

FERRIS STATE UNIVERSITY

Division of Student Affairs Newsletter

November, 2019

New Staff Members



Tyrell Austin joined the Admissions' recruitment team on September 23rd. Hailing from Tawas, MI, Tyrell began his journey as a Ferris State Communications student. In addition to working as a student employee in Ferris' Communications Center, Tyrell was involved in choir, Hispanic Student organization, Order of Omega a National Greek Honor Society, and was President and Founder of Sigma Lambda Beta International Fraternity Incorporated, the first Latino-based multicultural fraternity at FSU.



Marty Brockschmidt joined the Enrollment Services Technical staff, Institutional Research and Testing, on October 14th as an Enrollment Services Programmer Analyst. He is originally from Grand Rapids and attended Central Michigan University where he earned a BS in Biology and an MS in Biochemistry. He also attended Grand Valley State University earning a BS in Computer Science. He is an experienced software developer, having a long career in designing and implementing a variety of software systems for college stores, point of sale, inventory, and accounting just to name a few. He is a small business owner providing Value Added Network (VAN) services and used book Electronic Data Interchange (EDI) to the college market. He comes to us most recently from Kendall serving as a computer technician supporting computers and technology for staff, faculty and students. He would tell you at the heart of it all, he is a programmer and loves the design and implementation process of software creation.

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Anna Douglas joined the University Recreation Department on November 11 where she will serve as the Aquatics & Program Coordinator. Anna graduated from Grand Valley State University with a degree in Hospitality and Tourism Management. During her time at Grand Valley, Anna worked as the Camp Administrator and Program Director Assistant at Camp Harvest in Newaygo. After graduation, Anna took a job as the Aquatics Assistant Manager at Life Time Athletic in Tennessee where she oversaw 4 pools, various levels of swim lessons, and trained and certified all lifeguards.

Anna will be overseeing the aquatics area where she will coordinate swim lessons, lifeguards, and the overall programming of the pool. She will also help in various programming opportunities.



Gina Johnson joined the Birkam Health Center as a Family Nurse Practitioner. Gina is a Big Rapids native, has worked as a medical/surgical nurse before obtaining her advanced degree, and greatly enjoys her role as a Family Nurse Practitioner. She is very eager to serve the students at Ferris in the Birkam Health Center and particularly enjoys educating patients about health and wellness. Gina is available for appointments Tuesday – Friday from 8:00 am – 5:00 pm. Students may call 231-591-2614 to make an appointment or log on to the Healthy Dog Student Health Portal to schedule 24/7.

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Bulldog Family & Friends Weekend

Bulldog Family and Friends Weekend was an exciting weekend inclusive of many opportunities for students and their family and friends to explore campus and the town of Big Rapids and attend many different events. The weekend started with a fantastic kick-off of crafts and pumpkin decorations. The full room at the UC on Friday night showcased an intriguing night of magic and mystery, and families enjoyed the free event. If a family did not see the magician, they might have taken in the NMU hockey game. The festivities continued Saturday, with the 5k run downtown and shuttle to the Big Rapids Fall Harvest, many families took advantage of this to check out the local businesses. The frenzy continued with our tailgate, where everyone enjoyed a great menu. Forty-six gallons of mac and cheese were served and participants

enjoyed other options such as burgers, hot chocolate and cookies on this crisp fall day. A bulldog football win over Saginaw Valley State made the afternoon complete. To finish up the evening, families could enjoy the second night of hockey and ice skating afterward.

Overall the weekend was a huge success inclusive of 554 students attending, an increase of 196 students (+55%) and 2,568 guests, 890 more guests (+53%) this year than last year. However, none of this could have happened if it was not for the foundation started by Melanie Mulder and previous and current Bulldog Family & Friends committee members, the Big Rapids community, and all areas of campus that help and support students, their family, and friends. Thank you, everyone, for all your support and help!

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Get Real!

The Office of Scholarships & Financial Aid hosted Get Real! On October 2 in University Center. Five-hundred, seventeen students from Ferris State and the local MOISD Career Center participated in this annual financial awareness event. Event coordinator, Melanie Mulder, indicated that one of her favorite parts of the event is reading student responses to the survey question, “What did you learn from this event?” One student stated “ I will say this event was awesome it really gives students a real outlook on life and all of the bills and spending you will have as you “grow up” all of the responsibilities that you will take on in life. I do have a baby so I had a good outlook already, but I think that was a great event. Thank you so much for this.” Another student said, “I learned that putting in hard work now can pay off later and put me in a better place to make good financial decisions and live comfortably”. Melanie indicated that over 30 volunteers are required to facilitate the Get Real! event, but with this kind of student response, it makes all of the effort worth it.

M2B4

Enrollment Services is partnering with Morley Stanwood High School in an initiative, referred to as M2B4 (Mohawks to Bulldogs in 4 years). The goal of this initiative is to help improve MSHS student success rates at FSU. Michigan College Access Network indicates that 30% of MSHS students enroll at FSU; however, 40.2% fail to complete. M2B4 committee members – Kristen Salomonson, Kathy Lake, Melanie Mulder (chair), Jeff Stewart, Jason Daday, Angela Garrey along with Cheryl Berry, Jamey Nelson and Abby Bush of MSHS are working to identify issues attributing to the low completion rates and take steps to help alleviate the barriers. Initial plans include providing a “College 101” informational night in lieu of parent teacher conferences, a special freshman campus visit and taking the Get Real! financial awareness event to the high school campus. We are hoping that educating parents and students about the importance of continuing education will assist in providing at-risk students with a more supportive foundation for success.

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BULLDOG CONNECT

“There’s a Tag for that!”

A popular new event feature in Bulldog Connect is “Tags.” This feature entices people to attend an event based on the tag the event planner chooses. Some examples include Free Admission, Free Food, Music, Family Friendly, Giveaways, Five Star, and Bulldog Beginnings.

Tags are easy to use and manipulate! In the [Bulldog Connect event calendar](#), a viewer can click on “Tags,” choose the ones they are interested in seeing, and the events quickly populate by the tags that have been chosen. For event planners, choosing a tag is available in the [Event Registration Form](#), and multiple tags can be added to any event.

Tags also provide informational data to event planners and the CLACS staff

when using card swipe or entering attendance into Bulldog Connect. Examples of data points are: attendance by tag, most popular and least popular tag, most popular tag by residence hall, ethnicity, or student type.

- Most popular tag since the platform launch in August has been “Free Admission” with 125 events. For events that captured attendance by card swipe, 4188 students attended an event that used the “free admission” tag.
- Freshman enjoyed Free Admission (36 events attended) and attended a Bulldog Beginnings event (18 events attended).
- There were 2711 unique attendees at the 20 events tagged Bulldog Beginnings where attendance was taken.
- There were 210 unique attendees at the 3 Five Star tagged events this Fall 2019.

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Fall 2019 Career & Internship Fair



The Fall 2019 Career & Internship Fair was held on October 19, 2019 at the Ewigleben Sports Complex. The following are new initiatives and/or highlights from the fair.

- **Innovative Marketing** – CLACS contracted with a local painter to paint windows on different buildings, including specific targeting at the Business building to increase attendance from students who are majoring in Business. The Ferris Marketing Team created an event on the Ferris State Facebook page in an effort to reach more people. CLACS also decorated the office into the Career Fair hub where students, faculty, staff, and employers could reach out or stop in to ask questions. This new intentionality of marketing was successful in drawing a broader range of students at the Career and Internship fair.
- **Increased Engagement at Fair** - During the Career & Internship Fair, multiple media stands were located throughout the venue that highlighted employer information, helpful tips and tricks for students, and upcoming dates for the Spring Career and Internship Fair.
- **Increased Alumni Engagement**- In the employer's registration, they noted whether or not any of the representatives attending were alumni. Using this data, a team of staff and student employees connected with the alumni present to participate in an alumni photo shoot.
 - 262 companies attended with 761 representatives and 144 companies brought alumni to campus to recruit
- This year, there was an increase in students attending the career fair. The grand total of student attendance was 1057 (6 of those were alumni). The demographic breakdown is as follows:
 - Attendance By School Year:
 - Senior: 481
 - Junior: 270
 - Sophomore: 186
 - Freshman: 109

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College Attendance (Top 3):

Engineering Tech.: 726

Business: 222

Arts & Sciences: 46

Program Attendance (Top 10):

Mechanical Eng. Tech.: 91

Building Construct. Mgt: 75

Automotive Eng. Technology: 71

Welding Eng. Tech.: 70

Business Admin.: 51

Plastics Polymer: 45

Welding Technology: 43

Heavy Equip. Tech: 39

Mfg. Eng. Tech: 32

Marketing: 31



Group Visits

Since the start of fall semester, through Oct. 25, the Office of Admissions has hosted 26 Group Visits and assisted academic programs on many others. The calendar for Group Visits is populated with a visit scheduled every day, M-F, up to the start of exam week. Spring semester already has close to 20 Group Visits scheduled. Many more are pending for spring.

Fall visitors thus far include:

Onkama High School

Carson City-Crystal High School

Orchard View High School

Bad Axe High School

Mason County Eastern High School

Henry Ford Community College- Black

Male & Queens Focus Group

Forest Hills Northern High School

Muskegon Area Career Tech

Center- **Auto & Heavy Equipment/
Diesel**

Walkerville High School

Byron Center High School-North Star

Academy

Westshore Career Tech Center-**Digital**

Media

Wyoming High School

Ottawa Hills High School

Charlevoix High School

Wexford-Missaukee Career Tech Center-

Digital Media

Wayne Memorial High School

White Cloud High School

Manton High School

Alpena Community College-TRiO

Educational Talent Search. This visit included students from numerous high schools across northeastern lower Michigan

West Shore Career Tech Center Criminal Justice

West Shore Career Tech Center

Culinary Arts

West Shore Career Tech Center-

Welding

Wilson Talent Center (Lansing area

Career Center) students from a

variety of their programs

Muskegon Area Career Tech Center-

Criminal Justice

Wayland Union High School

Montabella High School

*Bold indicates information sessions and/or tours included of the related program/s.

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Tailgates

The Admissions Office partnered with 9&10 News again this year to host five tailgates at local high school football games. Students, families and community members were encouraged to stop by the Ferris booth to spin the wheel to win some prizes! Guests were also given their choice of hot dogs, popcorn, chips and pop to fill up before the game. It was true fall weather at the tailgates as our representatives endured wind, rain and colder temperatures but that didn't put a damper on the Bulldog pride that was shown at each Friday night event!

This year we hosted the following tailgates:

Friday, September 6 - Pine River (home) vs. Ewart

Friday, September 13 - Lakeview (home) vs. Morley Stanwood

Friday, September 27 - Lake City (home) vs. Houghton Lake

Friday, October 4 - Big Rapids (@Ferris) vs. Reed City

Friday, October 18 - McBain (home) vs. Beal City

