most recent issue of the *American Journal of Pharmaceutical Education* (AJPE), two teams of College of Pharmacy faculty published noteworthy articles which are listed below:
  
  **Assessing the Validity and Reliability of the Pharmacist Interprofessional Competencies Tool** - Lisa A. Salvati, Lisa M. Meny, Margaret C. de Voest, David R. Bright, Kari L. Vavra-Janes, Mark A. Young, Shelby E. Kelsh, Michelle J. Sahr and Greg S. Wellman

  **Pharmacy Students’ Perceptions of Electronic Nicotine Delivery Systems as Compared to Those of Other Health Care Students** - Michelle Sahr, Shelby Kelsh, Anne Ottney, Mark Young, Rodney Larson and Minji Sohn

RETENTION AND STUDENT SUCCESS

- In addition to providing accommodations due to disability, Educational Counseling & Disabilities Services is assisting students with COVID-19 related concerns to explore available options.

- Retention and Student Success celebrates colleague Dr. David McCall, who successfully completed and defended his doctoral dissertation on August 19, 2020.

Administration and Finance

IT

- IT is working with Auxiliary Enterprises to implement a safe space solution which will count & keep track of the number of people in a given area to make sure we are complying with a safe number of people within that location. The three locations they are monitoring are: The Rock, Quad Café, & the Bookstore.

- IT Solution Center’s Audio/Visual support area is playing a key role in classroom technology for Fall Semester with procurement, installation, and support of related hardware needed in the classrooms. Classroom readiness for fall semesters is underway. Each semester computer technicians check lecture computers in labs & classrooms for proper operation using a 30 point check list. This helps our students see a successful course start in their very first week of classes.

- Cyber Security Services has been working hard and intercepting thousands of emails in response to various phishing text & keeping our Ferris community safe from falling to phishing schemes.
Kendall College of Art & Design

- An amazing crew of thirty-six KCAD students, voice artists, musicians, faculty, and animators from the Digital Art and Design program released a podcast, *Insight Into Neurodiversity*, that tackles complex questions around societal perceptions of people who think and learn differently with empathy and humanity, drawing from the experiences of real people to help us see past the flat stereotypes, misleading headlines, and limiting rhetoric about neurodiverse individuals we encounter in the media every day.

- When COVID-19 made holding the KCAD Fashion Studies program's annual Capstone Fashion Show runway event impossible, these emerging designers took their talents online. Themed "Escape," the digital look book they created invited viewers to slip away from reality and into an immersive world of refreshingly original fashion designs.

- KCAD students, staff, and faculty helped lead the college to a 3rd place finish in the Diversion category RecycleMania 2020 with an impressive recycling rate of 76.9%. Thanks to accessible collection sites, clear visual communication, and a collection strategy that accounts for multiple waste streams, KCAD was able to beat out 142 other colleges/universities from around the United States in this category of the national competition.

- Despite the hardships and abrupt changes that happened during the spring semester, students in KCAD adjunct instructor Tatsuki Hakoyama's Drawing II class worked hard to make the best of the situation and created an online exhibition of artwork that showed both their technical and conceptual growth.

- The winners of KCAD's Wege Prize 2020 design competition were:
  - 1st place and a $15,000 prize went to Hya Bioplastics, a team of students from Uganda who developed a process that blends dried water hyacinth fibers and boiled cassava starch into a biodegradable raw material for the production of disposable plates, cups, silverware, and packaging. At the same time, the process helps mitigate the threats posed by the spread of water hyacinth.

  - 2nd place and a $10,000 prize went to Further Food, a team of students from West Michigan—including 2020 KCAD graduates Christian Czernik (Collaborative Design) and Kelsey Cunningham (Graphic Design) — who developed a regenerative system that transforms unused food from campus dining services into packaged meals made available to students during the final hours of cafeteria operations, while leftover waste is diverted to an on-campus composting facility.

  - 3rd place and a $5,000 prize went to Pellet, a team of students from Rwanda who developed a system to give rural farmers access to affordable and environmentally friendly fertilizer while tackling persistent waste streams, creating economic opportunity, nurturing soil health, and aiming to jumpstart a budding industry in their home country in the process.

- This spring, students in KCAD Assistant Professor Natalie Wetzel's Professional Practices class—Raime L Cronkhite, Glyph, Hannah Huizenga, and Erin Rookus—were featured in the self-curated exhibition *Internal Objects*, which displayed individual narratives, while harmonizing to explore the intricacies of inward contemplations and their outward expressions. The artists—in collaboration with The Moon, a local studio
and gallery space on the west side of Grand Rapids operated by Wetzel—created a virtual experience using a 360-degree image.

- KCAD student Jodie Chilcote (MFA Printmaking) used her creativity to spread hope and connect with the community over the summer with her #SpringArborStrawberries project, in which she handcrafted paper strawberries and placed them around Spring Arbor in public places, hoping they’d bring cheer to people in dire need of it during the COVID-19 pandemic. The project was featured by local news station WILX News 10.

- KCAD student Laurel Dugan (MFA Painting/Master of Arts in Visual and Critical Studies) has been selected to receive a $15,000 CAD (roughly $11,000 USD) grant from the Elizabeth Greenshields Foundation. Dugan plans to use the grant funding to further the development of her latest body of work, "American Beauty," which explores contemporary American family life through a critical lens.

- 2020 KCAD graduates Jinyu He and Caitlin Straley added their names to the growing list of KCAD Graphic Design students who have won awards at the national level of the American Advertising Awards, both winning Gold awards for their work. The prestigious competition garners around 35,000 submissions each year from professionals and college students nationwide. Fourteen KCAD students have earned awards at the national level of the competition since 2006, a staggering feat given that only about 50 national student awards are handed out each year, and entrants must first be advanced through the local and regional levels of the competition to be eligible.

- 2020 KCAD graduate Dominique McNeal (Fashion Studies) was named the recipient of one of the Surface Design Association’s 2020 Outstanding Student Awards. Fresh off spending her senior year studying at the Fashion Institute of Technology in New York City—and designing for Marchesa while she was at it—this rising designer is already making waves with her high-end women’s eveningwear brand, Dominique Alyse.

- At the recent Black Lives Matter rally held in our state capitol, KCAD student Alyssa Sturges (Drawing) decided to use her own voice as an artist in one of the most powerful ways possible: empowering others to use theirs. Her interactive piece, "What Would You Ask For If You Were Already Free” invited rally attendees to write their own responses to this question alongside Alyssa’s drawing of the Black Power fist. She created this work as part of her ongoing internship with The Firecracker Foundation, a nonprofit that provides healing-centered support to victims of child sexual abuse, and lately, has been working to raise awareness around the negative impact of police presence in schools and advocate for anti-racist school disciplinary policies.

- KCAD student Amanda Wyman (Interior Design) has been awarded the 2020 George and Lucile Heeringa scholarship from Trendway. In addition to her outstanding design work, Amanda wowed the judges with an essay outlining her academic strengths, personal and professional goals, career objectives, and current and past demonstration of leadership abilities.

- KCAD Master of Architecture Assistant Professor Dr. Michael McCulloch recently published the article "Workers’ Housing and Houses: Interwar Planning from Dessau to Detroit" in the Journal of Planning History. Facing post–World War I housing shortages and the prospect of social unrest, policymakers on both sides of the Atlantic supported the construction of modern workers’ dwellings, which transformed the working-class experience. Dr. McCulloch’s research taps into the comparative potential in this body of work—which includes landmarks of modernism and wood-framed bungalows—exploring European and US policies and projects and shedding light on the particularity of the American case, epitomized by Detroit.

- KCAD Art Education Professor Donna St. John had her piece "How Strange, These Mantras Will Become Our Memory" featured in the group exhibition Don’t Touch Your
Face at ShockBoxx Gallery in Hermosa Beach, Calif., which formed a fascinating picture of creativity in the age of social distancing and isolation.

- KCAD alumna Raime Cronkhite ('20, BFA Illustration), KCAD’s 2020 valedictorian, had a stunning oil portrait of Dame Judi Dench she created acquired by Dench herself. The famous actress took a photo of her holding the portrait that Cronkhite shared widely on social media.

- KCAD alumnus Bryce Culverhouse ('72, Advertising Design) held a solo exhibition at Athens Arts Gallery in Crawfordsville, Ind. showcasing his unique blend of typography and art that transforms words spoken by notable historical figures into stunningly realistic portraits.

- KCAD alumnus Andrew Dancer ('20, Master of Architecture) was named the KCAD MArch program's inaugural recipient of The American Institute of Architects (AIA) Henry Adams Medal. Each year, AIA offers accredited graduate-level architecture programs the opportunity to honor one graduating student for their exemplary accomplishments, and Andrew more than fits the bill, from leading the KCAD chapter of the American Institute of Architecture Students - AIAS to his remarkable graduate thesis project exploring how an extensive investigation of site and history can lead to a hyperlocal contemporary architecture.

- KCAD alumna Molly Duff ('16, BFA Printmaking) has been accepted into the MFA program at the University of Southern Florida, Miami.

- KCAD alumnus Anthony Hostetler ('18, BFA Industrial Design) and his colleagues at Oracle Lighting unveiled the Antimicrobial Irradiation Respirator (AIR), a powerful new tool to aid in the fight against COVID-19. The AIR is designed to be worn under a common cloth facemask, increasing its filtration effectiveness while simultaneously sanitizing the fabric. Hostetler handled the bulk of the design work for the AIR device, which uses an anti-microbial polymer to catch the particles missed by cloth masks, and integrated LEDs to neutralize the contaminants trapped in the cloth via short-wave ultraviolet light exposure.

- KCAD alumnus Rob Jackson ('89, BFA Illustration), principal of award-winning Grand Rapids ad agency Extra Credit Projects, announced the release of “Reflect,” a book cataloging the agency's last 20 years of commemorative billboard designs. From international celebrities and sports heroes to national disaster relief, important causes and honoring local legends, each piece featured in the book's 100 pages encourages readers to take a moment, pause and reflect.

- KCAD alumnus Cameron Jenkins ('19, BFA Drawing) is always looking for opportunities to push his artistic practice further and connect his creativity to the community around him. So when a close friend working at Bagger Dave's Burger Tavern in Berkley, MI told him the restaurant's owner was looking to bring fresh life to his indoor and outdoor spaces with some graffiti-inspired murals, Cameron jumped at the chance to experiment with a style he hadn't work in for a while.

- KCAD alumna Megan Leong ('09, MFA) held a solo exhibition, “This is the Day,” at The Gallery at Beco Flowers in Kansas City, Mo.

- KCAD alumnus Nathan Leviner ('20, BFA Sculpture and Functional Art) has been accepted into the Pennsylvania Academy of the Fine Arts MFA Program with a MFA Artistic Excellence Scholarship.

- KCAD alumna Madison May ('16, BFA Printmaking) has been accepted into the MFA program at School of the Art Institute Chicago.

- KCAD alumnus Michael Nashef ('06, BFA Metals and Jewelry Design) collaborated with KCAD Professor and Metals and Jewelry Design Program Chair Phil Renato to create personal protective equipment (PPE) for front-line health care workers in need during
COVID-19. Nashef manufactured headbands using an array of 3-D printers in his Kalamazoo studio, while Renato laser cut polyester face shields to match. The pair and their work were featured by in a Facebook Live segment hosted by local publication REVUE.

- KCAD alumna Consuelo Poland ('12, BFA Sculpture and Functional Art) was featured in the Indy Star newspaper for her work empowering Latina women to pursue creative and career opportunities in metal fabrication as the executive director of the nonprofit Latinas Welding Guild.
- KCAD alumna Lindsey Rood ('08, BFA Interior Design) has been promoted to Chief Operating Officer of Grand Rapids-based furniture company RT London. During her 11 years in the contract furniture industry, Rood led a team of designers supporting the architectural solutions category at Steelcase before rejoining RT London in 2020.
- KCAD alumna Esmeralda Reyes ('20, BFA Printmaking) is starting life post-graduation out strong after landing an internship at Flatbed Center for Contemporary Printmaking in Austin, Texas, widely recognized as one of America’s leading printmaking facilities. There, she’ll work alongside master printers gaining valuable experience in editioning, print shop maintenance, original-print connoisseurship, exhibitions, and print marketing.
- KCAD alumnus Nicolas V. Sanchez ('09, BFA Painting) landed an artist residency at HighLineNine in New York City. Inspired by his mother and her work as a seamstress, Sanchez spent an entire month bringing to life the largest paintings he’s ever created in one of the gallery’s street-level spaces, a process that was profiled by the New York Post.
- KCAD alumnus Matt Taylor ('09, BFA Digital Media) won an award in the Promotion, News Promo, Image category of the 42nd annual Michigan Regional EMMY Awards for a promo piece he produced for FOX 17, handling all of the video production, photo editing, motion graphics, scriptwriting, sound editing, and VFX compositing duties himself.
- KCAD alumna Dayna Walton ('19, BFA Printmaking) was profiled by Lansing, Mich.-based publication City Pulse for a series of nature-inspired murals she created under the Kalamazoo Bridge in Lansing as part of the city’s ArtPath project, which injects public art into the Lansing River Trail recreation area.

Urban Institute for Contemporary Arts

- Michele Bosak, KCAD alumna ('04, BFA Sculpture and Functional Art) previously the Curator of Exhibitions at the Fed Galleries @ KCAD, has been promoted to Director of Curatorial. This expanded role will include overseeing UICA exhibitions as well as the KCAD Gallery collection and student galleries. For over a decade, Michele has consistently curated and led thought-provoking, diverse, and educational exhibitions and will be an excellent addition to our team. She is thoughtful, open to new possibilities, and understand the opportunities and challenges of the arts during this difficult time in our country. More about her work can be found at michelebosak.com
- This summer Michele Bosak and KCAD Lead Preparator Steven Rainey worked with artist and KCAD alumnus Rosie Lee ('20, MFA Painting/Master of Arts in Visual and Critical Studies) to create a mural on the plywood panels that cover KCAD’s shattered windows, shifting the conversation away from property and toward people, from the damage itself toward what we can do to build something better in its place.
- Lee’s work highlights the history and culture of Black communities. His vibrantly rendered panels visually capture the political climate and treatment of marginalized communities with an element of satire. At first glance, Lee’s work may look overly
simplified. However, it is through this reduction of color and imagery that he raises some fundamental questions. How does racial oppression perpetuate inequalities, do those inequalities stem from systemic policies, and how do we challenge the institutions that benefit and perpetuate current racial conditions?

- The work was displayed on the exterior of the 17 Fountain Building from July 13 – August 15, 2020, and is now part of the KCAD Collection. See more of Rosie Lee’s work at rosieleeart.com.
- As a part of UICA’s Exit Space Project public art initiative, local artist Dave Battjes created his newest mural on the retaining wall of the Ottawa ramp from 196 near Michigan Avenue downtown Grand Rapids. This is UICA’s second mural in partnership with Grand Rapids Sisters Cities and is supported by Downtown Grand Rapids, Inc. We are excited to see this project come together after being delayed by COVID-19. To date, UICA has created over 16 murals as part of our Exit Space Project.
- Exit Space Project Locations can be found all around the city. For a complete, current list with directions and information about each mural, download the Vamonde Art app and search for Grand Rapids Murals by UICA Exit Space Project or visit uica.org/exit-space-project.

**Student Affairs**

- The Anti-Violence Alliance (AVA) has joined the Michigan Coalition to End Domestic and Sexual Violence as a partner organization in a three year CDC grant looking at the efficacy of the Bringing in the Bystander Model. This brings the total grant money received by the AVA to expand our capacity to deliver prevention education to $288,875 over the past 18 months.
- The Center for Leadership, Activities and Career Services received a $10,000 Michigan Campus Access Network (MCAN) grant to fund a Peer Success and Involvement Coach initiative. Student Leaders have been selected and already connecting with incoming FTIAC students. Coaches held a Becoming A Bulldog Transition week filled with ways to meet each other and learn about getting involved on campus. Peer Success Coaches will work with students for their first year at Ferris.
- The Office of Admissions hosted more than 120 admitted and prospective students for One-on-One visits campus visits in July and August. Survey results from visitors indicate that the new visit format (golf cart tours) was well received, ratings on a five point scale follow:
  - 4.95/5.00- Enjoyed interaction with Admissions Recruiter/tour guide
  - 4.91/5.00- Enjoyed tour of campus
  - 4.91/5.00- Visit was a positive experience
- One of the questions on the survey was “How likely are you to recommend Ferris State University? 77% of respondents were “promoters”, answering “Extremely Likely”, 23% were “Likely” and 0% were “Detractors.
- The Birkam Health Center and the Personal Counseling Center are open and are providing virtual and in person visits to students to suit the needs of all students no matter how they are conducting their classes.

**University Advancement and Marketing**

- The Alumni Association greeted students and their families outside Wink Arena during the move in process August 26-28. Students were presented “Happy Grams,” which are
notecards with words of encouragement from alumni across the country. In addition, the new and returning students were provided fun FSU swag such as t-shirts, pom poms and foam fingers.

- The News Services and Social Media Team heavily promoted Housing and Residence Life’s move-in days to kick off Ferris’ 2020-21 academic year. The team developed multiple press releases, videos, social media posts, and more to highlight one of the year’s most exciting times on campus. The promotional efforts drew significant local and regional coverage from media outlets such as the Pioneer (Big Rapids), 9&10 News (Cadillac), Up North Live (Traverse City) and WZZM 13 (Grand Rapids).

Coverage resulted from two of our press releases:
Housing and Residence Life Staff, Facilities Prepared for New Academic Year

Cleaning Procedures, Operational and Logistical Protocols Established as Ferris Campus Reopens for Fall:

- The Marketing, Web and News Services/Social Media teams provided significant support to the University Reentry Committee, including:
  - Redesign of the University’s coronavirus webpage to improve user experience and align with the University’s new brand platform
  - University-wide signs to promote social distancing
  - Design of the Student Reengagement Guide
  - Design of The Ferris Forward Together Bond
  - Development of two videos: Ferris Forward Together promoting directives for reentry health and safety, and Mask Safety on Campus
  - Numerous social media posts highlighting Reentry Communications
- On Monday, August 10, the University launched the new design for our website homepage. This initiative improved our homepage and other pages within, to align it with the University’s new brand platform and to enhance its effectiveness for prospective student recruitment and as a key primary public communications tool.
  - Initially, this launch is focused on the newly designed homepage, Admissions and other related pages, and the College website landing pages. All other pages within ferris.edu will continue to function normally in their current format.
  - Following the initial launch, all other programs and departments will take on the new design as content is migrated from the existing sites into newly designed templates. The University Advancement and Marketing Website Management Team will be reaching out to assist programs and departments with this transition throughout the upcoming academic year. The Web Team will also be updating the training for and continue assisting the work of the team of more than 160 website content contributors representing departments and colleges across the entire University to help complete these transitions.

- The News Services and Social Media Team notes its top-performing Facebook post of the summer featured an article produced by the team that highlighted Ferris as a “Best Value” institution among Michigan public and private universities. The post reached more than 28K people. A New York City-based financial technology company has included Ferris State University among 10 Michigan colleges and universities deemed a “best value.” It bases its rankings on various data sources, including the starting salary of graduates, student retention rate and scholarships awarded.
- The News Services and Social Media Team has reported that its top-performing Facebook video off the University’s main account, for Spring 2020, was its “Ferris State University is
Ready” anthem video, with an estimated reach of 29K. This video officially dropped in late May.

- In May, The Ferris Foundation purchased ThankView, an informal cloud-based platform that enables University Advancement and Marketing to share authentic, personalized video messages with our donors. We have utilized ThankView to share videos from Student Hardship Fund recipients with the donors who supported the fund, and enjoyed above average open and click-through rates. Our overall open rate is 54.8%, and our click rate is 10.1%, compared to industry averages of 22.71% and 2.91%, respectively.